The Idea and its Creators

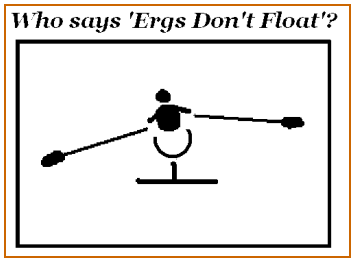
The inspiration was based on one of the founders' challenges in mastering balance as a

rower for Wellesley College in the early nineties. Further insight and dogged research adapted the physics of balance in stable and unstable boats to the idea. Voila WILIS!

Excited to share their development with the energetic and enthusiastic rowing community, they built several prototypes during the fall of

2007 and winter of 2008 and have now unvieled it at regattas across the USA.

Row Balance, Inc is a new company. Founders and owners, Kirby Myers and Anne Gothro are a team due to a longstanding friendship and their work together on developing, patenting and promoting WILIS.



Row Balance, Inc.
The home of WILIS
Let WILIS rock your boat!

Place orders on-line at: ***www.rowbalance.com***
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Row Balance, Inc.
- presents WILIS ™-

The Watercraft-Inspired Lateral Instability Simulator

You've never experienced this in an erg workout!

WILIS attaches quickly and easily to your erg and gives the same experience of side-to-side instability as being on the water. Now you have the opportunity to develop and tune your balance skills while you work out on your erg!

Best of all, WILIS is designed to match your balance skills right from the start. It can be adjusted gradually over the course of your training regimen as your skills improve, from the lowest, most stable simulation all the way to a level of instability that matches your eight, your quad, your double or even your sculling singles.

Develop the balance and core strength you need before you get in a shell!

$1500 (plus shipping) We offer 30 to 60-day delivery; visit us at *www.rowbalance.com*

This is WILIS, the state-of-the-art balance trainer that:

1. Unites balance training with your erg workout
2. Challenges every skill level from novice to elite
3. Enables a gradual learning curve as your skill improves
4. Matches the lateral instability characteristics of any shell
5. Helps identify balance errors anywhere in the stroke cycle

"On average, a performance difference of one-half of one percent is all that separated a gold medal performance from not even medaling at the 1996 Olympic Games." -- *Jay Kearney at the 1996 USOC Sport Science & Technology Quadrennial Conference*

When seconds count, give yourself the advantage.

WILIS' patent pending design incorporates a combination of features including:

- Choices based on actual hull size for how much instability the exerciser wishes to accommodate during dry land training and
- Direct, exteroceptive feedback for the direction and degree of roll experienced during the rowing motion in order to facilitate learning to correct that roll.

This apparatus is a lateral roll simulating assembly adapted to be attached to a rowing exercise machine.

The relative positioning of the rowing ergometer to the mount pivots may be set to a variety of predetermined positions. Positioning the rowing machine at a higher or lower indexed setting functionally equates to moving the center of gravity (of the exerciser and erg) to locations above or below the longitudinal roll axis of the device (the simulated metacenter of a rowing shell).

These positions for increased or decreased stability lie within and beyond the range found in typical rowing shells in order to facilitate a graduated increase or decrease in the challenge of balance in concert with the application of muscular power/strength.

"There are three points of contact between the rower and the boat, however, the foot stretcher is the only point where the rower is firmly fixed. This point of contact then has special importance because it not only enables the rower to develop power, but to control the speed of the recovery and establish balance. Therefore the rower has to be completely aware of the changing significance of the stretcher contact throughout the stroke cycle. *"Improving Your Coaching Skills, Part 4" posted at* www.oarsport.co.uk

"To put the measured rolling angles in perspective, one must realise that if a sweep boat is 1 deg out of balance, the rowers on one side of the boat carry the hands at the end of the oars about 5 cm higher than the rowers on the other side. These are very significant differences to the optimal height the rowers carry their hands in a balanced boat. Coaches and athletes spend considerable time to rig the height of the oarlocks properly with millimeters accuracy. In addition, the rowers sit on seats that are connected with the boat. This means, any rolling of the boat is directly transferred to the seats. The rowers then shift their body through movements in the lower back to regain balance. This can lead to extended loads in the spine, which can lead to back injuries, especially when rowers apply force on the oar in the moment the boat is out of balance. A rolling boat can therefore lead to injuries." *Volker Nolte of the University of Western Ontario, quoted in Rowing Biomechanics Newsletter, No 9 Vol 5, September 2005*

"There is always the potential for injury when switching abruptly from land-based winter training to water training, and vice-versa. If the rower is accustomed to two rowing practices a day and switches immediately to two ergometer sessions daily, injury risk is greatly increased." *Rumball J, Lebrun C, Di Ciacca S, Orlando, K, "Rowing Injuries" Sports Med 2005 35(6): 553*