

The Greater Columbus Chamber of Commerce

# Chamber

# NEWS

May 2002

Volume 4 • Number 5

\$2.50

[www.columbus-chamber.org](http://www.columbus-chamber.org)



**N**etworking opportunities are one of the biggest benefits of Chamber membership. Events such as Clambake, Business AfterHours and the annual Trade Show give companies a chance to showcase their products, mingle with clients and meet potential customers. In fact, business owners never know who they might meet at a Chamber event—just ask Gerald Greenspan, president of Exercise Equipment Experts.

Exercise Equipment Experts is a full-service fitness company, providing equipment sales and repairs, personal training and nutrition education. In 2000, Greenspan and his



**Alan Howe (left), general manager of the Hilton Columbus, meets with Gerald Greenspan, president of The Exercise Equipment Experts. Greenspan's company was hired to equip the prestigious hotel's fitness room after meeting Hilton representatives at the Chamber's Trade Show.**

business partner, Travis Timmons, participated in the Chamber's annual Trade Show. As the entrepreneurs walked around the event and networked with other booth registrants, the pair struck up a conversation with a representative from the yet-to-be-built Hilton Columbus at the Easton Town Center. "As we began talking, I asked if the hotel would have a fitness center, and we

## Spotlight ON Success

began discussing equipment," said Greenspan. "After the event, I called the representative and made an appointment to meet at the company's offices in Florida. We soon negotiated a deal for my company to equip the entire Hilton Columbus fitness center—all as a result of the face-to-face contact at the Chamber's Trade Show."

Greenspan had landed his biggest client, and his success bred even greater success. The Hilton Columbus project was followed by fitness equipment contracts with the Holiday Inn on the Lane and Embassy Suites hotels in Dublin, Ohio; Independence, Ohio; Covington, Kentucky; and Tampa, Florida. "When it comes to marketing, we are primarily a 'booth company,' so we were very pleased with the personal contacts we made at the Chamber's Trade Show."

Despite Greenspan's chance meeting with Hilton representatives, his company's success involves more than just luck. After completing graduate degrees in biomechanical engineering, nutrition and physical therapy, Greenspan began his company in 1994 with partner Rob Wildman, a registered dietician with a Ph.D. in nutrition. The entrepreneurs self-financed the venture, which hinged on the pair's unparalleled education and experience.

The staff now includes three physical therapists, four exercise physiologists, and two nutritionists in two Columbus offices. "Our goal is to be a best-value, full-service fitness company. We don't just sell gym equipment—we sell fitness and ultimately, a better body. We strive to be different in our approach and to be the best value for the customer."

To learn more about Exercise Equipment Experts, call (614) 488-2994 or log on to [www.columbusfitness.com](http://www.columbusfitness.com).

### Editor's Note:

Has your organization benefited from Chamber assistance? Have our services made an impact on your company? Are you succeeding through the power of membership?

If so, we'd like to hear from you! To share your Chamber success stories, contact Colleen McCarthy at (614) 225-6941 or via email at [colleen\\_mccarthy@columbus.org](mailto:colleen_mccarthy@columbus.org). Let us know how the Chamber has helped your organization and your story may be featured in an upcoming Chamber News issue!