

## **January 31, 2008 – Rancho Santa Margarita, CA**

### **NESTA Announces Dave Goldstein as Vice President of Business Development**

*Dave Goldstein takes his new position at the National Exercise and Sport's Trainers Association (NESTA) as the Vice President of Business Development.*

Rancho Santa Margarita, Calif. January 31, 2008— Goldstein has been working with The National Exercise and Sports Trainer's Association (NESTA) since mid – 2007 and was recently promoted to Vice-President of Business Development. He is excited about his new position with NESTA and has already taken on several joint-venture deals with Polar and Max Muscle Fitness.

Previous to NESTA, Goldstein worked as a certified personal trainer at The Sports Club LA/OC from 1993 to 2000. He then became the fitness department manager and served on the company's management advisory board. He later pursued a career in Management as the Operations Manager for the Hyatt Regency Resort and Spa in Huntington Beach, CA; General Manager for the Irvine LA Fitness Sport Club and General Manager for the Irvine Spectrum Bodies in Motion.

From early 2005 to late 2006, he was President/CEO of a small-cap public company where he handled all sales and marketing, logistics, manufacturing, distribution, R&D and M&A while raising over \$6M in capital. He was also a member of the Board of Directors. In late 2006 after fulfilling his fiduciary obligations, he left the company and became a Business Development consultant for thefitshow.tv, a broadband television content provider where he quickly partnered with Star-Trac International, 24-Hour Fitness, and John Spencer Ellis Enterprises.

He is currently finalizing his M.Ed from National University, along with his California Teaching Credential. He has his BS degree in Business Management from University of Phoenix and is a certified Personal Trainer through NESTA. He played collegiate baseball at California State University Long Beach while on a full athletic scholarship, his team finished 3<sup>rd</sup> at the College World Series. He then went on to play minor league baseball.

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