

← 'Heart and Soul' of LAAC is Mourned

first as director of athletics, and, later, as executive vice president. Until he was hospitalized in the spring, he continued to work at the club two days a week.

Raised in Los Angeles, Llewellyn was a four-sport letterman and all-state athlete in high school, and a three-sport athlete (basketball, football, baseball) at the University of Southern California (USC). He played football professionally with the Los Angeles Bulldogs, Hollywood Rangers, and Los Angeles Dons. As the athletic director of the 6th Army during World War II, he once boxed an exhibition bout with Joe Louis. "Don't kill me, Joe," Llewellyn joked with the heavyweight champ.

"Duke was the heart and soul of LAAC for over half a century," says John McCarthy, IHRSA's executive director emeritus. "He was one of the most inspiring individuals I've ever met."

"We're devastated to lose Duke," Steve Hathaway, the president of LAAC, told the *Los Angeles Times*. "Quite simply, he was the Wooden Award, and symbolized everything that's right about college athletics and amateur sports." —

Short Takes IHRSA's Are 'America's Most Luxurious' Clubs

Recently, CNBC identified what it regarded as 10 of "America's Most Luxurious Gyms," and, we're pleased to report, IHRSA-member facilities dominated its posh and prestigious list. "With 30,000 health clubs across the

country, Americans have their pick of where to work out," the cable-TV channel noted. "Some fitness clubs, however, are simply a cut above the rest."

Among the IHRSA stars cited were: the Bosse Sports and Health Club, in Sudbury, Massachusetts; The East Bank Club, in Chicago, the hometown favorite of President Obama's family; The Houstonian Hotel, Club, and Spa, in Houston (President George Bush belonged); the Sporting Club at the Bellevue, in Philadelphia; The Sports Club/LA, in Los Angeles; and the Zenergy Health Club and Spa, in Ketchum, Idaho. —

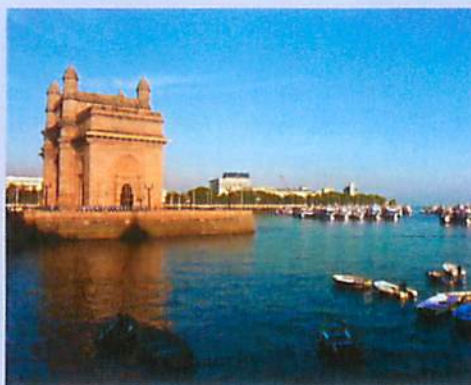


The Houstonian Hotel, Club, and Spa

'Conscious Capitalism' Center Stage at 9th Asia-Pacific Forum

→ Recently, everyone's been discussing capitalism, ethics, and the public good, and, so, the opening presentation of IHRSA's 9th Annual Asia-Pacific Forum is particularly timely. The topic: "The New Realities for Business in the Age of Conscious Capitalism."

The keynote address will be delivered by Rajendra Sisodia, Ph.D., the cofounder and chairman of the Conscious Capitalism Institute and author of *The Rule of Three: How Competition Shapes Markets and Firms of Endearment: How World Class*



Companies Profit from Passion and Purpose. Sisodia holds a Ph.D. in marketing and business philosophy from Columbia University in New York City, and an MBA in marketing from the Bajaj Institute of Management Studies, in Mumbai, India.

The Forum will take place at the Hyatt Regency Mumbai, November 14-17.

Sisodia's presentation will focus on the key tenets of conscious capitalism, including: a higher purpose that resonates with all stakeholders; the need to create a harmony of interests that unites them; and ways to empower corporate leaders

to convey the concept to employees.

The Asia-Pacific Forum will also feature seven other addresses, by prominent industry and nonindustry presenters; optional club tours; and a sponsor showcase, which will permit attendees to discuss their equipment and other operating needs with Forum sponsors in a relaxed and productive environment.

Log on to www.ihrsa.org/forum for more details or to register, and sign up by September 15 to save \$100 off the onsite rate! —

9th Annual Asia-Pacific Forum Sponsors:

Anytime Fitness; Biospace, Inc.; Cammax International; Cybex International, Inc.; Fitness First Asia; FreeMotion Fitness; HOIST Fitness Systems; Johnson Health Tech/Matrix; Les Mills International; Life Fitness; Milon Industries GmbH; Nautilus, Inc.; Polar; Precor; and SportsArt Fitness. —