

## Annotated Bibliography Library Research

Hirsch, Bill. "Warranted Equipment, Maintenance Keys to Fitness Center." *Hotel and Motel Management* May, 2004: 11.

The article presents itself in a question/answer format, discussing the necessary equipment and maintenance in order to have an attractive fitness center. By giving details on specific machines, such as the treadmill, the article explains essential features that a gym and its products must offer to members. Using a treadmill as an example, the article explains that a treadmill must be well lubricated in order to prevent slipping. It must also be easy to use and have a built-in heart-rate monitor. Another important note made in the article is that the machines must be made for commercial use and professionally installed. If the machines are for non-commercial use, there may be insurance problems if a member were to become injured in an accident while using the machines. The last point pertains to the organization and cleanliness of the facility. In order to attract customers as members, proper maintenance must be kept and all equipment should be regularly sanitized to reduce the spread of germs. These main points were greatly stressed throughout the entire article.

The article by Bill Hirsch may turn out to be not as helpful as hoped for when writing the final paper. The fact that this article came in a question/answer type format gives some uncertainty to how general the article is vs. how personal it might be. In order to use the article to its maximum potential, one must investigate the attractiveness and cleanliness of the facility that they are choosing as their field site. The article does provide useful information on the technology required to facilitate a high-quality fitness center.

Lochridge, Tanya. "Find a High-tech Workout that Works For You." *Current Health* 2 Jan. 2000: 21.

The article by Tanya Lochridge gives a detailed explanation of many different machines used in a fitness center and the pros and cons of each of them. The machines that Lochridge goes into are the elliptical machines, step-up machines, rowing machines, treadmills, and cross-country skiing machines. An example of the advice given by the article for the pros and cons of the elliptical machines are that it gives the entire body an excellent cardiovascular workout and helps condition lower body muscle but that the

machine may be difficult to use for beginners. If a person is a beginner, the article suggests they start off on the treadmill to build some stamina before trying the elliptical. The end of the article provides a minor fitness quiz that answers basic questions about aerobic exercises and activities.

Though the quiz at the end of the article provides absolutely no help or information, the rest of the article is filled with it. Since one of the subcultures planned for study is the people who use cardiovascular and aerobic machines, this article provides great insight as to why a person would or would not choose a specific machine for their cardio workout. The article covers the major machines used by exercisers, explaining treadmills, ellipticals, and step-up machines. The one important machine that the article failed to cover was the stationary bike and its pros and cons. The bike is one of the more popular machines at current fitness centers and it is surprising to see it left out of a major article like this one. Other than that, the article should be really helpful when writing the final research paper as it has a lot of useful information.

Shaffer, Alyssa Lustigma. "Fitting in Fitness." *Hotel and Motel Management* 3 Feb. 1997: 36-37.

The article by Shaffer from the *Hotel and Motel Management* magazine guides hotel and motel owners how to go about building a fitness center at their facility. Any design of a fitness center is unique in that the designers built structures and open spaces where they are for a reason. The article gives great explanation and reasoning on each detail of the facility. One main concern is that the facility is that it should be at least 500-600 square feet. Otherwise a feeling of tightness and discomfort may come to those who use it. The optimal size would be 800 square feet in order to give room between machines and other items used in the center. Another point the article addresses is the type of weights or workouts that they have available. Free weights are a great way to attract members because of their customizability and variation but are at a much greater risk for theft. There is also a greater chance of injury if there is no spotter or the user not using the weights properly. Shaffer was able to briefly interview the executive vice president of the American Leisure Corporation and get his opinion on matters such as numbers of items compared to the number of hotel rooms in the facility. The vice president Rick Bouza stressed the need for multiple cardiovascular machines as well as a good amount of strength training machines aimed at the major muscle groups.

This can be a very helpful article when the time comes to writing that final paper. The article offers so much useful information on the reasons for designs of fitness centers. These designs are specifically made to attract customers as members and with an article like this one explaining the reasoning for different designs and variations, a better understanding for the field site can be reached when observing the subculture in that site. The quotes of the vice president are essential to any time of research of this field site because it offers advice from a professional and expert of fitness center design and setup. Hopefully this article will come in handy when writing the final paper. Its detailed

information on the necessities for a successful fitness center will be crucial in understanding the field site and the subcultures residing within it.

Sullivan, Bob. "Boost Club Membership with Healthcare Technology." *American Fitness* Mar/Apr. 2005: 48-50.

The theme of this article is that the more a club has to offer you for a certain price, the better chance they have of converting you into a paying member. Sullivan raises a great point in arguing that the presence of a health club will not automatically ensure that members will join, but that features offered with a certain price in comparison to others will solely make the difference. Sullivan goes to back this up by saying that the public is more aware of fitness terms and techniques and is therefore on the lookout for a fitness center that will offer them these features. He reasons that people nowadays are more interested in their image and the results of their workout than just the idea and feeling of being in the health center. Now prospective customers are picky in their selection of a center and will investigate the facility thoroughly if interested in what they have to offer. Fitness club marketers can now take another step forward in campaigning their facilities by attracting customers with new fitness resources and healthcare benefits.

This article provides a different way of looking at the same topic of using new technology to attract members. Sullivan properly argues that the public is more aware of fitness trends and will use them in determining a place to workout. The material in this article can be very useful when researching this particular subculture. By explaining that customers' awareness of new trends directs and determines the amount of technology used and the features that fitness centers try to make available to its members, an observer can clearly see why firstly the centers offer such features, and secondly, why the users want those kinds of features. The article will be very helpful when writing the final research paper and can really make a difference on how to understand a subculture and its ways.

Williams, Del. "Rising to the Surface: Advanced Urethane for Running Tracks." *Coach and Athletic Director* Nov. 2003: 82-84.

This article is by far the most relevant to one of the subcultures being studied. This is the subculture that uses that synthetic track everyday rather than the newly designed, feature filled cardio machines. Williams goes into a brief history of the surface material used for synthetic tracks, stating they were first used over forty years ago. Few significant improvements were made during most of that time until recently, when advancement in urethane technology vastly changed the world of synthetic tracks.

The main focus of the track surface is its 'relaxation' time, which is the time it takes to reorient itself on impact. If the relaxation time is too fast, the ground will not give and this could cause a lot of internal damage to the knees and legs for all the jarring it will have to take. If the time is too slow, it will absorb way too much energy and slow down the runner. An example of something similar is like a person running in sand, where it gives too much and slows down the runner. A perfect track is one that balances those two issues to give the runner the most effective amount of relaxation time. Urethane technology is now being used to strike that balance and has become very popular in many of the outdoor and indoor fitness facilities.

It was discovered that hard cement or flooring used for tracks in the past had little effect on any short races or sprints because of their quickness. This was the exact opposite for any long distance races, as the minimal cushioning provided by such a hard floor would damage joints in all parts of the legs throughout the long run. Steve McBride, a project manager on a track construction completed for Hayward Field during the year 2000, explained why this happened. His statement said that in a sprint, hard surfaces were ok to have because they returned all energy back to the runner to get him to his next step quicker. The problem was long distance runners, as the more the runner ran, the more punishing it would be on his or her body.

To complete the Hayward Field project in 2000, the University of Oregon turned to the Athletic Polymer Systems (APS), which is the industries leading innovator in athletic surfaces. In response, the APS came up with technology for urethane, which turned out to be the perfect all-purpose track surface. Since the time of the track installation, there have been many new records set on that track which can be directly related to the use of urethane in the surface.

What makes urethane so ideal for a track is that it rebounds on the right time-scale. The track can be used for both sprints and long distance runners because it has a balanced rebounding time that is great for sprints and long distance runs. For sprints, the rebounding time is short enough to provide equal competition on a hard, cement surface. For long distance runs, the urethane gives way enough to make the run more comfortable

and less punishing for the runner. In short, the surface matches the athlete's natural rhythm to maximize energy return while also providing sufficient cushioning to ease the joints of the runner. Another benefit of urethane is that it is used in full-pour resurfacing, meaning that the material is self-leveling and will fill any crack or dips on its previous surfacing. For any other material, the existing surface would have to be completely removed before a brand new surface could be put in. Its just a simple task for urethane though, to fix the surface all one must do is add another layer.

This article will be fantastic when it comes to writing the final paper because it provides so much information on the design and material used for tracks nowadays. The case study of Hayward Field at the University of Oregon speaks about the exact track that will be observed as the field site, because the field site is at another major university and has many similarities. The quotes from current coaches or athletic directors as well as quotes from the Athletic Polymer Systems personnel will greatly benefit the paper's evidence to support any claims made by runners who will be interviewed. Overall, this was indeed the most helpful article and will definitely be used and looked into while writing the final research paper.