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**2004 IDEA PROGRAM DIRECTOR OF THE YEAR AWARD
PRESENTED TO SHERRY CATLIN**

San Diego – The prestigious *IDEA Program Director of the Year Award* has been presented to Sherry Catlin of Boston, Massachusetts. This honor – given at the *IDEA Health & Fitness Awards Ceremony* at the *IDEA World Fitness Convention®*, held in San Diego, California, July 7-11 – recognizes an individual whose outstanding leadership inspires staff and influences both active and underactive people to commit to a healthy lifestyle through successful, creative and diverse fitness programming. The *IDEA Health & Fitness Awards* – sponsored by Propel Fitness Water® – are considered to be the fitness industry's highest form of recognition and have been presented annually since 1985.

As the Director of Program Development for Body Bar Systems, Sherry is responsible for instructor education programs for clubs and conferences throughout the fitness industry. In this role, she constantly strives to ensure that the Body Bar programs and the master instructors that she selects are up-to-date, if not leading the way, when it comes to innovative workouts that help instructors get results for their students. She has also created and developed Body Bar's "Master Your Body Program" which is dedicated to inspire innovation and creativity in exercise through educational master classes, workshops and 27 instructional fitness videos.

As the fitness director for The Squash Club in Boston, Sherry has committed her energies and resources to identify, develop and mentor new talent. "Creative and fresh programming," she says, "relies on dynamic and inspiring instructors to motivate and inspire members to commit to a healthy lifestyle of movement. It is imperative for the continued evolution of the fitness industry that managers invest resources and provide instructors with the knowledge, skills and tools necessary to service the members with the newest, most innovative and effective programming in a dynamic and entertaining way."

With over 25 years experience in the fitness industry, Sherry believes that a knowledgeable, innovative program director's first focus must be to hire and train top-notch instructors and staff who will make an impact on a facility's membership. "This 'inward focus' leads to increased member participation and effortless retention," she says.

As the 2004 *IDEA Program Director of the Year*, Sherry will serve as an *IDEA* spokesperson on issues pertaining to fitness programming. She will also be profiled in the October 2004 issue of *IDEA Fitness Journal*.

Leading authorities in the fitness industry developed the criteria for this award. A review panel of *IDEA* members who are program directors judged the applications and graded them according to the established criteria. Through this process, three finalists were selected and the award recipient was announced on July 9. The two other finalists for this award were Beth Shaw of Hermosa Beach, California and Kymberly Williams-Evans of Goleta, California.

"Successful program directors must be leaders who motivate their staff and ensure that they are able to meet the fitness needs of their many different types of clients. As they reach out to sedentary and overweight adults and undertake efforts to *Inspire the World to Fitness™*, a program director must develop innovative and effective fitness programming that targets these groups. This award is *IDEA's* way of recognizing the important efforts of this key group of fitness professionals," says Kathie Davis, executive director of *IDEA Health & Fitness Association*.

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The *IDEA World Fitness Convention* is the premier educational event for health and fitness professionals and attracts over 4,000 participants from more than 60 countries. This year's event has over 300 educational sessions presented by over a 150 of the world's leading health and fitness educators. ***Inspire the World to Fitness*** is the focus of this year's conference and a wide assortment of lectures and workshops will help fitness professionals address the twin health challenges of obesity and sedentary living. *IDEA's* Senior Partners are Nautilus Health & Fitness Group® and STOTT PILATES™.

IDEA Health & Fitness Association is the world's leading membership organization of health and fitness professionals with more than 19,000 members in over 80 countries. Since 1982, *IDEA* has provided health and fitness professionals with pertinent information, educational opportunities, career development programs and industry leadership while helping them enhance the quality of life worldwide through safe, effective fitness and healthy lifestyle programs. For more information on *IDEA* events, publications, educational products, member services or other activities, visit the *IDEA* Web site at: **www.ideafit.com**

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