

Athletic Business

THE LEADING RESOURCE FOR ATHLETIC, FITNESS & RECREATION PROFESSIONALS

NOVEMBER 2009

Incremental Goals

WOMEN'S PROFESSIONAL SOCCER LOOKS TO GROW FROM THE BOTTOM UP

PLUS

COLLEGE SPORTS | 52
COMPETITIVE CHEER GETS A LIFT

HIGH SCHOOL SPORTS | 55
SHOULD HEART SCREENINGS BE MANDATORY?

MILITARY | 61
CHANGING NOTIONS OF MILITARY FITNESS

NEW & IMPROVED



UNLIMITED ACCESS

TriActive America, a leading outdoor fitness equipment company, recently introduced the Accessible Multi-Gym product line. The new products are designed for exercisers in wheelchairs, users with limited mobility and individuals undergoing physical therapy. Three different versions include one designed to improve flexibility, coordination, strength and cardiovascular health (with a shoulder wheel, hand bike, foot bike and foot press), one intended to increase strength and flexibility (with a pec fly, rower, shoulder lift and handle rotator), and a customizable version that allows facility operators to choose four of eight available functions. Also new from TriActive America are a squat press and a recumbent bike.

www.triactiveamerica.com
800/587-4228



BASKET WALL

The Court Company is the exclusive dealer of the Auto Hoop® retractable basketball system, which hides the backboard behind the walls of a racquetball or squash court, or other activity area. This patented product allows court owners the ability to keep all wall finishes in the court flush and to simply push a button to temporarily convert the space for basketball. The Auto Hoop includes a backboard, a breakaway rim and net, bracing for assembly and a finished white-panel door that closes to hide the unit. To hide and store the assembly behind the wall, a facility needs a minimum wall opening of 14 by 57 inches, and a clear framed space behind the opening that measures at least 72 inches deep by 57 inches wide by 16 inches high. This framed space will require a 110-volt standard electrical outlet and does not need to be finished.

www.racquetballcourts.com
901/682-2600



CRITTER RIVAL

The Transonic Bugchaser from **Bird-X Inc.** is a tiny electronic repeller with a coverage area of 1,500 square feet. Weighing slightly more than one pound, the unit targets roaches, ants, spiders, fleas, ticks and other crawling pests that frequent recreation areas. Powerful sound waves chase away the critters with a continuous barrage of sonic and ultrasonic signals.

www.bird-x.com
800/662-5021