



A Letter from the MFA Board Chairperson

February 2019

Dear MFA Members & Partners,

I am honored, for the next two years, to serve as Chair of the Board of Directors for this impactful organization. Back in 2005, MFA welcomed me as an exercise physiologist new to club management. It gave me a fertile ground in which to sink my professional roots and learn leadership skills, develop a network of engaged and enlightened professionals and it served to teach and inform regarding the business of medical fitness.

Today, I see MFA reaching a level of necessity and marketability unlike any other time. Our industry needs the power of a strong, effective, strategically proactive association more than ever before.

Please work with me and the great MFA team – Bob, Jason, Sandra and Mariann to maximize this opportunity. The organization has never had a more talented, dedicated team in the home office.

We must make known our support of the PHIT bill to our government leaders, become a voice in the regulatory landscape, broaden our representation of the industry, and make our fitness centers the new front door of every hospital and the center of every community!

All the best,

Jennifer

Jennifer Kuca Lavoie, MS, FMFA, CMFFD, ACSM/EP-C/CET
Director, Employee Wellness, Worklife & Fitness at Piedmont Healthcare