



Inspire the World to Fitness®

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IDEA Health & Fitness Association Names Alex and Sherri McMillan Program Directors of the Year for Their Superlative Commitment to Staff Development and Client Satisfaction

Husband-Wife Duo Make Significant Efforts to Create a Positive Work Environment and Find New Ways to Acknowledge the Work of their Staff with Continuing Education Credits and Conference Attendance

San Diego – July 26, 2006 – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with more than 20,000 members in over 80 countries, presented Alex McMillan and Sherri McMillan, MSc, with its prestigious Program Directors of the Year award during the 24th annual IDEA World Fitness Convention®, held July 25th - 29th in Las Vegas. This well-respected award recognizes an individual or individuals whose outstanding leadership, professional commitment as well as community and industry involvement has inspired others to commit to a healthy lifestyle through successful, creative and diverse programming.

The McMillans, who live in Vancouver, Wash., oversee the day-to-day operations of their business, Northwest Personal Training & Fitness Education, in a 5,000-square-foot, cutting-edge personal training studio. The facility opened in 2003, and in two years, annual revenues have surpassed \$800,000. The couple recently opened a second studio, in Portland, Ore., which is on track to generate more than \$1 million in annual revenues.

“The McMillan team is a huge success because of their work ethic and commitment to clients and staff,” says Kathie Davis, co-founder and executive director of IDEA Health & Fitness Association. “We applaud the McMillans for using their outstanding facilities for the training and growth of clients as well as staff. This award is IDEA’s way of acknowledging the significant efforts of this key group of fitness professionals who work so hard to Inspire the World to Fitness®.” The McMillans provide \$2,500 per year to each of their trainers for continuing education credits in addition to taking the staff to conferences and monthly meetings to address customer service, client programming, sales training and teamwork.

As recipients of the 2006 IDEA Program Directors of the Year award, Alex and Sherri McMillan will serve as IDEA spokespersons on issues relating to fitness programming. They also will be profiled in the July/August 2006 issue of the *IDEA Fitness Journal*.

“It’s a great honor to be recognized by IDEA Health & Fitness Association for our hard work and to receive this distinguished award,” says Alex McMillan. “I appreciate the unique opportunity my job as a program director offers by enabling me to motivate clients and staff by creating new and exciting events, like the bike/run/walk challenges we organize. Sherri and I take pride in helping our clients feel good about themselves and inspiring people to embrace exercise as part of a healthier lifestyle.”

Leading authorities in the fitness industry developed the criteria for this prestigious 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 26th. The other finalists in this category were Donna Cyrus of New York as well as Debbie Rosas and Carlos Rosas of Portland, Ore.

The annual IDEA World Fitness Convention united more than 5,000 professionals from around the globe. As the largest fitness training event in the world, this year's conference offered more than 275 educational sessions—with an opportunity to earn up to 21 continuing education credits (CECs)—and an industry leading Fitness & Wellness Expo with more than 130 exhibitors showcasing the latest fitness products and services.

About IDEA Health & Fitness Association

IDEA Health & Fitness Association is the world's leading membership organization of health and fitness professionals, with more than 20,000 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 lifestyle programs. IDEA members interact with consumers more than 25 million times a year in the fitness marketplace. For more information on IDEA events, publications, educational products, member services or other activities, visit www.ideafit.com.

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