



Complete Transcript: HALO Talks with Jane Curth  
Posted October 13, 2023

Pete Moore [00:00:03]:

I wanna thank all of our listeners for several years of dedicated and loyal listening throughout the Halo talks 400 podcast pleaded to date. We're going to a 1000 by 2024. If you're so inclined, we'd love to have you go to iTunes for us, fill out a review so we could keep this podcast rolling globally. We are now on Chartable's top lists and moving up the charts. Also, if you wanna educate yourself in a new year, please go to the halo academy.com. Take a look at what we've done with a 150 executives in the halo sector to get them smarter, get them harder, get them prepared for capital raises, and also more winning. Thanks. Have a great season.

Pete Moore [00:00:47]:

Let's go. This is Pete Moore on Halo Talks NYC, I have the pleasure of bringing to her 1st halo talks, a legend and model in the fitness industry, Models for Silver Sneakers, 18,000,000 members strong, and was also part of the over 50 hip hop dance team at Atlanta Hawks games, and I'm pretty sure I recognize you from some of those games. So bringing Jean Kerr to the stage, tell us about What she's doing to help educate professionals in the halo sector at large, and how we are gonna all continue to make a difference even if you have a fractured Patel.

Jane Curth [00:01:35]:

Yes. Yeah, Pete. Thank you so much for having me. And, yes, I am recovering from a fractured patella, but I've got great care And I'm doing well, and I'm almost back to a 100%, so that's exciting. Yeah.

Pete Moore [00:01:51]:

So, look, you started out, you know, on the education side Yes. As a professor of, kinesiology and health, which,

Jane Curth [00:01:58]:

Yes.

Pete Moore [00:01:58]:

You know, is a chosen pathway for a lot of people into, the health club and fitness, industry at large. So talk about how, you know, that passion and that, you know, career path kinda helped you understand where the industry is going, how important it is to get educated people into our sector, and how that really, it was a game changer.

Jane Curth [00:02:22]:

Yes. I'd love to talk about my journey because it brought about a pain point that I identified in the industry, and that's why we started FitFixNow. Was a professor in the kinesiology and health department, and my last 5 years of teaching specialized in online Education, in fact, was a finalist for a state award for excellence in online teaching. So that was one passion of mine and, of course, I used to be certified to be a personal trainer in the nineties when it was pen and paper, I was ACE Certified. And then I wanted to bring a personal training course into the college That students could get college credit for taking the course, but it would also give them, Hopefully, a part time job where they made a pretty good hourly wage as compared to working fast food. So I went through all the red tape of getting that course approved and it took months. And once it was approved, I thought, okay, how I had let my personal training certification lapse and I thought, how can I teach this course if I'm not currently certified? So I went through the pain of retaking my personal training, Exam.

Pete Moore [00:03:57]:

Good for you.

Jane Curth [00:03:59]:

Yeah. It, but I was kicking myself saying why did I let it lapse? And part of the reason I let it lapse was back then, the two ways you got continuing ed was either expensive conferences or getting print material in the mail. And 21st century happened, I was really into online education. I'm like, let's bring continuing education for fitness professionals into the 21st century. Let's do it As an online endeavor, a true online, I took education and my experience In teaching online courses, developing courses, creating courses, reviewing courses for Quality Matters from other institutions, And put that with my fitness love and said, let's make it affordable, convenient, and, quality For these

Pete Moore [00:05:00]:

trade issues. What year was this?

Jane Curth [00:05:03]:

We started Fit Fix Now in 2017.

Pete Moore [00:05:07]:

Gotcha. So during the during the pandemic, did you see a big rush of people trying to learn more?

Jane Curth [00:05:14]:

Yes and no. One thing we noticed was that we still increased our revenue during the pandemic, But part of the problem was a lot of trainers had no work, and so their resources were very low. So, but we still, after the pandemic, we really saw a big boost as trainers were going back To the gyms, and we have a free course so they can test it out, they can get 2 credit hours free on behavior change. Good basic course.

Pete Moore [00:05:57]:

You know, once people get exposed to our industry, they usually don't leave, So kudos to you for, you know, getting them in as early as possible because, you know, this is a lifestyle business. You get to feel results and positivity versus other professions where you might sit behind a desk, but you're selling a product that you don't really care about, you know, just to make a living. And when you go to Ursa shows, you know, you really feel that that energy and that people care.

Jane Curth [00:06:27]:

Yes.

Pete Moore [00:06:28]:

So talk a little bit about where the personal training market's going. Do you see a lot of personal trainers becoming specialists in, you know, personal training, meditation, acupuncture, nutrition. Do you think it's gonna, you know, bounce back? Do you feel like there's gonna be multi disciplines, and here's, like, my resume and all my certifications, and they're really gonna, you know, make sure that they're optimizing their opportunity as well as their knowledge base.

Jane Curth [00:06:57]:

I do. I do feel like there's gonna be an increase in desire to expand Their, network of options that, you know, maybe they do get some advanced, certifications in nutrition to go right along with their personal training. I do think if somebody's looking for a trainer, They really want to see, number 1, that they have a quality certification and number 2, that they have a wide variety of specialties that they can go into. And one thing I see a lot of, and we've just created a course for a company, We and we did a great course on working with people with Parkinson's disease. And, I love I love the fact that I help and our course partners help train these trainers on quality information, and then their reach is exponential. So I feel like we're helping so many people.

Pete Moore [00:08:07]:

And a course like that, how long how many hours invested, you know, how many weeks, how do you get test yeah. How do you test out?

Jane Curth [00:08:17]:

What we've done with courses like that, most of our course partners, whether it's, youth fitness or special populations have a have a lot of experience in their area And they're very well versed in it. Now what we did with that particular course is we partnered up with The Villages, the, in Florida.

Pete Moore [00:08:43]:

Oh, sure.

Jane Curth [00:08:44]:

With their Parkinson's trainer, and, it's a fabulous course. It helps. That gives trainers and gyms another revenue stream of bringing in, Parkinson's.

Pete Moore [00:09:03]:

And it so how many how long would that class be? How many

Jane Curth [00:09:08]:

hours? The course is a 3 hour course.

Pete Moore [00:09:11]:

That's great. Yeah. So, I mean, these types of, you know, specialty Learnings, you know, to invest 3 hours to be able to say, hey. I can target this market and make change. You know, a lot of health club operators, I think sometimes look at their programming as a cost center and not look at it as a profit center and a way to reach more of the of the population.

Jane Curth [00:09:34]:

Yes.

Pete Moore [00:09:34]:

This is probably a good segue into so are sneakers, which I think has gotten a lot more Light shined on it as an ancillary revenue source and a way to really affect millions of people. Over 18,000,000 people are part of the Silver Sneakers Network, and it is a material Yeah. Revenue stream also for health clubs in nonpeak hours to, you know, benefit from, other population of the of the market that probably wouldn't go necessarily by a membership, to the club on their own. So talk about your involvement there and with, LinkWell Health.

Jane Curth [00:10:12]:

Okay. Well, I have been very fortunate to be a Silver Sneakers model for a few years now.

Pete Moore [00:10:20]:

Knew you were gonna brag about that, but you have the right

Jane Curth [00:10:23]:

I'm gonna brag because I enjoy doing it, number 1, and number 2, I feel very honored and privileged To be able to do it. Years ago, I was a ballet dancer, and I'm a personal trainer, so I think my form is very Good when I do these videos, but I started out doing it was a photo shoot in New York City for, LinkWell. And then they asked me, would I do short exercise videos? People were reading the blogs And they had the exercises written out and they're going, I don't understand what I'm supposed to do. So I would do a Short video, you know, maybe 30 second 20 to 30 seconds demonstrating the exercise. And so I'm on the blog, and that's been a wonderful, enjoyable thing to do for me.

Pete Moore [00:11:17]:

That's great. And People that you've worked with over time on the education side as well as on the private education side, What are you also seeing, or what are some of your friends or some of your colleagues focused on that you think are game changing initiatives.

Jane Curth [00:11:38]:

I think some of the game changing initiatives, first of all, Is marketing and getting out there to the activager or to us baby boomers. I'm a baby boomer. I'm a silver sneaker. Right. So, I'm in that age category. And, so I think that's one route to go. Another are the medical areas, like Parkinson's, Stroke victims, diabetes, arthritis, being able to for trainers to program For these populations, for example, we have a great

Pete Moore [00:12:22]:

all covered that would be covered by health insurance plans, I'm assuming.

Jane Curth [00:12:27]:

You know, I don't I don't know that it would be. I know, like, physical therapy and things like that are, but as far as training, I don't. I'm not familiar, with health plans.

Pete Moore [00:12:39]:

Maybe

Jane Curth [00:12:39]:

it should be at

Pete Moore [00:12:40]:

some point in the future. Maybe that's

Jane Curth [00:12:41]:

something that we've

Pete Moore [00:12:42]:

brought up. There we go.

Jane Curth [00:12:44]:

Absolutely. And most baby boomers have the time and they have the money probably, And they have the need for a personal trainer, whether it's they have high cholesterol or diabetes, and they need someone that's familiar with these conditions to be able to help them.

Pete Moore [00:13:07]:

So as you take a look at you know, if you're advising A health club operator, maybe they're not back to their pre COVID, membership levels. You know, what advice would you give to them or maybe some of the things that you're doing now with your educational programs to say, here's what here's how I'd rank these in order of priority.

Jane Curth [00:13:28]:

I think As far as looking at priorities from what we do, looking at, first of all, how to, we've got one called 5 tips for preventing injuries in clients that's by a physical therapist. 1st of all, you gotta prevent injuries. I see that as a great way for gyms to retain clients And not have them quit the gym because they're injured. The other, endeavor would be training injured clients. Now, you know, I've fractured my patella, but I could still do upper body. So a way for a trainer to continue to work with their clients that may be injured, in a way that they can still retain them. They don't get out of their schedule.

Pete Moore [00:14:19]:

Gotcha. So, you know, some of the things that have happened on the science side and, you know, taking a patient and saying, look. I can actually give you A prescription, instead of you getting on a pharmaceutical, you know, recurring revenue, which has more, side effects than the actual, you know, benefits as far as I'm concerned given the amount of the commercial airtime that's put towards what you might feel and what might be your risks. You know, do you feel like there's material progress being made, whether it's with LinkWell, whether it's Silver Sneakers? Do you feel like In the next 10 years, we might actually see these health care companies say, look. Prevention actually is cost effective. I know we can't raise our premiums because We can't show that we raised our cost. However, it's the right side of history. So what are there some things that you're seeing or, like, some, You know, tea leaves, if you will, of, like, hey.

Pete Moore [00:15:15]:

We're getting some traction even though it feels like we're up against, you know, a tidal wave.

Jane Curth [00:15:21]:

I haven't personally seen any of that. I know that there's probably initiatives To go that route, but if insurance companies realize that their Return on investment would be so much better if they have a healthy pay not patient, but a member of their insurance. Then they're gonna pay less. Their bottom line is gonna be better for the insurance company. So I haven't Personally seen that, but I know that if the

right people can get in there and convince those insurance companies. And for the over 65 group, Silver Sneakers and their other, I think Silver and Fit is another one I saw at IRSA.

Pete Moore [00:16:12]:

Yes.

Jane Curth [00:16:13]:

They, they're doing good work to help, But we may need to do that before there's people are 65.

Pete Moore [00:16:23]:

Sure. Well, you, you're at Ursa with, Strong Over 50 Bodyweight Bars. You wanna talk about that partnership or that company well as well?

Jane Curth [00:16:34]:

Yeah. We were contacted by Strong Over 50 to be their education provider, to create the courses, To get them on our learning management system and to work together with them to continue to create Courses. And we found out at IHRSA that there were several companies that were interested in having continuing education linked with their product. And, I've talked with a couple of companies that we are maybe gonna be their education provider 2, given my background in education and, being a former professor.

Pete Moore [00:17:18]:

Are there things that are going on at the College level to ensure that students and graduates that are in these exercise and kinesiology Are almost guaranteed or almost placed in a position. I'm assuming there's probably a shortage right now of personal trainers from what I hear from our clients who are trying to hire. You know, there's obviously a lot of money being put towards Physical therapy, workout recovery. I don't know if you have any empirical data or statistics or I don't see a lot of personal trainers. They're out of a job. You know what I mean? I don't see a lot of people in health care, you know, specialty services, you know, looking for work.

Jane Curth [00:18:04]:

Right. I just know we're through our Silver Sneakers membership, we're the members, We're members at the Atlanta Jewish Community Center, and I'm now is their education provider now, And we've joined a new gym, One Life Fitness. So with Silver Sneakers, you can join a lot. Right. But I was talking to the general manager of 1 of the gyms, and she, I think it was challenging to come up through the ranks, to get in the door and come up through the ranks As a trainer, I do think there's some difficulty once you have Graduated with either exercise science or kinesiology degrees or advanced degrees. I do think it's Challenging to get a job that that pays you, you know, what people in other fields might make. Did that answer your question?

Pete Moore [00:19:13]:

Yeah. I think so. You're saying, basically, it's easy to get a personal training job. It might be harder to get something that's more, you know, salaried employee and, you know, high higher, like, health care type of, conversation.

Jane Curth [00:19:28]:

Right. Exactly.

Pete Moore [00:19:29]:

Question 1 question for you in closing here. So you define yourself as I am Silver Sneakers. That's, you know, a brand just like people say, hey. I am CrossFit. Right. That defines who they are. What are some of the things that are important to you, and let me give you a short list, and you can decide whether any of these are applicable. Do you want more comp do you want competitions, Challenges, do you want gamification? Do you want to track your stats and get rewards? Do you want Social events, what matters to you and your friends when you're exercising?

Jane Curth [00:20:09]:

I don't think the competitions and challenges are to my peer group are that important. I think the most important things are to be able to see They're to track their data, to see how they're progressing and that motivates them to continue, But the socialization is huge in my population, and it's gotten more important since COVID.

Pete Moore [00:20:40]:

Sure.

Jane Curth [00:20:40]:

The whole loneliness and social isolation is can be deadly. I mean, they've had Studies come out about how much of a health risk it is to be socially isolated and lonely. And the gym It's a great place where you can go and have a community.

Pete Moore [00:21:02]:

Yeah. Do you think that you know, you mentioned, 1 Life as a place you go. Are they catering towards you, or are they giving you access?

Jane Curth [00:21:13]:

Both. Okay. One thing I was impressed with is with my basic Silver Sneakers membership, they will even do their smart start program, Which you step on a machine and they give your body water, body composition, strength bilaterally, gives you, you know, visceral fat versus subcutaneous fat. They give you a lot of information, and then you're kinda on your own unless you want to go with a trainer.

Pete Moore [00:21:47]:



Okay. So I think there's a lot of opportunity there still to have more programming, have more social events, maybe, you know, around exercise and working out and moving. Last question I have for you is something that we're tinkering with. Do you go to the movies at all?

Jane Curth [00:22:04]:

Yeah.

Pete Moore [00:22:05]:

Would you go to a movie theater that had a, either a gym or, you know, cardio equipment or, you know, like a yoga class, and it would be playing the new release, and you'd go, you know, for the first half of the movie on Tuesday and the second half on Wednesday.

Jane Curth [00:22:23]:

I love that. Love, love. And I'll tell you one reason why. When we joined 1 Life, they have a theater.

Pete Moore [00:22:30]:

Yeah. The

Jane Curth [00:22:31]:

cardio play. They have a cardio cinema with treadmills and ellipticals. Now they play the same movie, like, Yesterday, it was Billy Madison, but especially, like, my husband was so enthralled with that, And I was doing something else, and he goes, I'm gonna go in the theater for a while. He loved it. Loved it.

Pete Moore [00:22:54]:

We're gonna try and, make something happen on, on that front as well, because sitting down for 2 or 3 hours is not a Prescription for, a fit fix now activity.

Jane Curth [00:23:10]:

You are absolutely right.

Pete Moore [00:23:12]:

Awesome. Well, look. It was great to, to have you on. We're gonna get this podcast out. I think people are gonna learn about focusing on bringing in the best people, train them, have more programming, get you more members, get more results, and then let's focus on Silver Sneakers, Silver and fit and get more and more of the population inside of these clubs for everybody.

Jane Curth [00:23:34]:

Absolutely.

Pete Moore [00:23:35]:

Look forward to seeing you in person again. It's great talking to you, and thanks for everything you've done for the industry.