

The American Council on Exercise

ACE's Mission

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

Historical Overview

- ◆ Established in 1985
- ◆ 164,000+ have taken an ACE Certification Exam
- ◆ Nearly 50,000 active ACE-certified professionals
- ◆ Formed alliance with the International Health, Racquet & Sportsclub Association (IHRSA) in 1999

Headquarters

**4851 Paramount Drive
San Diego, CA 92123**

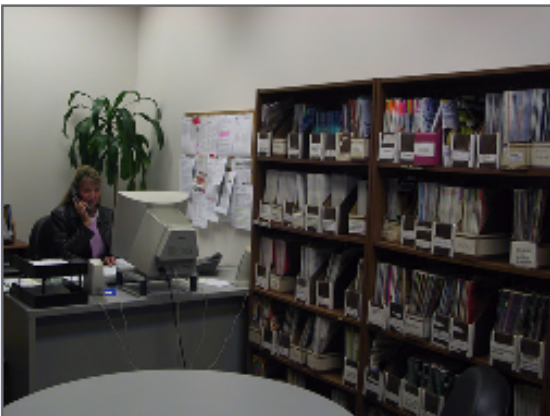
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800-825-3636

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www.acefitness.org



ACE Today



Who We Are

- ◆ ACE is the largest nonprofit fitness certification and education provider in the world
- ◆ Widely recognized as “America’s Authority on Fitness”
- ◆ Set standards and protects the public against:
 - Unqualified fitness professionals
 - Unsafe/ineffective fitness products, programs and trends

Public Outreach and Education

ACE is dedicated to improving the professional standards of the fitness industry and encouraging all segments of society to enjoy the benefits of exercise.

- ◆ “Workout Watchdog” – authority on fitness issues and policy
- ◆ Operation FitKids™

ACE Exams Now Accredited

The National Commission for Certifying Agencies (NCCA) has accredited all ACE professional fitness certifications programs.



ACE Departments

- ◆ Publications
- ◆ Certification
- ◆ Academy
- ◆ Marketing and Press Relations

ACE Study Materials



ACE manuals, study guides, sample tests and other materials will help you prepare for your exam with confidence.

ACE Certifications

- ◆ Personal Trainer
- ◆ Group Fitness Instructor
- ◆ Lifestyle & Weight Management Consultant
- ◆ Advanced Health and Fitness Specialist

Personal Trainer (PT)



The fastest growing segment of the industry that focuses on:

- ◆ Motivation techniques
- ◆ Programming in a one-on-one or small group setting

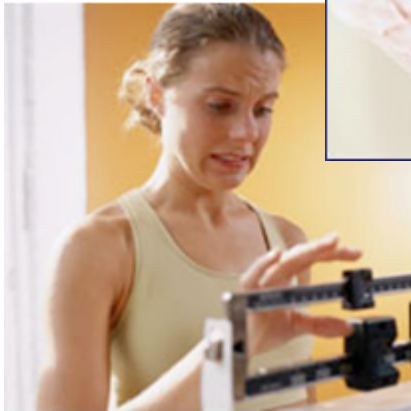
Group Fitness Instructor (GFI)



Focuses on:

- ◆ Communication
- ◆ Instruction techniques
- ◆ Motivation in a group setting

Lifestyle & Weight Management Consultant (LWMC)



Focuses on:

- ◆ Daily habits
- ◆ Designing programs that combine nutrition, exercise programming, and behavior modification

A candidate for this certification must have either a GFI or PT certification.

Advanced Health and Fitness Specialist(AHFS)



Focuses on:

- ◆ Individuals with special needs
- ◆ Chronic disease
- ◆ Disability

Ideal for a club, community health clinic, client home, hospital, or senior center.

All Certifications Are Not Equal

ACE exams use the six-point exam-development process:

- ◆ Guided by standards accepted by the American Psychological Association and the National Council on Measurement in Education
- ◆ Exams are administered by Castle Worldwide Inc., an independent professional testing company
- ◆ Exams are legally defensible and follow accepted certification practices to ensure validity, reliability, and lack of bias

Code of Ethics

ACE-certified Professionals are guided by the following principles of conduct as they interact with clients, the public, and other health and fitness professionals.

ACE-certified Professionals will endeavor to:

- ◆ Provide safe and effective instruction
- ◆ Provide equal and fair treatment to all clients
- ◆ Stay up-to-date on the latest health and fitness research and understand its practical application
- ◆ Maintain current CPR certification and knowledge of first-aid services
- ◆ Comply with all applicable business, employment, and intellectual property laws
- ◆ Maintain the confidentiality of all client information
- ◆ Refer clients to more qualified health or medical professionals when appropriate
- ◆ Uphold and enhance public appreciation and trust for the health and fitness industry
- ◆ Establish and maintain clear professional boundaries

Student Preferred Discounts and Benefits from ACE

ACE is providing the following study materials for students enrolled in the Professional Certificate in Personal Fitness Training program: ACE Personal Trainer Manual, ACE's Essentials of Exercise Science, ACE's Practical Guide to Exercise Coaching Techniques DVD, and ACE's Essentials of Applied Anatomy and Kinesiology DVD (retail pricing \$129.90. Student discount (\$104.00)

- ◆ In addition, The American Council of Exercise (ACE) is pleased to offer graduating students that have completed the Professional Certificate in Personal Fitness Training the following:
 - Preferred pricing off the regular \$399 fee on computer-based testing for registration for the ACE Personal Trainer Certification Exam.
 - We look forward to providing graduating students the opportunity to receive our NCCA-accredited ACE Personal Trainer Certification as well as unparalleled professional support from the world's largest non-profit fitness certifying organization.

Receiving the Preferred Discount and Benefits from ACE

- ◆ Upon graduating from the Certificate Program: a list of all eligible certificate student graduates (including name, address, contact number(s), and email address) will be forwarded to ACE. If you would prefer not to have your information sent to ACE, please contact the Program Coordinator to be taken off the list.
- ◆ Once your information is received by ACE, you will then be provided with an promotional access code allowing you to receive the preferred discount and benefits.

ACE Integrated Training Model

The ACE Integrated Training® (IFT®) Model walks personal trainers through the process of working with clients anywhere on the health-fitness-performance continuum and then building a customized fitness program based on both their physical ability and psychological readiness for change. We invite you to check out our free online course worth 0.1 CEC on ACE IFT Model available at www.acefitness.org/IFT-webinar.