

# EDITORIAL BOARD



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## 6 TAMMY PETERSEN, B.S., M.S.E.

Tammy is the Founder and Managing Partner for the American Academy of Health and Fitness. She has had an interest in improving the quality of life for older adults for more than 15 years and has written two textbooks on older adult fitness and designed corresponding training programs. Tammy's educational background includes Bachelor of Science degrees in both marketing and economics from Pittsburg State University, Pittsburg, Kansas. She holds a Master of Science in Education in the area of health and fitness, with an emphasis in geriatrics, from the University of Kansas, Lawrence, Kansas.

## 7 REBECCA "BOO" PFEIFFER, J.D., M.P.H.

Rebecca "Boo" Pfeiffer formerly served as a health policy specialist in the U.S. Department of Health and Human Services. Now the owner of Pfeiffer Fitness, Pfeiffer has developed the comprehensive Poolates instructor education program, lectures on a variety of wellness topics and consults for equipment manufacturers. She has written and contributed to many publications and was recently named by Self as one of the top 6 trainers in the U.S. Based in Miami, Pfeiffer trains an elite international clientele, on land and in the water, from professional athletes to senior citizens.

## 8 MICHAEL SCOTT SCUDDER, Founder and Owner, Health Club Enterprises

Michael Scott Scudder, founder and owner of Michael Scott Scudder's Health Club Enterprises, works as an advisor, coach and trainer to health clubs and fitness professionals in the areas of marketing, sales, business development, management, profit centers and retention. His career in fitness started in 1976 when he was the Group Recreation Director for the famed Mohonk Mountain House in New Paltz, NY and subsequently was named one of the top ten health club managers by Club Industry in 1989. Through published articles in a variety of journals, and trainings around the world, Mr. Scudder has affected thousands of businesses with his creative and innovative ideas.

## 9 BETH SHAW, YogaFit Founder

Beth Shaw is the Founder of YogaFit Training Systems Inc., a leader in Mind Body Education. Beth is the author of YOGAFIT (Human Kinetics 2001), a best seller and she just released the second book in January 2009. She has appeared on numerous television programs including The Big Idea, ShowTimes Penn & Teller, EStyle Network, CNN, NBC & MSNBC. Beth presents at all major yoga & fitness conferences worldwide. She holds a degree in Business from L.I.U. and numerous yoga, fitness and body mind certifications. Beth has been featured in Time, Entrepreneur, USA Today, More, Prevention, Self, Glamour and fitness & yoga magazines.

## 10 WAYNE L. WESTCOTT, Ph.D., C.S.C.S.

Wayne L. Westcott, Ph.D., C.S.C.S., teaches exercise science and directs the fitness research center at Quincy College in Quincy, MA. He serves as a strength training consultant for numerous organizations and as an editorial advisor for several magazines. Wayne has authored/co-authored 24 books on strength training, and written chapters in both the NSCA and ACE Personal Trainer Certification Textbooks.

## SHERYL ROSA, B.S. Director of Services for the Disabled, South Shore YMCA

Sheryl Rosa holds a B.S. in Exercise Physiology from the University of Massachusetts in Boston. As director of the Partnership Program, she develops exercise programs for disabled members, researches and purchases adaptive exercise equipment, and works in collaboration with medical professionals and physical therapists. In addition, she is currently part of the First Five research project that is investigating the effect of activity-based therapy on quadriplegia.

## 1 STEVEN BECKER, Health, Physical Education and Recreation Consultant JCC Association of North America

Steven Becker is a graduate of UCLA with a teaching credential in education. Prior to working at JCC Association, Becker was the fitness and aquatics director at the Marcus JCC of Atlanta, Ga., for four years, and the Westside JCC in Los Angeles, Calif., for 15 years. While in Los Angeles, he was the high school swim coach for three-time Olympic gold medalist Lenny Krayzelburg, as well as coach of the U.S. Junior Swim Team in the Pan-Am Maccabi and World Maccabi Games. Becker was recently honored as one of the top professionals in Aquatics International's Who's Who in Aquatics.

## 2 BONNIE BERK, R.N., M.S., R.Y.T.

Bonnie Berk is a Registered Nurse, Master Personal Fitness Trainer, and Registered Yoga Teacher with a Master's Degree in Health Services and Wellness Promotion. She is a pioneer in the field of pre and post-natal fitness and currently serves as the Total Health Coordinator for the Carlisle Family YMCA in Carlisle, Pennsylvania.

Bonnie founded the medically proven Motherwell® Fitness Programs now offered through prestigious health care and fitness facilities in the US and abroad. She also developed the Army's Physical Fitness Program for Pregnant Soldiers, produced two award-winning videos and wrote the book: Motherwell® Maternity Fitness Plan (2005), published by Human Kinetics, Inc.

## 3 KERRIE LEE BROWN, Vice President, Communications - STOTT PILATES®

Kerrie Lee Brown is a magazine consultant, motivational speaker, writer and editor. Throughout her ten-year career in the health and fitness industry, she has written hundreds of articles on exercise, nutrition, beauty, athletics, and weight-loss. Prior to joining STOTT PILATES, Kerrie was Vice President, Publishing and Communications for FAME Media Group and the World Natural Sports Organization. Kerrie is also the former Editor-in-Chief of Oxygen - Women's Fitness magazine, and the Founding Editor of American Health & Fitness magazine. Kerrie holds a Bachelor of Arts, Communication Studies and Political Science Degree from Wilfrid Laurier University, as well as a Bachelor of Applied Arts, Graduate Journalism Degree from Ryerson Polytechnic University. Today she continues to promote a healthy lifestyle through smart mind-body fitness.

## 4 STEVE CHASE, General Manager of Fitness Flooring

Steve is a 23-year Fitness Industry veteran. He has been involved in introducing numerous Group Exercise and flooring products to the market, including Step Reebok, Resist-A-Ball, and most recently, The Ramp.

## 5 PAULINE IVENS, M.S.

Pauline Ivens' number one goal is to provide the highest quality education in a positive learning environment. Pauline travels nationally and internationally teaching and training water exercise instructors, as well as writing and designing new materials for water exercise education. In 1997 Pauline was awarded the Aquatic Fitness Professional Global Award for excellence in aquatic fitness leadership and education. Pauline is certified by AEA and ACE, and is a Training Specialist for the Aquatic Exercise Association. She is also a Watsu® Practitioner.