



ASSOCIATION OF
FITNESS STUDIOS

NEWS RELEASE

Nash, Macgowan Join AFS Advisory Council

(CHICAGO, ILLINOIS, August 7, 2015) – The Association of Fitness Studios (AFS) today proudly announced the addition of fitness industry leaders Frank Nash and John Macgowan to the AFS Advisory Council.

Nash, owner of Frank Nash Training Systems, in Worcester, MA, is one of the most in-demand coaches, writers, and presenters in the industry, working with studios and gyms worldwide. A personal trainer by education and passion, Frank was a pioneer in the development of small group training.

Over the last 15 years, Frank's passion for excellence has driven him to help thousands of individuals succeed and to build one of the most successful training clubs in the nation. His leadership is recognized worldwide for he currently consults with many gyms on the “Business of Fitness.”

“Frank Nash represents and encompasses everything we seek in building an advisory council of industry experts,” said Josh Leve, AFS founder and CEO. *“Beyond what he knows, Frank’s passion to genuinely pass knowledge forward is the exact mindset that is inherent in building a community.”*



Frank Nash

For the past 15 years, Frank has achieved excellence in the field of Fitness Training and Performance Enhancement, helping individuals and athletes reach their goals through sound scientific training. That said, Frank’s true passion and focus is “life changing” training through weight loss and lifestyle coaching.

“AFS has touched the pulse of what’s trending in fitness, and that’s the small,

boutique studio,” said Nash. “I’m honored to have been selected to the AFS advisory council and I’m truly excited to participate.”

John Macgowan is a consultant and owner of Deep Breath In, LLC - publisher of ICI/PRO, the online Indoor Cycling educational resource for Cycling Studio owners, managers and Instructors around the world. He has been leading Indoor Cycling classes since 1997 - with certifications from Schwinn, Stages, Heart Zones, ICG, Life Time Fitness and Cycling Fusion.

Thousands subscribe to John’s Internet radio show – the Indoor Cycle Instructor Podcast through iTunes. Over the past seven years (340+ episodes) he has given voice to hundreds of industry leaders, fitness professionals, and studio owners.



John Macgowan

“We welcome John Macgowan to our Advisory Council with open arms,” said Leve. “He’s a true indoor cycling guru, with

a dedicated following. He will be a tremendous AFS resource for this segment of the studio market.”

ICI/PRO has been at the forefront of the explosion of boutique Indoor Cycling studios. Many successful studio owners can point to one of multiple interviews John has conducted, as being the "spark of inspiration" they needed to launch their new fitness business.

“I love what I see AFS doing to help connect, educate and encourage independent fitness studio business owners,” said Macgowan. “There’s power in numbers and all modalities of fitness will benefit from being a part of this well managed organization. As a member of the Advisory Council, I’m excited to help AFS develop the Indoor Cycling vertical within the umbrella of the greater association.”

John manages multiple Indoor Cycling related online communities; the Cycling Studio Owner's Facebook group and Pedal-On.com forum. He and his business partner Kathy Helmuth, created Parkinson's Cycling Coach, an ACE-approved online resource, where fitness professionals can become certified to teach Indoor Cycling classes specifically designed to provide symptomatic relief for those suffering with Parkinson's Disease.

About AFS

The Association of Fitness Studios (AFS) is the only membership community dedicated solely to the business of fitness studios. AFS provides studio owners and developers a wide array of business-specific products, services, and benefits that enable them to more effectively manage and grow their businesses, building on the passion, compassion and courage they've already shown. www.afsfitness.com