



**five star fitness boot camps™**

CHICAGO + COLUMBUS | can you sweat it?

## Media Guide 2010



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## Scott McLain, MA

Two Time Finalist IDEA International Trainer of the Year

Scott McLain, MA CSCS, founder Five Star Fitness Boot Camps, has been a leader in the Health and Fitness Industry for over 15 years. A two-time finalist for IDEA International Personal Trainer of the Year, Scott has presented internationally on the business of fitness. He has contributed to numerous fitness trade journals as well as top consumer publications such as *Shape*, *Her's Muscle & Fitness*, and *Cosmo*. Scott received his Bachelor of Science degree in exercise physiology and his Master's degree in sport management from The Ohio State University. Snow skiing, Ohio State Football, Columbus Bluejacket Hockey, and weight training are among his passions. Scott resides in Chicago's Bucktown/Wicker Park neighborhood.

*"Nothing gives me more personal satisfaction than helping someone make health and fitness their #1 priority."*

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## five star fitness in the media

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### Consumer Media Contributions and Appearances

Television, Radio, and Internet

Television Host, Resistance Training—Columbus Public Schools  
Corporate Wellness Series—Educable reaching 250,000 households.

Channel 4 News (Columbus NBC affiliate)

WBNS 1460 The Fan AM (Columbus Radio)

Sunny 95 AM (Columbus Radio)

Channel 10 News (Columbus CBS affiliate)

Podfitness.com

### Consumer Publications

Her's Muscle & Fitness

Delta Sky

Shape

Cosmopolitan

Family Circle

Columbus Monthly

### Newspapers

The Columbus Dispatch

The Chicago Tribune

Suburban News



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## five star fitness in the media

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### Fitness Industry Trades

Club Business International

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IDEA Fitness Journal

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IDEA Personal Trainer

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IDEA Source

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ACE Fitness Matters

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The Successful Trainer's Guide to Marketing

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### Fitness Industry Speaking Engagements

Presenter, 2004 IDEA Personal Trainer's Summit, New York, NY

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Panelist, 2002 IDEA Personal Trainer's Summit, Baltimore, MD

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Panelist, 2001 IDEA Personal Trainer's Summit, New York, NY

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Presenter, 2000 CAN-FIT-PRO Conference, Toronto, Canada

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Presenter, 1998 IDEA Personal Trainer's Summit, Anaheim, CA

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Presenter, Association for Worksite Health Promotion's 1994 Region IV Conference, Milwaukee, WI.

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Honors Certified Personal Trainer through the N.A.S.M.

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Committee Member, IDEA Personal Trainer Membership Committee.

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Speaker, have presented seminars on fitness at over a thirty facilities.

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### Fitness Industry Trade Journals

IDEA Personal Trainer, "Recruiting and Retaining Quality Personal Trainer's in Your Club", June 1997.

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IDEA Fitness Manager, "Strategic Plans for Retaining Members", January 1998.

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IDEA Personal Trainer, "Compensating Trainers", October 1998.

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IDEA Fitness Edge, "Experts' Favorite Abs Exercises", February 1999.

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IDEA Fitness Manager, "Take Control of Your Budget", May 2000.

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CAN-FIT-PRO INFORMaction, "Compensating Personal Trainers", June/July 2000.

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IDEA Fitness Manager, "Boost Business With Seminars", July/August 2000.

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IDEA Fitness Manager, "Driving Personal Training Programs", July/August 2003.

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IDEA Fitness Journal, "Boot Camp Ohio Style", May 2005

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### Five Part Series for IDEA Fitness Manager

IDEA Fitness Manager, "Get'Em While the Irons Hot", December 2005

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IDEA Fitness Manager, "Happy Members+Happy Trainers=Profits", March 2006

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IDEA Fitness Manager, "When Training Revenues Plateau", May 2006

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IDEA Fitness Manager, "Establishing a "Brand" for Your Business", July-August 2006

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IDEA Fitness Manager, "Establishing a "Brand" for Your Business", July-August 2006

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