

IDEA HEALTH & FITNESS ASSOCIATION
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IDEA'S MISSION STATEMENT

IDEA AND ITS MEMBERS ARE PASSIONATELY COMMITTED TO IMPROVING THE HEALTH AND FITNESS OF ALL PEOPLE. WE ARE FOCUSED ON DELIVERING COMPELLING MEMBER VALUE BY IMPARTING KNOWLEDGE, CREDIBILITY, INSPIRATION, MARKETABILITY, AND PERSONAL AND PROFESSIONAL GROWTH OPPORTUNITIES.

visit www.ideafit.com for:

- IDEA Article Archive
- convention class descriptions and registration
- author and presenter guidelines and applications
- permissions requests to reprint articles
- IDEA educational products catalog and ordering
- continuing education credit (CEC) course index and ordering
- online job opportunities

RESPECTING YOUR PRIVACY IS IMPORTANT TO US

Occasionally, our membership mailing list (name and mailing addresses only) is made available, through bonded mail houses, to reputable companies and organizations whose products and services may be of interest to you. We never include personal information or e-mail addresses. If you prefer not to have your name made available, please contact us at the following address:

IDEA Health & Fitness Association
 Attn: Member Services
 10455 Pacific Center Court
 San Diego, CA 92121-4339

telephone for information on:

- membership, events, educational products ext. 7
- advertising, sponsorship and exhibiting ext. 253
- sending in product releases ext. 239
- Calendar and Classified ads ext. 239
- permissions ext. 239
- media queries ext. 275
- using IDEA logo ext. 213

IDEA's Purpose: To Inspire the World to Fitness®

MEMBERSHIP

IDEA is the world's leading membership organization of health and fitness professionals, with more than 21,000 members in over 80 countries. Since 1982, IDEA has provided health and fitness professionals with pertinent information, educational opportunities, career development and industry leadership.

IDEA's membership includes personal trainers, program and fitness directors, business owners, body-mind-spirit professionals and group fitness instructors. Members work in health clubs, gyms, corporate and hospital wellness centers, private homes and other venues.

IDEA brings the leaders in academics and technique to the industry through articles in the publications, conferences and educational products.

CORE VALUES

- We believe ethics come first; fairness and integrity guide all our decisions and relationships.
 - We have a passion for providing fitness information and education.
 - Our decisions are guided by the professional needs of our members.
- "The IDEA Way" is embodied by a commitment to excellence in fitness knowledge and education, founded on truth and integrity, an unshakable faith in the benefits of exercise, a devotion to the fitness community at large and a passion for spreading the message of good health and fitness worldwide.

MEMBER BENEFITS

Depending on membership category, IDEA members are eligible for some or all of these benefits:

- IDEA Fitness Journal magazine
- IDEA Trainer Success newsletter
- IDEA Fitness Manager newsletter
- IDEA Fit Tips e-newsletter
- IDEA Body-Mind-Spirit Review e-newsletter
- IDEA Article Archive
- personal and commercial liability insurance
- product and fire liability insurance
- event registration discounts
- discounts on IDEA educational products
- discounts on products and services
- CEC course discounts
- Resource Center access
- IDEA-PFT Recognition System
- discounted travel services

LIABILITY AND OCCUPATIONAL ACCIDENT INSURANCE:

(800) 395-8075 (USA)
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 (604) 685-0050 (Canada)

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>>IDEA Member Spotlight Meet Some Outstanding Members!

Each month this section briefly focuses on a few IDEA members who stand out in the crowd.



Aimee Marie Capps, Member Since 2007
Apalachicola, Florida

"There isn't a gym in the town in which I live, so I provide only at-home, one-on-one personal training and Pilates instruction," explains personal trainer and mother of two Aimee Marie Capps. Recently, however, Aimee decided that it was important for her to expand her reach by offering inexpensive personal training in small groups for

those who cannot afford one-on-one sessions, and also private group sessions for her family. "Three times per week I go to my parents' home and teach an hourlong exercise class for my parents, two of my aunts and any other relative who wants to come. They all feel great afterward, and so do I."



Elizabeth Guscott, Member Since 2001
Lakewood, Ohio

While Liz Guscott receives great joy from helping clients learn the benefits of a healthy lifestyle, she focuses most on acting as a role model for her three children. "It is my hope that—as a parent and a personal trainer—I can pass on an appreciation of fitness and wellness to my children through tangible experiences." These experiences, Liz says,

include high-quality nutrition, exercise, healthy competition, spirituality and reading. "Although that leaves little room for many clients at this point in my career, those I do have receive the attention of a dedicated trainer," she says. "I was even making all daily meals and snacks for one of my clients because I was committed to her success."



Mike Robinson, Member Since 2007
San Luis Obispo, California

Mike Robinson is ardent about his career as a personal trainer. "I really love my job, and each one of my clients feels that passion in every one of our sessions," he enthuses. "I train 13 clients per day every week, and that last client gets the same amount of energy as the first one."

Mike is a creative role model, providing his clients with small "bread crumbs" to keep them motivated toward success. "I constantly give challenges to clients, family and friends with little incentives to help them reach their goals," he says. "However, once they reach their goals, the furthest thing from their minds is the incentive, because they feel so much better."

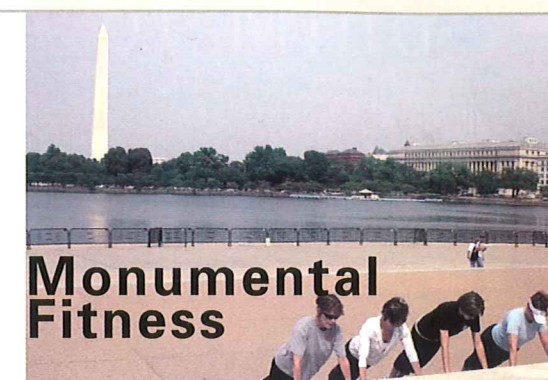


Amy Boone Thompson, Member Since 2004
La Jolla, California

"Inspiring people requires more than telling them what to do; it is showing them by your example," says Amy Boone Thompson, chief operating officer for Stroller Strides® LLC. "I live a healthy, active lifestyle and I share those values with others." Something that keeps Amy motivated is the persistent evolution of the fitness industry. "We

constantly learn new and more efficient and effective ways to keep our bodies and minds fit!" When not inspiring clients and colleagues, Amy acts as a fitness expert for a project that studies fitness, nutrition and the recurrence of breast cancer. She also offers her time to the Healthy Homes Initiative, which is responsible for removing harmful toxins from the home.

If you would like to be featured in this section or know an IDEA member who stands out in the fitness crowd, e-mail a brief description of your (or your colleague's) fitness activities and achievements and a high-resolution digital photograph (at least 300 dpi, in focus, well-lit and at least 3"x3" in its original digital format) to Ryan Halvorson, halvorsonr@ideafit.com. Please include your IDEA member number, if possible. You (or the colleague) must be an IDEA member to be considered for this section.



Monumental Fitness

Caity Davis and Jill Stump (center) lead clients Cindy Davis and Heather Tomasek through a workout on the steps of the Thomas Jefferson Memorial while the Washington Monument towers in the distance.

For IDEA members Caity Davis and Jill Stump, fitness has "historic" proportions. In addition to their regular lineup of fitness programs at their FitOne studio in Alexandria, Virginia, the two offer the "FitOne Explores" series in which they take participants on a sweat-filled journey through Washington, DC's historic landmarks.

Are You Getting **IDEA** Fitness Journal via E-Mail?

Beginning in September 2007, we added a great member feature. We are now sending you a digital copy of *IDEA Fitness Journal* 10 times per year in addition to the hard copy you receive in your mailbox. If you have *not* been receiving your copy, please call (800) 999-4332, ext. 7, or (858) 535-8979, ext. 7, or e-mail member@ideafit.com to make sure you don't miss another issue. >>

