



Inspire the World to Fitness®

Contact:

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

Tabitha Bailey
HetzlMeade Communications
805.241.2532
tabitha@hetzmeade.com

**IDEA Health & Fitness Association to Present Leadership Sessions at IHRSA's 25th
Anniversary International Convention and Trade Show**

*Presentations Address the Future of Personal Training, Group Exercise,
the Development of Future Fitness Professionals and Mind-Body Programming*

San Diego – March 3, 2006 – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with nearly 20,000 members in more than 80 countries, is presenting a quartet of innovative sessions with highly inspirational presentations from IDEA executives and IDEA spokespersons at the annual convention held by the International Health, Racquet & Sportsclub Association (IHRSA). The International Convention and Trade Show, a leading fitness industry educational, networking and product-showcasing event, will be held in Las Vegas on March 20-23 and features a keynote address by former President Bill Clinton.

IDEA's leadership sessions in this year's educational program addresses the future of personal training and group exercise programming while also providing important insights into emerging mind-body programming and recommendations for developing future fitness professionals. According to Peter Davis, chief executive officer and co-founder of IDEA Health & Fitness Association, participating in IHRSA's annual convention with four high-profile sessions is an important milestone in IDEA's mission to provide health and fitness professionals with premier educational opportunities. "We are extremely pleased to take part in IHRSA's 25th annual convention and share motivational concepts for club operations personnel as well as progressive programming ideas for fitness professionals," he says. "For the past 25 years, IHRSA has done an excellent job of championing the cause of quality and innovation throughout the health, racquet and sportsclub industry."

IDEA's leadership sessions include:

- **Mind-Body Programming has Arrived: What you Should Know.** Peter Davis, CEO and co-founder of IDEA, will lead this session, which also features Kerry Silverstone, Walnut Creek Sports & Sports Club; Lawrence Biscontini, IDEA 2004 Group Fitness Instructor of the Year and group fitness instructor for Golden Doors Spa in Greece; and Mara Carrico, yoga instructor. This presentation will be held on Monday, March 20 from 3:00-4:00 p.m.
- **Developing Future Fitness Professionals for Our Industry.** Jan Schroeder, Ph.D., Senior Exercise Physiologist/Director of Event Programming for IDEA, will head this session, which will be held on Wednesday, March 22 from 2:00-3:30 p.m.
- **Looking Forward: What's Next in Personal Training.** Kathie Davis, executive director and co-founder of IDEA, will lead this session. Also featured are: Mitch Bakin, vice president of fitness for Sports & Health Clubs; Todd Durkin, IDEA 2004 Personal Trainer of the Year and owner of Human Performance Center/Fitness Quest 10; and Sherri McMillan, M. Sc., IDEA 1998 Personal Trainer of the Year and owner of

Northwest Personal Training & Fitness Education. This session will be held on Thursday, March 23 from 8:00-9:00 a.m.

- **The Future of Group Exercise Programming.** Jan Schroeder, Ph.D., Senior Exercise Physiologist/Director of Event Programming for IDEA, will lead this session. Participants will include Rob Click, a member of IDEA's Group Fitness committee and national program director for CRUNCH Fitness; Keli Roberts, group exercise manager for Equinox; and Marcos Prolo, owner of Fitness Factory Consulting and Training. This session will be held on Thursday, March 23 from 9:30-10:30 a.m.

Attended regularly by a full range of health club and manufacturer personnel, IHRSA's International Convention and Trade Show historically attracts more than 5,000 industry professionals to its convention while more than 10,000 professionals are expected to attend the trade show and exhibition. According to John McCarthy, executive director of IHRSA, IDEA's participation reinforces IHRSA's continuing commitment to providing the health, racquet and sportsclub industry with the highest levels of leading-edge educational resources. "IDEA has consistently remained at the forefront of the fitness industry with breakthrough fitness concepts and programming innovations," he says. "We welcome IDEA's participation in our 25th International Convention and Trade Show and expect their sessions to be lively, informative and inspirational."

To register or receive additional information about the event, visit IHRSA's website at www.ihrsa.org.

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.

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