

## About Fred

Known across America for his striking presentations, Fred Schafer is a Performance Improvement Expert dedicated to moving others to Perform Better, Live Stronger and Dream Bigger. His message comes from the heart of 35 years of experience and studying high performance in order to overcome mediocrity and achieve better results.

Fred (A.K.A the “Fit Food Dude”) has held management/executive positions and demonstrated the ability to achieve extraordinary results in the **food/nutrition, healthcare, public education, health/safety, human performance, fitness therapy, and wellness promotion professions**. His further success as an author, business owner and nationally acclaimed conference speaker are a demonstration of his ability to continually apply the latest findings in maximizing human potential.

Throughout his professional life, however, Fred noticed that many of his co-workers, peers and supervisors found it a challenge to meet the high demands of their careers while also enjoying a high performance lifestyle of superior physical, mental and emotional health.

As a result, not only were their productivity and professional results often less than what they could be but they also sometimes failed to experience sustainable and meaningful careers. After witnessing many of his peers suffer career and health setbacks or become burnt out and disillusioned, Fred decided to “strike back” at these issues.

In 1995, with his expertise in high performance, wellness and leadership/staff development he founded “**Fully Alive Performance Systems**”. Initially his company coached others one on one in high performance living. In 2002, however, he sensed a growing need in the USA and began delivering his myth shattering, content filled and humorous presentations to America’s organizations.

In addition to his presentations, Fred has authored a book and produced DVD programs, writes newsletters and articles for various publications, is a school nutrition consultant and operates “**Fit Food Dude’s Human Performance and Health Institute**”, where he works with people of all ages and conditions to maximize their results.

His book is titled, “How Anyone Can Become a Lean, Fat-Incinerating, Anti-Aging Wellness Machine”. Fred gives his readers a system for tuning up their physical, mental and emotional, social, intellectual and spiritual condition.

## Credentials

- President, **Fully Alive Performance Systems**, Founded 1995
- M.S. in Wellness/Health Services, California College of Health Sciences
- B.S. in Food and Nutrition, Indiana University of Pennsylvania
- Undergraduate Studies in Health/P.E, Lock Haven University, PA
- Nominated as one of Sacramento Valley's Outstanding Business Leaders
- Director/Consultant of Food/Nutrition for 12 different School Districts
- Achieved Highest Net Profit nationwide as GM with McFadden Ventures
- Past Coordinator for Health Promotion in Shasta County, California
- Received National Sales Improvement Award with McFadden Ventures
- Past Director of Nutrition Services, Redding Specialty Hospital
- Advertising Model "**Fit Food Dude**" for Jennie-O Turkey Company
- High Performance Lifestyle columnist for the Business Officials Magazine
- Recognized Nationally for Best Employee Recruiting/Retention Practices
- Vice Chairperson California Dept. of Ed for Nutrition & Physical Activity
- Previous Fitness Therapist for Physical Therapy Clinics & Health Clubs
- Performance Enhancement Specialist
- Performance Nutrition Specialist
- Member of the National Speakers Association
- Fitness Therapist
- Has been involved in the grand opening of four successful businesses
- Has spearheaded the turn around of two failing businesses
- Author of, "How Anyone Can Become a Lean, Fat-Incinerating, Anti-Aging Wellness Machine"
- Creator of the DVD Series, "Help Your Body Win" and "Miracle Moves".
- ISSA Certified Fitness Professional
- Has delivered hundreds of keynote speeches nationally since 2002
- Founder of "Fit Food Dude's Human Performance and Health Institute"