

# Shanna Missett Nelson

For more than three decades, Shanna Missett Nelson has witnessed the explosion of the dance fitness industry from a front row seat. She watched her mother, Judi Sheppard Missett, light the spark and fuel the fire to Jazzercise, the world's leading dance fitness program.

Shanna's Jazzercise career started as a star performer in Junior Jazzercise and catapulted thereafter when she became a certified instructor; media spokesperson and role model in Tokyo, Japan for Jazzercise Japan; Junior Jazzercise Coordinator; VP of International Operations managing all global corporate operations; and Corporate Management Team member.

Today, Shanna serves as Executive Vice President of Jazzercise, managing the general direction of the company together with Judi, and overseeing the Jazzercise Management Team.

In addition to her corporate management responsibilities, Shanna, a 21-year instructor, contributes to the growth of the company as she:

- Choreographed and stars in "Dancin' Abs." *Prevention Magazine* and *MSN.com* refer to the home DVD as one of the best DVDs for shaping up and slimming down.
- Also stars in Jazzercise Home DVDs "Jazzercise Live," "Jazz Cardio Strength Stretch," and "Jazzercise Core."
- Is an integral member of the Jazzercise Taping Team.
- Assists in the development of new choreography and instruction of new routines distributed by video every ten weeks to franchisees.
- Travels internationally as a featured presenter at Jazzercise conventions and instructor meetings.
- Represents Jazzercise at fitness industry associations and other business organizations.
- Manages Jazzercise Fitness Centers in Oceanside and Carlsbad, Calif.
- Teaches multiple Jazzercise classes each week.

As a testament to her contribution to the fitness industry, Shanna was awarded the YWCA Tribute to Women in Industry award.

Shanna's professional experience includes a long list of performances at large-scale special events, including the Opening Ceremonies of the 1984 Summer Olympic Games; the 1986 Statue of Liberty commemorative celebration in New York City; the 1991 U.S. Olympic Festival Opening Ceremonies; and numerous professional sports halftimes. She has performed routines at major fundraisers and charity race warm-ups, co-hosted the 1998, 1999 and 2000 "United States Dance/Drill Team Competition" on the Fox Network, and together with Judi, has led hundreds of Jazzercisers in early morning exercise on the Fox News Channel's "Fox & Friends" program on several occasions.

In 2006, Shanna spearheaded two new Jazzercise Home DVD workouts: *Pregnancy Workout* by Jazzercise and *Post Pregnancy Workout* by Jazzercise. In 'Pregnancy', Shanna was pregnant with her second daughter, Sienna and in 'Post Pregnancy,' Sienna (at 3 months old) made a cameo appearance.

In 2008 and 2009, Shanna choreographed the fitness routine for America's Junior Miss.



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