

Ring in the new year with fitness, health goals

By Jennifer Eisenbart
EDITOR

If there's one constant in the month of January, it's the large number of New Year's resolutions.

Inevitably, more than a few of those resolutions revolve around fitness and exercise. In Walworth County, there are a large number of options available for working out, everything from chain franchises to athletic clubs to the area YMCA.

All those places have something in common – they want to help people on a wellness journey.

"It's our highest month," said Mike Kramp, CEO of the Geneva Lakes Family YMCA, in terms of new memberships and day passes.

Added Andy Sieberer, the general manager at Four Lakes Athletic Club, "we're definitely more busy this time of year. There's definitely folks who come in and have decided, 'this year's the year.'"

Aaron Gottschalk, who runs Snap Fitness in Elkhorn, pitched in, "We want to actually see you get healthy."

Four Lakes Athletic Club

FLAC, as it is referred to, has options available for everyone – short-term memberships of three or six months, year-long memberships or month-to-month memberships.

Sieberer says the seasons have a huge impact on the foot traffic at FLAC.

"As soon as it gets cold out, usage definitely goes up," he said. Additionally, when the weather gets warm, members "use the gym a little differently," adding that numerous members prefer to hike or utilize the outdoors for exercise.

As a result, he explained, short-term memberships – like the three- or six-month memberships – can be a popular option. FLAC

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features a walking track in addition to a variety of different fitness machines and weights, plus its tennis courts.

"Just to get them through the cold part of the year," he said.

During the winter, Sieberer said, they focus on assessing new members. With eight personal trainers on staff, every new member gets a chance to meet with a trainer, learn how to use the equipment and find out what classes will make sense for them. All classes held at FLAC are included in the membership fee, so Sieberer said it makes sense to have members "pointed in the right direction."

"Our advertisement is our members," he said. "We focus on getting to know our members. We want to know their name. We want to know their story."

"It's guaranteeing them a shot at success."

The Four Lakes Athletic Club is at 351 E. Morrissey Drive, Elkhorn, and can be reached by calling 262-743-2000.

Geneva Lakes Family YMCA

While the Geneva Lakes YMCA operates out of Lake Geneva, the groundwork is in place for a sister facility to be built in Delavan.

Kramp said there is a dedicated YMCA branch steering committee in Delavan, and the pre-planning for what the new facility will look like has been done. He expects at least one pool, and licensed child-care for children up to 3 years of age.

In the next year, Kramp said, the focus will be on securing major fundraising gifts, and determining the rest of the needs in the community.

Some of those needs, he said, are served in Lake Geneva at the YMCA there, as he explained 18% of the membership is from the Delavan and Elkhorn area. The winter months at the YMCA, Kramp said, always see a bump in membership, as well as people purchasing day passes. He added that every bit of space at the YMCA is "programmed out," including a new virtual studio that people can use to take Les

Mills workout classes.

That space can be reserved and fits a small number comfortably, and the Les Mills classes range from 15 to 60 minutes. There is also open swim, three indoor pickleball courts and a variety of fitness equipment.

In addition, though, Kramp wanted people to remember the mission work and outreach programming the YMCA does. Each year, they fundraise to make sure second graders in the area can take part in a safety around water program.

"They get to come to the Y, they get to swim at the Y. They're learning life-saving techniques," Kramp explained, like floating, how to turn over and how to bounce off the bottom, as well as simple assists.

It is part of a nationwide program, as is the Rock Steady Boxing program, which allows those with Parkinson's Disease a chance to engage in exercise that is evidence-based to impact Parkinson's symptoms.

The Geneva Lakes Family YMCA is located at 203 S.



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A variety of fitness options exist throughout Walworth County as people try to keep health goals on track during the winter months. Above: Snap Fitness in Elkhorn, operated by Aaron Gottschalk (shown here), is one of the 24-7 operations in the area.

Wells St., Lake Geneva, and can be reached by calling 262-248-6211.

Snap Fitness

For Aaron Gottschalk, his own fitness journey of losing

more than 100 pounds led him to a number of different ventures in the Elkhorn area.

Among them is owning Snap Fitness in Elkhorn, where he says he is working not only to make health and wellness fun, but profitable to everyone involved.

"Our culture here is what separates us apart," he said.

While Snap Fitness in Elkhorn offers all of the normal benefits of its brand new 24-7 gym access through a key-card, state of the art training equipment, free weights, etc. – Gottschalk talked about the incentive program as another way to get people working out with a purpose.

Members get points for a variety of different activities, everything from completing one of the Snap app workouts to just swiping their card to come into the gym.

And while those points can go toward personal redemption (Snap Fitness merchandise, discounts on items offered at the club), they can also go toward community buckets.

Those points can help send money to events like the Food Truck Festival, Concerts in the Park and even the Sunset Park bandshell project. Gottschalk also has separate buckets for the Elkhorn Educational Fund, as well as for high school rewards for area students.

The Snap app, he said, allows people to work toward accountability in their fitness journey, and event work to-

gether.

"It's very welcoming, family oriented," Gottschalk said. "They like coming here."

Snap Fitness is located at 56 W. Market St., Elkhorn, and can be reached by calling 262-723-7627.

More than just clubs

Other options and places to get your workout on include fitness centers at area high school – the Whitewater Aquatic and Fitness Center, located at 580 S. Elizabeth St., Whitewater, the Elkhorn Area High School Fitness Center at 482 E. Geneva St., Elkhorn, and the Phoenix Fitness Center at Phoenix Middle School, 414 Beloit St., Delavan.

Whitewater's center includes the high school pool area, and is a joint operation between the city and school district. Memberships vary depending on length. For more information, call 262-473-4900.

Elkhorn's fitness center offers evening hours during the school year Monday through Friday, with more limited hours during the summer. Membership plans vary by residence and employment. For more information, go to eascommunity.recdesk.com/Community/Home.

Phoenix Fitness Center is open to all Delavan-Darien residents. Hours of operation are 3 to 7 p.m. Monday through Thursday.

Contact DDS's Kyle Polzin at kpzlin@dds.schools.org for more information.



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Above: Four Lakes Athletic Club in Elkhorn offers everything from fitness equipment to classes to tennis. Trainers also work with new members at least once to evaluate their goals. Right: The Geneva Lake Family YMCA offers a flex room for Les Mills virtual fitness classes, which can be used by small groups for classes 15 to 60 minutes in length.

