



THE INTERNATIONAL SPORTS PROFESSIONALS ASSOCIATION

ISPA NEWSWIRE

OFFICIAL ISPA ASSOCIATION NEWSLETTER

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For more information, contact Normandy1@aol.com.

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In This Issue

- 1) *Announcements*
- 2) *Athlete of the Decade*
- 3) *Family Fit*
- 4) *ISPA Publishing*

Happy Holidays from ISPA!

ISPA CEU Discount

There is still time to take advantage of the ISPA CEU discount! Enter **2009CEU** when prompted for a coupon code while purchasing the 3-Course CEU Sequence.

<http://www.thesportsprofessionals.com/store>

ISPA 2010!

Look for many exciting new enhancements in 2010! ISPA is always looking to add value to its members credentials.

INTERNATIONAL ASSOCIATION OF SPORTS PROFESSIONALS

News Release

Chicago, IL—Dec. 18, 2009—The International Sports Professionals Association (ISPA) announced today that it has named [Lance Armstrong](#) as its [Athlete of the Decade](#). Although Armstrong would have been named regardless of Tiger Woods recent problems Woods recent problems pushed him out of consideration.

“It was a fairly close race prior to the revelations that arose about Mr. Woods, but Mr. Armstrong was still our organization’s pick. When the stories broke about Tiger Woods’ infidelity and now the suspicion of his use of performance enhancing drugs that didn’t even make it close. Lance Armstrong is our pick for athlete of the decade.” Said Justin Mayer, Executive Director of ISPA.

“Our international organization’s mission is to assist in the safe and healthy participation in sports at all levels by credentialing those professionals who service sports and athletes. To accomplish this, our professionals uphold the highest standards and adhere to a code of ethics. [Tiger Woods’](#) behavior took him out of the running for Athlete of the Decade.” Added [Dr. John Mayer](#), President of ISPA.

The International Sports Professionals Association (ISPA) is the world’s largest credentialing service for professionals in sports. The ISPA sets standards for its membership by providing professional services to the sports world spanning children’s sports to professional athletes. The ISPA includes a wide variety of professional occupations from coaches, sport psychologists, physicians, accountants, agents, physical therapists, chiropractors, nutritionists, sport physiologists, trainers, and more. ISPA designates that member professionals adhere to a strict code of ethics and have met the highest standards in their fields to provide professional services to athletes and to sports. ISPA maintains an *International Register* of sports professionals; professionals listed in the register are the top professionals serving all domestic sports at all levels.

Family Fit hits the bookstores in January, 2010. Right in time for the New Year/New You push.

Dr. John Mayer's new book, *Family Fit: Finding your balance*, (ISPA/NP2 Pub. 2009) launched this winter provides effective Fitness/Health/Nutrition guidance to individuals and families on how to keep fit and eat better. This revolutionary book contains practical tips such as:

- End Neanderthal eating (We eat like our parents ate-which they got from their parents and on and on.) so, with all we know we basically eat like cavemen ate.
- Learn the secret language to talk to your teenage child. (It's called: MeMe.)
- How to resist Aunt Sally's 'Seven Layer Jell-O Mold' mold during the Holidays.
- What's really in Nestlé's Toll House Cookies?
- Should my 3 and 4 year olds be power lifting with me?
- How any family, from single moms to grandparents to the traditional nuclear family can be fit and eat right.
- A section on Facts and Myths about food, eating, dieting, and exercise.
- Sea salt is no better for you than regular table salt.
- Why coffee counts toward your daily water intake.
- Why WORKOUT is a negative word.
- Put FUN back into eating and physical activity (exercise).

Help bolster ISPA publications. Spread the word about this book. Available in bookstores in January or immediately through the [ISPA Store](#) on the web site or at <http://www.FamilyFitBook.com>.

ISPA/NP2 PUBLISHING

We are now actively seeking works to publish. See below for submission guidelines. Please e-mail Executive Director-Justin Mayer at <mailto:Justin@thesportsprofessionals.com>

Instructions for Authors

You can send your complete finished work instead of the sample indicated below, but regardless of how much material you send we need the other sections of a complete proposal submitted.

We accept electronic (preferred) and paper submissions.

Note: Submitting material to ISPA/NP2 PUBLISHING does not assume a relationship or obligation between ISPA/NP2 PUBLISHING and the author(s). ISPA/NP2 PUBLISHING assumes no obligation to review submitted work if said work does not fit the mission, the quality, the ethics, or the potential of products published by ISPA/NP2 PUBLISHING. Works in all forms will not be returned to the authors unless accompanied by a SASE!

Submission Format

Please include the following:

Introduction

Market for Product

What is the Primary Target Audience for the Book/Material?

Promotional Plan

What is the author's contribution and plan for promoting their work?

Outline of Project/Table of Contents

Book Statistics

Estimated page count, number of illustrations or Photographs, if any, estimated completion date, if not finished.

Competitive Title Information

A detailed analysis of what books on your proposed subject are already in bookstores, plus a 2-3-sentence description that differentiates your book from what has already been published.

About the Author(s)

Who are you and why will people read what you write? "What is your platform?"

We look forward to reviewing your work!

