

IHRSA ANNOUNCES 2019 INDUSTRY AWARD RECIPIENTS

Three award recipients will be honored during the association's 38th Annual International Convention & Trade Show in San Diego, CA.

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IHRSA, The International Health, Racquet & Sportsclub Association has announced that three award recipients will be honored during IHRSA 2019, the association's 38th Annual International Convention & Trade Show in San Diego, CA, March 13-16, 2019.

- The **Associate Member of the Year Award** will be presented Wednesday, March 13, to MINDBODY.
- The **Woman Leader Award in honor of Julie Main** will be presented Thursday, March 14, to Francesca Schuler, CEO, In-Shape Health Clubs.
- The **Outstanding Community Service Award** will be presented Friday, March 15, to Midtown Sanctuaire of Montreal, Canada.

Associate Member of the Year

The Associate Member of the Year Award is presented annually to recognize an IHRSA member for their significant contributions to the advancement of the health club industry, as well as their support of IHRSA, its members, and its mission through program and event participation, advertising, and sponsorship.

MINDBODY, a leading technology platform for health clubs worldwide, was selected as this year's honoree due to their outstanding achievements, innovation, continued investment in cutting-edge technology, and their support of the health club industry.

[Read more about the 2019 Associate Member of the Year announcement.](#)

Woman Leader Award in honor of Julie Main

IHRSA celebrates the legacy of Julie Main by presenting the Woman Leader Award to a woman who exemplifies what Julie Main stood for: courage, perseverance, excellence, and professionalism. Francesca Schuler, CEO of In-Shape Health Clubs, is this year's honoree.

Francesca Schuler's successful career as a marketing executive led her on the path to the fitness industry. Francesca has a passion for developing people and creating opportunities for all levels and functions to build a career. Since joining In-Shape Health Clubs as CMO in 2015, Francesca's people-first approach to leadership earned her the title of CEO for the California-based club chain.

"I am incredibly honored to receive IHRSA's Woman Leader Award in honor of Julie Main. I am proud of the diverse group of talented women and men on our team and the work we've done to enable our passionate team members to not just work in fitness, but build a career in the industry. I'm inspired by all my peers and motivated to continue cultivating our future leaders," Francesca said.

Outstanding Community Service Award

The Outstanding Community Service Award is presented annually to an IHRSA member that has made a long-standing commitment to making a difference in, and beyond, their community. Midtown Sanctuaire is the recipient of this year's award.

The impact of Midtown Sanctuaire's work in their community is far reaching. The club's commitment to increasing awareness of mental health issues, and raising funds to support the Montreal Jewish General Hospital Foundation and Auxiliary is one example of their passion. Midtown Sanctuaire annually hosts the hospital's signature MINDSTRONG fitness event, helping to raise nearly 4.5 million dollars to support mental health services in the last four years.

"It is such an honour to receive an award for something we are so passionate about. Partnering with the community is not only what we do but it also defines who we are," Diane Saucier said.

In honoring Midtown Sanctuaire with this award, IHRSA and the industry gratefully acknowledge Steven Schwartz, President and CEO of Midtown Athletic Clubs, and the philanthropic philosophy of the entire company.

"On behalf of IHRSA and the entire industry, I am thrilled to honor these three outstanding IHRSA members and industry friends for their exceptional commitment and service to their communities, their customers and of course, to the betterment of the health and fitness industry," said Joe Moore, IHRSA president and CEO.

The IHRSA Awards Program seeks to "recognize, celebrate, and inspire." For more information about IHRSA's annual industry awards, please visit the [awards website](#).

About IHRSA

IHRSA, The International Health, Racquet & Sportsclub Association, is a not-for-profit trade association representing health and fitness facilities, gyms, spas, sports clubs, and suppliers worldwide. IHRSA and its members are dedicated to making the world healthier through regular exercise and activity promotion. IHRSA's events provide a vast array of speakers on business and corporate culture, instructional sessions on all aspects of succeeding in the health club industry, social events to mix and mingle with peers, and the most spectacular trade shows in the industry.

About IHRSA 2019

[IHRSA 2019](#), IHRSA's 38th Annual International Convention & Trade Show, will take place at the San Diego Convention Center, March 13-16, 2019. [Visit the IHRSA website](#) for more details on how to register. If you are a confirmed member of the media, [please complete this survey](#) to register for press credentials.