

# canfitpro™

July/August 2018

The Official Magazine

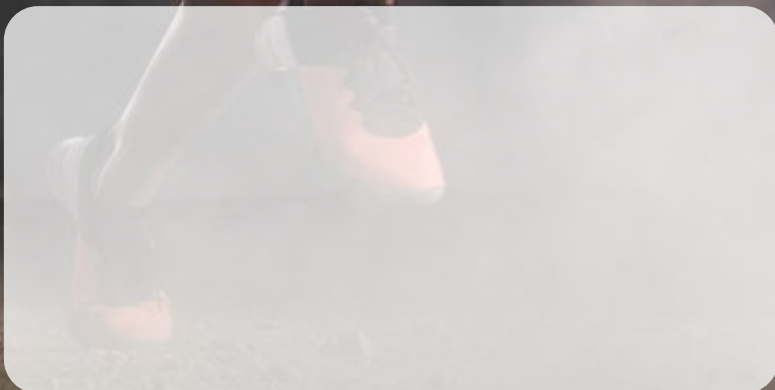


**BEHIND  
BODYSHRED™**

**NUTRITION FOR  
ATHLETIC  
PERFORMANCE  
ENHANCEMENT**

**TRAINING  
YOUTH  
ATHLETES**

**'GRAYWASHING'  
TAKES BILLIONS A YEAR**



# Are you:

- 👍 coaching the U9 soccer team?
- 👍 managing the Little League baseball team?
- 👍 a parent of active, sporty kid(s)...

**...then you are also a nutrition coach!**

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**Fuel Up For Fun** is a parent and amateur coach nutrition primer designed with kids ages 6 to 17 years in mind. Developed by registered dietitian and physical activity consultant, Fuel up For Fun is your resource to help sporty kids eat well.

What people are saying about **Fuel Up For Fun:**

*'Great resource to share with parents, coaches and educators.'*

*'Sharing this resource with my child taught her new things about what to eat when.'*

*'This is a good basic resource that cuts through what some parents are hearing and reading on-line.'*



**For your free copy of Fuel Up For Fun, visit booth 1811 at canfitpro World Fitness Expo!**  
To get a digital copy, visit [ThinkBeef.ca/resources](http://ThinkBeef.ca/resources)



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Gain an advantage with these powerful anti-inflammatory foods

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# BRING IT ON



Our purpose at canfitpro is to 'Inspire healthy living through fitness education.' We do this by empowering you, our readers, with inspired choices, cutting-edge knowledge, and expert skills that will bring you out of your comfort zone and push you to pursue your dreams. One of the best places to do this is at World Fitness Expo, taking place August 8-12 in Toronto. The reality is that nothing can beat attending a live event, where you have face-to-face contact with industry leaders in education, programming, business, products, and services. It's your opportunity to go after what's been calling you and 'bring it on' in ways only you can! Turn to pages

14 - 22 for a full list of our sponsors and exhibitors that contribute to making this a high quality event, year after year.

For each of us to truly 'bring it' in our own lives, we have to be willing to dig into what's motivating our actions and behaviours, to observe our obstacles, and to get real about what we want to accomplish. We have two great articles in this issue that can get you on your way by asking you two important questions: "What Drives You to Succeed?" on page 36 and "What Do You Want?" on page 44.

If our mental game is the first piece of the puzzle, the second piece is how we nurture our physical performance. Powerful anti-inflammatory foods, like those mentioned on page 26 in the article "Nutrition for Athletic Performance Enhancement", provide us with nutritional strategies to improve recovery time. Additional strategies for performance are discussed in "Exercise Modifications" on page 32, where one quickly learns that "the only bad workout is really the one that we wish we could undo." If "Training Youth Athletes" for performance is your passion, turn to page 42 for a look at some unique opportunities and programming that will keep kids engaged and successful well into adolescents and adulthood.

Keep up the amazing work with your clients and participants. Your hard work and dedication motivates those around you to continue pushing their limits and pursuing their dreams! I can't wait to see how you 'bring it' to World Fitness Expo this year!

Nathalie Lacombe  
Proud member and Vice President  
canfitpro



JULY/AUGUST 2018

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Ottawa, November 10-11  
Winnipeg, December 1-2

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**THE WARM UP**

**canfitpro MONTHLY**

# UPDATE

## Improve Client Mobility and Performance

Fascia, Movement & Assessments (FMA) is now offered by canfitpro and includes an online course, e-manual, and a six hour in class component with a PRO TRAINER. This education is essential for fitness professionals who want to effect change in their clients instantly. The course is a great compliment to Personal Trainers, Fitness Instructors, and anyone interested in gaining knowledge and skills about fascia, mobility, and postural assessments, and can be added to existing intake practices and fitness testing.

Teaching the functional relevance of



the fascial systems allows the trainer to improve mobility and performance with their clients, along with learning how to analyze and incorporate assessment results, can facilitate a postural corrective program. Having corrected any postural imbalances, your clients gain results faster, feel stronger and ready to take on new challenges quicker, and without the risk of injury from poor posture. You can address specific conditions to establish a suitable training foundation and take the body to a fresh new level that will make a difference.

The course is available both live (4 PTS/FIS CECs) and online (2 PTS/FIS CECs).

**Visit [canfitpro.com/en/education](http://canfitpro.com/en/education) to learn more.**

### UPCOMING EVENTS

Is it time to 'refresh' your skills and knowledge? Do you want to experience the latest programs, equipment, and nutrition? canfitpro offers educational events across Canada, bringing you the industry's top experts, sponsors, and exhibitors.

**canfitpro**  
**WORLD FITNESS**  
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November 15 - 18

## THE WARM UP

### PRO TRAINER

# SHOWCASE



## Carlie Nicol

Calgary and Okotoks, AB

canfitpro Programs Taught:

FIS, CPR & AED, First Aid

### Why did you become a PRO TRAINER?

After teaching yoga and fitness for over 10 years, I wanted to reach out to like minded folks that have the same yearning for knowledge and growth. Being a fitness instructor has allowed me to be a better mom, wife and friend, and has changed my life in ways I could never imagine before. As a PRO TRAINER, I am able to travel and teach what I love. It's been a great amount of work, but also a rewarding career.

### What have you learned as a PRO TRAINER?

I have learned that there is a great diversity in styles of coaching for fitness classes. By learning to teach to various styles and levels of people's learning, I have been able to change the way I coach in my own fitness and yoga classes. I have learned how to relay the course content information differently from the ideas my students have shared in our time together in courses, from their shared "a-ha" moments, and how they assimilate the content in ways I hadn't thought of before. This happens every time I teach an FIS course!

### What's your favourite section of the Fitness Instructor Specialist course and why?

My favourite section is the Group Fitness Design Fundamentals and the Practical Application of putting a fitness class together. When I run my courses, I have participants team up and work on a mini fitness class to present to the group at the end. It is a great chance for some folks who have never been on stage before or speak in front of a group to begin to find their voice and style of coaching. Each attendee can share their own life experiences and style of how they would teach a class and coach others. Many folks are nervous to do this component, however, within a few minutes they shine on stage. That is an experience I never tire of when I teach this course!

### What motivates you to be the best PRO TRAINER you can be?

To keep learning about the trends, researching anatomy and movement, and how our brain works. I always look to improve on how I can coach others in how they learn best. I am an avid reader and researcher, and I am thankful I have a thirst for knowledge. Currently, I am studying about Neuroplasticity, and incorporating this in my courses and classes I teach. By improving my skills, I can continue to coach others to be the best group fitness instructors.

### In a year from now, what do you hope to achieve?

My hope in a year is to keep building my client and contact base from referrals, and stay connected with the local clubs and boutique studios. I hope to offer more First Aid & CPR training in my community. I am working on a continuing education course that I hope to launch in early 2019. Stay tuned!

**Are you ready to create the legacy of fitness professionals in Canada? canfitpro is looking for PRO TRAINERS. Learn more about this entrepreneurial opportunity at [canfitpro.com/en/certification/teach-our-education](http://canfitpro.com/en/certification/teach-our-education).**



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**4** When it comes to getting new clients, most fitness professionals love talking about fitness but feel uncomfortable when it comes time to ask for money.

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## Alberta

Aug. 11/12 - Level One:  
Foundations -- Edmonton  
Sep. 14 - YogaFit Sweat - Calgary  
Sep. 15/16 - Level One:  
Foundations - Calgary  
Oct. 27/28 - YogaFit for Athletes -  
Edmonton

## British Columbia

Sep. 8/9 - Level One:  
Foundations - Vancouver  
Oct. 13 - Meditation and Mindfulness -  
Vancouver

## Halifax

Sep. 8/9 - Level Five:  
Unification - Truro  
Oct. 27/28 - Level One:  
Foundations - Halifax

## Manitoba

Aug. 11/12 - Level Two:  
Communications - Winnipeg  
Aug. 23-26 - Advanced Ayurveda -  
Winnipeg  
Sep. 15/16 - Level Three:  
Introspection - Winnipeg  
Sep. 29 - YogaFit Seniors - Winnipeg

Oct. 25-28 - Level Four:  
Tradition - Winnipeg

## Nova Scotia

Jul. 12-15 - Level Four:  
Tradition - Truro  
Aug. 25/26 - Addiction and Recovery

## Newfoundland and Labrador

Aug. 18/19 - Level One:  
Foundations - St. John's  
Oct. 12 - YogaFit Seniors - St. John's  
Oct. 13/14 - Anatomy and Alignment -  
St. John's

## Ontario

Jul. 5-8 - Level Four:  
Tradition - Ottawa  
Aug. 8/9 - Level One:  
Foundations, Fit and Focused Kids -  
canfitpro World Fitness Expo  
Sep. 13-16 - Level Four:  
Tradition - Toronto  
Sep. 15/16 - Level Two:  
Communications - Sarnia  
Sep. 15/16 - Level One:  
Foundations - Toronto  
Oct. 17-21 - Mind Body Fitness Conference -  
Toronto

## Prince Edward Island

Sep. 15/16 - Level One:  
Foundations - Charlottetown  
Sep. 22/23 - Level Two:  
Communications - Charlottetown

## Quebec

Aug. 18/19 - Anatomie 2 - Quebec City  
Sep. 8/9 - Niveau 1 - Quebec City  
Sep. 27-30 - Mind Body Fitness  
Conference - Montreal  
Oct. 25-28 - Niveau 4 - Quebec City

## Yukon

Sep. 29/30 - Level One:  
Foundations - Whitehorse

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NAVINA

## Newfoundland and Labrador

Aug 17-19 - Module 1: Essentials -  
Bay Roberts  
Aug. 24-26 - Module 2: Expanding -  
Bay Roberts  
Oct. 5-7 - Module 3: Customizing -  
Bay Roberts

## Ontario

Oct. 12-14 - Module 1: Essentials - Toronto  
Oct. 26-28 - Module 2: Expanding -  
Toronto  
Nov. 16-18 - Module 3: Customizing -  
Toronto

## Quebec

Sep.21-23 - Module 1: Essentials - Montreal  
Oct. 26-28 - Module 2: Expanding -  
Montreal  
Nov. 23-25 - Module 3: Customizing -  
Montreal

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**INNOVATION, UNCHAINED.** Introducing Carbon Blue™ technology - a belt drive system combining unmatched durability with the authentic outdoor feel you expect from **Schwinn**. Add the latest Echelon MPower Console technology and cutting edge education for a complete package! Learn more about our products and Schwinn education at [schwinnequipment.com](http://schwinnequipment.com)



**TRX®**, creators of Suspension Training®, offers functional training equipment, trainer education, comprehensive programming, and all new digital platform called TRX CONNECT, to help fitness facilities create sustainable and lucrative programs and spaces. Through a commitment to research and development, TRX® is changing the way consumers exercise; athletes train for sports; soldiers train for combat; and trainers and instructors coach clients. Visit [TRXtraining.com](http://TRXtraining.com) or call 1-888-878-5348.



**YogaFit®** is the largest Yoga school in the world with over 250,000 trained instructors worldwide. Founded in 1994 by Beth Shaw, YogaFit® offers a user-friendly, fitness-oriented style of yoga for everybody and every body. Offering numerous specialty teacher trainings including: Seniors, PreNatal, Anatomy, Kids, Restorative and Therapeutic featuring our 100-hour YogaFit for Warriors certificate for trauma-informed Yoga. A registered school (RYS) with Yoga Alliance for 200 and 500-hour training, YogaFit Canada was the 2013 recipient of the Steve Block Vendor of the Year Award and is the official Yoga Education Provider for [canfitpro](http://canfitpro). [yogafitcanada.com](http://yogafitcanada.com) | 1-855-607-YOGA (9642) **Preferred Education Provider.**





## SPONSORS



Founded in 2001, **Zumba®** is the largest branded fitness company in the world – reporting more than 15 million weekly participants, in 200,000 locations, across 186 countries. Known as “exercise in disguise”, Zumba blends contagious world rhythms with easy-to-follow choreography, for an effective, total-body workout that feels more like a party than exercise. In addition to its original Zumba program, the company offers 10 Zumba specialty classes– from aquatic-based to those specifically designed for active older adults and children. In 2016, Zumba launched its first non-dance, high intensity workout **STRONG by Zwumba®**, where music acts as the main motivator. The Zumba lifestyle is rounded out by the company’s many consumer product offerings, including DVDs, video games and original music, activewear and footwear and interactive Fitness-Concert™ events. For more information about Zumba’s programs and products, or to find a live class, visit [zumba.com](http://zumba.com). Visit the ZLife blog and follow us on Facebook and Instagram.

## Classic Sponsors



**Bellies Inc** was first known for the Ab System – a patented system to help pregnant women prepare, recover and restore their core. They have since evolved into the industry leader in female core and pelvic floor education and are helping professionals move their clients safely through pregnancy, motherhood and menopause.



Are you seeking advanced training that integrates functional exercise systems with holistic approaches to a healthy

lifestyle? For over 20 years, the **C.H.E.K Institute**, founded by industry icon Paul Chek, has offered multiple ways to enhance your professional skills and knowledge, helping thousands of professionals worldwide achieve greater success with their clients. Study online and earn CECs at your convenience. Or learn with hands-on instruction at our comprehensive Advanced Training Programs. From post-rehab to sports-specific conditioning, stress management or holistic coaching, call 800-552-8789 or click [chekinstitute.com](http://chekinstitute.com) for your complimentary CHEK Starter Kit.



**The Canadian Physique Alliance (CPA)** is a community of amateur athletes who compete in bodybuilding, physique, figure, fitness and bikini categories. In 2018 we are expecting 4,000+ members and will be holding over 50 competitions annually in Canada, from Newfoundland to British Columbia. The CPA ensures fair and honest judging by respected and experienced professionals who have met the highest standard of testing criteria. The CPA also offers Natural competitions and follows the World Anti Doping Agency (WADA) guidelines. In 2018, there will be 17+ natural competitions and a Natural Pro Qualifier in Canada. For further information, please visit our website at [canadianphysiquealliance.ca](http://canadianphysiquealliance.ca)



**DTS Fitness Education** is an award-winning continuing education provider. The company has been leading the fitness industry on a path towards longevity and pain-free movement for everyone. Our courses are designed to not just teach, but to coach real-world trainers how to effectively implement everything that they learn. We believe that it is the practical application of knowledge that makes knowledge so powerful. [dtsfitnesseducation.com](http://dtsfitnesseducation.com), [info@dtsfitnesseducation.com](mailto:info@dtsfitnesseducation.com), 1-800-722-3155.

## ELEIKO

**Eleiko** has helped shape the sports of weightlifting, powerlifting and the world of strength and conditioning. Eleiko’s handcrafted bars are widely regarded as the best in the world. We bring 60 years of experience, expertise and a passion for strength to our full range of strength training and weightlifting products.



**Fitness Star International (FSI)** is a community of aspiring fitness models looking to be seen, scouted, and discovered, with support from FS Agency, Magazine Publication, Online Social Network, and Model Search events. In 2018 Fitness STAR will be hosting its 2nd Annual North American Model Search Tour with a definite chief aim to motivate, educate, and inspire individuals on living a healthy active LIFESTYLE.



**Functional Movement Systems, Inc.** (FMS) is an education company that produces and promotes principles and methodologies to enhance movement as individuals engage in physical activity. We are committed to giving fitness, healthcare and performance professionals actionable steps to help people around the world first move well. Then, move often. **Preferred Education Provider.**



At **Healthy Planet**, health and wellness is our passion, and we want to share that with you by providing highest quality products readily available and affordable for consumers far and wide. Healthy Planet has come a long way in a short time. We succeeded by making Healthy Planet one of the best known brands in health foods, supplements, sports nutrition and beauty care category



in the GTA. Our vision is “To help the people of the world Live Life Healthy” [healthyplanetcanada.com](http://healthyplanetcanada.com)



**HOIST® Fitness Systems** is a San Diego, California based company producing strength training and indoor cycling products for the commercial and home markets. The company’s commercial products can be found all over the world in health clubs, YMCAs, community centers, hotels, personal training facilities, colleges & universities, corporate fitness centers, government facilities and military bases. Home products can be purchased through specialty fitness retailers throughout the world.



Relax, Recover, and Rejuvenate. **HydroMassage®** Beds and Lounges feel great on sore muscles after a workout. Members receive one 10-minute massage per day, and clubs create new profit centers by using HydroMassage to increase premium membership sales or adding \$10-\$20 extra to the monthly membership.



**International Council On Active Aging (ICAA)** is dedicated to changing the way we age by uniting fitness and wellness professionals. The council supports these professionals with education, information, resources and tools, so they can achieve optimal success with the 50 plus population. As an educator and advocate, ICAA has advised numerous organizations and governmental bodies.



**Keystone Fitness** is located in Vaughan, Ontario. We offer Canada’s largest inventory of pre-owned commercial fitness equipment. Our refurbished products provide a cost-saving alternative to the purchase of new equipment. For a complete list of our products, visit [keystonefitness.ca](http://keystonefitness.ca) or call 866-294-4075.



**Metro** is Canada’s most read national daily newspaper brand and the first national daily to publish in both official languages. Metro is available in print, online and mobile in Halifax, Montreal, Toronto, Calgary, Edmonton and Vancouver. Metro targets metropolitans through traditional newsprint, online and mobile platforms as well as through proprietary iPhone, iPad and Android apps. Metro brings relevant daily updates and unique global inspiration at the right time and in the right format to enhance quality of life.



**Navina™** evolves the world of touch education globally. We evaluate old paradigms, and blend classic and contemporary sciences, to develop new traditions. We create community with purpose and invoke positive personal and social change. Our legacy will be a more connected, better educated, and more compassionate society. **Preferred Education Provider.**



**Octane Fitness** perfected the elliptical machine, introduced a new category with the xRide®, designed strength-infused cardio with CROSS CiRCUIT®, created new workouts with LateralX®, optimized cross training with the XT-One™, invented zero-impact running with the all-new Zero Runner®, and redefined stationary cycling with the AirdyneX.



**POUND – ROCKOUT. WORKOUT.** is a unique exercise method inspired by the energizing, infectious, and sweat-dripping fun of playing the drums. What started as one class in Los Angeles, CA

has exploded into a global fitness and lifestyle brand with a network of over 14,000 certified instructors across the world! [poundfit.com](http://poundfit.com), [info@poundfit.com](mailto:info@poundfit.com), 310.601.4728



**SOCAN** represents more than 150,000 member music creators and publishers. Through music licensing, SOCAN works with more than 100,000 businesses to license the music that they use, and then accurately matches and distributes royalties to its members and similar music rights organizations around the world. [www.socan.com](http://www.socan.com)



Founded in 1983, **TECHNOGYM** is the world’s leading producer of design and technology-driven fitness equipment and solutions, in the Fitness industry. Technogym provides a complete range of cardio, strength and functional equipment alongside a digital cloud based platform. Technogym was the official supplier for the last seven editions of the Olympic Games.



For over 40 years, **Total Gym** has produced functional training products on an adjustable incline. Now, in a sleek new matte black finish and with 7 levels of resistance for a more challenging workout, indoor rowing on the ELEVATE Row ADJ has never been so hard or as much fun.



**WaterRower** combines stylish design, our unique WaterFlywheel and ethically sourced materials to create the world’s finest rowing simulator. Now in our 30th year, WaterRower’s assortment of American-Made rowing machines and Group Fitness programming can be found within expansive health clubs, luxury hotels and boutique studios throughout the world.



# EXHIBITOR PLUS

Thank you to our 2018 World Fitness Expo exhibitors for joining us this year! We encourage you to stop by their booths in the expo hall.



**CALA – The Canadian Aquafitness Leaders Alliance Inc. (CALA)** provides high quality bilingual specialty training, certification and recertification opportunities with an interactive communication network for aquafitness leaders, aquatic post rehabilitation specialists, water running, kick box and aqua yoga enthusiasts.. CALA promotes professionalism and excellence with a holistic approach to leadership. The mind is encouraged to discover, the body to move and the spirit to soar. CALA training courses, workshops and conferences are designed to unleash the excellence to be found in everyone. CALA is closely linked with and accredited by provincial, national and international fitness and health organizations.



Inform\*Instruct\*Inspire

**eDEEFy Fispiration Inc.** was designed by canfitpro PRO TRAINER Dee Miller to help Inform, Instruct and Inspire people to live the life they have imagined, through health and fitness.



**Essentrics®** is a full body, dynamic stretch and strengthening workout that engages all 650 muscles and 360 joints for a healthy, balanced and pain-free body. The technique uses eccentric movement to create long, lean and strong muscles; increases overall flexibility, mobility and range of motion; and supports injury prevention and healing.



**Hot Booty Ballet™** is a new, dynamic program that's proven to give you a firm and perky posterior! Created by instructor Suaad Ghadban, Hot Booty Ballet™ builds on traditional ballet conditioning to lengthen and strengthen muscles, lift your heart rate, increase your metabolism and help you look and feel amazing. This class stands out in the barre fitness genre due to the integration of resistance training, using Booty Bands, and great music that gets every participant sweating to the beat!



**Kangoo Club Canada** is the Exclusive Distributor for Kangoo Jumps in Canada.. We are authorised trainers to teach instructors for all Kangoo Jumps fitness programs. Our objective is to spread the benefits of rebounding with Kangoo Jumps rebound boots. Our services include sale and rent of KJ boots, instructor training workshops fitness classes for kids and adults, birthday parties, after school programs, branding, fundraiser events. kangooclubcanada.com HAVE FUN GETTING FIT



**Muscle Activation Techniques®** is a revolutionary approach to assess & correct a client's muscular system. Loss of muscle contraction results in decreased range of motion and decreased physical performance. Range

of motion testing can indicate which muscles have decreased contractibility, and precise forces are applied to restore that muscle's efficiency.



The **Myobuddy Massager Pro®** combines vibration, percussion and frictional heat for a professional strength massage. It helps increase the circulation through fascia and soft tissue to provide numerous fitness benefits such as: instant relief from soreness and pain, accelerated recovery, enhanced muscle performance and more.



Since 1987, **Power Music** has been the world's #1 source of music for fitness professionals. Featuring the largest selection and most innovative products like Power Music 1: Unlimited Power Music and ClickMix for one low price! Power Music also produces Group Rx, The World's Most Customizable Pre-Choreographed Programming. Visit: PowerMusic.com.



**RAD Roller** designs and manufactures tools to help unleash human movement. Their innovative line of myofascial therapy tools were developed for greater access to the nooks and crannies of your entire body. RAD also has numerous courses for fitness professionals that teach the best approach for improving mobility and movement.





**RockTape, Inc.** help athletes of every level go stronger, longer with the best kinesiology tape, cutting-edge education, and fitness support products. We want people to move more, and move better.



**RumbleRoller** forever changed foam rolling with the introduction of the first deep-tissue roller. It's high-profile bumps penetrate deeper into the muscle, and large inter-bump spaces provide room for soft tissue displacement. Furthermore, the bumps' resilience enables them to deflect around bones and get closer than ever to the source of your problem.



**SPARTAN RACE, INC.** is the world's largest obstacle race and endurance brand with more than one million racers participating in 200+ events in 30+ countries annually. The Spartan lifestyle emphasizes transformation through sport, encompassing race events, training and nutrition programs, apparel and media properties. Spartan Strong Group Fitness info.: johng@spartan.com



Client Assessments are now easy with **PostureScreen®**, **LeanScreen®**, **SquatScreen®**, and **WebExercises®**. These patented applications accurately assess the status of patients and suggest corrective exercises according to the screening results. The solution encompasses efficient and quick analysis of Posture, Body Composition and Movement Screens that drive proper and uniform assessment with corrective exercise suggestions, all on your mobile device! Visit us at [PostureAnalysis.com](http://PostureAnalysis.com) or call 866.577.7207.



STEPFITNESS

**Step Fitness & Recreation, Inc.** (a/k/a Step Fitness or The Step) provides the best group fitness equipment on the planet. It all started with the award winning Original Step created in 1989 and continues today with the Step, the Universal Riser, the KUSHH! deluxe platform, the Step Fitness group fitness weights and more. [thestep.com](http://thestep.com).



**The Society of Weight-Training Injury Specialists (SWIS)** is an organization that specializes in helping personal trainers,

therapists and doctors grow their practice and expertise by becoming an expert in the prevention, treatment and rehabilitation of weight-training injuries. To see various videos, audios and books from SWIS go to [swis.ca](http://swis.ca)



**Thibarmy** is a web platform built around the expertise of Christian Thibaudeau, a Canadian strength and conditioning coach, internationally renowned, who has worked with athletes from 30 different sports, written several bestselling books and has traveled the world to share his cutting-edge knowledge. You can discover his work on [thibarmy.com](http://thibarmy.com)



**Trainer Art** aims to represent, inspire and support the improvement in standards of the fitness industry, ultimately changing the way fitness is done! Our mission is to help you freely express your fitness art through our efficient program design software, built for the daily operations of personal trainers and professional coaches.





# EXHIBITORS

## ACE PRO AV MARKETING INC.

Since 2007, ACE (aceproav.com) has been distributing audio products tailored for the fitness industry, such as wireless microphones, portable sound systems, sweat-resistant microphones etc. If you are looking to be a distributor in your area or sourcing for audio systems for your facility, please email [alwinchin@aceproav.com](mailto:alwinchin@aceproav.com) or call 514-649 6192.

## ARBONNE INTERNATIONAL

What makes Arbonne products superior? They are naturally inspired and scientifically tested. By integrating the most beneficial botanical ingredients from nature with the principles of green chemistry - we craft products with integrity, expertise and innovation. <http://shelleyblackburn.arbonne.com/> Shelley Blackburn

## ASICS CANADA

Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is a Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. Founded more than 60 years ago the company is a leader in performance athletic footwear, apparel and accessories.

## BOKS

BOKS (Build Our Kids' Success) is a FREE, before school, physical activity program that gives kids a body and brain boost to set them up for a successful day of learning. BOKS is an initiative of the Reebok Canada Fitness Foundation in partnership with the Public Health Agency of Canada, the CFL (Canadian Football League) and PROPEL (University of Waterloo) to expand and enhance physical activity in Canadian elementary schools. BOKS is currently running in over 3,000 schools worldwide, with over 800 of these in Canada - and we are on pace to add the BOKS program to hundreds more schools by the end of next year.

## CALIFORNIA UNIVERSITY OF PA

California University of Pennsylvania offers 100% online programs and is a regionally-accredited institution with a rich 160+ year history. A doctoral, two master's, and undergraduate programs are offered by the department of Exercise Science and Sport Studies. Students are afforded tremendous flexibility and do not need to relocate.

## CANADA BEEF

Seeking protein? Follow a food-first approach for protein needs: Think steak not shake! Beef provides 26 grams of hunger-curb protein plus other essentials like iron, zinc and B12. For a serving the size of your palm, beef's one powerful package for less than 200 calories. ThinkBeef has a booth at canfitpro! ThinkBeef.ca

## CANADIAN SCHOOL OF NATURAL NUTRITION

The Canadian School of Natural Nutrition has a visionary approach to preventive health care. We believe nutrition, lifestyle choices, and physical fitness should be used as tools for empowerment and personal optimal health. CSNN has 13 classroom locations and an online format option. [csnn.ca](http://csnn.ca)

## CANPREV NATURAL HEALTH PRODUCTS INC.

We believe that good health is at the heart of all good passions. CanPrev's formulas are the gateways to getting the most out of your active lifestyle. Through targeted therapeutic dosing and premium ingredients, our advanced formulations deliver optimal health benefits for everybody, on every step of your journey. [canprev.ca](http://canprev.ca)

## CARDIOMIXES MUSIC

Energized 32-Count music. Since 2001, we offer DJ mixed music for Step, Kickboxing, Boot Camp & Intervals! We're proud to be used by many Canadian Presenters. Stop by our booth for new music specials and Free limited CDs & Download Code. We sell out fast! Visit us online: [CardioMixes.com](http://CardioMixes.com).

## CSX

CSX Compression Sport Socks are designed to give athletes and active individuals the decisive edge in performance, injury reduction and recovery. CSX products are More Than Just Compression. Our compression products include built-in shin splint protection and calf muscle support to help reduce vibration and aid in the prevention of common impact injuries. Arch, ankle and Achilles support in the CSX Compression Sport Socks provide an extra layer of comfort and support contributing to increased stabilization during the most demanding activities.

## DNAPOWER INC.

dnaPower empowers people to make smarter diet and fitness decisions based on their unique genetic makeup. Personalize your client's training program by providing DNA information to evaluate and coach your clients at a higher level. Develop diet and fitness programs targeting their unique strengths and weaknesses. <https://dnapower.com/become-a-dnapower-partner/>

## DOTERRA (PUREOILZ INC)

doTERRA essential oils represent a revolution in natural health. Whether you are looking for a global brand you will be proud to offer to your clients or new tools for your own conscious wellness lifestyle, PureOilz Inc invites you to connect. [info@pureoilz.com](mailto:info@pureoilz.com) [pureoilz.com](http://pureoilz.com) 613-277-6629

## DOTMAR FITNESS EQUIPMENT INC.

Dotmar Fitness Equipment Inc. is Canada's longest standing commercial fitness equipment supplier/distributor offering a full selection of premium brand names for your facility or home. Visit us online at [dotmarfitness.com](http://dotmarfitness.com) or stop by our booth and try some of our premium equipment such as FreeMotion, Eleiko, Stages, Dynamic & TrueForm.

## F.C INDUSTRIES

Professional Manufacturer of Boxing and Fitness products since 2001.

## FIT BODIES, INC. / FITNESSPROTRAVEL.COM

Fit Bodies, Inc. is the largest teaching vacation organization in the world. Founded in 1992 this company provides quality fitness, yoga and sports programming to luxury resorts throughout the Caribbean, Mexico and beyond. Qualified professionals choose where and when they vacation, mixing their passion with paradise and inspiring resort guests.

## FIT CRICKET NUTRITION

Here at Fit Cricket Nutrition we are passionate about crickets. They are rich in vital nutrients like vitamin B12, omega 3s, calcium, highly digestible iron and complete protein all in the while being environmentally sustainable. Good for you, Good for planet. Get your protein bars and flour at [fitcricket.com](http://fitcricket.com).

## FITNESS DEPOT

Fitness Depot sells high quality fitness products across Canada. We serve all market types and have over 25 locations providing convenient service across Canada. Fitness Depot's Commercial Division has been proudly serving the Canadian market for over 20 years.

## FITNESS MARKETING GROUP INC

Fitness Marketing Group is proud to launch the Barre Above and Tabata GX programs in Canada! FMG is also the Canadian Distributor for Bender Balls, Gliding Discs, Ropeless Jump Ropes and Figure 8 Tubing. Back by demand - Barre Sox! Stop by our booth for some show stopper specials! [FMGonline.ca](http://FMGonline.ca) or [INFO@FMGonline.ca](mailto:INFO@FMGonline.ca)

## FUTURPRENEUR CANADA

Futurpreneur Canada is the only national, non-profit organization that provides resources, financing and mentoring to aspiring business owners aged 18-39. Our internationally recognized mentoring program matches young entrepreneurs with a business expert from a network of over 3,000 volunteer mentors. [futurpreneur.ca](http://futurpreneur.ca) Facebook: [Futurpreneur](https://www.facebook.com/futurpreneur) Twitter: [@Futurpreneur](https://twitter.com/Futurpreneur)



### GIDDY YO

Giddy Yo is a Canadian company that manufactures, imports, markets and distributes selectively sourced nutrient dense chocolate and superfoods. We offer three distinct product lines; handmade heirloom non-roasted dark chocolate bars, handmade edible body care called 'Love Butter' and organic raw superfoods. Our goods are ethically sourced, true fair trade, vegan, organic or wild grown, allergen-free and delicious.

### GLANBIA BSN®

Bio-Engineered Supplements and Nutrition, Inc. (BSN®) was founded in 2001. Since then, we have grown into a global leader in the sports nutrition marketplace through relentless dedication to creating dynamic, cutting-edge, and result-producing products. BSN® products and the brand itself have won more than 35 sports nutrition awards over the course of the last six years.

### GLANBIA OPTIMUM NUTRITION

Optimum Nutrition was founded in 1986 with a mission to set higher standards for the sports nutrition industry. As one of the few manufacturers to own and operate state-of-the-art production facilities, you'll appreciate the extra effort the industry leader puts into assuring ingredient purity, effortless mixing and exceptional taste.

### GLOBAL TRAINER 360 INC.

The rolling platform Orbite 360, a Canadian invention fitness tool, allows you to perform a wide range of motor actions that contribute to your neuromuscular well-being. Designed for all audiences, including children, teens, adults or the elders, it is also distinguished by its effectiveness in athletic strength and conditioning and sports therapy. Website offers more than 100 exercises and 20 specific free programs.

### GRECO FITNESS

The "Greco Method" is minute for minute the most effective functional workout on the market. Our strategic variation in class styles is designed to burn fat while preserving muscle. The Greco Method provides one of the most unique and advanced science based approaches -no machines required. Our combination of resistance and cardiovascular training, coupled with our individualized coaching, keeps our clients burning calories long after they've left our studios. [grecofitness.com](http://grecofitness.com)

### HOLISTIC WORLD HEALING

Holistic World Healing is a multi-faceted company with a heart-driven core. We are supporting and nurturing a growing community of individuals world-wide. This is done through healing & transformative online-programs, wellness retreats, mindful events and balancing the body through cellular healing.

### INBODYCANADA

InBodyCanada is Canada's distributor of the world's forerunner in body composition equipment. Providing people with a body

analysis like never before. The InBody system provides users with a better understanding of their body. For more information please visit [InBodyCanada.ca](http://InBodyCanada.ca). See what you are made of....

### INFOTRADE MEDIA CO., LTD.

Infotrade is a media company that specializes in global trade advertising. Each year we publish English language purchasing guide- Sports Trader & Outdoor. Providing up-to-date product information, we help to create endless business opportunities for buyers and sellers. Sports Trader & Outdoor also offers information on international shows and profiles of exceptional companies.

### INSTITUTE OF HOLISTIC NUTRITION

IHN offers a diploma in Applied Holistic Nutrition.

### ISAGENIX

Team Isagenix consists of endurance and professional athletes, bodybuilders, fitness competitors and personal trainers who use Isagenix to fuel their performance. Why not share the passion? Become a member of Team Isagenix and join an elite group of athletes who share the same goals. Contact Toni Nisbet: [toninesbit@bell.net](mailto:toninesbit@bell.net) or (705)206-2040

### LAND ART

Founded in 1992, Land Art is a Canadian and a family-owned business that has quickly become a leader in the field of liquid dietary supplements. Our unique multidisciplinary team develops and produces our products which are distributed throughout Canada. For more details : [landart.ca](http://landart.ca)

### LIVEPIXELS PHOTOGRAPHY

LivePixels Photography is a Toronto contemporary portrait studio, specializing in beauty, glamour, and boudoir portraiture. We create beautiful, timeless, Vanity Fair magazine style inspired portraits that will capture your soul, beauty, and confidence. You work hard on your body, let's document your story in beautiful portraits!

### LORNA JANE

Made for women by women, Lorna Jane is an iconic Australian brand and a global leader in women's technical fashion. Believing a woman should never sacrifice style for comfort, Lorna Jane merges fashion with performance technology to create innovative, fashionable and high-performing activewear, releasing 80 – 100 new styles every month.

### MADEGOOD®

MadeGood® snacks are made in a dedicated facility free from the most common allergens: peanut, tree nuts, wheat, dairy, egg, soy, sesame, fish and shellfish. They are also organic, gluten free, Non-GMO project verified and contain the nutrients in one full serving of vegetables from six different sources.

### MINDBODY

MINDBODY software is on a mission to connect the world to wellness. Providing automated tools for marketing, scheduling, point of sale, payroll and more, we help health and wellness

businesses like you run and grow. MINDBODY also makes it easy for your customers to find, book and pay for your services with your own branded app, as well as a listing on the MINDBODY app. With MINDBODY, you can save time so you can focus more time on what really matters: your customers. [mindbodyonline.com/fitness](http://mindbodyonline.com/fitness)

### NATURAL HEALING CENTRE

At Natural Healing Centre we pride ourselves on offering accessible, holistic healthcare for all. We provide specialized healing therapies for the mind, body & spirit. Our services include Reiki, Cognitive Behavioural Therapy and Nutrition & Lifestyle support. Receive a free 30-minute consultation by mentioning this ad!

### NUPASTA INC.

NuPasta is a fibre-based pasta that is low carb and only 25 calories per serving (210g). Precooked and simple to prepare; rinse, drain and reheat NuPasta with your sauce and toppings for a quick and easy meal prep.

### ONE DAY TO WELLNESS

Our nonprofit mission at One Day to Wellness is to bring the wellness message and evidence-based nutritional education to the masses, without any industry bias or influence. We pride ourselves on providing education and resources to all, from fitness professionals to health coaches and everyone who wants to see an improvement in their own and their loved ones' health and wellness.

### ORIGINAL ENERGY SALES

IQ TECHNOLOGIES INC. is the premier leading worldwide distributor of TENS STIMULATORS with over 10 years experience! Our class II cleared medical devices use electrical pulses for the stimulation of muscles. These portable and compact electrical TENS STIMULATORS are a breakthrough in the compact medical device industry. Our goal is to deliver a product that is convenient for users any time and any place that also allows our customers to save, TIME, MONEY, AND MOST IMPORTANTLY PAIN! People will now have the ability to live in comfort and relieve themselves of daily muscle aches and pains WHENEVER and WHEREVER they please.

### PERKY ATHLETICS LTD.

Instructors, trainers, and adventurers: it is time you become your own boss! Stop being paid an hourly wage and earn based on revenue you generate. We leverage outdoor or public spaces for classes. Create the class and the Perky app connects you to a vast community of participants. [perkyathletics.com](http://perkyathletics.com) [info@perkyathletics.com](mailto:info@perkyathletics.com)

### POLAR ELECTRO CANADA

Polar Club brings the excitement and benefits of heart rate training to group exercise classes. With heart rate training and fun rewards at the core of Polar Club, you'll have classes pushing harder, feeling motivated and coming back for more in a heartbeat. Please contact [jonathan.howell@polar.com](mailto:jonathan.howell@polar.com) for more information.





## EXHIBITORS

### PRAIRIE NATURALS

Prairie Naturals makes products designed to help you “Live the Healthy Life”. We are dedicated to your health success. That’s why we design products based on current nutritional research. Some of our core branded products include: Superfoods, Organic & Vegan Proteins, Morning Rise & Shine™; Enzymes and MultiVitamins. [prairienaturals.ca](http://prairienaturals.ca)

### PROMO GUYZ

At Promo Guyz, our sole mission is to bring brands to life. Based out of Mississauga, Canada, we are a young, driven, and passionate team of individuals working diligently with each client to fulfill their branding needs to the best of our abilities. We work closely with the fitness industry to fulfill all promotional and custom branded item needs. Our specialized services include: Promotional Material/Custom Apparel Production and Fulfillment, Social Media Development/ Presence, Trade show staffing and execution, and Videography and Photography Services.

### ROXTON INDUSTRIES

Roxton Industries is Canada’s premier distributor of Roxton Wipes commercial grade disinfecting wipes and related products such as dispensing units, Tanita scales, and Extreme Air electric

hand dryers. Roxton Industries is a proudly Canadian owned and operated business. Explore our products and order at [roxtonindustries.com](http://roxtonindustries.com)

### RYU APPAREL

RYU Apparel is a Vancouver based company, founded on the concept of facilitating human performance. Creators of urban athletic apparel, we have been established for just over two years and are one of the fastest growing apparel companies in the world, largely because of our commitment to community development, and product innovation. Our gear is tailed innovation for the modern athlete, and we have over 22 wearable tech patents on our products from bag design, product durability, anti-moisture, anti-odour, stay-in-place fabrics and most importantly gear that looks chic and flattering enough for coffee meetings but built to withstand the most strenuous workouts.

### SELVAS HEALTHCARE, INC.

Selvas Healthcare is a global supplier of the ACCUNIQ brand of body composition analyzers and blood pressure monitoring systems know for accuracy and durability. The line includes our new BC-380 Body Composition Analyzer designed specifically for use in fitness clubs for improved overall performance.

### SOUP GIRL

The Soup Girl dry soup mixes were developed with the aim of creating healthy, delicious, vegan foods that are suitable for busy lifestyles. Twelve tasty and unique flavours – filled with simple, wholesome ingredients. Each jar makes 8 cups of soup - just add water and cook for an hour! [localsoupgirl.ca](http://localsoupgirl.ca)

### SPIDERTECH™

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Trainer+ is a flexible and easy to use automated fitness management platform for gyms and trainers. The web and mobile apps create new support pathways for clients to help deliver any service model with a more long term focus and frequent interactions. <http://trainerpl.us> The future of personal training.

#### TRAINERS ON SITE

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By Murray MacKenzie

# RISK EXPOSURE FOR GYMS AND FITNESS STUDIOS

**PROTECT YOUR BUSINESS BY TAKING THE STEPS TO AVOID THE POTENTIAL FOR PREVENTABLE CLAIMS**

As fall approaches with its cooler weather, there is a natural push of people back into the fitness studios and gyms. This makes it a good time to review some of the risks typically associated with the operation of a fitness facility from an insurance perspective. Insurance claims for gyms can range from anything from a slip and fall while entering/leaving a building to weights falling on a part of someone's body. Here is a sample of some situations that give rise to such circumstances and some of the actions that can be implemented to avoid them.

**Slip and Falls:** Make sure common walk areas and paths are clear, not slippery, and easy to move around on. In winter months, parking lots and sidewalks must be salted regularly during snow periods, and snow cleared away in a reasonable amount of time. All wet areas should be signed and roped off, in and outside of the facility.

**Equipment Malfunctions:** Equipment should be updated, in good working order, and regularly maintained to avoid injury. For equipment that is in the process of being repaired, a sign should be clearly placed on the equipment stating it is 'out of order'(or something similar).

**Water Damage:** Building roofs should be maintained and updated to avoid water leakage/collapse, as well as water

heaters, boilers and piping regularly maintained to avoid deterioration and water escaping.

**Vehicle Damage to Building:** Entry areas, as well as large glassed areas, should be protected by concrete posts to avoid vehicles driving into them.

**Chemical Exposure:** Cleaning fluids and pool chemicals should be stored in an area not accessible by the members.

**Signs and Contracts:** Signs should be posted regarding member behavior, privacy, and respect of fellow members (i.e. not taking unauthorized pictures and general gym conduct). Membership contracts and waivers should of course be signed by all members.

**Third Party Contractors:** Any third party contractors hired by the gym owner(s), should be required to provide proof of their insurance with a minimum of \$2M limit.

**First Aid Kits/CPR Training:** Gym owners should make sure that all staff are properly trained in CPR and the use of defibrillators (if they are present). Also, to help with over exertion and prevent dehydration/passing out, it's essential to have water readily available via fountains and it can be a good idea to have other aids like Gatorade and power bars available behind the counter. Be sure to

call EMS should anyone show signs of distress or become unconscious.

**Fire:** Escape routes should be clearly marked with well-lit exit signs and doors that are unobstructed for easy exit. Fire extinguishers should be serviced regularly and easy to access.

These are but a few of the more common issues that gym/fitness facility operators need to be aware of and take steps to prevent such potential claim situations. As the exclusive endorsed broker by canfitpro, Gallagher provides comprehensive and competitive rates for trainers, instructors, and gym facility owners. We have recently reduced our rates significantly for gym/facility owners, as well as home studio operators, so please visit our website to obtain a quote for your business.



*Murray MacKenzie C.I.P., B.Comm., is Senior vice President of Commercial Insurance at Arthur J. Gallagher Canada Limited, formerly Stevenson & Hunt Insurance Brokers. Murray has been*

*working in the insurance industry for over 30 years. He is a graduate of McMaster University. Contact him at [murray\\_mackenzie@ajg.com](mailto:murray_mackenzie@ajg.com) or visit [ajgcanada.com](http://ajgcanada.com).*





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# NUTRITION FOR ATHLETIC PERFORMANCE ENHANCEMENT

## GAIN AN ADVANTAGE WITH POWERFUL ANTI-INFLAMMATORY FOODS

If you are reading this, then you most likely have a drive to increase your own, or your clients', performance with powerful anti-inflammatory foods. The good news is you won't just improve your recovery time, you will also improve your mental game. With a mental edge and a more positive outlook, you have the greatest chance at success.

Here are the top nutritional strategies to create the advantage you are looking for:

### Electrolytes

Electrolytes are minerals that carry an electrical charge in your body. There are seven major electrolytes: sodium, chloride, potassium, magnesium, calcium, phosphate, and bicarbonate. Athletes especially need electrolytes as they are constantly sweating them out and using them up. To replenish in a healthy way, athletes should look for food sources with these electrolytes. Many people might immediately think of sports drinks to replace electrolytes, but many are loaded with sugars and dyes that are just not

good for the body. A study published in 2012 found that bananas actually fueled athletes and reduced inflammation just as much, or more, than sports drinks.

### Blood Sugar Balance

Another thing athletes need to be wary of when it comes to inflammation is white sugar. Many athletes consume 35 tsp of sugar a day - or more! When we consume this much sugar, we produce something called advanced glycation end products (AGEs), which cause protein fibers to become stiff and malformed. If an athlete absolutely needs to have sugar or a simple carbohydrate, they should make the switch from white sugar to something more natural, like honey.

### Sex Hormones

Sex hormone imbalance is a big thing for athletes to deal with. If an athlete has too much xenoestrogens (negative estrogen hormones) they won't be able to manufacture enough testosterone that will be beneficial for athletic performance. Athletes can get rid of xenoestrogens by

eating more broccoli, rappini, cabbage, kale, arugula, radishes, and mustard. These foods naturally reduce excess estrogen, helping men find their strength gains and women maintain hormonal balance.

### To Stimulate or Not To Stimulate?

Many athletes rely heavily on caffeine for athletic performance, but there are other alternatives. If someone is lucky enough to have a fast caffeine gene, they can certainly enjoy organic coffee, but if they don't tolerate it well, use kinder sources like green tea or yerba mate. These teas have other relaxing amino acids in them, such as L-theanine, which is brilliant for relaxing an athlete before a race. They could also take a step past standard caffeine or alternative stimulants and look at using adaptogens instead. Adaptogen was a term coined in 1969 that identifies plants that help us adapt to stress. Some of the best adaptogens include maca, rhodiola, ginseng, and ashwagandha.



By Julie Daniluk, RHN

### Thyroid Health

Something all athletes should consider is their thyroid health. Consider having your thyroid checked by a doctor and tweaking the thyroid if it's at all low. There are many ways to improve thyroid function, such as eating dulse (an edible seaweed), spirulina, blue or green algae, hemp hearts, and brazil nuts. These foods provide the vitamins and minerals that athletes need for their thyroid to function properly.

### Fat Ratio

Many athletes eat too many omega-6s and not enough of the anti-inflammatory, performance-enhancing omega-3s. Omega-3s have so many benefits, such as:

- Improving cognitive function
- Improving cardiovascular function by reducing blood pressure and heart beats per minute
- Helping muscle growth (protein synthesis)
- Helping improve fat metabolism, which is great for people who want to body sculpt
- Helping prevent exercise-induced

damage

- Reducing joint pain
- Helping dilate bronchioles to reduce asthma
- Increasing grip strength

### The Rainbow for Athletes

It's important that athletes expose themselves to the nutritional rainbow of foods. Every plant gives its own part of the nutritional puzzle. Orange vegetables provide vitamin A, green vegetables provide vitamin B, red and purple provide vitamin C. Beets in particular have proven to increase athletic performance by improving nitric oxide levels.



*Julie's bestselling books, Meals that Heal Inflammation, Slimming Meals That Heal and Hot Detox, advise on allergy-free cooking that*

*tastes great and assists the body in the healing process. Connect with Julie on social media @juliedaniluk and check out her amazing recipes, nutrition tips and online programs at juliedaniluk.com.*

# HOT DETOX ROCKET

This smoothie puts toxins on a rocket express ride out of your body! The beets increase liver detox, the antioxidants in the berries protect the intermediate phase of the liver detox process, the lemon juice (and optional lecithin) increases bile flow, and the coconut water provides energizing minerals for athletic performance.

### Servings: 5 cups

Gluten free • Soy free • Dairy free • Egg free • Nut free

### Ingredients:

- 4 cups chopped boiled beets (about 4 small beets)
- 2 cups unsweetened coconut water
- 2 cups organic berries (blueberries, raspberries and/or strawberries)
- 1/4 cup Hemp Hearts
- 2-4 Tbsp organic lemon juice

### Optional boosters:

- 1 Tbsp collagen powder
- 1 tsp sunflower lecithin powder

### Directions:

Place all the ingredients in a blender, including the collagen and/or lecithin, and process until smooth. Any leftover smoothie will keep in the fridge, in a Mason jar, for up to two days.

*Recipe reprinted with permission by Julie Daniluk RHN and HarperCollins / ©HotDetox2016. Image by Shannon Ross*





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**TRAINING**

# BEHIND BODYSHRED™

## CREATING THE 'WELL-ROUNDED ATHLETE' IN EVERYONE

By Jillian Michaels

**I must get asked 50 times a day, via social media, website, podcast, etc., about what type of training is “the most effective”.**



What's interesting about this question is that we first must consider your fitness goal. Are you running a 5k? Are you training to lose weight? Are you training for overall fitness? If your goals are very specific and niche, then you have to train a bit differently, obviously. A postnatal program is essential after baby to make sure you aren't compromised in anyway. A 5k program should be running focused, and so on.

And, while the best workout for you is the one you will do consistently, without taking personal preference into account, there simply are ways of training that ARE more effective than others. Hands down. We know that resistance training, high intensity, variety with angles of push and pull, and intervals are key to all the above, including mitochondrial biogenesis (giving you more energy and slowing down your cellular aging).

So, if like most, the goal is weight loss and/or overall fitness there are, without a doubt, very specific techniques that are more effective. And this is why I created a program called BODYSHRED.

BODYSHRED is a scientific, fact-based workout method of multi-layered techniques, integrated philosophies and dynamic, synergistic 3-D movement with a progressive, sequential order to the exercises.

SHRED, as it pertains to this program, is an acronym for Synergistic, High Intensity, Resistance, Endurance, Dynamics, which describes the primary elements and variables you'll demand of your body each time you participate in a BODYSHRED class.

A functional athlete is one that trains for all modalities of fitness to prevent

---

**“A functional athlete is one that trains for all modalities of fitness to prevent imbalances.”**

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imbalances. And, while I love things like yoga, kickboxing, weight lifting, etc., you are missing so many essential fitness modalities if this is all you do.

That's why BODYSHRED uniquely integrates the vital components of fitness: cardio and muscle endurance, strength, power, agility, speed, balance, mobility, and flexibility in order to fine-tune the ultimate 'well-rounded athlete' in everyone. Just because you're strong doesn't mean you're flexible. People tend to work to their strengths and ignore their weaknesses and physical imbalances because it's comfortable. The key to achieving a healthy, balanced and injury-proof body, maximum fitness potential, and aesthetics is Holistic Equality in all components of movement, modalities, and athleticism. And, the techniques that are incorporated work to optimize metabolic function, inhibit aging, and create and maintain lean muscle and bone density.

BODYSHRED has an index of literally hundreds of different exercises that are programmed meticulously to keep you from plateauing and getting bored. For example, there are yoga exercises built into the program that might then be followed up by a HIIT that incorporates speed and power.

Ultimately, the program is designed to do the following:

- Provide a succinct, supercharged 30-minute workout that accelerates and delivers incredible results both athletically and aesthetically
- Prevent user plateau by creating ongoing, progressive programming, supported by scientific data that is safe, effective and straightforward
- Give the user a biomechanical focused, high intensity, metabolic, whole body workout to condition muscle, enhance the cardiovascular system, and burn fat
- Build core stability, postural alignment, joint mobility and balance

Plus, the way BODYSHRED is structured, it has modifications and progressions for each and every exercise to ensure that

it meets you where you are at and takes you where you need to go.

This is why it doesn't matter if you are an advanced athlete, weekend warrior, fitness enthusiast, or just looking to shed a few pounds and tone up, BODYSHRED is designed to work for everyone, at every level of fitness, who wants to look and feel their best.



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**“People tend to work to their strengths and ignore their weaknesses... because it's comfortable.”**

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*Jillian is the most prominent fitness expert in the world and a renowned life coach. From her hit TV shows, live speaking engagements, eight New York Times best-selling books, an award-winning podcast, and award winning fitness and meal planning app, Jillian continues to empower and produce results for millions around the world.*

# EXERCISE MODIFICATIONS



## KNOWING WHEN TO MAKE EXERCISES YOUR OWN CAN MAKE ALL THE DIFFERENCE

By Claudiu Popa, PTS, OAS

**“...the practice of customizing exercises to individual needs is a prime opportunity to show your expertise and demonstrate the benefits of working with a certified Personal Trainer.”**

**“Motivation is what gets you started. Habit is what keeps you going”.**

For some, motivational memes, metaphors and clichés are a catalyst to strength and fitness. For others, they are little more than a way to cement bad ideas. The road to injury is paved with noble intentions and good feelings about proper execution, but those who know better should flag risky activity when they see it and replace it with safe variations that make sense.

Ever heard the phrase “the only bad workout is the one that didn’t happen”?

Walk into any gym at a reasonably busy time, and you’re guaranteed to prove it wrong by observation. That people are creatures of habit is a known fact, but it is at least a little difficult to accept the reality that humans take shortcuts to actually understanding the kinesthetic stimuli they perceive and in the process mimic a set of movements that are, at best, ineffective and in many cases risky. For some, the visual copying process comes with its own obvious risks, but for others, it is precisely the assiduous

execution that brings with it the potential for injury. We should always be taking individual exercises as mere suggestions for stressing a muscle, and customizing them to the needs and limitations of each individual.

“Motivation is what gets you started. Habit is what keeps you going”. Unfortunately, unsafe exercise habits can harm the individual performing them and become memes to be passed from the confident adept to those without a solid foundation. If imitation is a sincere form of flattery, the gym is the one place where every new exercise should be approached with care and skepticism, right down to the precise mechanics of the movement. As professionals, we must focus on supplementing the initial “watch me do this” approach with a more illustrative approach, providing an explanation of muscle origins, insertion points, and attachments in order to resonate with the client and prevent future injury. It only takes one sloppy repetition or a short lapse of attention to cause injury. Faced with months of recovery, we would venture to correct the above aphorism by pointing out that the only bad workout is really the one that we wish we could undo. In contemplating the damaging aftermath of a bad workout, we wish we could have sat that one out.

## The Applied Benefits of Visualization

Visualization refers to the internal method of picturing oneself performing an exercise, as well as the kinesthetic effect of the exercise on the muscles being worked. It should come as no surprise that visualization can be a simple way of reducing the chances of ineffectively going through the motions of a poorly understood exercise, but it is also a necessary step in planning and adapting the exercise to increase efficacy. Such adaptations, which we routinely call exercise modifications, take different forms:

1. Reduced or focused range of motion to focus on a particular muscle area and reduce joint stress (i.e. seated concentration curls)
2. Partial or fundamental redesign of the exercise to achieve the intended goal (i.e. from bent-over rear deltoid raises to rear deltoid cable crossovers)
3. Tactical use of momentum or other assistance in sufficient amount to get past a weak point in the range of motion and complete the repetition (i.e. assisted chin-ups with and without strict

# “...the only bad workout is really the one that we wish we could undo.”

form or assistance). This is sometimes called cheating.

How many times have you witnessed a seemingly strict exercise, like the deadlift or preacher curl, being passed from one gym-goer to another with the caution to ensure the strictest execution lest it somehow be wrong and presumably not count? In many cases, professionals and fitness-savvy individuals can spot contraindicated activities from across the gym.

## Required Modifications

You can tell when an exercise modification is the order of the day in those particular instances where key movements are so routine as to be considered banal but instead they harbor hidden risks. Let's look at three simple examples:

1. The venerable leg press comes in all shapes and sizes, but should you recommend the use of a machine that forces the initial press movement, or the one that begins with the fully contracted muscle under load? Chances are you will steer clients towards the one that begins with the negative motion, ensuring the muscle is sufficiently contracted at the beginning to reduce the risk of injury.
2. Imagine applying pressure to the biceps while completing biceps curls. Have you ever seen anyone squeeze the muscle in an effort to do the exercise? If we remember that hamstrings are sometimes called the “leg's biceps”, we apply the same reasoning to seated hamstring curls and observe that for reasons both intuitive and not apparent, freeing the muscle from enduring the weight of the body on its tissues and vessels just makes clear sense. As such, preference should be given to single joint exercises that effectively recruit multiple muscles like stability ball hamstring curls.
3. Remember the peck deck and cable fly? Clients sometimes demand

exercises that make them “feel” the muscle, but one should remain vigilant of these isolation exercises that strain the joint and start stretched out. Your mission – should you choose to accept it of course – is to identify movements that protect the joint while stimulating the muscle under full contraction and to match them to your client's physical constraints while accounting for age and condition. Barbell bench press? Dumb-bell? Push-ups? It's all on the table, just make sure you both understand the sometimes subtle nuances of slight changes in angle, starting position, and rotation.

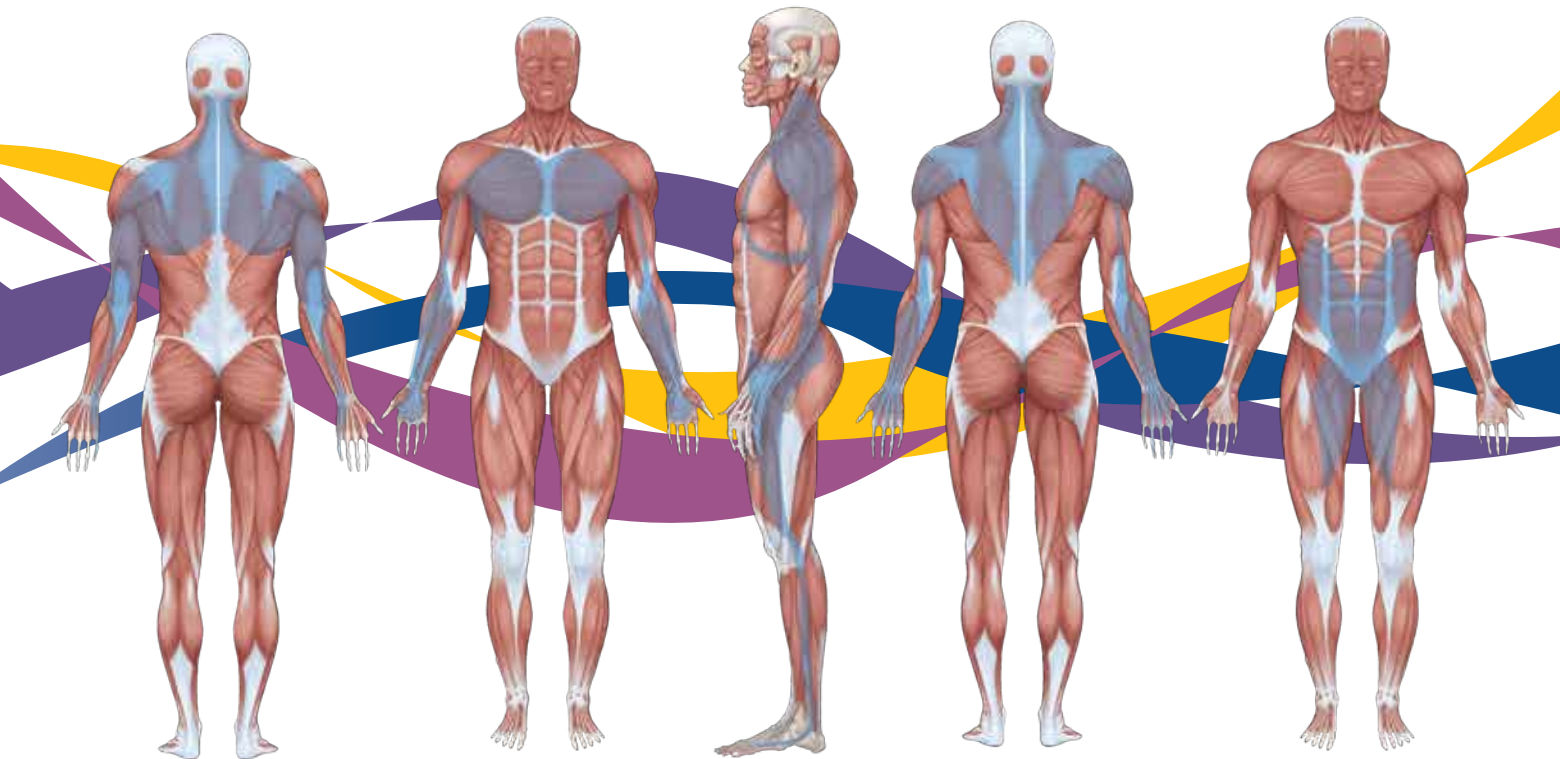
The fact that many gyms lack the equipment variety to maximize workout efficacy is a definite drawback, but the practice of customizing exercises to individual needs is a prime opportunity to show your expertise and demonstrate the benefits of working with a certified Personal Trainer. Significant benefits also include building trust and rapport by assisting clients to move the weight to its proper starting position, or introducing significant changes that, overtime, help avoid the dreaded exercise plateau.

As you explore the advantages of exercise modification, keep in mind that it isn't the endless tinkering that represents the foundation of a long and enjoyable client relationship, but the knowledge transfer that takes place as clients enjoy the valuable takeaways from each session. Empower clients to view exercises through a critical lens and teach them to make sense of any suggested movement, including the printed images on shiny new equipment, ensuring that it positively applies to their personal situation. Every time you share such safe and effective tools and techniques, you demonstrate the true value of working with a qualified fitness professional.



*Claidiu, PTS, OAS, enjoys strength training and fitness conditioning, specializes in older adult fitness, and appreciates working with exceptional clients and collaborating with outstanding professionals. Claudiu is the founder of Workout Smart and can be reached in confidence at [Claidiu@WorkoutSmart.ca](mailto:Claidiu@WorkoutSmart.ca). Be sure to follow him on Twitter @WorkoutSmart and on Facebook at WorkoutSmart.ca.*





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Brady Johnson  
Encompass Fitness,  
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- Simple strategies for you to find more of the best clients to fill your schedule with
- And much, much more



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A person wearing a blue hoodie and dark pants stands with their back to the camera, arms raised in a 'V' shape, celebrating. The background is a cityscape at sunset or sunrise, with buildings and a clear sky. The overall color palette is dominated by blues and oranges.

# WHAT DRIVES YOU TO SUCCEED?

**UNDERSTANDING YOUR SOCIAL MOTIVES TO HELP YOU HARNESS MOTIVATION AND TAKE SUCCESS TO THE NEXT LEVEL**

By Maureen Hagan



## As fitness professionals, we are motivated by a deep desire to help people achieve their fitness goals.

The research supports the idea that to succeed at something you must have a motive or a deep desire. Those who are wildly successful have heaps of motivation. While successful people may not always know what they are doing, they have a driving motive that is developed from an emotional state. They do not take no for an answer. When things get difficult, they push through and make things happen, negotiate or influence others as needed, and do not quit until they succeed at reaching their goal(s). That is what motivation is all about.

Motivation is regulated by a part of the brain called the nucleus accumbens. This is a small region of the brain that regulates the flow of neurotransmitters between the brain and different nerve cells in the body and strongly influences whether or not you have the desire to do things like go to the gym, eat healthy, and prospect new clients for your business. One of those neurotransmitters worth mentioning is dopamine, because it is this brain chemical, released from this region of the brain, that plays a major role in triggering motivation and reward-motivated behavior. Dopamine also influences memory, cognition, sleep, and mood. Behavioral neuroscientists and psychologists say that dopamine helps bridge the gap between inaction and action.

Just as important as the hormonal and neurotransmitter factors that influence your motivation to succeed at something, there are social motives unique to humans that drive behavior. Social motives are specific to humans, while physiological motives are present in both animals and human beings. They are called social motives because they are learned, and the strength of one type of social motive or another will vary from one individual to another, which explains why some people have greater levels of drive to succeed than others. The more you understand the social motives you have, the greater the potential to learn how to harness motivation and take success to the next level. The three main

social motives are power, affiliation, and achievement.

These social motives are what compel you to your goals. If you do not use them, your emotional state will not be revved up enough (like putting your foot on the gas), and your progress will be slower, or you may not reach your goal at all. It is important to know that dopamine spikes whenever something goes better than expected - like feeling better than you expected after a tough workout or when you exceed a set goal. Unfortunately, your brain will get used to that feeling quickly and after a few experiences you come to expect the same "high". Your dopamine levels will no longer spike quite as high and you will begin to feel less excited about difficult work tasks or different workouts, as examples. In order to keep your motivation high and dopamine spiking, you need to take on new challenges (in pursuit of new goals) every couple of weeks or so. Those who exercise, and those who teach and train, know that to keep motivation high they must switch up their exercises weekly, and their routines every four weeks. Remember if nothing changes, nothing changes.

### Three social motives:

#### POWER

People who are power motivated strive to exercise strong, influential action, generate strong emotions in others, and are concerned about reputation or position in the world. They seek positions of leadership, authority and status, and they are most often the leaders within their company. They make their life purpose to inspire others to achieve their best and to live a fulfilling life. This social motive is often called "influence motivation".

#### AFFILIATION

People who are affiliation motivated strive to establish, maintain, and restore close relationships with others and they characterize group activities as social, friendly, and collaborative. The need for being connected with others, for working cohesively with others, while creating participation is key. They succeed in coaching, consulting, and managerial roles that require relationship building.

#### ACHIEVEMENT

Achievement motivated people enjoy setting and achieving challenging goals, and they strive for innovative and unique accomplishments. They are very goal

oriented and they perform best when they are given deadlines to achieve.

To get to know which social motive drives your performance, you need to first tap into your emotions to really see what drives your behavior. Then you need to take daily action to keep your drive revving high. Visualization is an effective way to tap in. Think about a situation in which you are at the centre of attention, such as when you are giving a presentation. Focus on everything—from what you are wearing, what the room looks like, and how many people are sitting in front of you in the audience. Then ask yourself "how do I feel?" If you have a positive emotional response to this situation and you feel confident and strong, that is a sign you are driven by power. If you feel comfortable or somewhat anxious you are motivated by affiliation or achievement. If you were imagining how you could network with the people in your audience, your motive is affiliation. If you are driven by achievement, you envisioned getting over your fear of public speaking or imagined a standing ovation following your presentation. Which motive did you relate to the most in this scenario?

If you are eager to learn your dominating social motive then I encourage you to check out my recent book, co-authored by Nathalie Plamondon-Thomas and Tasha Hughes. It is called "Think YOURSELF™ Successful-The DNA System To Reprogram Your Brain & Wire Yourself For Success".

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**“Some people dream of success while other people wake up every morning and make it happen”.**  
**Wayne Huizenga**

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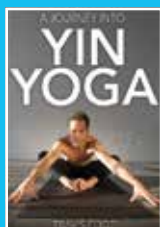
It will provide you with more insight on this area of motivation, as well as a self-assessment, so you can determine your dominant social motive.



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## SET UP EACH DAY FOR SUCCESS

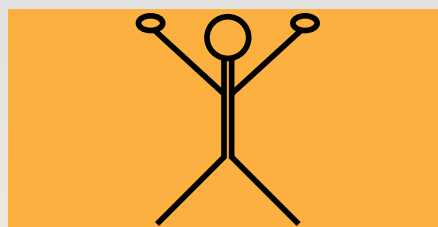
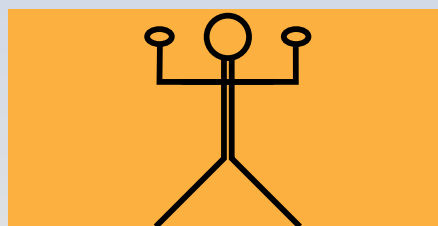
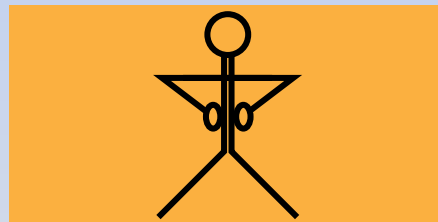
Once you have tapped into your primary social motive, you can use this knowledge as a powerful tool to feed your motivation on a daily basis. I have created a 15 Minute Morning SUCCESS Routine, a simple 7-step routine that you can put into practice first thing upon rising each day. This will ignite your motivation spark by changing your state, both mind and body. SUCCESS is an acronym for this 7-step method:

- S** Sit in silence (five minutes of silence and/or meditation to become mindful of your breathing, your thoughts, and your feelings)
- U** Understand and identify one strength that you will bring to your success today. Spend one minute and complete the following sentence: "I am..... today".
- C** Construct a picture in your mind of the future and how things will look and feel, having accomplished your goal. Spend one minute visualizing.
- C** Create a mantra or affirmation (positive statement beginning with "I am...") and recite this statement out loud five times to confirm your belief in achieving your goal (for today or in the future). Spend one minute reciting this statement (best to be recited in front of a mirror).

- E** Energize your mind with personal reading or audio listening for five minutes.
- S** Scribe in a journal what you are most excited about, proud of having achieved or grateful for on this day (spend one minute).

- S** Stretch and move to energize and power up your body, with rebounding (aerobic movement) for one minute followed by one minute of

"Power Posing". Perform the following power poses in front of a mirror for one minute while reflecting on your strength, visualizing yourself having succeeded and reciting your mantra out loud (in each pose).



If you are motivated to make SUCCESS a part of your daily life then I will encourage you to embark on a 28 day SUCCESS challenge. Make a commitment to do this 15 Minute Morning SUCCESS Routine for the next 28 days.

\*Disclaimer: Your mornings will never be the same after 28 days.

Join Mo and Nathalie Plamondon-Thomas at the canfitpro World Fitness Expo in their session "Think YOURSELF" a Leader", at the 2nd annual Leadership Forum.



Maureen is vice president of program innovation for canfitpro and GoodLife Fitness. Maureen or Mo, as she is known in the fitness industry, is a global fitness ambassador and has been recognized for her work in fitness that spans over three decades. She is a #1 best-selling author, member of the Board of Directors for Prescription to Get Active, WIFA-Women in Fitness Association, and a Reebok sponsored athlete.



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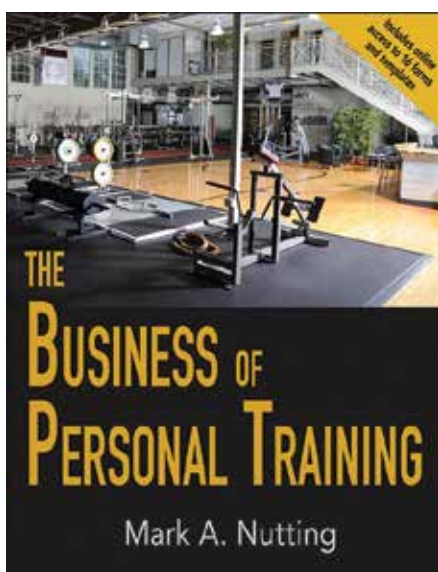
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**EXCERPT**

# THE IMPORTANCE OF WRITING A BUSINESS PLAN

This is an excerpt from *The Business of Personal Training with Web Resource* by Mark A. Nutting, CSCS,\*D, NSCA-CPT,\*D, ACSM-HFD, ACSM-CEP, RCPT\*E.



A business plan is a detailed description of your company, its concept, how it will run, what it will cost to run, and where you want it to go. As you learn about the world of business, you may come across varied opinions about how to write a business plan or even whether it's worth it. For instance, you may hear skeptics say that it's just a guess - an educated guess if you've done your homework, but still a guess - so how accurate and useful can it be? What's more, we can't know anything with certainty. The zombie apocalypse could start tomorrow, and wouldn't that throw a monkey wrench into your business plan?

On the other hand, all of science starts with an educated guess in the form of a hypothesis: "I think \_\_\_\_\_ will take place when I do \_\_\_\_\_." You then test the hypothesis, and if it pans out - great! If it doesn't, you develop a new hypothesis and try again. And that's what must be done with a business plan. Once you get up and running, you refer back to it, and if things are not going

as planned, then you change your plan to reflect your updated best (educated) guess.

Some discussions of how to write a business plan advise you to project your business as far as 10 years into the future. However, the further out you project, the more likely you are to be off the mark. For that reason, I favor extending your business plan only to the point where you can get started, get established, and set a direction for growth, which means about three years for most of the business options we've discussed.

Could you simply bypass the writing of a business plan? Why should you bother putting in the time and effort if you'll probably have to change it anyway? Here are two big reasons:

1. A business plan enables you to start the business with a good sense of your strengths and weaknesses, the challenges that may arise due to competition or economic factors,



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## Could you simply bypass the writing of a business plan? Why should you bother putting in the time and effort if you'll probably have to change it anyway?

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fitness facility within an 8- to 12-minute radius of your proposed site, then your competitive analysis section will be very short.

You can find a business plan template in appendix A and in the web resource (HumanKinetics.com TheBusinessOfPersonalTraining); you can use it to develop your own business plan. In addition, each section of this chapter fleshes out part of the template. If you are thinking about starting your own personal training business, consider taking notes as you read this chapter and jotting down brainstorm ideas for your own business plan.

As mentioned in chapter 4, my wife, Heather, and I are (as I write this) in the process of opening a boutique fitness studio. Thus I use a business model very similar to ours in the following discussion of the details of writing a business plan.

### Components of a Business Plan

A business plan consists of nine key components:

1. Cover letter (optional)
2. Executive summary
3. Business or company description
4. Market analysis and demographics
5. Competitive analysis
6. Management plan
7. Financial plan
8. Capital required
9. Marketing plan

and your chances of succeeding. If you can't make it work on paper - that is, in a business plan - then it's not going to make it in real life.

2. If you need to acquire additional financing, a business plan will show potential investors that you've done your research and are willing to put in the work to make your business succeed. No savvy businessperson will invest in a casual idea that doesn't consider all of the details - good, bad, and ugly.

One final question before getting started: How long should a business plan be?

Answers vary widely. Some sources say that a typical plan runs 15 to 20 pages, whereas others say it should be at least 50 pages long. My own belief is that the page count is secondary to the content. Your business plan needs to include sufficient detail in each section for you to know - and show - that you have thought through all relevant variables that can be known at this time. The number of pages then depends on what you need to say in each section. For example, if there is literally no other

Learn more about The Business of Personal Training With Web Resource.



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# TRAINING YOUTH ATHLETES

**STRENGTH AND INTERVAL  
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SUCCESSFUL COMBINATION FOR  
THE YOUNG ATHLETE**

By Mike Bracko



# We are bombarded with negative news about the health of our youth these days. Don't believe the hype, there are millions of adolescents involved in organized sports and physical activity.

Training youth athletes is primed for fitness professionals to establish businesses or add to existing training/revenue programs.

## New Opportunities

There is an increased demand for personal trainers specializing in youth training. Many parents will pay trainers to work with their children. Traditional sports are still popular, but there is growing opportunity within more non-traditional sports. Look "outside the box" to train athletes for snowboarding, BMX bike racing, mountain biking, skate boarding, and aerial and mogul skiing. Many youth sport teams and athletes need strength and conditioning coaches.

## Knowledge Base

Understanding pediatric exercise science is essential for training youth. Trainers need to understand: psychosocial uniqueness, exercise methodology, exercise error detection, exercise application to the sport, and making training fun. Lloyd, et al. (2013), indicate that youth strength training must be suitable for the athlete's maturity, biomechanical competency, and "training age".

## Strength Training

The National Academy of Sports Medicine indicates young athletes who strength train can improve psychosocial well-being and gross motor skills, increase muscle mass, and reduce body fat. Strength training increases bone mineral density, decreasing the risk of

developing osteoporosis when athletes get older. The short, high-intensity effort of strength training is ideal for overweight children, who generally do not like medium intensity continuous training. Strength training may also indirectly reduce the risk or severity of sports-related injuries.

There are many misconceptions about the injury risk of strength training for youth. Safe strength training does not stunt growth, damage bones and growth plates, and is not detrimental to health or sports performance.

Another misconception is that strength training doesn't help young athletes because they don't have enough testosterone to increase muscle hypertrophy. This is contradicted by Faigenbaum et al. (2002), who found that boys and girls ages 7-12 who strength trained one or two times per week significantly improved their chest press and leg press (compared with age-matched controls). Children gain strength through improved motor neuron recruitment, not muscle hypertrophy.

## The Fun Factor

Most youth do not like continuous endurance exercise. Baquet, et al. (2010), indicate children like various forms of interval training. Interval

# "Children gain strength through improved motor neuron recruitment, not muscle hypertrophy."



*Mike is a fitness educator, hockey skating coach, and writer. He holds a doctorate degree in exercise science and is the strength & conditioning coach for the USA Men's Deaflympic ice hockey team. Mike is the author of 32 DVD's on fitness, high performance hockey skating, safe lifting, and back injury prevention.*

# "Traditional sports are still popular, but there is growing opportunity within more non-traditional sports".

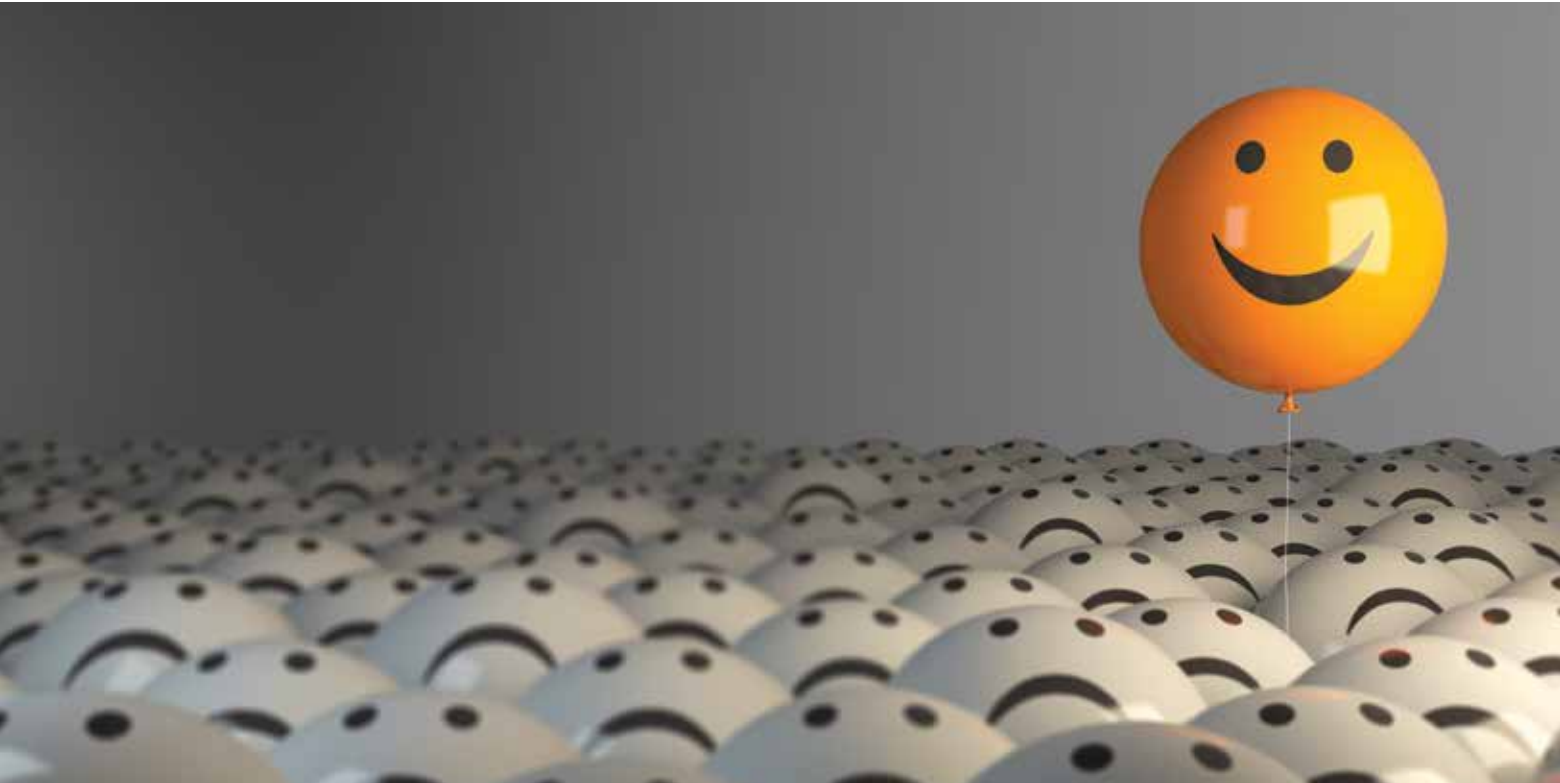
training is sport specific because of the anaerobic nature or "fast/slow" component. When training youth athletes, the focus should be on tag, running, skipping, hopping, galloping, side-stepping, and relay races. An example of this is fitness relays, where athletes sprint 15-20-metres, perform an exercise for 10-30 seconds, and sprint back, rest and repeat.

## Instructing Youth

Proper supervision and giving age-specific instruction, feedback, and safe training protocols are important. Children should never use strength training equipment without supervision from a qualified fitness professional.

Train the upper and lower body, and the core muscles. Circuit training, where the athletes perform exercises for 20-40 seconds in a routine of 5-10 exercises, can be successful. Resistance can come from free weights and machines. Using rubber tubing, medicine balls, ropes, sandbags, and body weight can make training fun and less intimidating. Non-traditional resistance equipment is also much easier to transport and less expensive.

# WHAT DO YOU WANT?



**POWERFUL AND LASTING CHANGE STARTS WITH AWARENESS, FOLLOWED BY CHOICE, ACTION, AND PRACTICE.**

By Mia Jerritt

## **Change is optional, and so is success.**

They both result from awareness and choice. The choice to move towards discomfort, which is a practice, rather than staying rooted in comfort, which can be a trap. Choice requires us to acknowledge our feelings, doubts, fears, limitations,

and discomforts and then do the most unnatural thing and move into and through that discomfort. Moving out into the realm of the scary unknown is where the whole world of possibility, potential, and adventure lives. It is where that other career is waiting; or the love of your life lives; or that dream of sailing around the world is waiting.

Choice is action-focused and requires on-going practice within the realm of



awareness and accountability. The art of practicing in the presence of fear challenges people to stretch, grow, adapt, and change, whereas practicing within our safety zone is akin to driving a car without leaving the driveway. This action-focused process also helps us to normalize our predictable obstacles, such as procrastination, uncertainty, and guilt. You cannot conquer anything you do not acknowledge exists, including the possibility of failure, fear, and the unknown. These are all speedbumps we put in our own way of creating what it is we want. Recycling the past creates the same future. For lasting change to occur, breaking out of old patterns, habits and normalizing our speedbumps is important. Speedbumps that are huge are difficult to get over but speedbumps that are small can be stepped over or gone around. This concept of removing or minimizing what is in our way starts with shifting the context, in order to view obstacles as challenges, rather than problems. Problems are often perceived as something that is broken and, therefore, requires fixing. It is often rooted in fear and is limited in its outcome. Challenges, on the other hand, are perceived as obstacles which require creativity and ingenuity. Challenges are curious and exciting, and the possibilities are endless. When we shift from problem context into challenge context our options for change are limitless. Take the idea of possibly losing your job next month. Shift from problem mode into possibility mode and you go from fear and dread, to curiosity and excitement. The only challenge left is how to manage that change.

The concept of successfully managing change begins with separating facts from perceptions and interpretations, and then observing the thoughts surrounding those facts. This allows us to create actions and practices based on reality and not a story we have created from our interpretations. From this place, we are equipped to manage the different phases of change and change does not manage us.

If this article has you curious about how you view and manage change, consider the following three questions:

1. What are the five most common obstacles you put in your own way?
2. How can you normalize those obstacles?
3. What three areas of life have you become too comfortable in?

Once you have identified the obstacles and how to normalize them, you have a choice around what you are going to do next. For example, procrastination is a common obstacle and getting rid of cable TV for a month might be a neutralizer. What could you do with all the time that would have been filled watching television? Without awareness, there can be no choice. Next, look at the obstacles you have identified and notice how they show up in the areas of your life you have become too comfortable in and ask yourself, 'what do I want this to look like three months from now?'

Powerful and lasting change occurs when we declare our future without any evidence that it actually can happen. This requires awareness, normalizing fears, focused-action, practice, and motivation from within. Change begins with the person who wants the change, not from external motivation, which is temporary. From this place, you are free to paint the blank canvas in any way you choose.

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**“Moving out into the realm of the scary unknown is where the whole world of possibility, potential, and adventure lives.”**

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*Mia is a 30-year veteran of the fitness industry and an accredited Life Coach through Accomplishment Coaching.*

*Visit her website at [integratedlifestrategies.ca](http://integratedlifestrategies.ca)*



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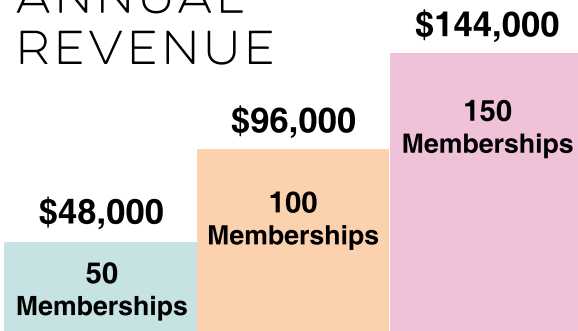
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# 'GRAYWASHING' TAKES BILLIONS A YEAR FROM OLDER CONSUMERS

By Colin Milner, CEO, International Council on Active Aging

People of all ages want to look and feel their best. At a time when many older North Americans resolve to improve their health, let's urge consumers to beware of false promises and products with little health benefit. Unfortunately, as people over 50 pursue this goal, many succumb to what I call graywashing – claims that chip away at older adults' nest eggs, with dubious promises of renewed youth and health.

As fitness professionals, we know there is no shortcut to health. Yet people spend billions of dollars a year on products that claim there is. Many products also say they will turn back time. But research shows these claims to be unsubstantiated.

A statement by the National Institute on Aging (NIA), a component of the US National Institutes of Health, states: "Despite claims about pills or treatments that lead to endless youth, no treatment

has been proven to slow or reverse the aging process." Be aware, as health fraud scams are abundant.

According to NIA, common health scams include:

- Dietary/weight loss supplements: Americans spend a small fortune on potions claiming to help shed pounds, many sold over the counter. Some supplements contain hidden illegal drugs and other chemicals that could cause serious harm.
- Arthritis remedies: Magnets, copper bracelets, chemicals, special diets, and electronic devices are expensive, potentially harmful, and unlikely to help.

Health scams often target common, chronic or incurable medical issues in an attempt to trick people who are desperate for any remedy they can find. Buzz words to beware of include: "quick fix," "secret ingredient" or "scientific

breakthrough."

Advise clients and participants to not be swayed by personal testimonials featuring "real people" or "doctors", played by actors claiming amazing results. Testimonials are no substitute for real scientific proof, and can tip you off to a scam. In general, never purchase or start taking a medical treatment without first talking to a healthcare professional, particularly if you already take other prescribed drugs.

Weight loss, sexual enhancement, and bodybuilding "supplements" are especially suspect. Some vitamins may help, but some supplements can harm people taking certain medicines or with some medical conditions. In particular, avoid those supplements claiming to shrink tumors, solve impotence or cure Alzheimer's.

The solution is to be knowledgeable





# PRODUCT CLAIMS THAT RENEW YOUTH AND HEALTH ARE ABUNDANT AND SHOULD BE APPROACHED WITH CAUTION AND COMMON SENSE

## Health scams often target common, chronic or incurable medical issues in an attempt to trick people who are desperate for any remedy they can find.

about the products you recommend, sell or buy. Among the things NIA recommends, is to question what you see or hear in ads or online; ask your doctor, nurse, pharmacist or other healthcare provider about products you're thinking of buying; and avoid products that:

- Promise a quick or painless cure
- Claim the product is made from a special, secret or ancient formula
- Come only by mail or from one company
- Use statements or unproven case histories from so-called satisfied patients
- Claim to be a cure for a wide range of ailments
- Claim to cure a disease (such as arthritis or Alzheimer's disease) that medical science has yet to cure
- Require advance payment and claim a limited supply of product

Science may be getting closer to a Fountain of Youth, but we're not there yet. Encourage individuals you work with to be wise and use their common sense. If something seems too good to be true, it almost certainly is.

The pillars of healthy aging are simple. They include a sensible diet, regular exercise, good sleep habits, meaningful relationships, and engagement in life.



*Colin is the CEO of the International Council on Active Aging®. Connect with him on Twitter, Facebook and LinkedIn.*



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# AN ADULT TIME-OUT

By Trish Tonaj



## USING OUR BREATH TO REGULATE OUR EMOTIONAL SELF

Breathing is a fundamental part of life and we do it spontaneously. We never concern ourselves with whether or not we are doing it correctly, and we by no means need instruction.

### OR DO WE?

I'm sure you have noticed how we automatically, and without hesitation, change our breathing pattern when we are excited, worried, stressed, or during physical exercise. We automatically listen to our bodies and spontaneously regulate our breath.

If we think about it, our breathing pattern changes significantly depending on the situation. If we are aware of the physical change, we may use this information as an effective tool to regulate our emotional self.

Let's take exercise as an example. During physical activity we notice a change in our breathing pattern; the higher the intensity, the quicker our breath. If we become tired, it too may become laboured. At times, we may find ourselves in a stressful situation, looking for a practical tool to restore a sense of calm.

There are many studies on controlling our breath to reduce stress. Yoga, tai chi, and meditation are a few of the activities that provide instruction on the "how to" of incorporating breathing exercises into everyday life. I'm sure that you can think of many times throughout the day where a deep breathe may be useful. It provides us with a mini break and an opportunity to refocus our energy. Here is a technique that you may wish to consider the next time you find yourself in need of taking a 'time-out';

#### Step #1

Take a minute to register your surroundings, sit down, or remove yourself from the physical space

#### Step #2

Take a deep breath, from the belly – inhale through the nose filling your lungs with air and then slowly exhale through the mouth. Establish a moderate steady pace that feels comfortable.

#### Step #3

Repeat step 2 until you begin to feel relaxed and you start to feel a sense of calm.

#### Step #4

Just linger in the moment, close your eyes for a second or two and enjoy the experience

#### Step #5

SMILE, and return to normal activity

This is an effective and practical tool that we can use for ourselves or with our clients or participants. Imagine your client or class member(s) coming to you after a day of work, their rushing and most likely focusing on everything other than where they really need to be right now. Giving them the time to take a few deep breaths can set them up for a much more successful workout!

So, the next time you feel the need to restore balance, remember to give yourself and your clients permission to enjoy an adult 'time-out' to breathe, de-stress, and relax.



*Trish is an author, coach and speaker, sharing stories on mentorship while creating a culture of wealth and wellbeing. She is the author of **Breaking Barriers:***

*10 Entrepreneurial Women Share Their Stories and A Diary of Change 12 Personal Tools. Connect with Trish at [phaze2wellness.com](http://phaze2wellness.com).*



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