

Administration: Dwight D. Eisenhower

Date: 1953 - 1961

Chair:

Event/Program:

Published report by Kraus/Weber created concern about the physical fitness of America's children relative to their European counterparts.

Date: 18 - 19 June 1956

Chair:

Event/Program:

President's Conference on Fitness of American Youth at U.S. Naval Academy

Date: 16 July 1956

Chair:

Vice President Richard M. Nixon
Chairman

Shane McCarthy
Executive Director, 1956 - 1961

Event/Program:

President Eisenhower creates the President's Council on Youth Fitness with cabinet - level status. The Executive Order specifies "one" objective. The first Council identifies itself as a "catalytic agent" concentrating on creating public awareness. A President's Citizens - Advisory Committee on Fitness of American Youth is confirmed to give advice to Council.

Date: 9 - 10 September 1957

Chair:

Event/Program:

Conference on Physical Fitness of Youth, U.S. Military Academy, West Point, NY - plan of action developed. The first nationwide pilot study of 8,500 boys and girls ages 5 thru 12 resulted in start of national testing program (today known as President's Challenge)

Administration: John F. Kennedy

Date: 1961 - 63

Chair:

Charles (Bud) Wilkinson,
Consultant to the President on
Physical Fitness, 1961 - 1963

Event/Program:

President Kennedy changes the name to the **President's Council on Physical Fitness** to address all age groups. The President amended the Executive Order by one objective - enlisting the aid of citizens, civic groups, etc. With the aid of the Advertising Council, Inc., a nationwide public

Richard Swider
Council Administrator

service advertising campaign was launched. President Kennedy promoted taking the 50 mile hikes previously required of U.S. Marine officers. His brother, Robert Kennedy, who was the Attorney General at that time, completed the challenge in the snow and slush wearing dress shoes. State demonstration centers were designed in 1961 to showcase model elementary and secondary schools. In that same year, President Kennedy speaks at the Conference on Physical Fitness of Youth. Regional clinics and educational films are initiated.

Administration: Lyndon B. Johnson

Date: 1963 - 1969

Chair:

Stan Musial
Consultant to the President on
Physical Fitness, 1964 - 1967

Hubert H. Humphrey
Consultant to the President, 1967

James A. Lovell
Chair, 1967 - 1978

Robert Stewart
Council Administrator, 1964 - 1967

John P. Wilbern
Council Administrator 1967 - 1970

Event/Program:

President Johnson changes the name to the **President's Council on Physical Fitness and Sports** to encourage lasting fitness gains through sports and games. The President also added 5 objectives to the Executive Order. The second national fitness survey of 10 to 17 year olds takes place in 1965. In 1966, the President establishes the **Presidential Physical Fitness Award** for exceptional achievement by boys and girls ages 10 to 17 based on the survey. The Council supervised the National Youth Sports Program for disadvantaged youth. The PCPFS was placed administratively under DHEW.

Administration: Richard M. Nixon

Date: 1969 - 1974

Chair:

James A. Lovell
Chairman, 1967 - 1978

Event/Program:

The Council expanded the Presidential Physical Fitness Awards to include recreation departments and groups such as boys and girls clubs. Special Advisors were developed in 1970 to

C. Carson Conrad
Executive Director, 1970 - 1984

stimulate the development of physical fitness programs for employees, enhanced public relation activities and instigated the possibility of private support for Council projects. Three conferences were held on fitness in business and industry in 1972, 1973, and 1974. The **Presidential Sports Award** was established in 1972 to motivate Americans to participate regularly in fitness/ sports activity.

Administration: Gerald R. Ford

Date: 1974 - 1977

Chair:
James A. Lovell
Chairman, 1967 - 1978

C. Carson Conrad
Executive Director, 1970 - 1984

Event/Program:
The Executive Order was amended with two additional objectives in 1976 to charge the Council with informing the general public of the importance of exercise and assisting business and industry in establishing sound physical fitness programs. In 1975, the third national youth fitness survey takes place and results did not show as much improvement as those of 1965. In 1976, the Presidential Sports Award was available in 43 categories.

Administration: James E. Carter

Date: 1977 - 1981

Chair:
Governor Jerry Apodaca
Chairman, 1978 - 1980

Al McGuire
Chairman, 1980 - 1981

Event/Program:
Council membership amended to 15 members; President Carter speaks at 1st **National Conference on Physical Fitness**. In 1979, physical fitness and exercise become one of 15 priority areas in a national health promotion/disease prevention initiative with PCPFS as lead agency; CDC, science advisor. Congress passes Amateur Sports Act of 1978 reorganizing the USOC.

Administration: Ronald W. Reagan

Date: 1981 - 1989

Chair:
George Allen
Chairman, 1981 - 1988

Event/Program:
The Executive Order is amended to 10 objectives. The 1985 National School Population Fitness Survey spurs the development of the National Physical Fitness Award. PCPFS joins National Recreation and Parks Association in the National Fitness Coalition to stimulate recreation and

Richard Kazmaier
Chairman, 1988 - 1989

C. Carson Conrad
Executive Director, 1970 - 1984

Ash E. Hayes
Executive Director, 1985 - 1989

parcs officials to initiate fitness programs. Some of Coach Allen's goals included: the National Fitness Foundation; U.S. Fitness Academy; National Fitness Classic; Adult Fitness Card; and National Fitness Testing Week, Youth Fitness Forums, etc. The Healthy American Fitness Leaders Award begins and a physical fitness postage stamp is issued. Coach Allen appointed 44 Special Advisors. 1983 - White House Symposium on Physical Fitness and Sports Medicine and May is proclaimed National Physical Fitness and Sports Month; 1984 - National Conference on Youth Fitness and 6 regional public hearings on physical fitness and physical education take place. Also in 1984, The first National Women's Leadership Conference on Fitness takes place with First Lady as Honorary Chair. In 1987, the Amateur Athletic Union is awarded the contract to administer today's President's Challenge. In the public health arena, the PCPFS reports on the 1990 Objectives in the exercise and fitness priority area. In 1991, the Participant Physical Fitness Award is added.

Administration: George H. Bush

Date: 1989 - 1993

Chair:

Arnold Schwarzenegger
Chairman, 1990 - 1992

Wilmer "Vinegar Bend" Mizell
Executive Director, 1989 - 1991

John Butterfield
Executive Director,
1991 - 1993

Event/Program:

Great American Workouts are held on White House lawn; chairman visits all 50 states to advocate for daily, quality physical education; the Council is expanded to 20 members; this is prolific era for public/private collaboration on physical fitness programs and initiatives. In 1989, the PCPFS is named lead agency on physical activity and fitness priority area of Healthy People 2000; CDC is science advisor. In 1990, the National Conference on Military Fitness takes place to review important physical fitness issues facing the Uniformed Services today. In 1991, the Participant Physical Fitness Award is added. The Presidential Sports Award recognizes the first family to earn the '*Family Fitness Award*.'

Administration: William J. Clinton

Date: 1993 - 2001

Chair:

Florence Griffith Joyner
Co-Chair, 1993 - 1998

Event/Program:

1993 PCPFS Strategic Planning Forum conducted to discuss adult fitness survey and garner recommendations on how to improve Americans' physical activity and fitness status. Secretary

Tom McMillen
Co-Chair, 1993 - 1997

Lee Haney
Chair, 1999 - 2002

Don Casey
Vice Chair, 2000 - 2002

Sandra Perlmutter
Executive Director, 1993 - 2001

Shalala releases *Nolan Ryan Fitness Guide* which is made available free of charge to every American who asks for one - over 850,000 distributed. In 1994, the Council releases the *Silver Eagle Award* to promote fitness among seniors. The landmark *Physical Activity and Health: A Report by the Surgeon General* is released in 1996. In 1997 Fit Start is added to the Presidential Sports Award and materials made available in Spanish. The President's Challenge releases the Health Fitness Award and materials are made available in Spanish. In cooperation with the National Archive and Records Administration, the Council sponsors *Flexing the Nation's Muscle: President's, Physical Fitness and Sports in the American Century*, a traveling exhibit featuring twentieth century presidents and their participation in activity and fitness. Sponsored by SGMA and IHRSA, the Council partnered with the Advertising Council to develop a 3 year ad campaign focusing on youth fitness, "Get Off It!" and "Get Up, Get Out." PCPFS and CDC are named co-leads for the physical activity and fitness goals of *Healthy People 2010* and physical activity is named one of 10 *Leading Health Indicators*. President Clinton issues Executive Memorandum directing Secretaries of HHS and Education to identify strategies to improve our nation's youth fitness. In November 2000, report is presented to the White House, *Promoting Better Health for Young People through Physical Activity and Sports*. Plans are put in place for PCPFS website.

Administration: George W. Bush

Date: 2001 - 2009

Chair:
Lynn C. Swann
Chair, 2002 - 2005

Dorothy G. Richardson, M.D.
Vice Chair, 2002 - 2009

Lisa E. Oliphant
Executive Director, 2001 - 2002

CDR Penny Royall
Acting Executive Director,
Dec 2002 - Oct 2003

Event/Program:

The PCPFS launches its gateway website at www.fitness.gov. For the 2001 - 02 school year, the President's Challenge expands to three areas and the Presidential Active Lifestyle Award (PALA) is made available for children and youth.

On June 6, 2002, President Bush signs Executive Order 13265, emphasizes the Council's role in advising and assisting the President and the Secretary of Health and Human Services in expanding national interest in the health benefits of regular physical activity and sports.

On June 20, 2002, President Bush holds Fitness Expo on the south lawn of the White House and introduces his new Council members.

On January 15, 2003, Chairman Lynn Swann speaks at the National Press Club. He discusses the

Melissa Johnson, MS
Executive Director,
Oct 2003 - Jan 2009

Chair:
John P. Burke
Chairman, 2005 - 2009

Dorothy G. Richardson, M.D.
Vice Chair, 2002 - 2009

Council's programs to help Americans "Be Physically Active Every Day," introduces the Presidential Active Lifestyle Award (PALA) to the media, and announces the future President's Challenge interactive web site under development.

On July 18, 2003, President Bush and Chairman Lynn Swann launches www.presidentschallenge.org, at the Lakewest Family YMCA in Dallas, Texas.

Secretary Thompson launches Secretary's Challenge.

In October 2003, Melissa Johnson is appointed executive director.

December 2003 - President's Council Science Board formed and first Science Board meeting held.

HealthierUS Fitness Festival held June 16, 2004 on National Mall with Congressional Fitness Caucus.

300,000 individuals register on www.presidentschallenge.org. President's Challenge DVD produced. Council Science Board formed. Collaboration with ACSM formed. Over 80 partnerships formed with President's Challenge. Publications - "Kids in Action," "Rx: Take the President's Challenge." "Walking Works" re-released. New initiatives: "I Can Do It, You Can Do It" with Office on Disability; "You Can" with AOA. Wisconsin Governor's Challenge launched. Federal interagency task forces: Healthier Children; Recreation. Helped kick off "Get Fit with US" in St. Paul.

Healthier Feds Physical Activity Challenge/President's Challenge launch for federal employees - Fall '04. 30,000 Feds from 30 agencies participate.

May 2005 - President Bush issues Proclamation for National Physical Fitness and Sports Month, 2005. May 2, 2005, Second HealthierUS Fitness Festival held on the National Mall to observe National Physical Fitness and Sports Month. Over 80 organizations sign up to be Presidential Partners in May.

July 30, 2005 - Lynn Swann retires as chairman of the President's Council on Physical Fitness and Sports.

President's Council on Physical Fitness and Sports launches its 50th Anniversary year by celebrating the accomplishments of its partners and friends and establishing a partnership initiative, *50th Anniversary Partners to Get America Moving!*

May 6, 2006 - Third HealthierUS Fitness Challenge held at RFK Stadium in celebration of National Physical Fitness and Sports Month.

Fall 2007 - The 2nd HealthierFeds Physical Activity Challenge held. The expanded program included all three branches of government and independent agencies. Approximately 40,000 Federal workers, contractors, and their family members register.

May 3, 2007 - Inaugural Lifetime Achievement Award winners announced. The six recipients (Ken Cooper, M.D., Jack LaLanne, Judi Sheppard Missett, Bonnie Prudden, Bud Seretean, and Joe Weider) were honored at a joint awards luncheon with the United States Olympic Committee. The Council also announced its first 37 Community Leadership Award winners, presented to individuals nationwide.

March 20 - May 15, 2008 - First National President's Challenge launched. Council member Eli Manning and Acting Surgeon General Steven K. Galson, M.D., M.P.H. kicked - off the initiative at the National Press Club, and President George W. Bush announced the six - week physical activity challenge in the East Garden of the White House. Alaska was recognized as the winner of the National President's Challenge.

May 14, 2008 - PCPFS released new national Adult Fitness Test (www.adultfitnesstest.org). The on - line test was launched at an event at Results Gym in Washington, DC with members of the President's Council, the International Health, Racquet and Sportsclub Association (IHRSA), Acting Surgeon General Dr. Steven Galson, and *The Biggest Loser* contestant, Bernardo "Bernie" Salazar.

October 7, 2008 - U.S. Department of Health and Human Services released first Physical Activity

Guidelines for Americans at an event at HHS headquarters in Washington, DC. The launch was followed by a partnership forum run by the President's Council on Physical Fitness and Sports and the Office of Disease Prevention and Health Promotion, which served as the leading offices in the development of the Guidelines.

2008 - List of PCPFS Science Partners include: American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD); American College of Sports Medicine (ACSM); American Heart Association (AHA); American Orthopaedic Society for Sports Medicine (AOSSM); American Physical Therapy Association (APTA); National Athletic Trainers' Association (NATA); and National Strength and Conditioning Association (NSCA)

Administration: Barack H. Obama

Date: 2009 -

RADM Penelope Slade - Sawyer,
P.T., M.S.W.
Acting Executive Director,
Jan 2009 - Aug 2009

Penelope ("Penny") Slade - Sawyer (formerly Royall) is reappointed acting executive director in January 2009, having previously held the position from December 2002 - October 2003.

Sergio Rojas
Executive Director,
Aug 2009 - Oct 2009

In August 2009, Sergio Rojas is appointed executive director. Due to personal and profession reasons Mr. Rojas resigned shortly thereafter in October 2009. Penny Slade - Sawyer steps back into the role as acting executive director.

Shellie Pfohl is appointed executive director in February 2010.

RADM Penelope Slade - Sawyer,
P.T., M.S.W.
Acting Executive Director,
Oct 2009 - Feb 2010

June 23, 2010 - The White House announces a new Presidential Executive Order changing the name of the President's Council on Physical Fitness and Sports, expands the mission of the Council to include nutrition, and increases the number of Council members from 20 to 25. The new name of the office is the President's Council on Fitness, Sports and Nutrition.

Shellie Pfohl, M.S.
Executive Director, Feb 2010 -
