

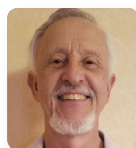
OUR WEBSITE: www.ideafit.com
EMAIL: member@ideafit.com
PHONE: 800-999-IDEA, 858-535-8979
MEMBER SERVICES: ext. 7
FAX: 619-344-0380
MAIL: 10190 Telesis Court
 San Diego, California, USA 92121-2719

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.

EXECUTIVE OFFICE

Vice President and General Manager Kim Paulsen
 Co-Founders & Advisers Peter Davis ext. 207
 Kathie Davis ext. 207

PUBLICATIONS

Editor in Chief Sandy Todd Webster ext. 217
 Executive Managing Editor Katherine Watson ext. 228
 Executive Editor Joy Keller ext. 230
 Production Editor Judy Minich ext. 222
 Editorial Assistant Lisa Quigley ext. 285
 Design Patera Design

BRAND ACTIVATION TEAM

Senior Director of Brand Strategy Jim LaMarca ext. 223
 Brand Strategists Jonathan Withers ext. 220
 Kathleen Ferguson ext. 283
 Stewart Gordon ext. 227
 Steve Roth ext. 236
 Brand Activation Product Marketing Manager Cindy Blaser ext. 240
 Sales and Revenue Process Coordinator Kaitlyn Wiesel ext. 213

INSPIRED SERVICE TEAM

Inspired Service Manager Marco Velasco ext. 244
 Inspired Service Specialists Nate Hiding ext. 209
 Calvin La ext. 287
 Chris Dotson ext. 201

EVENTS AND MARKETING

Senior Director of Events Kellie Kaseburg ext. 270
 Director of Marketing and Promotions Kelly Nakai ext. 212
 Director of Events and Sponsorships Taryn Crowder ext. 226
 Event Operations Manager Matt Taylor ext. 232
 Event Assistants Manager Marsha Watson
 Event Marketing Project Manager Kristin Sedgwick ext. 345
 Event Coordinator Amanda Dingle ext. 2237
 Director of Educational Product Development Magali Sparks ext. 259
 Director of Internet Marketing Katia Milanova ext. 246
 Educational Products Managers Linda Morreale ext. 221
 Jordan Leeds ext. 214
 Creative Director Rafael Lopez ext. 218
 Digital Marketing Manager Jenilee Sanchez ext. 203
 Data Analyst Melphin James ext. 219
 Digital Design Coordinator Christopher Holtwick ext. 219

FINANCE AND ADMINISTRATION

Chief Financial Officer Tom Urbanski ext. 206
 Accounting Manager & Human Resources Administrator Kelly Baumgardner ext. 243
 Staff Accountant Ryan Antonio ext. 207



ACTIVE INTEREST MEDIA

Chairman Efreim Zimbalist III
 President & CEO Andrew W. Clurman
 Executive Vice President & Chief Financial Officer Michael Henry
 Executive Vice President, Operations Patricia B. Fox