



AB salutes industry difference-makers

Eradicating debilitating disease. Shining a light on social injustice. Advocating for safer sports and greater access to fitness. Equipping schools to best handle life-and-death situations.

Athletics, fitness and recreation are industries focused on active lifestyles, but they can also inspire lives dedicated to activism. This is clearly evidenced by the individuals appearing on *AB*'s first-ever list of industry difference-makers. These are people who have demonstrated a sustained willingness to right perceived wrongs, turn tragedy into hope and blaze trails for others to follow. They include pioneering entrepreneurs and heroes born out of horrific circumstance. They are parents, spouses, peers – leaders.

We hope you find their ongoing efforts as inspiring as we have.

– The Editors

AUGIE AND LYNNE NIETO, Augie's Quest

Augie Nieto's is a heartbreaking and inspiring story – a man who revolutionized the fitness industry ironically betrayed by his own body when he was diagnosed with ALS in 2005. Known for his role in shaping today's fitness world as the co-founder and CEO of Life Fitness, Augie founded Augie's Quest, an organization that raises funds for research by leveraging his long-standing relationships in the fitness industry and global business community while operating like a highly successful business accountable for results. Under his leadership as board chairman of both Augie's Quest and the ALS Therapy Development Institute, the two entities have raised more than \$120 million total.

Augie's wife Lynne serves as the “voice” of Augie's Quest and also sits on the ALS TDI board. Her leadership, vision and focus on the bottom line, where her accounting background comes into play, have been key to the program's



success. Augie's Quest is the first nonprofit to ever get a drug from inception to a Phase One trial – in any disease category.

“Developing drugs for orphan diseases is a lengthy and expensive process, and we've been able to shorten the timeframe and accomplish this at a fraction of the cost,” says Augie. “Our hope is that we'll have a treatment for ALS very soon and that when we do, the fitness industry will be able to put their name on it!”