

Impact Report 2011

American Council on Exercise





OUR MISSION

The American Council on Exercise is a nonprofit organization committed to enriching quality of life through safe and effective exercise and physical activity. As America's Authority on Fitness®, ACE protects all segments of society against ineffective fitness products, programs and trends through its ongoing public education, public outreach and research. ACE further protects the public by setting certification and continuing education standards for fitness professionals.



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OUR VISION

ACE is a progressive organization attuned to the most current industry trends and key health issues facing our country. With adult and childhood obesity being a major crisis affecting Americans in the 21st century, ACE is devoted to educating consumers about the critical need to regularly engage in physical activity. We seek to inspire, motivate and encourage America to make healthy living an integral part of our society.



WHO WE ARE

Founded in 1985, the American Council on Exercise (ACE) is a nonprofit organization committed to America's health and wellbeing. Today, ACE is the largest nonprofit fitness certification, education and training organization in the world, with more than 50,000 certified professionals who hold over 55,000 ACE certifications. With a long heritage in certification, education, scientific research and public outreach, we are among the most respected fitness organizations and a resource the world has come to trust for reliable health and fitness education.

83 countries
have ACE® fitness
professionals working to
create a healthier world

over
50,000
ACE-certified fitness
professionals worldwide

What We Do

- **Educate** and certify fitness professionals, guiding them throughout their careers to provide the safest, most effective and cutting-edge exercise instruction to consumers.
- **Develop** and distribute publications, study materials, online courses, live workshops, webinars and university curriculum programs that provide quality, comprehensive certification and continuing education solutions for fitness-career focused individuals
- **Serve** as America's Authority on Fitness® by equipping fitness professionals and consumers with credible information, resources, research and tools on safe and effective exercise and fitness products, programs and trends
- **Connect** consumers with certified professionals through corporate partnerships, community outreach, federal initiatives, online tools and social networking that results in opportunities for fitness professionals to advance their careers, a partnership for consumers to be empowered to reach their health and fitness goals, and a platform to discuss physical activity initiatives and policy
- **Build** powerful collaborative relationships with the world's leading advocates for consumers, educators and professionals in the fitness and health industries, expanding our reach and working in cooperation with other organizations to support health and fitness around the globe

10,735 individuals
sat for ACE exams this year



Commission on Accreditation
of Allied Health Education Programs



JOINING FORCES
TAKING ACTION TO SERVE



THE
BALANCING
ACT

MESSAGE FROM THE PRESIDENT & CHIEF EXECUTIVE OFFICER



The first line of our mission statement at the American Council on Exercise (ACE) speaks to our commitment to enriching quality of life through exercise and physical activity. Whether we are certifying fitness professionals, conducting research on the effectiveness of the latest fitness trends, or finding ways to help families be more active, our ultimate goal is to help people be healthier, feel better and get more enjoyment out of life. This year ACE celebrated our 25th anniversary recognizing the huge milestones our staff, team members and partners have made toward meeting that objective.

Our many initiatives in fiscal year 2010–2011 continue to reinforce our position as a fitness thought leader and bridge builder. One of these initiatives involves expanding education to all fitness professionals on the ACE® Integrated Fitness Training™ (ACE IFT™) Model. The launch of this new approach to personal training in 2010 revolutionized the field and the response has been exceptional. Trainers are hungry for a way to develop comprehensive, truly personalized programs for their clients and this model delivers it. Now we're focusing on providing additional ACE IFT Model–powered tools, further taking the guesswork out of training and leveraging technology to drive results. This is personal training at its best. It's Personal Training Reinvented™.

Certifying effective fitness professionals helps ensure consumers will have a more positive exercise experience—and ultimately that's what will enable us to deliver on our mission and end the obesity epidemic that plagues our country today. But since the majority of Americans do not work with a trainer or belong to a gym, ACE has made it a priority to reach them directly. Every collaboration we enter into—be it the National Physical Activity Plan or partnerships with the American Heart Association or the International Council on Active Aging—is focused on finding ways for people to be more active and integrate movement into their daily lives. Our ACE Get Fit™ online platform is an excellent starting point for trustworthy fitness resources to help guide the public through a sea of overwhelming and often conflicting information.

With the heightened national focus on healthcare, the staggering statistics on obesity and the importance of integrating fitness with medical solutions, we are also developing relationships with the allied health industry. Connecting with allied health workers will increase public access to wellness information and resources and enhance our impact in creating a more active nation.

A public outreach endeavor we are particularly excited about this year is Joining Forces. This initiative, led by the White House and First Lady Michelle Obama, calls attention to our active duty National Guard and Reserve members and their immediate families. ACE is proud to give back by securing pledges for one million fitness training hours from organizations across the industry. We were also recently honored as one of the most Military Friendly Schools in the nation, placing ACE in the top 15% of secondary schools.

Did we see obesity rates go down this year? No. The news is still challenging on that front, but we are starting to make inroads into all corners of the country. Through our various partnerships, educational programs and outreach initiatives—from the national level to local community events—we are spreading the message about exercise and wellness and giving people resources they can use to start living healthier today. From living rooms to boardrooms to the White House, we're building a bridge to a fitter, healthier future for everyone.

Scott Goudeseune
President & Chief Executive Officer



LEADERSHIP

Executive Team

President & Chief Executive Officer

Scott Goudeseune

Chief Financial Officer

Alex Mirnezam, M.B.A.

Chief Operating Officer

Janet Frenkel

Chief Science Officer

Cedric Bryant, Ph.D.

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Chris Freytag

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CERTIFICATIONS

In 2003, ACE® certifications were among the first in the fitness industry to receive accreditation through the National Commission for Certifying Agencies (NCCA). It demonstrated the quality of our credentials and sparked a sea of change. Today, ACE continues to serve as the industry thought leader and is an integral voice in the national conversation about obesity and wellness. Our innovative advancements in fitness training approaches, collaborative relationships and educational resources keep all fitness professionals at the forefront of a rapidly evolving field.

Personal Trainer (ACE-CPT)

This certification is designed for individuals who want to provide one-on-one or small-group fitness instruction—whether they work in a gym, outdoors or in the home. No two bodies or minds are the same, so no two training protocols should be the same. ACE's innovative **Integrated Fitness Training™ (ACE IFT™)** Model forms the foundation of our personal training education. It offers trainers unparalleled tools to truly personalize every client's program, from initial assessment all the way through maintenance. Candidates learn how to apply the latest research in exercise and behavioral sciences to their programming, and this model is their roadmap to create the appropriate progressions that maximize client success. Newly certified professionals now have the tools to feel comfortable working with any level of client from day one, and seasoned veterans can be confident they're using the latest techniques that yield results. This is Personal Training Reinvented™ and ACE is leading the way.

Group Fitness Instructor (ACE-GFI)

Group exercise instructors reach more people than personal trainers and classes are constantly being hybridized while new ones are developed. As a result, the "group ex" leader should be up to speed on the latest fitness research and trends, and must be proficient in leading, monitoring and inspiring a diverse group of people. Candidates for the ACE Group Fitness Instructor Certification learn safe and effective class design, group instruction techniques, and communication and motivation skills. They also learn to quickly assess class participants and make modifications to their workouts as needed.



over
55,000
total certifications held worldwide

Advanced Health & Fitness Specialist (ACE-AHFS)

With obesity on the rise, trainers are often working with clients who have cardiac risk factors, metabolic syndrome, pulmonary disorders or orthopedic concerns. This advanced credential was created to provide in-depth preventive and post rehabilitative fitness programming for these clients as well as training for special populations including pre- and post-natal, children and older adults. This unparalleled credential opens doors for professionals to work with allied healthcare organizations such as hospitals, community health clinics and senior facilities.

Lifestyle & Weight Management Coach (ACE-LWMC)

ACE plays a vital role in the approach to overall health and wellness. With 30 percent of the population classified as obese—twice that number struggling with being overweight—professionals need a strong understanding of nutrition, behavior and how to create lifestyle changes. The LWMC credential gives professionals unique and valuable skills to meet this skyrocketing demand. Candidates learn how to integrate the latest research on diet, motivation and exercise into safe, effective weight-management programs. This credential imparts valuable information to our certified professionals, allowing them to guide, coach and motivate individuals to adopt healthier and lasting behaviors.

Peer Fitness Trainer (PFT) Specialty Certification

Developed by the International Association of Fire Fighters, International Association of Fire Chiefs and ACE, this unique certification is tailored for the fire service providing highly specialized tools to improve fire fighters' performance, safety and quality of life. By addressing their very specific needs, incredibly challenging physical demands and an extreme work environment well beyond what the average exerciser will ever face, candidates learn how to design exercise and wellness programs that help recruits and active fire fighters function at their best.

54% professionals
with an advanced ACE certification
report earning a higher income

69% ACE
personal trainers report working
with overweight or obese adults





VISION REPORT

In January, ACE announced its vision for the future of the fitness industry and overall outlook for America’s focus on healthy living. These 10 key objectives help individuals from all walks of life and communities from coast to coast come together to take action in support of the nation’s goal to combat the obesity epidemic.

Proactive involvement from local leaders: Communities across the country are rich with individuals that are leading activity-based programs. In order to have greater impact, they need the active support of local leaders to help promote their exercise-related programs and encourage the creation of new initiatives for their respective communities. The Council supports the Let’s Move Cities and Towns initiative and asks mayors and city leaders across the country to take an active and substantive role in addressing the health and fitness of their communities and support those individuals leading activity based programs at the grassroots level.

in physical activity no matter what their financial or physical health status may be. To support this effort, it is also important to ensure and provide fundamental fitness education for those looking to lead activity-based community events.



2 Greater access and innovation in fitness: There is a need to generate new opportunities for the public to experience fitness in a new way and have greater access to fitness activities and facilities such as gyms, parks and recreations centers within their communities. Over the coming months, the Council will be leading the effort to introduce innovative solutions to address the issue of building communities and ensuring access for anyone who wants to be engaged

3 Federal funding that supports livable communities: Political figures and organizations with like-minded goals must work together to secure necessary funding to support livable communities—those which offer transportation alternatives such as walking trails and bike lanes. This development will lead not only to stronger, healthier and more engaged residents, but it will also offer a



unique opportunity for local groups and communities to join together for a mutually beneficial cause.

4 Fitness in the workplace: Companies and organizations will recognize the need to continue bringing fitness and wellness resources to the workplace so that employees have the ability to maintain productivity and a healthy lifestyle. In addition, employers that are committed to making a difference should be rewarded for offering such fitness programs and benefits. The Council supports these wellness in the workplace initiatives and encourages corporate America to connect with professional fitness organizations to access credible and safe fitness resources for their employees.

5 More collaboration among fitness and healthcare organizations: Fitness industry leaders and other related parties, such as certified fitness professionals, allied health professionals and healthcare workers, are encouraged to rally together to connect, share resources and inspire more

people to become active as a means of preventing the onset of disease. Help is needed for individuals to learn and develop new behaviors and a genuine interest in becoming healthy and leading an active lifestyle. The Council offers extensive fitness education for fitness enthusiasts, as well as allied health, fitness and healthcare professionals to ensure safety and extend the reach of fitness at all levels.



6 Healthier choices and education: Consumers need greater access to affordable, nutritious foods and other healthy lifestyle goods and services, along with the education to understand why these options are

beneficial. This will result in healthier communities and, additionally, more consumers that are eating nutritious food, reading and learning about the latest research linking a healthy lifestyle to longevity and productivity, and taking action to change behaviors and habits. Fitness professionals, healthcare personnel and retailers already provide much of this information. As a healthy lifestyle leader, the Council will work to better arm consumers with the information they need to make more informed decisions and change longstanding unhealthy habits.

7 Greater inclusiveness: Barriers need to be eliminated for community members who are not currently physically active or fitness-minded, as well as those who may be fearful of fitness or embarrassed by their current body image or fitness level. The Council will provide new outreach opportunities to fitness professionals and consumers so that, together, interactive and inclusive fitness focused communities are developed.

8 Academic Involvement: The Council sees the opportunity for academic institutions to offer improved and more robust health and fitness courses and education aside from standard gym classes and organized recreational sports teams. Science has consistently shown that regular exercise increases productivity and academic performance in significant ways. The evidence is clear that providing younger generations with a well-rounded curriculum focused on fitness can positively impact their lives now and in the future. The Council provides free curriculum in this area and will continue to extend these valuable resources to anyone interested in helping students of all ages to learn about living healthy. Working with fitness equipment manufacturers to make sure schools have the safest and most effective resources is also critical and the Council is well positioned to collaborate and partner with all industry leaders toward this effort.

9 Engagement with low-income communities: Private and public sectors can work to support at-risk and low-income communities in order to provide them with the resources, educa-

tion and programming they deserve to stay active and healthy. Research shows that these communities often see greater rates of obesity and chronic diseases, so awareness and funding are vital to the improvement of these areas as it relates to overall health. The Council will work to build partnerships around the country with organizations focused on improving the health and well-being of those most at risk.

10 Leverage private funds and contributions: All organizations must continue to leverage funding and new policies at the national level, such as the National Foundation on Fitness, Sports, and Nutrition Establishment Act (S.1275), which is a nonprofit, charitable foundation created to raise funds in support of the President's Council's expansion of exercise and wellness resources, especially among younger generations. By joining forces with such groups, there will be greater focus on putting funding and contributions to work for communities across the country in order to create a healthier future for America.





218

military members received financial assistance to become ACE-certified this year

Military Assistance Program

ACE provides career and professional development support to the Armed Forces by participating in financial assistance programs for certification and continuing education. In 2011, G.I. Jobs magazine awarded ACE the **Military Friendly Schools** designation, which recognizes the top 15 percent of post-secondary schools that are the best value, provide top-tier education and are the most welcoming to veterans.

- **G.I. Bill:** Active-duty military, veterans and eligible spouses and dependents can receive reimbursement for ACE certification exam fees from the Department of Veterans Affairs.
- **Military Spouse Career Advancement Account Program (MyCAA):** Spouses of active-duty military and activated National Guard and Reserves members can receive up to \$4,000 of financial assistance for ACE certification programs. This year, hundreds of military spouses took advantage of the program, which will help them establish meaningful careers that are also portable. Being an ACE-certified Professional also increases family incomes, boosts confidence and helps spouses become more involved in their communities.



Exam Preparation Assistance

ACE has a comprehensive offering of publications and learning tools to help candidates maximize their education and exam results. In addition to training manuals, review courses and practice tests, ACE also offers a free Study Coach program. This structured, week-by-week online study tool guides candidates through the exam preparation process. Online discussion boards also let candidates receive feedback and tips from professionals who have successfully completed the certification process. Our renowned customer service department provides personalized support to help candidates gain the confidence they need to prepare for the exam and launch an exciting and successful career in fitness.

Education Partnership

This year, more than 250 colleges, universities and technical schools across the U.S. offered ACE® certification courses using our specially designed curriculum. The semester-long program and license is provided at no cost and includes instructor materials, quizzes and access to ACE's customer service and education experts.



nearly

300

colleges, universities and technical schools across the U.S. offer ACE's certification curriculum

PROFESSIONAL DEVELOPMENT

ACE is redefining the concept of personal training and that includes making sure all fitness professionals—not just the 50,000 people who already hold an ACE® certification—have access to the latest, most cutting-edge training tools and information. We are also very active within the industry to help create employment opportunities for fitness professionals and guide them throughout their careers. As a nonprofit, our revenue goes back into programs that help boost fitness professionals' success.

30,898

ACE courses were taken this year providing fresh insight, specialized knowledge and professional development



72%

of professionals reported taking ACE continuing education courses to help advance their careers

Continuing Education Resources

■ **Our ConEd Center** boasts more than 3,000 courses in a variety of formats to help fitness professionals maintain their certifications and improve their marketability and credibility. With printed publications, online courses, DVDs and live workshops, professionals can select the format that works best for their learning style and maximize their time and investment. Our 71 percent average recertification rate proves ACE is giving fitness professionals what they need to be successful in an ever-evolving market.

■ **The ACE IFT™ Model** is covered in-depth in the *ACE Personal Trainer Manual*, 4th Edition, and we offer a variety of continuing education options to help familiarize currently certified trainers with this revolutionary approach. Online courses, a highly informative, free webinar and hands-on instruction in workshops held throughout the nation all teach fitness professionals how to create results-oriented workout regimens customized to clients' unique fitness goals, communication styles, behavioral tendencies and personalities.

■ **The ACE Fitness Symposium**, currently in its sixth year, provides practicing fitness professionals a unique and intimate educational opportunity to learn the latest best practices they can immediately implement with their clients, and to network with top experts in the health and fitness arena.

■ **Course-bundling programs** are a budget-friendly way for fitness professionals to develop specialized knowledge. As 4 out of 10 personal trainers believe the recession has had a negative impact on their income, ACE strives to offer innovative cost-saving solutions for professional development. Course bundles provide comprehensive, detailed information about topics like nutrition, functional training, sports performance, special populations, mind-body exercise and more.

■ **Fitness Professional Resources**, an online portfolio of complimentary content and tools accessible to all practicing fitness professionals, provides education dedicated to advancing the industry. One of these tools, the Fitnovatives™ blog, is the first of its kind offered as a free resource that brings together an array of thought leaders. Every post is designed to keep fitness professionals at the forefront of the industry. The online magazine *ACE Certified News* is now offered at no cost to all fitness professionals, furthering ACE's mission to serve as an industry bridge-builder and educator. Other resources available include online forums and GymJOB.com, a premiere employment web site for the fitness industry.



Fitness Facility Consulting

More than half of fitness professionals work in the club environment, and annual turnover in these facilities can reach 50 percent or greater. With that type of turnover there's little opportunity to build relationships with members to develop customer loyalty. Additionally, the ability of staff to create an exceptional member experience is directly tied to the development of fitness professionals. In addition to professional development solutions and consulting services, ACE offers site and staff self-assessments that generate findings and benchmarks in regard to where facilities fall in comparison to best practices. These tools empower them to put their resources where it matters most helping fitness facilities improve training and development, member satisfaction, retention and revenue.

Connecting Trainers with Clients

While ACE is collaborating with several diverse national groups to mobilize our joint resources to overcome the obesity epidemic and expand access to fitness education, we are also building bridges between our trainers and their communities.

- The **AARP Fitness and Wellness Program** continues to provide new opportunities for ACE-certified fitness professionals looking to work with the 50-plus age group, offering discounted training services that are accessible by 39 million AARP members.
- **Hershey's Moderation Nation** campaign stresses the importance of moderation in diet and promotes exercise as a fun, doable activity that fits into even the busiest lives. Through this partnership, 614 ACE® professionals led fitness activities for 7,000 consumers at in-home events across the country and earned direct dollars in additional income.
- The **Joining Forces** initiative unites fitness professionals and organizations across the nation with U.S. service members. ACE has committed to securing a target of one million hours of free fitness training services for activated Reserve and National Guard members and their immediate families.
- The **Find an ACE Trainer** online tool allows consumers across the country to search for and connect with qualified and certified fitness professionals in their area. Trainers can upload their photos, tell their stories and training philosophies and highlight their specialties and experience.



CONSUMER EDUCATION & OUTREACH

Besides protecting the public by setting certification and education standards for fitness professionals, the ACE® mission also includes public education and outreach: **To truly affect change, we need to reach people in the communities where they live.** To that end, we are expanding our conversation with consumers and improving their access to fitness programs and education via several different initiatives.

ACE Get Fit

Leveraging our reputation as a trusted source of unbiased fitness information, ACE has developed a dynamic, consumer-focused online platform. With its unparalleled depth and useful interactive tools available at no cost, www.acefitness.org/getfit educates, inspires and empowers people to lead active lives. A few highlights of the this platform include:

- **Exercise library:** Step-by-step instructions and photos of nearly 250 exercises help consumers at every skill level start or advance a workout regimen.
- **Workout programs:** ACE exercise physiologists offer comprehensive exercise routines, including warm-ups, cool-downs, step-by-step demos, tips and guidance on frequency and intensity.
- **Fitness calculators and tools:** Users can easily determine their body mass index, target heart rate zone, daily caloric needs and physical activity requirements with our interactive calculators.

In addition, consumers have access to a library of more than 2,000 **healthy recipes**, an **Ask the Expert** blog, a **Find an ACE Trainer tool**, **product reviews** and **Fit Facts™** information sheets on hundreds of topics.

Independent Research

With new fitness equipment and gadgets hitting the market every day, it's impossible to know what works and what is simply hype. To help protect consumers from unsafe and ineffective products, ACE commissions top researchers at major universities to conduct independent studies on the latest fitness trends and equipment. We publish the results in easy-to-understand language at www.acefitness.org and in the *ACE Certified News* e-magazine. Some of the popular products these studies have evaluated include P90X, Vibram five-finger shoes, Power Balance performance bracelets, "toning" shoes, Shake Weight and more. The national media exposure from these studies has earned ACE a reputation as a consumer advocate and the industry's Workout Watchdog® guiding individuals to safe, effective and trustworthy fitness resources.

1,308,267

people accessed highly credible health and fitness resources – at no cost – through ACE Get Fit™ this last year



746,084

consumers were reached through Moderation Nation, where ACE professionals educated them on the importance of daily physical activity and eating in moderation



Hershey's Moderation Nation

This year, for the first time, ACE partnered with a national consumer food products company allowing us to reach 746,084 consumers. We worked with the **Hershey Center for Health & Nutrition** and the **American Dietetics Association** to raise awareness of the importance of daily activity and eating in moderation. ACE-certified professionals led workouts at 7,000 intimate community events across the country that also helped educate participants about eating healthy without deprivation.

ACE Ambassadors

ACE has over 50,000 fitness professionals and this year we are leveraging that force to proactively reach out to consumers. We are recruiting and grooming select certified professionals around the country who will function as a "feet on the street" resource. An example is Jonathan Ross working with the winning school of the **Henkel Helps Get Kids Fit** contest, where he led the entire elementary school body through an exercise routine and consulted the staff on how best to invest the prize winnings to reach their fitness goals. Like Jonathan, ACE ambassadors will represent ACE at local events and in the local media, conduct informal research and identify outreach opportunities. They will report back to ACE about trends, issues and successes creating a valuable feedback loop. Each professional will receive media training and he or she will work to drive the wellness-related news in their communities.

National Media Partnerships

With an average of **700 million media impressions each month**, ACE staff are among the most quoted fitness experts

in the media, which helps us keep the national dialogue about obesity and physical inactivity in the forefront of people's minds. This year, in addition to the mentions we have had in national publications and broadcast media, ACE is partnering with **Lifetime Television**. An ACE expert will appear regularly on **The Balancing Act**, one of the cable channel's morning television shows, to demonstrate how to incorporate exercise and activity into our busy lives.

Consumer Events

In the past, ACE has focused primarily on events that target the fitness industry, but this year we are growing our presence at consumer-oriented events in an effort to expand our outreach. We'll once again hold chair yoga sessions at **AARP's Life@50** show reaching 25,000 individuals and add to it with booths at the Rock 'N' Roll marathons in San Diego and Los Angeles, which draw thousands of participants and spectators each year. ACE fitness experts will be on hand to speak with attendees and answer their fitness-related questions.



OUTREACH TO DIVERSE GROUPS

ACE-certified professionals help mobilize millions of people each year in every age, race and income demographic. This year ACE has put extra emphasis on efforts to reach certain at-risk and underserved populations.

68%
ACE
personal trainers report
working with older adults



Older Adults

During the last several years ACE has developed a strong partnership with two leaders in the 50-plus arena: **AARP** and the **International Council on Active Aging (ICAA)**.

- ACE is an endorsed provider of fitness services for the AARP's Fitness and Wellness Program, which serves 39 million members nationwide.
- The ICAA is dedicated to uniting professionals in the retirement, assisted living, fitness, rehabilitation and wellness fields to change society's attitudes and approach to aging. ACE partnered with the ICAA to provide the latest fitness information and educational courses to employees working in older adult communities.

The Hispanic Community

Minorities, especially African Americans and Hispanics, have significantly higher obesity rates than white Americans. ACE recently partnered with **Academia Fit**, a community fitness program based at San Diego State University that aims to improve the health of local Latino citizens of all ages. Using the *ACE Group Fitness Instructor Manual* and other materials (translated into Spanish), the organization certifies "promotoras," community health advocates who teach free group fitness classes in the South Bay area of San Diego.

Children

With obesity and diabetes rates skyrocketing for our nation's children—while physical fitness programs continue to be scaled back in schools—ACE recognizes the urgent need to find alternative ways to teach kids and their parents about the benefits of being active.

- Our **Operation FitKids™** program offers lesson and activity plans for grades 3–8 that educators, fitness and health professionals, and parents can use to make activity a daily part of kids' lives.
- The **President's Active Lifestyle Award**—part of Michelle Obama's *Let's Move!* Campaign—recognizes adults and children for meeting physical activity targets. ACE is partnering to promote the program through our network of fitness professionals and major initiatives, such as Operation FitKids.
- ACE partnered with Henkel, (the company behind many leading brands including as Dial®, Purex®, Renuzit®, Right Guard®, and Soft Scrub®) to provide online educational resources and promote the **Henkel Helps Get Kids Fit** campaign, which awarded \$25,000 to a public elementary school to help fund fitness activities for students.

18,000
requests to use the
Operation FitKids curriculum
since its inception, reaching
375,000 children nationwide



INDUSTRY LEADERSHIP & STRATEGIC COLLABORATION

By partnering with other wellness-minded stakeholders—whether within the government, the nonprofit arena or the private sector—ACE is building bridges that leverage diverse expertise and resources. This increased collaboration among fitness and healthcare organizations has led to innovation and greater access to fitness within communities, a united and strong team to fight the obesity epidemic and new business opportunities for our certified professionals.

IDEA Health & Fitness Association

This year, we continued our collaboration with IDEA, the world's leading membership organization for health and fitness professionals, with more than 24,000 members in 80 countries. Both ACE and IDEA have similar goals and our relationship allows us to offer expanded education, training and career growth opportunities to our fitness professionals. Together, we have created more than 100 co-branded continuing education courses in a video-on-demand format. ACE-certified professionals also receive the *ACE-IDEA Fitness Journal* monthly as part of this partnership, which widens the continuing education opportunities and informational resources they have available.

International Health, Racquet & Sportsclub Association (IHRSA)

IHRSA is the fitness industry's only global trade association, representing more than 9,000 for-profit health and fitness facilities and hundreds of suppliers across the globe. ACE's involvement with IHRSA is integral to our objective of educating safe, effective trainers and ensuring their relevance and place within the industry. Some of the key activities that help reinforce ACE as a thought—and action—leader among our peers include sponsoring the annual European Congress; participating in IHRSA's Industry Defense Fund, which keeps trainers and other professionals aware of health and wellness-related policy that impacts the industry; IHRSA's Industry Leaders Council, which answers fitness-industry questions and gives expert advice on all things health club related; and supporting the Campaign for a Healthier America, a grassroots effort that emphasizes healthy eating and regular exercise.

European Health & Fitness Association (EHFA)

The Brussels-based EHFA is a not-for-profit organization that represents approximately 10,000 fitness facilities and 18 national associations across 25 countries in Europe. Its objective is to get “more people, more active, more often.” As a member of the EHFA's Standards Council, ACE helps set standards for fitness training and instruction in the European health and fitness sector.

National Coalition for Promoting Physical Activity (NCPA)

The NCPA is an alliance of well-regarded national organizations, including ACE, the American Cancer Society and the President's Council on Fitness, Sports & Nutrition, that addresses a host of issues pertaining to physical activity. ACE is committed to advancing the NCPA's mission to unite public, private and industry efforts to help all Americans enjoy more active lives. ACE's President and CEO is the president-elect of the NCPA's board of directors, leading the push to expand the NCPA's reach and impact to fulfill its mission.

National Physical Activity Plan

This comprehensive initiative aims to improve public health by motivating people in every community to get and stay active. The plan addresses behavioral, policy, educational, medical and infrastructure issues that prevent people from being active and unites professionals across several different sectors to try to find ways to overcome these barriers. ACE serves as the co-chair of the Business/Industry Sector of the Plan, alongside the American Heart Association and IHRSA in a massive effort to join forces and find solutions for the nation's growing level of physical inactivity.





Joining Forces

ACE recognizes and appreciates the sacrifices our Armed Forces service members make every day for our country. Joining Forces is a national initiative under the umbrella of the *Let's Move!* campaign that strives to give back to military service members and their families. ACE has committed to securing a target of one million free fitness service hours (such as personal training or group exercise classes) to activated Reserve and National Guard members and their immediate families. By tapping our extensive network of fitness professionals and organizations around the country, we demonstrate to our Armed Forces service members how much America values their commitment.

Medical Fitness Association (MFA)

The Medical Fitness Association is a member organization for fitness centers that operate within, or in conjunction with, a medical or rehabilitation facility. ACE helped the MFA create its Facility Standards and Guidelines as well as its facility certification program. Our efforts here will ensure that MFA members are using trainers certified by an accredited organization. ACE also serves on MFA's Advisory Board and Facility Certification Committee.

American Heart Association (AHA)

ACE partnered with the AHA to deliver the Heartsaver First Aid with CPR and AED Workshop, which taught fitness professionals how to recognize and treat adult emergencies and use an automated external defibrillator. Since then, we have provided expertise to the AHA for its Start! Walking Program. With an average of 35,000 consumers accessing the walking program each year, Start! has become a popular nationwide campaign to provide valuable, accessible tools to help individuals lead healthier lives.

National Science Foundation (NSF) Joint Committee on Health Fitness Facility Standards

NSF International, the Public Health and Safety Company, is a not-for-profit, non-governmental organization and a leader in standards development, product certification, education and risk management for public health and safety. Our involvement on this committee helps ensure that health and fitness facilities employ trained fitness professionals who are certified through accredited organizations and that the facilities are clean and safe for both trainers and consumers.

Institute for Credentialing Excellence (ICE)

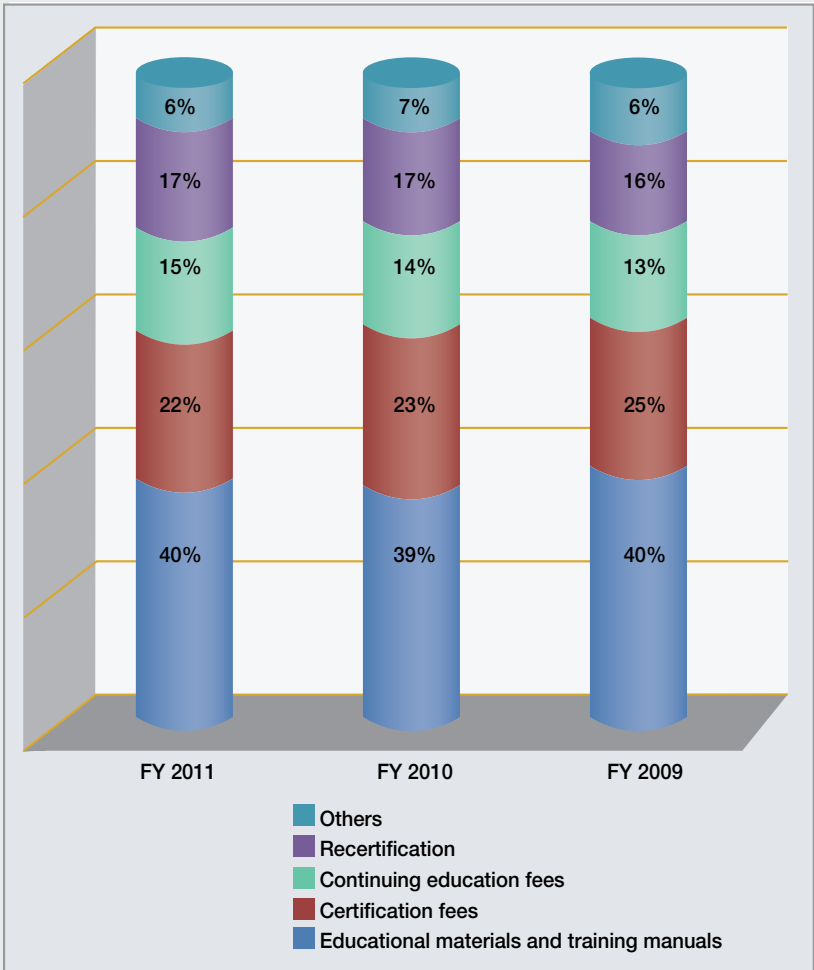
Thirteen fitness organizations currently offer accredited certifications through ICE, the parent organization of the National Commission for Certifying Agencies, so it is critical for the accreditation branch to have representation from the fitness industry. ACE holds a position on ICE's Certification Professional Role Delineation Panel, which gives us a voice in shaping standards and providing stability in the industry. The ultimate goal is to ensure that we have highly qualified and educated fitness professionals working with consumers.

Committee on Accreditation for the Exercise Sciences (CoAES)

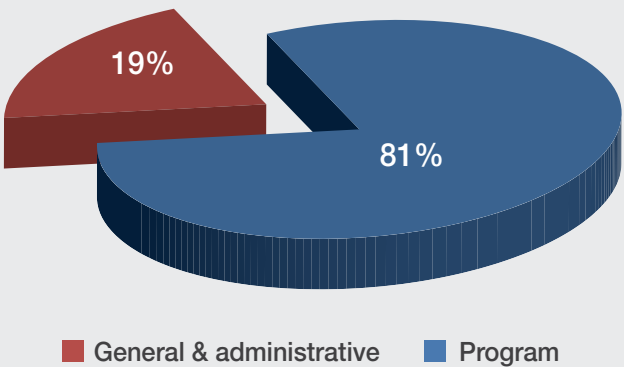
The CoAES determines standards for accrediting academic programs in colleges and universities that prepare individuals to enter the exercise science and personal training professions. To join CoAES, an organization must demonstrate generally accepted best practices with respect to its membership, so we are proud to be a sponsoring member. ACE has assisted in revising the group's standards to allow accreditation of two-year programs within the community college system.



Support & Revenue Mix: 3-Year Trend



Functional Expenses



As of year end June 30, 2011, 2010 and 2009

Statement of Financial Position

ASSETS	2011	2010
Current Assets		
Cash and cash equivalents	\$ 3,983,706	\$ 2,778,989
Investments	1,839,262	1,805,738
Accounts receivable	88,966	35,067
Inventory	479,725	420,694
Deferred and prepaid expenses, current portion	458,583	411,819
Total current assets	\$ 6,850,242	\$ 5,452,308
Fixed Assets	3,263,541	3,402,756
Deferred and Prepaid Expenses, long-term portion	434,438	414,570
Total assets	\$ 10,548,221	\$ 9,269,634
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts payable and accrued expenses	\$ 1,263,733	\$ 869,574
Current portion of note payable	933,786	60,066
Deferred revenue	1,261,616	791,773
Total current liabilities	\$ 3,459,135	\$ 1,721,413
Long-term Portion of Note Payable	-	933,832
Total liabilities	\$ 3,459,135	\$ 2,655,245
Unrestricted Net Assets	7,089,086	6,614,389
Total liabilities and net assets	\$ 10,548,221	\$ 9,269,634

Statement of Activities

REVENUE AND SUPPORT	2011	2010
Educational materials and training manuals	\$ 4,970,802	\$ 4,156,797
Certification fees	2,713,130	2,400,454
Continuing education fees	1,813,392	1,451,056
Instructor renewal fees	2,158,087	1,833,527
Shipping and handling	419,207	373,765
Mailing list rentals	119,210	141,715
Royalties	132,593	131,357
Interest and dividends	40,272	49,707
Membership fees	13,510	11,834
Other	-	-
Contributions	112	740
Professional registry	-	-
Total revenue and support	\$ 12,380,315	\$ 10,550,952
EXPENSES		
Program	\$ 9,788,828	\$ 8,343,695
General and administrative	2,321,320	1,928,167
Total expenses	\$ 12,110,148	\$ 10,271,862
Excess of revenue and support over expenses	270,167	279,090
NET REALIZED/UNREALIZED LOSSES ON INVESTMENTS	\$ 204,530	\$ 86,979
INCREASE IN UNRESTRICTED NET ASSETS	\$ 474,697	\$ 366,069
UNRESTRICTED NET ASSETS		
Beginning of year	6,614,389	6,248,320
End of year	\$ 7,089,086	\$ 6,614,389

As of year end June 30, 2011 and 2010

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