



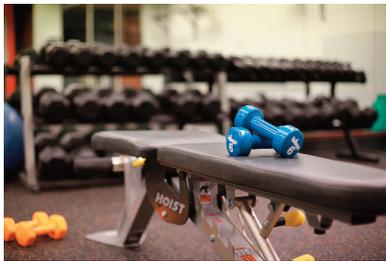
Do you have a fitness center for employees to get away from their desks, destress on a treadmill, take a group fitness class, or just lift some weights? Maybe you have a great space, but it doesn't seem like it's getting used enough. That was the case for Indiana Farm Bureau Insurance. But now, with NIFS on board as the fitness center management partner, their employees are making great use of the fitness center with creative programming from their NIFS manager, Keith Ledbetter.

Whether it's with a simple cardio-based circuit class, an outdoor bootcamp, or a cardio drumming class, Keith, a six-year veteran with NIFS, keeps it fun and exciting for members. Case in point: Members have a love-hate relationship with Keith's "ball of fun." He bought a simple outdoor playground ball and wrote a variety of unique exercises all over it. When he takes a class outdoors, he lets the "ball of fun" dictate the workout for the day. Class participants take turns throwing the ball, and the exercise that lands up determines the next element of the group workout. It feels like adult recess, and the members keep coming back for more.

Sara Miller, a longtime member of the Indiana Farm Bureau Fitness Center, shared that she appreciates how friendly and nonthreatening the environment is. She said, "I feel comfortable in classes or in one-on-one sessions with Keith. He's personally helped me lose baby weight twice while staying in shape during my second pregnancy. He's been a tremendous resource, and since I started working out regularly, I take fewer sick days and have more energy."

When an employee has a suggestion, our staff members listen and make it happen. Simply changing up class schedules every quarter or getting creative, in even the simplest ways, creates energy and excitement in programming that keeps members coming back. For example, when a member mentioned cardio drumming to Keith, he imaginatively adapted existing equipment and built a new, very popular cardio drumming lunch class. Jennifer Penn, another fitness center member, told us, "Keith makes fitness fun and his personality is great for the work he does. I never get bored and I look forward to the noon hour because although we are working hard, it still feels like we are hanging out with Keith."

Engaging members in group fitness classes isn't the only way Keith works to make the Indiana Farm Bureau fitness center successful. We know through years of experience that the best way we can draw in more participants is



NIFS Staffing Summary:

- 40 hours per week since June 1, 2010
- 80+ group fitness classes per month
- 70+ individual appointments per month





One of Keith's crazy but effective workouts that keeps fitness fun.

through Keith getting to know employees who are not already members in the gym. But expecting nonactive employees to come to him wasn't realistic. So Keith created Desk Fit as a way to start a conversation with employees who hadn't become fitness center members.

By simply stepping away from the potentially intimidating fitness center environment, he invited employees to signal their interest in becoming more fit by taking a little green army figure from a bowl full of the plastic toys and sitting it on their cubicle wall. Keith then walked the floors at Indiana Farm Bureau looking for the green army figures and paused at each marked desk for a conversation. During each conversation, he provided employees with exercise handouts, a membership application, and a group fitness schedule. The program generated so much interest that Keith beat his target conversation goal by 26% and saw a spike in group fitness class participation of 44%.

Desk Fit is proof positive that engaging programming doesn't have to be expensive, elaborate, or full of gimmicks. Building a thriving corporate fitness center starts with great relationships; the right management partner with the right staff makes all the difference. Our client contact, Sarah Banning, agrees. She told us, "Keith makes exercise fun, and he's always helpful, informative, and encouraging. He's definitely an asset to NIFS and Indiana Farm Bureau."

For more information about NIFS's expertise in corporate fitness management, contact Emily Davenport, 317.274.3432 ext 208. Visit wellness.nifs.org.

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***—Jennifer Penn,
fitness center member***



A fitness member enjoying Keith's fitness program.

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