

Danette Allen

INTERNATIONAL HEALTH & FITNESS EXPERT

International Fitness Retreat Instructor

2005-Present

- Amansala Spa, Tulum Mexico
- The Raj
- Miraval
- La Quinta
- Rancho La Puerta

National Speaker and Presenter

2002-Present

- Consecutive presenter on fitness & nutrition for KUTV Speaking Of Women's Health
- Spoke on health and nutrition education to organizations such as: JP Morgan, Noodles & Co, Salt Lake City Chamber of Commerce, Morgan Stanley Smith Barney, CompHealth Group, and others
- Presenter and motivational speaker at youth symposium in Bozeman, Montana
- Provided aerobic training & stretching to small groups in Kona, Maui, & Kawaii, Hawaii
- Topics: *Ageless Beauty through Ayurveda Nutrition, Stand Right For Your Posture Type, Get Fit Stay Fit, Power of Pilates, The Secret To Incredible Abs, Beautiful Bikini Bootie, and more*

Television KSL Channel 5 Health, Fitness, & Nutrition Expert

2005-Present

- Present every 15 days on live television to a large viewing audience of over 10 million viewers
- Segments are also viewed online to an even greater domestic and international audiences

Get America Moving Campaign, Next Fit

2009

- Together with Kathy Smith trained over 300 people in Utah on 12-week program
- Segments are also viewed online to an even greater domestic and international audiences

Spa & Fitness Writer (Editor)

2007-Present

- Visit destination spas and write and speak on their various benefits and unique attractions Such as Miraval, Canyon Ranch, Red Mountain, The Raj, La Quinta, Rancho La Puerta
- Visit and write for a Salt Lake Newspaper about various medical spas in the Salt Lake City Area
- Write on fitness topics each month for a Salt Lake Newspaper

RadioShow, 94.5 VFX Fitness Friday

2005-Present

- Lead a weekly radio show, *Fitness Friday*, giving advice and answers on health, fitness, and nutrition
- Listening audience covered northern Utah with over 800,000 listeners in diverse demographic population

BUSINESS OWNER & FITNESS PROFESSIONAL

Owner, Action Personal Training

2005-Present

- Managed and operated a 10,000 square foot facility with over 600 members
- Hired, trained, and oversaw 25+ employees including 12 personal trainers, life coaches, massage therapists, dieticians, yoga instructors, fitness instructors, & front desk staff
- Expanded and grew business 45 percent within one year of taking over ownership
- Implemented holistic training practices and increased gross margin revenue 15 percent
- Generated over \$25,000 a month through unique and effective marketing campaigns & partnerships
- Conducted corporate and community wellness seminars and health & fitness events
- Attend and actively participate in IHRSA and IDEA conferences

Founder, Body Heart Mind Soul Fitness Retreats

2008-Present

- Conduct fitness retreats in Midway, Utah and Maui, Hawaii especially for women

Stott Pilates Instructor and Trainer 2003-Present

- Instruct and certify trainers in beginning, intermediate Pilates
- Teach beginning, intermediate, and advanced Pilates mat and Pilates reformer bed
- Assistant and participant at IDEA World Conferences and Inner IDEA

Personal Training 2000-Present

- Conduct one-on-one training for 15-20 clients
- Maintain exceptional relationships and long-term clientele (most clients for 7+ years)
- Provide nutritional advice and provide Auyurveda Detox, and Perricone Diet where appropriate

Group Fitness Instructor 2000-Present

- Teach group fitness classes in: kick-boxing, Pilates, sports conditioning, ski conditioning, bikini boot camp, surfing/snowboarding, and Sports Excellence Training Program (STEP)TM
- Group instructor for over 5,000 women at KUTV Speaking Of Women's Health Conference
- Head Coach Track & Field & X-Country, Westside High School (2001-2003)

Fitness Model, ICON Health & Fitness 2001-2002

- Fitness Model for Life Fitness, Nordic Trac, ProForm, and Weider Products

Education & Credentials

- **BS Pre-Med & Nutrition**, Utah State University
- **Certified:** NASM, ACE, APEX, T&F AA, Stott Pilates

SOCIAL RESPONSIBILITY

International Volunteer Work

- Bali Orphanage, Indonesia
- AdventureGiving.org

Local Community Service

- Board Member Start Something Beautiful
- Winter Food Drive, Still Water Lodge & Community Food Pantry
- Provided nutrition education for Logan & SLC Fire Departments & Jewish Community Center