



Contact:

Bernhard Schroeder
IDEA Health & Fitness Association
858.535.8979, ext.275
schroederb@ideafit.com

Tabitha Bailey
HetzlMeade Communications
805.241.2532
tabitha@hetzelmeade.com

IDEA Health & Fitness Association Names Cody Sipe Program Director of the Year for Professional Commitment and Inspiring Older Adults to Embrace Fitness

Executive Director of Purdue University Fitness Facility Motivates Staff, Identifies New Revenue Streams While Co-Founding 'Coalition for Living Well After 50'

San Diego – July 12, 2005 – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with nearly 20,000 members in more than 80 countries, has presented Cody Sipe, MS, with its prestigious Program Director of the Year award during the 23rd annual IDEA World Fitness Convention®, held July 5th-9th in Las Vegas. This influential award recognizes an individual 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.

Sipe, of West Lafayette, Ind., is executive director of the A.H. Ismail Center for Health, Exercise & Nutrition at Purdue University. Sipe manages and directs all operational phases for the 750-member center and has been instrumental in generating new revenue streams. Under Sipe's leadership, the center created a successful health and fitness assessment program that provides all new members with an in-depth health and fitness profile. As co-founder and president of the "Coalition for Living Well after 50," Sipe has played a major role in bringing together more than 50 diverse organizations interested in increasing physical activity exercise participation among older local residents. In partnership with "Indiana on the Move," an affiliate of "America on the Move" and the Indiana Extension Homemaker's Association (IEHA), Sipe lead the funding effort for a program to increase walking among the IEHA's 17,000 members.

"Cody Sipe is a natural leader and role model whose motivational skills inspire his staff to do their best while encouraging his clients to achieve new levels of fitness and health," explains Kathie Davis, co-founder and executive director of IDEA Health & Fitness Association. "We applaud his energy and recognize the significant contributions he's made to the community and his profession. This award is IDEA's way of acknowledging the important efforts of this key group of fitness professionals who work so hard to Inspire the World to Fitness®."

As the 2005 IDEA Program Director of the Year recipient, Sipe will serve as an IDEA spokesperson on issues relating to fitness programming. He will also be profiled in the October issue of the *IDEA Fitness Journal*.

"It's truly an honor to be recognized by my peers and other leaders in the fitness industry by receiving this distinguished award from IDEA Health & Fitness Association," says Sipe. "I appreciate the unique opportunity my job as a program director offers by enabling me to create new and exciting ways to inspire people to embrace exercise as part of a healthier lifestyle."

Leading authorities in the fitness industry developed the criteria for this well-respected 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 7th. The other finalists in this category were Donna Cyrus of New York City and Alex and Sherri McMillan, MSc of Vancouver, Washington.

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 150 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 nearly 20,000 members in more than 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.

#

###