

MIFITNEWS

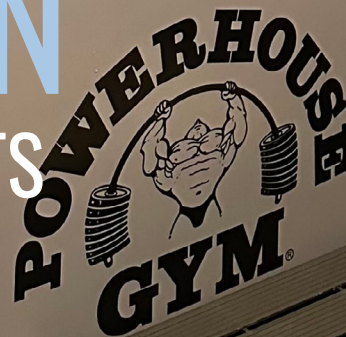
Michigan Fitness Association

Winter 2025

THE ICY REVOLUTION

EXPLORING THE BENEFITS
OF COLD PLUNGE

PLUS:
BOLSTERING MEMBER RETENTION



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ACSM-PAPHS, CSCS
 MFA SECRETARY
 PUBLIC EDUCATION COMMITTEE
 CHAIR

Welcome to the Winter 2025 edition of *MiFitNews*, proudly presented by the Michigan Fitness Association. As we navigate through this season of renewal and growth, our latest issue is meticulously crafted to not only inform but also inspire our vibrant community of fitness professionals across Michigan. Each article and feature has been selected to empower, enlighten, and engage you in new and exciting ways.

Our cover story, “The Icy Revolution,” dives deep into the rejuvenating world of cold plunges. This ancient practice, now revived in modern wellness circles, is shown to enhance physical recovery and mental clarity. It’s a thrilling read that might just convince you to take the plunge yourself and perhaps introduce this invigorating experience to your clients.

In addition to exploring the chilly depths, we also present strategic insights on how to significantly boost your online visibility. “Expand Your Online Presence in 5 Steps” offers easy-to-implement, game-changing strategies that can elevate your digital footprint and connect you more effectively with your clientele. As the digital landscape evolves, so too should our approaches to engaging with it.

One of the most critical features of this issue is our focus on the Health & Wellness Enhancement Grant, with the application deadline swiftly approaching on February 28, 2025. This initiative represents a phenomenal opportunity for your business to secure funding that can be directed towards innovative health and wellness projects. Whether you are looking to enhance existing programs or kickstart new initiatives, this grant can provide the necessary resources to bring your ideas to fruition. Details on how to apply and maximize your chances of success are outlined on page 17, providing a step-by-step guide through the application process.

Furthermore, we delve into the nuances of member retention, a key concern for any fitness business. “Bolstering Member Retention” explores the art and analytics of keeping your members engaged and committed over the long term. This feature is packed with actionable advice and real-world examples that illustrate how small changes can lead to significant improvements in customer loyalty.

We also bring you crucial updates on legislative changes affecting our industry, specifically the amendments to the Earned Sick Time Act. Staying informed and compliant is essential, and our breakdown helps you understand these changes and their implications for your business.

This issue of *MiFitNews* is more than just a collection of articles; it’s a toolkit designed to inspire action and foster a sense of community among fitness professionals in Michigan. As you read through these pages, we encourage you to engage with the content, apply the insights in your own business, and share your experiences with us. Follow the MFA on social media to stay connected with industry peers, keep abreast of the latest trends, and participate in a thriving network dedicated to health and fitness.

Thank you for your unwavering dedication to improving health and wellness in our communities. Together, let’s harness the power of this information, seize the opportunities presented by the grant program, and continue to drive positive change in the fitness landscape of Michigan. Here’s to a productive and transformative season! Let’s move forward together, making every step count towards a healthier, more vibrant Michigan. 🏋️‍♂️



YOUR MEMBER BENEFITS

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PARTNERS IN BENEFITS

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- Subscription to Small Business Weekly and Lansing Watchdog, SBAM's member e-news publications
- SBAM Advocacy & Grassroots Network
- Access to online resources



BRYAN RIEF
MFA PRESIDENT

As we are well into another exciting quarter, I want to take a moment to recognize the strength, resilience, and passion that define our fitness industry here in Michigan. Together, we continue to inspire healthier lifestyles, build stronger communities, and advocate for the growth of fitness and wellness across our state.

This quarter has been filled with incredible progress, from new partnerships and advocacy efforts to impactful community initiatives led by our members. Your dedication to helping individuals live healthier, more active lives is what makes Michigan's fitness industry truly exceptional.

Looking ahead, we remain committed to supporting you—our valued members—through education, resources, and networking opportunities designed to drive success in our industry. Let's continue working together to make fitness accessible, innovative, and a pillar of well-being in every community we serve.

Do you have a recent milestone or news item to share? Let us know! We would love to hear from you and share your news with your industry colleagues. Simply forward your announcement to MFA.

Thank you for your unwavering dedication and support. Here's to another strong and successful quarter! 🍷

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Up to 12 CEUs

EXPAND YOUR ONLINE PRESENCE IN 5 STEPS



BY JOE ROSS
CR MARKETING

In today's digital world, being visible and accessible online is essential for success and sadly most small businesses do not take simple game-changing steps. These clear strategies can increase your online presence, improve customer engagement, and drive more traffic. Follow these 5 steps to ensure your business will be on the first page of a Google, Bing, or Yahoo search.

CLAIM AND OPTIMIZE BUSINESS LISTINGS

Listing your business on [Google Business](#) and [Apple Maps](#) is one of the most important elements to be seen and found online. These platforms display your location, hours, and contact details in local search results. Ensure that your map listing is accurate, includes high-quality photos, and clearly describes your services. Regularly updating your profile with new posts, promotions, and customer reviews also helps improve visibility.

CREATE A PROFESSIONAL WEBSITE

Your website serves as the foundation of your online presence. A clean, user-friendly design with fast loading speeds keeps visitors engaged. Make sure your website is mobile-friendly, as most users browse on their phones. Include essential pages like About Us, Services, Contact, and Testimonials to build trust with visitors. Optimizing your website with relevant keywords and metadata improves search engine rankings, making it easier for potential customers to find you.

STAY ACTIVE ON SOCIAL MEDIA

Social media platforms like Facebook, Instagram, LinkedIn,

and TikTok help businesses connect with their audience. Regularly posting paid content, responding to comments, and sharing content builds brand awareness and loyalty. Businesses should create an online presence using images, videos, and customer testimonials. Consistency is key—an inactive page can make a company appear outdated or unresponsive to the public and search engines.

COLLECT AND RESPOND TO CUSTOMER REVIEWS

Encouraging happy customers to leave reviews on Google, Yelp, and Facebook strengthens credibility. Responding to positive and negative reviews shows that your business values customer feedback. Positive interactions in the review section can influence potential customers and improve your local search rankings.

OPTIMIZE FOR LOCAL SEO

Having the name of your city in your website content and business listings will help improve the site's visibility. Consistency in your business name, address, and phone number across all platforms ensures accuracy. Creating locally relevant blog posts or FAQs can also boost search rankings and attract more customers from your area.

Begin implementing these game-changing steps for your fitness business by using the checklist (opposite) to help you get started. Questions? Contact the marketing staff at cr@crmarketing.biz. 📱



Online Footprint Checklist

Apple Map Listing:

About:

- | | |
|-----------------------------------|--|
| <input type="checkbox"/> Name | <input type="checkbox"/> Photos |
| <input type="checkbox"/> Address | <input type="checkbox"/> Interior |
| <input type="checkbox"/> Phone | <input type="checkbox"/> Exterior |
| <input type="checkbox"/> Website | <input type="checkbox"/> Staff |
| <input type="checkbox"/> Hours | <input type="checkbox"/> Claim Your Apple Maps |
| <input type="checkbox"/> Category | |

Google Map Listing:

About:

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Address | <input type="checkbox"/> Photos |
| <input type="checkbox"/> Phone | <input type="checkbox"/> Interior |
| <input type="checkbox"/> Website | <input type="checkbox"/> Exterior |
| <input type="checkbox"/> Description | <input type="checkbox"/> Staff |
| <input type="checkbox"/> Hours | <input type="checkbox"/> Google Ads |
| <input type="checkbox"/> Services | <input type="checkbox"/> Claim Your Google Maps |
| | <input type="checkbox"/> Appointment Link |

LinkedIn, Facebook, Instagram, X:

Are Your Social Media Pages Consistent?

All of your social media platforms should maintain consistent information about your company.

Company Description:

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Address | <input type="checkbox"/> Business Category |
| <input type="checkbox"/> Phone Number | <input type="checkbox"/> Hours |
| <input type="checkbox"/> Email | <input type="checkbox"/> Link All Socials Together on |
| <input type="checkbox"/> Website | Each Social Page |

Page:

- | |
|---|
| <input type="checkbox"/> Profile Picture (Logo) |
| <input type="checkbox"/> Cover Photo |
| <input type="checkbox"/> Message Button |
| <input type="checkbox"/> Page Username |

THE ART AND ANALYTICS OF HUMAN ENGAGEMENT BOLSTERING MEMBER RETENTION



BY KEMPER SOSA
APPLIED FITNESS SOLUTIONS

On September 4, 2022, my wife and I celebrated our wedding anniversary via a mini getaway to Detroit MI. We stayed at the Shinola Hotel for our very first time, as we've been fans of the Shinola brand for some time. Upon arriving, we were graciously greeted by two doormen who seemed genuinely pleased to

host us. They opened the doors for us upon entering the lobby while offering to take our bags in as well. Within that 15 second experience, they inquired about what brought us to *their* establishment and ended our encounter with a "happy anniversary".

We make our way up to the front desk counter to check in, already being greeted with welcoming eye contact from the front desk attendant. "Mr and Mrs. Sosa?" they inquire. To my delightful surprise, I replied "Yes, that's us". "Happy Anniversary and welcome to Shinola Hotel". My wife and I look at each other, feeling like we somehow have been mistaken for another VIP guest. After a delightful check in, we were escorted to the elevator and assisted to our room. As we absorb the beautiful sunlight, high ceiling humble abode, I notice a red journal on the desk. It was engraved "Sosa" with a separate message, folded in the back flap that stated "*Wishing you both a wonderful anniversary and many more years of happiness together*".

Three years later, this experience has been cemented into my heart and has bolstered my affinity to Shinola. These series of small, yet impactful engagements happened by no accident. These were intentional and systematic connection points that contribute to the great experience they're known for. The fitness industry should operate the same way. Whether you own a boutique studio, manage a large fitness club, or run a solo personal training business, your members may join to solve a problem, but they stay because of the experience you provide every day.

**WHETHER YOU OWN A BOUTIQUE STUDIO,
MANAGE A LARGE FITNESS CLUB, OR RUN
A SOLO PERSONAL TRAINING BUSINESS,
YOUR MEMBERS MAY JOIN TO SOLVE A
PROBLEM, BUT THEY STAY BECAUSE OF
THE EXPERIENCE YOU PROVIDE EVERY DAY.**

In this blog, we'll explore how small, intentional gestures can transform a simple transaction into an unforgettable experience—just like my wife's and my visit to the Shinola Hotel. By delving into three focal points and grounding them in actionable metrics, we'll look at both the "art" of human engagement and the "ana-

lytics" that prove its impact on your fitness studio's success. Let's dive in.

#1 PERSONAL TOUCH & RECOGNITION

It's unfortunate to report that the overall data on customer satisfaction in

service-based industries hasn't shown the jump in improvements we all would anticipate to see over the last 10–15 years. In fact, many well-known studies indicate a dip in overall satisfaction scores.⁽¹⁾ This is in part to technology overload, workplace shortages, and the culture shift that ensued from the Covid-19 pandemic. Despite all our fancy tools and automation, people still crave that personal connection, now more than ever. It's a reminder that nothing beats genuine human engagement.

Personally greeting members by name, sending them handwritten cards, and building real, authentic relationships with them should be core principles of your organization. We live in a world where a human smile, a heartfelt check-in and a follow-up note can stand out like a beacon of light. All the technology in the world can't replace the feeling of being truly seen by another human.

A great framework to systematize this into your procedures is Zingerman's 10:4 rule.⁽²⁾ While they may be known for their incredible deli, they're also nationally respected for the organizational development arm of their business, ZingTrain. The 10:4 rule simply puts parameters about how and when to engage another person. When someone comes within 10 feet of you, acknowledge them with a non-verbal greeting. This might include making eye contact, smiling, or giving a friendly nod. The goal is to let them know you've noticed and you're glad they're there. When the person comes within 4 feet of you, give them a verbal greeting (by name). At closer range, a sincere, personal acknowledgment makes a big impact on someone's experience. Whether you're operating a larger commercial club or solopreneur personal training studio, this framework can scale with you and your team.

#2. EMPOWER YOUR TEAM

"If you want to go fast, go alone. If you want to go far, go together." This quote couldn't be more true when it comes to empowering your team to steward an incredible member experience. Far too many times do I experience disenchanted team members, pushing all decisions and the majority of interactions to "the manager". I'll share a quick story from a good friend and former marketing director about his experience at a supermarket. As he's going about his weekly grocery shopping, he witnesses a woman engaging an employee about a particular pasta

sauce. After a few moments, the pasta sauce drops to the floor, shattering and creating a mess. After the surprise wore off, he overheard the employee state "Sorry, I wasn't trained on spills".

Developing your people to be resourceful service providers is one of the most (if not, *the most*) effective levers to pull when it comes to keeping members around. A great example to look at is how Ritz Carlton authorizes each employee to "spend" a certain amount of money to rectify/enhance a guest's experience.⁽³⁾ When team members feel trusted, enabled to solve problems on the spot, and instilled with a higher purpose, they're more likely to deliver a "wow" experience to your membership.

Too often, team members feel they need a manager's approval for every decision, which can lead to slow responses, disempowerment, and frustrating experiences all around. Empowering team members to make real-time decisions enhances member retention across all fitness models. Front desk teams in large clubs should handle minor issues on the spot, while yoga instructors need flexibility to adjust sessions based on attendees. When staff are encouraged to act compassionately, members feel valued, engaged, and more likely to stay.

#3. EMOTIONALLY ENDEAR MEMBERS TO THE PURPOSE

Mastering the above can certainly help endear your members further. The other leg to this stool is to methodically connect them to your organizational purpose, or "why". Fitness studios and gyms are a dime a dozen when you look at them from a far. When diving deeper, each club has its own DNA, etched into the fabric of the organization. Whether the higher purpose is to positively impact community health, create more accessible fitness programs for underserved populations, promote positive relationships, or to fight the chronic disease epidemic that's crippling our country, the better you can communicate this with them, authentically and passionately, the more they will value your "why" vs. your "what".

There are numerous medium outlets to connect with members on this topic. Larger clubs may find it more impactful to host educational workshops onsite, promoting how their club is committed to their community's health. Smaller footprint studios with more intimate relationships could explore creating an in house video-based podcast, sharing more thoughtful conversations and discussion.

One thing Crossfit has done remarkably well as a brand is reinforcing the *tribe* culture. This sense of belonging and community emotionally grabs people and makes them feel a part of something greater. There's plenty of research showing that having a higher purpose and serving a greater good lead to fulfillment, but that's a blog for another day.

MEASURING IMPACT

All of this sounds great, however execution is only as valuable as the outcomes it produces. This is where keeping a pulse on key retention metrics can help you stay nimble around your strategy and measure what's working well vs. what's not.

LAG MEASURES

Average Member Lifespan: Arguably the most relevant lag measure to look at when it comes to member retention. This also umbrella's other key business metrics such as lifetime value (LTV) and average spend. There are numerous benchmarks out there that indicate what top clubs/studios are averaging however the number I recommend focusing on is the relative change from month-month/quarter to quarter.

Net Promoter Score (NPS): This survey is designed to measure member satisfaction and the likelihood that they would recommend to your studio. The standardized questions goes as follows: *How likely is it that you would recommend [insert name of studio] to a friend or colleague?* Below this question is a scale from 1-10 (1 being unlikely whereas 10 being highly likely). A higher NPS score indicates members are having a positive experience, ultimately supporting them to stay with you.

I'd imagine most of you reading this have engaged or are engaged with MindBody. They have an internal tool under their "Marketing Suite" to systematize this throughout your membership. [Delighted](#) and [Listen360](#) are other platforms to systemize your NPS strategy. Larger clubs who operate off of more robust platforms may find more utility in a software like [MXM](#).

LEAD MEASURES

Utilization/Attendance Rates: Looking at member attendance can be a leading indicator for member behavior. For those in the boutique fitness space, a higher attendance rate connotes engagement. Larger club operators can track utilization of

check in's, amenities, and up-sell services. Finding ways to influence members to attend your studio multiple times/week will increase the chances they stay members for longer.

Referrals: In the context of member retention, referrals can arguably act as a leading indicator as well. Members that are having "wow" experiences are likely to share the news with their loved ones. Noticing fluctuations in average monthly referrals could present opportunities to proactively tweak your strategy vs. reactively.

WRAPPING IT UP

Fostering member retention is ultimately about weaving human warmth and organizational purpose into every facet of your business. Whether it's greeting people by name, empowering your team to solve problems on the spot, or infusing your "why" into daily interactions, these deliberate, consistent touchpoints nurture a sense of belonging that keeps members coming back.

At the same time, regularly tracking key metrics ensures you're never flying blind. By combining the *art* of genuine connection with the *analytics* that guide smart decision-making, you create a culture where members feel deeply valued, achieve better outcomes and a more financially stable organization. 🍷

References

- [American Customer Satisfaction Index \(ACSI\)](#).
- ZingTrain – Zingerman's 10:4 Rule. [ZingTrain](#)
- The Ritz-Carlton Empowerment Policy. [Customers That Stick](#)

As Co-Owner of Applied Fitness Solutions, Kemper is supremely passionate about people. He brings his love for the members, his deep appreciation for his team, and his unending passion for life to every interaction and is truly dedicated to cultivating positive and supportive relationships.

Kemper graduated from Eastern Michigan University with a B.S. in Exercise Science and a Minor in Human Nutrition. Kemper also holds the American College of Sports Medicine Certified Personal Trainer Credential, Exercise Physiologist Credential, and the National Strength and Conditioning Association Certified Strength and Conditioning Specialist Certification.

To take a deeper look under the hood of Kemper, visit his blog, [Transcending Transaction](#), for his insights on relationships, leadership and business. He can be contacted at kemper@4afsfitt.com.

THE ICY REVOLUTION



EXPLORING THE BENEFITS OF COLD PLUNGES

In recent years, cold plunges have emerged from niche wellness practices into the mainstream, attracting athletes, biohackers, and health enthusiasts alike. Rooted in ancient traditions, the practice of immersing oneself in cold water has gained a modern following due to its numerous physical, mental, and emotional benefits. Let's take a deep dive—or plunge—into the icy waters to uncover why this wellness trend is making waves.

THE ORIGINS OF COLD PLUNGING

Cold water immersion, also known as hydrotherapy or cryotherapy, has been practiced for centuries across cultures. From the icy fjords of Scandinavia to the bathhouses of ancient Rome, cold plunges were used to promote health and vitality. The Nordic practice of alternating between hot saunas and cold plunges is deeply ingrained in their culture, while Japanese onsen baths often include a cold-water option for rejuvenation. Today, modern science is validating these age-old practices, revealing the profound impact cold plunging can have on the human body and mind.

THE PHYSICAL BENEFITS

- **Improved Circulation:** When you immerse your body in cold water, blood vessels constrict, reducing blood flow to the skin. As you exit the cold plunge, these vessels dilate, promoting increased blood flow and circulation. This process helps deliver oxygen and nutrients to muscles and tissues, aiding recovery and improving overall cardiovascular health.
- **Enhanced Recovery for Athletes:** Cold plunges are a staple in the routines of elite athletes, and for good reason. Immersing in cold water reduces inflammation and swelling, which are common after intense physical activity. It can also decrease muscle soreness, allowing athletes to recover faster and perform at their best more consistently.
- **Boosted Immune Function:** Regular exposure to cold water has been shown to stimulate the production of white blood cells, which are essential for fighting infections. A stronger immune system means fewer sick days.

and a greater capacity to ward off illnesses.

- **Increased Metabolic Rate:** Cold exposure activates brown adipose tissue (BAT), a type of fat that burns calories to generate heat. This process, known as thermogenesis, can help increase your metabolic rate and may contribute to weight management.
- **Pain Relief:** Cold plunges can act as a natural analgesic by numbing nerve endings and reducing the perception of pain. This is particularly beneficial for individuals dealing with chronic pain, arthritis, or post-surgical discomfort.

MENTAL AND EMOTIONAL BENEFITS

- **Reduced Stress and Anxiety:** Cold plunging triggers the release of endorphins, the body's natural "feel-good" hormones. This can lead to a sense of euphoria and reduced levels of stress and anxiety. Additionally, the practice encourages mindfulness, as the intense sensation of cold water demands your full attention, pulling you into the present moment.
- **Improved Mood and Mental Clarity:** Regular cold exposure has been linked to increased levels of norepinephrine, a neurotransmitter associated with alertness and focus. Many people report feeling sharper and more energized after a cold plunge, making it a great way to start the day or reset during a midday slump.
- **Enhanced Resilience:** Overcoming the discomfort of cold water immersion can foster mental toughness and resilience. This psychological benefit extends beyond the plunge, equipping individuals to handle life's challenges with greater ease and determination.
- **Better Sleep:** Cold plunges can help regulate the body's core temperature, preparing it for restful sleep. The calming effects of a cold plunge, combined with its ability to reduce stress, make it an effective tool for improving sleep quality.

HOW TO INCORPORATE COLD PLUNGING INTO YOUR ROUTINE

Getting started with cold plunging doesn't require access to an elaborate setup. Here are a few practical ways to incorporate this practice into your daily routine:

- **Start Small:** If you're new to cold exposure, begin with short sessions. Even 30 seconds under a cold shower can provide benefits and help you acclimate.
- **Consistency is Key:** Aim for regular exposure, whether daily or a few times a week. Over time, your body will adapt, and the initial shock will become easier to manage.
- **Listen to Your Body:** While cold plunging offers numerous benefits, it's essential to approach it mindfully.

Pay attention to how your body responds and avoid overexposure, especially if you have underlying health conditions.

- **Enhance the Experience:** Consider pairing cold plunging with practices like breathwork or meditation to deepen the mental and emotional benefits.
- **Explore Different Methods:** Whether it's a cold shower, an ice bath, or a dedicated cold plunge tub, find a method that fits your lifestyle and preferences.

WHO SHOULD AVOID COLD PLUNGING?

While cold plunging is generally safe for most people, certain individuals should exercise caution or consult a healthcare provider before diving in. These include:

- Individuals with cardiovascular conditions, as the sudden shock of cold water can strain the heart.
- Pregnant women, unless cleared by a medical professional.
- Those with Raynaud's disease or other conditions that affect circulation.

THE SCIENCE BEHIND COLD PLUNGING

Cold plunges activate the body's "fight or flight" response, triggering the release of stress hormones like cortisol and adrenaline. While this may sound counterproductive, short bursts of this response can actually strengthen the body's ability to handle stress over time. Additionally, the practice promotes the release of anti-inflammatory cytokines, which help reduce inflammation and improve overall health.

Research continues to uncover new insights into the benefits of cold plunging, with studies exploring its potential impact on mental health, longevity, and even chronic disease management.

THE RISE OF COLD PLUNGE FACILITIES

As interest in cold plunging grows, so too does the availability of dedicated facilities. From luxury spas to fitness centers, many establishments now offer cold plunge pools as part of their wellness offerings. Some businesses even specialize in cold immersion therapy, providing guided sessions and education on the practice. For those looking to bring the experience home, a range of cold plunge tubs and portable ice baths are available on the market, catering to various budgets and preferences.

Cold plunging is more than just a fleeting wellness trend; it's a practice rooted in tradition and backed by science. Whether you're seeking physical recovery, mental clarity, or an invigorating start to your day, cold plunges offer a wealth of benefits that can enhance your overall well-being. So, the next time you're faced with the icy chill of cold water, take the plunge. Your body and mind will thank you. 🧊

EARNED SICK TIME ACT UPDATE



As always with issues of this magnitude with sweeping impacts that become political, the ESTA changes came down to the last-minute coming in just before the original ESTA was set to take effect at 12:00 a.m. Interpretations continue to be discussed. The Michigan Senate passed

House Bill 4002 and amended it to make the following changes to the ESTA to best of our understanding at this point:

SMALL BUSINESS DEFINITION

While the changes do NOT have any exemptions for small businesses, the new ESTA includes a definition of small businesses as having 10 employees or fewer. This is important as those small businesses may limit use of the benefit to no more than 40 hours per year. Additionally, a small business can immediately give employees 40 hours of sick time and not have to track accrual time which will save a lot of headaches for business owners/managers tracking sick time.

ALL OTHER BUSINESS (11 EMPLOYEES OR MORE)

Businesses with more than 10 employees must still provide 72 hours of paid sick leave. However, those 72 hours now can be front loaded immediately, and doing so will avoid the accrual and sick time management issues.

EMPLOYEES COVERED

Part time and full time employees remain covered and counted as employees. Independent contractors, seasonal or temporary employees who work fewer than 20 weeks each year, and unpaid interns and trainees are exempt from the employee count.

CARRYING OVER SICK TIME

Employers who opt to use the accrual method must allow at least 40 hours (for small businesses) or 72 hours (all other covered employers) to carry over to the following year. Employers who front load 40 hours (for small businesses) or 72 hours (for all other covered employers) for immediate use each year are not required to allow any unused time to carry over to the following year.

COMBINING PAID SICK TIME WITH OTHER PAID TIME OFF

As long as your combined leave bank provides for at least 40 hours of total leave for small businesses or 72 hours for all other covered employers, businesses may permit leave to be used for discretionary purposes such as vacation. However, when time is being used for purposes covered by the Earned Sick Time Act, it is an employee entitlement and is not subject to supervisor approval. Use of paid time off for discretionary purposes such as vacation may be subject to policies established by the employer, such as supervisor approval.

NO CALL, NO SHOW ELIMINATED

Among the most talked about items of ESTA were provisions that provided extreme amounts of latitude to the employee that could have jeopardized employer/manager abilities to appropriately schedule and punish employees. Under the original ESTA, an employee could not show up for work for up to 3 days and no notice from the employee was required. The new law eliminates the 3 day, “no-call, no-show” provision if the company has a detailed policy on calling in sick. In fact, changes were also made to provisions governing notification requirements, including a requirement for seven days’ notice for foreseeable usage. For unforeseeable use of sick time, reporting would be required as soon as practicable or in compliance with an employer’s policy.

MONITORING EMPLOYEE TIME

Those companies that choose not to front load paid sick leave will need to follow the accrual process. Employers who opt to use the accrual method must allow at least 40 hours (for small businesses) or 72 hours (all other covered employers) to carry over to the following year. Accrual is based upon 1 hour of paid sick leave for every 30 hours worked. Employees can use Earned Sick Time via two options: Either in 1-hour increments or the smallest increment that the employer allows for other forms of leave.

EMPLOYEE NOTIFICATION OF EARNED SICK TIME POLICIES

Existing employees must be notified of their rights under this law within 30 days of the passage of House Bill 4002, or March 23rd. New employees must be notified of their rights under this law on the date they are hired. Employers must post the employees’ rights under this law at their place of employment. 📄

LAST CHANCE TO APPLY FOR ROUND 2 OF HEALTH & WELLNESS ENHANCEMENT GRANT

MFA is still taking applications for Round 2 of the Health & Wellness Enhancement Grant but time is running out! The grant allows qualified Michigan-based fitness businesses to receive funds to enhance and promote health and wellness activities and programs. MFA was thrilled to complete Round 1 of the Grant for qualified fitness businesses in the Summer of 2024.

Businesses that received a grant in Round 1 are still eligible for a Round 2 grant, however your Round 1 application does not carry over. You must submit an application for Round 2 by **February 28, 2025** in order to be considered for the second round of grant funds.

APPLY TODAY!





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Opinions expressed by guest writers do not necessarily reflect the views of the MFA. MFA's position on key issues will be clearly stated. MiFitNews accepts unsolicited manuscripts but reserves the right to edit due to space limitations. Editorial submissions must be typewritten and sent via email to derek@kdafirm.com.

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UPCOMING EVENTS

MFA Legislative Breakfast.....	February 27	Lansing
Round 2 Grant Applications Due.....	February 28	
Board of Directors Meeting.....	March 17	Zoom
Board of Directors Meeting.....	April 21	Zoom
Board of Directors Meeting.....	May 28	Northville
Annual Conference	October 15	East Lansing

ADVERTISING

Advertise with us to get your product or service in front of Michigan's gym owners. MiFitNews is the official magazine of the Michigan Fitness Association (MFA).

- Our quarterly publication reaches the desks of over 275 fitness professionals throughout the state
- Our members spend millions of dollars annually on products and services relating to their wellness facilities
- Previous MFA communications have an average open rate of 74%

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