

The New Face of ASF

ASF was founded in 1973 by Richard Reed, a club owner – just like you. In fact, he was one of the first club owners. The 70's didn't have many health clubs. There weren't any billing companies either. After co-founding the ATA (American Taekwondo Association) in 1968 and moving into the club business soon after, Mr. Reed found that he was turning into more of a payment manager and less of a club owner. He began a dialogue with others in an industry that was just starting to grow and he found that other owners were just as overwhelmed. Seeing that there was a need to be filled, his entrepreneurial side kicked-in and ASF was born.

Over the years, ASF has grown from a one-office operation in a shopping mall to the leading provider of processing and club management systems in the industry. They are headquartered just outside of Denver, Colorado and have grown into a company that employs hundreds of staff and services thousands of clubs in the US and Canada. This year they are kicking off 2014 with a new name and a new look. We sat down with Tamara Valdez, EVP of Marketing to find out a little more about this new change.

NFTJ: Is Richard Reed still actively involved in the business?

ASF: Yes and no. Technically he's retired and lives in another state so he's not in the office. He is an entrepreneur at heart so he's still contributing ideas. He is a member of his local club and still engages club owners in conversations about the industry and business solutions. Even though he's not in the office, his vision remains. We are definitely proud to say our company was founded by one of the first industry pioneers. We are also proud to say our mission has never deviated from Mr. Reed's initial intent; to provide the most innovative products and services that will give club owners the business support they need to succeed.



ASF has provided payment solutions to the fitness industry for over 40 years.

NFTJ: What inspired you to make this change?

ASF: Well, it was really a combination of things. We celebrated our 40th year in the industry this past year and that's an incredible milestone. We were the first billing company back in the day and we've adapted to all the firsts in the world of technology. Things like the first ATMs, bank drafts, modems, desktop computers, cell phones and so on. The advancements in technology just in the past 40 years have been incredible. We also took a huge step and became a PCI compliant level 1 processor. The process took a couple of years and was very intense but we are now one of the most secure processors in the industry. We felt that our longevity in the industry and our advancements in the processing world warranted an updated look. We're 40! We need a little facelift.

NFTJ: Why did you decide to drop International from your name?

ASF: Well, we spent the better part of a year just playing around with the idea of updating our logo. We just couldn't agree on an updated look with the variations of ASF International. Then, we became hooked on the Simon Sinek TED Talk about how great



ASF founder, Richard Reed, enjoying a round of golf with his grandson.

leaders inspire action (look it up on YouTube when you get a chance. It's great). One of the common threads in his talk referred to the question of why businesses do what they do. We started to really think about that. We had meetings about it. We talked about it around the water cooler and over lunch and at the gym - why do we do what we do? I don't think business owners really sit down and think about that. We are all about helping club owners develop a consistent cash flow so they can build their business and focus on their members. The software just organizes all the data. We're out to help club owners get back to why they do what they do - helping members reach their goals. With that in mind

we focused on updating the logo sticking with the integrity of the brand but with a more forward thinking feel. Then we added Payment Solutions because - that's what we do. That's what we've always done. It just made sense and it worked perfectly.

NFTJ: Will you still offer club management software?

ASF: Absolutely! We pride ourselves on our technology and develop all our online modules in-house. We have a team of amazing programmers who spend all their time making sure our clients have the best systems available to help run their business. Our Client Training, Client Support and Sales departments are consistently testing the software in-house and talking with clients about what features would make their lives easier. We take all of our internal and external feedback to the Programming department and work on plans for future advancements. It really takes a village here and the town center of that village is where our clients are. We don't put out a product that we feel the industry needs. We let the industry dictate what products serve their needs the most.

NFTJ: What's Next?

ASF: Well, we'll start with the roll out of our new brand and go from there. We are rooted in the fitness business and we'll always be here, working on the next best business solution. We love this business and couldn't imagine focusing on anything else.

For more information on ASF visit www.asfpaymentsolutions.com or call 1-800-227-3859.