

Milestones 1982-1994

1982

Peter and Kathie Davis create IDEA, and the first *IDEALetter* goes out to a membership of 300 fitness professionals.



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



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

1984

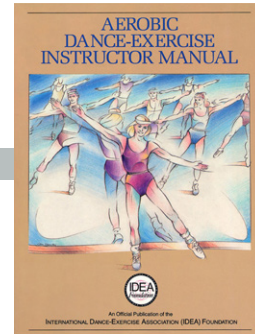
1988

IDEA introduces the industry's first Code of Ethics.



1986

The IDEA Foundation produces the *Aerobic Dance-Exercise Instructor Manual* and conducts its first industrywide standardized certification exam.



IDEA holds its first personal training conference.



1989

IDEA's membership reaches the 20,000 mark.



IDEA Membership

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



1991



1993

A new guideline advising sedentary adults to accumulate 30 minutes or more of moderate-intensity physical activity on 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 the American College of Sports Medicine (ACSM).

1983

IDEA membership tops 3,000.

The first National Aerobics Championships take place.



1985

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



1987

Washington, D.C., hosts IDEA's first eastern Educational Conference.



IDEA introduces a membership category and newsletter for personal trainers.

1990



1992

IDEA celebrates its 10th anniversary.

1994

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



Milestones 1995–2007

1995

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



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*).



1999

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



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

The first industrywide work satisfaction study of fitness professionals—conducted by IDEA—finds that 85% of fitness professionals are satisfied with their jobs, substantially higher than the U.S. norm.

2001



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

2003

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.



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.

2007

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.

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.



1996



1998

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



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%.



IDEA presents its first Personal Trainer of the Year Award.

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.



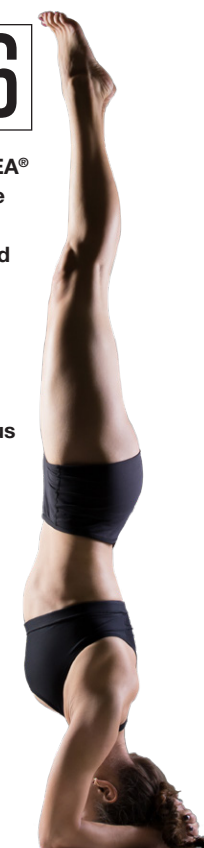
Three new IDEA publications debut: *IDEA Fitness Journal*, *IDEA Fit Tips* and *IDEA Trainer Success*.

2004

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.

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



Milestones 2008–2011



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



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

2008

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.



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



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.

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

Hoping that today is the day exercise makes a difference for you.

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



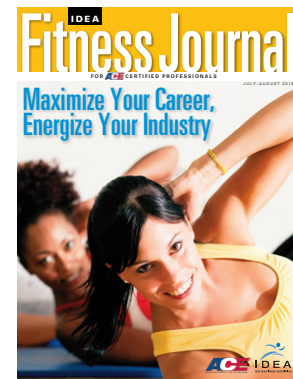
The American Dietary Association reveals that U.S. schools do not provide students with sufficient access to fruits, vegetables or whole grains.

IDEA is inducted into the National Fitness Hall of Fame.

United Airlines starts charging customers extra if they do not meet specified size limits.



The economic downturn leads to a decrease in fitness equipment sales.



The debate over healthcare reform heats up.



IDEA launches IDEA FitnessConnect, an online portal that enables users to search for fitness professionals in local areas.

IDEA begins publishing a custom version of IDEA Fitness Journal for ACE-certified professionals.

The American Heart Association (AHA) releases a policy statement in support of workplace wellness programs.



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

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.



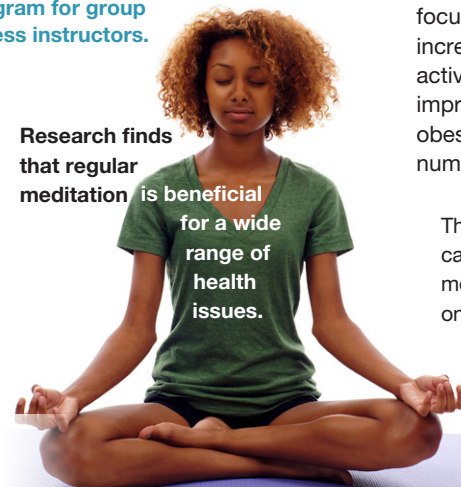
ACE celebrates its 25th anniversary.



2010

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

Research finds that regular meditation is beneficial for a wide range of health issues.



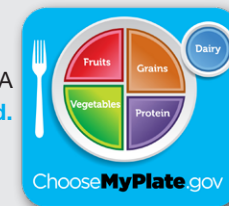
The CDC allocates \$642 million for programs focused on increasing activity levels, improving nutrition, lowering obesity rates and decreasing the number of people who smoke.



The AHA updates its CPR guidelines, calling for use of deeper, more rapid compressions on adults and children.



MyPlate replaces the USDA MyPyramid.



IDEA launches the IDEA Career Guide, an online resource that offers guidance for people in every stage of a fitness career.

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



IDEA introduces IDEA Answers, a real-time question-and-answer portal.

The American Academy of Orthopaedic Surgeons releases a statement in support of yoga for pregnant women.

2011



President Barack Obama signs into law the Healthy, Hunger-Free Kids Act, which aims to grant greater access to free and reduced-price meals to children in need and to improve nutrition standards in school lunches.

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



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



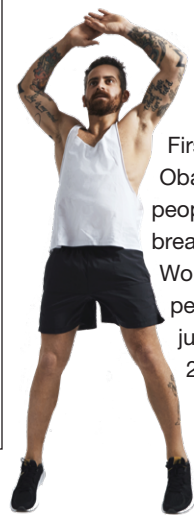
The 2011 Youth Risk Behavior Survey finds that 69% of students in K-12 do not attend daily physical education classes in school.

Milestones 2012-2014



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.



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.

2012

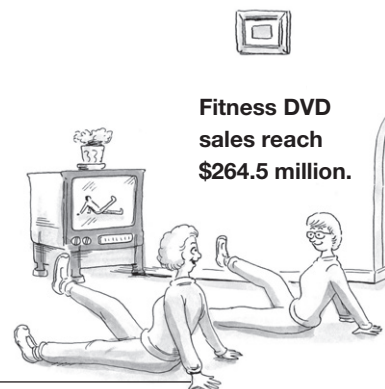
IDEA celebrates its 30th anniversary.



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

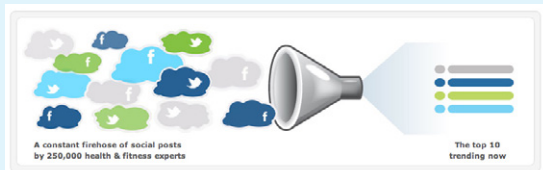
MEDICARE

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



Fitness DVD sales reach \$264.5 million.

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



IDEA launches FitFeed™, which collates health and fitness content being shared on Twitter, Facebook and IDEA Client Share.



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 mid-sized corporate employers intend to offer workplace wellness programs as did so in 2010.

IDEA® Personal Trainer Institute West debuts in Seattle.



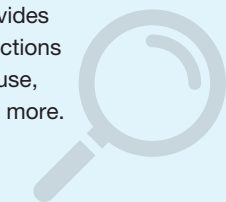
2013



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.



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



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



IDEA retires *IDEA Pilates Today*.

2014

IDEA retires its mind-body conference, Inner IDEA.



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

IDEA launches the IDEA Workout Builder, which allows users to customize, save and share workouts.

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



James Levine, MD, PhD, declares, "Sitting is the new smoking."

Obstacle-course races grow in popularity, with more than 100 businesses offering them, compared with merely a few in 2009 and 2010.



Studies suggest that high-intensity interval training (HIIT) can protect against heart disease and improve insulin sensitivity and blood pressure.



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.



Milestones 2015-2017

Apple® gets into the fitness tracking game with the release of the Apple Watch™.



Health.com anticipates that wearable tech will be the top fitness trend in 2016. (Subsequently, ACSM will repeat the prediction for 2017.)

In response to mounting research, the American Heart Association issues an advisory statement on the dangers of sedentary behavior.



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.



Use of standing desks or sit-to-stand desks becomes more prevalent in workplace environments.

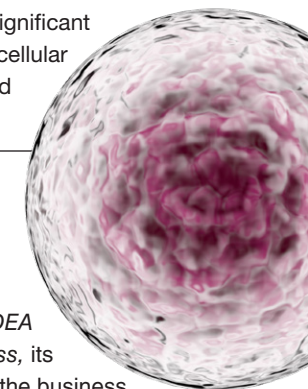


The 2016 Yoga in America Study Conducted by Yoga Journal and Yoga Alliance says more than 36 million people in the United States practice yoga.

2017

The IDEA World Nutrition & Behavior Change Summit expands to become a 2-day event.

Researchers find that HIIT offers a significant boost to cellular health and function.



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.

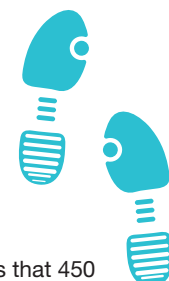
Outdoor exercise and activities are on the rise, according to the Physical Activity Council's 2017 Fitness Participation Report.



The consumer research company Nielsen reports that the number-one New Year's resolution for 2015 is to stay fit and healthy.



IDEA launches the IDEA Success Academy at IDEA World.



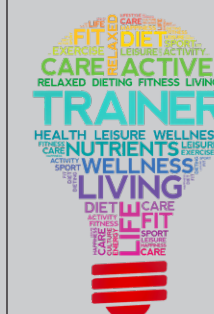
Research finds that 450 minutes of physical activity per week—mostly from walking—cuts early death risk by as much as 39%.



The Office of Disease Prevention and Health Promotion releases the *Dietary Guidelines for Americans 2015-2020*. Many scientific experts reject the guidelines as pandering to special interests and recommend that people refer to the official report of the Dietary Guidelines Advisory Committee instead. >>

2016

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



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*.



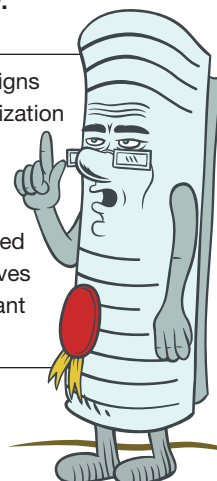
IDEA celebrates its 35th year of fitness industry leadership.

After selling IDEA to Active Interest Media, Inc., in October 2016, IDEA founders Kathie and Peter Davis pass the torch to new ownership and retire.

The IDEA World Fitness and Nutrition Expo at IDEA World is the biggest in IDEA history.



President Barack Obama signs a bill allowing for a reorganization of scholastic focus and emphasizing physical education as an important component of a well-rounded curriculum. The new law gives schools access to more grant money for PE programs.



Milestones 2018-2019



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.

2018

For the first time since 2003, the American College of Cardiology and the American Heart Association updates blood pressure recommendations so that 130/80 is now classified as “high blood pressure,” down from 140/90.

A study in *JAMA Psychiatry* finds that resistance training “significantly reduces depressive symptoms.”



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.



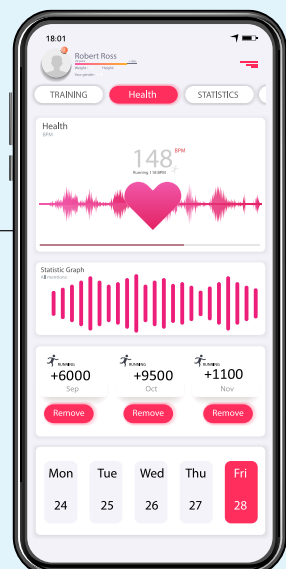
A study finds that only 12% of American adults are “metabolically healthy,” raising a red flag on efforts to lower associated risks of type 2 diabetes, heart disease and other complications.



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.



Wearable technology—such as fitness trackers, smart-watches, 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.

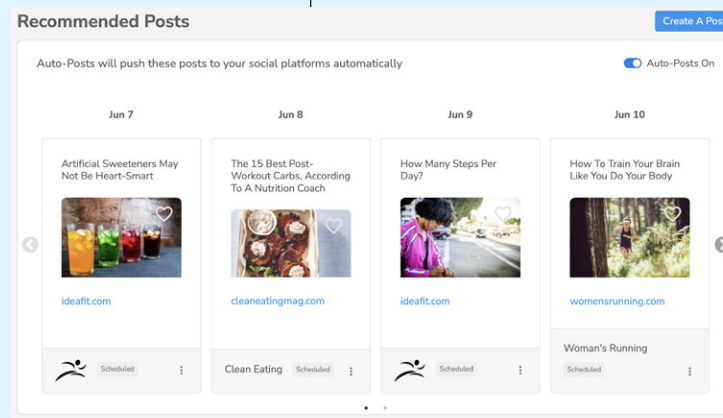
2019



IDEA launches IDEA FitPro 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.

IDEA launches FitPost, an essential social media tool for engaging clients and followers with content created for consumers by IDEA’s award-winning editors.



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.

In March, the SARS-CoV-2 coronavirus prompts a global lockdown, gyms and health clubs are forced to shut their doors, and fitness professionals face unprecedented career challenges.



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).

2020



IDEA launches the IDEA Listen & Learn CEC podcast, the industry’s first CEC podcast.

IDEA® World Virtual continues a long tradition of presenting the best fitness education in the industry, digitally connecting fit pros.



In July 2020, Pocket Outdoor Media, LLC, purchases IDEA from Active Interest Media. Later the same year, after acquiring the iconic consumer brand *Outside* magazine (and several other new brands), Pocket Outdoor Media changes its name to Outside, Inc.

Milestones 2020-2022

2021

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



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.



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.



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



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

2022



ANNIVERSARY

IDEA®

HEALTH & FITNESS ASSOCIATION

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

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

