



Dear Executive Director:

We are pleased to announce our affiliation with the JCC Association family of Preferred Vendors.

For more than 30 years American Leisure has been working with the real estate, hospitality, spa and fitness industry, as well as JCCs , Ys and communities in conceptualizing, designing, equipping, and operating some of the most exclusive spas and fitness and wellness facilities.

Some of the services we provide are:

- Feasibility Studies
- Consulting Services
- Sales & Marketing
- Pre-Opening Management/Training
- Management

American Leisure is offering you special pricing on all of our services. If you would like to discuss your project in detail, please contact Wendy Bosalavage, President of American Leisure at (800) FIT-MGMT, ext. 113 or please send her an email to amerleisco@aol.com.

We look forward to speaking with you about your wellness, spa, and/or fitness needs. Please feel free to visit our web site at www.americanleisure.com.

Sincerely,

Wendy Bosalavage
President



July 22, 2003
22 Tammuz 5763

**Jewish Community Center
of Metropolitan
New Jersey**

Salzman Building
760 Northfield Avenue
West Orange, NJ 07052
TEL 973-736-3200
FAX 973-736-6871

**Lautenberg Family
Jewish Community
Center of
Greater Morris**

901 Route 10 East
Whippany, NJ 07981
TEL 973-428-9300
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Member and beneficiary of the
United Jewish Communities of
MetroWest New Jersey and its United
Jewish Appeal; member of JCC
Association/NA. The JCC of
Metropolitan New Jersey
is a United Way of Essex and
West Hudson agency.
The Lautenberg Family JCC
is a beneficiary of
Morris County United Way.
JCC MetroWest is synonymous with
United Jewish Centers of MetroWest.

JCC Executives

To Whom It May Concern:

It's hard not to notice the tremendous explosion of day spas. It seems that everywhere you go, the little nail shop is doing massages, the hotel is adding a spa, the hair stylist is offering facials, and even the local hospital seems to be getting into the act. Does a day spa have a place in a JCC?

This very question confronted the professionals and lay leadership of JCC MetroWest approximately two years ago as we were beginning to plan for an expansion and renovation that would hopefully create new opportunities for our JCC for the next decade. It was hard not to notice this booming industry that has zeroed in on the needs of baby boomers as well as young adults, and even teenagers.

Struggling with whether or not a day spa made sense for our JCC, we learned about the services of American Leisure. American Leisure are specialists in the recreation industry. They provide assistance and services in the design, development, marketing, and management of recreation facilities and for us, specifically day spas. Our needs were simple. We needed to conduct a feasibility study to determine whether a spa made sense in our community. Would our members take advantage of it? What's the competition? Would the spa be profitable? Does it fit with our mission? How would it be integrated into our Jewish Health and Healing Center?

To date, we have utilized the services of American Leisure to conduct a feasibility study as well as the next stage of our planning, the actual design of a day spa. We are most excited about the addition of this new service and in approximately one year we will begin constructing a 2,500-sq. ft. day spa containing eight treatment rooms and utilizing the amenities of our health clubs, such as steam, sauna, and whirlpool.

Working directly with Steve Kass, CEO of American Leisure, and Wendy Bosalavage, President, our JCC has felt comfortable going down this new road because of their understanding of this field as well as their knowledge and experience within JCCs.

Are there other spa consultants out there? Yes! Are there other spa consultants who can blend their understanding of the Jewish community, JCCs, and this industry together? We think we have found the only organization uniquely qualified.

Please feel free to contact me if you wish to learn more about our day spa plans or our experience with American Leisure. We are excited about creating a spa that can address the therapeutic spa needs of our entire community.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Hopkins". The signature is fluid and cursive, with a large initial "M".

Michael Hopkins
Executive Director
JCC MetroWest

MH; fp
Day spa consult



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e-mail: info@JCCYOFROCKLAND.org

September 8, 2003

JCC Executives

To Whom It May Concern:

It is with great pleasure that I write this letter of reference on behalf of American Leisure.

Five years ago, when the JCC-Y of Rockland moved into our new building, one of the most daunting projects we faced was building our fitness center. We were well aware that a great fitness center would be the most profitable part of our operation. But what did we know about exercise equipment or marketing this unique kind of business?

Fortunately, we hired American Leisure, the consummate professionals in the fitness industry, as consultants. They guided us through every step – from selecting the best equipment, to structuring our fees, hiring and training staff, maintaining the facility, and marketing our new center. American Leisure is truly one stop shopping!

In addition to their unparalleled experience and knowledge of every aspect of the fitness and spa industry, CEO Steve Kass and President Wendy Bosalavage are very involved in Rockland's Jewish community. Thus, they have a unique understanding of our community, our clientele, and the needs of our fitness center members. In summary, they were a perfect fit for us!

I recommend American Leisure very highly to work with your organization. Please feel free to call me if I can furnish you with any additional information.

Sincerely,

A handwritten signature in cursive script, appearing to read 'David Kirschtel'.

David Kirschtel
Executive Director