

8:30 am – 9:30 am >>>

Cardiovascular Training Recipes for your Clients (lecture)

Douglas Brooks, MSc

How effective and well-planned are your clients' cardiovascular workouts? Many trainers do an excellent job with reps, sets and loads, but do you regularly "change-up" your cardio workouts. In this presentation you will learn how to maximize caloric expenditure with interval training, plan in recovery workouts and optimize the use of heart rate training in conjunction with rating of perceived exertion (RPE). You will identify what specific types of training give you in relation to accomplishing training goals, or don't give you! Finally, you'll leave with several training protocols you can use with your clients and you'll know how to *completely* train the cardio-respiratory system.

Partner Yoga (workshop)

Celeste Dupuis, BPE, CPTN-CPT

Partner Yoga is the practice of Hatha Yoga (physical postures) done with another person. In partner yoga, one person stretches and lengthens in a pose while his/her partner uses his/her body to assist the stretch. Yet, both people experience a stretch, often by finding balance in the union of their bodies. This workshop is for beginners through to advanced yoga participants and can be an introduction for non-yogis. Each person will learn and practice poses to lengthen the spine to new degrees by the use of levers in the body and by balancing and supporting each other's body weight.

Life is a Marathon (workshop)

Dixie Douville

Life is a marathon. Explore the marathon training experience as a metaphor for life. Through physical, emotional and spiritual challenges, our life is a continuum in which we experience highs and lows. By raising awareness to your own struggles and successes, you can inspire your clients to set goals, accept setbacks and grow through the athletic experience. Participate in a ride that brings the Boston Marathon to Toronto. Experience the tradition, emotional intensity and thrill of running the most prestigious marathon in the context of a Spinning® session. **SPONSORED BY MAD DOGG ATHLETICS. EQUIPMENT: NATIONAL FITNESS PRODUCTS**

10:00 am – 11:30 am >>>

RESISTIVE TRAINING CONTROVERSY: To do or not to do!?

(keynote)

Douglas Brooks, MSc

Controversy, or at least spirited discussion and differing opinions abound with regard to resistance training exercise technique.

Some convictions are factual and backed by science. Others represent a viewpoint that comes from nothing more than observation, or years of "experience" doing something incorrectly, or less than optimal. In reality, biased opinion that is based only on "experience" and "observation" often perpetuate myth-conceptions and adds to the volumes of inaccurate gym folklore that just seems like it won't go away. You will learn to differentiate between the terms high-risk, relative-risk and contraindicated. Leave with a solid, science backed foundation, from which to base how you and your clients will perform strength exercises.

12:00 noon – 1:30 pm >>>

Better Movement Better Sport Performance (lecture)

Sheldon Persad, BPE, CSCS, CPTN-CPT

During this session we will discuss how to improve your client's performance while playing field and court sports (i.e. soccer, tennis, basketball, rugby, volleyball, field hockey, etc) by simply improving how they move and run. We will discuss error detection and drills to improve each error. Furthermore, we will also discuss interval training sessions and how to incorporate them into a training schedule at different points of the season while balancing on the field/court practice sessions.

Urban Rebounding Basics

(workshop)

Shelly McDonald

Join in the fun with this eclectic series of low movements, sports specific activities and plyometric exercises on a unique piece of equipment – the Urban Rebounder. Challenge your cardiovascular system and your balance to see whether you've got what it takes to bounce with the best. **SPONSORED BY FITNESS SOURCE.**

FLOW and the Spinning Program (workshop)

Lucinda Christian, BPE

We have all experienced the sensation of flow at some point in our lives, be it in the playing field, in the gym or at work. It's more than just an intense state of focus. "Flow is a harmonious experience where the mind and body are working together effortlessly, leaving the person feeling that something special has just occurred," says FLOW "expert" Mihaly Csikszentmihalyi. This workshop will review the nine fundamentals of flow, discuss how to apply them in the Spinning environment and then have you experience three of the nine fundamentals in a class setting. **SPONSORED BY MAD DOGG ATHLETICS. EQUIPMENT: NATIONAL FITNESS PRODUCTS**

1:45 pm – 3:15 pm >>>

Living Your Dream (lecture)

Barry Shepley

This session will focus on achieving a dream. Goal setting methods will be discussed and Barry will share details of personal obstacles that he faced while trying to achieve the goal of becoming Canada's first Olympic triathlon coach in history. Barry will also share strategies that have helped him and other Olympians over the years. Learn who has inspired and challenged him to become one of the world's foremost experts on cross training. You will leave this session energized, rejuvenated and with a more clear plan to help you achieve your personal best.

Body Bar Strength and Conditioning (workshop)

Shelly McDonald

This interactive workshop designed for the fitness professional who wants to become an expert on the elements of form and foundations of traditional strength, conditioning and weight training. Move beyond the basics and learn innovative exercise options using the Body Bar. **SPONSORED BY FITNESS SOURCE.**

Running and the Spinning® Program (workshop)

Dixie Douville

The benefits of cycling to runners as a cross training tool is well recognized. Learn the techniques to enhance your client's strength, speed and cardiovascular conditioning through SPINNING while reducing impact, promoting muscular balance and reducing injury potential. **SPONSORED BY MAD DOGG ATHLETICS. EQUIPMENT: NATIONAL FITNESS PRODUCTS**

3:30 pm – 5:00 pm >>>

We All Fall Down: Balance Training for Older Adults

(lecture)

Douglas Brooks, MSc

Loss of balance and mobility in the elderly population is a devastating public health problem. Learn how to create a program for your older participants that will help them to become fall proof by improving strength, balance, flexibility and gait patterns. Falls occur because of many contributing risk factors. Develop a balance, mobility and strength program that considers safety issues, medical and medication concerns, assessment of a participant's condition, as well as creating exercise progression that is based on current motor learning principles and realities of working with an elderly population.

Home and Gym Training Excerpts – featuring the Reebok Core Boards (workshop)

Libby Norris, BA and Ruth Vesterback, MA

This is personal training squared – the circuits, not your trainers! We will be covering 5 circuits of 5 integrated strength exercises for functional, complete workouts. Review applications for strength training, sports-specific conditioning, and circuit training as well as for one-on-one flexibility. Using a variety of tools and training principles, we will be demonstrating just how versatile, creative, dynamic yet practical Core Boards are for personal training clients – from beginner to advanced training. **SPONSORED BY NATIONAL FITNESS PRODUCTS.**

Take Your Fitness to Court (workshop)

Paul Aspinall, BPE, CPTN-CPT

This session looks at incorporating racquet skills such as footwork and hand eye coordination with fundamental fitness training. Discover how to add a new dimension to your Personal Training sessions and develop cutting edge circuit/interval training. Participants will leave with a new programming style that can be used for a beginner, intermediate, and advanced client. No racquet skills required.

5:15 pm – 6:15 pm >>>

Speakers Q & A (Open Forum)

All speakers and delegates are invited to this open forum to discuss issues and trends pertinent to the fitness industry. Delegates, bring your questions and enjoy some time to meet your favourite speakers. Speakers will share their expertise and candor in this networking opportunity for all.

Sunset Stretch (workshop)

Martin Phillips, BSc.

Enjoy a guided stretch and relaxation journey to bring a wonderful closure to the first day of the conference. Learn new stretches and verbal cues to share this mind-body journey of stretch and relaxation with your clients. Enjoy the journey. Enjoy the moment.

One Movement: Jumps (workshop)

Lucinda Christian, BPE

Take a leap of faith and engage in a 40-minute ride that focuses on one movement: Jumps. Endure this one movement class and focus in on the specific muscles recruited for jumping. Form, technique break down and contraindications for jumps will be reviewed along with an explanation as to why jumps are a necessary part of the Spinning program. **SPONSORED BY MAD DOGG ATHLETICS. EQUIPMENT: NATIONAL FITNESS PRODUCTS**

Conference

SUNDAY, MAY 30TH, 2004

8:30 am - 10:00 am >>>

WORKING WITH MINIMAL STRENGTH EQUIPMENT: Max Out With The Minimum!

(lecture)

Douglas Brooks, MSc

Personal training with minimal equipment can be a challenge! In this workshop you will learn to (1) create balanced, varied and effective workouts with minimal equipment, (2) identify equipment that can serve more than one function, and (3) utilize equipment that is portable. You will also learn how to replicate traditional exercises that are commonly performed on sophisticated and expensive machines. In this workshop you'll find simple solutions to strength training with minimal equipment and realize that training with minimum equipment available does not have to be a compromise.

ExCEL: Extreme Conditioning for Extreme Lifestyles! (workshop)

Jeff Boris, BPHE, CPTN-CPT

Living an extreme lifestyle requires extreme fitness, but what defines an extreme lifestyle? Participation in extreme sports is the most obvious. However, those facing a strict deadline to get in peak shape, as well as many living today's stressful, fast-paced lifestyles also qualify. At the other extreme, we must not forget the frail elderly, where activities of daily living require near-maximal or extreme effort. Sharing his experience on a reality documentary transforming a group into peak shape within only 6 weeks Jeff leads an interactive session on highly effective exercise, program design, and accelerated recovery techniques for extreme lifestyles. Dare to be extreme! Dare to be excellent!

In the Zone - Sports Specific Bound (workshop)

Shelly McDonald

In the Zone - Sports Specific Bound, will make you feel like an athlete. Try a workout on the Urban Rebounder simulating sports specific training drills with the added challenge of an unstable, yet forgiving surface. The workout will give you conditioning for many of your favourite activities, and balance challenges to enhance your athletic ability. Learn to teach this as a stand-alone session or as a station within a sports conditioning circuit. **SPONSORED BY FITNESS SOURCE.**

10:30 am - 12:00 noon >>>

Is Your Business On Track?

(lecture)

Douglas Brooks, MSc

Effective time management and client care that is centered on service, service and more service are the key markers of a successful personal training business. Learn ten time management tips that work for the busy trainer. Identify the common traps that even successful trainers fall into and which can quickly undermine a business. Look at ten areas every successful business should monitor for quality control. Understand why customer service is the "intangible edge" and how to develop top-notch service. Learn how to encourage, ask for, get and use client feedback to sustain and grow your business. Learn to incorporate six key qualities that are closely tied to business success over the long haul. Is your business in trouble or standing on firm ground and moving forward?

Core Integration: Spirit Coaching and Stability Training (workshop)

Jill Batura, BPHE

Spirit Coaching: Create fitness *within* and get your *inside* into shape. An empowering "inner" workout designed to build spiritual core "muscles." Learn to turn around trigger situations and transform stress into vitality. Stability Training: An innovative blend of dance conditioning, Pilates and Yoga. Movements are smooth and fluid, working through full range of motion. Balance exercises combine modern, jazz and ballet dance. A creative core workout with grace and style.

Body Bar Interval Training (workshop)

Shelly McDonald

Cardio and body sculpting together! This interval training workshop will teach you how to create a class that gives you the excitement and dynamics of a cardio workout plus the power and focus of strength training. Learn to use the Body Bar in a format that will deliver the strength, tone and definition that your clients and students seek. Combine this with the calorie burning, cardiovascular benefits and excitement of your choice of aerobic training using the floor and the step. Understand how to choose exercises, structure the intervals and sequence moves to challenge the body in different ways while creating a workout that is safe and effective for different levels. **SPONSORED BY FITNESS SOURCE.**

12:30 pm - 2:00 pm >>>

On-line Health and Fitness

(lecture)

Michael Carrera, MSc

As the media constantly bombards us with "the latest" diet and exercise trends, people look to credible practitioners for guidance towards achieving optimal health. To meet this demand, many trainers have chosen health and lifestyle coaching as the logical progression in our professional development. This seminar focuses on using the internet to develop the skills required to be a successful health coach. Learn about: on-line exercise program prescription and development, on-line nutrition program prescription and development and on-line attitude and motivation program prescription and development. **SPONSORED BY TRUESTAR HEALTH.**

Rotational Strength and Power (workshop)

Janet Davis, BSc.PT. MCPA

Rotation is an essential movement in sports and functional activities. The objectives of this session are to understand the biomechanics of rotation, assess the internal and external influences of dysfunctional rotation and how it will affect performance and risk of injury. Participants will be given some hands on practical techniques for assessment and exercises to address their client's needs. The workshop will use equipment such as balls, flex bands and free weights to help achieve the client's goals.

Increase Your PT Bottom Line (workshop)

Jay Tabac, BSc

Learn how you can link exercise technique to increase your PT sales. Hands-on contact techniques such as facilitated stretching and manual resistance are valuable tools to help you attract a clientele. Both techniques will also help provide the climate setting for a soft sell approach to encourage clients to become repeat customers. Learn how you can improve your client's experience and increase your bottom line.

2:15 pm - 3:30 pm >>>

Periodization of Strength

(lecture)

Michael Carrera, MSc

Learn about the concept of periodization and application of science into developing specific strength. The periodization of

strength is a systematic progression that matches the body's anatomical and physiological rhythm. Metaphorically speaking, one must first develop the foundation of the house before the other small, intricate components can be fully realized and utilized. This seminar takes a closer look at the phases of training used to build strength: Anatomical Adaptation, Maximum Strength, Conversion Phase and Maintenance Phase parameters. **SPONSORED BY TRUESTAR HEALTH.**

Postural and Flexibility Assessment for Personal Trainers (workshop)

Douglas Brooks, MSc

"Hands-on" fitness assessment techniques are a must for every personal trainer. Assessing postural imbalances and functional range of motion at each joint in the body takes on increasing importance when viewed from a health standpoint. Once you've identified weaknesses or imbalances, learn the corrective measures to improve upon your client's current postural status and body alignment. This workshop moves well beyond the "standard" and questionable usefulness of the traditional sit-and-reach flexibility test. Learn, practice and actually leave this workshop with the practical skills you'll need to improve your client's posture and well-being.

3:45 pm - 4:45 pm >>>

Myofascial Stretching (workshop)

Janet Davis, BScPT, MCPA

Learn a unique technique to stretch the whole muscle including the fascia. The fascia can limit a client's range of motion even though you are doing your best with static and dynamic stretches. Learn some take home stretch exercises to apply on your clients Monday morning. Feel the sensation and feel the positive impact of myofascial stretching.

NIA (workshop)

Jill Batura, BPHE

A fusion of martial arts, ethnic dance, vocal release and new age aerobics. Train your heart, body, mind and spirit as one. Connect to the music, engage your emotions, make sounds and feel the vibration. Initially titled "Neuromuscular Integrative Action," this class has gained popularity around the globe and taken on new meaning. Today NIA is often translated to mean, "Now I am." It is about moving in the moment, feeling fully alive, connecting to the whole and sensing global unity. A powerful, spirited workout.



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Early Bird Deadline:
April 1st, 2004