



(((HealthClubMedia Network™)))

Formerly Health Club Panel Network.

About Cherie Deeds – Health Club Media Network – Gold Level SPN Member . . .



Native Southern California girl Cherie Deeds is living her dream in the best of two worlds!

In addition to working with Health Club Media Network as Venue Relations Director, a position she has embraced for four years, Cherie is also the Music Director and Worship Leader for her Church. Growing up as a west side girl, and attending Beverly Hills High School, she was music major at UCLA. She just celebrated her 10 year anniversary with the church and says she wouldn't want to have to choose one endeavor over the other. Meeting and interacting musically through worship and service to others at her church is very fulfilling.

Likewise, the thrill of making deals happen with Health Club Media Network is rewarding, especially in the relationships that are forged. And she loves the Gold's Gym family – we are her favorites!

Cherie says that Gold's Gym is an amazing organization with very involved, committed, smart owners – a great, solid brand! "We are excited to see so much energy and excitement behind the Gold's Gym brand and the new creative direction," says Cherie.

Cherie's career in the industry began 17 years ago when she went to work for Weider Health and Fitness as an Executive Assistant. She moved up as the Director of Operations for PTontheNet, an internet based company focused on trainer education. When the company moved their office and operation to Colorado, Cherie determined she could not relocate, would need to make another career move.

The position at HCMN miraculously appeared and a quick interview with the company leaders made her the perfect fit for the job – she had already developed relationship with 90% of the client base. "The company is amazing", says Cherie. "What started out as a family business, HCMN was acquired in 2008 by Parthenon Capital. Even with the progression from family owned to corporate environment, we still have that family feeling." No doubt, this is in part due to dedication and superb work ethic of the entire team. Everyone takes ownership of what they do and their contribution to the needs of the clients.

With their sole focus being to provide their services exclusively to the fitness industry, Health Club Media Network pays millions of dollars to their club owners every year. Their advertising includes static signage, digital signage and product sampling.

Cherie lives in Calabasas, in the hills of Malibu, with her 16 year old son, who is carrying on the gift for music. He wants to become an architect and a great trombone player and has already played at Lincoln Center in NYC in Wynton Marsalis' Essentially Ellington competition.

Cherie can be reached at 800.468.2211 ext. 1019 or cdeeds@hcmn.com.

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