



# Rowbics™

Rowing Evolved.

## COVER STORY

Group Fitness Director, Ron Sarchian, is busy overseeing the successful introduction of Rowbics and the launch of their customized group rowing studio. As members wait anxiously for the first class to be offered in the new studio, this Huntington Beach club is exploring a revolutionary way of introducing this new group fitness class by combining it with an already established class.

Fusion is 30 minutes of Rowbics™ and 30 minutes of Spinning™ that invites people who are familiar with one sport, to enjoy the opportunity of learning a new one, without comprising time or comfort level. "Often club members are stuck in a rut and don't even know it, combining classes is a great way for them to explore new fitness options," says Sarchian.

The fitness instructors also enjoy the opportunity to share their expertise in a class than many members may not know about or have the courage to try on their own.

Rowbics is also being paired effectively with pilates, yoga, indoor cycling and boot camp classes. Introducing a

new group fitness class is a chance to get members excited about coming to the gym and a new destination once they get there!



GOLDS  
FUSION

### ROWBICS AND GOLD'S GYM, HUNTINGTON BEACH ARE ALL IN THE FAMILY

Gold's Gym in Huntington Beach is on the verge of opening it's new Rowbics



Studio, complete with 16 rowers, flat screen TV and cutting edge virtual rowing software. While the construction is scheduled to be completed in October,

# NEWS LETTER

## TESTIMONIALS



### KATHI'S STORY

In April of 2001 I was 40 years old, weighed 270 pounds, never exercised a day in my life and literally lived to eat. A very good friend of mine said the right thing at the right time and inspired me to change my life. In December of 2004 while visiting my local gym, I used a Concept2 Rowing Machine for the first time. I rowed for 30 minutes and believe it was the BEST WORK-OUT I've ever had. With dedication and a lot of fun on the rowing machine, I've lost 100 pounds and live a healthy and very rewarding lifestyle.



### GEORGE'S STORY

At 415 pounds I had tried dieting and going to the gym but nothing inspired me. After reading a story in the newspaper about Rowbics Indoor Rowing class, I decided I had nothing to lose, so I went. It was such a transformational experience I couldn't believe it. The class was so diverse, the atmosphere was so comfortable, I knew I would be back. Once I started to get in shape I was motivated to make better choices with my diet and I was sleeping so much better. My goal is to lose 100 pounds in one year with Rowbics!



# TRAINER PROFILE

## Jack Nunn



ing can actually strengthen your back.

*What is your favorite exercise to teach in class?*

The warm up I teach in every class is the same warm up I use out on the water for myself. The "pictorial" breaks down the sequence of the stroke beginning with arms only, then we transition to arms and back, followed by quarter slide, half slide and then full slide. This is the best way to align yourself and it unifies the class. When you take the stroke apart for people it ensures proper technique and is easy to learn.

*Who is your favorite type of student?*

The one having a good time! Actually, I enjoy new students because people tend to remember the first time they try something new and I like being part of a fun memory for them. It's also very rewarding to be part of someone's progress when they're getting results like weight loss or gaining strength. Exercise is hard work and I tell my students to take it one minute at a time, one song at a time, one class at a time and not to think about it too hard.

*What are you looking forward to in the future?*

This fall I'm going to start coaching the Freshman Crew at Loyola Marymount University. I look forward to learning new training and workout techniques that I can bring back to my Rowbics classes & workshops to keep my instruction new and fresh.

JACK NUNN IS A 3 TIME COLLEGIATE NATIONAL CHAMP, 4 time Pac Ten Champ, Silver Medal winner at the US National Championships, certified Spinning™ Instructor, has been playing ice hockey since he was 5 years old and is a Rowbics Master Trainer. This quite accomplished athlete sat down with us to talk to about life, fitness and indoor rowing.

*Your father, John Nunn, is a Bronze Olympic Medalist and also coached an Olympic Team as well, did you ever feel pressure to be a rower?*

Oh no, I played a lot of sports growing up, soccer, baseball, ice hockey...it wasn't until I turned 16 that I asked my dad about rowing. He took me down to Marine Stadium in Long Beach, CA and I ended up in practice at 5 AM before school 3 days a week and 5PM after school 4 days a week. We trained a lot but it actually enhanced my academics and helped me stay focused at school and on the water.

*What would you say are the biggest misconceptions about indoor rowing?*

That indoor cycling is a better workout and rowing can hurt your back. Both of those are completely untrue. Indoor cycling doesn't work all the muscles that indoor rowing does and if you have good technique, indoor row-

*"It's very rewarding to be part of someone's progress."*

# Hydration

by Kelli Horton MPH, RD

**COMBINE THE EXTREME HEAT** of the summer with an amazing Rowbics workout and you will definitely be in need of extra fluid. Water is the most important nutrient your body requires. It makes up 70% of your body and is used for every cellular function including nutrient transport, waste excretion and controlling your body's temperature. Adequate hydration can also prevent muscle cramping during and after your work out.

**Did you know, on a hot summer day you may triple your fluid needs when exercising?**

In general, feeling thirsty is not an adequate sensation and often comes too late, after you are already dehydrated. The thirst sensation can be relieved by drinking water but your body may not yet be fully hydrated.

**How much should I drink?**

*Pre-workout:* Drink a liter of fluid about 2 hours before exercise to prevent you from overheating and improve endurance.

*During and after workout:* The best thing to do is to drink the same amount of water that you lose from sweat while rowing or doing any other activity. You can test your weight before and after your workout to determine if you maintained adequate hydration. Each pound of weight that you lose while working out indicates about 1/2 Liter (~16 oz) of water you need to replace. A good estimate is 600-1200 ml/hr (20-40 oz) in addition to your 2 Liter (64 oz), or more, daily needs.

**Do I need a sports drink?**

If you are working out for less than an hour, as in a typical Rowbics class, then a sports drink with carbohydrates has not been proven to be necessary. When performing continuous physical activity for more than one hour then a sports drink may be beneficial to improve

endurance and replace lost electrolytes from sweating. If a flavored or sweetened sports drink helps you drink adequate fluid then that is reason enough to use it. Be aware that there is sugar which means calories that you may be trying to reduce if you are meeting weight loss goals.

**Other benefits of water**

If athletic endurance isn't enough reason to drink water, you should know that water has other benefits that can also help you look your best. Water regulates the elasticity of your skin. If you are not drinking enough water your skin may not have the same smooth appearance we all desire. Water also helps rid the body of toxins by flushing your system and helping your body function its best. You may even notice clearer skin.

If you are trying to lose weight, water can help. It offers calorie free tummy filling. By drinking 8 oz of water before a meal and another 8 oz with your meal, you will feel full from your meal faster and help you eat less, avoiding extra calories your waistline doesn't need. If your body is retaining water then drinking more water can help that extra water flush out-ironic, but true. Decreasing your sodium intake will help prevent unwanted water retention as well.

The water in your diet is best in its true, pure form, however the water in your foods and other beverages count towards your daily water needs. Try drinking 4 oz of water every hour. Keep it nearby, whether it is from the tap or from a bottled source. It is best to avoid beverages with sugar because you are adding extra, unneeded calories. Caffeine makes you excrete water so caffeinated beverages should not be counted towards your fluid goals.

**For nutrition related questions, Contact Kelli Horton at [kelliRD@gmail.com](mailto:kelliRD@gmail.com).**





## ROWBICS Wins Gold

## CONCEPT2 in the news



Rowbics Team USA Wins Gold in Germany (from left to right): Logan Hood, Jack Nunn, Victoria Draper and Ron Sarchian

FOR MANY PEOPLE, THEIR FIRST ENCOUNTER WITH a Concept2 Indoor Rower occurs at a health club.

One of the ways that Concept2 keeps in touch with the fitness industry as a whole is by attending trade shows like the Annual International Convention & Trade Show, put on by the International Health, Racquet and Sportsclub Association, or I.H.R.S.A. This year, Concept2 decided to bring the world of indoor rowing races to the fitness world by hosting the first "Concept2 Rowing Challenge." The idea was simple: invite health club professionals to form a four person team and have each person row 500 meters of a 2000 meter row. The fastest team would win a trip to Germany to compete in a similar event held at Europe's largest fitness trade show, FIBO2007, in Essen, Germany.

As teams from Gold's Gym, Matrix Fitness Equipment, Bay Club Marin, Club One, PMax, Rowbics and many others began training in earnest this year, it was clear that it was going to be a great race.

Race day was a grand spectacle with teams rowing a very intense 2000 meter relay race on an elevated stage in the main trade show hall. For many of the attendees, this was the first time they had ever seen a high level indoor rowing race and they were literally stopping in their tracks to watch the action on stage.

When the dust had settled the winning team was the Rowbics team from Long Beach, California, with a winning time of 5:49.0 for 2000 meters. Says Victoria Draper, Rowbics President and team manager, "This was an amazing opportunity to test ourselves and show the community just how exhilarating indoor rowing can be."

The Rowbics team also competed at FIBO2007 in Essen Germany as "Team USA" and won 1st place in their category. The team attributes their winnings to consistently practicing and improving their rowing technique, training hard and knowing other "tricks" to shave time off their scores.

### Shape Magazine, 8.2007

Shape Your Home: Mid-Priced Luxury Home Gym features the Concept2 Indoor Rower: "The newly remastered Concept2 Model D Rower (\$850;concept2.com) delivers such a super-smooth ride you'll swear you're gliding across a lake. Hop on for a full-body workout and burn more than 600 calories an hour."

### Sports Illustrated, 4.2007

"Ultimate Regimen: A fighting champion gets intense" features Chuck Liddell, World Light Heavyweight Champion in Mixed Martial Arts. Chuck tells how he uses the Concept2 Indoor Rower for crosstraining.

### The Martha Stewart Show, 1.2007

Featured Martha Stewart and her trainer on the Concept2 Indoor Rower as they explained the benefits of indoor rowing, Martha's new "favorite" exercise.

### Dirt Rider, 4.2007

"Surviving Pastranaland! Nine tips to help you live through Travis' Nitro Circus" Features Travis Pastrana, one of the most well known motorsports competitors who has won numerous championships and X Games gold medals in several events, including supercross, motocross, freestyle motocross, and rally racing. Travis regularly uses the Concept2 Indoor Rower for crosstraining and issues a rowing challenge in this article.





## DID YOU KNOW? Most asked questions

### W O R K S H O P



### C A L E N D A R

*Long Beach, CA*

#### Oct

- 13 Indoor Rowing Foundations
- 14 Rowbics™ Group Programming

#### Nov

- 10 Indoor Rowing Foundations
- 11 Rowbics™ Group Programming

#### Dec

- 8 Indoor Rowing Foundations
- 9 Rowbics™ Group Programming

For more information or to register for a workshop, please call **888-ROWBICS**.

### Is rowing an upper body workout?

Yes. Like kayaking, rowing does offer a great upper body workout. Rowing also strengthens and tones your whole body from the largest muscle groups to the smallest; the power is distributed in the legs (70%), the back/abs (20%), and then the upper body (10%).

### Can I purchase Concept 2 Rowers from you?

YES! We are authorized resellers for Concept 2 and are always able to match the price you would receive if you ordered directly from the manufacturer.

### How much space is needed to have a rowing program?

Your Rowbics class can be semi-private (such as a Pilates reformer class) or as large as your indoor cycle class. Regardless of how much space you have, there is always room for a Rowbics class. The length of one machine is 7' 11" and the width is 24" and they store standing up or separated.