Marc Farber – ClubCom – Gold Level SPN Member ….

Meet Marc Farber, COO of ClubCom and a big Pittsburgh Steeler and Penguin fan! Marc's expertise comes from his IT background, which started in the 1990's when he worked for Compaq Computer Corporation. He then joined a consulting firm, doing IT for a large Pittsburgh Steel company.

His professional start with ClubCom came during their first year of operation. At the time that he joined the company, they had only 20 installs, with more than half of them being Gold's Gyms. Marc played a crucial role in helping ClubCom bring all of their technologies and development in-house.

ClubCom was with Gold's Gym from the start, developing their first big branded network. They first went to corporate to launch the network. They put together content using the brand and took it to the smaller operators in various markets throughout the U.S., working with them to design a unique customized program tailored to their needs. They first introduced the Gold's Gym Broadcasting Network in the clubs in the Washington, DC area. Still to this day, Gold's is one of ClubCom's biggest networks.

Marc says, "What has made working with the Gold's Gym brand so unique and so much fun is that our product is a branded product, and Gold's is a strong brand – we have the privilege of working with individual owners and operators that are passionate about their business."

It is interesting to offer some of the same features to different owners and help them to use it in different ways to suit their member niche. What ClubCom launched in 2000 as their original product has evolved significantly over the years. They are now involved in rolling out an upgrade of the new product in high definition to both new and existing customers. What is key about this time is the big shift in the out of home digital media marketplace. It is the ideal way for both venue operators and third-party advertisers to reach your members. With digital media we can change things quickly and often.

Marc's personal life with his wife, Tawny, is as interesting as his profession. Married since 1998, they have what is considered a big family by today's standards, including 3 daughters and a son. They live on a large piece of property in a

nice, secluded portion of Beaver, PA, which not only provides the family with enough elbow room, but also allows Marc room for his unique hobby of storing his collection of tractors.

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