



**Complete Transcript: HALO Talks with Suzelle Snoden & Anna Colosimo
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[Pete Moore]

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[Pete Moore]

In a new year, please go to thehaloacademy.com take a look at what will be done with 150 executives in the Halo sector to get them smarter, get them prepared for capital raises and also more winning.

[Pete Moore]

Thanks.

[Pete Moore]

Have a great season.

[Pete Moore]

Let's go. This is Pete Moore on Halo Talks NYC. I have the pleasure of having Suzelle and Anna coming in from Fit Bodies. We're going to talk about staffing your hotels with the best workout, talent, group exercise and how we are going to bring the Halo sector across the globe. So welcome to the show, finally.

[Pete Moore]

Hi, how are you? I'm so thrilled to be on here with you, Pete and Dave. Yeah, let's do it. Let's talk.

[Pete Moore]

Yeah. So obviously you got one of the cleanest resumes in the country having done the same job for 30 years. It's kind of like my father. I was like, wow, he jumped like two jobs. Good for him. I think I'm on seven or eight, but I'm staying. So this is not no issues here. We're not retiring from the Halo talks. Talk about the evolution of what you've seen with resorts, destinations, really focusing on fitness, focusing on yoga, starting to understand that their programming and the personnel that they have actually has meaningful results for the member or guest experience. Start there.

[Suzelle Snoden]

Yeah, for sure. So 30 years ago, started this business with an all-inclusive property. And all-inclusive back then meant three or four buffets a day activity across the board. And the entertainment team that was there on staff were the ones doing those activities. When I arrived there, I owned an aerobics studio and an instructor training center in the early 90s. That's called that's what we called it. That's what we did. And there was a person trying to do a step class without any background, honestly. So I helped out and that's how this business got started. But as I said, the activities, whether the fitness part was actually part of the entertainment part, now as I see the evolution of it after all these years, seeing it all the way through, I see that the Halo, the fitness combined is now so important to the guests. So the hotel staff, the management understand that and are offering those specialty programs separate from entertainment. And that's a pleasure and that's what we're here to do to help out with all that.

[Pete Moore]

So as you kind of take a look at the type of instructors that either come to you or that you find are they people that say, hey, I want to go live in a certain city or I want to go to a certain resort for one month, three months, six months? And you're basically kind of connecting instructors with properties and also mutual interest as a destination? Or is it really people saying like, hey, I want to make the most amount of money, I want to make sure my classes are full. What's the criteria for somebody onboarding with you?

[Pete Moore]

So our model is fairly simple. So what we're doing for our clients, our hotel partners, is we're providing that programming for their fitness and for the rest of their programming that they want, as in addition to what they have already with qualified educated professionals that they

wouldn't know how to resource. Those people are going on vacation while they're there. They're actually having their own vacation, the instructors, and while they're on vacation, they teach classes to the resort guests. So what they're doing is actually inspiring people to be healthy and happy while they're on vacation so that hopefully their lifestyle might change or that they're just there knowing that's what they love and they're happy to be part of a program that's brought to them by educated professionals. Our clients, the hotels, they respect the fact that we understand and know who is educated. We follow up on that. We screen them 100% to make sure they're not only educated, but also have the background to be able to provide this high amenity that matches the amenities the hotels are already offering in all the other areas.

[Pete Moore]

And then are you giving the hotels a certain amount of time to kind of promote what the programming is? When people make a purchase decision on a hotel or it's more of hey look, we've got great programming whether it's powered by Fit bodies or these resorts now are able to say, look, we've got some top class instructors and programming here and it's on our website already and there's Yelp reviews and people just expect that. So is it on the front end or is it kind of just continuous?

[Pete Moore]

It's continuous. So what we do is we provide promotional materials. Our professionals offer us their BIOS and professional backgrounds and photos that we provide to the hotel so that they can offer the programming promotions in advance of their arrival. And again, it's every week as much as we can possibly do. We're trying to fill every week with that educated professional and then they in turn provide the same promotion to their networks as well as we do. So it's one of those broad networks depending on how you want to do it, how often if you want to promote ahead of time on the website, the hotels choose, that the way that they want to do it. If they just want to promote while the guest instructor is there, then of course it's broadcast throughout the hotel by flyers, by the smart screens and also by announcements.

[Pete Moore]

Got you. What are you seeing as some of the trends now? What types of modalities or what types of people that is trending?

[Pete Moore]

Well, yoga is here to stay and yoga is important because the educated professional is really the only one that can offer it. You know, the entertainment team can't really fudge a yoga class, so that is definitely one of the biggest modalities. And then also yoga teachers, many of them might

have a capability for meditation, for other styles that might be of interest. Also, the hotels really like the new trends, especially if it can be something that we would also agree to as well. Zumba, of course, we partner with them and they're a great organization with great programming and education. So a lot of the hotels really appreciate that as one of the trends that brings a lot of people to the activities, get them excited. But really, honestly, the new trends are what they look for because that offers usually some kind of big blast of information. Again, more promotional materials. And they like to be the ones that might be that trend setters in certain types of programming, like a breath.

[Pete Moore]

Work or meditation or no such things of that nature.

[Pete Moore]

Right. It gets more interest. A couple of times I get a little frustrated with the hotels sometimes just because they might look at a trend or might see something maybe on Integrity Square and they're like, no, this is what we want. We want this product. For instance, the floating yoga mats in the pool. I think they're really cool. They throw off a great Integrity Square post. They are also very dangerous if you don't know what you're doing because you can fall off to the edge of the pool. I mean, there's so many things, the moves that can be done are very limited. So to me that's a trend that they see as something special, I see as kind of a deterrent. So we might clash on those things, but usually they respect me in the end and understand that I can offer a little bit better perspective.

[Pete Moore]

Got you. So I got a couple of questions about where you could potentially take this business and maybe you're already going that direction because we had 100 ideas a day and we're talking today. So you have to get a couple effectively, you're like a high end staffing business in one regard. My friend does this in the music business where he books large bands or acts to go to weddings or Sweet Sixteens or Bar mitzvahs or whatever it is. Gender reveal. I think that's a big thing. Now. I don't know, I've been to one, but I heard of a lot of violence there. Episodically. I'm not sure why. Anyway, my point is, do you have a platform that is also set up where people can sort through and say, hey, for \$10,000 I can get Andrea Rogers from Beachbody and extend bar to come to your hotel for a couple of days. Is there like a channel where this kind of turns into almost like a private LinkedIn or like a staffing or like a cameo type of business model, or the hotel is like, look, I trust you. I need you to curate it. I'm not doing a digital platform where certain people show up and I don't really know who I'm paying. Or electronic reservations might be good for my hotel rooms, but not for personnel on my property.

[Pete Moore]

Yes. So it's a good question. My business model is very simple. It is. We offer everything on a trade situation. So I set it up for the instructors to stay there. They get a free accommodation, all-inclusive accommodations to trade their services. That's my main business model. So about oh, my gosh, 2008, 2009, I came up with this idea. It's exactly what you just said because I was at the Ritz Carlton Montego Bay, that no longer exists, but it's now the Hyatt Ziva Zillow, which I also work with. And I was there to teach, and there was nobody coming to the classes, but the hotel was full. So I found out because I was good friends with the team, and that's how I do things. I like a personal relationship. But there was a huge conference there, and they were all a meeting. So he and I discussed this, and I said, why am I not going to provide to you what I can? I have got a database of over 50,000 members of all areas right now, and I acquire at least ten or more daily, and I can offer somebody special to your events or somebody special for something you want to do. And so we created that, and the timing wasn't quite right because it was right around the time our corporations were not doing it anymore right after that. This is a service that we offer to all of our partners. If they want to do something, they want us to do something. If they need somebody special, yes, I have the capabilities to handle that, and it is separate from what I do on a daily basis.

[Pete Moore]

Got it. Given the shortage right now in the health club and studio market for talented people that either decide they're not coming back into bricks and mortar and doing everything virtually, or just decide to have a lifestyle change and are not going to report, is there any usage of these 50,000 relationships? Or instead of a hotel calling you, what if a crunch fitness called you and said, hey, look, I need four instructors from opening up my grand opening in two weeks. Can you help me? Is that something that you've done or can do or should do or would?

[Pete Moore]

Yes. To all of those I have, I can I would love to, yeah.

[Pete Moore]

Got you.

[Pete Moore]

You have the capability to do that.

[Pete Moore]

Okay. I would prefer you don't do it as a trade out or else you're going to get scoliosis from the amount of membership cards that you have from every health club. No, as your water, your key chain is going to be like 50 pound keychain.

[Pete Moore]

We would definitely set that up as a separate way of doing business. But yeah, for sure the answer is yes.

[Pete Moore]

Okay, so we should have that in the show notes because I'm on some of these industry calls and people are trying to figure out where to find talented instructors and they're fitbling ideas and some of them are very unconventional. If you want to jump in here. How did you guys get originally connected and how did this partnership last through a pandemic and recovery and talk about that from a business standpoint?

[Speaker D]

Yeah, well, Suzel and I actually first met when I was working at Zumba and we brought the Strong Nation program to the Breathless Resort. So at the time it was five resorts and it was really kind of a co brand and a really great expansion. And also, as you guys have already talked about, a very cool marketing opportunity for the resort. So that's a lot of what I do. I come from an education and a programming background within the industry. And then we take Suzelle's expertise in both fitness and in travel and create these really amazing experiences at our resort. So that's kind of how it all started and we made it through a pandemic somehow. And honestly, with Suzelle's leadership, I don't know many travel businesses that could have made it through that and come out shining on the other side. So really big props to her because she really does know what she's doing. And also, she's been in the industry for so many years, she knows really how to equally make sure that our instructors feel amazing and they have the greatest experiences. And also the resorts are serviced and happy and we give them what they need and what they want. So that's kind of how our relationship started.

[Pete Moore]

That's great. One other question related to actually being on the ground at these hotels, and obviously these are all high end hotels that we've referenced. Is there any benefit in the future to saying this hotel is powered by Fit Bodies or like, we've got Fit Body programming here? I feel like a lot of these groups are trying to find just that little bit of an edge, maybe turning your brand

that's facing the consumer, not just facing the programming directors or what have you. How have you thought about that or does that come out?

[Pete Moore]

Absolutely. That's my goal. Because actually, about three or four years ago, I started putting that information on the promotional flyers of our instructors. That this professional is brought to you by fit bodies so that they understand this offers them that confidence. The guest that confidence that they know that somebody has taken the time to make sure that this is a quality program that they're getting ready to enter into and that the hotel has thought enough of them as the guest to work with somebody that can do this for them. And so that is definitely some of them do. Some of them do. I would love that all of them did, because I feel like that is an important factor. Again, the confidence and the fact that people will join. For me, if I went to a hotel and I saw that the staff person was somebody that I could feel confident in, I would take the class opposed to the fact that if they were somebody that got hired by staff there, I might not even consider it. And also, it helps with the liability, too. I mean, I hate to bring that part up, but that's why education matters, because the educated professionals should understand certain things that might create an issue with a guest. But a lot of the people that are coming into these classes, they don't know what they're doing. They've never come to a fitness class. They might not have the proper clothing. And, you know, at these all-inclusive resorts, they might have already had several of the cocktails that are all inclusive as well. So there are a lot of factors that go into this that our members are prompted to and educated in, as well as their own fitness education.

[Pete Moore]

Yeah, that's great. So last question here. So you got 50,000 instructors across the globe for basically part of your database, and you're able to sort through that and match them up. That's how it set up right now.

[Pete Moore]

Yeah, they actually get to choose where they want to go and when, but it's based on their specialties and what it is that they do. And also, there's a good combination of family resorts, all ages resorts, and adult only resorts. So, of course, if you want to travel with family that's included with a couple of children under a certain age, then you would be choosing those, of course, and vice versa. Also, certain locations, we started working with southeast Asia, so we're in Bali, Maldives, and buquettes in some of those areas and expanding into Japan and even China eventually with our contract. So it takes a particular person that would be traveling to those areas, so they get to choose where they want to go and when and for how long. These are one week long sessions, but they can choose those sessions. We actually have two people, honestly, that don't even have home. They just go from hotel to hotel, traveling around it and doing this as part of their life, and they save money.

[Pete Moore]

I travel around a professional tennis player bag, even though I'm not a professional tennis player. That fits perfectly in the overhead. I pop it on and then get my hair dye and tell people, ranked 128 professional tennis players. That's another tip. Maybe we can get on this.

[Pete Moore]

Position.

[Pete Moore]

I'll do tennis. I'll bring one kettlebell, and then I'll just promote the book. I'll call it education all the time to win again. Kettlebell workout at the pool. That's not a crazy idea, actually. Let's develop that offline. So in closing from one of you or both of you, got any favorite business quotes or personal quotes that harken back or that you think about a lot or they're important to you?

[Pete Moore]

Well, for me, I always say the sky is the limit because that's how I feel, especially if you have enough passion in it and you have the perseverance and the challenge to do it. I've done all the distance running and dark in the woods, and I think back on some of those things and I think, wow, you have to know that you can accomplish all these things. So I say, this guy is the limit. I don't know if it's a quote. It might even be my quote.

[Pete Moore]

All right. It is.

[Speaker D]

Anna, I'm going to bring this back to Cecil's. So my favorite quote of hers is that she says, you have to go to know. So when it comes to Fit Bodies, whether you're an instructor, a trainer, you're an operator, you're a manager, and you want to think about different ways to get to consumers, come and talk to us, because however you look at it, you're going to love the experience. It's going to be good for your business somehow or good for you personally. So I would say go to no. And that's Susan. I'm repeating her verbatim right there.

[Pete Moore]

Awesome. All right, well, if you're an instructor and you're looking to have great experiences, fit Bodies, all the information will be in the show notes. And thank you for continuing to wave the Halo flag and getting people into fitness classes instead of into creative cocktails at the all-inclusive resort. So we will see you and send me an application to be on the platform, please.

[Pete Moore]

Of course. Thank you so much.

[Pete Moore]

Awesome.

[Pete Moore]

Thank you.