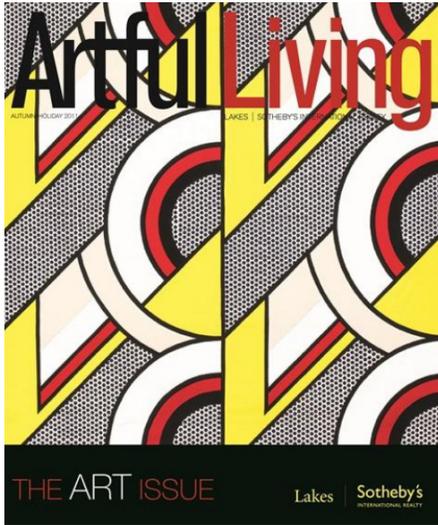


As seen in



Artful Living Magazine
Autumn/Holiday 2011



Bloomington 952.888.4408
10615 France Avenue South

Edina 952.929.0279
4420 Valley View Road

Franchises Available
952.873.7900

www.welcyon.com

The Fitness Boom

Welcyon offers health clubs for baby boomers and beyond. | BY IVY GRACIE



We can thank baby boomers for the fitness movement that began in the '80s and continues to this day. They revolutionized and stylized exercise, moving it from Muscle Beach to Main Street, and switching it from sweatsuits to Spandex. Now 30 years have passed, and boomers' bodies are changing. And guess what? They're mixing it up again.

"Twenty years ago, people were kind of resigned that they'd get to 60 and slow down," says Suzy Boerboom, co-owner and chief operating officer of Welcyon, a fitness center designed expressly for people over 50 years of age. "But baby boomers don't want to accept things that way. There's this movement to stay strong and keep moving."

Centered on a protocol designed by a master physical therapist using guidelines from the American College of Sports Medicine, the Welcyon fitness program encompasses strength, aerobic training, and balance and flexibility exercises, and can be adjusted to accommodate every level of physical ability. "Someone might say, 'I want to climb Mount Kilimanjaro,' and someone else might just want to be able to get out of the bathtub," Boerboom explains. "So we do a health history on each person so we know what their needs and goals are."

Mental and emotional well-being also figure into the Welcyon mix. "We feel that a person's sense of connectedness is a huge part of their health," Boerboom asserts, noting that both clubs — in Edina and Bloomington — have social areas where members can relax with each other before or after their workouts. In addition, the clubs offer special events and classes on a regular basis.

With membership numbers on the rise, Welcyon is preparing for its own boom, offering franchise opportunities in the Twin Cities and throughout the country. "Welcyon would like to have 1 million members at some point," Boerboom declares. "We want to impact 1 million people." And given that 10,000 baby boomers turn 65 every day, the numbers are in Welcyon's favor. "We're facing crippling health-care costs," Boerboom acknowledges. "But we've also got huge numbers of adults who want to stay active. So this is about active aging; it's about longevity. I believe Welcyon can change America. We can't stop aging, but we can change how we age." **AL**