

FITNES



2005 Annual Report



National Board *of* **Fitness Examiners**

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From the Board of Trustees

The year 2005 marked a rite of passage for the personal fitness industry.

The National Board of Fitness Examiners (NBFEE) deployed the first national standardized written examination to measure the competency of personal fitness trainers.

For the first time in the history of the fitness industry, 18 national and international education/certification organizations elected to participate with the NBFEE and ensure that their curricula and coursework will meet the testing objectives established by the NBFEE. Similar to all medical and allied health professions, we can be proud to say that the personal fitness training industry now has national standards, developed by the industry, for the industry.

Beginning in early 2004, the NBFEE conducted the largest study in the history of the fitness industry. We worked with some of the nation's leading experts in the field, the National Board of Fitness Examiners (NBFEE) Fellows, most of whom are certified by virtually every nationally recognized personal training certification organization. Thomson-Prometric's team of renowned psychometricians guided us every step of the way and assisted us with the arduous task of beta testing. This process led to the final production of the NBFEE Personal Fitness Trainer Examination, Part I.

The NBFEE 2005 Annual Report provides a summary of the events that led to this historic achievement. The National Board exams are not static and will change dynamically. Valuable data provided to training organizations and institutions will help them assess the strengths and weaknesses of their educational programs. This will further unify the fitness industry and ultimately produce skilled fitness professionals.

Now that the written portion of the National Board exam has been deployed, the planning and development of Part II, the practical portion of the National Boards, will begin. The practical exam will also set new standards for determining the skills of our fitness trainers, something that has been lacking in our profession for many years.

We would like to thank the hundreds of industry leaders, the first NBFEE Fellows and all the NBFEE Affiliate organizations for working together to help the fitness industry evolve into a respected branch of the allied health profession.

Sincerely,


SAL A. ARRIA, DC


NINO DIMULLO, MD


DAVID L. HERBERT


PHIL KAPLAN


CAREY KRIZ


LINDA D. PFEFFER


ROBERT L. REPLOGLE, MD


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Introduction

In response to decades of scientific data demonstrating the benefits of balanced nutrition and regular exercise for the universal and targeted prevention of many chronic diseases, the fitness industry has experienced tremendous growth in a variety of ways. The abundance of home gym and fitness equipment has exploded. Exercise video and nutritional supplement sales have skyrocketed. Perhaps the most dominant source of growth in the multi-billion dollar fitness industry has been the use of personal fitness trainers in health clubs and in private studios. Since 1998, the number of Americans belonging to health clubs has grown over 23% or seven million members. The American Sports Data, Inc., a company that specializes in sports and fitness research since 1983, estimates that over four million people in the United States paid for personal training services in 1998, and that number has significantly increased each year.

Personal trainers today must assume a higher level of responsibility for their clients. They must strive to deliver safe yet effective exercise programs in addition to providing the appropriate care and required supervision needed to help clients achieve individual fitness goals. John Dietrich, past president of the American International Health Industries, stated as far back as 1983: “There are no licensure requirements or mandated training programs for health club fitness instructors (as well as personal trainers), yet who can deny the grave responsibility of an individual whose job it is to assist people in vigorous exercise and the use of powerful machines?” Twenty-two years later, the responsibility has not diminished; it has increased with today’s emphasis on fitness.

The mission of the NBFEE is to establish a scientifically valid means of assessing the qualifications of fitness professionals through testing and examination. The NBFEE promotes the services of qualified fitness professions as a viable means of improving public health.

Introduction

Introduction

The Problem: A Lack of National Standards for Fitness Professionals

In the last several years, in response to lawsuits resulting from client injury and death, the fitness industry began scrutinizing itself. In 2003, Dan Rather's nationally broadcast story, "Who's Training the Trainers," sparked a media frenzy that included dozens of nationally syndicated articles written about the lack of regulations and standards in the fitness industry. The reality today is the "Personal Trainer Certificate" available via download from the Internet with no more required than a \$39.95 fee. There are reportedly 100 to 200 fitness certification companies offering education or "personal trainer certifications."

Unqualified programs compromise the integrity of the industry, creating problems for qualified personal trainers, health clubs, insurance companies, and the general public. Recently, several certification organizations have examined external test accreditation as a means to address these issues. However, some accreditation standards do not emphasize mandatory educational requirements, specific coursework or practical training as a prerequisite to examination. Some accreditation organizations do not require content and process audits external to the accrediting body, and there is no process for evaluating the test content once it has been established. Third-party accreditation also does not require that organizations survey and analyze standards at the industry level. As a result, the only requirement of some of these organizations is simply that candidates be 18 years old and hold a valid CPR certification. Unfortunately, there are no universal educational or practical training requirements established for written personal training certification examination. Therefore, it is imperative that an external, unbiased, nationally recognized, standards-based examination process exists to ensure that all fitness professionals meet certain levels of competency determined by a defined scope of practice.

World-renowned exercise scientists, practicing fitness professionals, medical and allied health professionals and certification organization heads have stated that they believe our industry is best served by individual competency evaluations conducted by a national board that examines both knowledge and practical skills after completing an educational

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component. Today, National Board Exams are the benchmark for individual competency evaluation by virtually every medical and allied health care provider.

The Solution: The Creation of the NBFE

The NBFE was founded to fulfill two distinct needs. First, the NBFE will define “scopes of practice” for fitness professionals. The professional roles will include personal fitness trainers, group trainers, medical exercise specialists, and specialists in areas such as youth and senior fitness. This paradigm is common in other allied health professions including nursing, which has defined roles for nurse’s assistants, licensed vocational nurses, registered nurses, surgical nurses, and nurse practitioners.

The second need that the NBFE will address is determining the “standards of practice” for each of the professional roles. The standards will be formal statements of skills and knowledge that are associated with each professional role. Using the standards, the Board will create examinations with the assistance of Thomson Prometric, a leading testing organization.

Defining scopes of practice and determining standards of practice will aid the profession to be recognized by traditional medicine. Today, the title “personal trainer” does not denote any particular practice scope, much less practice standards or level of competency.

How Does the NBFE Differ from a Fitness Certification Organization?

There are several critical differences between the NBFE and a fitness certification organization. One primary difference is the inclusive nature of the NBFE. In the winter of 2003-2004, the NBFE invited ALL of the major fitness certification organizations to participate in the development of the first examination. To date, 18 certification organizations have agreed to participate. They have provided general guidance, become trustees, nominated Fellows for the test development groups, served on various committees, and applied for NBFE Affiliation. Individual certification organizations do not provide an industry-wide perspective.

Introduction

Another essential difference between the NBFEE and a fitness certification organization is the process by which examinations are designed, developed and deployed. The nature of the design and development of the NBFEE Personal Fitness Examination exceeds most standards of development in the industry. Even those certification organizations that elect to

pursue voluntary third-party accreditation are not required to complete the internal checks and audits that the NBFEE has adopted. Each phase of test development is completed by the NBFEE, reviewed by Thompson Prometric, and audited for quality and fairness. Test results data will be shared with certification organizations (NBFEE Affiliates) so they can adjust their educational programs to turn out personal fitness trainers with the knowledge and skills to pass NBFEE testing.

A third difference between the NBFEE and a fitness certification organization is the industry representation achieved by the NBFEE. Some certification organizations include Board members from outside the fitness industry. The NBFEE includes leaders in the

fields of Medicine, Academia, Clubs and Gyms, Trainers, Certification Organizations and related professionals to integrate all perspectives into the NBFEE. There are advisory committees representing all viewpoints, and the NBFEE Board of Trustees includes members from each field. This dedication to include virtually all facets of the health and fitness community is not matched by any certification organization.

And finally, to further ensure competency above and beyond the knowledge evidenced by written exams, the NBFEE is developing the first practical examination for personal fitness trainers. The NBFEE will incorporate the findings of an industry-wide survey of health clubs to create a “hands on” test to measure skill levels.

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The Structure of the NBFE

A Board of Trustees serving two or three year terms governs the NBFE. The Trustees are responsible for the oversight of all facets of the NBFE's operation. The NBFE Board of Examiners operates under the Trustees and is responsible for the knowledge base used to create the examinations. The Trustees elect the Board of Examiners from the members of five advisory committees: Medicine, Certification Organizations, Fitness Professionals, Health Clubs, and Academia. Each of the advisory committees provides recommendations and advice to the NBFE in their specific areas of expertise. The Trustees also retain professional assistance in the areas of legal affairs, business management, and testing and psychometrics. The Trustees also name the NBFE Fellows, a focus group of active personal fitness trainers assembled to conduct task and domain analyses, establish test objectives, build test blueprints, author test items (questions), and complete related tasks.

The Trustees are responsible for the oversight of all facets of the NBFE's operation.



Personal Fitness Trainer Examination, Part I

Examination, Part I

The PFTE, Part I is a two and one-half hour test (plus thirty minutes of preparation) that includes 200 multiple-choice questions. Of the 200 questions, 180 are scored and 20 are unscored for use in future examinations. The examination includes 7 testing areas and 16 testing objectives. All candidates who apply and schedule the PFTE, Part I will receive a study guide. Interested parties should visit www.nbfe.org for more information.

NBFE PFTE, Part I Requirements

The NBFE has two requirements to sit for the PFTE, Part I. First, the test candidate must be at least 18 years old. Second, the test candidate must have successfully completed the personal training certification program from an NBFE Affiliate OR requisite coursework from an institution of higher education (College or University). Additional information is available at www.nbfe.org.

NBFE PFTE, Part I Development

Creating the first industry-wide examination for personal fitness trainers is a comprehensive process requiring input and feedback from many sources. The NBFE employs the very best practices in high-stakes testing and leading psychometric standards as defined by the American Psychological Association, American Educational Research Association, National Council of Measurement and Evaluation, and the American Evaluation Association. The NBFE is working with Thomson Prometric in developing the examination process. Thomson Prometric is experienced in developing and deploying high-stakes examinations. Each year, Thomson Prometric schedules, arranges and proctors hundreds of thousands of tests in the medical, allied health, academic, and vocational arenas.

In the context of testing, validity means that an examination tests what it is intended to test. Reliability means that the examination consistently measures each test taker with predictable results. An unbiased test is one that provides no advantage to test takers other than that based on the knowledge associated with the examination. The NBFE and Thomson Prometric have developed a standardized examination that is valid, reliable and unbiased.

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Personal Fitness Trainer Examination, Part I

Examination, Part I

Domain Analysis

Generally, standards-based tests begin with a domain analysis and/or job task analysis, which determine the skills and knowledge of a defined practice or area of content. The NBFEE has used several methods to establish and validate the practice domain for personal fitness trainers. Our domain analysis began with an open request for nominations for a focus group of

leading subject matter experts who represent the best practices and broad perspectives of the industry. The NBFEE received over 100 nominations for these positions. Several NBFEE Executive Board members and staff reviewed the pool and selected 12 subject matter experts based on their professional merit and standards of selection provided by Thomson Prometric. These experts are all active and experienced personal trainers and most held multiple fitness certifications and/or academic training in related fields. We call this group of experts the “NBFEE Fellows.”

In August of 2004, the NBFEE executive staff assembled the Fellows and several top psychometricians from Thomson Prometric to initiate the domain analysis. Work began with a pre-meeting survey to determine the most relevant content areas to be included in the exam. From this survey, a preliminary Test Definition Document was composed. This document included proposed testing domains, a statement of presumed knowledge of testing candidates, identification of the primary industry stakeholders, and a suggested testing format and test modes. Using a process called Task Expansion, the Fellows refined the Test Definition Document to identify the 7 major testing areas and the 16 measurable test objectives.

Test Definition Document

Following the domain analysis and the initial preparation of the Test Definition Document, the Fellows worked on a series of exercises to weigh the test objectives based on their importance and relationship to practice. Each Fellow weighed the objectives individually. Each score was then collected, collated and tallied to examine agreement in the weighting of scores. The result showed a great deal of consistency between the Fellows when determining which test objectives were the most, and least, critical. The final-

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Personal Fitness Trainer Examination, Part I

ization of weights in this exercise required only slight adjustments. The workshop concluded with the completion of the Test Definition Document based on the work of the Fellows.

However, the focus groups comprised of NBFEE Fellows represented only part of the domain analysis. Since the NBFEE Fellows comprise a small, albeit authoritative, perspective of the fitness industry, the NBFEE conducted an industry-wide survey to validate its findings. The survey was prepared in conjunction with Thomson Prometric. It invited responders to identify, rate and comment on major areas within personal training, including objectives for each of the testing areas described in the Test Definition Document. The survey also provided an area for qualitative comments and suggestions for additional testing areas.

The survey was conducted in two ways. First, as a closed survey, it was made available only to a sample of active personal trainers. This sample was comprised of recommendations from several certification organizations and professional associations within the industry. Over 25,000 trainers received an e-mail inviting them to participate in the survey. Once the data from this survey were parsed and “scrubbed” (duplicate files removed, corrupt files corrected, formatting fixed, etc.), the NBFEE had over 1,600 survey responses. Second, as an open survey available on the NBFEE’s web site, a larger group of responders completed the survey; however, the open survey accessed a larger group of responders and did not permit as much control as the closed survey. The process of data scrubbing was the same.

The survey accomplished two goals. First, the NBFEE wanted to be sure that the data received from both the closed and open survey was comparable and similar. There was a great deal of agreement about each test item (question) within the two surveys. The primary reason for both surveys was to determine if the 7 major testing areas and the 16 measurable test objectives and their weights were valid as identified by the NBFEE Fellows. Once again, the survey showed a great degree of agreement between the testing areas and objectives proposed by the Fellows and the data from the responses on the surveys. When the final analysis was completed by Prometric, the Test Blueprint Document was validated with almost no revision. The NBFEE’s first Domain Analysis for the Personal Fitness Trainer Examination, Part I was complete.

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Personal Fitness Trainer Examination, Part I

Examination, Part I

Item Writing

Following the completion of the domain analysis, the Fellows assembled once again. This time, the group met with NBFEE staff and Prometric's top psychometric experts to write the test items (questions) for the first examination. The group began its work by learning how to write psychometrically sound test items. The Fellows then split into small groups based on their specific content expertise to collectively write the 360 items required for the two forms of the first examination. One critical area of item authoring was the use of the NBFEE Bibliography. Assembled by NBFEE Board of Trustees and Fellows, this small library of authoritative texts was brought onsite for use by the Fellows in item writing. Each item required a specific citation from at least one of the materials.

Once the initial drafts of all items were completed, the Fellows divided into two groups for the first review. Each group evaluated half of the questions initially and then switched the item bank to evaluate the other half. In this manner, each question was evaluated twice by a total of 11

subject-matter experts. The evaluations were based on three criteria: (1) Congruence: does the item test the knowledge, skill or ability as defined by the testing objective; (2) Difficulty: does the item reflect an examination of the proper degree of mastery of knowledge, skill or ability; and (3) Relevance: does the item represent a pertinent and applicable assessment of the testing objective. Upon completion of this exercise, the Fellows had written and evaluated all of the questions required for the beta test and subsequent production test forms.

Test Form Development

Following the completion of the item database, Thomson Prometric created a test form with the entire item bank included for external review. The

NBFEE selected reviewers with extensive experience in auditing and editing test items in medicine and health science, according to psychometric standards and structure. These individuals had no previous knowledge of the Personal Fitness Trainer Examination, Part I, and no relationship with the NBFEE, its Affiliates or Thomson Prometric. Each item was examined carefully based on the item development criteria. These edits were returned to the NBFEE for a further review.

Once the external audit was completed, the revised item bank was submitted to Thomson Prometric for development of the beta test form.

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Personal Fitness Trainer Examination, Part I

Thomson Prometric distributed disks to members of the NBFE Board of Examiners for content validation. Unlike the NBFE Fellows who are active personal trainers and have broad subject-matter expertise in all areas of the testing domain, the Board of Examiners have an advanced knowledge base in specific areas of the domain, e.g., physiology, biomechanics, special populations, exercise programming, etc. Final edits and revisions based on content were made in the Spring of 2005.

Beta Testing

In August, the NBFE deployed the Personal Fitness Trainer Examination, Part I beta test. The entire test form was completed by 98 qualified personal fitness trainers, each of whom held one or more certifications from the following NBFE Affiliates: Aerobics and Fitness Association of America (AFAA), American Fitness Professionals and Associates (AFPA), The Cooper Institute, International Sports Sciences Association (ISSA), Professional Fitness Instructor Training (PFIT), World Instructor Training Schools (WITS), and National Endurance and Sports Trainers Association (NESTA). These beta tests were taken at one of the over 300 Thomson Prometric Testing Centers in the United States.

Deployment

Following the beta test, the psychometricians at Thomson Prometric conducted a series of statistical analyses to determine which test questions were the most valid, reliable, and fair for each of the testing objectives. In September 2005, the Fellows met one final time to review the questions and determine the cut score, which is the minimum score to pass the test. The final production test form was approved, and the NBFE Personal Fitness Trainer Examination, Part I was made available to qualified testing candidates on October 29, 2005.

Item Bank Development

The NBFE is planning additional item writing workshops in 2006 to augment the item bank for the PFTE, Part I.

NBFE Personal Fitness Trainer Examination, Part II

Part II of the PFTE will be a practical assessment based on the domain and job task analysis already completed. The NBFE is beginning design of Part II and has contracted with a top psychometric professional to lead this effort. More information will be forthcoming.

The NBFE Personal Fitness Trainer Examination, Part I was made available to qualified testing candidates October 29, 2005.

NBFE Certification Affiliate Program

Affiliate Program

The NBFE Certification Affiliate Program is a continuation of the development of an industry standard for personal fitness training professionals. The training programs and curricula of NBFE Affiliates must conform substantially with and reflect the content of the seven testing areas and sixteen testing objectives. This ensures that the graduates of NBFE Affiliates are prepared to sit for the PFTE, Part I.

Affiliate Application Process

1. Download and complete the NBFE Provisional Affiliate Application for Certification Organizations from www.nbfe.org.
2. Return the completed Application signed by the Affiliate's owner or a corporate officer with signature authority.
3. The NBFE will review and return the Application for Provisional Affiliation as either accepted or denied. The NBFE may or may not comment on the Application. This process normally takes two to four weeks.
4. Once Provisional Affiliation has been awarded, certification organizations will receive a form and instructions to apply for Full Affiliation. Certification organizations will be instructed to submit these documents as well as their curriculum and related instructional materials. Certifying organizations are required to **submit the entire Application package for Full Affiliation within three months** from the date the Provisional Affiliation is awarded. Organizations that do not submit the application package by the three-month deadline will have their Provisional Affiliation revoked and students from their program will no longer be able to sit for the PFTE, Part I.
5. The NBFE will review and return the Application for Full Affiliation. This process may take up to six months. After its review, the NBFE will grant Conditional Affiliation or deny the Application. In many instances, the NBFE will need to interact with the organization for clarification or additional information about the application. The NBFE will always comment on Applications that receive Conditional Affiliation or are denied. Certifying organizations will maintain their Provisional Affiliation while the NBFE evaluates their Application for Full Affiliation.
6. The granting of Full Affiliation is for a period of five years. For Provisional, Conditional and Full Affiliation, the NBFE will provide graphics and branding for use by the certification organization if they desire. Any substantive changes to the NBFE approved curriculum must be provided to the NBFE to maintain Full Affiliation during this period. Curriculum changes should be submitted to the NBFE for approval prior to any implementation.

Appendix One NBF 2005 Board of Trustees

Sal A. Arria, DC, Chair, *Ex Officio*

Sal A. Arria, MSS, DC was the founder and director of the Santa Barbara Chiropractic and Sports Medicine Clinic from 1978 to 1996. It was one of the first sports medicine clinics in the United States to incorporate a fitness training center within the clinic. During that time, Dr. Arria personally treated nearly 20,000 patients from all over the world and served as a team doctor for numerous state, national and world championship events. From 1980 to 1985 he served the US Track and Field team and was appointed as a team doctor for the 1984 Olympic Games. For ten years, Dr. Arria was an active member of the Sports Medicine committee for the US Powerlifting Federation and served as a team doctor for numerous national powerlifting championships and three USPF World Championships. His personal athletic achievements include winning the California State Powerlifting championships three times and was ranked in the top three in the USA in the 220-pound and 242-pound divisions. Dr. Arria was also appointed as a Special Advisor to the California Governor's Council on Physical Fitness and continues to consult many Olympic and professional athletes. He has appeared on numerous national radio and television shows including CBS, CNBC, ESPN and the Family Channel. He directed the American Institute of Health Education's 1996 TELLY AWARD winning show *The Five-Step Back Solution*. Dr. Arria was also the Fitness Program Designer for Kathy Ireland's platinum award winning abdominal training video, *ABSolutely Fit*.

In 1988 Dr. Arria Co-Founded and has since served as the Executive Director of the International Sports Sciences Association (ISSA), the first organization to certify personal fitness trainers. Since that time, the ISSA has certified over 65,000 personal trainers worldwide. In 2003, Dr. Arria was a founding member of the National Board of Fitness Examiners (NBF), a not-for-profit organization that is responsible for defining scopes of practice, standards and national board examinations for personal fitness professionals. In 2004, Dr. Arria was elected President of the NBF by the Board of Trustees.

Nino DiIullo, MD

With 28 years of experience, Dr. DiIullo specializes in Emergency Medicine and Family Practice and is board certified in Emergency Medicine and Family Practice. He is a graduate of The Ohio State University College of Medicine. He served as the Director of the Department of Emergency Medicine with Bethesda Hospital in Zanesville, Ohio.

Dr. DiIullo served as Co-Director at the following:

- Emergency Department with St. Anthony Medical Center in Columbus, Ohio.
- St. Anthony-Mercy Hospital in Columbus, Ohio and Columbus Community Hospital in Columbus, Ohio.

Education

The Ohio State University College of Medicine (1972) Columbus, OH Residency

Riverside Methodist Hospital (1972-1973) Columbus, OH Board Certification

American Board of Emergency Medicine

American Board of Ambulatory Medicine

American Board of Family Practice

Additional Credentials

Civil Surgeon.

David L. Herbert

Mr. Herbert is Senior Partner of Herbert & Benson, Attorneys at Law, Canton, Ohio. He is a graduate of The University of Akron Law School (J.D. 1974) and Kent State University (BBA, 1971). Mr. Herbert is admitted to the practice of law in the State of Ohio, the U.S. District Court for the Northern District of Ohio and the United States Court of Appeals, Sixth Circuit. He is Co-editor of several newsletters including *The Exercise Standards and Malpractice Reporter*, *The Sports Medicine Standards and Malpractice Reporter* and *The Sports Parks and Recreation Law Reporter*. He has been a regular contributor to *Fitness Management* magazine and has authored numerous books, book chapters, and over 500 articles that address the legal and risk management aspects of fitness activities, health and fitness facilities, personal training, sports, and sports medicine.

Mr. Herbert has worked in law-related fields associated with these subjects for 30 years and has provided services to ACSM, NSCA, ACE, AFAA, and numerous other similar organizations. He has made presentations to audiences in virtually every one of the previously mentioned professional fields for ACSM, AHA, NSCA, NATA, the Cleveland Clinic, many other hospitals, professional organizations and educational facilities. He is or has been a contributing writer and/or legal counsel for ACSM's Health and Fitness Facility Standards and Guidelines (First and Second Editions and the upcoming Third Edition) and NSCA's Strength & Conditioning Professional Standards & Guidelines as well as for other similar publications of other organizations including AFAA.

Thomas L. Hudson

Mr. Hudson is a graduate of the University of Virginia (B.A. 1971) and the University of Baltimore School of Law (J.D. 1976). Mr. Hudson practiced law in Baltimore as a partner in the regional law firm of Venable LLP. He specialized in corporate and business transactions. In 1994, Mr. Hudson left Venable to become the president and CEO of MEDEX Assistance Corporation ("MEDEX"). With offices in the U.S., China, Turkey and the UK, MEDEX is a global leader in international medical emergency assistance. In 1998, Mr. Hudson formed American Clinics International, Inc. ("ACI"). ACI's FirstMed Clinic in Budapest, Hungary is a primary care medical clinic serving Americans and other foreign nationals. A second FirstMed clinic is scheduled to open in Prague in March, 2005. Mr. Hudson serves as the Chairman and CEO of ACI.

In 2003, Mr. Hudson and several colleagues founded American Health Investment Group, LLC, which is a joint American, Canadian and Chinese health care venture formed to own and operate medical facilities in Jiangsu Province near Shanghai in the People's Republic of China. Mr. Hudson travels extensively and has developed international business development skills in the areas of corporate structure, finance, management and marketing. Mr. Hudson currently maintains board positions at ACI/FirstMed, MEDEX and American Health Investment Group.

Phil Kaplan

Phil Kaplan began his fitness career in the late 1970's as a part-time fitness instructor at Jack La Lanne Health Spas in Little Neck, New York. With drive, determination and passion, Phil worked his way through the ranks of the business end of the health club industry, for companies including Weider, Sport & Health, and The Merritt Health Club chain.

Despite his professional success, Phil felt that he was moving away from his passion -- helping people get fit. That passion drove him to resign from an executive position with Scandinavian Health Spas to begin his own Personal Fitness Training company. He maintained his relationships in the health club field with speaking engagements and consulting projects, but simultaneously grew into the public eye by educating thousands through TV and radio appearances. He is the author of hundreds of published articles and numerous books, and all have received acclaim from the icons and legends of the fitness industry.

With a thirst for knowledge and a driven desire to spread the fitness truth, Phil was drawn into a personal battle against fitness fraud. He's gone to great lengths to protect that trait which he feels has best served him, his integrity. His battles against the infomercial industry are legendary and his weekly radio show and sold out seminars continue to transform bodies and lives. Phil entered the fitness field, never dreaming that he'd be referred to as the most in-demand fitness professional in the world, and with each year his commitment, power, and passion grow. It's only a matter of time before Phil Kaplan and his vital message of truth make America's obesity challenge a thing of the past.

Books and programs:

The Power of Champions (2004); *The Best You've Ever Been* (2002); *Psychology for the Personal Trainer* (NSCA, 2002); *Personal Training Profits and a Secure Fitness Future* (2000); *The ANSWER!* (1999); *The Mental Conditioning Bible* (1998); *TRANSFORM!* (1997); *EAT! Supportive Nutrition for the Body You Love*, (1996); *The Body You Love* (1996)

Regular contributions to:

Bally Total Fitness Magazine, Muscle & Fitness Magazine, Personal Fitness Professional Magazine, FLEX Magazine, Club Industry Magazine, PtontheNet web magazine, Natural Muscle Magazine, Florida Sports

Radio and television credits:

Phil has hosted Miami's Mind & Muscle Fitness Hour Radio Show on 610 WIOD AM since 1994. He has

Appendix One NBF 2005 Board of Trustees

appeared on more than 1,000 radio shows including: K-ROCK, NY (with Bob Salter); WFAN, NY; Brother Wease Radio Show, Rochester NY; WZTA, Miami; WQAM, Miami; Smith & Riley, Orlando (multiple stations); Q102, Philadelphia; Q94, Richmond; 98 Rock, Baltimore; and DC 101, Washington DC., and more than 1,000 television shows including: CBS-News, Rochester, NY; Hard Copy, WBAL-TV News, Baltimore; CBS-News, Miami; WPLG, Miami; WPTV, West Palm Beach; AM Buffalo; Fox News; Good Day NY; Good Day Tampa Bay; and multiple appearances on QVC.

Carey Kriz

Mr. Kriz has built his career through a number of assignments in the computer and healthcare industries. He is currently involved in the design and development of a medical research institute focused on the issues of personalized health care for the Ohio State University Medical Center and various corporate partners.

Along with his U.S. interests, Mr. Kriz maintains an active profile in Asia. His work activities range from engineering to corporate development and have included positions at IBM and the Johns Hopkins School of Medicine. During his tenure at Johns Hopkins, Mr. Kriz led the creation of a number of healthcare corporations and research programs. His assignments in Hopkins included a faculty appointment in Radiology, membership on the executive committee of Johns Hopkins Medicine, and Special Assistant to the Dean/CEO.

Prior to joining Johns Hopkins (1991), Mr. Kriz was the president/CEO of the Camdat Corporation of Pittsburgh, PA. Camdat was one of the earliest companies in the emerging industry of decision support systems for medicine and based on research programs at the University of Pittsburgh and Stanford University. Mr. Kriz began his professional career with IBM as a programmer and moved through its management ranks. Mr. Kriz directed a variety of development, planning and marketing efforts for IBM and was involved in areas ranging from artificial intelligence (speech recognition, expert systems) to basic architectures of computer operating systems.

Mr. Kriz's development accomplishments include the creation of Amcare Labs International, Amcare Labs Malaysia, Johns Hopkins Singapore, Johns Hopkins Singapore Clinical Services, Johns Hopkins Imaging, American Radiology Services, Johns Hopkins International, the Center for Information-enhanced Medicine, and the MedBiquitous consortium. Mr. Kriz received a degree in Economics from the University of Rochester (B.A. 1979).

Linda D. Pfeffer

Ms. Pfeffer is President and Founder of the Aerobics and Fitness Association of America (AFAA), the world's largest fitness and TeleFitness® educator™. She attended the College of Nursing at Rutgers University and served as Director of Nursing at two Southern California hospitals before founding AFAA in 1983. Under her leadership, AFAA has issued more than 200,000 certifications, based on both written and

practical testing, to fitness professionals throughout the United States and around the world.

AFAA plays a leading role in the fitness industry through its fitness training workshops and seminars, its testing and certification programs, its books and other publications, including American Fitness Magazine, and its multi-media approach to the delivery of fitness information, advice and training in person, in print, by telephone, and over the Internet. AFAA is the holder of three patents for fitness-related software tools.

Robert L. Replogle, MD

Specialty: Adult Cardiac Surgery

CTSN Net Memberships

- Cardiothoracic Surgery Network
- European Association for Cardiothoracic Surgery
- The American Association for Thoracic Surgery
- The Society of Thoracic Surgeons
- Thoracic Surgery Foundation for Research and Education

Committees

- Beating Heart Surgery Center (CTSN Net)
- Board of Directors (CTSN Net)
- Business Development (CTSN Net)
- Editorial Board (CTSN Net)
- Innovation Centers (CTSN Net)
- Minimally Invasive Surgery Center (CTSN Net)
- Operations Working Group (CTSN Net)
- Valve Technology Center (CTSN Net)
- Joint Council on Thoracic Surgery Education (AATS)
- Joint Council on Thoracic Surgery Education (STS)
- Workforce on Health Policy, Practice and Reform Resource Group (STS)
- Directors Emeriti (TSFRE)
- Education (TSFRE)
- World Heart Foundation Board of Directors (worldheartfoundation)

Background

- Harvard Medical School (MD 1960)
- Internship U. of Minnesota
- Residency Peter Bent Brigham Boston, Mass General Hospital Boston, Boston Children's Hospital Boston
- Faculty U of Chicago Medical School 1967-present
- Past President, STS
- Past President, 1998-99 Council of Medical Specialty Societies

Interests

- Observing the many successes of my children and grandchildren

- Eating the gourmet food of my wife, matching same with appropriate wine
- Drinking first class wine, buying and selling same
- Admiring the intelligence of my thoracic surgery colleagues, but concerned over their lack of politics
- Traveling the world, understanding and appreciating cultural differences and similarities
- Thinking about how to pay for high tech surgical treatment
- Worrying about the education and future of young surgeons
- Figuring what government and Managed Care Organizations are up to
- Keeping on top of the latest computer technology
- Digital photography, video and still

J. Robert Sapp, EdD

Dr. Sapp has been involved in education, psychometrics and technology for over 15 years. Dr. Sapp is also Director of Learning Applications Development and Support at the University of Maryland University College (UMUC) and a member of the University's Graduate School faculty. Much of his career was spent at Johns Hopkins Medicine, where he directed the Department of Advanced Technologies and was a faculty member of the School of Medicine. Dr. Sapp also co-founded the Center for Distributed Medical Education, an organization designed to extend the instructional knowledge base of Johns Hopkins worldwide. In 2003, Dr. Sapp was a founding member of the National Board of Fitness Examiners (NBF), a not-for-profit organization that is responsible for defining scopes of practice, standards and national board examinations for personal fitness professionals.

Dr. Sapp holds a Doctor of Education from the University of Pennsylvania where his dissertation, "Creating and Applying Criteria to Evaluate Online Continuing Education," was defended with distinction. He also holds a MS in Educational Technology from the Johns Hopkins University and a MA in Instructional Design from the University of Maryland Baltimore County (UMBC). His undergraduate work was in English, also at UMBC.

Tom Vaught

Thomas Vaught is the Vice President of Fitness Management Corporation and affiliated Companies with over 25 years experience in the Health Club industry. As Vice President of FITNESS USA SUPERCENTERS he directs the sales, operations, marketing, hiring, training and all related personnel functions of this successful, 48 year old nationwide chain of Fitness Centers.

Tom also directs the finance company, computer department, ad agency for the Corporation and is responsible for the implementation of the formal training and retraining manuals, tests and policies for the Corporation's staff.

Appendix Two NBFE 2005 Fellows

Dan Agresti, MS, HFI

Mr. Agresti received a Bachelor of Science in Exercise Physiology and Master of Science in Kinesiology and Applied Physiology. He has more than ten years professional experience in the fitness industry specializing in post-therapeutic rehabilitation. He owns a Denver based personal fitness training company, ProActive Health and Fitness, that utilizes the latest technology in fitness testing and weight management. As a member of the advisory board for the National Personal Training Institute and wellness coordinator for a local college, he frequently lectures on a variety of fitness topics in college and corporate settings. He is certified as a Health/Fitness Instructor, American College of Sports Medicine and a Medical Exercise Specialist, American Academy of Health and Fitness Professionals.

Ryan Baylor

Mr. Baylor graduated Cum Laude from Bridgewater State College. He earned a Bachelors of Science in Physical Education with a concentration in Exercise Science. He currently holds a Personal Training certification from AFAA and is a Certified Strength and Conditioning Specialist through the National Strength and Conditioning Association.

Upon completing his degree, Mr. Baylor worked in a variety of different settings in the health and fitness field, working primarily with elite high school and collegiate athletes as a strength and conditioning coach. He then decided to go into the clinical side of the field by working in a cardiac and pulmonary rehabilitation center. While there, he also worked with the diabetic rehabilitation program.

Mr. Baylor currently resides on the west coast where he works full time as a personal trainer. In addition, he regularly consults for AFAA as well as teaches their Personal Fitness Trainer certification workshops.

Jeffrey Bush

Mr. Bush is a personal fitness trainer in Chicago, Illinois, where he performs home-based training for private clients. In addition, he trains clients at Northwestern University's athletic center and is a manager and swim instructor at Edgewater Athletic and Swim Club. Recently, Mr. Bush became the exercise and fitness consultant for ADD Centers of America, an organization devoted to servicing adults and children with Attention Deficit / Hyperactivity Disorder (AD/HD).

Mr. Bush earned his MS in Kinesiology from The University of Michigan in Ann Arbor, Michigan, with additional study in the area of worksite health promotion through The University of Michigan School of Public Health (Department of Health Behavior & Health Education). He is a competitive rower and a U.S. Masters swimmer. He also worked as assistant rowing coach for the Lincoln Park Boat Club in Chicago and holds a Level 2 coaching certification from the American Swimming Coaches Association.

Mr. Bush's client base varies widely to include competitive rowers and swimmers, older adults (ages 65-

102), high school athletes and Olympic hopefuls. He also works with special populations, including people with HIV, Alzheimer's disease and arthritis, and people undergoing doctor-supervised rehabilitation. He has been involved in fitness, health promotion and disease management programming in managed care, corporate and academic settings. He writes and publishes articles for the lay-public on fitness, nutrition, health promotion and disease prevention. Mr. Bush also holds a B.A. in English from Tulane University in New Orleans, Louisiana.

Kelli Calabrese, MS, CSCS

Ms. Calabrese is a 17 year industry leader, author, educator, and spokesperson whose educational background includes a Masters, Bachelors and Associates of Science Degrees in Cardiac Rehabilitation, Exercise Physiology and Biology respectively. She has 20 Fitness and Nutrition related certifications including Clinical Exercise Specialist, Medical Exercise Specialist, Strength and Conditioning Specialist, Post-Rehab Technician, Health Promotion Director, Personal Trainer, Group Fitness Instructor, Nutrition Specialist, Lifestyle and Weight Management Consultant, and more.

Ms. Calabrese owned and operated a chain of health clubs for 14 years, and was the founder and director of Xercise Institute, a fitness educational school providing exam preparation courses for thousands of candidates for the American Council on Exercise Exam. She was the Lead Fitness Expert for eDiets and eFitness – the leading on-line subscription based web sites and the number one online destination for diet and fitness information.

She is the Co-author of "Feminine, Firm and Fit", contributing author to "The Women Doctors Guide to Health and Healing" and to the "The Power of Champions" and has written for and been interviewed by hundreds of popular and professional magazines.

Ms. Calabrese is on the Board of Directors for the American Association of Personal Trainers. She is an Expert Fellow for the National Board of Fitness Examiners, and is the Lead Exercise Physiologist for NESTA – National Endurance & Sports Trainers Association. She is also on the advisory board as an Expert for Family Energy and iParenting magazines.

Ms. Calabrese is the 2004 Personal Trainer of the Year for Online Trainer as awarded by Personal Fitness Professional Magazine. Kelli's consulting company, Calabrese Consulting LLC, focuses on helping fitness professionals successfully grow their careers and on helping individuals make health and fitness a permanent part of their lives. For more information about Kelli go to www.kellicalabrese.com. To reach Kelli, e-mail KelliCalabrese@comcast.net or call 908-879-1469.

John Spencer Ellis

Mr. Ellis holds bachelor's degrees in business and health science (winter 2004), an MBA with emphasis in marketing, as well as a doctorate in education. He has more than fifteen certifications, which include certified massage therapist, plyometric instructor, self-defense instructor, fitness kick boxing instructor, water fitness instructor, exercise rehabilitation special-

ist, golf conditioning specialist, Pilates teacher, personal trainer, clinical hypnotherapist, master PACE circuit training instructor, and yoga instructor. Mr. Ellis has a 2nd degree black belt in kung-fu and has completed the Ironman triathlon. He also finished 5th in the U.S. at the National Biathlon (run/bike) Championships. In addition, he has extensively studied mind-body fitness and alternative health. John is the author of "How Badly Do you Want It? - Your Ultimate Guide to Optimal Fitness" and a contributor to "Power of Champions".

Mr. Ellis' fitness articles have been featured in over 20 publications, and he is a frequent consultant to the world's media on a variety of health, fitness and lifestyle topics. His medical training includes being a licensed radiological technologist, certified medical assistant, and training in McKenzie and traditional rehabilitation exercises. He has worked in fitness centers, medical clinics, and has promoted sporting events in California. Mr. Ellis is on the Advisory Board for the American Association of Personal Trainers. He oversees operations at his facilities; Spencer Escape Fitness Resort, Fast PACE Fitness and Spencer Wellness Center, all located in California.

Stephen Holt, CSCS

Mr. Holt is the owner of www.PersonalTrainerMentor.com, a private membership site that gives new personal fitness trainers all the tools they need to succeed most rapidly. For his leadership in the fitness industry, he was named 2003 Personal Trainer of the Year by the American Council on Exercise. In 1999 he was named "Expert of the Year" by AllExperts.com, the Internet's largest advice site. He's also received over a dozen nominations for Personal Trainer of the Year with PTontheNet.com, NSCA and IDEA.

Mr. Holt currently serves on the boards of the International Youth Conditioning Association and the American Running Association. He served two terms on the Governor's Advisory Council on Fitness in Maryland and also two terms as the State Director of the NSCA. Stephen is the co-author of *The Power of Champions*, *All-Star Trainer's Secrets*, *Secrets of Female Strength and Conditioning*, *ShapeShift: Achieving the Athletic Look, and How to Get Faster in Just 30 Days*. His fitness advice has also appeared in numerous national publications including *Shape*, *Men's Fitness*, *Men's Health*, *Woman's Day*, and *Family Circle*.

Mr. Holt has 25 years of experience as a personal fitness trainer, speaker, and writer. He's compiled over a dozen national certifications including ACE Personal Fitness Trainer, ACE Clinical Exercise Specialist, AAFRP Post-Rehab Technician, AAFRP Medical Exercise Specialist, AAFRP Post-Rehab Specialist, NASM Performance Enhancement Specialist, NSCA Certified Strength and Conditioning Specialist, and NSCA Certified Personal Fitness Trainer.

Stephen Holt offers the world's first multimedia fitness newsletter at www.StephenHoltFitness.com. Feel free to contact him at stephen@PersonalTrainerMentor.com or 410-453-6295.

Appendix Two NBFE 2005 Fellows

Doug Jackson, MEd, CSCS, ACE

Mr. Jackson is the owner and operator of Personal Fitness Advantage, LLC. His business operates in alliance with St. Julian's Fitness in Bowling Green, OH. He has completed a Bachelors Degree in Exercise Science and a Masters Degree in Kinesiology with a concentration in Exercise Psychology at Bowling Green State University in Ohio. He is a Certified Strength and Conditioning Specialist through the NSCA and an ACE Certified Personal Trainer.

While an undergrad at BGSU, Mr. Jackson co-created the university's Fitwell Personal Training program with Fitness Director, Cathy Swick. During graduate school, he hired and supervised the personal training staff at BGSU. While finishing graduate school, he discontinued his work with BGSU personal training so he could focus on developing Personal Fitness Advantage, LLC.

In 2003 Mr. Jackson directed the strength training instructional video, "Your 24/7 Personal Trainer" as well as began his online newsletter, "Fitness Empowerment". In 2004, he was a contributing author to the fitness book "The Power of Champions", in which he contributed a chapter on "Time-Efficient Workouts". He has also written for Personal Fitness Professional magazine and the newsletter of the American Association of Personal Trainers.

For more information about Doug Jackson, go to www.personalfitnessadvantage.com. To reach Mr. Jackson, email doug@personalfitnessadvantage.com or call 419-260-9064.

Bob Jodoin

A long time competitive strength athlete, Mr. Jodoin applies his experience to the training pro and amateur athletes in a variety of sports. An expert in speed, power, strength, endurance and grip training, he adapts sport specific exercises from a variety of training methods and protocols. He is also an ISSA Master of Fitness Sciences, a New York Strength Master Trainer and a fierce advocate for the female athlete.

Coupled with duties as the Director of Strength and Conditioning for Total Performance Sports in Everett, MA, Mr. Jodoin also works with New York Strength (www.nystrength.com) teaching, consulting and writing to help spread fitness education to the masses through trainer and athlete education. He is involved with several projects including NYC2012 (the campaign to bring the Olympics to NYC in 2012), co-promoter of the Massachusetts State Strongman/Strongwoman Championship (a platinum level N.A.S.S. sanctioned charity event), CEU course writing/teaching, ISSA seminar facilitation, seminar hosting and promotion, and extensive training of clients in both fitness and athletics. Mr. Jodoin was a 2004 recipient of the New York Strength™ Spirit of Strength Award. Bob has lectured on a variety of topics including female sports injury prevention at Bridgewater State College, Wild Women Outfitters, and the New York Strength Training Mastery conference in New York.

Christine Menna

Ms. Menna has been in the fitness industry for over twenty years as a coach, swim instructor and personal trainer. She was a member of the U.S. National and Zones Swim teams for twelve years and competed in the Olympic Trials swim camp at Colorado Springs, CO. She has completed eleven triathlons, including an Ironman three years ago. Her educational background consists of a Masters in Sport Psychology, a B.S. Education/Specialization Physical Education, B.A. Psychology, Master of Fitness Science ISSA, Certified Mental Training Specialist, Certified Youth Trainer, RNT, Flexibility I, II, III, Water Safety Instructor, and Group Fitness Instructor. In addition to Personal Training, Ms. Menna is a recognized Speaker for NY Strength in Manhattan, where she speaks to Olympic and Professional athletes on Sport Psychology. She is a full-time Elementary School teacher in New York City, a member of the U.S. Coast Guard Auxiliary, a competitive swimmer with the U.S. Masters Swim Team and Personal Trainer/Cycle instructor/Swim instructor at Gold's Gym in New York

Dorette Nysewander

Ms. Nysewander is the Director, Business Development for MediFit Corporate Services, Inc. Florham Park, New Jersey where she provides organizational wide leadership in driving the sales and marketing processes. Her forte is building relationships and efficiencies to serve the MediFit customer, and associates by identifying, implementing, evaluating supportive processes for annual sales growth and market penetration.

Ms. Nysewander was formerly an Account Executive for Johnson and Johnson Health and Fitness Services Division Inc. During her tenure, she developed standardized processes for the national sales team, drove their proposal processes, worked on consulting projects, and implemented account management transitions and recoveries. She started with JNJ as a Project Manager for Vistakon where she managed an on-site health and wellness program and led the development of programs to include JOBFIT (a JNJ customized ergonomic program) and S.T.A.R. (a quality assurance program focused on achieving results). Prior to JNJ, Dorette was the Associate Executive Director for the Claude J Yates YMCA where she oversaw six branch locations.

In addition to her fitness management experiences, Ms. Nysewander has been a consultant and master certification specialist with AFAA (Aerobics and Fitness Association of America) for over 20 years. She has led workshops and certifications for AFAA nationally and internationally in the US, Europe, India and China. She has participated in the writing of training manuals and articles for AFAA members: Practical Skills and Choreography, Perinatal Study Guide, and Prenatal Home Study Manual. Ms. Nysewander completed a Masters of Science in Health Services Administration from Central Michigan University, December 1996, and a Bachelors of Science in Vocational Education Studies Southern Illinois University, December 1990.

Amy Powlison, CPT

Ms. Powlison, NSCA CPT- Amy has been hard at work in the fitness industry for the last eight years. She is currently completing her candidacy work on her Masters in Exercise Science, Performance Enhancement, and Injury Prevention from California University of Pennsylvania. Ms. Powlison undergrad degree is a B.S. in Recreation Management and Fitness Management. She also holds several certifications in the fitness field including Certified Personal Trainer certification from the National Strength and Conditioning Association.

Ms. Powlison currently works as the Fitness Specialist for Thomas Jefferson University in Philadelphia, Pennsylvania. Amy also trains independently throughout the Philadelphia area. Her clientele have included members of the Pennsylvania S.W.A.T. team. She has been a guest fitness speaker for numerous events and locations throughout Pennsylvania. Ms. Powlison is also a contributing author to © "The Power of Champions". To contact Amy please email her at amypowlison@hotmail.com or by calling 215-873-4572.

Paul Sorace, MS

Mr. Sorace has been in the fitness profession for ten years. He earned his Bachelor's Degree in Biology from St. Peter's College and his Master's Degree in Exercise Physiology from Long Island University, where he finished first in his class. He holds certifications from the AFPA, ACSM, NSCA, NSPA, ACE, and Nautilus. Mr. Sorace is currently employed by Hackensack University Medical Center as a Clinical Exercise Physiologist for the Center for Allergy, Asthma, & Immune Disorders. He works with outpatients that have a variety of diseases and disabilities that require exercise for treatment, rehabilitation, or prevention. He also performs exercise testing for conditions such as exercise-induced asthma and exercise-induced anaphylaxis.

Mr. Sorace regularly speaks at seminars at the medical center for the medical staff as well as outreach to the general public. He is also the Director of Training at the Forum Fitness Club in Bayonne, NJ. There, he oversees the training and development of the fitness staff. He conducts training seminars for new staff members as well as those interested in learning more about health and fitness. He also does independent personal training. Mr. Sorace is a member of the AFPA Teaching Faculty and conducts personal trainer certification workshops throughout the East Coast. He is a professional member of the ACSM and a member of the ACSM Registered Clinical Exercise Physiologist Practice Board, which governs the ACSM RCEP credential and code of ethics. Mr. Sorace has been published numerous times by the AFPA, NSPA, and the ACSM, where he has featured in their newsletters and journals.

Appendix Three Examiners, Affiliates, and Contact

NBFE 2005 Examiners

Ruth Ann Carpenter, MS
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Thomas Fahey, EdD
Chris D. Gellert, MPT, CSCS, CPT
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Academy of Applied Personal Training Education (AAPTE)
Aerobics and Fitness Association of America (AFAA)
American Fitness Professionals and Associates (AFPA)
International Sports Sciences Association (ISSA)
National Association for Fitness Certification (NAFC)
National Endurance and Sports Trainers Association (NESTA)
National Exercise Trainer Association (NETA)
Professional Fitness Instructor Training (PFIT)
World Instructor Training Schools (WITS)
International Association of Resistance Trainers (IART)
U.S. Career Institute
National Council for Certified Personal Trainers (NCCPT)
National Strength Professionals Association (NSPA)
American Aerobic Association International - International Sports
Medicine Association (AAAI - ISMA)
Health and Fitness Training College (HFTA)



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