

THE EXERCISE SAFETY ASSOCIATION

1978-present
SOON TO CELEBRATE



In the 1970s, dance fitness became popular and many dance instructors, professional athletes, and celebrities developed their own unique and often sensationalized workouts. In the 1980s, following the group exercise trend, personal, one-to-one training evolved. As the industry grew, equipment such as dumbbells, steps, and bands, were introduced. Yet, educational training and certification to prepare for teaching exercise was non-existent, and without the availability of scholarly information most of the prevailing programs were based on the creator's personal theories, and not science. Many were inefficient or risky, and exercise-related injuries began to appear.

In 1978, seeing the need for education, Sharon Foy, a dance instructor and student in the physical education department at Cleveland State University in Cleveland, Ohio along with a team of concerned fitness instructors, academic advisors, university professors and medical professionals founded the Exercise Safety Association. The team created "Seminar in Aerobic Fitness & Exercise" (SAFE), an educational and in-depth curriculum and training based in exercise science. ESA developed formulas for evaluating trendy exercises and created the first national step and personal training certifications, followed by the specialty certifications offered today.

From the 1970s through the 1990s, ESA conducted fitness training and continuing education tours across the United States and in several foreign countries, and presented sessions at national conferences, including the International Dance Exercise Conferences, colleges and universities, military bases and corporate groups. ESA contributed to the development of the IDEA Foundation's (now American Council on Exercise) first certification examination, and became THE FIRST NATIONAL ACCREDITED TRAINING ORGANIZATION through them. ESA is the major force that altered the direction of specific risky exercises such as rapid and repetitive spine twisting, full sit-ups, and ballistic stretching (to name a few) that were prevalent in the 1970s and 1980s, and re-directed them into the safe and efficient alternatives that are practiced today. ESA continues to address exercise trends and related injuries as well as techniques that additionally enhance health and wellness—body, mind and spirit.

Finally, ESA has trained and certified well-over 100,000 fitness instructors and personal trainers, and has kept marketing primarily "grass-roots" spread by word of mouth— instructor to instructor, facility-facility. As a result of eliminating costly advertising, ESA provides the most affordable rates for the highest quality education, training, certification, and service within the fitness industry. ESA's "word of mouth" initiative is also the reason why some facilities are not familiar with ESA's work; so, a list of SOME of the locations where ESA has conducted educational programs are on the next page.

JUST A SAMPLING OF ESA HOSTING SITES OVER THE YEARS



Cornelle University	Buffalo Athletic Club
University of North Carolina	World Gym
University of South Florida	Club One, Pittsburgh, PA
Phillips Petroleum, Standard Oil Anchorage	YMCA Central Charlotte NC
Rex Wellness Center	Ohio University
Interbay YMCA Tampa	University of Main
Rogers State College	Columbia Athletic Club
Idaho State University	A.E. Findley YMCA
Troy State University	Bally's Health Clubs
Baldwin Wallace College	University of Virginia
William Harper Rainey College	Humbolt State University
Institute for Wellness and Sports Medicine	Grace Hospital
North Carolina Baptist Hospital	Edwards Air Force Base
Leesburg Regional Medical Center	98 th Street YMHA in NYC.
Orlando Regional Wellness Center	Standard Oil, Anchorage Alaska
Los Alamos National Lab Wellness Center	Meredith College
Seminole Tribe of Florida	United Indian Health Services,

By invitation: the Australian Government Fitness Council, New South Wales Australia
White House Athletic Center, Washington DC

ESA was proud to be the official certification for the Chicago Park District and consultant for the Mayor's Council on Physical Fitness, Chicago, Illinois and the Sports 37 After School Matters Fitness Cadet program, an innovative pre-certification vocational fitness training program for junior and senior high school students

ESA training for certification was also offered in the under graduate program at Chicago State University.