Milestones 1995–2007

**1995**
Exercising with free weights becomes the most popular fitness activity in America (American Sports Data).

**1996**
IDEA conducts and publishes the industry’s first comprehensive Fitness Programs Survey, as well as its first opinion statement, which addresses music volume and the danger of hearing loss for instructors and participants during group exercise class.

**1997**
Researchers find that women who exercise at least 3 hours a week reduce their risk of breast cancer by 37% (The New England Journal of Medicine).

**1998**
IDEA introduces IDEA Fitness Edge, a newsletter specifically for group fitness instructors.

**1999**
IDEA Personal Trainer Trendwatch shows post-rehabilitation training as an area of steady growth. Group personal training also increases in popularity.

**2000**
“Healthy People 2010” aims to raise the percentage of adults who do 30 minutes of moderate physical activity regularly, preferably daily, from 15% to 30%.

**2001**
New U.S. government guidelines recommend that adults are physically active at least 60 minutes per day to decrease the risk of chronic disease.

**2002**
IDEA’s 2002 Group Fitness Trendwatch identifies yoga and Pilates as the most popular group fitness activities.

**2003**
IDEA begins its signature initiative to Inspire the World to Fitness®.

**2004**
Three new IDEA publications debut: IDEA Fitness Journal, IDEA Fit Tips and IDEA Trainer Success.

**2005**
IDEA Fitness Journal wins the first of 13 MAGGIE Awards for magazine excellence from the Western Publishing Association. The MAGGIES are considered the Oscars® of the publishing world.

**2006**
IDEA launches the Inner IDEA® Conference with its purpose of “inspiring the world to wellness through body, mind and spirit.” The inner IDEA emphasis is on wellness within a holistic philosophy geared toward personal transformation and the establishment of a conscious community of body-mind (yoga, Pilates, integrative exercise, tai chi and allied health) professionals.

**2007**
The U.S. Bureau of Labor Statistics projects that jobs for “fitness trainers and aerobics instructors” will grow 44% between 2002 and 2012.

**2008**
IDEA celebrates in silver as it marks 25 years of fitness industry leadership!

The first-ever IDEA® Personal Trainer Institute is held in Orlando, Florida.

**2009**
IDEA’s 2009 Group Fitness Trendwatch identifies cycling as the most popular group fitness activity.

**2010**
IDEA conducts a new national survey of fitness professionals and finds that 85% of fitness professionals are satisfied with their jobs, substantially higher than the U.S. norm.

**2011**
IDEA launches IDEA’s signature initiative to Inspire the World to Fitness®.

**2012**
IDEA celebrates 25 years of fitness industry leadership with a special anniversary edition of IDEA Fitness Journal.

**2013**
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**2014**
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**2020**
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**2024**
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**2025**
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Milestones 2008–2011

2008

The FDA approves the sale of cloned meat and dairy products.

IDEA introduces a new online exercise library.

IDEA launches a video subscription service.

IDEA Fitness Manager becomes the first of IDEA’s print publications to go digital.

The American Medical Association (AMA) releases a position statement supporting a ban on artificial trans fats in restaurants and bakeries nationwide.

Studies suggest that text messages can positively influence health behaviors.

2009

Students in some New York state schools begin undergoing mandatory weight and BMI screenings at the start of the school year.

Researchers study the impact of the Nintendo Wii on users’ fitness levels.

The American Academy of Orthopaedic Surgeons releases nutrition standards in school lunches.

The American Dietary Association (USDA) invests $19 million to explore how American farmers can create a more sustainable supply of organic ingredients to meet the rapidly expanding demand.

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The CDC allocates $642 million for programs focused on increasing activity levels, improving nutrition, lowering obesity rates and decreasing the number of people who smoke.

IDEA introduces the IDEA Certificate Program, a video-based home-study program for group fitness instructors.

Online fitness training continues its expansion as more fitness professionals take to the internet to provide services.

2010

The U.S. Food and Drug Administration (FDA) makes a landmark statement, saying it is incapable of adequately safeguarding the nation’s food and drug supply.

The President’s Council on Physical Fitness and Sports unveils its first-ever fitness challenge for adults.

According to IDEA’s Fitness Industry Compensation Survey, personal trainers are making an average hourly rate of $34.75.

New clinical practice guidelines are issued jointly by the American College of Physicians and the American Pain Society recommending the practice of vinyasa-style yoga as moderately effective therapy for individuals with chronic lower-back pain.

The 2011 Youth Risk Behavior Survey finds that 69% of students in K–12 do not attend daily physical education classes in school.

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The “godfather of fitness,” Jack LaLanne, dies at the age of 96.

IDEA launches IDEA Pilates Today, a digital publication for the Pilates community.

First Lady Michelle Obama announces the Let’s Move! campaign, aimed at tackling childhood obesity and helping kids to lead healthier, more active lives.

The USDA and the HHS update their dietary guidelines, encouraging Americans to eat less salt and saturated fat and more fruits and vegetables.

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Milestones 2012–2014

2012

The World Health Organization reports that, globally, 1.4 billion people are overweight and 500 million are living with obesity.

First Lady Michelle Obama and 300,265 people across the nation break the Guinness World Record for most people performing jumping jacks in a 24-hour period.

IDEA launches IDEA Food and Nutrition Tips, the fitness industry’s first-ever publication focused on nutrition education.

The new Client Newsletter—built with IDEA content geared to consumers—becomes available to IDEA members, who can customize it and send it to clients each month.

2013

The AMA officially labels obesity as a disease. Only 20% of Americans get enough weekly exercise, according to the CDC.

The National Institutes of Health website launches a searchable dietary supplement database that helps users understand supplement fact panels, provides directions for use, and more.

Research shows that physically active students tend to test better academically.

The world mourns the loss of “the father of bodybuilding,” Joe Weider.

The American Dietetic Association changes its name to the Academy of Nutrition and Dietetics.

2014

IDEA launches IDEA Food and Nutrition Tips, the fitness industry’s first-ever publication focused on nutrition education.

IDEA launches IDEA Pilates Today.

IDEA launches BlogFest, the first-ever event designed for health and fitness bloggers, at the IDEA World Convention.

IDEA’s flagship publication, IDEA Fitness Journal, marks its 10th year in print.

The FDA mandates that all chain restaurants, similar retail food establishments and vending machines with 20 or more locations list calorie information on menus and menu boards.

IDEA launches IDEA Food and Nutrition Tips, the fitness industry’s first-ever publication focused on nutrition education.

IDEA launches BlogFest, the first-ever event designed for health and fitness bloggers, at the IDEA World Convention.

IDEA celebrates its 30th anniversary.

Kathie and Peter Davis are inducted into the National Fitness Hall of Fame.

Medicare begins offering obesity screening and counseling as part of a preventive-services package under the Affordable Care Act.

2012–2014

2012

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2013

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2014

IDEA launches IDEA Personal Trainer Institute West debuts in Seattle.

CVS†caremark mandates that employees using its medical insurance plan submit to certain screenings or pay extra for coverage.

Fidelity Investments and the National Business Group on Health state that more than twice as many midsize corporate employers intend to offer workplace wellness programs as did so in 2010.

First Lady Michelle Obama and 300,265 people across the nation break the Guinness World Record for most people performing jumping jacks in a 24-hour period.

Researchers find that 450 minutes of physical activity per week—mostly from walking—cuts early death risk by as much as 38%.

IDEA hosts the inaugural IDEA World Club & Studio Summit—a 3-day educational event for club and studio managers and owners—at the IDEA World Convention.

Research shows a link between exercise and reduced work stress.

Pokemon Go is released, adding 144 billion steps to U.S. physical activity levels in just 1 month, according to an estimate by researchers.

The 2016 Yoga in America Study Conducted by Yoga Journal and Yoga Alliance says more than 36 million people in the United States practice yoga.

The National Consortium for Credentialing Health & Wellness Coaches and the National Board of Medical Examiners sign an agreement to launch a national individual health and wellness coach certification.

IDEA combines the best of IDEA Fitness Manager and IDEA Trainer Success by launching a new publication for club and studio owners and managers: IDEA Fit Business Success.

IDEA retires IDEA Trainer Success, its publication on the business of personal training, and IDEA Fitness Manager, its fitness management publication and the longest continuously running newsletter in the industry, at 30 years.

Outdoor exercise and activities are on the rise, according to the Physical Activity Council’s 2017 Fitness Participation Report.
**Milestones 2018–2019**

**2018**

- IDEA China launches at the Shanghai World Expo Exhibition and Convention Center as part of FIBO China, August 16-18. This marks a first for a major U.S.-Chinese collaborative fitness education event.
- A study in *JAMA Psychiatry* finds that resistance training “significantly reduces depressive symptoms.”
- The HHS Office of Disease Prevention and Health Promotion releases the second edition of the Physical Activity Guidelines for Americans.
- A fitness industry report finds that more than 71.5 million consumers utilized U.S. health clubs in 2018.

**2019**

- Wearable technology—such as fitness trackers, smartwatches, heart rate monitors and GPS trackers—lands on the industry watch list as a top fitness trend. Say hello to the “quantified self” and a new era of leveraging data for client motivation and management.
- Research finds that people who sit for many hours, regardless of whether or not they exercise regularly, are at increased risk of higher liver-fat levels.
- IDEA launches IDEA RiPro U, a platform designed to improve the continuing education experience and help fitness professionals maximize their learning time.
- Amy Boone Thompson is named vice president for AIM Fitness Group, IDEA Health & Fitness Association, IDEA China and Oxygen.

**2020**

- New research recommends 107 compressions/minute with a compression depth of 1.85 inches as the ideal CPR practice to improve survival.
- The National Strength and Conditioning Association releases its first position stand on resistance training for older adults (ages 65 and older). Replete with 663 research citations, the paper focuses on how muscle mass and strength interventions can minimize several deleterious effects.
- IDEA launches IDEA Listen & Learn CEC podcast, the industry’s first CEC podcast.
- IDEA launches IDEA Learn & Learn CEC platform, a digital learning platform designed to improve the continuing education experience and help fitness professionals maximize their learning time.
- IDEA creates the COVID-19 Support Center to help its members navigate the pandemic and offer helpful resources, including updates on financial support and legislation, such as the Gym Mitigation and Survival Act and The Health & Fitness Recovery Act of 2020 (H.R. 8485).
- IDEA® World Virtual continues a long tradition of presenting the best fitness education in the industry, digitally connecting fit pros.
**Milestones 2020–2022**

**2021**
IDEA launches the IDEAfit PRO SHOW, a mastermind format podcast and inspirational audio-video talk show.

IDEAfit PRO SHOW

IDEA Personal Trainer Institute and IDEA® World Convention return to in-person education after two years of pandemic lockdowns.

**2022**
IDEA holds its premier 3-day event in Korea, IDEA® KOREA 2021.

Amy Boone Thompson, former vice president and general manager, acquires IDEA Health & Fitness Association, becoming owner and chief executive officer.

IDEA celebrates 40 years of fitness industry leadership! Happy Birthday to IDEA!

IDEA introduces its Diversity, Equity and Inclusion Committee, an assembly of notable fitness professionals whose purpose is recommending actions to help IDEA meet the needs of members and the larger industry.

The 80-page Move Your Mental Health™ Report from the John W. Brick Mental Health Foundation shares research from a 30-year span that shows how more than 20 different forms of physical activity impact mental health outcomes.

The new, upgraded IDEAfit+ Membership offers a value-packed bundle of content, services and support tools, including unlimited CECs.

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