

FRANCO'S

FALL/WINTER 2016
v.5 | no.3

HEALTH & LIFESTYLE MAGAZINE

Get Your Pilates
TO-GO

Can you **DRINK**
and still **SHRINK?**

**GET A
KNOCKOUT BODY**
with this hard-hitting workout

Cover Model

**Penny Rodas -
Franco's Member**
*How UltraFit helped her
go from Good to Great*

*Fabulous
fall fashions*

**HEALTHY
HOLIDAY
RECIPES**



NEW Fitness Programs You've Got to Try

Look inside for
**WHAT'S
NEW!**

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WE are in the "feel good" business. It is what we do. We focus on the outside of the body, hoping to positively affect the inside, the health and well-being of our members. Over the years, we have tapped into a new, additional dimension of feeling good, one that reaches deeper, lasts longer, and sometimes forever changes people. Through our work with many different community and charity organizations, we have learned that a transformation can take place from the inside out when we do for others.

Not by design, but early on, we discovered that every time we reached out to help people or causes in our community, some great things happened. Not only were the recipients grateful and touched, but the people involved in the giving seemed to be affected to an even greater degree. Our staff, members, and volunteers in the community agreed that they experienced overwhelming feelings of fulfillment and purpose, and with each new endeavor, they experienced an even greater personal transformation.

Try giving your time, your energy, your ideas, your efforts, your commitment to someone or something this holiday season. You will experience a transformation like no other on every level - physical, mental, and spiritual. You will be healthier and happier.

Giving gives. It gives personal fulfillment and purpose to life.

From all of us at Franco's Athletic Club, we wish you and yours a very Happy Holidays!

franco's

Thanksgiving Eve, Wednesday, November 23rd

Club Hours	4:45am - 4:00pm
Childcare	7:30am – 1:00pm
Camp	8:00am – 4:00pm
Grille	7:00am – 3:00pm
Starbucks	5:00am – 3:00pm
O Spa	9:00am – 4:00pm
Business Office	9:00am – 1:00pm
Group X Classes	morning only

Thanksgiving Day, Thursday, November 24th

Club Hours	8:00am – 11:00am
Fitness Floor, Tennis, Pools	OPEN

Friday, November 25th

Club Hours	4:45am – 8:00pm
Childcare	7:30am – 4:00pm
Camp	8:00am – 4:00pm
Grille	7:00am – 5:00pm
Starbucks	5:00am – 5:00pm
Lifestyle Store	8:00am – 6:00pm
O Spa	9:00am – 6:00pm
Group X Classes	morning only

Christmas Eve, Saturday, December 24th

Club Hours	7:00am – 4:00pm (closing early)
Childcare	8:00am – 1:00pm
Grille (breakfast only)	7:00am – 10:30am
Starbucks	5:00am – 12:00pm
O Spa	9:00am – 3:00pm
Lifestyle Store	9:00am – 3:00pm

Christmas Day, Sunday, December 25th Club is Closed

New Years Eve, Saturday, December 31st

Club Hours	7:00am – 7:00pm (regular hours)
Childcare	8:00am – 1:00pm
Grille	7:00am – 5:00pm
Starbucks	5:00am – 5:00pm
O Spa	9:00am – 5:00pm
Group Exercise	normal classes

New Years Day, Sunday, January 1st

Club Hours	9:00am – 2:00pm
Ice Man Dip & Dash	11am
Starbucks	9:00am – 1:00pm
Group Exercise	9:00am COMBAT Celebration, 9:30am Champagne Cycle and 10:00am CX FireWORX



Meet Franco's CEO

If you want to know about Wayne Morris, to get a glimpse into his history, career path, milestones and memorable moments, don't look for walls filled with certificates and diplomas (though he has those). Instead, study the items on his office shelves. You will find some expected things – photos of his two beautiful daughters for whom he stepped off the corporate ladder of a five-star hotel chain; of a devoted wife whose New Orleans roots led him to the culture that he has become a part of, and that has become a part of him; and of hotels across the country that he helped to open. You will also find some unexpected items, like a Walgreens basket that serves as a reminder of the six surreal days he spent trapped in a part of the French Quarter under water after Hurricane Katrina, or the paper that shows his pre-Lose Dat body composition, a reminder of why he became a part of the program, and of the compassion and understanding he gained from it.

Carpe diem

Teacher, coach, athletic director, spa manager, hotel executive – these are just a few of the hats Wayne has worn. Currently, he is the Chief Executive Officer of Franco's Athletic Clubs. But before *all* of that, he was just a Mississippi boy who fell in love with a New Orleans girl. It was August 1991, pledge week at the University of Southern Mississippi, and Wayne was doing what any respectable fraternity boy was doing – making a fool of himself. A beautiful young girl named Amy McInnis was watching in amusement, and caught his eye. When he at last got up the nerve to speak to her, he offered her a beer. "I don't drink," she said. Wayne's reply was prescient. "I'm going to marry you one day." And marry her he did.

Wayne and Amy moved to New Orleans after college. There, his career path was guided by his willingness to seize opportunity, and his ability to make the most of it. He began as a high school teacher and coach, a natural outgrowth of his love for sports. His leadership skills allowed this job to turn into one of Athletic Director. A new opportunity came with the dot-com boom of the 90s, when Wayne managed communications for a rapidly growing tech company.

Life's twists and turns

Throughout these early years in Wayne's career (as well as long before them), he found himself moonlighting in health clubs. Fitness was important to him and the energy of these clubs drew him in. So, in 2000, when Wayne learned that the Ritz Carlton was opening a new hotel in downtown New Orleans and was in need of a manager for its fitness center and spa, he seized his next opportunity.

Wayne knew fitness. What he did not know was that the fitness facility at the Ritz Carlton was a mere fraction of the 20,000 square-foot full-service day spa that he would be managing. He was quick to acquaint himself with this fast-growing segment of the hotel industry, as well as with nearly every other segment. His success with the Ritz Carlton led to one promotion after another, and he began moving to cities around the country where he managed hotel openings and trained personnel.

Wayne and his family moved back to New Orleans not long before Hurricane Katrina ripped through the heart of the city. He was managing two Ritz Carlton hotels and the spa at the time. Because of his leadership role, Wayne was required to be at the hotel on the day the storm hit. His wife and family evacuated to Mississippi. The events that occupied the next six days of Wayne's life were of the kind found only in movies. He was trapped in the flooded part of the French Quarter. The hand-held Walgreens shopping basket that now resides at the top of his office shelves serves as a reminder of the lengths he and his fellow hostages had to go to in order to survive. He called the experience "unbelievable" and struggled to even describe it. "That's a whole other story!" he finally said, and promised to tell it for a future article.

“ Wayne is one of the best team leaders we have ever seen. He has extensive experience in the hospitality industry and has proven to be a great asset to Franco's. ”

Ron and Sandy Franco

A Healthy Change

Wayne had come to know Franco's during his early years with the Ritz Carlton. The Ritz Carlton offered prize packages for events such as Ladies' Day Out and Fit not Perfect, and Wayne would come to Franco's to personally present these prizes. He became acquainted with the club's owners, Ron and Sandy Franco, and with the culture they had created. Ron and Sandy, in turn, got to know of Wayne's professionalism and learned of his management expertise. So, in 2007, when the club needed a new general manager, they thought immediately of Wayne. Serendipitously, the timing was right for him and his family. Wayne and his wife now had two small children, the oldest of school age, and would have to begin moving around again if he were to maintain his position as a hotel executive.

Wayne had been athletic for most of his life, and had always made an effort to exercise, but raising children and the demands of his career had left him with very little time to keep himself healthy. "So over the course of time, I gained a little more weight than I probably should have," he said. He weighed 240 pounds when he left his job at the Ritz Carlton. His 6'2" frame carried the weight well, but he noticed the difference.

When he began working at Franco's, he became very active. He started playing tennis, running, and swimming. "I tried to do as much as I could to get to know the business better, but I never could shed the pounds," he said. He ate as much as he burned. Then, in 2012, he decided to participate in the club's most successful weight loss program, Lose Dat.

"People think that when you work here, you get to work out all the time," he explained. "And you definitely catch the energy of it; it kind of absorbs into you. But you still have to find the time." Although Wayne had been involved in many aspects of the club's fitness offerings, joining a Lose Dat team was a big deal for him. He didn't know anyone on the team when he signed up, but became close with each of them through the program. Those 10 weeks had a lasting impact on him. "Even though it was a personal journey, that personal journey was that you needed those other people and they needed you. Some people can accomplish goals on their own. But for most of us, we need other people to help us accomplish those goals. And that's the same thing in work and in life."

Wayne felt that the benefit of his experience was two-fold; he lost more than 30 pounds and gained a new level of understanding for what his members and employees experience. "It changed my approach to the program and the membership. I got a better feel for what it really feels like to accomplish a goal of losing weight or being stronger or being faster. It had been a long time since I'd been a part of that, and it had a huge impact on me and on the way that I encourage employees. It made me more aware of their needs, their struggles and their successes." To this day, he keeps the 2012 printout detailing his pre-Lose Dat body composition at arms reach. Why? "Because I want to make sure I never backslide."

The best is yet to come

In his nine years with Franco's, Wayne and his team have launched countless new programs, opened two new locations, remodeled Franco's flagship facility and improved every aspect of how members experience fitness. Currently, they are preparing for a new chapter in the Franco's story. "There is an expansion that is getting ready to happen, not just within this building," he said. Wayne described this next phase as a continuation in the management's efforts to reach new market segments, as they did when they opened the Magazine Street and CrossFit locations. Wayne and his team are looking for new ways to provide access to health and fitness for all who need it, rather than expecting everyone to come to them. "We don't have enough parking for all of them to be members here," he joked.

Just as Wayne's excitement is building for what is to come for Franco's, he reflects on what the club has meant to him and his family as he sends his oldest daughter off to college. "My family is better off because I work here," he said. "Me working here has been a great avenue that has allowed me to teach [my daughters] healthy lifestyles and community involvement. And I think that, whatever they choose after life with mom and dad, this will prove to have been a big influencer."

“There is an expansion that is getting ready to happen, not just within this building.”

A photograph of Wayne Morris, a man with short brown hair, smiling and standing with his arms crossed. He is wearing a dark grey suit jacket over a light blue patterned shirt and a dark tie. The background is a light blue gradient.

Wayne Morris

franco's

PILATES STUDIO



Join us at Franco's Studio Pilates for...

Sip & STRETCH

NOV 5TH and DEC 3RD

Mandeville & Magazine St. locations

FREE 30-minute Reformer Stretch Class

followed by mimosas and lite bites.

11 AM - 12 PM Reservations Required.

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FRANCO'S on Magazine Street

WELCOMES MANAGER NOEL TEEN

Noel Teen is what you might call an exercise enthusiast. She displays an obvious talent for bringing fitness to her community, and for bringing a sense of community to fitness.

From an early age, Teen knew that she wanted to build a career around fitness. She earned a degree in kinesiology and exercise physiology from LSU. Since graduating, Teen has done much more than just live out her love for fitness; she has sparked that love in thousands of others. She has been a spin instructor, sports performance coach, and personal trainer; created at-home workouts that were featured on "Fit4ThoughtNOLA"; started a "TeenFit" camp for teenagers; organized a "Fit Ladies" social club; and led evening boot camps that became wildly popular throughout New Orleans. So when Teen learned that Franco's manager Christine Beavers was relocating back to the northshore, she jumped at the opportunity to lead the club she loved.

Noel Teen plans to continue to find new ways to make fitness social. "People think of working out as a chore," she said. "We want it to be something fun, something they look forward to doing." She isn't talking about pleasantries with the person on the next elliptical machine, but more along the lines of a girls' night out of yoga in the courtyard and take-out sushi with a bottle of wine on the balcony; or sweating out the weekend's guilty pleasures on a Monday morning, then sipping your morning latte overlooking historic Magazine Street.

Franco's on Magazine has the lively location, inviting ambiance and urban vibe that make it ideally suited to just this type of "social fitness." Add to that the knowledge and enthusiasm of its new manager and this chic fitness oasis is well on its way to changing the way New Orleanians experience healthy living.



EXCITING NEW PROGRAMS AND EVENTS coming to Franco's on Magazine Street.



**Lose Dat Team
Weight Loss Challenge is
coming to Magazine St.
March 2016.
SIGN UP NOW!**

- Member Appreciation Happy Hour
- Underground Fitness by Francos
- Wednesday Night Running Club with Exclusive Happy Hour and Grub at Tracy's Irish Pub
- Art Openings



PILATES PRINCIPLES TO-GO

by *Franco's Pilates Director Caroline Devereaux*

It's holiday time! It's time for tinsel, temptation, and travel. It's the time of year when your workouts get shorter and your to-do list gets longer, when the quantity of "you time" shrinks and quantity of "you" grows. If you can't put more hours in your day, and you shouldn't take more from your night, try improving the quality of your workouts as well as your everyday movements by incorporating the principles of Pilates.

BREATHING

Pilates breathing techniques improve ease of movement and help to focus the mind. The core and the body's muscles work more effectively and deeply with proper oxygenation. A Pilates breath is taken in through the nose and out through the mouth, filling the entire ribcage, both into the back of the ribcage and across both sides of the ribcage. (Think of breathing north/south and east/west.)

Synchronizing your breath to your movements can help you to achieve and enhance performance. Weight lifters who struggle to lift their personal best often find that the moment they put a concerted effort into fully exhaling with muscle contraction and inhaling with muscle release, their performance improves drastically.

CENTERING

Centering is the concept of physically and energetically bringing the focus to the center of the body, the core. The core includes the abs, the pelvic floor, the muscles around the hip joint, and the muscles of the lower back. The core, often called the "trunk" or "powerhouse," can also include the shoulder girdle (the muscles that draw your shoulders down away from your ears), hamstrings and seat muscles.

Whether you are carrying luggage, a child, or lifting dumbbells, maintaining a strong, stable core is essential to injury-prevention and to physical well being. The more you engage it, the tighter it becomes.

CONCENTRATION

Concentration allows for the mind to control the body in order to maintain proper form during exercise. Every Pilates exercise is done with complete muscular control. No body part is left to its own devices.

From walking to stretching to lifting weights, any movement can help to strengthen and tone your muscles if you direct your focus to the muscles you are using.

CONTROL

Conscious control of movement enhances body awareness and perfects form. Bringing awareness and concentration to a particular muscle facilitates the firing of that muscle.

A quick mental scan of your body provides awareness of what nonworking muscle groups are doing while active muscle groups are contracting. This juggling act aids in focus and mental acuity. Maintain control of nonworking muscles for stability and balance to get the most out of active muscles during targeted exercises or during everyday movements.

PRECISION

Through concentration, control and centering, movements become precise. Precision in Pilates allows for economy of movement as the exercises become second nature with practice.

When we aim for precision in our movements, we achieve better form and balance, improve alignment, and get more out of any form of exercise.

FLOW

Functional, fluid movements ensure that the joints are stress-free and engaged in a full range of motion. Flowing movements help to establish flexibility in the muscles and smoothness to the body's movement patterns.

What we learn and practice in the Pilates studio can be woven into all other forms of exercise as well as into everyday life. If we are deliberate in transitioning from one movement, task or exercise to the next, we become more graceful, more in control and more likely to achieve harmonious balance.



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FRANCO'S ACTIVEWEAR STORE



Get a Knock-Out



It is hard to believe that there is a form of exercise that is being used to shape physiques of every kind, from MMA fighters to Victoria Secret models; that is as intense in its strength building as in its cardiovascular exertion; that works every muscle in the body while building stamina, coordination, balance and grace; and that lets you look totally bad-ass doing it. Boxing fitness is not new, but as it continues to grow in popularity across the New Orleans area, it is quickly becoming a new addiction for people looking to take their fitness to a new level.

There is little mystery behind the well-sculpted bodies of professional and amateur boxers. Boxing routines deliver a powerful one-two punch of strength and cardiovascular training. Most boxing moves engage muscles throughout the entire body, while each hones in on some muscle groups more than others. Crosses and jabs require maximum effort from chest muscles (pecs), arms, and shoulders. Hooks and uppercuts engage abs, obliques, lats and traps. The body rotation required to deliver a punch with full force along with movement around the bag and defensive moves such as ducking and crouching work quads, hamstrings and calf muscles. Boxing fitness also involves alternating bursts of maximum effort with short recovery periods, providing a seriously high-intensity interval training workout and making it one of the best calorie-burning cardio workouts available. A single boxing class can burn around a thousand calories. Two-time UltraFit participant and retail manager of Franco's



Holly Quick

Lifestyle Boutique, Holly Quick, "fell in love" with the classes at Franco's Ringside Boxing when she first tried them in August. Since then, she can't stop talking about them, and has become the Pied Piper of the boxing studio. (Though it is more likely her chiseled arms and tight abs that have people following her to class.) "I can feel it working," Quick said.

"I know I did a good workout when I am done because I am sore in the right places, the places that I want to look good – my abs, my arms. I feel like I'm getting cut. And I see it! My body looks different, and I can see the scale going down."

Quick has recruited friends, acquaintances, and her husband, who surprised her most of all when he not only tried the boxing classes,



Mindy Cordell & Holly Quick

Body

with this hard-hitting workout style

but began attending regularly. "It's crazy! He's never taken a class in his life or done any kind of group setting workout," she said. "And now, he's addicted. He goes three times a week and he says he wants to start going five times a week. It's this new thing that he's dedicated to. I think it's awesome, that he can go there, feel good, and feel good about himself when he comes home. He wouldn't even come to the gym before. He would rather work out in the garage, do his own thing. So getting him there was huge! And he loves it!"



Randy Quick

BOXING PUTS BELLY FAT DOWN FOR THE COUNT



If you are trying to choose between jumping on the treadmill or strapping on some boxing gloves, consider this - Study participants at the University of Sydney, Australia who hit a heavy bag and did boxing-related exercises for 50 minutes three times a week over the course of four months lost an average of 2.6 inches in their waist, 11 pounds and 13% body fat, and showed improvements in heart rate and blood pressure. A control group from the same study walked briskly for the same amount of time with the same frequency and lost a mere ¼ inch from their waist, ½ a pound and 5% body fat.

For anyone who would like to try boxing fitness, Franco's Ringside Boxing offers a free introductory class. Visit francosmandeville.com/boxing or call 985.801.0500 for more information.

FRANCOS RINGSIDE BOXING

One Month of Unlimited Training
+ Boxing Gloves + T-Shirt
+ Sweat Towel

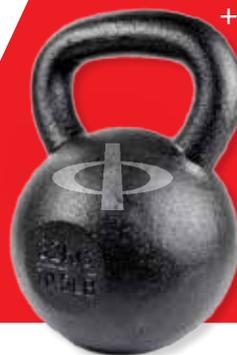


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*Limited time offer, expires December 31st

CROSSFIT FRANCOS

One Month of Unlimited Training
+ Speed Rope + T-Shirt
+ Sweat Towel



\$199

*Limited time offer, expires December 31st

Franco's Holiday

Wednesday, November 16

Thursday, November 17

9:00am – 7:00pm

Free & Open to the public

Fashion • Home Décor • Accessories
Jewelry • Art & Gifts

Market Mingle & Mimosas

Wednesday, Nov. 16, 9–11am

A special 2-hour Market Kick-Off event
offering music, models and
complimentary mimosas.

Holiday Market Happy Hour

Thursday, Nov. 17, 5pm – 7pm

\$2 specialty cocktails

presented by

spa

lifestyle boutique
at Franco's

FOR MORE INFORMATION, CALL 792.0200

Market

The Ultimate Girls' Night Out!

Wednesday, Nov. 16, 4-7pm

Free & Open to the public

- Complimentary Wine Tasting
- Hors d'oeuvres - Sample the best in Holiday Catering.
- Mini Spa Treatments - Sample the latest in spa products, skin care and 0 spa signature services.
- Makeovers & Holiday Hair demonstrations by Kent Jacob Salon.
- House DJ
- Fabulous Door Prizes!

SHOP... At the Holiday Market

DROP... Your name into the drawing with every purchase of \$25.00 or more,

ROLL... With your friends when you win the Grand Prize!

The more you spend, the more chances you have to win!
(1 entry for every \$25)



GRAND PRIZE:

You and 7 lucky friends will enjoy a night on the town cruising in a Limo from Royal Coach Limousine and enjoying complimentary bottles of Eppa Wine.

OR VISIT FRANCOSMANDEVILLE.COM

HOT HOLIDAY GIFT IDEAS



Reindeer Chip and Dip
Platter \$34.00



Nativity \$39.00



Holiday stemless wine
Glasses \$12.00 each



Santa Tote
\$24.00



Reindeer with
Wreath \$32.00

lifestyle boutique

at Franco's



Wooden Picture
Frame \$ 49.00



Prayer Bowl in
Packaged gift
Box \$52.00



Jingle Bottle
toppers
\$11.25 each

Toparies in Clay Pots
\$32.00 - \$44.00



Reindeer Towel
\$13.50



Holiday Wine
Tote \$8.00



NEW for the KIDS! Santa's Workshop

Saturday, December 10th
10:00am - 12:00pm

Activities Include:

Pictures with Santa, Mrs. Claus and the Elves, decorating Christmas sweets and lots of holiday arts/crafts!

PRE-FOR PRICING AND AVAILABILITY
call childcare at 985-792-0210.

parents' night out



SATURDAY 5-9pm
Oct. 22, Nov. 26 and Dec. 17

MEMBER RATES

\$25.00/ 1st child; \$10.00/ 2nd child; \$6.00 /3rd child within the same family

NON-MEMBER RATES

\$30.00/ 1st child; \$12.00/ 2nd child; \$8.00/ 3rd child within the same family

AGE GROUPS

6 weeks- 4 years old
5 years old -11 years old

ACTIVITIES

Bring your kids dressed in their favorite PJs for:

- Pizza*
- Scavenger Hunt for kids 5-11
- Group games-
Inflatable fun, crafts, outside play, movie time

**(Please send children under 2 years of age with their own food.)*

**Call 985-792-0210 to
register your child today.**

Junior Tennis Camp

for ages 8 and up

THANKSGIVING BREAK

Monday & Tuesday, November 21 – 22

CHRISTMAS BREAK

Wednesday, Thursday, & Friday December 21, 22 & 23
Wednesday, Thursday, & Friday December 28, 29 & 30

Jr. Academy & Champions

3-4pm; \$15 per day/\$20 non-members

Jr Aces & Aces 4-5pm

\$15 per day/members \$20 non-members

*Advance registration is required and no refunds.
Minimum and maximum sign-up required.*

For more information or to register, call 985-792-0260.

Holiday Kids Camp



Thanksgiving Camp

November 21 – 23, 25

8:00am – 5:30pm Monday and Tuesday

8:00am – 4:00pm Wednesday and Friday

Christmas Break Camp

Wednesday, Dec. 21 – Friday, Dec. 23

Monday, Dec. 26 – Friday, Dec. 30

Monday, Jan 2 – Tuesday, Jan. 3

Camp ends at 4pm on Thanksgiving Eve.

No camp on Thanksgiving Day.

Campers age 4 - 13 will play games, participate in holiday arts and crafts, watch movies, get fit in fun fitness classes, play on the giant inflatable and much more! Lunch and snacks included.

Pick any day or all days!

\$50/members 1st child, \$40/addtl mbrs

\$10 more for non-members on all prices

Register in the Childcare Center or, for more information, call 985-792-0210.

TOP CHEFS HOLIDAY TASTING



Wednesday, November 16

11:30am - 1:00pm

Top Chefs of the Northshore have been selected to showcase their Signature Holiday Dishes. Tickets are \$20.00 in advance /\$25.00 the day of the event. A cash bar will be available.

Benefitting the Covington Food Bank.

Call 985.792.0200

franco's

100 Bon Temps Roule, Mandeville
www.francosmandeville.com

SIGN UP FOR FRANCO'S

Holiday CALORIE COMBAT CASH OUT!

Stay in shape over the Holidays
and win BIG cash prizes

If you maintain or lose weight, your name goes into the pot for a chance to win cash and prizes. One chance for every pound lost.

6-week Program includes:

- Daily Workouts for Home, Club, and Travel
- Weekly Healthy Holiday Recipes and Tips to Help You Survive the Season
- Weekly "Bonus Burn" Group Workouts every Saturday Morning
- Before and After InBody Fitness Assessments (\$110 value)
- Cash Prizes and More!

Cost to participate: \$89.00

Weigh in: November 19-23

**you can weigh in anytime during the holidays if you miss the initial "before Thanksgiving" weigh in dates!*

Weigh out: by January 4

Come to the Saturday, Jan. 7, 10am Body Combat class for distribution of money & prizes!

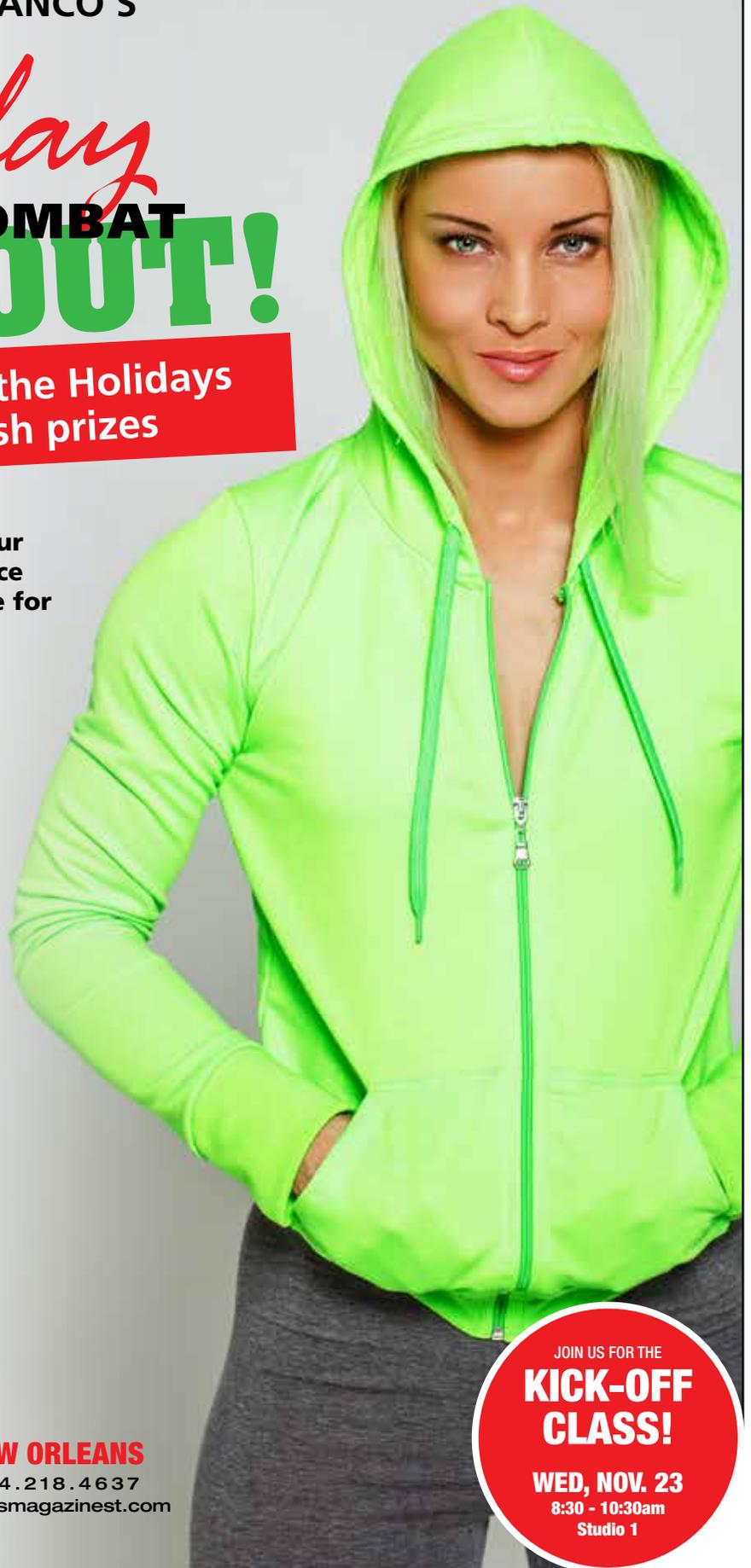
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NEW ORLEANS

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JOIN US FOR THE
**KICK-OFF
CLASS!**

WED, NOV. 23
8:30 - 10:30am
Studio 1

FRANCO'S

TIMES	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5:00am	Studio Cycling	Tri-athlete's Cycle	Studio Cycling	Tri-athlete's Cycle	Studio Cycling	7:00am Cycling
5:15am	BODYCOMBAT (S1)					
5:30am		BODYPUMP (S1)	Yoga (MB)	BODYPUMP XPRESS		
6:00am		Studio Cycling		Studio Cycling		
6:15am				CXWORX (S1)		
7:00am	F.I.T. Circuit		F.I.T. Circuit Boot Camp (S1)		F.I.T. Circuit	
7:30am	BODYCOMBAT (S1) Yoga Stretch (MB)	BODYCOMBAT (S1)	Yoga (MB)	BODYATTACK (S1)	BODYCOMBAT(S1) YOGA (MB)	
8:00am			CXWORX (S1)			
8:30am	Aqua Fitness (Pool)	Aqua Fitness (Pool)	Aqua Fitness (Pool)	Aqua Fitness (Pool)	Aqua Fitness (Pool)	
	Boot Camp (S1)	Load & Xplode(S1)	BODYCOMBAT (S1)	Load & Xplode (S1)	Zumba (S1)	
	Pilates Mat (MB)	Yoga Stretch (MB)	Pilates Mat (MB)	Yoga Stretch (MB)	Barre Fitness (MB)	
	F.I.T. Circuit		F.I.T. Circuit		F.I.T. Circuit	
9:00am	Studio Cycling	Studio Cycling	Studio Cycling	RPM Cycle	Studio Cycling	
9:30am	BODYPUMP (S1) Barre Fitness (MB)	CXWORX (MB)	Barre Fitness (MB)	CXWORX(MB)	BODYPUMP (S1) Barre Fitness (MB)	
9:35am		Power Kick Circuit (S1)	Sculpt (S1)	Cardio X-Fitness (S1)		
10:00am		Sr. F.I.T. Circuit		Sr. F.I.T. Circuit		
10:05am		Barre Fitness (MB)		Barre Fitness (MB)		
		CXWORX (MFT)		CXWORX (MFT)		
10:30am	CXWORX (MFT)					
10:35am	Dancin' to the Oldies		Dancin' to the Oldies		Dancin' to the Oldies	
11:00am	Yoga (MB)	BODYFLOW (S1)		Pilates Mat (S1)		
11:05am		Tai Chi (MB)	Yoga Stretch (MB)	Tai Chi (MB)	Yoga (MB)	
11:30am	SilverSneakers Classic* (S1)		SilverSneakers Classic* (S1)		SilverSneakers Classic* (S1)	
12:05pm	BODYFLOW (MB)	BODYPUMP (S1)		BODYPUMP (S1)		
12:45pm	Parkinson's Class					
1:15pm				Parkinson's Class		
3:30pm		Allstars (S1)		Allstars (S1)		
4:15pm	BODYSTEP Xpress		BODYSTEP Xpress			
4:30pm		Barre Fitness (MB) BODYPUMP (S1))		Barre Fitness (MB) BODYPUMP (S1))	Studio Cycling	
5:00pm	BODYPUMP (S1)		BODYPUMP (S1)			
5:30pm	Yoga (MB) Studio Cycling	Yoga (MB) BODYATTACK (S1)	Studio Cycling	Yoga (MB) Zumba (S1)		
6:00pm	CXWORX (S1)	Studio Cycling	CXWORX	Studio Cycling		
6:30pm	BODYCOMBAT (S1) Roll & Release (MB)	Zumba (S1)	BODYCOMBAT (S1) Barre Fitness (MB)	Pound Fitness (S1)*		
SUNDAY						
						9:00am BODY COMBAT (S1)
						9:30am Studio Cycling
						10:00am CXWORX (S1)



For more information, call 985.792.0278 or visit francosmandeville.com
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*Limited to One Per Member

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*Offer must be redeemed by March 1, 2017



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FOR

*Value \$450.00
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Penny Rodas

Mama's got a new pair of shoes



doubts, pushing them out of her mind with little pep talks and positive thoughts. She was beginning to believe she could do it, but still wasn't sure if she should spend the money. But when Penny strapped on the new shoes her husband bought her for Christmas, opportunity knocked.

"They were horribly uncomfortable!" She laughs. The shoes were designer high heels, an expensive brand she had once mentioned to her husband. But as soon as she put them on, she couldn't wait to get them off. She and her husband returned them together, and he told her he wanted her to use the refunded money however she wanted. "I'm going to do it," she said. "I'm going to trade in my high heels for some sneakers." She also got some new workout clothes and a 10-week UltraFit challenge with the money. It was her final and deciding, "Why not?"

That was in January of 2016, and it was just the beginning. The struggles that followed confirmed to Penny that, in spite of her eight-year history with Franco's Athletic Club, she was not in good shape. She was thin when she started the program, but not fit, and not strong. She struggled with the exercises and often came home close to tears. "How did I let myself get to this," she asked her husband. "Why didn't I take better care of myself?" Looking back, she now realizes how being a wife and a mother of two boys led her to put her own care off.

Week after week, Penny worked harder, got stronger, and felt better. She struggled as much with changing her diet as she did with the workouts. "When you think you're eating healthy and you realize you're not, that sucks," she said candidly. Penny revealed how the MyFitness Pal food logging app and the guidance of Franco's nutritionists helped her to realize that she was wasting calories, carbohydrates and sugars on things that were not filling her up. She calls the knowledge and awareness she gained about nutrition through the program, "a big key to [her] success."

As she continued with the UltraFit program, Penny's husband began to really notice the changes in her, and he was blown away. He was also inspired, and began exercising more and eating better himself, losing 30 pounds during his wife's UltraFit journey and preparing to take on his own. In September, Penny's husband began his first

Two words had been bubbling just beneath the surface of Penny Rodas' consciousness for some time, words that would free her from self doubt, would set the stage for accomplishment, and would put her on a path she would never regret taking – "Why not?" She had begun saying these words to herself when she saw "super-fit" people in the gym and thought, "I can't look like that; I just don't have that kind of body." She said them again when she came up with "a million reasons" not to do Franco's UltraFit program. Penny spent months chipping away at her fears and her

season of UltraFit under the direction of trainer Tammy Nunez. Penny began her second round, this time as captain of Misty Theriot's team. They both hope to continue their success and to share with others the positive life changes that they have experienced.

Penny's advice on getting ULTRA fit:

1

Stay positive.

The right attitude not only helped Penny succeed in changing her body, it also helped her to build camaraderie and friendships. "The one thing I can say that I feel like I gained the most from UltraFit was a feeling of belonging, of camaraderie with the people that I met. I mean, how often can you say, 'I just met 12 women and I really like every single one of them.'"

2

Commit.

This goes for the workouts and for the work that has to be put in to develop healthy eating habits. (In other words: Log your food!)

3

Mix it up.

Keeping the same routine will keep your body in the same place. Change your workout routine often and don't be afraid of the weight room. "Don't be intimidated," she says. "No one is watching you. And if they are, who cares?"



First-time UltraFit Participant Penny Rodas lost 10lbs and 10% body fat in 10 weeks.



QUICK FIX

Micro workouts are all the rage, but do they work?

Pinterest pinners and fitness vloggers are crazy about the five or ten minute workout trend, but if getting fit took little more time than a bathroom break, wouldn't we all look like supermodels?

Fitness experts agree: micro workouts offer a great fitness supplement or can help you maintain your fitness during a particularly busy week, but shouldn't completely replace your usual exercise routine. Short exercise bursts sprinkled throughout a busy day can help you maintain your fitness level and spice up your routine.

Micro workouts offer a great opportunity to:

- work in your most hated exercises,
- step up the intensity of your workouts,
- exercise several times in a single day.

Aim to burn at least 10 calories per minute through a series of compound exercises that hone in on large muscle groups. Here are some exercises that can be done anywhere, along with their average calorie-per-minute burn rate:

1. Burpees: 14 calories/min
2. Squat presses: 14 calories/min
3. Mountain Climbers: 13 calories
4. Step ups: 13 calories/min
5. Jump rope: 13 calories/min
6. Power Lunges: 12 calories/min
7. Jumping Jacks: 11 calories/min
8. Push ups: 10 calories/min



Remember, your weight, metabolism, intensity, and speed will determine exactly how many calories you burn with each exercise, but ramping up your energy output will definitely help these micro workouts add up to macro results.

Nutrition Tip: SLOW IT DOWN



According to the International Food Information Council Foundation's 2016 Food and Health Survey, a third of Americans spend less than 15 minutes eating dinner on an average weeknight.

Fast eating can interfere with digestion, reduce satisfaction, and ultimately cause you to consume more calories. Research shows that eating too quickly not only interferes with an individual's ability to perceive fullness during that meal, it also leads them to feel hungry again sooner. Both longitudinal and large-scale research shows that fast eaters are more prone to weight gain than slow eaters. So take your time, and savor each bite.

Bonus: eating slowly often leads to better hydration, as slow eaters are more likely to drink water during meals.

<http://www.precisionnutrition.com/all-about-slow-eating>

Can you DRINK and still SHRINK?

We have all heard about how the calorie and sugar content of wine, beer and cocktails can sneak up on you, but did you know that alcoholic beverages carry far more of a threat to your waistline than your food log app can ever hope to calculate? Alcohol weakens your will power, hinders your body's ability to burn fat, and affects a whole host of hormones linked to satiety. That's the bad news.

Now here is the good news: research looking for a connection between weight gain and moderate drinking comes up short. An article published by the National Institute of Health entitled *Alcohol Consumption and Obesity: An Update* reviewed 72 scientific studies that looked for a link between alcohol consumption and BMI, waist circumference and weight gain. The results were consistent among both cross-sectional and longitudinal studies: light-to-moderate alcohol consumption is far less likely to be a risk factor for obesity than heavy drinking (which can conservatively be translated to more than two drinks per day). In addition to heavy drinkers, binge drinkers were also found to be at risk for increased adiposity. Some researchers have gone so far as to suggest that the bodies of moderate drinkers are able to metabolize alcohol better than those of heavy or occasional drinkers.

The lesson: If you are watching your weight, don't try to bank your cocktail calories for that big night out or tailgating party. Sip and savor to tip the scales in your favor.

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC4338356/>



THE FUTURE OF FITNESS

By the year 2020, Generation Z will begin to flood the workforce. A closer look at the learning patterns and communication styles of these "Digital Natives" can offer a glimpse into the future of many industries. The fitness industry is no exception.

Generation Z comprises individuals born between 1995 and 2010, the first generation born into an internet-connected world. Darla Rothman, Ph.D made some interesting observations in her paper entitled *A Tsunami of Learners Called Generation Z*.

Here are just a few:

- The brains of Generation Zs have become wired to sophisticated, complex visual imagery.
- They have shorter attention spans, a result of the fact that they get most of their information via six-second digital media bursts.
- They have little tolerance for activities that lack a digital resource.
- They prefer to learn by doing.
- They have a need for speed and instant gratification.
- They prefer to work in teams/small groups.
- Creativity and collaboration are natural to them, whether it is a spontaneous or structured activity.

So what can we expect from fitness that caters to a new generation of gym-goers? Screens, screens and more screens. Information on heart rate, steps taken, and calories burned now available on your smartphone will soon be available in Technicolor on big screens in fitness facilities across the country. Programs that have the ability to catalogue, chart and email information in formats perfect for sharing on social media will dominate the marketplace, and the gameification of fitness will bring interactive, competition-driven digital fitness to a whole new level.

http://www.mdle.net/Journal/A_Tsunami_of_Learners_Called_Generation_Z.pdf
<http://time.com/4064861/fitness-tracking-technology-exercise/>

The Importance of

Meal

PREPARATION!



BALSAMIC CAPRESE SKEWERS

Ingredients

- 1-package bamboo skewers
- 3 cups Mini mozzarella cheese balls
- 2 dozen (a handful of) Fresh basil leaves
- 1 pint Grape or cherry tomatoes
- Balsamic reduction

Directions

Alternate mozzarella, tomatoes and basil leaves on each skewer. Pour 1-cup balsamic vinegar into a saucepan and let it simmer for 10 minutes (or until it thickens slightly). Drizzle balsamic reduction on each skewer. Enjoy!

AS the holiday season draws near, many of us find ourselves seriously lacking in our usual ammunition against unhealthy living – time, money, and will power. Meanwhile, the enemy that is winter weight gain stages an evil offense by placing temptation at every turn. From holiday parties to on-the-run meals, tailgating treats to family feasts, not to mention those thoughtful little gifts of chocolate covered everything, it's no wonder Americans consume an average of 619 extra calories per day between Thanksgiving and New Years.

Planning and preparation are essential to eating healthy and staying in control of your caloric intake. A recent study published in the American Journal of Preventative Medicine found a strong association between the amount of time spent on home food preparation and the quality of a person's diet. Preparing meals at home is not only better for your health, it's better for your budget. Many studies put the amount of money saved by preparing meals at home four days out of the week around \$2000 annually. If your culinary standards take you beyond the average drive-thru window, that number is likely to be much higher.

While we might be all too familiar with the "why" of make-ahead meal preparation, the "how" can be considerably more difficult. Getting started is often the hardest part. We asked Franco's nutritionist Emily Ruffino to share her tips on how to simplify the process.

https://www.fdl.wi.gov/cofuploads/Holiday_eating.pdf
<http://www.ajpmonline.org>

One of the biggest complaints I get with meal prep is the time it takes, both researching the menu and then taking the time to actually prep everything along with grocery shopping. Although it can seem time consuming on the front end, it is SO worth it because prepping really is the biggest part of staying healthy or reaching a particular health goal.



Emily Ruffino
Franco's Nutrition
Department
985.792.0206

HERE ARE THREE TIPS TO MAKING MEAL PREPPING A BIT EASIER:

1. Plan your menu ahead of time
2. Keep it simple: Fruits, veggies, and lean meat
3. On-line grocery shop (Walmart or Rouses) Walmart will allow you to order on-line for free and they have Organic meats and produce most of the time. Rouses is local and you can e-mail them your grocery list and they will have them ready for pick up.

Meal prepping should only take about 3 hours with grocery shopping included. If you shop on-line, it shouldn't take more than 1-2 hours. This is far less time than it will take you to burn the extra calories you are likely to consume when you don't plan and prepare.

HONEY ROASTED BUTTERNUT SQUASH WITH CRANBERRIES

Ingredients

- 1 Butternut squash, large
- 2 cups Cranberries
- 1/4 cup feta or goat cheese
- 1 Parsley, fresh or dried
- 2 tbsp Honey
- 1 Cinnamon, ground
- 1 Salt
- 1 tbsp olive oil

Directions

Drizzle olive oil on a baking sheet. Add squash cubes. Sprinkle with salt and pepper and drizzled with more olive oil. Bake at 400 degrees for 25 min. Remove and add cranberries. Bake another 10 – 15 min (until cranberries burst). Remove and sprinkle with cinnamon, feta or goat cheese and honey.

Yields 4 servings. 230 calories, 9g fat, 1g protein per serving.



FLORENTINE TURKEY MEATBALLS

Ingredients

- 2 lbs lean ground turkey
- 3/4 cup bread crumbs
- 2 eggs
- 1 cup plain Greek yogurt
- 1 garlic cloves
- 1 large onion
- 1/2 tsp dried oregano
- 16 oz spinach
- 1/4 tsp dried thyme
- 1/2 tsp black pepper
- 1/4 tsp red pepper flakes
- 1 tsp salt
- 2 tbsp olive oil

Directions

Set aside olive oil. Combine all other ingredients in a large bowl. Roll into balls of desired size. (Larger meatballs may require additional baking time.) Place on greased baking sheet. Drizzle with olive oil. Bake at 400 degrees until cooked through (approx. 20 to 30 minutes).

Yields approx. 30 medium meatballs. 75 calories, 4 g fat, and 7.5 g protein per meatball.

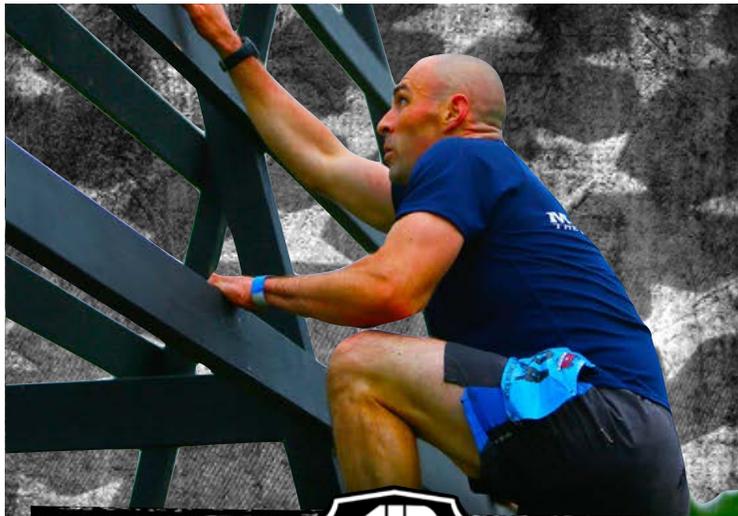


Wildtree™

To learn about Wildtree's Healthy Meal Prep services for Franco's members and guests, visit www.mywildtree.com/francos.

Wildtree makes cooking a quicker, easier, more healthful project for those who are short on time. Each kit includes 10 recipes that come with nutrition facts, prep instructions and bag labels. A registered dietitian develops the menus and provides a grocery list, organic seasonings, prep instructions, recipe cards, and cooking instructions. Prep 10 meals on a Sunday night and you have meals for you and your family for about 2 weeks. Wildtree products are organic, peanut-free, have no gmo's, no additives, no MSG, no dyes, no trans fats, no preservatives, no artificial ingredients, and no high fructose corn syrup. They are low in sodium and sugar, and many things are gluten-free. www.mywildtree.com/francos

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4 mile run/100 yard "ice" swim

Sunday, January 1, 11am



Only 50 entrants accepted! The Ice Man Dip and Dash will be held once again at 11:00am on New Year's Day.

The Ice Man Dip and Dash is not a race -- it is a challenging survival event not for the faint-hearted or unfit. Take the plunge at your own risk!

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November 6th from 8am - 11am
at Franco's Athletic Club in Mandeville

Register @ francosmandeville.com or
call 985.792.0200 for more information



Saturday, October 29, 2016
7:00 a.m.

A beautiful route that takes runners through some of the most historic parts of the city, the ease of running a "pancake flat" course, and a great post-race party were all the things that helped the Jazz Half make Runner's World Magazine's list of the "Year's BEST Half Marathons."
Visit jazzhalf.com for more information.



Saturday, November 16
8:00 a.m.

The event features the RCAA Louisiana State Championship in the 10 mile and the Louisiana Senior Olympics 10k State Championship, as well as post race catfish dinners for runners and walkers and a \$500.00 gift certificate to Varsity Sports for the overall division 10 mile finishers. The course is an out and back on U.S. Highway 51. Visit middendorfsrestaurant.com/Events for more information.



Allstate Sugar Bowl Crescent City Fall Classic 5k

November 5th, 2016 - 8:30 am
City Park, New Orleans

From serious runners to young beginners, this race attracts multiple audiences. Runners can use this event as a qualifier to earn a prime starting position in the Allstate Sugar Bowl Crescent City Classic 10k (this is the ONLY opportunity to run a qualifying time at the 5k.



Visit www.ccc10k.com/crescent-city-fall-classic for more information.

BREAKING RECORDS AND MAKING WAVES

FINS Swimmer Michael Foley

"He is climbing a mountain right now," Coach Robbie Fritscher says of 14-year-old FINS swimmer Michael Foley. "And the top, the apex, is what you saw on TV this summer." Fritscher is referring to the Olympic games.

Michael Foley could swim before he could walk, and began swimming competitively at the age of four. Currently, he swims for Franco's FINS and Jesuit High School's swim team. He recently broke the state record for both the 100-meter and the 200-meter backstroke, and was a mere 1/100th of a second from breaking the 50-meter freestyle record.

In August, Foley competed in the Southern Zone Championship alongside twelve of his FINS teammates under the direction of FINS Coach Robbie Fritscher. It was Foley's third experience with this high caliber meet and Fritscher's tenth year as the official coach for the Louisiana team. "Nationally, this is a very fast meet," Fritscher said.

At this high level of competition, the sport becomes what Fritscher calls "a pressure cooker." The difference between winning and losing, between breaking a record and falling short, often comes down to a fraction of a second. Even the smallest variation in a stroke, a breath, or a kick can make a big difference. "Everything factors in," Foley said, "what you eat, how much sleep you get, the amount of chlorine in the air." He admits that he gets nervous before these big meets, but says the nerves wash away when he gets in the water. "Once I start swimming, it's more about trying to push through. There is kind of like a wall, and it's in your head but it feels like it's in your stomach... And you've just got to push through that."

Fritscher is simultaneously pushing Foley to improve and reserving his maximum potential. "I stick him in all



PHOTO CREDIT: NICK SLAVETTI

of the hardest events," Fritscher said, explaining that though Michael excels as a sprinter, he puts him in all of the long swims. "I'm holding him back; I'm creating that base."

"I'm holding him back; I'm creating that base."

In his thirty years of coaching, Fritscher has seen more than his fair share of burnout, and he works hard to maintain balance for his swimmers, to pace their progression, and to provide them with goals that are challenging but attainable. He believes burnout is mental, not physical, and ordered Foley to stay out of the pool for a month following the Southern Zone Championship meet. Foley, whose usual training schedule has him swimming for three hours per day, six days per week, was glad for the break. He maintained his superior physical condition during this time by running three times a week and boxing at Franco's Ringside Boxing Club twice a week.

Coach Fritscher is now preparing Foley for the next part of his climb, the Junior National meet, set to take place in December of this year. He predicts that, in two or three years, Foley could make Nationals (the Michael Phelps level of competition).



Are the Olympics in his future? Foley's coach thinks so, but the young athlete stays humble. "I'm just trying to focus on the meets right now."



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Designed by a team of chefs, nutritionists and health care professionals, our menu features simple comfort foods with a healthy twist. Each SWEGS Kitchen meal is made entirely of real food – without any added processing or preservatives. With gluten free, dairy free, low carb, heart healthy, paleo and low sugar options, our menu caters to a variety of diets and lifestyles.

From bread pudding to Asian cashew shrimp...from gumbo to hummus... and every cuisine in between, that's the SWEGS Kitchen menu. Our product line is diverse, yet delicious. We celebrate the tastes of Louisiana, the savoriness of world dishes and the seasonings of unique spices ... all in packaged portions of comfort.



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FABULOUS FALL HAIR TRENDS

From Stacey Jacob of Kent Jacob Color Salon



Bring on the cool air and bring on the curls! The latest trends are all about embracing and enhancing your natural hair texture. In hair color, warm hues are hot.

Red heads are getting all the attention this season, and why shouldn't they? From golden amber to fiery ginger, red tones bring more vibrancy and sass to fall looks than any other hair color.



BRUNETTES:

Add light or rich auburn shades for luminous shine.



REDHEADS:

Enhance your natural tone for a more vibrant auburn, strawberry, ginger, classic or deep red.



BLONDES:

Add strawberry or golden caramel lolites for dimension and reflection.

CHECK THIS OUT:

Have you heard about hair strobing? Strobing is a technique popular among makeup artists for highlighting where light would naturally hit to give you a radiant glow. In hair, strobing places highlights in locations specific to your hair color, face shape, and skin tone. Customizing highlights to your features can give you a look that is positively luminescent!

Keep curls reflective and voluminous with the right treatments, both in the salon and at home.

IN THE SALON:

Stacey recommends the Keratin Blowout Treatment to protect red color from fading and enhance curls. This salon treatment will seal your color and smooth and define natural curl patterns, creating a tamed (no-frizz) curl with blazing shine.

For clients with hair that is straight or fine who still want texture and movement, she suggests asking your stylist for light layering and to bring lengths up from extra long to medium lengths. Also try new Unite Boosta for added volume and make friends with your curling wand.

AT HOME:

Curls don't have to be complicated! Moroccanoil's new curl collection of argon oil-infused hair care and styling products provide simplified solutions for curls of all shapes and sizes.



KENTJACOB
color salon

Kent Jacob Salon is located
at 100 Bon Temps Roule,
Mandeville; inside Franco's
Athletic Club. 985.845.8011

Holiday Fashion



Fur Sweater Vest \$72.00
Beaded necklace \$74.00
Skinnies \$62.00
Suede Boots \$64.00

Fur Vest \$62.00
Burgandy Mock Turtle
Cropped Sweater
\$ 32.00
Black Swing Skirt \$32.00
Strappy Black Heels \$69.00

Fur Sweater Wrap \$72.00
Skinnies Jeans 62.00
Grey Boots \$92.00
Earing Loops \$32.00

lifestyle boutique

at Franco's



Purple Strappy Top \$ 36.00
Druzie Necklace \$76.00
Destressed Skinnies \$68.00
Tan Heels \$68.00

Open-Shoulder Top \$52.00
Skinnies \$62.00
Black Stappy Heels \$68.00

Tan Bomber Jacket \$44.00
Dark Skinnies \$62.00
Black Pumps \$116.00

Black Spaghetti Flowing Top \$36.00
Braided Necklace \$68.00
Black Strappy Heels \$79.00

Dressy & Casual Fashion



Beaded Crystal Earrings \$36.00

Black Necklace \$64.00

Tye Dye Romper \$42.00

Black Floral Romper \$46.00

Strappy Black and Tan Heels \$79.00

Black beaded Feather Necklace \$54.00



lifestyle boutique at Franco's



Black Cut Out Shoulders Dress \$52.00
Gold Arrow Necklace \$56.00
Tassel Wedges \$99.00

Floppy hat \$36.00
Taupe maxi dress \$46.00
Hoop earrings \$32.00
Bead necklace \$74.00
Black heels- \$79.00

Purple off shoulder top \$42.00
Skinnies denim \$62.00
Brown wedges \$69.50
wood bead necklace \$69.00

Aztec Cardigan \$52.00
Skinnies \$62.00
Grey Boots \$109.00
Starburst necklace \$49.00

Black Stone Loop Earrings \$ 36.00
Black Hooded Sweater Poncho \$48.00
Gold arrow Necklace \$49.00
Black Wedges \$69.00

Tan Fringe Poncho \$48.00
Dark Skinnies Jeans \$62.00
Tan Suede Boots \$109.00

Fur Vest \$62.00
Skinnies denim \$62.00
Druzy necklace \$74.00
Tan boot \$109.00



lifestyle boutique at Franco's



Floppy Grey Hat \$34.00

Striped long Cardigan
Sweater \$76.00

Black Suede Boots
\$89.00



Cowl Neck Poncho \$48.00
Denim Skinnies \$62.00
Tan Boots \$109.00



Sleeveless Turtleneck Sweater \$42.00
Beaded Arrow Stone Necklace \$69.00
Distressed Jeans \$68.00
Tan boots \$109.00

Distressed Fringe Boots \$64.00



GIVING. DOING.



The Boy and The Starfish

An old man was walking along the beach in the early morning and noticed the tide had washed thousands of starfish up on the shore. Up ahead in the distance he spotted a boy who appeared to be gathering up the starfish, and one by one, tossing them back into the ocean.

He approached the boy and asked him why he spent so much energy doing what seemed to be a waste of time.

The boy replied, "If these starfish are left out here like this they will bake in the sun, and by this afternoon they will all be dead." The old man gazed out as far as he could see and responded, "But there must be hundreds of miles of beach and thousands of starfish. You can't possibly rescue all of them. What difference is throwing a few back going to make anyway?"

The boy then held up the starfish he had in his hand and replied, "It's sure going to make a lot of difference to this one!"

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THERE ARE PEOPLE IN THIS WORLD who truly believe that they can make a difference. Franco's Athletic Club has been a magnet for such people throughout its nearly thirty years of existence. From its founders and managers, to its members and staff, individuals have brought to the organization ideas, hopes, and a passion for helping others. Their visions grow and flourish, becoming a part of the organization's ongoing efforts, traditions, events, and causes. Founding partner Sandy Franco believes this is not by chance, and not of her doing.

"I believe that God has a hand in things; that kindred spirits are drawn together and, in our case, all of these people come together to make a difference in the lives of others."

Franco believes that people who give and who volunteer their time to help others are healthier and happier. "I have found that people often say that in giving, they have received back tenfold," she said. "Giving does more than make you feel good, it actually transforms your heart, mind, spirit, and soul." Scientific research supports this theory. MRI scans show what is often referred to as a "warm-glow effect" in the reward centers of the brains of subjects who do for others. This result is also apparent in self-reported measures of happiness. A 2010 study that reviewed data from surveys taken in 136 countries found that people who had recently donated to charity were happier overall. But Franco's staff and members do more than just give to charity. They start ongoing fundraising efforts; they get involved in a very hands-on way; they get others involved. They find that sweet spot where giving, doing, and belonging come together.

We want to share some history of how Franco's first got involved with some of the great causes we now support. We invite our members, our staff, and our community to join us in supporting these worthwhile efforts. We believe the giving of your time, your money, and your effort will be some of the best investments you have ever made.

Join us. You'll feel good about it.

Sandy Franco

SPECIAL NEEDS

Since its inception, Franco's has worked to create opportunities for individuals with special needs.

JoJo's Hope

Some people handle loss by channeling their pain into a mission to prevent others from having to endure such pain. One such person is FINS Coach Robbie Fritscher. In 1998, when Fritscher's 3-year-old nephew, Joseph "JoJo" Fritscher, drowned, he founded JoJo's Hope, an organization that provides swim instruction to special needs children and adults free of charge. Participants with Multiple Sclerosis, Cerebral Palsy, Spinal Bifida, Autism, Down's syndrome and others become stronger physically, mentally and socially through this very special interactive aquatics program.



Special Needs Fitness Class

Franco's Athletic Club was founded on the principle that fitness is for everyone. The All-Stars class (originally called ICAN) teaches stretches, calisthenics and some weight-bearing exercises to teens and adults with disabilities. Zachary Slay, the member who spearheaded this program, has since relocated to another city, but Franco's members and staff have carried on his vision.

BELONGING.

Special Needs Training and Work Program

Franco's Mandeville club has long been a host site for Special Needs Job Training. Monique Hebert, Special Education Teacher with Fontainebleau High School and Franco's Group Exercise Instructor has been instrumental in facilitating opportunities for the Northshore's special needs population. Franco's has also employed some very special people for more than two decades, each of whom are very dear to its staff and members - Alan Vining in the fitness department, Brennan Baudot in housekeeping, and the "Mayor of Franco's," Melissa Layerle. Franco's would not be the same without them.



CANCER

Cancer is a killer that strikes close to home for many of us. The Franco family is no exception. Sandy Franco's brother lost his three-year battle with leukemia when he was just a teenager. Sandy and Ron's first-born child, Danielle, fought her own battle with a different form of the same disease when she was just two

years old. Danielle, now in her twenties, has maintained remission, but the fight remains personal. The Francos have also watched many of their beloved members and staff battle cancer, including friend and employee of twenty-four years, Patti McHugh, who is currently in remission after being treated for breast cancer in 2012.

Mary Bird Perkins

Franco's flagship club has been the official host site for Mary Bird Perkins annual Benefits of Home fundraising gala. Benefits of Home is the largest fundraising event for Mary Bird Perkins Cancer Center, raising more than half a million dollars in the past five years. Proceeds help to provide vital treatment services for those who otherwise could not afford them.

Racquets for Reagan

Franco's is the proud host of another important fundraising event, the Racquets for Reagan Tennis Tournament. This important pay-it-forward event came out of the gratitude and hard work of Franco's member and mother of a young



cancer warrior, Shelly Sisson. In 2014, Shelly's nine-year-old daughter, Reagan, was treated for a malignant tumor at St. Jude's Children's Research Hospital. Reagan's treatments were successful, and the Sisson family wasted no time in creating a fundraiser that would pay forward the incredible generosity that was shown to them. Now in its second year, this tournament has raised more \$200,000 for St. Jude's.

ALS

In 2003, Franco's personal trainer, special education teacher, father, triathlete and friend, Donnie Jarrell, was diagnosed with Amyotrophic Lateral Sclerosis (ALS), often referred to as "Lou Gehrig's Disease." Jarrell was well known for his inspirational, "I get to do this" attitude toward exercise and the gratitude he showed for the life he was given. Jarrell died in 2005, but his legacy lives on, and is celebrated each New Year's Day in an event dedicated to him.

The Ice Man Dip & Dash

The annual Ice Man Dip & Dash, a four-mile run and 100 yard "ice" swim benefits several ALS charities, including the Donnie Jarrell Foundation, the Steve Gleason Foundation, and Augie's Quest, the largest individual fundraising program for ALS.



AND MANY MORE...

Franco's members Jon and Joy Scott founded *Joseph's Joy* (www.josephsjoy.org) to honor their son Joseph, who died in 2011 at the age of four. This organization, "exists to enrich the lives of children and their families battling life-threatening illnesses both locally and globally"

The American Heart Association (www.heart.org) is an organization whose work is near and dear to Franco's CEO Wayne Morris, whose wife Amy Morris had her first open heart surgery in her early twenties.

Franco's Fitness Director and Nutritionist Emily Ruffino is passionate about *Trafficking Hope* (www.traffickinghope.com), an organization that works to end human trafficking and to help its victims to heal.

Franco's exercise instructor Kristianne Stewart started *Compassion that Compels* (www.compassionthatcompels.org) with a simple mission: "to reach every woman battling cancer with a Compassion Bag, reminding them they are never alone."

SKIN DEEP



Exfoliation is the removal of dead skin cells from the epidermis, the outermost layer of the skin. Your skin sheds dead cells naturally (as many as 40,000 per minute), but can still easily accumulate enough to create many common skin problems. The use of exfoliation products and services can help to reduce acne and fine lines, improve uneven skin tone, and create a smoother, softer texture.

We asked O Spa Manager and Licensed Esthetician Amy Boothe to give us a breakdown of the most popular and effective methods of exfoliation, and to help us know which ones will let us put our best face forward.

AT HOME: exfoliating scrubs, AHAs and BHAs, retinol and retin A products.

It might seem like there are as many exfoliating skin care products as there are dead skin cells to remove. In truth, all of them use one of two forms of exfoliation: physical or chemical. Physical exfoliants (better known as "scrubs") use small beads or crushed seeds to manually remove dead cells from the outermost layer of skin. Chemical exfoliants such as hydroxyl acids and vitamin A derivatives penetrate into the skin to help unglue dead skin cells and increase the rate of cellular turnover.

Alpha hydroxy acid (AHA) and beta hydroxy acid (BHA) are naturally derived chemical exfoliants. AHAs are derived from fruits, milk and sugars; are water-soluble; and are more effective at exfoliating dry skin. Salicylic acid, a byproduct of willow bark, is the most commonly used beta hydroxyl

EXFOLIATION EXPLAINED

acid. It is lipid--oil—soluble and therefore better able to penetrate oily, blemished skin. Both promote the turnover of new skin cells by dissolving the intracellular “glue” holding dead skin cells in place. Vitamin A derivatives such as Retinol and Retin-A also improve skin conditions ranging from acne to fine lines to discoloration by increasing cell turnover and by stimulating the production of collagen.

IN THE SPA: microdermabrasion, chemical peels, and dermaplaning.

Microdermabrasion sloughs away imperfections by “sanding” dead skin cells from the skin’s surface. Licensed estheticians use a handheld machine to remove the outermost layer of the skin with aluminum oxide crystal application. (Tip: At-home “Microdermabrasion-in-a-bottle” kits are a great way to keep skin smooth and radiant between spa services.)

Chemical peels use higher concentrations of chemical exfoliants than are available for at-home use. How deep a chemical peel goes depends on how it is applied, the strength of the products used, and time of exposure. Licensed Estheticians are trained to maximize exfoliation safely.

Dermaplaning is a skin resurfacing procedure that manually exfoliates the skin using a special handheld instrument called a dermatome. It is commonly used to remove the “peach fuzz,” or fine facial hair called vellus hair and can also help active ingredients in follow-up skincare product to penetrate deeper and more evenly. (Note: Vellus hair returns softly after several weeks and will not become courser because of the treatment.) In addition to removing peach fuzz, Dermaplaning leaves skin smooth, diminishes fine lines and acne scars, and minimizes enlarged pores. This procedure is safe and noninvasive and can be repeated every 3 to 6 weeks, if desired. (It is not recommended for acne-prone skin.)

AT YOUR DOCTOR’S OFFICE: prescription creams, oral medications, and laser resurfacing.

While many dermatologists and plastic surgery offices offer procedures similar to those found in day spas, some exfoliation treatments should only be performed under the supervision of a medical doctor. Prescription medications make this list for obvious reasons. Laser and ultrasound machines are also increasingly used by physicians to create trauma to tissues at a deeper level, which stimulates the body’s production of collagen and speeds up the development of new skin cells. These procedures often involve a greater financial investment and some downtime, but can produce more profound results.

Exfoliation can be performed safely on even the most sensitive skin types. To find out what type of exfoliation is best suited to your needs, contact the O Spa professionals at 985.792.0250.

Editor’s picks

FROM THE ALL NEW

One Line Skincare

At-home Microdermabrasion Treatment

This advanced new two-step system leaves skin smooth, radiant, and refined. Step one is a microderma mask made from Vitamin C crystals that exfoliates manually without irritating the skin to smooth fine lines and wrinkles and improve the overall texture. Step two is an AHA activator gel that further exfoliates skin, increasing cellular turnover and stimulating the production of collagen.

Night Retinol Treatment

This nighttime treatment enhances collagen production, evens out skin’s pigmentation, and fights visible aging.



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