

IHRSA-CBI CLUB Photo Competition: The Runners-Up

The first annual IHRSA-CBI Club Photo Competition attracted entries from 57 club companies, representing 72 individual facilities. Many of the contestants submitted photographs that, in a variety of ways, did an excellent job of meeting the competition's two principal criteria: demonstrating photographic excellence and reflecting the *soul* of the club—what it's all about.

Beyond the grand prize winner, the Greenwood Athletic and Tennis Club, the following club companies did the best job, in the judges' opinion, of communicating their unique story in a clear and compelling way. They are: First Runner-up, the Fifth Avenue Club; Second Runner-up, Crunch Fitness; and Third Runner-up, Retro Fitness. *CBI* congratulates them all on their achievements.

International Outreach

Fifth Avenue Club | Calgary, Alberta, Canada

FIRST
RUNNER-UP



THE FIFTH AVENUE CLUB, a 15,000-square-foot fitness and squash facility situated in an office building in modern downtown Calgary, submitted three entries in the *CBI* photo competition, none of which showed a single piece of workout equipment, group-exercise class, club member, or staffer. And, no, it wasn't a mistake. In fact, the club had *perfectly* met the contest's criteria.

Judges were looking for images that reflected general photographic excellence and that provided a clear sense of what the club was all about, and Fifth Avenue's photos did just that—in a unique and dramatic way.

What, you might wonder, as you look at these photos shot in Belo, a farming, cattle-raising, and subsistence-living community in Southwestern Ethiopia, is Fifth Avenue all about?

"We're in the business of helping others," explains Darren Kanwischer, the club's owner and general manager, "and that extends *beyond* our members."

The business, which Kanwischer acquired in 1996, has a staff of 16, some 1,000 members, primarily office workers, annual revenues of \$1.3 million, and a well-defined moral philosophy. "Fifth Avenue Club is operated with the highest of standards and guided by biblical values," Kanwischer notes

on the club's Website. "You'll see integrity in all that we do—honesty, fairness, and ethical, principle-centered behavior that's beyond reproach."

That policy is reflected in its relationship with its members, but, a few years ago, its focus on "helping others" also led the club to "adopt" the village of Belo.

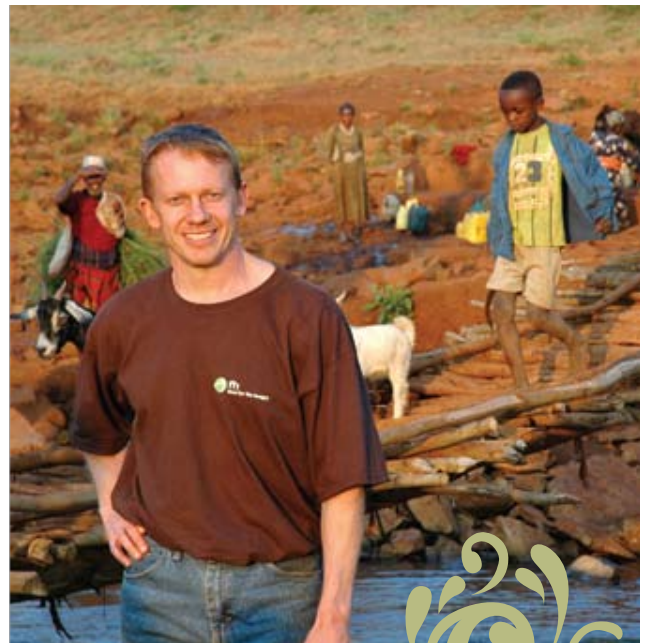
In 2007, it initiated the first in a series of efforts to benefit the hard-pressed region, conducting an auction, with all of the proceeds going to Belo. At the same time, it launched an ongoing fund-raising program, contributing \$3 of each member's dues, per month, to Food for the Hungry, Canada, which provides extensive humanitarian services in Ethiopia.

"We've committed ourselves to supporting this project until 2011, when the community-development program is scheduled to be completed," says Kanwischer.

In May of 2008, the club held a 5/10 km charity run for Belo, an event that was reenacted when five members of the staff, visiting the village six months later to assess its progress, witnessed a local 3 km race. The photos submitted were taken by Fifth Avenue and Food for the Hungry personnel during that trip.

"Fifth Avenue is helping to create sustainable development to improve the areas of infrastructure, food supply, health/sanitation, education, organization, and leadership within the village," Kanwischer reports. "As a result, the families of Belo will no longer struggle each day to meet their most basic economic, social, and spiritual needs."

His reason for entering the contest, he explains, was "to encourage other clubs to participate in charity and community work."



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