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It was about 20 years ago when my partner Art Carril and I went to visit “The Mecca”, Gold’s Gym in Venice, to speak with Paul Grymkowski and to sign our franchise agreement for a Gold’s Gym location in New Jersey. We had started speaking about the idea in 1988 and now we were finally ready to get things going. One of the things we were told was that we needed to go visit with a guy named Angel at the Hollywood Gold’s Gym to see what a great gym looked like. Just like Madonna, he only had a first name and during that visit we were not disappointed. The gym was great, but what I always remembered was that Angel took the time to talk with us about the gym, what it was like to be the owner and then when we were leaving he gave each of us a Gold’s Gym Hollywood T-Shirt and *thanked us* for coming.

Angel and his brother Willy still do these kinds of things to this very day as do many of the incredible owners involved with the GGFA. While Angel may not remember this story, Art and I do and even though we weren’t even owners of a Gold’s Gym yet, that generosity and culture of helping others has stayed with me from that day forward.

Being part of the Gold’s Gym family and specifically the GGFA is really something special. It’s a unique group of talented and caring people who spend an incredible amount of volunteer time helping others and our brand. The GGFA staff is second to none and it truly makes their day when they help a franchisee. The amount of time, passion and commitment that the GGFA board, GGFA members and our staff spend helping fellow Gold’s Gym owners is unbelievable and I sincerely doubt this spirit and culture can be found in any other gym chain.

Let’s all recognize and understand this and keep this spirit and culture alive. It’s what separates us from our competition. Continue to support your GGFA and our partners by getting more involved, giving us your feedback and suggestions, signing up yourself and your staff for our educational webinars and programs, learning more about our SPN vendor partners and by all means come to our Owner’s Conference and come to the Convention. Your GGFA is only 10 years

young and we have accomplished so much in such a short time. Your association is only as good as your continued commitment to it.

May the next 10 years bring the GGFA and the entire Gold's Gym family lots of success, profits, happiness and most importantly, health to you and your families!



Mike Epstein
GGFA President