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IDEA'S MISSION STATEMENT
 IDEA AND ITS MEMBERS ARE PASSIONATELY COMMITTED TO IMPROVING THE HEALTH AND FITNESS OF ALL PEOPLE. WE ARE FOCUSED ON DELIVERING COMPELLING MEMBER VALUE BY IMPARTING KNOWLEDGE, CREDIBILITY, INSPIRATION, MARKETABILITY, AND PERSONAL AND PROFESSIONAL GROWTH OPPORTUNITIES.

for more information on membership & benefits, visit www.ideafit.com

>>IDEA Member Spotlight

Each month this section briefly focuses on a few IDEA members who stand out in the crowd.



Neil Broderick | Member Since 1991 | **New York**

Neil Broderick became an IDEA member in 1991, and he's been evolving right along with us. He encourages other fitness pros to "stay informed, be wary of the next greatest thing and really listen to [their] clients." Neil recently announced his retirement after over 43 years as a physical education teacher and coach, but he has left a legacy in the many young people he's trained—on his own time and for free—and he'd like to see the fitness industry create more outreach for inner-city youth. A hero to the kids he's coached, Neil considers his own heroes to be Nancy, his wife of 44 years; his daughter, a social worker; and his son, an Army Ranger.



Megan Lynch | Member Since 2011 | **Eureka, California**

Megan Lynch has a vision "to achieve uncommon fitness results and build a community of passionate customers," and she's been bringing that vision to life since becoming a fitness professional in 2003 and a certified personal trainer in 2006. Now a fitness director for a chain of health clubs based in Northern California, Megan is both realistic and inspirational with her clients, and she advises other fitness professionals to "work with a mentor, set goals, and take time for [themselves]." Her own mentor is industry leader Doris Thews, and Megan feels honored to have her support.



Greg Johnson | Member Since 2010 | **Sacramento, California**

Greg Johnson believes that the fitness industry is no longer just about fitness but, rather, about coaching clients to develop good habits and make sustainable lifestyle changes. He believes in continuing education, community involvement and "good old-fashioned dumbbells," as well as the energy, culture and camaraderie of boot camps and small-group training. In 2015, he was honored as the winner among 10 global finalists as the Life Fitness Personal Trainer to Watch in Barcelona, Spain. "Success and happiness are not an outcome," he says, "but a byproduct of the challenges you face and how you react and adapt to them."



Colleen Holiday | Member Since 2015 | **Cleveland**

Colleen Holiday caters to the over-30 female crowd. "There is nothing like 27 years of personal training to show you how each stage of life affects women," she says, drawing on her education in psychology and studies in resiliency to meet women's holistic wellness needs. "I failed gym class nearly every year in high school," she explains, "So, yes, anyone can become the best version of themselves possible." She is also passionate about animal rights, donating a portion of her revenue to a rescue program each year. Her advice? "It's not about how you start life, but how you finish it. Everyone should get a chance to be awesome."

If you would like to be featured in this section or know an IDEA member who stands out in the fitness crowd, email a brief description of your (or your colleague's) fitness activities and achievements and a high-resolution digital photograph (at least 300 dpi, in focus, well-lit and at least 3" x 3" in its original digital format) to Lisa Quigley, lquigley@ideafit.com. Please include your IDEA member number, if possible. You (or the colleague) must be an IDEA member to be considered for this section.

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