



**Jeffrey A. Newkirk, MBA, EdD**  
**Senior Wellness Consultant**

Jeff Newkirk is a 25+ year veteran of the health and fitness industry. Beginning as a front desk associate and personal trainer at a small facility in 1986, Newkirk has continued in various administrative and consulting capacities within the health and fitness industry, as well as health care.

After receiving a BS in Business Administration from Valparaiso University in 1986, Newkirk continued his education earning an MBA Degree from the University of Iowa in 1989. In 1997, he received his doctorate from the University of Northern Colorado where his research emphasis was based on deriving a relationship between health and fitness facility success and management strategies utilized. His primary research objective was to develop a facility "success factor ratio" that represented an aggregate of multiple core management functions. Newkirk's effort to more closely meet his original research objective continues on to this day.

Newkirk has managed multiple medically based health and fitness facilities. Two of the facilities with which he was in an administrative capacity received customer service recognition, as well as a Club Industry Top 100 honor.

In addition to on-site facility management, Newkirk has held administrative responsibility over multiple sites while working for Health Fitness Corporation. While at Health Fitness Corporation, Newkirk was also responsible for consulting engagements that included business plan development, as well as operational assessments.

In 2006, Newkirk joined the health care real estate development firm, Alter+Care, in an effort to secure new health care developments focused on wellness and outpatient service delivery. While with Alter+Care, Newkirk helped lead the effort to develop a comprehensive facility for St. Bernards Medical Center in Jonesboro, Arkansas. This facility has since been recognized as one of the leading health and fitness facilities in Northeast Arkansas.

Additionally, and most recently, Newkirk worked with the Alter+Care team to develop a new health and fitness facility of Florida Hospital in Wesley Chapel, Florida.

During Newkirk's career in the health and fitness industry he has been responsible for the management and development, or has been the lead consultant to approximately 30 different facilities.

Newkirk has also spent time as a member of the adjunct faculty at Northern Illinois University, and has multiple publications and presentations on the use of various core management tools and principles in health and fitness.