



# AMERICAN COUNCIL ON EXERCISE<sup>®</sup>

**A•E** 2013 **IMPACT  
REPORT**



**SCOTT GOUDESEUNE**  
ACE PRESIDENT & CEO



## DEAR ACE FAMILY,

In my 13 years at ACE, I can't remember a more interesting time for this organization or our industry. ACE is fortunate to see our organization stretched and tested as rapid changes occur in the way our nation thinks about health and fitness. We hold a unique opportunity to boldly lead.

ACE seeks an invitation for our professionals – health coaches, personal trainers, advanced health & fitness specialists and group fitness instructors – to a much larger table. The pressure that the obesity epidemic is placing on the nation's healthcare system and economy is driving interest in new ways of tending to the health of our nation's people. Our health care ecosystem is slowly beginning to acknowledge that prevention may indeed be the best answer.

It's a tremendous opportunity. It's time to reach beyond the gym walls and the long-committed fit and to bring our know-how to exponentially more Americans, those at risk of obesity and those already victims of it. With smart, science-based, sensitive programming, we can place far more people on the path to sustainable good health. This idea is new, different, and to some in our space, uncertain. Yet it is our new imperative.

ACE is not merely talking about this. We are in full-court press to both ready our profession for these changes and create more opportunity for us to contribute:

- Our popular Health Coach Certification is rapidly growing, and we are training increasing numbers of fantastically qualified ACE-certified pros on how to safely and effectively engage with various populations, many of whom may be considering taking charge of their health for the first time.
- Through a growing number of partnerships inside our industry and across the healthcare and workplace wellness spectrum, we are collaborating to uncover new ways for our profession to contribute to the obesity response.
- We are building a public affairs presence so we can influence the public policies that impact our ability to be part of the obesity solution.

In these pages you'll learn more about what we see, what we hope to see, and what we're doing to lead our industry and professionals into important new territory. We invite you to join us in our endeavor to help vastly more people live their most fit lives.

**YOURS IN HEALTH,  
SCOTT GOUDESEUNE, PRESIDENT AND CEO**

# ACE is fortunate to see our organization stretched and tested as rapid changes occur in the way our nation thinks about health and fitness.

**AMERICAN COUNCIL  
ON EXERCISE**

## 2013 IMPACT REPORT



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# ABOUT ACE



## NATIONAL THOUGHT LEADER

The American Council on Exercise (ACE) is a preeminent national thought leader on health and fitness. We are committed to making health coaches, personal trainers, advanced health & fitness specialists and group fitness instructors – the collective profession we educate, certify, represent and serve – an essential component of a more prevention-centered way of guarding the health and wellness of our nation's people.



ACE is the largest nonprofit educator, trainer and certifier in our field.

We conduct independent scientific research on the safety and effectiveness of health and fitness products, programs and trends.

We provide the public with the best science-based practices available in physical activity, fitness and health.

We engage with public officials on policies that impact our profession's ability to be integral to the response to the obesity epidemic.

As health and fitness professionals, we have a unique opportunity to affect the world in a major way. We get to provide motivation, accountability, instruction, camaraderie, friendship, tough love and so much more.



**MIKE Z. ROBINSON**  
ACE-CERTIFIED PERSONAL TRAINER  
SAN LUIS OBISPO, CA



# OUR VISION

## CALL FOR BOLD INDUSTRY EVOLUTION

In 2011, ACE articulated a vision: by the year 2035, the obesity epidemic will be over. ACE supported that vision by a call for systemic change in 10 areas that ACE leaders and scientists deem critical, both within our profession – health coaches, personal trainers, advanced health & fitness specialists and group fitness instructors – and across the broader health and wellness universe.

ACE has taken such a stance because we intend to lead our industry into greater involvement and accountability in the response to the obesity epidemic. We are readying health and fitness professionals to contribute, and we are working to evolve the systems and environments that shape the national response so that our profession may contribute. We seek to become an essential component of a more prevention-centered way of caring for the health and wellness of our nation's people.

Now every year in ACE's Impact Report, we provide a brief snapshot of what we see, and what we hope is next, in each of the 10 critical areas we named in 2011. It is an expression of our bold commitment to lead our industry and its experts to precisely where our nation needs us. The goal is for vastly more Americans to live their most fit lives.

### 1. PROACTIVE INVOLVEMENT FROM LOCAL LEADERS

For the health and wellness of families across the nation, local communities must improve on a broad scale and local leaders must take an active role in creating an environment within their municipalities that supports physical activity.

#### WHAT WE'RE SEEING:

Nearly 350 local elected officials have now committed to joining *Let's Move!* Cities, Towns & Counties.

Governments in a handful of major metro areas have begun exploring making public spaces such as parks more available to group fitness and other structured, community-based physical activity.

Some cities have now set healthier standards for all the vending and concessions offered throughout their communities.

The National League of Cities, National Association of Counties and the U.S. Conference of Mayors are taking a more active role in addressing the health and wellness needs of Americans.

In a growing number of towns across America, children now have access to free open gyms with programming by the local parks department and in some cases, free memberships to the local YMCA facilities.

Some local governments are now promoting outdoor campaigns for children to reduce screen time and increase physical activity. There are a growing number of innovative programs such as bike and share programs, printed maps that promote walking and bike trails and "walking school buses" that promote physical activity for children while on the way to their neighborhood schools.

#### WHAT WE HOPE TO SEE:

Far more counties and municipalities facilitating collaborative discussion about how to make fun, socially based physical activity and movement, and education about sustainable lifestyle change, more accessible and more appealing.

A larger number of community leaders taking action to identify innovative models that are demonstrating success and implementing them in their own communities.





## 2. GREATER ACCESS AND INNOVATION IN FITNESS

More people need easier access to health and fitness guidance and resources, and our profession must embrace innovative new ways of reaching more people.

### WHAT WE'RE SEEING:

An increasing number of health clubs and fitness facilities offering creative new behavior modification and obesity-counseling services so that facilities might serve more members of the communities around them.

Technology playing a larger role in providing new ways for individuals to track their progress and engage in physical activity.

### WHAT WE HOPE TO SEE:

More health clubs, fitness facilities, and health and fitness professionals customizing their expertise and taking it out into communities so more people become active at even basic levels.

More industry leaders taking the initiative to step out of their comfort zones and find creative ways to address the needs of a diverse population.

## 3. FITNESS IN THE WORKPLACE

Workplace wellness programs that lead to sustainable change in individual behavior is fertile ground.

### WHAT WE'RE SEEING:

An increasing number of employers implementing a wide array of health and wellness programs, many of which are highly innovative, to increase productivity, reduce healthcare costs, and better the lives of employees and their families.

Manufacturers developing new products such as standing and treadmill desks geared toward opportunities to remain active at work.

Over 120 CEOs joining the cause to get America moving by signing on to the CEO Pledge created by The National Coalition for Promoting Physical Activity. ([www.ncppa.org](http://www.ncppa.org))

### WHAT WE HOPE TO SEE:

Utilization of certified Health Coaches and fitness professionals by more employers seeking to design workplace wellness programs that will lead to sustainable behavior change, enhanced productivity and reduced healthcare costs.

More CEO's signing on to the CEO Pledge and acknowledging the importance of an active and healthy workforce.

## 4. FEDERAL FUNDING THAT SUPPORTS LIVABLE COMMUNITIES

Communities that enable more walking, biking and other accessible, appealing physical activity will lower obesity rates.

### WHAT WE'RE SEEING:

In cities across the country, more federal government grants are funding pedestrian and bicycle infrastructure, trails and paths, and other outdoor recreation facilities.

The National Center for Safe Routes to School resources and activities are eliciting strong interest from cities and counties across America.

### WHAT WE HOPE TO SEE:

More policymakers prioritizing and funding walkable, activity-accessible urban and suburban infrastructure improvements.

The expansion of Safe Routes to School programs into a movement that has a significant impact on child safety and physical activity.

Involvement by local and state residents in legislative council meetings and events to encourage their state and local leaders to take action and focus on physical activity initiatives in their communities.

City and county leaders prioritizing the opportunity to engage school districts, community leaders, parents and students as stakeholders in the regional transportation and physical activity discussion.

# IN CITIES ACROSS THE COUNTRY

**MORE FEDERAL GOVERNMENT  
GRANTS ARE FUNDING PEDESTRIAN  
AND BICYCLE INFRASTRUCTURE,  
TRAILS AND PATHS, AND OTHER  
OUTDOOR RECREATION FACILITIES**

## 5. MORE COLLABORATION AMONG FITNESS AND HEALTH CARE ORGANIZATIONS

No one set of stakeholders can solve the obesity epidemic alone.

### WHAT WE'RE SEEING:

The "We alone have the solution!" mindset that characterized early dialogue about the obesity epidemic continues to give way to a spirit of collaboration and interdisciplinary partnership.

Greater collaboration amongst national organizations such as ACE, the American Heart Association (AHA) and the Centers for Disease Control and Prevention (CDC) in the health and wellness conversation.

### WHAT WE HOPE TO SEE:

Growth in the focus on prevention as a means to eliminate the obesity epidemic.

Physicians and Health Systems engaging with the fitness industry to support patient needs and reduce the prevalence of chronic conditions.

Members of the allied health and healthcare continuum earning Health Coach Certifications through accredited programs, in order to better address the health and fitness needs of patients.

## 6. HEALTHIER CHOICES AND EDUCATION

More science-based education needs to be made available and accessible to more people.

### WHAT WE'RE SEEING:

New Youth Specialty Certifications and education for fitness professionals and educators about how to lead behavior change among youth as well as free curriculum to schools related to health and fitness education.

Innovations in education through new technologies, open source initiatives and interactive applications creating greater access across the globe.

### WHAT WE HOPE TO SEE:

Funding that will enable more organizations to educate and promote opportunities for diverse populations to access and engage in physical activity.

Greater awareness and understanding of the behavioral components of wellness and obesity.

Higher utilization rates of high-quality, science-based resources on how to make healthy choices when it comes to nutrition and being active.

Increased number of after-school programs open to the community that focus on physical activity for a diverse population.

**NO ONE SET OF STAKEHOLDERS CAN  
SOLVE THE OBESITY EPIDEMIC ALONE.**

**MORE SCIENCE-BASED EDUCATION NEEDS TO BE  
MADE AVAILABLE AND ACCESSIBLE TO MORE PEOPLE.**



### 7. GREATER INCLUSIVENESS TO ENCOURAGE FITNESS FOR ALL

If more Americans are to join in the journey to a healthier way of life, the idea of “getting fit” must become vastly more appealing and invitational than it is today.

#### WHAT WE'RE SEEING:

Despite a growing awareness of obesity rates and risks associated with physical inactivity, only a small portion of Americans present themselves at places where people traditionally gather to get fit.

For many, there is a sense of trepidation when it comes to becoming involved with a fitness center or facility. Certain levels of intimidation and fear among the public are proliferated by reality TV and unrealistic images of what it means to get fit.

#### WHAT WE HOPE TO SEE:

Passage of the Personal Health Investment Today (PHIT) Act, which would allow individuals to use funds from pre-tax accounts to pay for things like gym memberships, and youth sports and activity fees.

Certified Health Coaches and fitness professionals uncovering and advancing new ways to deliver safe and effective programming to not only the fit and nominally fit, but to those who simply need to get moving.

Fitness facilities testing creative new business practices to help people in communities around them get moving at even a basic level, utilizing only health coaches and fitness professionals certified by programs accredited by the National Commission for Certifying Agencies (NCCA).

### 8. ACADEMIC INVOLVEMENT

Science-based health and fitness education should have a higher profile in public schools and institutions of higher learning.

#### WHAT WE'RE SEEING:

New research revealing discoveries on how the brain works and the connection between physical activity and greater academic success. Studies are beginning to show significant relationships between fitness and academic achievement.

#### WHAT WE HOPE TO SEE:

Greater commitment to science-based, professionally facilitated physical activity and education in schools at all levels.

New funding flowing into schools for fitness-education purposes, including from private and corporate funders.

Greater emphasis among institutions of higher learning on career opportunities in the health and wellness fields to create the workforce that will serve this growing need.

### 9. ENGAGEMENT WITH LOW-INCOME COMMUNITIES

The opportunity to live a healthy lifestyle must not be limited to select socioeconomic classes.

#### WHAT WE'RE SEEING:

Disproportionate rates of obesity and chronic disease in underserved communities that lack access to education, healthy foods and options for physical activity.

Community health workers and promotoras in some lower-income communities are being trained and empowered to promote healthier lives and decrease healthcare costs.

#### WHAT WE HOPE TO SEE:

New levels of commitment by government leaders, charitable funders and the private sector to provide greater access to culturally sensitive healthy foods, physical activity and behavior-modification education in underserved communities.

Widespread support and funding to enable community health workers and promotoras to reach into all communities to improve health and wellness.

# THE OPPORTUNITY TO LIVE A HEALTHY LIFESTYLE MUST NOT BE LIMITED TO SELECT SOCIOECONOMIC CLASSES

### 10. LEVERAGE PRIVATE FUNDS AND CONTRIBUTIONS

Curbing the obesity epidemic must become a strategic imperative for more charitable funders and more leaders in corporate America.

#### WHAT WE'RE SEEING:

Advances in understanding of the complexity of response that the obesity epidemic requires, thanks to the generosity of the nation's charitable funders and corporate communities.

#### WHAT WE HOPE TO SEE:

Even greater, more coordinated and strategic funding of comprehensive programs that focus on a multi-faceted approach that includes education in physical activity, nutrition and behavior modification.

Greater awareness of the chronic conditions caused by obesity and thus more dollars directed toward addressing the epidemic itself.



IF MORE AMERICANS ARE TO JOIN IN THE JOURNEY TO A HEALTHIER WAY OF LIFE, THE IDEA OF “GETTING FIT” MUST BECOME VASTLY MORE APPEALING AND INVITATIONAL THAN IT IS TODAY.





When fitness came into my life, it was as if a light went off inside me, a fire that I never knew existed. I had finally found what I was meant to do and who I was meant to be.

**LISA WOODS**  
ACE-CERTIFIED PERSONAL TRAINER  
AND HEALTH COACH  
ALBANY, NY



Physical exercise is not the greatest hurdle for most of us who struggle or have struggled with weight loss. It's more of a combination of mindset, nutrition, physical activity and a strategy that provides the roadmap to success long term.

**ANN MORROW**  
ACE-CERTIFIED PERSONAL TRAINER  
AND HEALTH COACH  
ST. LOUIS, MO

# TOOLS FOR LIFE™



Defining what it means to be fit is important for our organization. Health and fitness, after all, is who we are and what we do. It is the foundation of all the education we provide to the public, and it is the heartbeat of our organization.

Our Tools for Life serve as guidelines for what it means to achieve true health and fitness – in body and spirit. The principles of strength, coordination, agility, endurance and balance are principles that can be applied far beyond an exercise program.

We use them as guiding principles as we develop education, distribute content, and forge partnerships across industry lines. People from all walks of life can use them as a blueprint to help them achieve their most fit lives.

## AGILITY

THE ABILITY TO MOVE IN ANY DIRECTION, ANYTIME, ANYWHERE

## COORDINATION

THE ABILITY TO LIVE IN A HARMONIOUS WAY

## STRENGTH

THE ABILITY TO OVERCOME RESISTANCE

## BALANCE

THE ABILITY TO SUPPORT YOURSELF WHEN AND HOW YOU WANT

## ENDURANCE

THE ABILITY TO REMAIN ACTIVE FOR A LONG PERIOD OF TIME





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# EDUCATING OUR PROFESSIONALS



**52,358**  
**TOTAL ACE**  
**CERTIFICATIONS**

**ACE CERTIFICATIONS ARE ACCREDITED BY THE NCCA, AND THAT MATTERS** ACE certifies health coaches, personal trainers, group fitness instructors, and advanced health & fitness specialists. Each of ACE's four primary certifications are accredited by the National Commission for Certifying Agencies (NCCA). It's a critical designation. The International Health and Racquet Sportsclub Association (IHRSA) and the Medical Fitness Association (MFA) both recommend club owners and medical fitness facilities hire professionals with NCCA-accredited certifications. It's the way to tell a qualified professional from an unqualified one.

**40,879**  
**CONTINUING**  
**EDUCATION**  
**COURSES**  
**DELIVERED**  
**THIS YEAR**

Just as the NCCA sets standards for certification programs in the United States, the European Health & Fitness Association (EHFA) sets standards in Europe. ACE is the only U.S. certification provider to earn approval by the EHFA Standards Council for our Personal Trainer and Group Fitness Instructor certifications. The designation means nearly 49,000 ACE personal trainers and group fitness instructors are eligible to join the European Register of Exercise Professionals (EREPS), the principle resource for hiring qualified health and fitness professionals in Europe.





I am as comfortable and confident in working with special populations as I am with performance athletes. That balance could only come from an ACE certification.

**MICAILAH BROCK**  
ACE-CERTIFIED PERSONAL TRAINER  
AND HEALTH COACH  
BALTIMORE, MD

### DELIVERING CONTINUING EDUCATION

Once a health coach, personal trainer, group fitness instructor, or advanced health & fitness specialist is certified by ACE, they become part of ACE’s continuing education community. They are presented with a myriad of opportunities and motivators to engage around new scientific research, emerging training and coaching techniques and the latest thinking in behavior modification. Some of those opportunities include:

- ProSource™, ACE’s monthly online publication featuring the latest research, training programs and trends in health and fitness.
- ACE Symposium, a twice-per-year conference on the latest in personal training, biomechanics, mind-body fitness, equipment, business, legal advice, nutrition, group fitness and behavior change.
- Free webinars covering a wide range of multi-faceted approaches to working with a diverse population.
- Live workshops held throughout the country demonstrating practical application of techniques and new research-driven methodologies.

# 40,000 PROSOURCE SUBSCRIBERS

### SPECIALTY CERTIFICATIONS

To address the needs of a diverse population, in 2013, ACE introduced a number of Specialty Certifications to help health and fitness professionals build additional expertise in specific areas that are relevant to the nation’s health and fitness needs. Those specialized areas include:

- |                     |                           |
|---------------------|---------------------------|
| YOUTH FITNESS       | FUNCTIONAL TRAINING       |
| FITNESS NUTRITION   | MIND BODY                 |
| ORTHOPEDIC EXERCISE | GROUP EXERCISE LEADERSHIP |
| WEIGHT MANAGEMENT   | THERAPEUTIC EXERCISE      |
| SPORTS CONDITIONING | SENIOR FITNESS            |



These specialty certifications enable all qualified professionals to become Specialists in key areas in order to better serve new and traditionally underserved populations.



Every time I attend an ACE workshop I leave with a renewed sense of purpose and motivation to make a change in someone’s life.

**STEVE FLENS**  
ACE-CERTIFIED PERSONAL TRAINER  
ST. LOUIS, MO

# 22,000 HOURS INVESTED IN ACE SPECIALTY CERTIFICATION CURRICULA



My client Sherri has a fusion at the knee she’s lived with her entire life. Doctors told her she’d be in a wheelchair by the age of 50. After losing 90 pounds – and counting – with my help, she is now living life to the fullest.

**RYAN VIVAR**  
ACE-CERTIFIED PERSONAL TRAINER  
OKLAHOMA CITY, OK



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# EMPOWERING THE PUBLIC



## 3.4 MILLION ACEFIT.COM VISITORS THIS YEAR

A key component of ACE's mission is to serve the public directly – making available the latest science on how to stay active, stay fit, and conducting and sharing objective research on the efficacy of the latest fitness trends, quick-fix fads, and products that appear in the media or on late-night TV.

### ACEFIT.COM

In 2013, ACE expanded ACEfit.com to serve as a trusted and authoritative source for information about nutrition, physical activity, motivation, and a wide range of insight on health and fitness trends.

### THE SITE OFFERS:

- Recommendations for physical activity that cater to a variety of real-life goals.
- Information on how parents can get their children eating right.
- Tips on everything from exercising outdoors to managing diabetes.
- Interactive custom programming, tools and calculators that empower, motivate and inform.
- The ability to directly connect with a certified health and fitness professional in their local area.

People can select programs that fit their schedules and abilities, and even submit questions to our team of experts comprised of ACE-certified professionals and members of ACE's healthcare network.

### RESEARCH AND PRODUCT REVIEWS

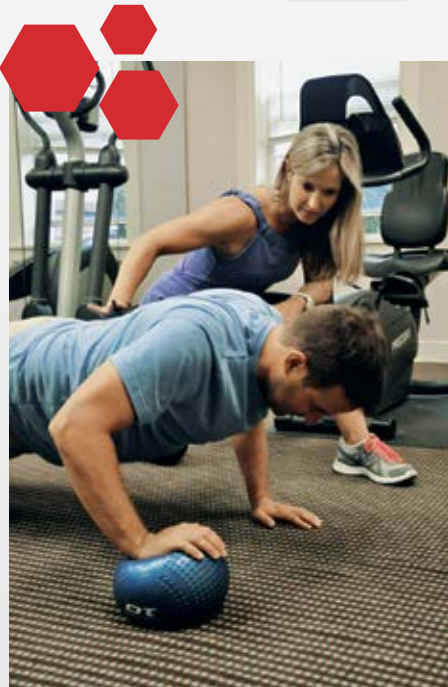
ACE regularly commissions independent, third-party research from university partners and trusted experts. That research is centered on evaluating the safety and effectiveness of products, popular workouts and the impact of certain types of training on the body.



The trends within our industry are always changing. ACE does a great job at researching, writing articles, providing insight and offering an exercise library for fitness professionals to use.

**SARAH CHEFFY**  
ACE-CERTIFIED PERSONAL TRAINER  
GREENSBORO, NC

**73,000 VIEWS  
PER MONTH TO  
ACE YOUTUBE  
CHANNEL**



**5 MILLION VIEWERS  
INTRODUCED TO  
ACE HEALTH COACH  
SARAH JOHNSON**

#### IN 2013, ACE COMMISSIONED STUDIES THAT EVALUATED THE EFFECTIVENESS OF:

- FILA Toning Pants
- Zumba fitness
- Popular chest exercises
- Kettlebells
- QiDANCE and yoga

Thanks to ACE, university research teams found that Zumba is indeed great cardiorespiratory training, that kettlebells are effective for building endurance and strength, and that a belief long held by most weight lifters is true: the barbell bench press is the most effective chest exercise. Scientists also determined that the body reacts virtually the same to regular and hot yoga.

On ACEfit.com, ACE experts also offer reviews and insight on various workout DVDs, equipment, apparel, books and smartphone applications. Health care professionals, exercise physiologists, registered dietitians, fitness professionals and industry experts all play a role in shining a light on popular products.

#### SERVING AS A TRUSTED SOURCE

The public, global health and wellness organizations, and the media have come to trust ACE as a reliable source for news and sound, research-driven information.

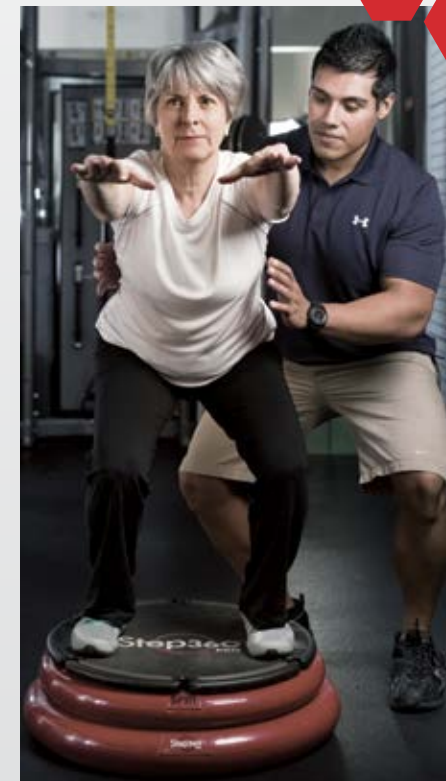
- 5 million viewers of the Dr. Oz Show were introduced to health coaching and behavior change from ACE Health Coach Sarah Johnson.
- ACE Chief Science Officer Cedric X. Bryant, PhD, served on the expert panel for Energy Balance at Crossroads: Translating Science into Action, a partnership of the U.S. Department of Agriculture, the American College of Sports Medicine and the Academy of Nutrition and Dietetics.
- The renowned Aspen Institute recruited ACE for Project Play, a two-year initiative that convenes sport, health, business and other leaders in a series of events on how to eliminate childhood obesity.

Having an ACE trainer is like having the president of your fan club standing right next to you the whole time you're working out.



**PAM LANE**  
CLIENT OF AN ACE PERSONAL  
TRAINER, ELLIPSE FITNESS  
ST. LOUIS, MO

**1,100 NEW ACEFIT.COM  
EMAIL SUBSCRIBERS  
EACH MONTH**



- ACE Healthcare Solutions Director Natalie Digate Muth, MD, RD, MPH, led a roundtable discussion at the 7th Biennial Childhood Obesity Conference in June on ACE's Operation FitKids®. Discussing evidence-based best practices for programs that inspire and empower children to be physically active.
- ACE experts serve on health and fitness advisory boards including Better Homes & Gardens and Shape magazine, and contribute content and their expertise to Reuters, Fox News, Woman's Day, Women's Health, Fitbie, Rodale News, Weight Watchers™, Huffington Post, Consumer Reports, the Oprah Winfrey Network and a host of other media outlets.
- More than 700,000 children have utilized ACE's Operation FitKids® curriculum, a health and fitness program tailored to grades 3-8 provided at no cost to schools and communities around the country.
- In 2013, ACE developed Resolution Evolution, a Web-based community that leverages social media to bring together people across the globe who share health and wellness goals.

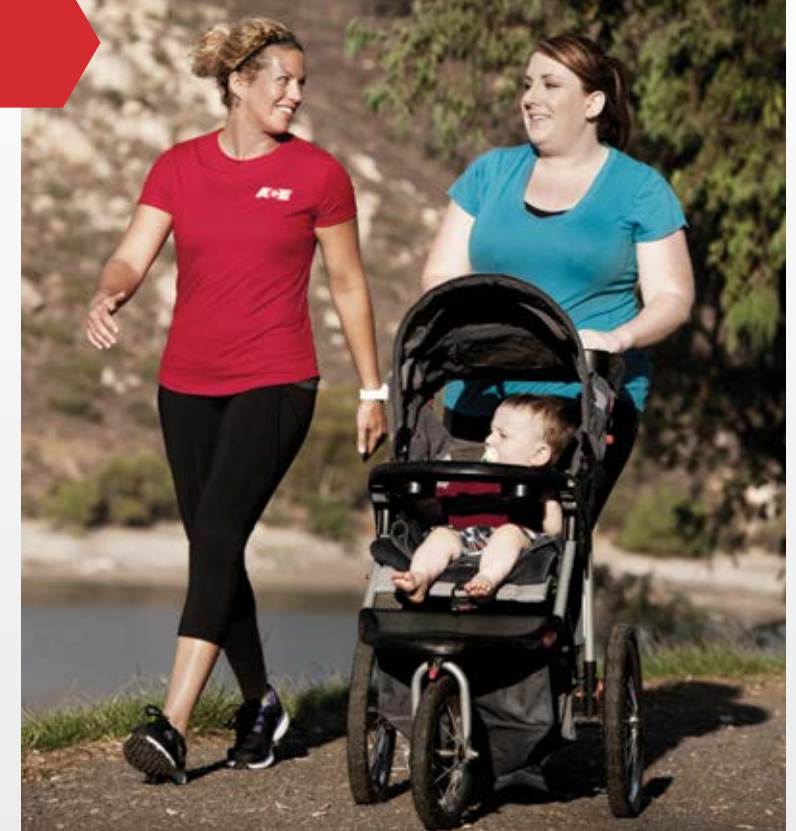
**MORE SO THAN EVER,  
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PEOPLE WHEREVER  
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ADOPT HEALTHY  
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SUSTAINABLE CHANGE**

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# EDUCATING POLICY MAKERS



ACE increasingly engages with public policymakers on the issues that impact our profession's ability to become more integral to the nation's obesity response.

## OBESITY TREATMENT AND PREVENTION

In collaboration with like-minded organizations, and on its own, ACE educates U.S. Congressional policymakers and their staffs on key legislative priorities including:

- The Treat and Reduce Obesity Act of 2013, which would provide Medicare recipients and their healthcare providers with resources to treat, reduce and prevent obesity. ACE educates legislators on the role well-qualified health and fitness professionals can play in treatment.
- The Personal Health Investment Today (PHIT) Act, which would allow individuals to pay for health club memberships, fitness equipment and videos, and youth sports league fees using dollars from pre-tax, flex spending accounts.
- Continued funding for the Carol M. White Physical Education Program (PEP), a U.S. Department of Education effort that provides local education agencies and community-based organizations with grant funding to initiate or enhance physical education programs.



ACE advocates for me as a professional, continues to increase the quality of its materials and strives to discover ways to not only help me in my career but advocate for the public. I'm honored to be an ACE-certified pro and wouldn't have it any other way.

**SHANNON FABLE**  
ACE-CERTIFIED GROUP FITNESS INSTRUCTOR  
OWNER, SUNSHINE FITNESS RESOURCES  
LONGMONT, CO

### SHARED USE OF PUBLIC PARKS

The citizens of communities should have access to public parks and other public open spaces for professionally facilitated group physical activity.

- ACE has published guidelines for local policymakers on the issue, including a recommendation that health and fitness professionals who use local parks hold NCCA-accredited certifications, and that fees for permits be reasonable.
- ACE education efforts have been instrumental to the passage of favorable shared-use agreements in communities like Denver, Colorado and Santa Monica, California.



### PARTNERS FOR CHANGE

In building partnerships with like-minded organizations to advance our collective influence in public policies that maximize the ability for health and fitness professionals to contribute to the obesity response, ACE:

- Serves in a leadership role of the National Coalition for the Promotion of Physical Activity.
- Participates in the Partnership for a Healthier America, which brings together public, private and nonprofit leaders to develop strategies that end childhood obesity.
- Contributes to the President's Council on Fitness, Sports and Nutrition by leveraging communication channels to inform and activate ACE health and fitness professionals in support of council initiatives such as The Presidential Youth Fitness Program and the *Physical Activity Guidelines for Americans Midcourse Report: Strategies to Increase Physical Activity Among Youth*.
- Participates in Joining Forces ([www.whitehouse.gov](http://www.whitehouse.gov)) to connect ACE professionals with military families.
- Spearheads the new Coalition for the Registration of Exercise Professionals (CREP), a 501(c)(6) comprised of health and fitness certification providers who offer NCCA-accredited programs.
- Collaborates with the International Health and Racquet Sports Club Association (IHRSA) to drive innovation across the industry and influence facilities to protect the public by only hiring individuals who hold NCCA-accredited certifications.

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# GROWING OUR REACH



## 923 ACE EXAM LOCATIONS WORLDWIDE



**ACE is forging relationships in new sectors, and energizing pre-existing partnerships, to increase reach of the profession and grow its capacity for impact on the health and wellness of far more people.**

### HEALTH AND FITNESS PROFESSIONALS

The number of inadequate, narrowly focused health and fitness certifications has risen dramatically. There are hundreds of “certifications” on the market aimed at getting personal trainers and group instructors on the floor fast, ultimately with little consideration for the public’s safety. By increasing the number of ACE-certified professionals, we ensure more people have access to qualified, responsible experts who can safely and effectively lead them to healthy change.

### EDUCATIONAL PARTNERS

ACE provides curriculum to colleges, universities and technical schools nationwide at no cost, which allows us to educate students entering into the fields of health care, fitness or allied health.

- More than 20,000 students nationwide were exposed to ACE curriculum last year, which helps ensure future health coaches and fitness professionals have the knowledge and skills they need to lead people safely and effectively.
- In 2013, ACE added nearly 100 educational partners, bringing the total number of facilities where our ACE curriculum is offered to 497.

### MILITARY PARTNERS

ACE forged new opportunities within the health and fitness profession to help military families, and for new veterans to join the ranks as health and fitness professionals.

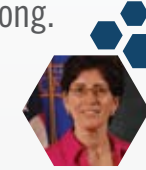
- In 2013, ACE launched the Salute You™ Scholarship, providing 1,000 returning military veterans the opportunity to start a new career in the health and fitness profession at no cost.
- In partnership with Joining Forces, ACE connected volunteer-minded health and fitness professionals across the country to military families, helping members of those families start their journey to fitness for free.

# 84 COUNTRIES WHERE ACE PROS ARE WORKING



The Salute You Scholarship enables our heroes to continue to lead by example and inspire many Americans and their families to become healthy, fit and strong.

**SHELLIE PFOHL**  
EXECUTIVE DIRECTOR  
PRESIDENT'S COUNCIL ON FITNESS,  
SPORTS & NUTRITION



It's a big load off your mind when you get back from being deployed and not have to worry about starting a new career. This is something I've always wanted to do but either had no time or money. The ACE Salute You Scholarship has helped make it possible for me to follow a dream.

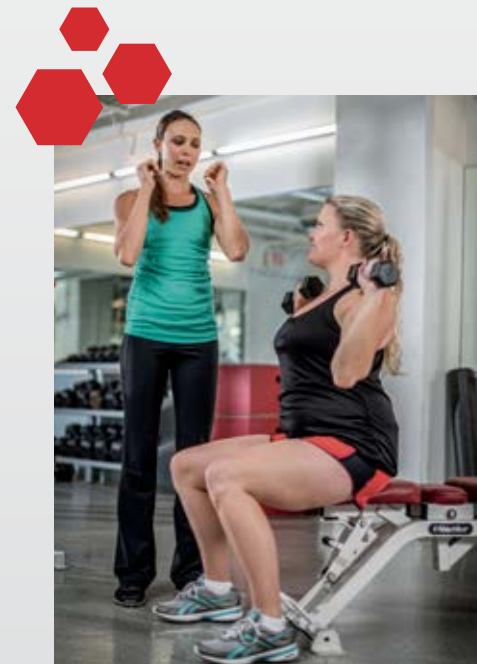
**KAIN MARTIN**  
SALUTE YOU SCHOLARSHIP RECIPIENT  
NAVY RESERVIST, CARTHAGE, NY



# 240% INCREASE IN HEALTH COACH CERTIFICATION EXAMS

The university partnership provides students the opportunity to go through extensive preparation before taking the ACE exam. ACE has done a great job of consolidating the information into an easy format to teach and learn.

**SARAH SHORE-BECK**  
ACE-CERTIFIED PERSONAL TRAINER  
AND GROUP FITNESS INSTRUCTOR  
BALL STATE UNIVERSITY  
INSTRUCTOR OF PHYSICAL EDUCATION



# 7,967 NEW ACE PROFESSIONALS

AMERICAN COUNCIL  
ON EXERCISE

**2013** IMPACT  
REPORT



# ENRICHING OUR PARTNERSHIPS



ACE has called on leaders across the nation to work together to eliminate the obesity epidemic. Bringing together leaders in healthcare, fitness, business, education and government is key to turning the tide.

In 2013, ACE continued to build on the relationships created long ago while making new inroads into healthcare and workplace wellness.







### IDEA HEALTH & FITNESS ASSOCIATION

Our collaboration with IDEA has led to several joint endeavors, including the ability to share research and information with our professionals in the *ACE-IDEA Fitness Journal*. The publication reaches more than 63,000 total subscribers in 80 countries.



### NATIONAL PHYSICAL ACTIVITY PLAN ALLIANCE

ACE has become a founding member and participated with other health and fitness organizations to promote the National Physical Activity Plan, a comprehensive set of policies and programs directed at increasing physical activity in the United States. The plan sets out specific objectives for eight segments of society including health care, public health, education, business, media, parks and recreation, transportation and community design, and nonprofits.



### INTERNATIONAL HEATH AND RACQUET SPORTSCLUB ASSOCIATION (IHRSA)

As the health and fitness industry's only global trade association, IHRSA represents more than 9,000 facilities and 600 suppliers around the globe. When appropriate, ACE works to influence legislation in Washington alongside IHRSA, which shares our goal of strengthening initiatives that distinguish and differentiate well-qualified health and fitness professionals. In addition to sponsoring comprehensive industry research, IHRSA hosts a number of events that showcase ACE including the Annual Women's Leadership Summit, The Summit for a Healthier America in Washington DC, and the Annual European Congress. ACE also serves on the IHRSA "Ask an Industry Leader Panel" and collaborates with the organization through the IHRSA Industry Defense Fund.



### JOINING FORCES

Joining Forces is a comprehensive national initiative that provides ways for Americans to give back to members of the Armed Forces and their families. ACE has spearheaded an effort among health and fitness professionals, business and organizations to provide free one-on-one and group fitness instruction for military families. To date, 119,000 service hours have been donated to actively deployed military Reservists and National Guard units, and their families.



### NATIONAL COALITION FOR PROMOTING PHYSICAL ACTIVITY (NCPA)

ACE President and CEO Scott Goudeseune serves as president for NCPA's Board of Directors. NCPA is a leading force in the country promoting physical activity and fitness initiatives among diverse segments of the population. In 2013, ACE served on a team of groups organizing and participating in the Economics of Physical Activity Forum at the Pew Charitable Trust in Washington DC. The organization gathers forward-thinking economists, thought leaders and policy analysts to discuss economic issues related to physical activity across the United States and what opportunities exist for research, policy and practice. The organization has also continued to build on the CEO Pledge, a commitment by business leaders nationwide to add physical activity opportunities to their workplaces. ACE has continued to assist NCPA as an active participant in its Membership, Business/Industry and Policy committees.



### MEDICAL FITNESS ASSOCIATION (MFA)

MFA is a member organization for fitness centers that operate within or in conjunction with medical or rehabilitation facilities, and a significant link to the health care field. In addition to assisting with creation of its Facility Standards and Guidelines, ACE helped the organization develop its certification program. Through our efforts, ACE has helped ensure that MFA members are working with health and fitness professionals who hold properly accredited certifications.



### AMERICAN HEART ASSOCIATION (AHA)

ACE's longstanding partnership with AHA has been grounded in providing technical expertise for development of the organization's Start! Walking Program. The national campaign, which reaches more than 35,000 citizens, calls on communities and businesses across the country to create a culture rooted in physical activity through walking.

### NATIONAL SCIENCE FOUNDATION (NSF) JOINT COMMITTEE ON HEALTH AND FITNESS FACILITY STANDARDS



A nonprofit, NSF International is leading the charge to create a standard for health and fitness clubs across the country through its Joint Committee on Health and Fitness Facility Standards. NSF Draft Standard 341, one of many proposed by the committee, calls for medical, health and fitness facilities to only hire professionals who hold NCCA-accredited certifications. ACE, the American College of Sports Medicine (ACSM), and IHRSA participated in creation of the recommendation, which is currently being considered for adoption by clubs nationwide.

### COMMITTEE ON ACCREDITATION FOR THE EXERCISE SCIENCES (CoAES)

The Commission on Accreditation of Allied Health Education Programs (CAAHEP) is the largest accreditor of educational programs in the health sciences field. The Committee on the Accreditation of Exercise Sciences (CoAES) is a committee within CAAHEP that focuses specifically on accrediting exercise science programs and personal training academic programs in colleges and universities. The organization's standards help ensure that students are adequately prepared to earn an NCCA-accredited certification and serve as safe and effective health and fitness professionals. ACE assisted in revising the group's standards to allow accreditation of two-year, community college programs. Involvement with CoAES is one more way ACE is safeguarding the public and protecting the integrity of qualified health and fitness professionals.



### NATIONAL ASSOCIATION OF EMERGENCY MEDICAL TECHNICIANS (NAEMT)

ACE worked alongside NAEMT to develop physical fitness guidelines for Emergency Medical Services (EMS) personnel in an effort to reduce the number of work-related injuries and illness they experience. NAEMT called upon ACE to assist after NAEMT began reporting a higher rate of lifting-related injuries among its emergency medical technicians and paramedics, and a general decline in the fitness level of personnel. The result: In 2013, ACE published the guidelines, which thus far, have been distributed among 32,000 NAEMT members.



### AARP

ACE's long-standing relationship with AARP has expanded through a number of initiatives over the years. As a provider of health and fitness services for AARP's Fitness and Wellness Program, ACE-certified professionals offer special discounts to AARP members nationwide. In 2013, we also continued our ACE-AARP Fitness Makeover Project that provided one lucky winner with seven months of personal training, behavior science consultations and expert insight.



### PRESIDENTIAL ACTIVE LIFESTYLE AWARD (PALA+)

A long-time supporter of PALA+, ACE continued to promote our 12-week fitness program specifically designed for participants on ACEfit.com. The routine is aimed at improving total-body strength, cardiovascular endurance, muscular definition, weight loss and overall health among beginning exercisers. PALA+ is a component of First Lady Michelle Obama's *Let's Move!* initiative.



### MILITARY SPOUSE CAREER ADVANCEMENT ACCOUNT (MYCAA) AND POST 9/11 G.I. BILL

ACE has been a longtime participant in both the MyCAA program and as an approved education provider under the Post 9/11 G.I. Bill. Both programs provide financial support for active duty, veterans and eligible spouses interested in ACE study materials, certification exams and continuing education. ACE's participation has led to recognition as a Military Friendly School, a designation given to the top 15% of educational institutions nationwide that deliver the best experience for military students.



### INSTITUTE FOR CREDENTIALING EXCELLENCE (ICE)

As the parent organization for the National Commission for Certifying Agencies (NCCA), ICE has more than a 35-year history in establishing quality standards for certification programs in allied health and has been involved in accreditation of certifications for 13 fitness organizations for more than a decade. ACE serves in a leadership role within the organization and helps shape standards that ultimately result in highly-qualified health and fitness professionals who work with consumers to safely enhance their overall physical well-being.

## CREP

### COALITION FOR THE REGISTRATION OF EXERCISE PROFESSIONALS (CREP)

ACE spearheaded the formation of CREP in 2013 as a way to unite providers who offer NCCA-accredited health and fitness certification programs. The 501(c)(6) is designed to serve as an internationally recognized registry for qualified professionals in the United States and a vehicle for advocacy on regulatory issues. The organization will present a united front to obtain formal recognition for the “well qualified” health and fitness professional as a health professional – a term often used in legislation – well qualified is defined as those who hold NCCA-accredited certifications.



### SPORTS FITNESS INDUSTRY ASSOCIATION (SFIA)

SFIA is a trade association comprised of 750 leading sports and fitness brands, suppliers, retailers and partners of the health and fitness industry. In addition to serving as a thought leader, the organization supports member companies and promotes a healthy environment for the industry by providing access to information, influence and industry connections. In 2013, ACE collaborated with SFIA in Washington on language included in the Personal Health Investment Today Act (PHIT). The bill calls for the opportunity for individuals to pay for gym memberships, fitness equipment, youth sports and activity fees using funds from pre-tax accounts, including flexible spending accounts.

### THE ASPEN INSTITUTE

The Aspen Institute is an education and policy studies organization based in Washington, DC. Its mission is to foster leadership based on enduring values and to provide a nonpartisan venue for dealing with critical issues. Leaders from the institute requested ACE involvement in Project Play, a two-year initiative that includes a series of roundtable discussions to address the barriers that limit children’s access to sport activity.



### PARTNERSHIP FOR A HEALTHIER AMERICA (PHA)

The Partnership for a Healthier America (PHA) is devoted to working with the private sector to solve the childhood obesity crisis. The organization brings together public, private and nonprofit leaders to broker meaningful commitments and develop strategies that end the epidemic. PHA also ensures commitments are kept by working with unbiased, third parties to monitor and publicly report on the progress partners are making.



### AMERICAN COLLEGE OF SPORTS MEDICINE (ACSM)

The American College of Sports Medicine is an organization that is dedicated to advancing and integrating scientific research to provide educational and practical applications of exercise science and sports medicine. In addition to partnering with ACSM on creation of CREP, ACE also collaborates alongside the organization on similar causes including childhood obesity prevention and building bridges with health care providers.



### NATIONAL STRENGTH AND CONDITIONING ASSOCIATION (NSCA)

As the worldwide authority on strength and conditioning, the NSCA supports and disseminates research-based knowledge and its practical application to improve athletic performance and fitness. ACE partnered with NSCA on the formation of CREP, advancement of causes including the President’s Council on Fitness, Sports and Nutrition, and increasing the number of youth fitness opportunities.



### NATIONAL COUNCIL ON STRENGTH & FITNESS (NCSF)

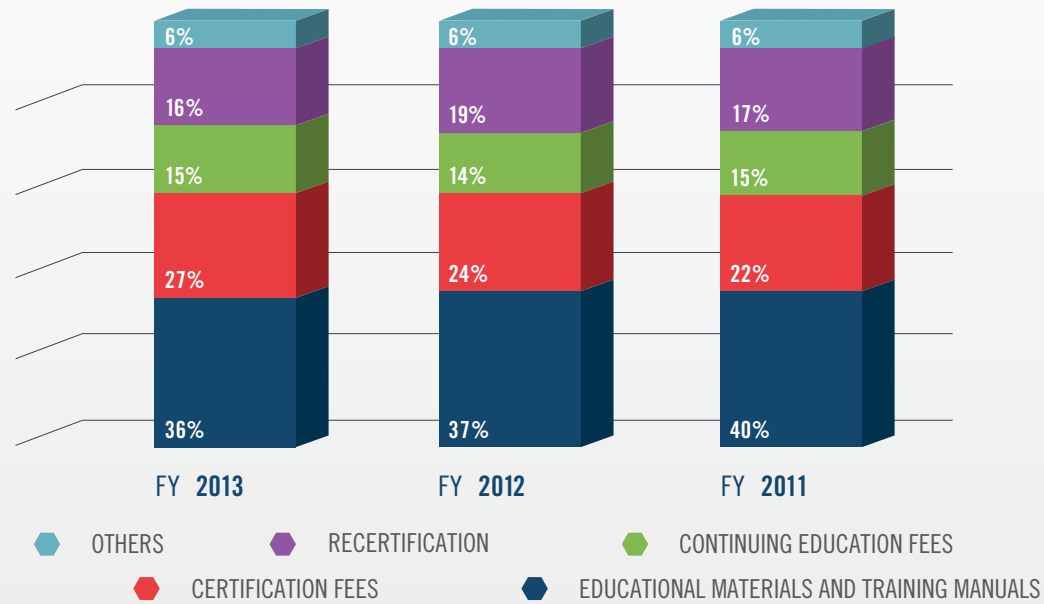
The National Council on Strength and Fitness (NCSF) is a professional, member-driven, education and credentialing organization for personal trainers and exercise science professionals. As the certification provider of an NCCA-accredited Personal Trainer certification, NCSF has joined CREP as a founding member.

# AMERICAN COUNCIL ON EXERCISE RELATIONSHIPS

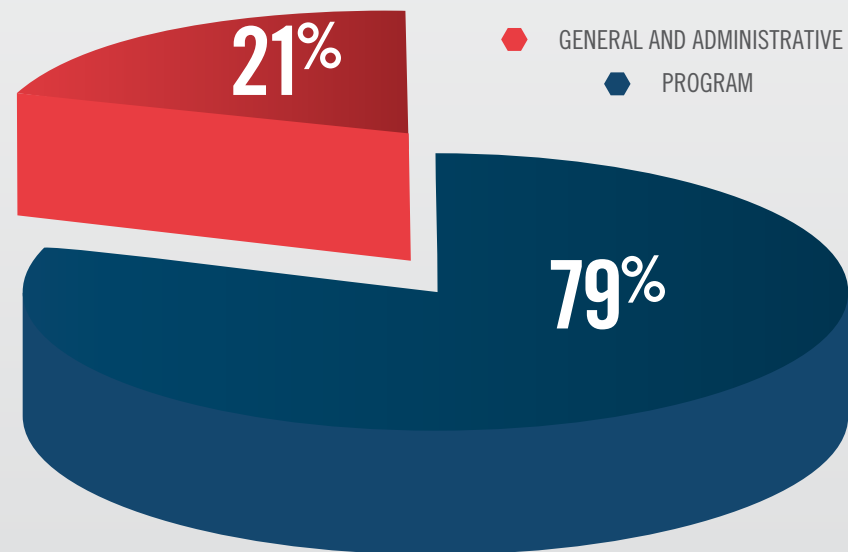


# 2013 FINANCIAL REVIEW

## SUPPORT & REVENUE MIX THREE-YEAR TREND



## FUNCTIONAL EXPENSES AS OF YEAR ENDED JUNE 30, 2013



## STATEMENTS OF FINANCIAL POSITION

### ASSETS

#### Current Assets

	2013	2012
Cash and cash equivalents	\$4,322,270	\$4,308,454
Investments	1,179,649	952,931
Accounts receivable	532,606	156,057
Inventory	391,585	470,455
Deferred and prepaid expenses, current portion	451,923	375,997
<b>Total current assets</b>	<b>6,878,033</b>	<b>6,263,894</b>

#### Fixed Assets

#### Deferred and Prepaid Expenses, long-term portion

#### Deferred Compensation Plan Assets - 457b

Total assets	<b>\$11,108,879</b>	<b>\$10,084,289</b>
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### LIABILITIES AND NET ASSETS

#### Current Liabilities

Accounts payable and accrued expenses	\$1,485,763	\$945,066
Deferred revenue	1,969,202	1,690,511
<b>Total current liabilities</b>	<b>3,454,965</b>	<b>2,635,577</b>

#### Deferred Compensation payable - 457b

Unrestricted Net Assets	7,582,324	7,448,712
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<b>Total liabilities and net assets</b>	<b>\$11,108,879</b>	<b>\$10,084,289</b>
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## STATEMENTS OF ACTIVITIES

### REVENUE AND SUPPORT

Educational materials and training manuals	\$5,553,653	\$4,825,454
Certification fees	4,160,824	3,075,225
Instructor renewal fees	2,488,256	2,529,691
Continuing education fees	2,348,984	1,850,242
Shipping and handling	459,656	404,494
Consumer Outreach	126,705	99,367
Mailing list rentals	110,312	138,747
Royalties	98,743	118,189
Membership fees	53,185	9,445
Interest and dividends	32,345	42,173
Contributions and other income	155	245
<b>Total revenue and support</b>	<b>\$15,432,818</b>	<b>\$13,093,272</b>

### EXPENSES

Program	\$12,184,983	\$10,187,900
General and administrative	3,173,334	2,518,774
<b>Total expenses</b>	<b>15,358,317</b>	<b>12,706,674</b>
Excess of revenue and support over expenses	74,501	386,598

### NET REALIZED/UNREALIZED

LOSSES ON INVESTMENTS	59,111	(26,972)
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### INCREASE IN UNRESTRICTED NET ASSETS

UNRESTRICTED NET ASSETS	133,612	359,626
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Beginning of year	7,448,712	7,089,086
<b>End of year</b>	<b>\$7,582,324</b>	<b>\$7,448,712</b>

# LEADERSHIP



## EXECUTIVE TEAM

**SCOTT GOUDESEUNE**  
President and Chief Executive Officer

**CEDRIC X. BRYANT, PHD**  
Chief Science Officer

**VICTORIA KREUTZKAMP**  
Vice President, Business Development

**JANET FRENKEL**  
Chief Operating Officer

**GRAHAM MELSTRAND**  
Vice President, Corporate Affairs

**ALEX MIRNEZAM**  
Chief Financial Officer

**SCOTT CURRY**  
Vice President, Marketing

## BOARD OF DIRECTORS

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President and Owner,  
Motivating Bodies Inc.

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**SAMANTHA LINCOLN, TREASURER**  
Director of Business Development,  
Pacific Pulmonary Services

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Co-Founder and Chief Nutrition Officer,  
NutriStyle Inc.

**TED VICKEY**  
President and Chief Executive Officer,  
FitWell LLC

**LORNA FRIEDMAN, MD**  
Partner, Global Health Management at  
Mercer Health & Benefits

**MANUEL RODRIGUEZ**  
Vice President of Marketing,  
Brand and Marketing Services,  
Reliant Energy

**ELLIOT TURRINI, JD**  
Founder and Chief Executive Officer,  
CollaborativeHealth

**KIMBERLY WELLS**  
Senior Trade Specialist, U.S.  
Department of Commerce

**WOJTEK CHODZKO-ZAJKO, PHD**  
Professor and Department Head,  
Department of Kinesiology and  
Community Health,  
University of Illinois  
at Urbana-Champaign

**ASH HAYES, EDD**  
Emeritus Historian

**MICHELE STANTEN**  
Freelance Journalist  
and Former Fitness Director,  
*Prevention Magazine*

**NANCEY TREVANIAN TSAI, MD**  
Assistant Professor of Neurosurgery,  
Medical College of South Carolina

**JOHN ELLIS**  
Co-founder and Chief Executive Officer,  
Attune Health Management

## INDUSTRY ADVISORY PANEL

**ROBERT J. BROSNER**  
Chief Operating Officer,  
Y of Central Maryland

**STEVEN TROTTER,**  
Fitness Coordinator,  
Virginia Tech

**BONNIE CASTRO**  
Health Educator Supervisor,  
WebMD Health Services

**ANTONIO S. WILLIAMS, PHD**  
Assistant Professor,  
Department of Kinesiology,  
Indiana University Bloomington

**JOHN F. GRAHAM,**  
Director of Corporate  
and Community Fitness,  
Lehigh Valley Health Network

**SHANNON FABLE**  
Owner,  
Sunshine Fitness Resources

**CHRISTOPHER W. GURTCHIEFF**  
Vice President of Corporate Retail,  
Harbor Freight Tools

**CHER HARRIS**  
Assistant General Manager,  
The Houstonian Club

**DONNA HUTCHINSON**  
Owner,  
On the Edge Fitness Educators

**SCOTT R. LEWANDOWSKI**  
Regional Director,  
Fitness Formula Clubs

**DAN TOURTELLOTTE**  
Sports and Fitness Director,  
Levite Jewish Community Center



EMPOWERING PEOPLE TO LIVE THEIR MOST FIT LIVES.