

All Vanguard Key Club Locations Temporarily De-Activated

It is with great disappointment that I have made the difficult decision to de-activate all of our Vanguard Key Club locations for the time being. We have been waiting for the final status of our essential/non-essential designation from the State of NH. There is no doubt that they are being inundated with requests and it may take some time before they address ours.

We have reached out for legal advice and received conflicting opinions. On one hand it could seem very obvious that we could be considered a “community based public health function” provided we follow a series of recommendations from the CDC and the Governor’s office regarding social distancing and number of members on site at one time. On the other hand, we don’t have a clear response from the State authorizing our services as essential like they have for so many other businesses, and therefore, risk disobeying the mandate without clarification.

The one thing I believe in during all of this is, “we don’t know what we don’t know”, and only after all of the smoke clears on this crisis will the finger pointing be allowed to begin as to what the correct path to take was.

Once I hear back from the State as to our request for designation, I will review our next steps as to whether we will re-open before the proposed date of May 4th or if we will need to abide by the mandate as non-essential.

I believe it is prudent for all of us to take a step back for a few days and evaluate the situation on a macro scale, and not just through our personal rose colored lenses. So many other businesses have been forced to close, whether rightly so or not, and many people are suffering emotionally, financially and physically right now, so I encourage all of you to take these next few days while we are awaiting a response from the Governor’s office to lend a hand to those less fortunate. Find a way to assist those at greatest risk. Band together as the healthy lifestyle, workout loving people you are, and stay active while promoting safe behavior and check back on our website regularly for updates.

As for billing, we will be automatically instituting a member wide freeze option which will be reviewed every 2 weeks, therefore, if this closure remains in effect for the first of April, members will only be billed \$5 for the month, if it carries into April 15th those with that billing cycle will also be billed the nominal freeze fee. We of course hope to have all billing resume to normal by May 1st with accessibility by May 4th (that’s right: “May the fourth be with you”)

Many of you have asked us to continue to bill you the regular rate while we are not in operation, but frankly, I am all about equality and fairness and I appreciate the offer, but it’s time to turn our attention to other people and businesses in need. We will be fine and we will be here for you when all of this settles down...in fact we may have a few surprises in store when you return so keep that as something to look forward to. I am so incredibly appreciative of all of our members, those who have chosen to already freeze their memberships for personal reasons, those who plead for us to remain active so they can continue a healthy lifestyle and yes, even the few who called me out as irresponsible or negligent for staying open this long. I get it, it’s hard on everyone and I am always open to the dialogue. One thing is for certain, we can’t all agree, but even more importantly, we don’t have to. It’s how we disagree that defines our character. So be kind to one another and we will get through this.

Be Well,

Craig