GRETCHEN M. ASHTON, CPT, FT, NBFE

Resume / Curriculum Vitae

NATIONAL BOARD OF FITNESS EXAMINERS PERSONAL TRAINER

CREDENTIALS

Certified Fitness Trainer, International Sports Sciences Association
Professor Charles Staley, ISSA, Carpenteria, California, 1996 to Present

Certified Fitness Therapist, International Sports Sciences Association
Carpenteria, California, 2003 to Present

Arthritis Foundation PACE Training Instructor, San Diego Chapter Arthritis Foundation,
Instructors: Charlene Schade Marilyn Nemeroff, Sheila Hatfield, San Diego, California,1999

Biomechanic Strength Trainer, National Aerobics and Fitness Trainers Association
Course: "Biomechanically Correct" taught by Everett Aaberg, Past Fitness Educator at
Cooper Fitness Center, Dallas, Texas, 1997

CPR/AED: Healthcare Provider, American Heart Association Heartsaver *and Professional Liability Insurance.*

PROFESSIONAL DEVELOPMENT & CONTINUING EDUCATION

Advanced Open Water Scuba Diver, PADI
Advances in Orthopedic Care, It's Not Just Broken Bones, *PESI Healthcare*
Susan Girdhari, MSN, RN, ONC, ANP-C, ONP-C, *San Diego, California 2008*
Fat Metabolism and Gender Differences, *International Sports Sciences Association/DSW*
Exercise Rx for Psychological Health, *International Sports Sciences Association/DSW*
Weight Management for Women, *International Sports Sciences Association/DSW*
Optimal Conditioning Strategies for SCUBA Diving, *International Sports Sciences Association/DSW*
Hormones and Performance*, International Sports Sciences Association*
Specific Nutrition*, International Sports Sciences Association*
Building Business Solutions with Fitness Assessment Technology, *Polar Customer Education ACE Academy*
Athletic Business Conference*, Las Vegas, Nevada, November 2006*
"Why Not Your Best", Terry Bradshaw, Keynote Speaker

About Shoulder Problems, *International Sports Sciences Association*
About Knee Problems*, International Sports Sciences Association*
About Hip Replacement, *International Sports Sciences Association*
Creatine Research Update 2005*, International Sports Sciences Association*

Rehabilitation Solutions for the Lower Extremities*,* Tom Purvis, P.T.
Functional Training - What It Is and What It Is Not*,* Juan Carlos Santana, MEd
Strength Training for Triathletes*,* Chuck Wolf, MS
A Post Rehabilitation Business Model, Anthony Carey, MA
IDEA World Fitness Convention, San Diego, California.

You've Been Chosen for Greatness, Building Heroes, Inc., Tom McCarthy, Encinitas, California
Small Group Leadership Class, North Coast Calvary Chapel, Carlsbad, California
Leadership Course, Carlsbad Chamber of Commerce, Carlsbad Chamber University, Carlsbad, California
Basic Introduction of Weight Training *(six week interactive course)*
Instructor Kenneth Johnson, B.S. Exercise Physiology, Laguna Creek Racquet Club, Elk Grove, California

PUBLIC SPEAKING: PRESENTATIONS / WORKSHOPS / EVENTS

San Diego Council of Divers, San Diego, CA, Guest Speaker, February 2009
First Annual ScubaFit Beach Walk at Scripps Institution of Oceanography, La Jolla, CA, Coordinator, January 2009
Introduction to Fitness Machines Workshop**,** Instructor, December 2008
Introduction to Free Weights Workshop, Instructor, December 2008
Aquamarines Hammerhead Dive Club, Camp Pendleton, CA, Guest Speaker, October 2008
Abdominals Workshop, Presenter
30 For Life Womens' Gym, Carlsbad, California 2005
The Radio Show, For Your Body, KCBQ 1170**,** Guest Speaker (took calls from listeners),
La Jolla, California, 2003
The Fitness Coach Castle, Presentation to Business Environments Class,
California State University, San Marcos, California 2002 and 2003
Stand Up For Kids*,* Kick-Off Speaker,
National Convention, San Diego, California 2003
Take 5 Corporate Wellness Program**,** Motivational Speaker,
Bridge 21 National Convention, San Diego, California, 2003
The Fitness Coach Exercise Board Game, (motivational game played by clients),
The Fitness Coach, 2003

Annual Menopause Presentation**,** Speaker and Hostess,
The Fitness Coach, Carlsbad, California, 2001, 2002 and 2003
Topics: ***Bone Density and Exercise***
Menopause, Bone Density and Exercise
Menopause - Glass Menagerie

Fitness After Fifty*,* Life After Fifty (LAF) Luncheon,
North Coast Calvary Chapel, Carlsbad, California, 2003
Exercise and the Christian Lifestyle – Faithful Behavior,
Seacoast Community Church (seniors), Encinitas, California, 2003

Arthritis Foundation PACE Class**,** Instructor,
The Fitness Coach, Carlsbad, California, 2000 to 2003
Blast Class**,** Developed and Instructed,
The Fitness Coach, Carlsbad, California 2002
Introduction to Resistant Training (IRT) Class, Developed and Instructed,
The Fitness Coach, Carlsbad, California, 2002
Peak Performance Training Camp, Strength Coach (prepared 12 people in three months for 40-hour eco-adventure)
Frog's Athletic Club, Encinitas, California 1998
A Typical Personal Training Session, Presenter,
QPQ Business Networking, Carlsbad, California, 1998
Workout Strategies for Optimum Results**,** Presenter (workshop for other trainers),
Frog's Athletic Club, Encinitas, California, 1997
The 20-Minute Total Body Smith Machine Workout, Presenter, (member workshop),
Frog's Athletic Club**,** Encinitas, California, 1997 and 1998
A Positive Lasting Impression, Presenter (workshop for other trainers),
Frog's Athletic Club, Encinitas, California, 1998
Women on Weights, Powerhouse Gym (and various other locations),
Poway, California, 1997

PUBLISHED ARTICLES

Heads-Up: Considerations for Divers with High Blood Pressure, *Alert Diver, March/April 2009*
Caribbean Chub: Fish or Fat, published on www.scubafit.com
Overview of Physical Fitness in the Scuba Diving Industry and Exercise Program Recommendations for Scuba Divers, June 2008. Published on www.scubafit.com
Research Almanac (84 pages) Based on Correlation Between Diver's Alert Network (DAN) Reported Medical Conditions of Scuba Divers and the American Heart Association (AHA) and American College of Sports Medicine (ACSM) Guidelines for Physical Activity.
The Mermaid Workout, *July 2008*, Published on www.miss-scuba.com and www.scubafit.com
Taking It To The Gym – Are You ScubaFit? October 2007 *(spec article for Scuba Diving Magazine)* Published on www.scubafit.com

Be Active, Healthy and Happy, January 2009
Fitness Love, January 2008
Health Holiday Habits, November 2007,
Exercise Enhances Recreational Activity, August 2007
Calories In – Calories Out, June 2007
How to Choose a Personal Trainer, March 2007
Starting and Sticking With a New Exercise Program, January 2007
La Costa Breeze / Palomar Sun / North County Sun

The Fitness Coach Column
Vista Views Newspaper, Vista, California (300 word question and answer column).
Military Moms and Exercise, May 2005
Have you heard of fiscal fitness? April 2005
I'm 67-years-old, recently retired, and ready to begin a new exercise program. . ., December 2005
I'm 30-years-old and just learned my cholesterol is 270 . . ., June 2005
I've been exercising and eating well . . ., June 2004
What can I do about my hunger? April 2004
I've started to skip my workouts and have not been following my nutrition plan. . ., March 2004
When should children begin lifting weights? January 2004
When I begin an exercise program how long will it take before I notice improvement? October 2003

What will you be doing on your honeymoon? (Fitness tips for the bride and groom),
Wedding Planner, 2004-2005
Local lifters compete in World Power Meet,
North County Times, February 2001

FEATURE ARTICLES AND NEWS

Handling Career Changes with Aplomb*, by April Durrett,* IDEA Fitness Journal, July/August 2008
Stories of fitness pros who successfully strategized career changes – and how you can do the same.
Personal fitness trainers help individuals achieve health, vigor, Vista Views, April 2004
The Strain Game – Power Lifting, Entertainer, Laughlin, Nevada, December 2004
Fitness Coach caters to all, regardless of age, abilities, Vista Views, September 2003
Gretchen Ashton, Power Lifter and Vista Bench Press Meet, **Channel 8 News**,
John Howard interview at The Fitness Coach, 2003, Evening Sports with Ted Leitner
Woman has eyes set on lifting prize, Body and Soul, Keeping Fit, San Diego Union Tribune, 2002
Exercise helps during stressful times, **Headline News**
Television Interview at The Fitness Coach, September 13, 2001
Carlsbad woman breaks dead-lift record, North County Times, 2000

ATHLETIC ACCOMPLISHMENTS

Amature Athletic Union

AAU Power Lifting Hall of Fame Award Inductee 2001
Second Woman in the history of AAU Power Lifting to receive award.

North American Bench Press Champion, Moreno Valley, CA, 8 / 1999
North American Power Lifting and USA Bench Champion, Moreno Valley, CA, 8 / 1999
World Bench Press Champion, Vista CA, 11 / 1999
USA Bench and Dead Lift Champion, Best Lifter, Moreno Valley, CA, 3 / 2000
World Bench Press Champion, Best Lifter, Vista, CA, 6 / 2000
National Power Lifting Champion, Mesquite, NV, 6 / 2000
USA Raw Power Lifting Champion, Mesquite, NV, 6 / 2000
American Bench Press Champion, Mesquite, NV, 6 / 2000
World Power Lifting Champion, Mesquite, NV, 11 / 2000
World Dead Lift Champion, Mesquite, NV, 11 / 2000
International Bench Press Champion, Mesquite, NV, 11 / 2000
USA Bench and Dead Lift Champion, Moreno Valley, CA, 4 / 2001
Raw National Power Lifting Champion, Best Lifter, San Bernardino, CA, 8 / 2001
North American Bench Press Champion, Best Lifter, San Bernardino, CA, 8 / 2001
World Push / Pull Champion, Best Lifter, Laughlin, NV, 12 / 2001
International Bench Press Champion, Best Lifter, Laughlin, NV, 12 / 2001
USA Bench Press Champion, Moreno Valley, CA, 3 / 2002
International Bench Press Champion, Best Lifter, San Bernardino, CA, 3 /2003
National Bench Press, Dead Lift and Pushpull Champion, Vista, CA, 6 / 2003
World Power Lifting Champion, Laughlin, NV, 12 / 2003
North American Power Lifting, Single Lift and Pushpull Champion, Vista CA, 6 / 2004
International Power Lifting Champion, Laughlin, NV, 12 / 2004

Non-Sanctioned Events

Oceanside Harbor Days Bench Press Champion**, "Best Bench in San Diego",**
Oceanside, CA, for Special Olympics (first woman to bench in a dress). 2002 and 2003

United States Power Lifting Federation

California State Power Lifting Competition, Second Place, Bakersfield, CA, 10/1999

World Records (21)

AAU Masters 40-44 Raw Power Lifting (Bench Total) Record, (148 bwt. 166.44)
AAU Open Bench Press Record, (148 bwt. 217.15)
AAU Masters 40-44 Bench Press Record, (148 bwt. 217.15)
AAU Lifetime Drug Free Bench Press Record, (148 bwt. 217.15)
AAU Lifetime Drug Free Masters 40-44 Dead Lift Record, (148 bwt, 259.04)
AAU Lifetime Drug Free Masters 40-44 Bench Press Record, (148 bwt. 217.15)
AAU Raw Masters 40-44 Bench Press Record, (148 bwt. 159.8
AAU Masters 40-44 Assisted Dead Lift Record, (148 bwt. 308)
AAU Masters 40-44 Raw Power Lifting Record, (165 bwt. s181.8, b181.8, d181.8 t545.6)
AAU Lifetime Drug Free Masters 40-44 Raw Power Lifting Record, (165 bwt. s181.8, b181.8, d181.8 t545.6)
AAU Lifetime Drug Free Bench Press Record, (165 bwt. 211)

AAU Assisted Masters 40-44 Bench Press Record, (165 bwt. 211)
AAU Raw Masters 40-44 Bench Press Record, (165 bwt. 181.8)
AAU Lifetime Drug Free Masters 40-44 Bench Press Record, (165 bwt. 211)
AAU Raw Lifetime Masters 40-44 Bench Press Record, (165 bwt. 181.8)
AAU Masters 40-44 Dead Lift Record, (165 bwt. 270)
AAU Raw Masters 40-44 Dead Lift Record, (165 bwt. 270)
AAU Lifetime Drug Free Masters 40-44 Dead Lift Record, (165 bwt. 270)
AAU Masters 45-49 Bench Press Record (165 bwt. 220.46)
AAU Lifetime Drug Free Masters 45-49 Bench Press Record (165 bwt. 220.46)
AAU Lifetime Drug Free Bench Press Record (165 bwt. 220.46)

American Records (21)

AAU Open Bench Press Record,(148 bwt. 217.15)
AAU Masters 40-44 Bench Press Record, (148 bwt. 217.15)
AAU Lifetime Drug Free Bench Press Record,(148 bwt. 217.15)
AAU Lifetime Drug Free Masters 40-44 Dead Lift Record, (148 bwt, 259.04)
AAU Lifetime Drug Free Masters 40-44 Bench Press Record,(148 bwt. 217.15)
AAU Masters 40-44 Assisted Dead Lift Record, (148 bwt. 308)
AAU Master 40-44 Raw Dead Lift Record, (148 bwt. 242)
AAU Lifetime Drug Free, Raw Power Lifting Record, (165 bwt. s181.8, b181.8, d181.8 t545.6)
AAU Masters 40-44 Power Lifting Record, (165 bwt. s181.8, b181.8, d181.8 t545.6)
AAU Lifetime Drug Free Masters 40-44 Power Lifting Record, (165 bwt. s181.8, b181.8, d181.8 t545.6)
AAU Assisted Masters 40-44 Bench Press Record, (165 bwt. 211)
AAU Raw Masters 40-44 Bench Press Record, (165 bwt. 181.8)
AAU Lifetime Drug Free Masters 40-44 Bench Press Record, (165 bwt. 211)
AAU Raw Lifetime Masters 40-44 Bench Press Record, (165 bwt. 181.8)
AAU Lifetime Drug Free Masters 45-49 Dead Lift Record, (148 bwt, 259.04)
AAU Masters 40-44 Dead Lift Record, (165 bwt. 270)
AAU Raw Masters 40-44 Dead Lift Record, (165 bwt. 270)
AAU Lifetime Drug Free Masters 40-44 Dead Lift Record, (165 bwt. 270)
AAU Masters 45-49 Bench Press Record (165 bwt. 220.46)
AAU Lifetime Drug Free Masters 45-49 Bench Press Record (165 bwt. 220.46)
AAU Lifetime Drug Free Bench Press Record (165 bwt. 220.46)

Coaching

Trained two male athletes for bench press competition in 2004. Both clients qualified for World level competition and achieved World Records.

Have been invited to test and become AAU Power Lifting official.

Coached a body building figure competitor who placed 8th and 12th in her first NPC competition in December 2005 with just four months of training.

March and April 2007: Trained a 10-year veteran fire fighter through a comprehensive four-week preparatory program for Orange County Fire Fighter program 2007. Workouts consisted of power, strength, endurance and plyometrics for sessions of 90 to 120 minutes with heart rate monitoring.

April-May 2007: Nine-week, off-season strength training program with female soccer scholarship recipient to Dartmouth University based on the Dartmouth's protocol.

PROFESSIONAL AFFILIATIONS & COMMUNITY SERVICE

IDEA Health & Fitness Resource, San Diego, California, Member 2001 to Present
Carlsbad Garden Club, Carlsbad California, Member 2007-2009
Webmaster 2008-2009
Petals 4 Patriots Chairperson 2008-2009
North Coast Calvary Chapel, Carlsbad, California
Art Club 2008-2009
Helping Hands, 2007-2009
Bread of Life Mission, 2004-2006
Military Support Network, 2006
Jazz in the Park, City of Carlsbad Arts Program, Contributor and Advertiser 2003 and 2004
Carlsbad Chamber of Commerce, Carlsbad, California
Member 2000 and 2001
Business Exposition Participant/Exhibitor 2002
Arthritis Foundation, San Diego, California
Member 2000, 2001 and 2002
Health Fair, Spice of Life, Exhibitor 2002
City of Carlsbad, Donjoy Corporation
Henderson Salvation Army, Henderson, Nevada
Community Representative Board Member, 1993-1994
Publicity for Christmas Food Drive, 1993 (Assisted 400+ families.)
Co-Chair, Summer Fund Raiser
Assisted in planning a facility for the homeless to shower and coordinated employment agencies to counsel them in job searches.
Greenspun Junior High School, Henderson, Nevada
Chairperson Monthly Newsletter Mailing, Parent Volunteer, 1993-1994
Henderson Chamber of Commerce, Henderson, Nevada
Ambassador, 1993-1994
Henderson Days Parade Float Committee, 1994
Chamber Garage Sale, Volunteer, 1994
Chili Cook Off, Volunteer, 1994
Chamber Bowling Tournament, Volunteer,1993
Committee for the Incorporation of Elk Grove / Laguna Creek
Fund Raising Committee and Volunteer, 1996
Designed Committee Logo, 1996
Elk Grove Chamber of Commerce, Elk Grove, California
Member 1994-1996
Chair, First Annual Small Business Mixer, 1995
Lions Club International, Elk Grove, CA; San Marcos, CA; Laughlin, NV; Henderson, NV
Secretary 1995-1996
Co-Chair, Wild West Monte Carlo Night, 1995
Safety Faire, Volunteer, 1995
Mercantile Faire, Volunteer, 1995
Breakfast with the Bunny, Volunteer 1995
Leo Club Chair / Advisor to Laguna Creek High School, 1995-Present
Chairperson, Christmas Project, 1993
Publicity Committee, 1993-1994
Las Vegas Celebrity Bell Ringing, Participant, 1993
Chairperson, White Cane Days, 1992
Co-Chair, Christmas Basket Food Drive, 1992
President's Appreciation Award, 1992
Board of Directors, 1991-1992

Co-Chair, Hole-in-One Golf Fund Raiser, 1992
Prepared Monthly Newsletter, 1991

San Marcos Chamber of Commerce, San Marcos, California
Secretary for Ambassadors, 1992
Ambassador, 1990-1992
Renaissance Faire, Volunteer, 1991-1992
Chili Cook-Off, Volunteer, 1992
Consumer Exposition, 1992

Ali Lassen's Leads Club, Carlsbad, California 1990-1992 and 1997

Quid Pro Quo Networking, Carlsbad, California 1991-1992 and 1997

Business Builders Networking, San Marcos, California 1992

National Association of Women in Construction, San Diego, California 1986-1989
***Blueprint Reading*,** National Association of Women in Construction, San Diego, California
***From the Ground Up*,** National Association of Women in Construction, San Diego, California

PROFESSIONAL PROFILE

- A progressive multi-career individual encompassing, office administration, business management, personal fitness training and public relations.
- Consistent attainment of pre-selected objectives through self-motivation, efficiency and functional disciplines.
- Resourceful when challenged; focus on solutions, not problems.
- Creative in developing and implementing new concepts and refining existing systems.
- Positive rapport builder, team player, listener and communicator.
- Involved in the local business environment and active in community service.

QUALIFICATIONS

- Certified Personal Trainer, Fitness Therapist, Bio-mechanic Strength Trainer, Arthritis Foundation Instructor, Accomplished Athlete.
- Over 25,000 hours of one-on-one personal training and exercise instruction.
- More than 25 years of practical experience in business and office operations.
- Self-employed as a small business owner for more than 15 years.
- Efficient in managing business information: correspondence, bookkeeping, reporting, payroll, and record keeping.
- Conscientious regarding regulations of various agencies including licenses, labor and safety programs.
- Experienced in developing and implementing policies and procedures for business and community purposes.
- Knowledgeable and perceptive in executive etiquette and public image.
- Informed and skilled with computerized systems, software, internet applications and office equipment.

EMPLOYMENT HISTORY

Owner/Founder – Dive Fitness Expert
ScubaFit, Carlsbad, CA www.scubafit.com 2007 to Present

Owner – Fitness Professional – Consultant
The Fitness Coach, Carlsbad, CA www.thefitnesscoach.net 1996 to Present

Personal Trainer (part-time) and ***Corporate Wellness Liaison (ViaSat)***
Pure Fitness, Carlsbad, CA 2005 to 2009

Owner / Personal Fitness Trainer
The Fitness Coach Private Personal Training Facility, Carlsbad, CA 2000 to 2004

Conducted all aspects of business ownership and management from business plan, location and tenant improvements, equipment acquisition, marketing and advertising, and website development. Developed and implemented all fitness programming using hands-on approach with the assistance of an office coach (bookkeeper) and an intern. Employed up to eight other personal trainers, conducted goal-oriented team meetings, mentored and helped trainers establish client base, and individually conducted as many as 60 personal training sessions a week. Performed over 10,000 one-on-one personal training hours in the first three years. Collectively provided extensive customer service and public relations, by appointment, for 150 private clients in a 900 square foot retail space. Developed "TAKE 5" Corporate Fitness program and authored "RESULTS NOW" 12-week goal path exercise and nutrition program. Produced a Fitness Coach newsletter in-house and wrote a "Dear Fitness Coach" (question and answer) column for a local newspaper. Appeared as a guest on 1170 KCBQ "For Your Body" radio show and accepted numerous public speaking engagements, including two years presenting to California State University San Marcos Business College students. Accomplished athlete setting 21 World and 20 American records in drug free power lifting. Inducted into the Amateur Athletic Union Power Lifting Hall of Fame in 2001.

Fitness Trainer / Acting Assistant Athletic Director
Frog's Athletic Club, Encinitas, California 4/1997 to 2/2000
Owner / Personal Fitness Trainer
Your Personal Trainer, Carlsbad, California 4/1997 to 2/2000
Personal Fitness Trainer (Internship)
Powerhouse Gym, Poway, California 3/1997 to 4/1997

Owner - Word Processing Service

Ashton's Business Management Services is currently the research entity for consulting services provided by The Fitness Coach.

Ashton's Business Management Services, Carlsbad, California 1990 to Present

Provided clerical support and notary services to all types of businesses and individuals: correspondence, resumes, term papers, business packages (letterhead, brochures and business cards), reports, vocational evaluations, chiropractic, medical and legal transcription and proposals. This business began as a way to be home when my son who was nine at the time came home from school. In just 14 months it became a full–time 40-hour a week job. It allowed me to attend school functions and little league baseball games while still providing an income for my family. In 1992 my husband was sent on the road for his San Diego employer. The business traveled with us from San Marcos, California to Laughlin, Nevada, Las Vegas, Nevada and Sacramento, California, before arriving in Carlsbad in December 1996. I continued some word processing work while I trained to become a fitness coach.

Specific projects include:

Environmental Impact Reports for the Coaster and San Elijo Ranch. This work was completed through an environmental consultant for agencies such as North County Transit District, Metropolitan Transit Development Board and Cal Trans. These projects were released by public bid and services included word processing, proofing, layout and publishing services, along with overall aesthetics of the reports.

Research Almanac and Statistical Digest for Josh McDowell, Josh McDowell Ministries. This project was completed long distance; by telephone and mail. Client traveled throughout the duration of the project and sometimes would send an intern to my office. Initially just 99 pages, the almanac grew through multiple editions to 500 plus pages. Finally, it was computerized with relational database capabilities, along with the assistance of Campus Crusade for Christ staff in Atlanta, Georgia. Each edition required an original for publishing purposes and a computerized version.

Instructor: taught Word Perfect Version 6.0 Course at an Adult Vocational Rehabilitation school. This opportunity came about through a Vocational Rehabilitation Counselor who required as many as 40 progress reports weekly on behalf of her clients.

Hired by the publisher of eight small regional newspapers to develop a large customer database for mass mailing on behalf of 10 casinos in Laughlin, Nevada. Project included receiving entry forms for free weekend in Laughlin in the mail, opening envelopes, eliminating duplicates and entering customer name and address into database. The anticipated response was about 2,500 entries. The list grew to over 10,000 names and after a final sort to eliminate duplicates again, the finished printed list had 8,500 entries. Several of the casinos also purchased the mailing list on disk. I guaranteed 100 names and addresses per hour for the data entry time on this project.