

# Spanning 25 Years:

## IDEA & FITNESS INDUSTRY MILESTONES 1982-2007



### 1982

Peter and Kathie Davis found IDEA, and the first *IDEALetter* is sent to a membership of 300.

Reebok designs and mass-produces a shoe for high-impact aerobics.

Jane Fonda releases her first workout video

Leonard Schwartz, MD, writes *Heavyhands: The Ultimate Exercise*, prompting the trend of using hand weights in exercise classes.

### 1984

IDEA holds its first international convention in San Diego to a sold-out crowd.

The first edition of IDEA's magazine, *Dance Exercise Today*, is published.

24.4 million Americans participate in aerobics (National Sporting Goods Association).

Study indicates that improved fitness reduces risk of hypertension (Institute for Aerobics Research).

IDEA becomes the national sponsor for the American Heart Association (AHA) "Dance for Heart" charity events. IDEA is proud to be affiliated with a cause that helps people and provides a vehicle for IDEA members to promote their classes and encourage their students to be active in a worthwhile event.



### 1986

*Dance Exercise Today* features article on voice abuse and vocal injury, warning instructors that shouting during aerobics workouts can be dangerous to vocal cords.

The IDEA Foundation produces *Guidelines for Training of Dance Exercise* Instructors and conducts its first industry-wide standardized certification exam.

Study indicates that aerobic dance injuries are less common per hour of participation than tennis or running injuries (*Women's Sports and Fitness*).

Study shows that people who expend 2,000 calories or more a week have a 28% lower death rate than those who don't (*The New England Journal of Medicine*).

IDEA launches its state meeting program to provide a local community for networking and education. Michigan is the site of the first state meeting.

### 1988

IDEA introduces the industry's first Code of Ethics.

IDEA (International Dance Exercise Association) changes its name to IDEA: The Association for Fitness Professionals, to reflect its broadening interest in fitness.

*Dance Exercise Today* changes its name to *IDEA Today* and increases to 10 issues a year.

IDEA introduces *IDEA Business Today* newsletter for fitness business owners and managers.

Survey of IDEA business members reveals that 63% of their dance exercise studios were profitable in 1987.

IDEA membership grows to 14,000 members in 45 countries.

Jacki Sorensen celebrates the 20<sup>th</sup> anniversary of her first "Aerobic Dancing" class.

Study finds that aerobic dance can improve pulmonary function and quality of life for asthma patients (*Annals of Allergy*).



### 1983

IDEA membership grows to 3,000.

The first National Aerobic Championships are held.

Study indicates that aerobics may be just as beneficial as jogging (*Medicine & Science in Sports & Exercise*).

Studies show that weight-bearing exercise may help prevent osteoporosis and bone loss (*Medicine & Science in Sports & Exercise*).



### 1985

Peter and Kathie Davis establish the IDEA Foundation (now known as the American Council on Exercise) to provide certification for aerobics instructors.

IDEA's first regional representatives are voted into office, and the first state representatives are appointed.

The fitness industry's first awards are presented at the IDEA International Convention.

A deluge of aerobics attire invades the sportswear and mainstream markets (*Women's Sports and Fitness*).

Increased injuries in aerobics classes prompt instructors to offer low-impact aerobics as an option. Study examines injuries and offers advice on prevention, including the importance of wearing proper shoes (*The Physician and Sportsmedicine*).

The American College of Obstetricians and Gynecologists releases formal guidelines for exercising during pregnancy.

### 1987

Johnny G creates Spinning®, laying the groundwork for the explosion of indoor cycling classes in the 1990s.

In the United States, \$400 million is spent on aerobics shoes and more than \$1 billion is spent on exercise equipment.

Research shows that low-impact aerobics is a viable form of aerobic exercise and produces benefits similar to those gained from traditional modes of aerobic exercise (McCord).

Study finds that omitting contraindicated back movements from aerobics programs reduces back injuries by 42.8% (American Alliance for Health, Physical Education, Recreation and Dance national convention).

Research shows that handheld weights may be used safely in aerobics classes but do not significantly modify VO<sub>2</sub>max or body composition (*American Journal of Sports Medicine*).

IDEA conducts 11 state meetings. To meet members' needs, the company strives to provide more local networking and educational events.

Washington, DC, hosts IDEA's first eastern Educational Conference.





# Milestones, 1990–1991



**1990**

IDEA introduces a membership category and newsletter for personal trainers.

The IDEA Foundation offers its first personal trainer certification. The first World Aerobic Championship is held in San Diego in conjunction with the IDEA International Convention.



Exercising on stair-climbing machines becomes the fastest-growing fitness activity (American Sports Data Inc.).

Study shows that 20 minutes of resistance exercise performed 3 days per week is sufficient for developing higher levels of strength (*American Fitness Quarterly*).

The American College of Sports Medicine (ACSM) revises its position stand on exercise prescription to include strength training workouts.

IDEA moves forward with three major events per year. The second one-on-one conference is held in Washington, DC.; the International Convention is held in San Diego; and the Educational Conference is held in Orlando.

“Healthy People 2000” is created by the U.S. Department of Health and Human Services. The objectives: to get 30% of Americans engaging in moderate daily physical activity and to reduce sedentary lifestyles to no more than 15% of the population within the next 10 years.

# Milestones, 1992–1996



**1994**

IDEA Personal Trainer newsletter becomes a magazine.

IDEA, in conjunction with the International Health, Racquet & Sportsclub Association (IHRSA) and the International Spa Association, founds the National Health & Fitness Coalition.

World Fitness IDEA® convention attendees embrace mind-body fitness programs (Pilates, yoga, tai chi and Nia).

Manufacturers produce innovative computer-aided exercise machines.

Study finds that high-intensity strength training effectively preserves bone density in postmenopausal women (*The Journal of the American Medical Association [JAMA]*).

An ACSM position stand concludes that exercise benefits patients with coronary disease (*Medicine & Science in Sports & Exercise*).

New “Nutrition Facts” food labels become mandatory in the United States.

**1992**

IDEA holds an educational conference in Europe.

IDEA celebrates its 10<sup>th</sup> anniversary.

Research shows that HIV-positive men can increase strength and cardiorespiratory fitness without compromising standard measures of immune function (*Medicine & Science in Sports & Exercise*).

Study finds that a mind-body component can add significant psychological benefits to the exercise experience (Rippe & Stricker).

**1989**

IDEA holds its first personal training conference.

IDEA launches the IDEALink (Local Interaction, Networking and Knowledge) program.

Step/bench pioneers Gin Miller and Connie Williams introduce this new training concept at the IDEA International Convention. The STEP™ platform appears on the market.

Judi Sheppard Missett's Jazzercise® celebrates its 20<sup>th</sup> anniversary.



The Institute for Aerobics Research reports that moderate levels of exercise will greatly reduce a person's risk of premature death—even if other risk factors are present.

Research suggests that aerobic exercise can reduce joint pain in people with arthritis (*The Physician and Sportsmedicine*).

**1991**

IDEA's membership reaches the 20,000 mark.

The IDEA Foundation changes its name to the American Council on Exercise (ACE).

Study comparing different exercise programs finds that a combination of aerobics and strength training yields the greatest fat loss, while actually increasing lean body mass (ACSM's annual meeting).

Study provides strong evidence that employees with positive health behavior (including physical activity) cost companies considerably less in medical claims (*American Journal of Health Promotion*).

Research review finds that step exercise appears to be safe and effective but does not burn fat better than other aerobic exercise executed at similar intensities and durations (La Forge).

Report confirms that exercise can lower resting blood pressure in hypertensive populations (*Exercise and Sports Sciences Review*).



**1993**

IDEA researches and publishes the first study of compensation for fitness instructors and program directors.

Peter and Kathie Davis, cofounders of IDEA, are appointed special advisors to the California Governor's Council on Physical Fitness and Sports.

IDEA creates the IDEA Performance Review System to help instructors get timely, clear feedback from their supervisors.

ACSM reviews more than 40 studies and concludes that endurance training reduces blood pressure in people with mild to moderate hypertension.

Research shows that important health benefits can be captured from regular lower-intensity exercise and that three 10-minute exercise segments may be as beneficial as 30 minutes of nonstop activity (Haskell, at ACSM's annual meeting).

A new guideline advising sedentary adults to accumulate 30 minutes or more of moderate-intensity physical activity over the course of most days of the week is announced by the Centers for Disease Control and Prevention (CDC), the President's Council on Physical Fitness and Sports, and ACSM.



IDEA conducts its first Canadian Fitness Leadership Conference in Toronto.



# Milestones, 1997–1999



**1996** IDEA's first opinion statement addresses music volume and the danger of hearing loss for instructors and participants during group exercise classes.

IDEA conducts and publishes the industry's first comprehensive Fitness Programs Survey.

The Fédération Internationale Gymnastique adopts sportaerobics, formerly known as "competitive aerobics," as a new discipline, thereby positioning the sport for the Olympics.

Original research published in *IDEA Today* compares treadmill running, stationary cycling, simulated cross-country skiing and aerobic riding. The results show that when exertion is kept at a somewhat hard level, one mode isn't superior over the others.



The Kennedy-Kassebaum Health Care Reform Bill is signed into law, giving insurance carriers the go-ahead to provide premium discounts or rebates to Americans engaged in documented healthy lifestyle behaviors, such as exercise.

*Physical Activity and Health: A Report of the Surgeon General* is released, officially validating, for the first time, what decades of research have revealed about physical activity and health.

Researchers find that low fitness levels are associated with higher death rates (*JAMA*).



*IDEA Today* magazine changes its name to *IDEA Health & Fitness Source*.

**1998**

IDEA presents its first Personal Trainer of the Year award.



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



Dean Ornish's Multicenter Lifestyle Heart Trial finds that heart patients who combine a low-fat diet with moderate aerobic exercise, stress management techniques and group support can substantially improve their risk factor and clinical status.

Study finds that obese subjects who are fit are not at significantly higher risk of cardiovascular disease than their fit, normal-weight counterparts; however, the study also shows that mortality risk increases more than threefold for obese subjects who are not fit (*JAMA*).

ACSM revises its position stand on recommended quality and quantity of exercise to include flexibility training.

The National Association for Sport and Physical Education releases *Physical Activity for Children: A Statement of Guidelines*, explaining the amount and intensity of exercise that's best for preadolescent kids.



**1995**

IDEA introduces "Make Fitness Happen," a campaign to increase fitness participation among the inactive.

Fitness professionals explore the power of the Internet and e-mail (*IDEA Today*).

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

Researchers find that walking and aerobic dance increase bone mineral density (*Medicine & Science in Sports & Exercise*).

ACSM revises its guidelines on quality and quantity of resistance training for adults, now recommending at least one set (8–12 repetitions) of a minimum of eight exercises that train the major muscle groups, performed at least 2 days per week.

The American College of Rheumatology releases guidelines for the management of osteoarthritis, with an exercise regimen listed as critically important.

The AHA publishes a revised exercise standards report listing a sedentary lifestyle as a key independent risk factor for developing cardiovascular disease.



**1997**

IDEA introduces a Code of Ethics and a set of ethical practice guidelines exclusively for personal trainers.

World Fitness IDEA includes a series of equipment-based group fitness classes, such as BodyPUMP™, indoor rowing and treadmill workouts.

World Fitness IDEA offers classes taught in Spanish.

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*).

Study finds that water exercise significantly improves older women's muscular endurance and ability to perform activities of daily living (*Medicine & Science in Sports & Exercise*).

Six fundamental standards of care for health and fitness facilities are identified in the second edition of *ACSM's Health/Fitness Facility Standards and Guidelines*. Most standards from the first edition are now explained as recommendations rather than standards.

**1999**

IDEA Personal Trainer Trendwatch shows postrehabilitation training as an area of steady growth. Group personal training also increases in popularity.

Attendees at World Fitness IDEA take part in the First Annual Wake-Up Call Workout: A Benefit to Beat AIDS.

The Yoga Alliance establishes voluntary standards and a national registry for yoga teachers in the United States to help consumers and fitness professionals determine who is a qualified yoga instructor.

Research-based *Functional Fitness Test for Seniors* is published to test abilities of older adults across a wide variety of fitness levels (Rikli & Jones).

Study finds that "lifestyle physical activity" (e.g., walking briskly or doing yard work) is just as effective as a structured exercise program in improving overall health (*JAMA*).





# Milestones, 2000–2003



## 2001

IDEA adopts a new name and logo, becoming IDEA Health & Fitness Association.

IDEA updates its Code of Ethics, publishing customized versions for facility owners and managers, personal trainers and group fitness instructors. Each code is accompanied by a set of ethical practice guidelines.

IDEA publishes the opinion statement “Benefits of a Working Relationship Between Medical and Allied Health Practitioners and Personal Fitness Trainers.”

IDEA publishes an updated opinion statement, “Recommendations for Music Volume in Fitness Settings,” providing additional information on noise and hearing loss.

A National Institutes of Health (NIH) study finds that diet and exercise can reduce the incidence of type 2 diabetes.

The first industry-wide work satisfaction study of fitness professionals—conducted by IDEA—finds that 85% of fitness professionals are satisfied with their jobs, 18% more than the U.S. norm.

*The Surgeon General’s Call to Action to Prevent and Decrease Overweight and Obesity strongly emphasizes the importance of adequate physical activity.*

An NIH report announcing new guidelines for the detection, evaluation and treatment of high cholesterol underscores the beneficial role of exercise.



## 2003

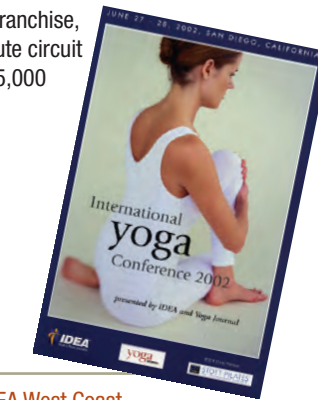
IDEA begins its initiative to Inspire the World to Fitness® by working together with IDEA members, other fitness organizations, government agencies and the media, to attack the worldwide problem of sedentary living and rising rates of obesity.

The Curves International franchise, with its signature 30-minute circuit training sessions, boasts 5,000 locations nationwide.



Study finds that quality-of-life scores for obese children are on a par with those of children with cancer.

The American Cancer Society reports that obesity is almost as risky as smoking when it comes to cancer mortality.



IDEA presents the 2003 IDEA West Coast Yoga Conference in Anaheim, California.

## 2000

IDEA and American Sports Data study finds that personal training clients pay an average of \$34 per session.

Study finds that hip fracture risk is 62% lower in vigorously active men than in men who are not vigorously active (*Archives of Internal Medicine*).

IDEA develops the IDEA Personal Trainer Recognition System and Online Locator.

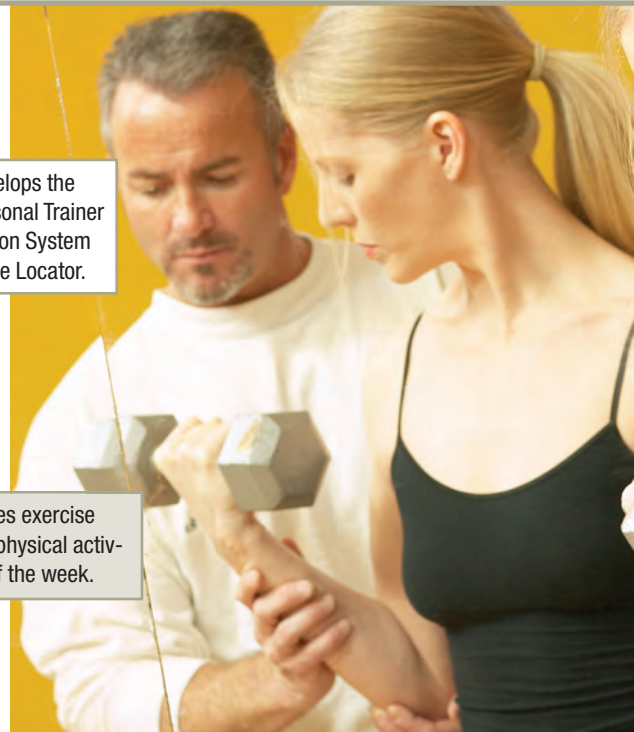
Research shows that brisk or striding walking is associated with lower risk of stroke (*JAMA*).

Study shows significant reductions in depression scores in clinically depressed patients after 4 weeks of kriya yoga—matching or exceeding results obtained with antidepressive medications.

Fifth edition of *Dietary Guidelines for Americans* updates exercise recommendations to at least 30 minutes of moderate physical activity for adults and 60 minutes for children, most days of the week.

“Healthy People 2010” calls for 30% of adults to do 30 minutes of moderate physical activity regularly, preferably daily.

IDEA introduces lifestyle coaching as an up-and-coming field for personal trainers at the IDEA International Personal Training Summit® in Philadelphia.



## 2002

More than 5.2 million Americans pay for the services of a personal trainer.

IRS recognizes obesity as a disease and begins allowing taxpayers to claim weight loss expenses as a medical deduction.

According to the CDC, more than 50% of the U.S. population are overweight and more than 25% are clinically obese.

Researchers focus on exercise and metabolic syndrome. This widespread syndrome leads to increased waist circumference, higher levels of triglycerides, lower levels of HDL (good) cholesterol and increases in blood pressure and fasting glucose.

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

IDEA presents the International Yoga Conference, presented in partnership with *Yoga Journal*, in San Diego.

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

The 2002 IDEA Fitness Industry Compensation Survey finds that pay for most fitness positions has risen in the past 2 years, even as the overall U.S. economy has been lagging.

Various federal agencies, private companies and health organizations come together to launch “5 a Day for Better Health,” a program aimed at underscoring the importance of eating five to nine servings of fruits and vegetables daily.

The U.S. government launches a federal campaign called the HealthierUS Initiative, designed to encourage healthy lifestyle choices.

The 2002 IDEA Fitness Programs & Equipment Survey shows that 89% of respondents now offer sessions to attract the inactive population.

The NIH halts a major clinical study on hormone replacement therapy because interim results link the therapy to a higher incidence of breast cancer, heart disease, stroke and pulmonary embolism.

Economist and wellness guru Paul Zane Pilzer projects in his blockbuster, *The Wellness Revolution*, that the wellness industry will rocket to a \$500 billion industry.

Clubs recognize the value of “express” (30-minute) workouts for busy members.



# Milestones, 2004–2007

## 2004

IDEA creates its first e-newsletter, *Fit Tips*, to alert members of breaking news in the industry and to provide IDEA updates.

A new IDEA logo recognizes the spirit and passion of IDEA members.

*IDEA Health & Fitness Source*, *IDEA Personal Trainer* and *IDEA Fitness Edge* are all incorporated into one magazine, *IDEA Fitness Journal*, which reports on the issues most relevant to members' fitness careers.

*IDEA Trainer Success*, a 16-page business newsletter focusing on personal training business and career development, makes its debut.

IDEA partners with Lighten Up California, a team wellness program that encourages Californians to increase physical activity levels, lose weight and live healthier lifestyles.

A new column called "Inner IDEA" is added to *IDEA Fitness Journal* to emphasize the mind-body connection to health, wellness and fitness.

IDEA introduces a new mind-body membership to professionals such as Pilates and yoga instructors, offering them many resources, including specialized educational products and industry discounts.

Study of children and adolescents finds that 50% of those who are "severely obese" have metabolic syndrome—and some already have "full-blown" diabetes (*The New England Journal of Medicine*).

**Bone Health and Osteoporosis: A Report of the Surgeon General** warns that by 2020 half of all Americans over age 50 will be at risk for bone fractures unless immediate action is taken.

More than 10.5 million people practice Pilates in the United States, according to the SUPERSTUDY® of Sports Participation, conducted by American Sports Data. This represents a 500% growth rate over the past 4 years.

The 2004 IDEA Programs & Equipment Survey puts yoga and Pilates at the top of the list for trends infusing fitness, and they are poised to grow even more.



## 2006



U.S. Surgeon General Richard Carmona, MD, likens obesity to terrorism at a lecture at the University of South Carolina. "Obesity is the terror within," he said. "Unless we do something about it, the magnitude of the dilemma will dwarf 9/11 or any other terrorist attack."

InnerIDEA.com is launched.

The U.S. Bureau of Labor Statistics projects that the occupation listing "fitness trainers and aerobics instructors" is expected to grow 44% between 2002 and 2012.

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

*Inner IDEA Body-Mind-Spirit Review*, a free, monthly e-newsletter, debuts for Pilates, yoga and wellness professionals.

The American Dietetic Association (ADA) issues a new position paper on local support for nutrition integrity in schools. It specifies how to improve school meal programs; vending-machine foods in schools; and meal and recess scheduling. It also provides a comprehensive list of resources.

The U.S. government develops MyPyramid for Kids, a new online nutrition guidance system for children.

Thirty-four percent of those who respond to the 2006 IDEA Fitness Programs & Equipment Survey offer lifestyle coaching, and of those, 48% are personal fitness trainers.

Researchers at the University of Michigan provide concrete evidence of the mind-body connection through study of the placebo effect (*The Journal of Neuroscience*).

*IDEA Fitness Journal* wins its second Maggie Award for excellence in magazine publishing.

Thousands of articles from past issues of IDEA publications are uploaded to the IDEA Online Article Archive on [www.ideafit.com](http://www.ideafit.com), giving members easy digital access to reliable information.

According to the 2006 IDEA Fitness Industry Compensation Survey, wages and salaries outpaced inflation for personal training directors, group exercise coordinators, group fitness instructors and specialty instructors. Increases in fitness floor staff earnings kept abreast of inflation, while those for fitness/program directors and yoga/Pilates instructors did not.

The 2006 IDEA Programs & Equipment Survey reports that among survey respondents, one-on-one personal training remains the most frequently offered program, with 84% of respondents offering it.



## 2005

Study finds that walking at least 2 miles per day reduces the risk of dementia in older men (*JAMA*).

Research shows that Pilates exercises that work the abdominal muscles are at least as effective in this regard as the traditional crunch (Olson & Smith).

The U.S. Department of Agriculture releases the new 2005 *Dietary Guidelines for Americans*, which emphasize the importance of fruits and vegetables, whole grains, low-fat dairy and low-fat protein foods.

Researchers predict that the rapid rise in obesity among children and teenagers in the past 30 years will be serious enough to offset any improvements in longevity from probable advances in biomedical technology.

The 2005 IDEA Programs & Equipment Survey finds that personal training is still the most popular program in fitness.

The U.S. government revises the Food Pyramid for the first time since 1992; the new model, an interactive online tool that can be customized to the individual, is called MyPyramid.

*IDEA Fitness Journal* wins its first Western Publications Association Maggie Award.

IHRSA recommends that, as of January 1, 2006, all its members hire only personal trainers who hold at least one certification from a certifying agency that has obtained third-party accreditation for its certification procedures and protocols.

IDEA creates a new membership directory—a complete and up-to-date reference of all IDEA members.



## 2007

IDEA launches the first annual IDEA Personal Trainer Institute®, an innovative, high-quality conference experience designed to provide education on all topics facing personal trainers. This event replaces the IDEA Personal Trainer Summit/Conference, which began in 1989.

Kathie and Peter Davis are inducted into the Wellness Revolution Hall of Fame.

Paul Zane Pilzer predicts in *The New Wellness Revolution* that the wellness wave will swell from a \$500 billion to a \$1 trillion industry.

The New York City Board of Health adopts the U.S.'s first major municipal ban on the use of artificial trans fats in city restaurants, a move applauded by health experts and denounced by restaurant owners.

*IDEA Fitness Journal* wins its third Maggie Award for excellence in magazine publishing.

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

This timeline is not a comprehensive list of fitness events over the past 25 years. Items were selected to represent significant fitness developments.

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