



Atrium NEWS

A newsletter for members of the Atrium Club Inc. November 2011

SPRING TIME



It is hard to believe we are nearing the end of another year! While 2011 was fairly grim for many businesses and our second largest city was split asunder, I am pleased to report that the Club held its own with an influx of new members replacing those leaving for one reason or another. The Club is on a sounder financial footing than previously and we have been able to avoid imposing another fee increase!

That being said another ten full paying members would be a great boost to our revenues without increasing our overheads. The Atrium is a unique experience which is difficult to define and hence market by traditional methods. Past advertising initiatives have met with little response: our best source is Word of Mouth and we need to pursue that avenue vigorously next year. It is up to existing members to breach the gospel of camaraderie and good health to their friends and acquaintances and bring them along for a free trial.

The gym industry is becoming increasingly competitive with special offers proliferating and flash new gyms all competing for that fitness dollar. However, the simple fact is none of them can match the Atrium for value for money – no matter how glitzy they might be, consider the following:

You will pay through the nose for personal training which, at our establishment, is entirely free!

If you ask them to wash your gear and put it back in your locker, they would look at you as though you had been taking drugs!

If you enquired as to where the free towels were kept, you would get a similar response!

If you left your wallet or watch on the bench, you would soon be cancelling your credit cards and popping down to the jewellers for a new time-piece!

If, upon alighting from the treadmill, you called out to the adjacent room for a delicious meal of fresh fish to be put on the table in five minutes time, I suspect you would be fresh out of luck!

If you enquired as to free carparking, you would most likely meet a similar response.

If you let loose a string of colourful swear words after dropping a 20kg dumbbell on your big toe, you would probably be greeted with glacial stares from some frosty cows!

If you asked the instructor to pop a dozen fresh bluff oysters in your locker, I wouldn't fancy your chances of finding them anytime soon.

If you happened to be shot by a jealous husband and depart this mortal coil, I wonder how many fellow members would turn up at your funeral and farewell you with a rousing chorus of "For Whose a Jolly Good Fellow".

I think you get the idea! In fact, one new member (who is so impressed with the Atrium he has signed up his son) told the annual general meeting in October that he was staggered a Club as unique as the Atrium did not have a waiting list for members! Given what we offer, we damn well should have!

So get out there and spread the word!

However, the front of house is looking a bit tired and we need to spruce the place up to maximise our chances of increasing our numbers. To that end, we are planning a working bee prior to Christmas which we involve re-painting the building, probably charcoal, to put on a fresh new face to the world. Anyone able to help with a donation of time, money or materials, should contact Sean. Once we have the place tarted up, the new Committee is planning mailing drops around the central city to see if we can pull in some more custom. We may even take a leaf out of James Dales' book and indulge in some guerrilla marketing! However, I emphasise that this is in addition to not in substitution for Word of Mouth which will always be our best source of referrals.

Finally, I would like to invite all members, their families and friends to our Christmas Party on 27 November 2011. There is a separate promo for this elsewhere in the newsletter. Rest assured it will follow the same format of our previous smash successes at Don Braid's and Bruce Plested's homes – in other words, excellent food, unlimited booze, congenial company and a celebrity auction!

I will see you there.

Peter Spring
Chairman



The James Kirkpatrick team has a great range of commercial and industrial properties for lease ; available for you now.

Take a look at our range of our properties including

office warehouse units, office buildings, bulk storage premises, showrooms, retail properties, & general warehousing.

If you are looking to lease a residential property, or if you are interested in new Auckland property developments, please browse our web site and contact us. www.jkgl.co.nz

And if you don't need a building right now...sign up for the Christmas Party on the next page.



Atrium Christmas Party 2011

Sunday 27 November

LOCATION: Jimmy & Gilda Kirkpatrick's Home – Paritai Drive, Mission Bay

TIME: 1pm

COST: \$100 a head

Full roast meal and alcohol provided

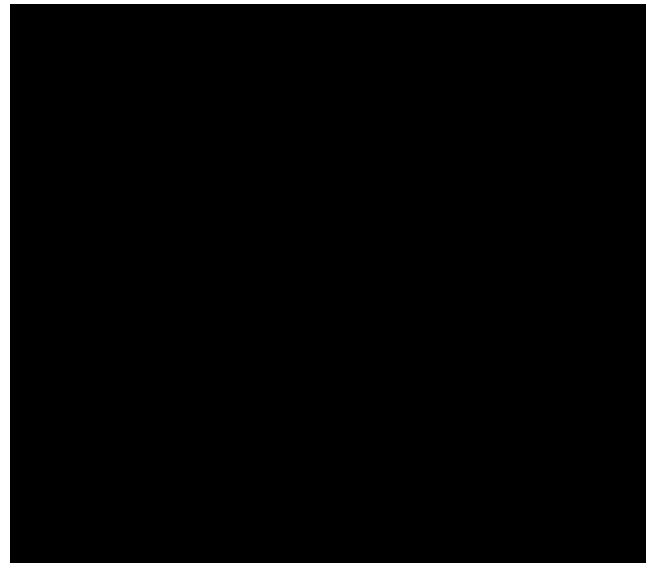
Tickets available from Sean: numbers now limited



A view from the deck



A view of the celebrity auctioneer



A view of the celebrity auctioneer in the dark

The Atrium has a tradition of great Christmas parties. Time to rub shoulders with people you have only ever rubbed biceps before. Parties where it may just be seemly to swallow and extra glass of red accidentally.

NSA...Life as I see it.

When the age of the Vikings came to a close, they must have sensed it. Probably, they gathered together one evening, slapped each other on the back and said, "Hey, good job"

A career is wonderful, but you can't curl up with it on a cold night.

Marilyn Monroe

Our Heritage

Old Fashioned in the Best Possible Way

The Atrium is an Incorporated Society established nearly four decades ago by a small group of Auckland businessmen. Their motivation and mandate was to create a club and culture that would cater to their fitness needs as well as offering an environment of loyalty, honesty and fellowship. The Atrium is a non-profit organisation that is run and managed by elected members.

Today these traditions are alive and well and on offer to those who appreciate what the club stands for. Atrium remains an all male fitness centre and is one of Auckland's best kept secrets. With a membership of less than 160 you are a recognised, valued and welcomed member of a very special club. Join us in a trial membership and see for yourself!

Awakino Lodge



Built in 1884 as a general store, this iconic building is now a newly renovated French provincial style lodge providing home away from home accommodation in coastal Taranaki / Waikato.

The Lodge is perfect for a spell of R and R with all amenities provided.

There is a large fully equipped French Provincial kitchen, 4 Bedrooms, 2 bathrooms, Huge lounge, 50 inch LCD TV with SKY and MYSKY, an extensive video library and books and magazines for all tastes.

The Lodge is heated by two 14 KW Heat Pumps and a large woodburner. The ensuite has underfloor heating and the 2nd bathroom has a large stand alone bath.

PLUS A SPA AND SAUNA

So there you have it - a mid-week chance to escape the stress and strain of the city and enjoy the ambience and tranquility of Rural France in NZ. Tariff \$250.00 per night for the Lodge - up to 4 people. \$25.00 per night to the Atrium.

Talk to Gary Wycherley



Heather Mitts



Heather Mitts is a two-time Olympic gold medalist. As a member of the United States women's national team as a defender. She also plays in the Women's Professional Soccer League.

On Bullshit

Humbug:: deceptive representation, **short of lying**, especially by pretentious word or deed, of somebody's own thoughts, feelings or attitudes. ("The prevalence of Humbug"; **Max Black**)

In some accounts of lying there is no lie unless a false statement is made; in others a person may be lying even if the statement they make is true, as long as they themselves believe that the statement is false and intends by making it to deceive. What about humbug and bullshit? May any utterance at all qualify as humbug or bullshit, given that (so to speak) the utterer's heart is in the right place, or must the utterance have certain characteristics of its own as well?

Short of lying: It must be part of the point of saying that humbug is "short of lying" that while it has some of the distinguishing characteristics of lies, there are others that it lacks. But this cannot be the whole point. After all, every use of language without exception has some, but not all, of the characteristic features of lies - if no other, then at least the feature simply of being a use of language.

Yet it would surely be incorrect to describe every use of language as short of lying. Black's phrase evokes the notion of some sort of continuum, on which lying occupies a certain segment while humbug is located exclusively at earlier points.

What continuum could this be, along which one encounters humbug only before one encounters lying? Both lying and humbug are modes of misrepresentation. It is not at first glance apparent, however, just how the difference between these varieties of misrepresentation might be construed as a difference in degree. Or even how they might be detected.

Leading to the need to examine the veracity of the statement, "You can't bullshit a bullshitter"

What's going on.....

Have you had a look at the Birthday board?

It seems like half the Club was born in November. Further analysis is called for, but there is obviously something in the air early in every year. I was going to list birthdays but I think I'll be better spending my time waiting to see who is doing what to whom after the holidays are over and February rolls around. Mind you....if you are keeping up with Malcolm Gladwell, you'll know that the world is ruled by people born in the first three months of the year. ("Outliers", Malcolm Gladwell, 2008 or see Gladwell.com)

Murray Tanner is back in to it. Neville McIntee is moving up. Not sure whether to trumpet their return or insure their continuing presence....

Sláinte!

Sean McKeown is doing what he does best...living every day with an enthusiasm the rest of us can only envy. Life in the McKeown household is not simple at present, and my guess is that it won't get easier. Take a moment to say Sláinte to Sean in the next few days. (Pronounced [roughly] slont-ya, it means "...to your health" in Irish). On the other hand, you may wish to just abuse him as usual.

Got introduced to a couple of new members in the last week. That's a good sign. Have you asked anyone if they'd like to be a member?

Great News for you during these financially challenging times! I found a prostitute who charges by the inch.



Obviously, I can't afford her, but I thought you might enjoy an inexpensive night out.

There is a profoundly spiritual element in Tranströmer's vision, though not a conventionally religious one. He is interested in polarities and how we respond, as humans, to finding ourselves at pivotal points, at the fulcrum of a moment. This is from his poem "Out in the Open":

The sun is scorching. The plane comes in low,
throwing a shadow in the shape of a giant cross, rushing over the ground.
A man crouches over something in the field.
The shadow reaches him.
For a split-second he is in the middle of the cross.

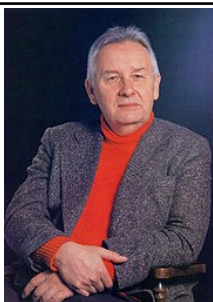
I have seen the cross that hangs from cool church arches.
Sometimes it seems like a snapshot
of frenzy.

Sweden poet Tomas Transtromer awarded Nobel Prize in literature

What are you listening to these days?

Górecki's wonderful "Third Symphony" is also known as the "Symphony of Sorrowful Songs" The work is slow and contemplative, and each of the three movements is composed for orchestra and solo soprano. The libretto for the first movement is taken from a 15th century lament, while the second movement uses the words of a teenage girl, Helena Błazusiak, which she wrote on the wall of a Gestapo prison cell in Zakopane to invoke the protection of the Virgin Mary. Sad and soaring, it is an extraordinarily powerful work. I have spent the afternoon with the performance by the Berlin Philharmonic. Here's a wee smidgeon to give you a feel.

http://www.youtube.com/watch?v=plMd6K4_ENY&feature=related



If you like your listening a little lighter, and you need to be informed about colonoscopy (and which of us doesn't, then try Canadian comedians Bowser and Blue. You won't be disappointed as they put their finger on a subject we all need to know about

http://www.youtube.com/watch?v=_N0w2rORwSc

Shaping Up..... According to Sean

Health and fitness tips.

- Cut fat – You do not need to cut dietary fat completely to improve your health and fitness, but by cutting back, it is likely you will see an increase of energy.
- Think positive -- It is hard to be truly physically healthy if you are not mentally healthy. Try to reduce stress in your life by taking time out to take a walk or read a book every once in a while. This should improve your physical and mental health and fitness.

Injuries & Fitness

Although fitness levels might decrease after being injured, these levels can return back to normal by following a few simple pieces of advice

- Work around the problem area – If the area you hurt is not ready to be exercised, do not forget about the rest of your body. Those who ignore fitness when injured will find that they are more prone to injury in other areas as well.
 - Don't assume you are fine – Just because you feel fine, do not assume that everything is okay. Many fitness injuries have a way of leaving and returning when aggravated. Before engaging in heavy exercise, make sure that you are really better.
 - Concentrate on form – The exercises that are designed to improve fitness after injury will usually work if performed the right way. Do not simply go through the motions. Stay true to form on the exercises and you will find that you are able to rehabilitate yourself more quickly.
- The importance of fitness cannot be overlooked. By following the steps mentioned above, you should be able to get back on the road to recovery with few setbacks after an injury.

Non-Running. Ease on Off The Road.

We are in the middle of a revolution. Suddenly kiwis by the thousands – gaunt, out of breath, sore-legged – are casting off their costly and fetid sneakers and dropping by the wayside where they lie down, close their eyes, and smile broadly. They are busy discovering the most relaxing new trend to hit the nation since Think Big. It's called....not running.



After years of strenuous overexertion, people are beginning to ask why. Why drive yourself to the point of exhaustion? Why pound your feet to bloody stumps? Why pretend pian is good for you? Why terrorise entire communities by thundering around the streets in sweating, unruly, grunting herds?

Why run?

Instead, why not not run?

Today, non-running is New Zealand's slowest but steadiest-growing pastime. The Ministry of Sedentary Activity estimates that there are more than three million non-runners in New Zealand. Who are these pathfinders bold enough to drop out of the faddish rat race? Are they weirdos? Buffoons? Sociopaths? Naïve sycophants? Craven toadies? Harmless eccentrics? Perverts? Trolls? Brainwashed zombies? Al Qaeda spies? Not at all.

Surprisingly, non-runners are very much like you and me. They include people from all walks of life. There are not only walkers. There are sitters, leaners, nappers, starers, procrastinators, TV-watchers, ice-cream lickers, readers, sneezers, yawners, teasers, stumblers, lechers, stamp collectors, static-electricity gatherers and the totally immobile.

This amazingly versatile group comprises people of all ages, races and sexes. Non-running is accessible to young and old, rich and fat, the famous as well as the depressed. Whether you are an android or indigent, you can take part. Or you can take all.

Over the next few months we'll be bringing you inside stories, tips on technique, and motivational support. Non-running....it's essence is in its utter simplicity.



Atrium Club member Don Braid with a visitor from Canterbury and some big cup or other.....