



IDEA Health & Fitness Association Scrutinizes Career and Industry Issues for Personal Instructors and Group Exercise Professionals while Providing Hands-on Advice from Fitness Pros

IDEA Health & Fitness Association (www.ideafit.com), the world's leading membership organization of health and fitness professionals with nearly 20,000 members in more than 80 countries, offers career insight and real-world advice for fitness professionals in the latest issue of the *IDEA Fitness Journal*.

In this edition, the association shares experiences and career commentary from industry veterans across a range of fitness careers, including program directors, fitness trainers and group exercise instructors. Tips for expanding into lifestyle coaching as a way to enhance career longevity and variety is offered along with recommendations for how to market lifestyle coaching to different clientele. In addition, this career-oriented issue includes tools and useful resources for facilitating more creative approaches to bolstering business and keeping clients focused on their exercise regimes.

Highly effective teamwork strategies are shared in the "Integrate to Elevate" success formula, which is based on a best-selling book by Pat Riley, former coach of the Los Angeles Lakers. Many of the ideas in this article are extremely relevant to the challenges facing group fitness managers who need to unify a department of individuals with unique ambitions, talents and passions. Advice for redefining teams for optimal cooperation and productivity is provided.

Other topics that are addressed in this informative issue include:

- An update on Ai Chi, a popular mind-body aquatics program that blends mind-body exercise elements. An overview of program elements, benefits and diverse population applications are detailed.
- Inspirational stories from IDEA members' clients and participants on how joining the wellness revolution has transformed their health and lives.
- Celebrating the accomplishments of the 2005 IDEA Health & Fitness Award finalists with biographies of devoted pros from around the world.
- Insight into an evolving fitness trend involving a lifestyle enhancement model as part of an integrated wellness approach.
- Tips for evaluating fitness equipment before making major purchases

Additional Issue Highlights:

- Examining the pros and cons of medical reimbursements for personal fitness trainers;
- Discussing the pitfalls of online training and growing legal liabilities;
- Tips for selling an in-home business
- Fitness participants aged 55 and older are flocking to gyms and now account for 25 percent of total health-club members in the U.S.
- Radical diets are linked to obesity in girls

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- Attend the premier event for personal trainers: IDEA Personal Trainer -NYC, New York, NY, October 6-9. Extensive education opportunities, Keynote Speaker John Alston, premier presentations and the return of the widely popular Club without Walls highlights the event. To register, call 1.800.999.4332, ext.7 or visit www.ideafit.com/ptrainer