



By Andrew Winer, US Presswire

Lochte wins 400 IM

Phelps comes in second at trials, setting up a showdown in London, IC

USA TODAY

A GANNETT COMPANY



Levine did it for the band

Frontman Adam Levine says he stepped up not for his ego but for Maroon 5. Interview, 1D

Getty Images

2B

TUESDAY, JUNE 26, 2012 USA TODAY

Business Travel

Every Tuesday

Hotels offer 'boot camp' workouts

Fitness on the road goes beyond an exercise room

By Nancy Trejos
USA TODAY

Jamie Gallewicz says the best part of traveling for work is the one hour each morning he gets to exercise without any interruptions.

"It's my way of dealing with stress and having peace of mind," says the marketing executive from Philadelphia.

Lately, when he stays at the Viceroy Santa Monica in California, he participates in a one-hour boot camp. On any given morning, he can be found on the beach doing squats, push-ups, lunges and sprints under the supervision of fitness instructor Joshua Love.

Gallewicz, who works out four times a week at home, admits the boot camp is difficult. But, he says, it gives him "a fresh mind going into a meeting."

As Americans become more concerned about obesity and increasingly tune into TV shows such as *The Biggest Loser*, hotels are expanding their offerings to lure health-conscious business travelers beyond a small room with free weights and StairMasters.

Some are testing providing individual rooms with equipment for guests seeking privacy as they sweat it out. Some chains are even building brands around staying fit. Others, such as the Viceroy Santa Monica, are bringing in trainers for heavy-duty workouts such as you'd find in a boxing gym or at military boot camp.

Guests at the Hilton McLean Tysons Corner and the Hilton San Francisco Union Square, for instance, can stay in a Yoga Room or Cardio Room, each with a king bed and all the equipment needed to work out, including on-demand videos. The rooms are being tested for about six months and could expand to other Hiltons.

Holiday Inn parent IHG is taking the concept to another level, launching a new brand called EVEN Hotels that will focus on wellness and fitness.

Programs not for dabblers

A number of hotels are offering rigorous courses. Much of that is personalized, with physical fitness trainers on hand to make traveling for work really seem like work.

"In some of the fitness centers, hotels have offered for the longest time a very blah, plain vanilla middle-of-the-road option for everyone," says Chikitan Dev, associate professor of strategic marketing and brand management at Cornell University's School of Hotel Administration. "Ten, 15 years ago, most people were OK with that. Now, one-size-fits-all doesn't work for everyone."

Love, president of Kinema Fitness, which has partnered with the Viceroy, begins each beach



Viceroy Santa Monica: Its boot camp on the beach can feature squats, push-ups, lunges and sprints. The hotel brings in trainers for guests wanting heavy-duty workouts.



Congress Hall: The hotel's program can include push-ups, squats and sprints.

boot camp with 5- to 10-minute assessments to get each guest's health history, injuries and fitness goals.

A typical exercise involves drawing two lines in the sand, starting with one exercise such as a squat, then running to the other line and doing 10 to 15 push-ups. He'll make each guest repeat that a few times.

Love says many of his clients are business travelers who find staying fit on the road a struggle.

"From what I've noticed, they want something different," he says. "They're working out at home, but they want to change it up on the road."

Last month, the Fairmont Washington, D.C., in Georgetown launched a boot camp for guests and neighbors. Clients have the option of doing an eight-week training program for \$45 a week or can drop into any of the twice-a-week classes for \$25. The program includes interval training with low-intensity activity. The Fairmont Pittsburgh has a similar program.

"People want to do more than lift weights,"

says Laurie Mambert, manager of the Healthclub at Fairmont Washington, D.C. "A boot camp instructor or a group exercise director can bring energy to a workout, and they tailor the workout to that person."

At the Congress Hall Hotel in Cape May, N.J., boot camp involves fun activities such as sand relay races and hide-and-go-seek. The not-so-fun sounding activities include bucket presses, in which participants run and fill two buckets with water and do shoulder presses.

Then there are the "suicide drills" of 20 push-ups, 40 squats, and sprints that go 20 yards. Guests have to pay a small price to work out their muscles: \$15 plus tax per person.

The price was worth it for Christine Lim, a freelance writer who tried the beach boot camp at Congress Hall while there for work last month. She's scheduled to be a bridesmaid at her best friend's wedding and wants to get in better shape.

"The hardest thing was that I was the least-fit person in the group and was always falling behind," she says.

Lim is always on the road for work and makes it a point to work out wherever she goes. "If the body isn't fit, the mind also suffers," she says. "I am all about the life of my mind, and that entails caring just as much about the life of my body."

Doing it on your own timetable

For some Road Warriors, however, the last thing they want when traveling for work is to have someone tell them what to do on a schedule. Ted Mitchell, a Dallas software solution architect, prefers to stay at a hotel with a 24-hour fully equipped gym. That way, he can work out any time he has an open slot in his schedule.

"Early, late, whenever, is much better than a 5 to 6 a.m. boot camp," he says.

"I am a self-starter," he says. "I don't need someone to tell me to exercise. I certainly don't require a boot camp drill instructor for motivation."

Microsoft acquires Yammer for \$1.2B

Deal questioned as too much, too late

By Byron Aochido
USA TODAY

Microsoft announced plans Monday to acquire Yammer, a social network for corporate use — sparking concerns about whether it is paying too much, too late.

Technology The \$1.2 billion deal comes as Salesforce.com, Oracle, Google and SAP continue expanding business-use social networks integrated into their product lines.

Microsoft has been trying fruitfully for years to popularize social networking within SharePoint, its collaboration server, which comes bundled with versions of its Office productivity suite sold to large businesses.

By acquiring Yammer, the software giant is attempting to "fill a gap," says Wesley Miller, analyst at research firm Directions on Microsoft. Similar to Facebook, Yammer connects users and claims more than 200,000 corporate customers, including Ford, Orbitz Worldwide and 7-Eleven.

"The valuation seems high," Miller says. But "the reality is, Yammer has a name, brings a fair amount of users, and offers an experience which SharePoint doesn't."

Founded in 2008 by former PayPal executive David Sacks, Yammer made hay by offering a free micro-blogging service that caught on. It enables the creation of private social networks where employees collaborate on projects. Yammer would become a new Microsoft division; Sacks would stay on as chief executive officer.

"The acquisition of Yammer underscores our commitment to deliver technology that businesses need and people love," Microsoft CEO Steve Ballmer said in a statement. "Yammer adds a best-in-class enterprise social-networking service to Microsoft's growing portfolio of complementary cloud services."

Yammer Trip Chowdhry, managing director at

Global Equities Research, predicts Microsoft Yammer will have a difficult time catching Salesforce.com, which has been beefing up its Chatter social network for a couple of years, and Oracle, which is pushing its Social Relationship Management services. "Microsoft is too late to the social party," Chowdhry says.

Even so, Tony Zingale, CEO of business social network supplier Jive, which went public last year, says the buyout validates the notion of social networking as a must-have business tool. "Microsoft had to make a rather desperate move to buy a company ... to compete with the likes of someone like Jive," says Zingale.