

## **Conference Workshops**

### **The Rehab Spectrum**

Health club organizations have a unique opportunity to provide rehab clients with the specialized training required. More and more, personal trainers are bridging the gap between the medical and the fitness communities. In this session, Stephen will touch on a variety of conditions that may come in your door: cardiac rehab, oncology, diabetes, and women's health issues. You'll learn how to evaluate their needs and understand their special health concerns. With the right kind of marketing and programming, you will be able to make these programs profitable and popular. (lecture)

### **Heart Rate Monitoring For Dummies**

Heart rate measurements provide proof that the exercise program is making your client more fit. So what do you need to know to use this tool to its fullest? This lecture will cover the guidelines for the development of a successful heart rate training program. How can a club or an individual trainer generate revenue from the implementation of a heart rate monitoring program? What kind of training do you need to work with this fast-changing technology? Prices have come down dramatically in recent years. If you haven't looked at heart rate monitors for a while, it's time to strap one on and take a test drive. (lecture)

### **Heart Smarts: Program Design And Implementation of a Health Heart Program**

Fitness facilities, rehab centers and wellness clinics all have a role in leading their communities towards healthier hearts. Stephen will discuss how to conduct a market analysis to determine where the needs are in your community. This information is crucial to understanding the right program design, staffing requirements and how to roll out your program smoothly and effectively. By networking effectively with the medical community, your program will be at full capacity. Don't learn the hard way – learn Stephen's steps to success and be Heart Smart! (lecture)

### **Designing & Implementing A Successful Cardiac Rehab Program**

Working with cardiac rehab patients is rewarding, but it presents unique challenges in the fitness club setting. Risk assessment and review of the legal implications must be considered before embarking on any kind of cardiac rehab program. Learn how to identify the team members for successful cardiac rehab programming, understand the marketing and financial considerations, and discover some great programming ideas to keep your clients motivated and safe. (lecture)

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## **Club Based Physical Therapy: Structuring Optimal Relationships**

What can fitness clubs do to bridge the gap between physician care and no care? For rehab patients, club-based physical therapy programming may be the answer. Physiotherapist Stephen Black has been instrumental in developing rehab programs within the clubs he has owned, and he will guide you towards setting up a successful rehab program in your facility. From marketing, financing, programming and referrals, you'll learn how to connect with the right people to run your program, as well as the right people in the medical community to continually feed your program. (lecture)

## **Strength Training For Sports Specific Participation**

Do you keep hearing the term "sports specific" as a new buzz word in the industry today? What is sports specific training and why is it important? This lecture will discuss appropriate program development to meet the needs of your clients, whether they are high performance athletes or weekend warriors. By understanding the guidelines for facility and environmental needs, you'll be able to create programming that is performance oriented. We'll wrap it up with marketing and financial considerations to ensure the success of your sports specific program. (lecture)

## **Internet Opportunities for the Personal Trainer**

The Internet opens up a world of possibilities for Personal Trainers, both for your personal education, as well as for getting, keeping and motivating clients. This lecture will take a look at some of the most useful Web sites for Personal Trainers, discuss the steps to setting up your own Web site, and review the emerging opportunities for lifestyle coaching via e-mail. Staying on the cutting edge means getting wired. (lecture)

## **Equipment Cross-Utilization**

Special populations and rehab clients have a whole set of unique needs when it comes to weight and cross training. There are certain modifications that clubs can make to their existing equipment circuits to meet these special needs. In this lecture, Stephen will identify the appropriate equipment for use with rehab and fitness clients. You'll learn how to evaluate clients for their special needs and provide the best program with the equipment and facilities available. This session will be very useful for personal trainers, physiotherapists, club managers and program directors who are looking to use their facilities to their maximum potential. (lecture)

## **Group Cycling for Special Populations**

Most people learn how to ride a bike as youngsters, but it takes a great cycling instructor who can create a safe and inviting environment for adult riders of all ages and abilities. Program design for special populations takes a bit more research, but results in classes that are challenging, motivating and achievable! Safety is the first priority, and we'll do a review of variations on typical set-ups and some of the new bikes that can be used for special populations. Stephen will also discuss the marketing and promotion of this unique program so you can connect with participants who may have never considered getting on the bike. (lecture)

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## **Circuit Training For The New Millennium**

Circuit training offers unlimited variety and flexibility to your programs. In this workshop, we'll discuss the theory behind a successful circuit training program. We will also review the importance of heart rate monitoring in circuit training. Then we'll get active and try some techniques and sequencing drills to give you plenty of programming ideas. Whether you are applying this to one-on-one or small groups, circuit training allows you to keep your programs fresh and interesting. (active)

## **Developing A Successful Community Outreach Program**

What percentage of your community do you think you are connecting with on a weekly, monthly and yearly basis? Would your membership increase if you could expose your facility to the community at large? Developing a successful community outreach program requires a solid plan, and an ability to market your program to the medical community. By bridging the gap between health care and fitness clubs, you'll see increased profitability through your community outreach program. (lecture)

## **Get The "F.A.C.T.S."®**

It's time to get the F.A.C.T.S. about "Functional Aerobic Training Systems". Learn the mind-body connection of this unique system that utilizes functional training and heart rate technology for optimal individualized results. By developing programming balance from the physical, mental and emotional perspective, your clients will achieve their goals in training and athletic performance. Discover how to implement these techniques in your facility or practice. (lecture)

## **Designing Triathlon Training Programs**

Athletes who compete in triathlon, duathlon, biathlon and other multisport activities have varied skills that must be developed. This lecture addresses multisport programs and how they fit in the club environment. You'll learn the guidelines for appropriate program development, and understand how to assess facility and environmental needs. (lecture)

## **Fitness Guidelines for Kids**

As our nation faces a continuing obesity epidemic in our children, fitness professionals have a duty to learn more about how to work with the unique fitness guidelines for children. In this research based lecture, Stephen will review the guidelines for children aged 8-16 and the considerations for improved cardiovascular and musculoskeletal fitness. You will also gain knowledge of proper nutrition for active kids during this time of physical development. Give kids a foundation for lifelong fitness by understanding the physiological facts. (lecture)

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## **The Facts on Fitness For Seniors**

We all know that seniors and baby boomers are the fastest growing segment in the fitness industry today. And more and more seniors are walking into fitness clubs. What do you need to know about working with this group? In this research based lecture, Stephen will review the guidelines for adults aged 50+ and the considerations for improved cardiovascular and musculoskeletal fitness. You will also gain knowledge of proper nutrition for active aging. By combining sound knowledge with your motivation talent, your clients will feel younger and live longer. (lecture)

## **Exercise & Aging: Survival of the Fittest**

The western world is in a health-care crisis. As health and fitness professionals, our role has never been as important in leading our clients towards healthy aging. Let's separate the facts from the myths when it comes to ergogenic aids. In this lecture, Stephen will identify the relationship of exercise and nutrition to the "female triad" of osteoporosis, amenorrhea and eating disorders. By applying sound research to exercise, aging and nutrition, you will help your clients add years to their life, and life to their years. (lecture)

## **Cycling Injury Prevention**

About seven or eight years ago, we jumped on our bikes and started riding! The launch of group cycling created a whole new exciting fitness activity, but it also has led to some injury concerns. In this lecture, Stephen will take a look at some of the most common injuries experienced by your avid cycling enthusiasts, and how you as the instructor can guide them in bike set-up, riding technique and stretching routines that will prevent soreness and keep them riding for years to come. (lecture)

## **Kids At Heart – Ages 8-14**

Most kids love to ride their bikes, and now you can harness that enthusiasm in a group cycling class for kids. Stephen will address proper technique for bike set up, safety and intensity guidelines. By being aware of the cardiovascular guidelines for this age group, you'll be able to create programs that are fun, challenging yet manageable for this age group. (lecture)

## **Risk Assessment for Fitness Clubs**

As a club manager or facility supervisor, you've heard the horror stories about member accidents: heart attack on the treadmill, seizure in the swimming pool, slip and fall in the locker room. Hopefully it hasn't happened at your club. Stephen will walk you step by step through the average fitness club, point out some common risk factors that are easily avoided, and give you a plan for applying this knowledge to your own club. You'll leave with the tools to develop an emergency plan for your staff, and a checklist of credentials that every person working in your facility must have. Beyond keeping your members and staff safe, you also need to ensure that your club is protected from a liability point of view. It takes a bit of time, but can be a lifesaver in the end. (lecture)

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## **Strength Training for Women**

More and more women of all ages are turning to strength training as part of their regular fitness routines. This research based lecture will review guidelines for strength training for several groups of women: deconditioned, pre/post natal, 50+, and those looking to improve athletic performance. Apply this knowledge to your client programming and see the results. (lecture)

## **Lifestyle Coaching Lectures**

Lifestyle Coaching is a new dimension of client relations that more and more personal trainers are turning to. By focusing on total wellness, and not just physical health, our clients are able to achieve happiness and health in all areas of their lives. Stephen A. Black is a pioneer in the field of Lifestyle Coaching, and has recently launched a Web site: [clubcoach.net](http://clubcoach.net)

## **Lifestyle Coaching for Personal Trainers**

Lifestyle coaching is an effective method of meeting your members' needs and enriching your facility's offerings. Unlike sports coaching, lifestyle coaching is not based on competition or a win-lose scenario. Lifestyle coaching is a win-win for all involved. It took many years for the mainstream population to embrace the idea of personal training, but many clients still have challenges with organizing their wellness goals. This lecture will introduce you to this rapidly emerging opportunity for personal trainers, club management and other health counselors. (lecture)

## **The Language Of Lifestyle Coaching**

Lifestyle coaching enables clients to take responsibility for their actions while they are in the club, as well as in their activities of daily living. Engaging your client in proactive thinking requires you to develop a new set of skills in conversation and counseling. Typically it takes the form of asking questions in the positive. A phrase you can use is, "If I treat you, I help you today; if I teach you, I help you for a lifetime." Stephen will take a look at the subtle nuances in lifestyle coaching and help you develop your own manner of setting goals, reviewing accomplishments and encouraging excellence in your clients. (lecture)

## **Marketing Lifestyle Coaching for Fitness Clients**

Lifestyle coaching presents a whole new opportunity for experienced personal trainers who are looking to diversify their skills. As a relatively new profession, it requires the right kind of marketing so clients understand what you are able to provide to them. Stephen will discuss several marketing strategies for this emerging profession, and will also touch on some business practices for setting up your lifestyle coaching consultancy. (lecture)

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