

Scott Poston

private club fitness influencer

Bio

Scott Poston, M.S.
Principal Consultant, Founder & President, 1000 Hills Fitness
Scott has worked in private clubs across the country in nearly every role from personal trainer to general manager. He spent nine years with the Denver Athletic Club before founding 1000 Hills Fitness. Scott has served as Board Chair for the National Personal Training Institute, and has published private club fitness articles in distinguished industry magazines like the Private Club Advisor. He is also a national presenter, including recurring engagements on CMAA's world stage.



Position Statement

"The fitness industry has never been more competitive or saturated than it is now. Clubs have to be truly great to attract and retain members' fitness attention. Access and polish are just not enough anymore. Nowadays, members expect dynamic programming, specialized equipment, engaging staff, competitive pricing, and innovative, modern management practices. The business of fitness has changed. You have to be more. You have to wow." Scott Poston

Education

NASM-CPT, ACSM-CPT,
NSCA-CSCS, EMT-B

Bachelor's of Science, Exercise
Science, Truman State University

Master's of Science, Kinesiology,
Sport Psychology, The University
of Texas

Select Publications

- *Tipping the Scales to Better Work-Life Fitness*, The Denver Bar Association's "The Docket"
- *Denver Businesses Ride Next Wave of Wellness*, The Denver Business Journal
- *Club Fitness Professionals*, Private Club Advisor

Select Speaking Engagements

- *Making Downtown Denver the Healthiest Workplace in America*, Downtown Denver Partnership Annual Meeting
- *Worksite Wellness*, Colorado Culture of Health Conference
- *Small Footprint, Large Impact: Making The Most Of Your Boutique Fitness Center*, CMAA World Conference
- Panel Participant - Private Club Fitness Innovation Conference
- *Breaking The Private Club Fitness Mold*, CMAA World Conference
- *Employees Versus Independent Contractors*, CSFA Event

Testimony



“Columbine Country Club selected 1000 Hills Fitness for their expertise, forward thinking mindset, and ingenious programming. Scott spent a great deal of time getting to understand our club culture and specific expectations and crafted a facility and program worthy of national attention. They have been able to balance the needs of our traditional fitness enthusiasts while incorporating the innovative programming the club craves. Columbine Country Club has made a long-term commitment with 1000 Hills Fitness largely because of their insight and personal commitment to creating a truly dynamic new membership amenity.”

— Michael Bratcher, COO/General Manager (formerly)—Columbine Country Club, COO/General Manager (currently)—Victory Ranch

Community Engagement

- Boys and Girls Club of Jefferson County, Chair—Youth Investment Committee
- Career Education Center Middle College of Denver, Member—Advisory Board
- National Personal Training Institute, Chair—Advisory Board
- USA Triathlon Rocky Mountain Region, Vice President—Board of Directors

Fictitious?

Scott worked as a mascot in college... and loved it.

Services

For Fitness Teams

- Staff Development Clinics & Workshops

For Managers

- Business Planning
- Full Operations Evaluations
- Member Engagement and Club Value Plans
- 1 Hour Power Consultation

For Clubs

- Board Presentations
- Feasibility Study
- Pre-Opening
- Full Service Management

Connect With Scott

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