



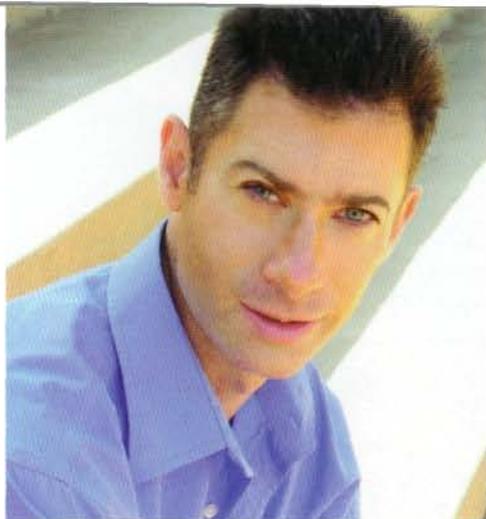
## 2011 IDEA World Fitness Awards Finalists

Honoring the accomplishments  
of veteran fitness pros.

By April Durrett

IDEA members around the world make a difference every day by helping people get fit in body, mind and spirit. The IDEA World Fitness Awards highlight professionals who consistently give their all to motivate their clients, their communities and the fitness industry. Join us in celebrating the achievements of the finalists for the 2011 IDEA Program Director of the Year, IDEA Personal Trainer of the Year and IDEA Fitness Instructor of the Year. Award recipients will be announced in the July–August issue of *IDEA Fitness Journal*.

Congratulations to all of the fitness pros who applied for the awards and to our finalists. Below we share snapshots of the finalists' careers, taken from the award applications that IDEA received by December 1, 2010. >>



<< Jason Karp, PhD



<< Brett Klika



<< Leigh Crews



<< Stacy McCarthy

**FINALIST: JASON KARP, PHD  
SAN DIEGO, CALIFORNIA**

Jason Karp, PhD, is founder and trainer at RunCoachJason.com, where he spends 20–25 hours per week working one-on-one with clients. He is also founder and instructor of Dr. Karp's Run-Fit Boot Camp and founder and trainer of the REVO<sub>2</sub>LT Running Team.

"All of the programs I use with my one-on-one clients, whether they want to lose 20 pounds or run a marathon, are systematic and based on science," he says. "My training programs are planned in cycles, with each cycle building on what came before it. Everything is designed with a physiological purpose, taking into consideration the client's goals and his or her strengths and weaknesses. It's a give-and-take process, with me learning and understanding what is best for the client and then developing a training program to highlight the client's strengths while improving his or her weaknesses. This systematic, scientific approach is what gives clients results."

Karp challenges his clients to use their training and their pursuit of goals to better themselves. "In a society in which we often reward mediocrity, in which 'everyone is a winner,' people respond to the standards we set," he says. "If we set high standards, people respond by achieving a lot more. People can achieve a lot more than they think, but they often need to be challenged to do so."

Jason has published more than 200 articles in industry magazines and journals and in local, national and international consumer fitness magazines. He is the author of *How to Survive Your PhD* (Sourcebooks 2009), *101 Developmental Concepts & Workouts for Cross Country Runners* (Healthy Learning 2010) and the forthcoming *101 Winning Racing Strategies and Women's Running Bible*.

**FINALIST: BRETT KLIKA  
SAN DIEGO, CALIFORNIA**

Brett Klika is director of athletic performance for Fitness Quest 10. He manages a staff of eight athlete performance specialists and maintains a personal training schedule of 35–50 client sessions per week, working with children, adults and professional athletes.

"My programs are based on the physical and emotional needs of the different ages and levels of clients involved," he says. "By applying scientifically sound exercise programming in a positive and fun environment, clients can achieve on-going success. From my BE GREAT! program for youth, which combines physical development pedagogy with life skills training, to my Accountability Coach online adult program, which has provided information and motivation to clients around the world, [my programs are motivating participants] to improve their fitness and overall well-being."

When it comes to his professional standards, Klika is committed to creating a fulfilling experience for clients. "This involves gaining their trust and commitment through professionalism, sincerity and being a great listener. I aim to listen more than I talk, and never contaminate my clients with toxic comments or gossip. Above all, I try to get clients to laugh and play. I don't want