

2010 IDEA Health & Fitness Inspiration Awards

APPLICATION

Be recognized

for your outstanding achievement in fitness.

Apply today.



Deadline for all applications is December 1, 2009.

INSPIRATION AWARD INSTRUCTIONS

To apply for an IDEA Health & Fitness Inspiration Award, please follow these instructions carefully. Each application is thoroughly reviewed, and any deviation from the instructions may result in a disqualification.

STEP 1 Complete the Application Form.

STEP 2 Include a copy of your resumé, not to exceed three pages. The resumé should detail the number of years you've been in the industry, the extent of your "hands-on" training or teaching experience, the number of hours per week you spend training or teaching clients, your major accomplishments and educational background, and the certification(s) you hold.

STEP 3 Supply detailed answers to the three sections listed under the award (Walk the Walk, Inspire Others and Make a Difference in Your Community.) In your responses, provide support to the bullets listed and limit each section to a total of no more than one, one-sided typed (or computer generated) page, using a 12-point font size or larger.

STEP 5 Supply two reference letters in support of the two stories in which you described how you or your program inspired a client.

STEP 6 (Optional) Include up to three newspaper or magazine clippings about you and your program(s) or facility. Please photocopy them on 8 1/2" x 11" paper, reducing clippings to fit if necessary. If more than three clippings are provided, they will not be reviewed as part of the application process and will be discarded.

STEP 7 Include six copies of the total application (including the original).

STEP 8 Provide one digital photograph of yourself (preferably a head shot) that can be used in a publication and slide presentation. Photograph should be at least 300dpi and saved as a .TIFF file.

STEP 9 Return all materials to us by December 1, 2009. Mail your application materials to:

IDEA Awards Committee • 10455 Pacific Center Court • San Diego, CA 92121-4339

Benefits to Inspiration Award Winners

- Recognition from the industry's leading membership organization
- Complimentary registration to the 2010 IDEA World Fitness Convention™
- Complimentary 1-year IDEA membership
- Beautiful glass award and award certificate for you to display
- Photo and coverage of the award winner in IDEA magazines and on the IDEA website
- Press releases sent to over 600 media contacts regarding award winner
- Serve as an IDEA media spokesperson

IDEA Health & Fitness Inspiration Awards

Criteria, Application and Nomination Instructions

IDEA Personal Trainer of the Year

ELIGIBILITY

The IDEA Personal Trainer Award recognizes an individual IDEA member who is a practicing industry professional spending at least 15 hours per week actually training clients one-on-one and has demonstrated exceptional leadership, business management, motivational and instructional skills, and who has inspired his or her clients to greater personal growth and a higher level of fitness.

HOW TO APPLY

Walk the Walk

- Describe what you are personally doing to live a healthy lifestyle.
- Characterize the professional and ethical standards to which you adhere, your personal mission and your goals for the future of the personal training industry.

- Include a copy of your resumé, not to exceed three



Cynthia Norton
2009 IDEA Personal
Trainer of the Year

pages. The resumé should detail the number of years you've been in the business, the extent of your "hands-on" training or teaching experience, the number of hours per week you spend training or teaching clients, your major accomplishments and educational background, and the certification(s) you hold.

Inspire Others

- Outline your ability to build relationships with your clients, and the ways in which you inspire and motivate your clients.
- Describe the program(s) you have implemented to help your clients achieve their goals, and the success your clients have enjoyed as a result of the program(s).
- Give two examples of how you inspired a client. Please include reference letters from those clients.

Make a Difference in Your Community

- Outline your participation in the community and/or your influence on the general public including, but not limited to, lectures, awareness campaigns, newspaper and magazine articles, or other media presentations. Describe how your work and program(s) increase community awareness or benefit the community.
- Describe your contributions to the professional credibility, development and/or awareness of the personal training industry. Summarize your participation in local, national and/or international industry-related events, committees, task forces, publications (please list) and presentations.

IDEA Program Director of the Year

ELIGIBILITY

The IDEA Program Director Award recognizes an individual IDEA member who is a healthy role model, who demonstrates keen professional commitment through community and industry involvement and whose outstanding leadership or creativity inspires staff and influences both active and underactive people to commit to a healthy lifestyle through successful, creative and diverse programming.

HOW TO APPLY

Walk the Walk

- Describe what you are personally doing to live a healthy lifestyle.
- Characterize the professional and ethical standards to which you adhere, your personal mission and your goals for the future of the fitness and wellness industry.

- Include a copy of your resumé, not to exceed three



Debi Pillarella
2009 IDEA Program
Director of the Year

pages. The resumé should detail the number of years you've been in the business, the extent of your "hands-on" training or teaching experience, the number of hours per week you spend training or teaching clients, your major accomplishments and educational background, and the certification(s) you hold.

Inspire Others

- Describe your leadership, financial and personnel management, and motivational skills both within the facility and in working with your staff. Include how your work directly contributes to your organization's success, your professional vision, your training programs, the measurements of your staff's success, any innovative cost-control or budget-cutting methods you have introduced, and effective motivation you have achieved through programming, education or training.
- Describe the successful programs or policies you are responsible for and/or have implemented. Tell us what these programs or policies have accomplished by virtue of their creativity, the diversity of markets they reach, and the impact they have had on the participation of active and underactive individuals alike. Include the methods by which you have measured how participants have reached their goals or achieved desired results, and describe the overall results your organization has achieved.
- Give two examples of how you or your program has inspired a client. Please include reference letters from those clients.

Make a Difference in Your Community

- Describe your participation in local, national and/or international industry-related events on committees, task forces, publications (please list) and presentations.
- Describe your organization and/or development of community events and outreach programs including, but not limited to, charity fundraisers, awareness campaigns, newspaper and magazine articles, lectures and fitness demonstrations.

Please see the next page for details on the IDEA Fitness Instructor of the Year Award.

Deadline for all applications is December 1, 2009.

IDEA Fitness Instructor of the Year

ELIGIBILITY

The IDEA Fitness Instructor Award recognizes an individual IDEA member who demonstrates strong leadership skills through community and industry involvement and whose superior instructional abilities and influence as an instructor motivate active and underactive people to commit to healthy lifestyles.

HOW TO APPLY

Walk the Walk

- Describe what you are personally doing to live a healthy lifestyle.
- Characterize the professional and ethical standards to which you adhere, your personal mission and your goals for the future of the fitness and wellness industry.
- Include a copy of your resumé, not to exceed three pages. The resumé should detail the number of



June Kahn
2009 IDEA Fitness
Instructor of the Year

years you've been in the business, the extent of your "hands-on" training or teaching experience, the number of hours per week you spend training or teaching clients, your major accomplishments and educational background, and the certification(s) you hold.

Inspire Others

- Describe the impact your instructional skills have had on students and peers, plus your contributions to the facility(ies) for which you instruct. Include your professional vision, the different markets you have reached and how your teaching and leadership have contributed to your organization's success.
- Describe the successful classes or workouts you are responsible for initiating, developing and instructing. Include programs that are creative or innovative, the various types of classes you teach and the target audiences you are reaching. Illustrate participation adherence, growth, participant goal attainment and specific techniques.
- Give two examples of how you inspired a client. Please include reference letters from those clients.

Make a Difference in Your Community

- Describe your participation in fitness industry-related events, committees, task forces and publications (please list).
- Describes how your work and/or program(s) increase(s) public awareness or inspires the community through your participation or developmental role in community events and outreach programs including, but not limited to, charity fundraisers, awareness campaigns, newspaper and magazine articles, lectures and fitness demonstrations.

Scholarship

Criteria and Application Instructions

Biscontini Scholarship

Recipient receives a complimentary registration to IDEA World Fitness 2010, four nights' accommodations at the convention property during the show dates and round-trip airfare from home to the convention.

ELIGIBILITY

This award recognizes:

1. Persons who strive to Inspire the World to Fitness® as a group fitness instructor or personal trainer;
2. Persons who spend at least 15 hours per week in a professional career providing motivational, professional, and effective interaction with members and/or students;
3. Persons who are financially "in need" and would be unable to attend the convention without the benefit of this grant;
4. Persons who are not professional presenters in their home country or abroad.



Lawrence Biscontini

HOW TO APPLY

1. Submit a two-page essay (no more than 1,000 words) outlining the following details:
 - What is your current role within the fitness industry? (Please explain your current role either as a professional or nonprofessional and outline your hopes for the future.)
 - If you are an active fitness professional, please describe your last formal continuing education.
 - Briefly describe your financial situation to establish that you are financially "in need."
 - What is your motivation to attend IDEA World Fitness 2010? (Please include the types of educational sessions you hope to attend.)
2. Attach a current resumé of your work. (Be sure to include your name, current contact information, places of employment with at least two references and their e-mail addresses, any fitness continuing education courses and workshops you have taken, any professional certifications you currently hold, including CPR, and any active industry memberships.)
3. Include one current photograph (headshot or full-body).
4. E-mail your complete application to IDEAawards@ideafit.com.

Please note: Applicants must complete the application in English and submit it to IDEA by December 1, 2009. Applicants must be available for travel to the event the day prior to the convention and return the day after the convention. Applications must be complete and awards are not transferable. The selection committee will announce the award winner by March 31, 2010.

Awards Checklist

- Completed and signed Application Form
- Resumé (3 pages maximum)
- Criteria Information (3 one-sided pages)
- Newspaper Clippings (optional, 3 clippings maximum)
- 2 Reference Letters
- 6 copies of your entire submission (all of the above items)
- Digital photograph of yourself

Scholarship Checklist

- Completed and signed Application Form
- Essay (refer to scholarship for length)
- Resumé (1 page maximum)
- Photograph of yourself

Nominate a Colleague Application

Know a deserving colleague whose stellar work has made him or her a candidate for the 2010 IDEA Health & Fitness Inspiration Awards? Then nominate the candidate by using this form! Just have it postmarked by **Nov. 1, 2009**, and we will contact your nominee to have him or her complete the application process.

Return completed application to:
IDEA Awards Committee
10455 Pacific Center Court
San Diego, CA 92121-4339
or submit via e-mail to
IDEAawards@ideafit.com

Please indicate which award your friend/colleague is qualified for. (Check one.)

- IDEA Personal Trainer of the Year** **Biscontini Scholarship**
 IDEA Fitness Instructor of the Year
 IDEA Program Director of the Year

Your Name _____

Nominee's Name (Note: Nominee must be an IDEA member to apply for an award.) _____

Nominee's Home Phone _____

Nominee's Business Phone _____

Nominee's Fax _____

Nominee's E-mail _____

Nominee's Address _____

Nominee's City _____ Nominee's State/Province _____

Nominee's Zip/Postal Code _____ Nominee's Country _____

General Application *to be completed by applicant*

Important Notice

Please do not send videotapes, books, CDs, audiotapes, brochures or posters. They will not be reviewed as part of the application process and will be discarded.

Once the application deadline arrives, all applications will be sent to a panel of fitness industry experts for review.

Due to the volume and length of the applications, the top 6 applicants will be chosen based on their resumé. The top 6 applications will then be judged based on the entirety of their content. **The three finalists in each category will be notified by April 10, 2010.**

Return completed application to:
IDEA Awards Committee
10455 Pacific Center Court
San Diego, CA 92121-4339

Please indicate which award/scholarship you are applying for. (Check one.)

- IDEA Personal Trainer of the Year** **Biscontini Scholarship**
 IDEA Fitness Instructor of the Year
 IDEA Program Director of the Year

Your Name _____

IDEA Membership Number: (You must be an IDEA member to apply for an award.)

Home Phone _____

Business Phone _____

Fax _____

E-mail _____

Address _____

City _____ State/Province _____

Zip/Postal Code _____ Country _____

All statements and claims in this application are accurate. My application is subject to disqualification if any inaccuracies or misstatements are uncovered during the review of my application. If it is found that the applicant is not in compliance with the IDEA Code(s) of Ethics, the applicant will be disqualified. I agree to keep all award information confidential until IDEA publicly announces the information.

Signature _____

