

## History of Jazzercise

- 1969 • Judi Sheppard Missett conceives of a fun dance-fitness class that evolves into Jazzercise. She teaches the class in an Evanston, Illinois dance studio between performances as a professional dancer.
- 1972 • The Missett family moves to northern San Diego County, 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 holds the first workshops to train instructors. Jazzercise begins to spread around the world when trained instructors move to other areas and open classes.
  - The first corporate Jazzercise office opens in Carlsbad, California.
- 1979 • Jazzercise begins videotaping routines that are sent to certified instructors – and thus lays the groundwork for the program to spread.
  - Jazzercise goes international with classes in Europe, Brazil, and Japan.
- 1980 • Judi appears weekly on *P.M. Magazine*, a national television show.
  - The number of Jazzercise instructors graduating from workshops tops 1,000.
  - Jazzertogs catalog operation launches.
- 1981 • Judi appears on NBC-TV's *Today Show*.
  - *Jazzercise: A Fun Way to Fitness* debuts and goes into four reprints (386,000 copies.) The book is published in French and Dutch editions.
  - Judi produces a video disc entitled *Jazzercise* for MCA Records and Tapes Inc., setting the precedent for her MCA Videotapes *Jazzercise* and *Let's Jazzercise*.
- 1982 • The workout record album entitled *Jazzercise* is produced and goes gold (25,000 copies). 5,000 Jazzercise customers and instructors gather at Universal Studios to celebrate the album's success.
  - The second Jazzercise album entitled *Jazzercise—Looking Good!* and a videocassette entitled *Jazzercise* are released for home use on the MCA label.
- 1983 • Jazzercise begins franchising its instructors.
  - MCA releases the third Jazzercise album entitled *More Jazzercise* for home use.
  - Jazzercise spreads to all 50 United States.
  - Judi makes numerous appearances on Disney Channel's new *Epcot Magazine TV* shows.
- 1984 • Jazzercise instructors participate in the Opening Ceremonies of the XXIIIrd Olympiad in Los Angeles, California.
  - Judi is a member of the Olympic Torch Run relay in Oceanside, California.
  - The U.S. Jaycees name Judi a "Healthy American Fitness Leader."
  - The first Jazzercise MCA videocassette, entitled *Jazzercise* goes gold with 25,000 copies sold.
  - JM Television Productions becomes a division of Jazzercise.
- 1985 • *Venture* magazine names Jazzercise the second fastest growing franchise in the U.S.
  - The Small Business Administration names Judi "Small Business Person of the Year."
  - *City Sports* magazine honors Judi as a "Legend of Aerobics."
  - *The Jazzercise Workout* album, *The Better Body* audiocassettes and *The Best Yet* home video are produced and released.
- 1986 • President Reagan names Judi "Top Woman Entrepreneur."
  - Judi receives the "Outstanding Business Award" from IDEA, the International Association of Fitness Professionals.
  - *The Jazzercise Workout Book* is released by publisher Charles Scribners Sons.

- 1987 • Jazzercise instructor convention in Orlando, Florida draws 800 participants.
- Judi and 300 Jazzercise instructors participate in the closing ceremonies of the Statue of Liberty dedication.
- Jazzercise produces a new video, *Fitness Formula* to strong reviews.
- Shanna Missett, Judi's daughter, becomes a certified Jazzercise instructor in Arizona.
- 1988 • The "Franchise 500" listing prepared by *Entrepreneur* magazine ranks Jazzercise seventh among 500 franchise businesses and first among franchised fitness businesses.
- *Working Woman* magazine names Judi "Entrepreneur of the Year."
- Judi receives the Gus Giordano Dance Award recognizing her for cultivating a greater appreciation for dance through her fitness program.
- Judi stars in and produces another bestselling home exercise video, *Super Session*.
- 1989 • The Los Angeles Times Syndicate invites Judi to write an internationally syndicated fitness column on their behalf.
- *Fitness Now* home video is released by JCI in the fall.
- *Super Session* video goes gold (25,000 sold) less than one year after its release.
- *Fitness Formula* video goes platinum (65,000 sold) two years after its release.
- Jazzercise introduces a weight control program to complement its exercise program – the Know More Diet.
- Jazzerjam Chicago '89 brings 6,000 Jazzercise customers and instructors together for a three-day health and beauty expo and convention honoring Judi's 20th year in the fitness industry. The event ends with Judi leading all participants in the world's largest aerobic-dance class ever.
- 1990 • Judi stars in an ad campaign for the Delirium watch made by Concord – one of the world's most exclusive brands of wristwatches. The full-page color ad is featured on the back cover of *Vogue*, *Town & Country*, *Lear's* and other magazines.
- The People to People Citizen's Ambassador Program invites Judi to join a team of U.S. health and fitness specialists for a two-week visit to the Soviet Union.
- 1991 • President George Bush and Arnold Schwarzenegger invite Judi to participate in the "Great American Workout" at the White House promoting National Fitness Month and children's fitness issues.
- Ernst & Young Inc., Merrill Lynch and the Union-Tribune Publishing Company honor Judi as the "San Diego Female Entrepreneur of the Year."
- IDEA, The International Association of Fitness Professionals, awards Judi the "Lifetime Achievement Award," which is given to an individual who is widely recognized and respected within the fitness industry for having a positive and lasting effect on the industry.
- Judi and 150 Jazzercisers participate in the U.S. Olympic Festival Opening Ceremonies in Los Angeles.
- *The Jazzercise Funk Workout* home video is released worldwide on the PPI Entertainment Group label.
- Jazzerjam Las Vegas '91, a three-day fitness event, brings together nearly 5,000 customers and instructors for fun, non-stop workout classes and Las Vegas entertainment.
- Jazzercise launches Kids Get Fit – a free fitness activity and classroom learning program, reaching 95,000 children in its first year.
- Shanna Missett is appointed International Administrator, overseeing global sales and expansion.
- 1992 • Kids Get Fit program is presented to the President's Council on Physical Fitness and Sports with Arnold Schwarzenegger.
- President George Bush and Arnold Schwarzenegger invite Judi and Shanna to lead the finale at the Great American Workout at the White House.
- Judi and Shanna tour Russia, where they lead 300 Russian aerobics instructors in a Jazzercise class and introduce Kids Get Fit to customers of elementary school #248.
- IDEA, the International Association for Fitness Professionals, inducts Judi into its Hall of Fame along with all other IDEA Lifetime Achievement Award recipients, including Jane Fonda, Kenneth Cooper, Jack La Lanne and Jackie Sorenson.
- Nike, Inc. the world's largest sports and fitness company, signs a multi-year contract with Jazzercise and announces Judi and Shanna as Nike Fitness Athletes.
- The Kids Get Fit free school fitness program reaches a record-breaking 402,000 children worldwide.
- 1993 • The Leukemia Society of America honors Judi with the "Dr. Kenneth B. McCredie Award" for her efforts in raising \$5 million over the past 10 years.

- Jazzerjam Orlando '93, a four-day fitness extravaganza, attracts nearly 4,000 instructors and customers.
  - Circuit Training by Jazzercise, a new class format combining aerobics with strength training routines, is introduced at Jazzerjam Orlando '93.
- 1994
- Northwestern University Alumni Association honors Judi with the "Service to Society Merit Award" for her efforts to improve the health and well-being of millions of people through Jazzercise.
  - Kids Get Fit reaches more than one million children worldwide.
- 1995
- Judi is president-elect of the National Fitness Leaders Association for 1995/1996.
  - *Body Power!*, a comprehensive library of video tapes including *Simply Jazzercise*, *Power Workout*, *Body Sculpting*, and the *Know More Diet* is produced by Judi and JM Television Productions.
  - Jazzercise produces *Sports Stretch* and *Healthy Backs* home videos.
  - More than 4,000 Jazzercise enthusiasts attend Jazzerjam San Diego '95. Personal Touch Jazzercise and Musical Chairs program debut and receive rave reviews.
  - *San Diego Business Journal* honors Jazzercise, Inc. with the "Total Excellence in Management Award" (T.E.I.M.) and Judi with the "Women Who Mean Business Award."
  - Nike, Inc. renews its partnership with Jazzercise through 1996.
  - Governor Pete Wilson appoints Judi to the California Governor's Council on Physical Fitness & Sports, chaired by actor and fitness advocate Arnold Schwarzenegger.
  - As the 1995/1996 president-elect of the National Fitness Leaders Association, Judi is selected to be executive director of the NFLA.
  - Vision 2000 is established as a corporate long-range goal. Vision 2000 states, "People participate in Jazzercise in every community worldwide every day. Dynamic instructors teach well-attended classes and make a positive impact on people's lives."
- 1996
- Jazzercise Convention Series '96 sweeps the globe in 19 locations.
  - Shanna Missett is appointed to the Jazzercise Corporate Management Team.
  - Bern, Switzerland hosts the first international Jazzercise On Location routine taping.
  - The NFLA Charles Bucher Memorial Award is presented to Judi and Jazzercise for contribution to youth fitness.
  - General Mills' Total® Brand signs on as the official cereal with four free classes on nine million cereal boxes.
  - In conjunction with the Greater San Diego Inner City Games, Judi is elected to the Governor's Council, Board of Directors.
  - The Soroptimist International of San Diego honors Judi with "A Woman of Accomplishment Award 1996" for her significant contributions to the professional environment and the advancement of women in the workplace.
  - Judi leads 600 fitness enthusiasts in the Kennedy Center Grand Foyer during the Jazz Dance World Congress '96 in Washington, D.C. Jazzercise becomes an official AFAA Corporate Affiliate.
  - Instructors and customers raise 1.3 million for charities worldwide.
- 1997
- Ore-Ida Baked Potatoes features Jazzercise on 1.75 million packages and inserts offers in 35 million newspapers nationwide.
  - Mead Johnson's Boost becomes the official nutritional energy drink of Jazzercise.
  - RYKA, Inc., a leading women's athletic footwear company, signs a business alliance with Jazzercise.
  - Jazzercise Convention Series '97 rolls across the nation and world, in 19 locations.
- 1998
- Debut of CyberStretch by Jazzercise, an innovative computer screen saver with 26 illustrations and 26 action tips designed to help prevent repetitive stress injuries.
  - Club Jazzercise VISA credit card is launched, offering instructors and customers the opportunity to charge purchases and build Jazzercise name awareness at the same time!
  - The Jazzercise Convention Series hits more than 30 locations throughout the U.S. as well as internationally.
  - The third Jazzercise On Location taping is held in Chicago, IL with more than 1,300 enthusiastic participants.
  - The Jazzercise Web site at [www.jazzercise.com](http://www.jazzercise.com) undergoes an upgrade to include a link to the CyberStretch Web site and a new Jazzercise Class Locator System (JCLS) feature, which allows Internet users to access information on U.S. Jazzercise class locations, days/times, facility amenities, and more.
  - Sponsorships with RYKA, Smuckers, Quaker Oats and Crystal Geyser (CA) boost publicity for Jazzercise and respective brands.

- The Jazzercise Franchise Assistant Software package is created to enable instructors to manage class income and customer enrollment efficiently.
- 1999
- Jazzercise celebrates its 30-year anniversary with more than 4,000 participants attending Jazzerjam '99 in San Diego, California from August 5-8.
  - The World's Largest Jazzercise Benefit for breast cancer research is held, raising more than \$1.2 million and boosting the total amount Jazzercise has raised for the Rush Presbyterian-St. Luke's Medical Center since 1993 to more than \$3 million.
  - Jazzercise launches the CyberStretch School Giveaway Program to teach kids effective stretches and other preventive measures to counter repetitive stress injuries.
  - Fox News Channel launches *Fitness Fridays* with Jazzercise on its Fox & Friends morning show, inviting Judi, Shanna and instructors/customers to appear live at their New York studios.
  - Judi is honored as a March of Dimes 1999 Mother of the Year in San Diego, California
- 2000
- Jazzercise, Inc. relocates its international headquarters from downtown Carlsbad to a new office building at 2460 Impala Dr., Carlsbad, California.
  - Judi is honored at *Working Woman* magazine's second annual Entrepreneurial Excellence Awards Ceremony as a regional finalist in three categories: Social Responsibility, Customer/Client Service, and General Excellence.
  - The Jazzercise Fitness Series 2000 kicks off with 17 conventions in the U.S., England, and Scotland.
  - ASICS Tiger Corporation signs on as a new footwear sponsor for Jazzercise.
  - JM Television Productions changes its name to JM DigitalWorks.
  - Jazzercise raises more than \$1 million for a variety of charities.
  - Jazzercise is mentioned in holiday hit movie, *How the Grinch Stole Christmas*.
  - The fourth Jazzercise On Location taping is held in Miami Beach, FL, with more than 1,200 participants.
  - The Jazzercise corporate Web site adds new features, including a password-protected "Instructor Zone" section with tools and information for instructors.
- 2001
- The Jazzercise Fitness Series 2001 hosts 21 conventions in the U.S., England, Scotland, Italy, Mexico, Australia, and Japan.
  - Jazzercise raises more than \$1 million for charity. Of the total, \$117,000+ is raised for September 11 relief efforts and \$660,000+ is raised via halftime shows at major sporting events.
  - Judi attends special Fred Astaire Tribute given by daughter, Ava Astaire McKenzie in London.
  - Jazzercise On Location in New Orleans, Louisiana is canceled due to September 11 tragedy.
  - Judi writes a chapter, "*Passion is the Key*," in the book *A Woman's Way to Incredible Success in Business*.
  - Jazzercise is featured twice on the Fox News Channel's morning show, *Fox & Friends*.
  - Shanna Missett Nelson is appointed Executive Vice President.
  - Internet technology allows continued and improved service to franchisees via the Instructor Zone at [jazzercise.com](http://jazzercise.com).
- 2002
- Jazzercise announces its best financial year ever, posting a record \$62.2 million in system-wide sales.
  - Judi is inducted into the National Association of Sport and Physical Education (NASPE) Hall of Fame.
  - The Jazzercise Fitness Series 2002 hosts 22 conventions in the United States, England, Scotland, Canada, Australia, and Japan.
  - Judi is invited as a keynote speaker at the American Heart Association's "Women's Legacy Luncheon" fundraiser in six California locations.
  - Jazzertogs is named "San Diego Retailer of the Year" by Fashion Careers of California College in San Diego, California.
  - Judi is honored as "an inspirational role model for girls" by the Girls Inc. San Diego chapter
  - Four Baltimore, Maryland charities receive more than 3,000 pairs of "gently used" shoes from 1,800 Jazzercisers attending the Jazzercise On Location & Fitness Series 2002 event in Baltimore, Maryland.
  - Judi is featured in the book, *Believing in Ourselves: A Celebration of Women*, by Nancy Carson.
  - Jazzercise partners with the International Council on Active Aging (ICAA) to promote fitness for aging adults.
  - Jazzercise is mentioned in the soundtrack of New Line Cinema's Austin Powers film, *Goldmember*.
  - Judi accepts the 2002 Halcyon Award from New Village Arts, a North County San Diego theater company.

- Four San Francisco, California charities receive more than 5,500 pairs of “gently used” shoes from more than 1,200 Jazzercisers attending the Jazzercise On Location & Fitness Series 2002 event held in San Francisco, California.
- Jazzercise Marketing forms alliances with RYKA, GNC, Gorton’s, Valpak, and *Ladies’ Home Journal*.
- Judi is featured on national TV: the Fox News Channel’s morning show, *Fox & Friends* and FamilyNet’s At Home Live.

- 2003
- Jazzercise reports its best financial year ever with \$67.2 million in system-wide sales.
  - Jazzercise releases four new home DVD products: *Pure Jazzercise*, *Stretch by Jazzercise*, *Body Sculpt & Strength*, and *Street Jazz!*
  - JM DigitalWorks receives a 2003 Telly Award for a Callaway Golf project.
  - Jazzercise hosts its first-ever National Movement Screening Day to reach a widespread audience interested in its franchise opportunity; 865 new instructors certified worldwide.
  - Jazzerjam 2003 in Las Vegas sells out to more than 4,000 participants from 13 countries around the world.
  - Judi is awarded the “Leadership and Empowerment Award” from the National Foundation for Women Legislators.
  - Jazzercise is invited to take part in the Fox News Channel’s *Fox & Friends* 1,500th show celebrations in New York.
  - Jazzercise and the International Council on Active Aging launched the first-ever Active Aging Week to highlight the importance of physical activity for older adults.
  - Jazzercise Marketing forms new alliances with Polar Heart Rate Monitors and Dr. Soy.
- 2004
- Jazzercise announces its best financial year ever, posting a record \$70 million in system-wide sales.
  - Jazzercise celebrates 35 years of fitness: starting as a one-woman operation in 1969, the company now hosts a network of 6,000 franchised instructors at more than 3,200 locations around the world.
  - The Jazzercise Fitness Series 2004 hosts 17 conventions around the world, including two Jazzercise On Location events in Austin, TX and Providence, RI.
  - Judi is featured in the book *On Stage – Bill Riley and Tales of the Talent Search*, a collection of stories about the Iowa State Fair’s talent search programs compiled by Bill Riley.
  - Judi is selected by the editorial board of *Inside the Minds* as one of the leading franchisors in the nation and authors a chapter in *Inside the Minds: Buying a Franchise*.
  - The first Jazz e News e-mail newsletter is sent to subscribers online.
- 2005
- Jazzercise hosts The Art & Soul Tour, a series of fundraisers to benefit Boys & Girls Clubs of America and the Susan G. Komen Breast Cancer Foundation. The Tour raises more than \$560,000 to support the arts and the fight against breast cancer.
  - Judi leads a special Jazzercise workout at the HealthierUS Fitness Festival, a celebration of health, physical activity, and fitness hosted by the President’s Council on Physical Fitness and Sports in Washington, D.C.
  - More than 1,500 Jazzercisers flock to Chicago’s Millennium Park for a Jazzercise Cardio/Strength/Stretch class, hosted as part of Jazz Dance World Congress, with Judi and the Jazzercise Taping Team.
  - Jazz Cardio Strength Stretch, a 30-minute workout program produced by JM DigitalWorks specifically for public access television, first hits the airwaves on KOCT-TV in Oceanside, California. Demand for the program spreads rapidly.
  - Jazzercise is ranked #4 on the *San Diego Business Journal*’s list of “Top 50 Women Owned Businesses in San Diego” at the Women’s Entrepreneurial Awards 2005.
  - Judi is honored with the “Women Who Mean Business Award” for outstanding achievements and contributions to San Diego by the *San Diego Business Journal*.
  - The first-ever “Business Only Franchise” workshop is hosted in Carlsbad.
  - Shanna judges the Boys & Girls Clubs of America Youth of the Year Event for the Pacific Region.
  - Jazzercise signs on as the official fitness sponsor for Figure at Sea, a week-long cruise to the eastern Caribbean, hosted by Figure magazine.
- 2006
- Jazzercise releases three new home DVD products: *Pregnancy Workout by Jazzercise*, an energizing, low impact workout led by Shanna Missett Nelson an designed specifically for pregnant exercisers; *Post Pregnancy Workout by Jazzercise*, which offers exercise that can be done at home with our without your baby; and *Jazz Cardio Strength Stretch*, which features a trio of 30-minute workouts led by experts in dance-fitness and personal training.

- Jazzercise ranks #4 on the *San Diego Business Journal's* list of "Top 50 Women owned Businesses in San Diego".
- Jazzercise has its most successful year in company history, with systemwide sales topping \$76 million
- Jazzercise produces its first in a series of video podcasts for travelers entitled, "Workout Wherever," which is available for download for free on iTunes.
- Jazzercise ranks as the second largest privately held company in Carlsbad.

- 2007
- Jazzercise ranks #35 on *Entrepreneur Magazine's* list of top 500 franchises; ranks #5 in fastest growing franchises.
  - Jazzercise posted its sixth consecutive year of systemwide sales growth topping \$85 million – best in company history.
  - Jazzercise ranks #3 on the *San Diego Business Journal's* list of top 50 women-owned businesses in San Diego.
  - Jazzercise On Location Spring Break in Orlando hosted 1,300 fitness enthusiasts from 42 states and eight countries at Disney's Coronado Springs Resort.
  - Judi Sheppard Missett awarded prestigious Mary Lehman MacLachlan Award for Economic Empowerment from Women President's Organization.
  - Judi Sheppard Missett is a featured entrepreneur in *Chicken Soup for the Entrepreneur's Soul*.
  - Judi Sheppard Missett is an inaugural recipient of the Lifetime Achievement Award from the President's Council on Physical Fitness and Sports
  - Judi Sheppard Missett participates in IDEA Fitness Association's 25<sup>th</sup> Anniversary celebration.
- 2008
- Judi Sheppard Missett joined a select group of women U.S. political and business leaders for the Stellar Women's Leadership Delegation to China. The trip included visits to Hong Kong, Lijang, Beijing and Shanghai, and enabled American and Chinese female leaders to meet and exchange ideas on vital issues.
  - Tres Jazz- Jazzercise International Convention (formerly known as Jazzerjam) returned to the birthplace of Jazz – New Orleans. Fitness enthusiasts from 47 states and 12 countries attended the incredible event.
  - Jazzercise ranks #2 on the *San Diego Business Journal's* list of top 50 women-owned businesses in San Diego County.
  - Shanna Missett Nelson choreographs the fitness routine for the Junior Miss pageant in Mobile, AL.
  - Live Fit, Live Green – Jazzercise offers in-class Live Fit, Live Green promotions and information to help customers reduce, reuse and recycle to make a positive impact on the environment.