



## STEEL GYM

New owners launch big changes for club

With so many gyms scattered over the city, it's hard to rise above the competition. And no one knows this more than Ken Hunt and John Cassese, the new owners of Chelsea's Steel Gym. The pair closed on the gym in May, and are now focusing on upgrading the facility without losing the personality of the club.

"One of our first objectives was to get some unbiased customer feedback," John says. "We retooled the Website and created a customer survey to gauge the members' opinions on every aspect of the gym,"—great news for those fitness fans who loathe the impersonality of so many of the bigger gym chains.

But even better are the extensive renovations that Hunt and Cassese have been supervising over the better part of the last two months. "This past weekend we completed about 80 percent of our renovation plan," John says. "The lighting, ventilation, locker rooms, have all been upgraded and/or changed. The entire gym has been painted from top to bottom!" And every queen knows how important a good color scheme can be! Next steps include upgrading equipment, offering cable TV in the aerobic area and a customer loyalty program for the smoothie bar.

The more Cassese talks about his plans, the clearer it becomes that this isn't going to become just a place to sweat, but more like a classic men's club offering a place to relax, unwind and—yes—perspire.

But the stroke of genius is Cassese's plan to revamp the advertising for Steel Gym. He says that soon, they'll be running a customer contest to create the next Steel Gym tag line. "The winner gets two house seats to the Broadway show of their choice!" he says. Run for the thesaurus, boys, because *Grey Gardens* is a-comin'!

*Steel Gym, 146 W 23rd St (between Sixth and Seventh Aves), 212-352-9876.*