



Real-Time Session Selection Is Back!

IDEA is excited to bring back real-time session selection processing for the 2008 IDEA Fitness Fusion Conference. Register online today (www.ideafit.com/fusion) and choose your sessions in real time. No more waiting to find out which classes you are in—you'll already know!

The Evolution of Education

Rediscover

motivation & *movement*

at the
2008 IDEA
Fitness Fusion
Conference™

Every once in a while, IDEA member Marsha Futch, MS, personal fitness trainer and wellness coach, needs a vacation from her busy schedule in Kansas City, Missouri. Serving and inspiring others takes energy, passion and dedication, and unless Futch takes care of herself by replenishing her own well, she can't keep on being there for her clients month after month. Futch's modus operandi is to supplement her knowledge base and reinvigorate her professional palate by attending the IDEA Fitness Fusion Conference. "I attend to be the 'student,'" Futch says. "I go to learn new information, to challenge myself with current industry trends and simply be re-inspired by the fitness industry. Just ask my clients [about how I was re-inspired] after last year's event!"



Program Highlights

- Top-name industry presenters, including Jay Blahnik, Rob Glick, Keli Roberts, Greg Roskopf, MA, Juliane Arney, Carol Murphy, Nicki Anderson and Chuck Wolf, MS
- more business/management sessions to develop your career or company
- over 40% of sessions never before presented at an industry event
- four preconference programs: "Drums Alive™ Certification Training," "Keiser® M3 Indoor Cycling Training Course," "Muscle Activation Techniques™ (MAT): Protecting Clients From Injury" and "STOTT PILATES® Pilates With Props, Level 1 & 2"

Details

Event: 2008 IDEA Fitness Fusion Conference

For: group fitness instructors, personal trainers and program directors at all career levels

When: April 3–6, 2008

Where: Rosemont, Illinois

Headquarters Hotel: Hyatt Regency O'Hare (800) 233-1234 or (847) 696-1234

Single/Double: \$155 plus tax

Triple or Quadruple: \$175 plus tax

Above prices based on availability and good until March 15, 2008.

Possible CECs: 18

Faculty: Fusion veterans and several new presenters

Cost: IDEA members: \$299 preregistered; \$359 on-site

For nonmember pricing or special 1-day and student pricing, please contact IDEA.

For More Information and to Register:

Web: www.IDEAfit.com/fusion

IDEA member services: (800) 999-4332, ext. 7; outside the United States and

Canada: (858) 535-8979, ext. 7

Expo Hall

Get an early look at the newest equipment and programs in health and fitness.

- Learn creative new ways to enhance your programs and help you and your clients succeed.
- Network with the people and companies behind the industry's most innovative products and trends.
- Save money with valuable professional discounts.
- Preview products and ideas before retail release.
- Check out the latest products and services from STOTT PILATES®, Keiser®, BOSU® by Fitness Quest, Fitness Anywhere, Dynamix, Power Systems®, Zumba® and more.



A New Way to Inspire the World to Fitness®

This year, IDEA is introducing something new for you to take back to your community: our global campaign with the Alliance for a Healthier Generation (a partnership between the American Heart Association and the William J. Clinton Foundation) to help kids get healthy. To find out how you can make a difference to a generation that desperately needs you, attend "Alliance for a Healthier Generation—How You Can Get Involved" with Jordan Parks, 1:30–2:30 PM on Saturday, April 5.

The 2008 IDEA Fitness Fusion Conference, April 3–6, 2008, in Rosemont, Illinois, is the most extensive education event in the Midwest for personal trainers, group fitness instructors and program directors. This year's lineup reflects more of everything: brand-new programs (over 40%), additional personal training and business sessions, and many more choices in "hot topic" areas like core training, body-mind techniques, martial arts, circuit and interval training, metabolism and nutrition research, working with Baby Boomers and combating childhood obesity. "For the fitness professional who wears many hats—personal fitness trainer, group fitness instructor and educator—it's important to stay current and cutting-edge," says Futch. "Fitness Fusion provides great information without making you feel overwhelmed."

- personal training (program design, structural assessment, research, physiology)
- business management and career development (budgeting, profitability, teamwork)
- group exercise (step, high-low, dance, strength, martial arts, stability ball)
- water fitness (lectures), indoor cycling
- body-mind (yoga, stretching, Pilates)
- special populations, postrehabilitation (function, gait analysis, balance, breast cancer)
- nutrition and weight management (ergogenic aids, fat metabolism, weight loss hindrances)

Presenters are chosen not only for their expertise but also for their passion and commitment to furthering the educa-

Explore, Evolve, Experience

Why settle for mediocre continuing education opportunities when the IDEA Fitness Fusion Conference offers CECs with an edge? "As a certified group fitness professional, I need CECs to maintain my certification," says IDEA member Andy Buzinski, who lives in Chicago. "I could attend many different conferences in my area or out of state. However, I have attended Fitness Fusion for the past 12 years because I teach multiple formats and it addresses my wide variety of needs. I teach step, and each year I always learn choreography I can use. The presenters are knowledge and skill leaders, and it's a great group of participants. I've made several good friends."

There are numerous chances to get a full experience at this year's event. In addition to an inspirational welcome address by Fred Hoffman, MEd, 2007 IDEA Fitness Instructor of the Year, who will be talking about how to face your fears, more than 100 sessions will help you strategize your best next career move. Here is how the program grid breaks down:

InTensives Intensify Your Experience

If you are committed to improving your skills and would like to submerge yourself in an in-depth learning experience, InTensives are perfect for you. They are offered within the main conference, and you receive a certificate of completion for each one you attend. Here's a preview of this year's opportunities:

- Movement Training for Special Populations
- Your Visual Quest—YOU, a Year From Now!
- Bridging the Gap Series: Blending Traditional Exercise With Functional Movement Patterns
- Female Chain Reaction—Core Conversion Integration

Refer to your IDEA Fitness Fusion brochure for full class descriptions, or visit www.ideafit.com/fusion. Each InTensive costs \$69. Space is limited, so register early.



tion needs of fellow professionals. Bill Sonnemaker, 2007 IDEA Personal Trainer of the Year, and Margie Kidd, senior health and wellness director for Clayton Homes Inc., are leading the session “Integrating Personal Training Into the Corporate World,” just one of many high-voltage offerings. A peak at the outline reveals practical information for the gleaner. “Corporations and their employees are in desperate need of our services,” says Sonnemaker. “Now is the time to make your move and get in on the ground floor of an exciting and growing new market in the health and wellness field. Attending this session will provide participants with a clear-cut plan on how to increase revenue and effectively market their services to corporations and their employees.”

A High-Value Weekend

What can you take home from the 2008 IDEA Fitness Fusion Conference? All that you put in and much more. It’s a central location where industry professionals conspire to inspire with other like-minded people. It’s where action emerges from concept. It’s the difference between static programming and empowered, customized visions. “Time and time again I learn a lot along with a great group of participants, and have fun,” says Buzinski. “It’s a great value, and I have recommended it to other fitness professionals.”

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