

INTERNSHIP APPLICATION 2009—2010

LETTER TO APPLICANTS	2
INTRODUCTION	3
AMENITIES & SERVICES	4
LEADERSHIP	5
INTERNSHIP DESCRIPTION	6
INTERNSHIP QUALIFICATIONS	7
APPLICATION FOR INTERNSHIP	8



REDEFINING THE FITNESS EXPERIENCE

Dear Internship Applicant,

Thank you for expressing interest in an internship with TELOS Fitness Center. I am the Business Director at TELOS. I have an undergraduate degree in Recreation Services/Business Administration from the University of North Texas and like you was searching for the right job for my future. My professional background includes management of corporate wellness programs including the YMCA, Texas Instruments and Nortel Networks. Most recently I served as Business Director for over 6 years at the renowned Cooper Fitness Center. Through working for TELOS, I have learned so much valuable information about customer service, the fitness industry and management in my 6 years at TELOS. With each new day that I spend working for TELOS, my desire to serve the customers and help them achieve their goals grows stronger. An internship with TELOS will not only enrich your lives but greatly enrich the lives of others.

TELOS is a full service, upscale luxury fitness facility, catering to the affluent client of North Dallas. Our staff is committed to providing comprehensive fitness services of the highest quality to help members reach their wellness goals in a culture of comfort and class. As an intern, you will have the opportunity to gain valuable experience in several aspects of the fitness industry including: Professional Training, Advanced Integrated Movement Assessments, Muscle Activation Techniques Therapy, Membership, Sales and Marketing, Internal Promotions, Corporate Wellness Programming, Children's Activities, High Level Fitness Management, and Member Retention. The information provided in this packet will give you insight into the learning experience in which you will participate at the this internship. Take some time to review this information thoroughly. It is my hope that you will find that we meet your needs for an on-site experience in the fitness industry. **In order to set the process of application in motion, please provide the following: completed application (last page), a letter of intent, resume, and a letter of recommendation. It is also optional to include a passport size photograph with your application packet.** Again, thank you for your interest. I look forward to hearing from you soon!

Sincerely,

Jil Johnson

Jil Johnson
Internship Coordinator

Introduction

The ancient Greeks believed in a concept of completeness, the embodiment of the whole. For this belief they had a word... the word was TELOS.

TELOS (Greek for "completion" or "fulfillment") Fitness Center's award-winning formula for success is built upon a unique integration of exercise, nutrition and therapy; expert professional trainers that propel industry standards; and a culture of luxury and service. Located in Dallas, Texas, TELOS offers state-of-the-art strength and cardiovascular training, Power Pilates, Yoga, group exercise, aquatics, nutritional counseling, spa services, clinical techniques / therapies, and more to the affluent consumer.

We believe in setting standards in our industry, and have been recognized nationally accordingly.

TELOS has received more **International Nova 7 Awards** than any other organization in the world:

2008: Best Innovation in Management, Marketing and Sales

2008: Best Innovation in Fitness Prescription & Assessment

2007: Best Innovation in Events, Classes and Community Outreach

2006: Best Innovation in Management and Operations Practices

2005: Best Innovation in Facility Design, Construction & Decoration

2004: Best Innovation in Fitness Prescription & Assessment

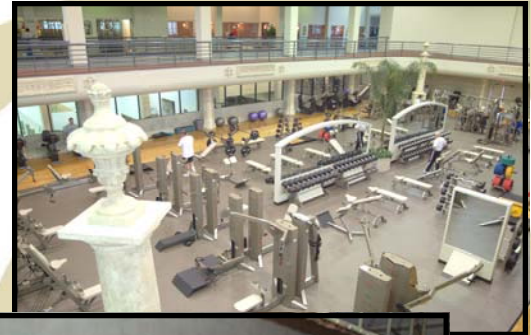
In addition, TELOS received the **Greater Dallas Business Ethics Award in 2006**, recognizing companies that demonstrate the highest standards of ethical conduct and corporate citizenship. Companies must be nominated for the award, with all entries reviewed by a blue ribbon panel of professional ethicists and academics. Honorees are selected based on their commitment to ethical business practices in everyday operations, management philosophies, service integrity, and public responsibility.

TELOS was also named the "Business of the Year" by the North Dallas Chamber of Commerce and was voted one of The Dallas Business Journal's "Best Places to Work". 3

Amenities and Services

Amenities:

- 68,000 Sq. Ft. Facility
- State of the Art Cardiovascular & Strength Training Equipment
- Mind/Body Center with Power Pilates Affiliate Training Center
- 30 Schwinn Elite Spin Bikes
- Racquetball Courts
- Indoor & Outdoor Running Track
- 25 Meter Pool
- Full Service Locker Room
- Sauna, Steam and Individual Claw Foot Jacuzzi tubs
- Conference Room
- 5 Star Gourmet Café



Services:

- Professional Training
- Advanced Integrated Movement Assessment (Nova 7 Award-Winning)
- Muscle Activation Therapy Techniques
- Clinical Therapy
- Nutritional Counseling Services
- TELOS Fitness Foundation (501C-3)
- 70 plus Group Fitness, Yoga, and Pilates classes
- Childcare Services & Children's Programming
- Chiropractic Care
- Salon Services
- TELOS Consulting
- Conference & Catering Facilities

Leadership

Great leadership is often the key to success and TELOS has the finest leadership in the fitness industry.

Brent Darden, Co-owner and General Manager, leads the TELOS team with a vision to introduce a revolutionary fitness services philosophy—to redefine the fitness experience. Mr. Darden formerly served as Vice President of Cooper Aerobic Enterprises, and during his tenure was recognized by IHRSA as General Manager of the Year. He remains an adjunct faculty member of the Cooper Wellness Program. His professional background includes management of the wellness programs for numerous corporations including Texas Instruments, Nortel Networks, Perot Systems, Page Net, and Mary Kay Cosmetics as well as extensive experience with church and commercial health promotion programs. He has a proven track record as a respected leader of people, with a personal and professional passion for health and fitness.

Everett Aaberg, Co-owner and Fitness Director serves as Director of Education and Fitness Services. Everett has gained national recognition for his ability to develop highly respected and successful training programs at the Cooper Fitness Center. He is also a national certifying instructor at the world-renowned Cooper Institute. He has developed several instructional videos, written countless articles and is the author of Biomechanically Correct, Muscle Mechanics, Resistance Training Instruction, Strength, Speed and Power, and Resistance Training Instruction 2nd Edition. He was awarded the prestigious *IDEA International Personal Trainer of the Year* award and named “Best Trainer in Dallas” by “D” Magazine. Prior to TELOS, he has served as the Director of Personal Training for International Athletic Club Management. Everett’s knowledge, combined with his experience as a competitive athlete, power lifter, and champion bodybuilder gives him a unique approach that truly merges the sciences of human movement with the art of resistance training.

Beyond these two gentlemen, TELOS houses several industry renown professionals that have paved the way for a successful start of TELOS. Out of 40 Full Time employees and 30 Part Time Employees, a large majority of our employees are ex-college and professional athletes as well as top performers from other industries. Between us we hold over 40 undergrad degrees, 20 Masters Degrees and 100 Certifications. Our vision is to redefine the fitness industry with dedication to continual improvement and increased knowledge of biomechanics, management and customer service.

We are currently lobbying the state to allow TELOS to be the premier training facility and program for world wide career trainers.

Check out our staff bios at www.telosfitnesscenter.com.

Internship Description

As a TELOS Intern, you will spend time with each of these departments. Our program is largely management based, however the projects and time spent will be based on need and intern ability/ passion. My goal in having you as an intern is to use your talents to prepare you for your fitness career. I often get asked if my interns turn into full time employees. The answer to that is, we try not to let the “great” ones go, but being such an extraordinary place to work there is little turnover. However, the best of the best in the industry are here at TELOS. Meaning, if we can not offer you a job, we will assist you with approaching our vast industry contacts to hopefully start you in a good direction for your career.

Promotions and Wellness Programming

We can have the best staff in the nation and offer the finest fitness programming in the city of Dallas, but it means little if our members are unaware of the expertise we have to offer! Every intern will spend time during their semester learning how to promote internally programs and services at a high-end fitness center such as TELOS. You will participate in designing and implementing Fitness Industry Programming which includes special promotional events for each department. You will have an opportunity to assist in communicating to the members in a variety of ways, which will enrich your creativity and customer service.

Special Events Planning

Interns will assist the Program Director with planning for special events. Events include, but are not limited to: seasonal member parties, monthly educational seminars, expos, children’s programming and annual events. Creativity and organization is the goal in this department!

Membership and Marketing

Since TELOS is a privately-owned facility, you’ll have an opportunity to participate in marketing endeavors such as on-site promotions at corporations, assisting in member-generating activities ranging over a broad spectrum, and member retention strategies. As an intern, you will take away valuable experience in Advertising, Marketing and Membership Retention. These skills are not only applicable in a health club environment, but in any other industry you may pursue. Sometimes the best ideas are the ones most different.

Ortho-kinetics Assessment

We provide one of the most comprehensive and thorough client assessments offered in the health and fitness industry today. Our assessment incorporates analyses of sensorimotor, skeletal, and muscular systems by means of various testing modalities. By utilizing the analysis of postural positioning, gait patterns, joint mobility and general movement patterns, our professional training staff is able to prescribe exercise of a truly individualized nature. We were recognized internationally for this prescription by receiving the Nova 7 Award. Interns will experience this assessment for themselves while potentially having the opportunity to participate with our trainers throughout our training process of this assessment.

Fitness Management

In 2006 we were honored to receive Fitness Management’s Nova 7 Award for Best Innovation in Management Practices and Operations as well as the Greater Dallas Business Ethics Award. These awards were hard to come by, especially in the Fitness Industry. Interning here will provide you with extensive Fitness Management exposure. You will be certified through our Fitness Management 101 program, participate in Leadership Trainings and participate in activities and assignments that will enhance your understanding of managing effectively a Fitness Center. You will also receive training with your resume and interview experience. Our desire is to equip the next generation of health professionals with the skills, experience and knowledge to manage ethically.

Ortho-kinetic Training

As mentioned previously, Everett Aaberg, Co-Owner and Fitness Director, has made a national reputation for himself as one of the best trainers in the United States. He leads a team of incredibly talented professionals who provide the best professional fitness training in Dallas, TX. As an intern, each of you will attend continuing educational seminars with the trainers, evaluate clients in the exercise program, and work with our Training Director and Lead Trainers regularly. You will take notes, summarize appropriate sessions, concentrating on new and innovative techniques and ideas that you will not learn from a text book. The interns will also personally train each other to practice the moves you learn during your shadow sessions. Interns will possibly shadow Floor Trainers, observing members and providing customer service to anyone in need. Take advantage of the opportunity you will have to learn from the very best trainers in the industry!

Internship Qualifications

We are seeking students with a desire to pursue a career in the Health and Fitness Industry. It is beneficial for both the student and our business, if the student has some working knowledge about basic kinesiology and biomechanics, familiarity with marketing and promotional strategies that are effective in a professional fitness environment, and/or has experience in customer service.

Further qualifications include:

- Upperclassman with a 2.75 GPA or above, currently enrolled in an undergraduate or graduate health and fitness related program (*special accommodations are possible*).
- Available 40 hours per week.
- Maintain current CPR and First Aid Certifications
- Be proficient in Microsoft Word, Excel and Power Point (other Office applications and Adobe products are a plus!)
- Two personal or phone interviews are required prior to acceptance to the program.

Application Process:

Please submit the following to the Program Director of TELOS Fitness Center:

- Completed Internship Application (page 8)
- Letter of Intent: stating why you want to intern with us.
- Copy of transcript (can be unofficial)
- Resume
- Letter of Recommendation
- Passport Size Photograph (*Optional*)

<u>Internship Semester:</u>	<u>Length</u>	<u>Application Deadlines/Program Start Dates:</u>
Fall Semester	13 Weeks	4th Wk in Aug — 1st Wk in Dec*
Spring Semester	13 Weeks	4th Wk in Jan — 1st Wk in May*
Summer Semester	10 Weeks	4th Wk in May — 1st Wk in Aug*

* Applications are accepted continuously.

All interns will work 40-hours per week with a \$600.00 stipend paid with successful completion of their duties as an intern.

Other benefits include:

- 50% discount on the Biomechanics of Resistance Training Certification from the Cooper Institute.
- 50% discount on all Integrated Personal Training Certifications.
- Complimentary 5 Session "Fitness Management 101" Certification from Brent Darden.
- Complimentary membership during the course of internship.
- 20% discount on all goods and services TELOS offers.

Name of Applicant:

Last _____ First _____ M.I. _____

Current Address:

Street _____

City _____ State _____ Zip _____

Phone _____ Email: _____

Permanent Address:

Street _____

City _____ State _____ Zip _____

Phone _____

College or University:

Name _____

Street _____

City _____ State _____ Zip _____

Major Field of Study _____ Major GPA _____

Minor Field of Study _____ Overall GPA _____

Classification _____ Expected Date of Graduation _____

Please check the semester for which you are applying:

- Spring Internship
 Summer Internship
 Fall Internship

Please check your main areas of interest concerning your practical experience. Please refer to program descriptions on pages 4 and 5:

- Promotions and Wellness Programming
- Membership and Marketing
- Special Events Planning
- Advanced Integrated Movement Assessment
- Professional Training
- Children's Programs
- Business Administration
- Fitness Management

Please mail Application Packet to:

Jil Johnson
 Internship Coordinator
 TELOS Fitness Center
 13701 Dallas Parkway
 Dallas, TX 75240

For questions, please contact

Jil Johnson
 Phone: 972-386-2523
 Email: jjohnson@telosfitnesscenter.com
 Fax: 972-386-2583

University Internship Advisor:

Name _____

Phone _____

Signature of Applicant _____

Date _____

Signature of Advisor _____

Date _____

Application Packet must include, Completed Application, Letter of Intent, Resume, and Letter of Recommendation. Also, a passport sized photo is recommended, but not mandatory. Thanks and good luck!