



**FOUNDED IN 1969,  
JAZZERCISE IS THE ORIGINAL  
DANCE PARTY WORKOUT.**

Judi Sheppard Missett began teaching an easy-to-follow dance class that snowballed into a fitness phenomenon. Blending jazz dance, Pilates, cardio kickboxing, resistance training and yoga, Jazzercise program benefits include improved cardiovascular endurance, increased strength and flexibility plus an overall “feel good” factor. The international business franchise now boasts over 8,500 franchisees teaching more than 32,000 classes a week in 25 countries.

Jazzercise is the fitness program for a lifetime.

## OUR MISSION

We develop fun and effective fitness routines and products that enhance the well-being of people of all ages.

## OUR PHILOSOPHY

We believe you can create a stronger, happier, healthier life through fitness. We draw on our passion to motivate and inspire our customers, instructors and employees to live healthier, fitter lives.

## LEADERSHIP

Judi Sheppard Missett, Founder and Chief Executive Officer  
Shanna Missett Nelson, President  
Sally Baldrige, Chief Operating Officer & Chief Financial Officer  
Kelly Sweeney, Chief Sales & Marketing Officer  
Kathy Missett, Executive Advisor

## COMMUNITY OUTREACH

Jazzercise, Inc. and its instructors have raised over \$28M for various charities for over 50 years.



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**8,500**  
FRANCHISES

**32,000**  
CLASSES PER WEEK

**25**  
COUNTRIES

**100MM**  
ANNUALLY

## FRANCHISES

With 8,500 franchises worldwide, Jazzercise has been named one of *Entrepreneur* magazine's fastest-growing franchises year over year. Independent business persons pay an initial \$1,250 franchise fee for certification as instructors and are thereafter provided with continuing education, marketing and administrative support. Franchisees are provided fully-choreographed routines to a variety of music genres, including Top 40, five times per year. Notably, the franchise offers a unique built-in annual rebate program to franchisees.

## JAZZERCISE APPAREL

Established in 1980, our apparel division designs, produces and sells studio-to-street clothing and accessories that gross \$5M per year. Customers can order online at [shop.jazzercise.com](http://shop.jazzercise.com), or call 1-800-FIT-IS-IT to order from our customer service center directly.

## JM DIGITAL WORKS

An independent division of Jazzercise, Inc., JM Digital Works has produced video content for clients like Callaway Golf and Google, inc. in addition to developing content for the brand. JM has earned a spot in *Videography* magazine's "Top 50 Corporate Production Facilities" and has won Telly Awards in video excellence.



# LEADERSHIP TEAM

"WE BELIEVE YOU CAN CREATE A STRONGER, HAPPIER, HEALTHIER LIFE THROUGH FITNESS. WE DRAW ON OUR PASSION TO MOTIVATE AND INSPIRE OUR CUSTOMERS, INSTRUCTORS AND EMPLOYEES TO LIVE HEALTHIER, FITTER LIVES."

—Judi Sheppard Missett & Shanna Missett Nelson



## JUDI SHEPPARD MISSETT // Founder and Chief Executive Officer

Judi Sheppard Missett graduated with a Bachelor of Science in Radio & Television Production and Theater from Northwestern University. In 1969, she started teaching a dance fitness class in Chicago. When demand quickly boomed, those classes grew into the dance fitness company that would become a cultural phenomenon.

50 years later, Jazzercise still leads the pack in health and fitness. As CEO, Judi manages a 125-person corporate team, oversees more than 8,500 franchisees, choreographs Jazzercise routines, and teaches classes. Together with Jazzercise

instructors, Sheppard Missett has helped raise over \$28M for a wide range of charitable organizations.

Among her honors are Lifetime Achievement Awards from the President's Council on Physical Fitness and Sports, Enterprising Women's Hall of Fame, The President's Award from the Women Presidents Organization, twice winning the *San Diego Business Journal's* "Women Who Mean Business Award," and the Committee of 200's Entrepreneurial Champion Luminary Award.



## SALLY BALDRIDGE // Chief Financial & Operating Officer

Chief Financial & Operating Officer Sally Baldrige earned her Bachelor of Science in Business Administration from California State University, Long Beach before humbly starting out in the Jazzercise warehouse in 1982. Since then, Sally has earned an MBA from National University and developed the structure and systems to support revenue growth from \$40M to \$100M while the number of franchisees has skyrocketed from 1,650 in 1982 to 8,500 in 2019. Baldrige's business

acumen, plus her well-earned integrity and credibility have helped transform the dance fitness phenomenon that launched 50 years ago into the thriving, multi-faceted company it is today.



## SHANNA MISSETT NELSON // President

As President of Jazzercise, Inc., Shanna Missett Nelson holds the helm of the group fitness industry leader, guiding the brand in global and local markets. Having a front row view into how her mom, Judi Sheppard Missett, created the largest dance fitness company in the world, Nelson began as an instructor but quickly launched her business career as an international brand consultant and franchise owner herself. Shanna guides the corporate management team and steers the direction of the company.

In addition to her role at the company, Shanna is a media spokesperson and motivational speaker who holds a Bachelor of Arts degree in English Literature from the University of Arizona. Additionally, her contributions to the fitness industry have been acknowledged through numerous awards, public and media recognition. Nelson lives and works in Carlsbad with her husband and two daughters.



## KELLY SWEENEY // Chief Sales & Marketing Officer

Chief Sales & Marketing Officer Kelly Sweeney attended the University of Tulsa where she earned her Bachelor of Arts degree in Marketing & Journalism and a minor in English & Writing. Her induction into the college basketball and volleyball Hall-of-Fame was foreshadowing of her future career in fitness. After college, she worked briefly editing geology texts and print publications before finding her calling as a Jazzercise franchisee. Sweeney has been teaching Jazzercise for

36 years. From her "big picture" view to her personal experience as a franchisee, Kelly's understanding of current customer and business needs gives her a strong grasp of the financial realities for franchisee owners, and for the company overall. Kelly's strategies have positively affected international business growth while carving and nurturing individual pathways for franchisee business development domestically.



## KATHY MISSETT // Executive Advisor

Kathy Missett acts as Executive Advisor to Jazzercise, Inc., consulting on matters ranging from franchise business best-practices to marketing metrics. With an MBA from the University of Arizona and 30 years of practicing Jazzercise, Kathy has designed, launched and managed fact-based research to support executive decision-making with a deep understanding of both the Jazzercise franchisee and customer. In her 18 years at corporate headquarters,

Missett has identified potential financial and operational risks, and developed countermeasures to mitigate negative impact - all while shaping feedback programs and analyzing results to develop new strategies for growing revenue and profit.



VARIETY IS THE KEY TO STAYING WITH A WORKOUT AND BREAKING THROUGH PLATEAUS. OUR METHOD FUSES JAZZ DANCE WITH PILATES, CARDIO-BOXING, RESISTANCE TRAINING AND YOGA. OUR INSTRUCTORS ARE EXPERTLY TRAINED TO MIX IN NEW CHOREOGRAPHY WITH A VARIETY OF MUSIC SO CLASSES ARE ALWAYS FRESH.

# JAZZERCISE CLASS FORMATS



## DANCE MIXX

Our signature class format is the ultimate full-body workout. 40 minutes of high intensity, dance-based cardio are followed by 20 minutes of strength training and stretching. Your certified instructor will motivate you to dance, jump, kick, plank, push-up and crunch your way through hit music that distracts you from the burn.

## INTERVAL DANCE MIXX

The original dance fitness class—with a HIIT twist. 40 minutes of dance-based cardio alternates between high and low intensity moves designed to maximize your calorie-burning potential. 20 minutes of full-body strength training and stretching keep those calories burning long after class is over.

## FUSION

This circuit-based, one-hour workout consists of 40 minutes of high intensity, dance-based cardio, sprinkled with strength training using free weights and resistance tubes. Finish up with 20 minutes of full-body strength training and stretching to maximize muscle building and calorie burning.

## FLIP FUSION

This class turns circuit-based Fusion on its head. Where Fusion starts with cardio, Flip Fusion's first 40 minutes consist of intense

strength training—heavy repetitions of concentrated muscle work—with bursts of cardio sprinkled throughout. You'll finish up with multiple core-based strength routines and final stretches your muscles will be grateful for.

## INTERVAL FUSION

Alternate between high intensity cardio and concentrated muscle work in the first 40 minutes of this HIIT class. Designed with an emphasis on strength work, you'll finish with a final blast of strength training and stretching. This intense workout will leave you feeling challenged and accomplished.

## CORE

Your stability, strength and determination will be challenged in this dancing abs class designed to tone your core through both aerobic and strength work in 60 minutes.

## STRIKE

A 60-minute cardio and strength class that utilizes kickboxing-based cardio routines. Get in your jabs, hooks, kicks and punches for a high intensity, kick-butt workout. Finish with a blast of full-body strength training and stretching that will leave you feeling ready to conquer the day.

## STRENGTH30/60

Full-body strength training classes are designed to challenge and tone the major muscle groups in 30 or 60 minutes. You will squat, curl, push-up and plank using free weights and other training equipment selected by your instructor. Each routine is choreographed to music, so you're motivated to keep moving.

## EXPRESS

No time is wasted in this 30-minute blast of dance-based cardio. In an Express class, you'll spend most of your time in high-intensity cardio routines and finish up with a quick round of strength training and stretching at the end. You'll be sweating—and smiling—when you walk out the door.

## LO

Muscles, not momentum, drive this 60-minute class. This is a low impact, dance-based cardio and strength training class designed with you in mind. High impact movements are replaced with hop-less alternatives that protect the joints. All are welcome and encouraged to try out this muscle-driven workout, but make no mistake—you'll leave sweating and feeling accomplished.

# OUR HISTORY, AT A GLANCE

**1969**

Jazzercise is founded by fitness pioneer and company CEO Judi Sheppard Missett.

**1972**

The Missett family moves to San Diego, California. Judi begins to teach classes at the La Jolla YMCA and Oceanside Parks and Recreation.

**1976**

The first Jazzercise logo merchandise is manufactured and sold.

**1977**

Judi trains her first instructors and the first corporate Jazzercise office opens in Carlsbad, California.

**1979**

Jazzercise begins videotaping routines that are sent to certified instructors, laying the groundwork for the program to spread.

Jazzercise goes international with classes in Europe, Brazil and Japan.

**1980**

The first apparel line launches.

**1981**

Judi Sheppard Missett begins hosting a segment on weekly entertainment news program PM Magazine, raising national brand awareness.

**1982**

Jazzercise offers its first franchises.

**1992**

Our Kids Get Fit program is presented to the President's Council on Physical Fitness and Sports with Arnold Schwarzenegger. The free school fitness program reaches a record-breaking 402,000 children worldwide.

**1998**

Jazzercise goes digital with CyberStretch, an innovative computer screen saver with 26 illustrations and action tips designed to help prevent repetitive stress injuries.

**2001**

The Jazzercise Fitness Series hosts 21 conventions in the U.S., England, Scotland, Italy, Mexico, Australia, and Japan.

**2010**

Shanna Missett Nelson is named President of Jazzercise, Inc.

**2015**

Jazzercise officially re-brands, celebrating a rich past and opening the door to a new future.

**2017**

Named "Largest Woman-Owned Business" by San Diego Business Journal.

**2019**

Judi releases her book "Building a Business With a Beat" as Jazzercise celebrates 50 Years Strong with an international celebration in San Diego, California.

# FITNESS INDUSTRY FIRSTS

WHEN JUDI SHEPPARD MISSETT CREATED JAZZERCISE 50 YEARS AGO, "FITNESS" AS WE KNOW IT WAS IN ITS NASCENT STAGES. THROUGHOUT THE YEARS, JAZZERCISE HAS ACHIEVED MANY FITNESS INDUSTRY "FIRSTS" THAT HAVE PROVIDED THE FOUNDATION FOR TODAY'S FITNESS LIFESTYLE.

**Entrepreneur**  
MAGAZINE

NO. 55 ON THE LIST OF TOP GLOBAL FRANCHISES AND NO. 94 ON THE FRANCHISE 500® LIST BY ENTREPRENEUR MAGAZINE.

## JAZZERCISE IS...

- the first to insist that exercise can and should be fun.
- the first program to train and certify instructors. It developed the first industry teaching standards and held the first instructor-focused conventions.
- the first fitness program to franchise its instructors.
- pioneered the use of video for instructor training.
- the first to produce dance exercise albums; which later went gold and platinum.
- the first to organize large-scale fitness events for charity.
- the first dance fitness organization to perform in large-scale public events including the Opening Ceremonies of the 1984 Olympics, Statue of Liberty festivities and Super Bowl halftime shows.
- the first fitness dance program to appear on *Entrepreneur* Magazine's annual "Franchise 500®" list of most successful franchised businesses.
- the first fitness brand to successfully market and sell brand-name, licensed products when it launched Jazzercise Apparel.
- Jazzerjam Chicago '89 was the first international fitness convention, bringing together instructors and customers for a celebration of dance, fitness and fun.



BURN UP TO 800 CALORIES  
IN ONE 60-MINUTE CLASS

# MEDIA

THE HUFFINGTON POST

U.S. News & World Report

Entrepreneur MAGAZINE

The Washington Post

TOWN & COUNTRY

LADIES' Home Journal

NBC

CBS

People

abc

TODAY

Regis & Kathie Lee

PM MAGAZINE

FOX & friends

# PARTNERSHIPS

OLYMPIC RINGS

NIKE

asics TIGER

General Mills

SMUCKER'S

RYKÄ

QUAKER

BONNEBELL

CRYSTAL GEYSER  
NATURAL ALPINE SPRING WATER



# JUDI SHEPPARD MISSETT

## AWARDS AND ACCOLADES

**Judi has been named as one of four all-time fitness visionaries by the President's Council on Physical Fitness & Sports, in addition to winning many other honors. This is a partial list.**

**1984**

Jazzercise instructors participate in the Opening Ceremonies of the XXIII Olympiad in Los Angeles, California.

Judi runs the Olympic Torch relay in Oceanside, California.

**1986**

President Ronald Reagan names Judi "Top Woman Entrepreneur."

**1988**

The "Franchise 500" listing prepared by *Entrepreneur* magazine ranks Jazzercise seventh among franchise businesses and first among fitness businesses.

*Working Woman* magazine names Judi "Entrepreneur of the Year."

**1991**

IDEA, the International Association of Fitness Professionals, awards Judi its "Lifetime Achievement Award."

*Inc* magazine names Judi "Entrepreneur of the Year."

**1992**

President George Bush and Arnold Schwarzenegger invite Judi and Shanna to the White House to lead the finale at the Great American Workout.

IDEA inducts Judi into its Hall of Fame along with Jane Fonda, Kenneth Cooper, Jack LaLanne and Jackie Sorenson.

**1995**

Judi serves as President of the National Fitness Leaders Association (NFLA).

Governor Pete Wilson appoints Judi to the California Governor's Council on Physical Fitness & Sports.

**1996**

NFLA awards Judi the Charles Bucher Memorial Award for her contributions to youth fitness.



**2002**

Judi is inducted into the National Association of Sport and Physical Education (NASPE) Hall of Fame.

Judi is honored as "an inspirational role model for girls" by the San Diego chapter of Girls, Inc.

**2003**

Judi is awarded the "Leadership and Empowerment Award" from the National Foundation for Women Legislators.

**2006**

Judi is inducted into Enterprising Women's Hall of Fame.

**2007**

Jazzercise ranks no.5 on *Entrepreneur* magazine's list of fastest growing franchises.

Judi is awarded the prestigious Mary Lehman MacLachlan Award for Economic Empowerment from the Women President's Organization.

Judi is the inaugural recipient of the Lifetime Achievement Award from the President's Council on Physical Fitness and Sports.

**2008**

Judi joins a select group of women; U.S. political and business leaders for the Stellar Women's Leadership Delegation to China including Hong Kong, Lijang, Beijing and Shanghai.

**2012**

Jazzercise ranks no.1 in the *San Diego Business Journal's* "2012 List of the County's Top 50 Women-Owned Businesses."

**2013**

Jazzercise ranks no.1 on the *San Diego Business Journal's* "Top 50 Women-Owned Business" list for the second consecutive year.

**2014**

Judi is honored with the Entrepreneurial Champion Luminary Award by The Committee of 200 (C200).

Judi Sheppard Missett is named *San Diego Magazine's* "Woman of the Year."

**2015**

Jazzercise officially re-brands, celebrating a rich past and opening the door to a new future.

**2016**

Judi is honored with the "Women Who Mean Business Award" for outstanding achievements and contributions to San Diego by the *San Diego Business Journal* for the second time (first in 2005).

Judi is chosen as part of a select group of women leaders to attend the "United State of Women," a White-House-sponsored conference in Washington, DC.

Along with 39 other entrepreneurs, scientists and social leaders, Judi is named to the *Union-Tribune's* "40 San Diegans Who Changed the World."

**2017**

Judi is the inaugural recipient of the Gus Giordano Legacy Award for her contribution to the world of dance.

The *San Diego Business Journal* awards Judi with their Lifetime Achievement Award.

**2018**

Judi is honored with the Legacy Award from *Enterprising Women Magazine*.

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