

Where Did That Member Go? Rediscovering the Lost Art of Member Service


By Thomas Plummer

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More has changed in the fitness industry during the last several years than during the last 30 years. Maturing markets (defined as more clubs crowding into already crowded competitive rings), the flat economy, the advent of the low-priced value club, and a much more sophisticated consumer have all combined to force the fitness business owner to change now or fail and leave room for owners who are willing to grasp the new reality. In this ground-breaking book, renowned fitness industry expert Thomas Plummer helps club owners and managers rediscover the lost art of member service, as he examines how to help move toward building a business that retains its clients through the creation of legendary customer service.

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Where Did That Member Go? Rediscovering the Lost Art of Member Service By Thomas Plummer **Bibliography**

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Editorial Review

About the Author

Thomas Plummer is one of the most sought-after consultants in the fitness industry. He has over 20 years experience in the fitness industry and is a best-selling author of several books, including *The Business of Fitness* and *Making Money in the Fitness Business*. He is the founder of the Thomas Plummer Company, which currently has eight full-time employees and does approximately 22 major seminars per year. Thomas Plummer presents to over 4,000 people a year, including acting as MC for special events such as the national Powerhouse convention, writes numerous articles, and does independent consulting around the country. He has recently been featured on the cover of the IHRSA magazine and *Club Insider*.

In 1980, Thomas became the Vice President of Operations for ATA Fitness Centers located in San Francisco. This chain had 90 commercial fitness centers and 150 commercial martial arts schools. He was also a club manager and martial arts instructor in San Diego from 1980 to 1998.

From 1985 to 1989, he became the Vice President of Marketing for American Service Finance, the largest third-party financial-service provider in the industry. He was the Executive Director of the National Health Club Association from 1989 to 1990.

He created Thomas Plummer and Associates in 1991 and started a limited tour with industry sponsorship. In 1999, he reformed the company as the Thomas Plummer Company and added Lloyd Collins as president and partner.

Thomas attended Western Illinois University and then attended graduate school at the University of Arkansas. He is a 3rd-degree black belt and has been involved in martial arts since 1976.

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