

Clint Eastwood: Movie and Exercise Icon

The Oscar-winning star shuns the glam and excesses of Hollywood to focus on exercise and a healthy lifestyle.

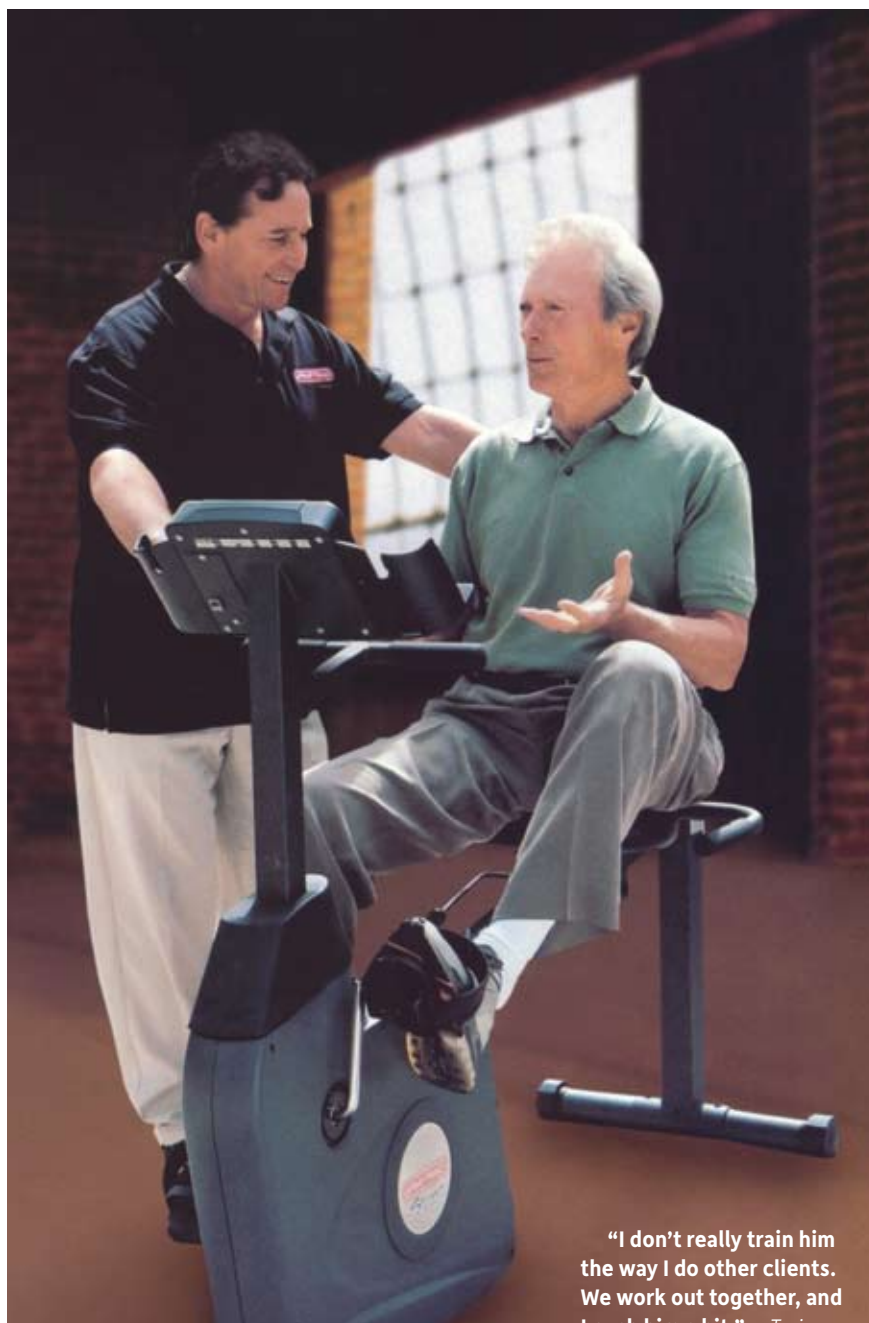


The public knows Clint Eastwood as a legendary film actor, director and producer. But the macho movie star also owns two fitness clubs and devotes time to charity ventures, his family and, his favourite pastime, golf.

How does the 78-year-old keep up the pace?

According to his personal trainer, Mike Hamill, of Tsawwassen, B.C., Eastwood is vigilant about his physical wellbeing. "Clint's an old gym rat from way back," says Hamill. "He's been training for many years and works out faithfully every day."

The two met about 20 years ago during the filming of *Unforgiven* in High River, Alberta. "An American publicist I knew from my bodybuilding days [Hamill placed second



"I don't really train him the way I do other clients. We work out together, and I push him a bit." - Trainer Mike Hamill

EVENTS

MMA Expo

June 6 & 7

International Centre, Toronto

Now in its fourth year, the MMA Expo lets fans meet, get autographs and take pictures with MMA celebrities, professional fighters and world champions. The weekend event also features a wide variety of hands-on seminars, CEC-accredited fitness workshops, action-packed martial arts tournaments, insightful demonstrations and a vibrant exhibit floor with a wide array of top brand products and services. For more information, visit www.mixedmartialartsexpo.com.



FAME World Championships

June 12-14

Theatre Outremont, Montreal

This year's FAME World Championships will be happening over three days and includes a large number of classes, including Fitness Model, Bodybuilding, Figure Posing and Fitness. For more information, contact 877-wow-fame or visit www.bodyproud.org.



in the 1984 North American championships] suggested that I be the person to supply cardio and weight training equipment for the set."

Since that successful first collaboration, Hamill has played an important role in all of Eastwood's projects. Several weeks before each of Eastwood's movies starts shooting, Hamill moves to California to bolster the star's fitness level and then keeps him in top shape throughout the movie. "I don't really train him the way I do other clients. We work out together, and I push him a bit."

Hamill, who entered the fitness business in junior high in 1973, has long been impressed with Eastwood's dedication and healthy approach to life. Besides his active lifestyle, Eastwood eats a healthy diet comprised of lots of fish, fresh greens, fruit and vitamins.

In addition to equipping his film sets, Hamill has also equipped, and in some cases designed, gyms for Eastwood's six homes around the world. "He has a full health club with 30 machines in each home," explains Hamill. "He realizes that there isn't one Cadillac line of equipment, so he buys a variety of brands to have the best of the best. He really likes Precor's elliptical machines, Star Trac and Precor cardio equipment, the Stride and Apex strength lines and Life Fitness bikes."

Eastwood enjoys being a part of the equipment buying decisions, and he and Hamill often visit The International Health Racquet & Sportsclub Association (IHRSA) trade show in San Francisco together to evaluate the new equipment innovations. "Clint is 6'4", so we're always looking for the latest equipment that fits his body type," says Hamill.

Eastwood is a disciplined exerciser and a "normal down to earth guy" according to Hamill. "He's definitely not the typical Hollywood celebrity." (It has been a challenge for some of the other stars Hamill has trained to keep the focus on exercise and healthy eating and away from drugs and alcohol.)

Over the years, the pair has forged a close friendship. In fact, Hamill hopes that Eastwood will visit him this summer to work out at his gym, Tsawwassen Athletic Club, and do some fishing once he returns from Africa where he is currently filming his latest movie.

Fighting the HST

LONDON, ON - David Patchell-Evans, in-coming chair of IHRSA, president of the Canadian Fitness Professionals and board member of Fitness Industry Canada, waded in with the minister of finance on the issue of the newly proposed harmonized tax introduced by the Ontario provincial government and supported by Federal Finance Minister Jim Flaherty. The Ontario government announced in its March 26, 2009 budget that it plans to harmonize the 8% Ontario retail sales tax (RST) with the 5% federal goods and services tax (GST) to form a 13% harmonized sales tax (HST), effective July 1, 2010. To date, a provincial tax has not been paid on fitness services.

"This is a tax on the health and fitness of Canadians at a time when we can ill afford the health implications of a challenged economy," said Patchell-Evans, who is also the founder and CEO of GoodLife Fitness. "What this tax means is that services such as memberships, personal training and massage will be taxed. I met with the Finance Minister of Ontario and had a discussion about possible alternatives. He promised to look into the situation, at the same time without making any commitments. The foot is now in the door."

This additional 8% tax burden flies in the face of an inactive and obese population. According to Statistics Canada, 65% of men (7.7 million) in Canada are overweight or obese and 53.4% of women (6.5 million) in Canada are overweight or obese.

To tax health and fitness clubs is extremely short-sighted when there should be an unprecedented focus on prevention. The total direct costs of obesity, as reported by the Canadian Medical Association in 1997, are estimated to be over \$1.8 billion or 2.4% of total health care expenses in Canada.

Marketing Your Message

BY DAVE WRIGHT

Tell stories to draw members to your door.

Consumers all hate the direct sales pitch. We much prefer to make our own independent choices to purchase an item or service – or not.

This applies to marketing too. We would rather read a story about an interesting aspect of a business than read an advertisement paid for by the business.

The most effective marketing takes place when people not directly involved in running our businesses talk to radio stations, newspapers and television shows and talk positively about our clubs. Third party credibility speaks volumes.

We all have stories. We have members who have lost weight, who have just had babies and who are living with cancer. What we must do is present that information so that it reads as a story and is newsworthy.

One simple way to create news is to support charities. Whether you sponsor a fun run for breast cancer, offer programs to fight childhood obesity or lead programs that help people quit smoking, tell the media about your endeavours. Even better, plan to send a press release every two weeks announcing the happenings at your club.

Your business is a story, and the more chapters you can tell the public (at no cost) the better. Let your potential clients understand who you are, what you stand for and, most importantly, how you can help them. Doing this will help you achieve the toughest business objective of all: getting potential members through your doors.

Alberta government scraps fitness tax incentive, health minister says no money

CALGARY - Alberta Health Minister Ron Liepert says a tax break for people to get in shape has been eliminated due to the cost.

A private members' bill, which would make Albertans eligible to claim up to \$500 each for fitness expenses, was passed in the legislature last year, but scrapped in last month's provincial budget.

Liepert said Sunday the credit was cut because there's not enough money to make it happen.

