

### **IDEA Health & Fitness Association Begins the New Year with Personal Training Tips, the Latest on Certification Compliance and Other Inspirational Strategies for Getting Fit**

IDEA Health & Fitness Association ([www.ideafit.com](http://www.ideafit.com)), the world's leading membership organization of health and fitness professionals with nearly 20,000 members in more than 80 countries, highlights how to cultivate a successful personal trainer business with new business strategies for the New Year in the January 2006 issue of *IDEA Fitness Journal*.

As the first of the Baby Boomers turn 60 this year, new senior-friendly products are becoming available, designed to better serve the diverse needs of the older-adult fitness market. IDEA provides a roadmap of the latest tools and equipment for this special group of clients, including a look at a variety of resistance equipment, weights, cardiovascular tools, balance equipment and flexibility devices. Additionally, insight for identifying the vastly different levels of functioning among older adults will prove useful in assessing what older adults need in terms of fitness equipment.

Also in this issue: an insightful article on how to keep fitness clubs compliant with the growing list of industry standards. Included is information on the Americans with Disabilities Act as well as how to make sure the staff stays current with their fitness certifications. The subject of teens' eating disorders remains of life-threatening importance in an era when the number of young people who are overweight or obese stays at an all-time high. Learn more about eating disorders while also receiving advice on how to offer early prevention and/or intervention. People always seem to have good intentions about attending a fitness class or using the services of a personal trainer. Gain some insights into how to help clients set effective intentions—and stick with them.

#### ***Additional Issue Highlights:***

- Almonds, pecans, peanuts and walnuts can lower cholesterol levels, so go nuts and have some the next time there's a craving for a salty snack.
- A recent study revealed that older adults who exercise consistently over a long period of time experience about 25 percent less pain than their sedentary companions.
- Tai Chi reduces fear of falling in older adults.
- Strategies for identifying different types and sources of stress, and determining effective ways to relieve it.
- Post-rehabilitation exercise tips for helping individuals regain fitness, function and performance.
- The American Heart Association has released its latest "personal plan for healthy weight loss." Called the "No-Fad Diet," it's based on "behavior, nutrition and physical activity."
- Which states have the highest percentage of obese adults? Mississippi and Alabama win the dubious designation while Colorado and Massachusetts have the lowest amount.
- Where is the fittest college campus in the U.S.? Try Brigham Young University.
- The estimated yearly cost of obesity at a company with 1,000 employees is a staggering \$285,000.

#### ***Inspire the World to Fitness®:***

- This month's Personal Fitness Trainer Profile highlights Dave Parise of Results Plus, a personal training business in Hamden, Conn. For the past 19 years, Parise has mixed attention to detail with an obsessive focus on nurturing and pampering to keep his business fresh and his clients motivated.

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