

Las Sendas Up Close

Bringing neighbors closer to their community

August 2011

NEW TRAILHEAD LIFESTYLE DEPARTMENT Combines Synergies with Jennifer and Kristha

By AnnElise Makin

Since former liaison Jennifer Graffice has become lifestyle director at the Trailhead and Kristha Lima is now assistant director, a fresh new breeze has swept through Las Sendas home central.

With the new business plan of HOA management group Rossmar and Graham, the Athletics Club and Special Events Planning sections have been synergistically combined into one Lifestyle Department. Both Jennifer and Kristha funnel their efforts together to offer a rainbow of community events and programs.

"We just celebrated the 10th anniversary of our club and the amazingly successful Spring Training Contest at the Trailhead Athletic Club (TAC) and Spa," Jennifer reported. On the job for only a short few months, but known to many from her earlier years as athletic director, Jennifer had opened up this wellness benefit to the whole community.

"Spring Training attracted about 150 participants," Jennifer said. "Of these, 120 were non-members." For a token fee of \$25, all Las Sendas residents had the chance to experience a full workout for eight weeks.

"At first, people only wanted to take advantage of the discount," Kristha observed. "But then some families got so involved, they proactively sought out the supportive environment and culture. Our staff really takes the time to



get to know each individual."

Some newcomers, Jennifer agrees, may likely join the club after experiencing the health benefits and weight loss success. Both Jennifer and Kristha are excited about the invigorating prospects of their new plan.

"By changing to a lifestyle department," Kristha said, "we really reconfigured the way we do our events. We have become more inclusive. Athletics and Special Events have been combined to make a greater impact."

Under the new model, Jennifer and Kristha not only want to make the existing events better, but also are planning to introduce new opportunities. For that reason, the directors are geared toward building community partners.

"For example, we want to work with the local schools to support each others' events," said Jennifer. "One reason is to avoid conflicting schedules."

"In the past years," Jennifer continued, "there has been a lot of negativity regarding the slumped economy and the depressed housing market. We have now turned our focus on the positive aspect of rebuilding community life and getting back on track."

"The athletic community is much attached to Jen, since they know her so well," Kristha commented. "She brings out a lot of security in all involved."

"Kristha is the planning and organizing guru," said Jennifer. "In that way, our personalities totally complement each other."

These lifestyle professionals much enjoy working together, and they thrive off each other's synergy. What a good combination. ■

If you want to take part in the positive momentum in the new Lifestyle Department, stop in and visit with Jennifer and Kristha at the club. They will gladly tell you what's in store for the new season. For more information, or to schedule a visit, call the Lifestyle Department at the Trailhead at (480) 357-7687.

Fabulous Spring TRAINING RESULTS

Spring Training is an eight-week commitment of exercise and healthy lifestyle change. The staff at the Trailhead Athletic Club (TAC) coaches, monitors and supports the exercise of weight loss and shape-up goals. The Fitness Center provides an excellent forum to achieve the individual wellness goals in teamwork.

The grand prize winner in this year's Spring Training competition was Marcus Giddings, who won a one-year membership to the TAC.

Each participant had to write a story for the Spring Training competition. Some of the testimonials were amazing:

Marcus, a 16-year-old resident, lost 29 pounds. His family supported him, and he got hooked by working out at the TAC.

Alex Gray, first place winner in the weight loss division, lost 23 pounds.

Dara Fowler, first place winner in the goal-setting division, hit all of her goals. She ran Par's Run and Warrior Dash, and lost six pounds (3 percent body fat).

Each first place winner received a six-month membership to the TAC. ■

The Trailhead Athletic Club and Spa pricing has been restructured. Monthly memberships (without a contract) are reduced to \$49 (singles), \$80 (couples) and \$98 (families). Substantial savings are offered with annual memberships. For more information, or to schedule a visit, call Jennifer or Kristha at (480) 357-7687.

TWO HIGH-CALIBER LIFESTYLE PROFESSIONALS

Jennifer Graffice was the initial consultant for the Athletic Club and worked at the Trailhead in the first seven years. She lived in Las Sendas for 12 years before moving to a neighborhood close by. Jennifer recently worked for the Superstition Mountain Country Club as director of the Athletic Club and Spa before creating her own company, Q Life. With her sports and exercise consultancy, she served hospitals, resorts and wellness-oriented private companies. Jennifer, who has a degree in sports management, approaches each task and person with remarkably positive vibes.



Kristha Lima has headed the Special Events Department for three years. She also guided the Athletic Club and Spa through its transition phase. Previously, Kristha, who comes from a special events planning background, was activities director at the University of California at Santa Cruz. When she moved to Arizona in 2007, she became executive assistant to the associate dean of student affairs at the College of Nursing at Arizona State University. She commutes from Gilbert, and loves the Las Sendas community events for all ages.

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