

# Ricky Hasan

General Manager –  
ABC Sports and Fitness



**SM: What made you choose the Health Management field as a career?**

RH: I would have to say the positive impact working out has on people's lives. Years ago, when I was a part time employee, a member asked me to show him the proper form on a particular machine, which then led to a discussion about his eating habits. I gave him my opinions, and some advice. A few weeks later, I saw him and he said that my advice gave him a certain confidence. He now had a feeling that he could achieve a healthier lifestyle with hard work and determination. From that point on I knew this was for me.

**SM: Why did you choose ABC Sports and Fitness as a company to manage?**

RH: Mainly for the fact that it was known throughout the area as a friendly, family fitness facility without the intimidation factor that is commonly associated with health clubs.

**SM: As general manager of ABC Sports and Fitness, you have accepted a major challenge to make this enterprise grow. What characteristics will help you to achieve this?**

RH: In order to make a business grow, it takes more than just showing up for your shift. I can honestly say that this is not just a job for me. I see it as a passion and most importantly, a huge part of my life. You

**SM: What does success mean to you?**

*RH: Success to me means not only doing what you love, but also having the ability to show your passion through hard work, and expressing your vision well enough to be given the chance to make it happen.*

have to lead by example, listen to your members, take the constructive criticism of your staff, and always remember ...there is no I in team.

**SM: What makes ABC Sports and Fitness different from other fitness centers?**

RH To be honest there are several great fitness centers in the area, and depending on your personality, certain fitness centers attract different individuals. Some are known for power lifters, and some are known as discount facilities. We are recognized as a family fitness facility. We are open 24 hours a day, 7 days a week. We have all of the amenities needed to assist you in getting in shape and enjoying a healthier lifestyle. We offer an indoor climate controlled gymnasium with a suspended cushioned track, 3 tier cardio deck, personal training, tanning, childcare, over 50 specialty aerobic classes, free



weights, and saunas in both the men's and women's locker rooms. This is all overseen by a friendly staff that takes the time to make your experience a memorable one. We also participate in the Silver Sneakers Program, which has without a doubt made us one of the most successful health clubs that not only partake, but most importantly, promote senior fitness.

**SM: What are your personal goals and objectives?**

RH: To grow as an individual by learning the many attributes necessary to become more successful in life, while maintaining that hunger. To always have the aspiration to succeed in any and all businesses I am involved in.

**SM: How has working at ABC Sports and Fitness allowed you to move closer to your goals?**

RH: It has given me confidence. I know that I can not only take on a challenge, but also approach any situation with a calm, clear mind in order to make the right decisions.

**SM: What changes have you made to ensure the success of your fitness center?**

RH: Over the past few years we have updated the majority of our cardio equipment, refinished both studio floors, lowered the rates, implemented new cardio classes, and just tried our best to listen to what our members want. I believe that one of the most important ways to grow a business is to listen, and tailor to the needs of your clients.

**SM: What future goals do you have for ABC Sports and Fitness?**

RH: To increase membership, and continue our reputation of being a family fitness facility that is open 24 / 7 and caters to everyone's need.

**SM: How will you achieve those goals?**

RH: By continuing to offer a well respected, comfortable atmosphere that is inviting to any and all who wish to commit to a healthier lifestyle.

**SM: What makes your management style different enough to allow you to make the fitness center more profitable?**

**RH:** I prefer to take a more hands on approach instead of delegating responsibilities to other people. Once employees see you do something that traditionally may be out sourced, it quickly gains respect, and they offer to assist with future projects so as not to incur unnecessary expenses.

**SM: What additions or changes are you making to achieve your goals this year?**

**RH:** With a struggling economy it is extremely hard to forecast any immediate changes. However, we will continue to do our best to cater to the needs of our members. We will strive to maintain a respectable facility that allows people to become part of a growing family, all while achieving a healthier lifestyle.

**SM: How do you manage the ever changing needs of your clients?**

**RH:** In this industry you come to realize that you can't always keep everyone happy. What you can do though, is take the time to listen, give positive feedback, and let members know that their suggestions and requests are always appreciated and not just falling on dead ears. After all, it's our job to make members feel appreciated.

**SM: Who is your target market?**

**RH:** Our target market is anyone and everyone who is interested in working out in a comfortable, inviting, and unimposing atmosphere, without being judged or critiqued in anyway.

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**SM: How are you attracting your target market?**

**RH:** We attract our members through different avenues such as radio, and print – but our best avenue of advertising is word of mouth from our current members. The more your clients see you making an effort to listen to what they are saying, the better chance you have of them giving a recommendation to their friends and family to join your facility.

**SM: What is your goal for membership this year?**

**RH:** Our goal for membership this year is not based on an actual number, but more focused on continuous growth.

**SM: What is the most important customer service issue that makes clients want to be members of ABC Sports and Fitness?**

**RH:** I would have to say the comfort level. People know that at ABC they will not be judged based on their physical appearance. Whether you are in prime shape or the average Joe, we do not pass judgment on anyone. I feel that many facilities forget that people are paying their hard earned money for assistance and motivation, not for judgment and critique. Our job is to make the experience a comfortable and memorable one. We never want anyone to feel uncomfortable walking through our doors.

**SM: If you had to describe yourself in one word, what would it be?**

**RH:** Ambitious

## What makes us the best health club value in the Capital District?

ABC Sports and Fitness is committed to improving the health, wellness, and vitality of our members and the community through our state of the art facility, wide variety of educational and athletic programs and superior customer service.



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