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IDEA Health & Fitness Association Names Carla Sottovia Personal Fitness Trainer of the Year

Focus on Boosting Personal Training Business, Helping the Military and Working with Kids Distinguishes 2005 Award Recipient

San Diego – July 12, 2005 – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with nearly 20,000 members in more than 80 countries, has presented Carla Botelho Sottovia, PhD., with its prestigious Personal Fitness Trainer of the Year award during the 23rd annual IDEA World Fitness Convention®, held in Las Vegas, July 5th-9th. This influential award recognizes an individual whose outstanding leadership, business management, motivational and instructional skills are exemplary in addition to inspiring others to achieve greater personal growth and a higher level of fitness.

Sottovia is the assistant fitness director, senior personal trainer and adjunct faculty member at the world-renowned Cooper Aerobics Center in Dallas. In her role at Cooper, Sottovia has helped boost the personal training business significantly, which is projected to reach \$2.5 million in 2005. In addition, she regularly teaches military personnel overseas by leading classes on Army and Air Force bases in Germany, Italy, Korea, Japan, and Guam. Sottovia also is the lead researcher at Cooper Institute for Aerobics Research in a joint research project with the University of Sao Paulo in Brazil to improve children's physical activity.

“IDEA recognizes Carla Sottovia for her dedication to the personal training profession as well as her special work with the military and children,” says Kathie Davis, co-founder and executive director of IDEA Health & Fitness Association. “We salute her unwavering client commitment and ongoing quest for every person to incorporate exercise into his or her routine. This award acknowledges the important efforts of this key group of fitness professionals who work so hard to Inspire the World to Fitness®.”

As the 2005 Personal Fitness Trainer of the Year, Sottovia will serve as an IDEA spokesperson on issues pertaining to personal fitness training. She also will be profiled in the October issue of the *IDEA Fitness Journal*.

As a role model, Sottovia strives to educate her clients they don't need to be athletes to achieve inner strength or personal best. In fact, she has overcome some major health issues, including a heart condition that requires her to wear an implanted pacemaker. “Despite all the hardships, my condition has inspired many clients to overcome their own limitations in their pursuit of a healthier lifestyle,” says Sottovia. “My goal is to instill the importance of fitness and wellness in my clients' lives, much like brushing one's teeth, eating and sleeping.”

Leading authorities in the fitness industry developed the criteria for this well-respected award. A review panel of IDEA members who are program directors judged the applications and graded them according to the established criteria. Through this process, three finalists were selected and the award

recipient was announced on July 6th. The other finalists in this category were Jon Denoris, MSc, of London, England and Troy Huggett, MS, of Battle Creek, Mich.

The annual IDEA World Fitness Convention united more than 5,000 professionals from around the globe. As the largest fitness training event in the world, this year's conference offered more than 275 educational sessions—with an opportunity to earn up to 21 continuing education credits (CECs)—and an industry leading Fitness & Wellness Expo with more than 150 exhibitors showcasing the latest fitness products and services.

About IDEA Health & Fitness Association

IDEA Health & Fitness Association is the world's leading membership organization of health and fitness professionals, with nearly 20,000 members in more than 80 countries. Since 1982, IDEA has provided health and fitness professionals with pertinent information, educational opportunities, career development programs and industry leadership while helping them enhance the quality of life worldwide through safe, effective fitness and lifestyle programs. IDEA members interact with consumers more than 25 million times a year in the fitness marketplace. For more information on IDEA events, publications, educational products, member services or other activities, visit www.ideafit.com.

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