

canfitpro™

July/August, 2019

The Official Magazine



**SEASONAL
EATING**
WHAT DOES
IT LOOK LIKE
IN CANADA?

**KETTLEBELLS
AND THE
BELOVED
HINGE**

NOT BEING ABLE TO HIP
HINGE MEANS A LACK OF
ENGAGEMENT OF THE
POSTERIOR CHAIN

**A MASTER CLASS
ON THE 85+
POPULATION**

STATISTICS ARE USEFUL,
BUT THEY CAN'T TELL THE
FULL STORY OF THE
'OLDEST OLD'

2019
PHYSICAL
ACTIVITY
GUIDELINES
FOR
PREGNANCY

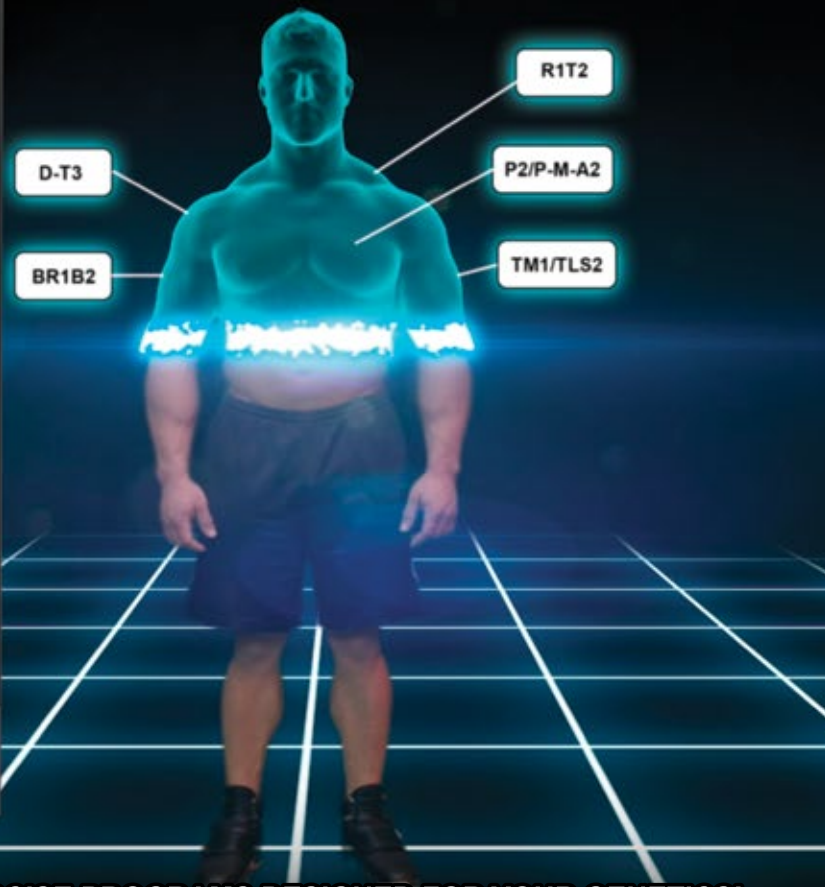
**INTRINSIC
MOTIVATION**
HELP YOUR
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THERE

**REPLICATING
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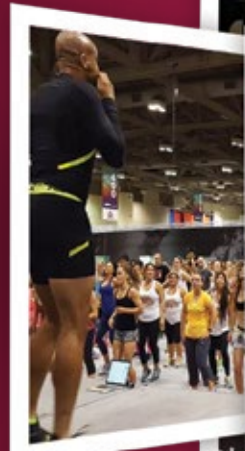
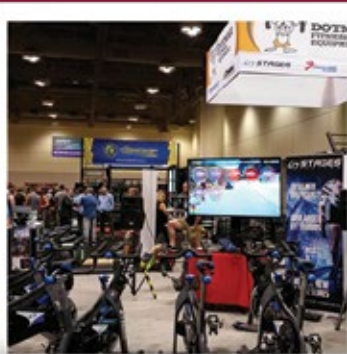
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NOTE FROM THE VP



The summer months are upon us and change is in the air. Life is all about change, as we know, and as I've come to learn very quickly, the fitness industry is continually adapting to the evolving expectations of its participants.

As mentioned in our last magazine issue, one of canfitpro's top priorities in 2019 is to improve our member experience. To that end, I am very excited to announce that we have officially begun our technology project that will allow us to build new, easy to use online experiences for our professional and consumer members, as well as active users of our certifications and continuing education programs. We are currently building new online tools which will make it easier than ever to find information, purchase certification courses and online education, renew your membership, check the status of your CEC's, and more. We are also dramatically improving and modernizing our website, providing more information for members and tools for the fitness industry. We expect these projects to be launched as we kick off 2020, and the result will be a dramatically improved and convenient digital experience for our members!

I am thrilled and honoured to announce that Mo Hagan is joining canfitpro full time as the new Chief Operating Officer, and I'm looking forward to the dynamic skill sets that Mo brings to this position. Mo is a proven leader in all that she has done in the fitness industry and her knowledge, leadership and experience will bring canfitpro to the next level. What started as an extra-curricular project off the side of her desk 25 years ago has become Canada's largest fitness conference today.

We're only few weeks away from our flagship event. The stage is set for **canfitpro 2019 Fitness Convention & Tradeshow** and registrations are at an all time high. The impressive contribution of 350+ education sessions by our partners and sponsors, and the industry's best presenters, makes this no surprise. For those who are already registered, be sure to download the canfitpro 2019 app. It is available in both the Apple and Google app stores. Not able to attend the entire event this year? Need CECs to maintain your certification or desire something new to grow and evolve your career? Then register to attend for one day only or check out the 'intensive' trainings. We also have made Free Tradeshow Passes available. Our tradeshow will be home to more education than ever and new experiential zones will highlight Nutrition, Technology and other growing industry trends. I am beyond excited to host the fitness industry August 14-18 in Toronto! canfitpro2019.com

Kyle Tomlin
Vice President

canfitpro™

July-August, 2019

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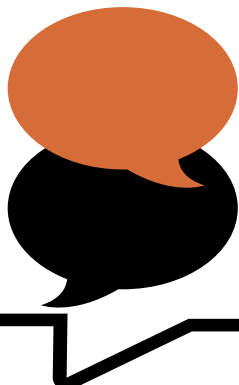
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corehandf.com/canfitpro-freerunner

UPDATE



Live Chat

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MEET OUR STAFF

canfitpro is proud to have so many amazing staff working behind the scenes to bring our members the best experiences in fitness certification and education. We want to introduce them to you!

Meet **Ashley Gray** - Senior PRO TRAINER Administrator



How long have you been with canfitpro?

I have worked for canfitpro for 14 years!

How do you support canfitpro through your daily role?

I am a senior PRO TRAINER administrator in the certification department. I support, train, and coach our PRO TRAINERS in the GTA, Ottawa, Montreal, Nova Scotia, Newfoundland, New Brunswick and Prince Edward Island.

I am also a canfitpro PRO TRAINER teaching CPR & AED and First Aid.

What is your superpower?

I am able to leap over tall buildings and I have x-ray vision... just kidding! Seriously, I am an organizer, a multi-tasker, and I am definitely a people person. My greatest super power is ordering pizza!!!

How do you incorporate fitness into your life?

I enjoy sports and grew up participating in dance competitions. I also played competitive baseball and basketball. This led me to a decision to attend college for Fitness and Lifestyle Management, and to continue working in the fitness industry. I love fitness and trying new workouts... find a new workout and I will try it at least once! I am a Blue Jays fan and was once a Blue Jays dancer and spirit promoter. I continue to play recreational baseball every summer.

What is one fun fact about you?

I enjoy challenging activities such as the CN Tower Stair Climb, Tough Mudder, white water rafting (once was enough) and then coming home to relax with my cats, Earl and Maxwell, and my dog Lucy. If you want to see what I am up to, follow me on Instagram @ashyness.

UPCOMING EVENTS

TORONTO
August 14 – 18

EDMONTON
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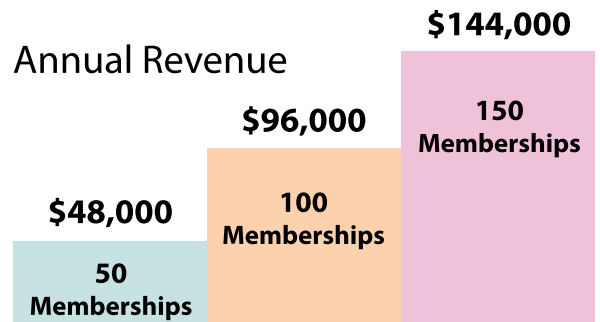
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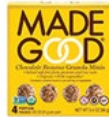



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THE WARM UP

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TOOLBOX



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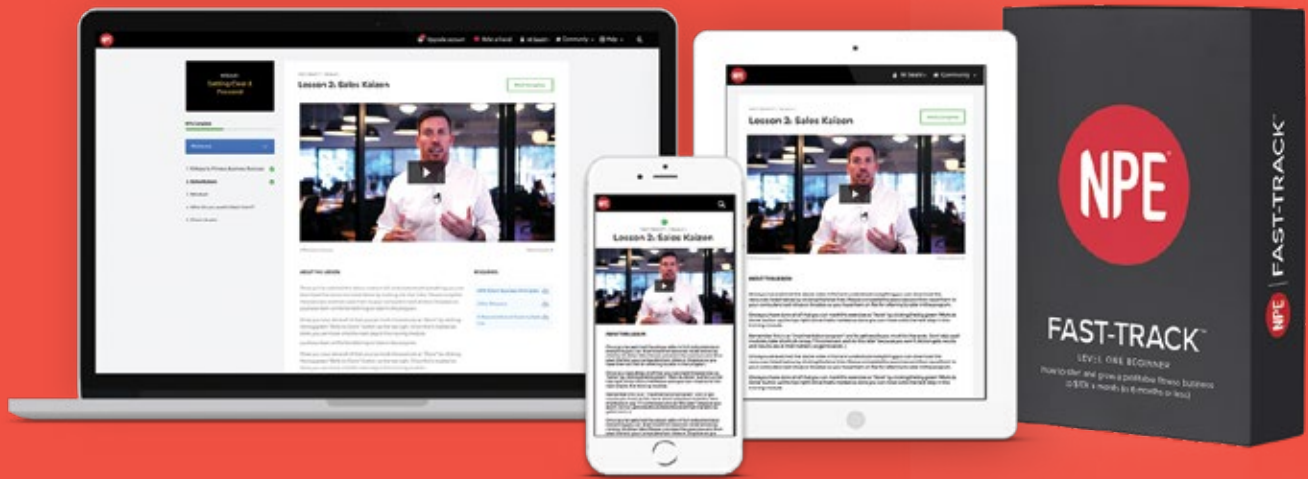


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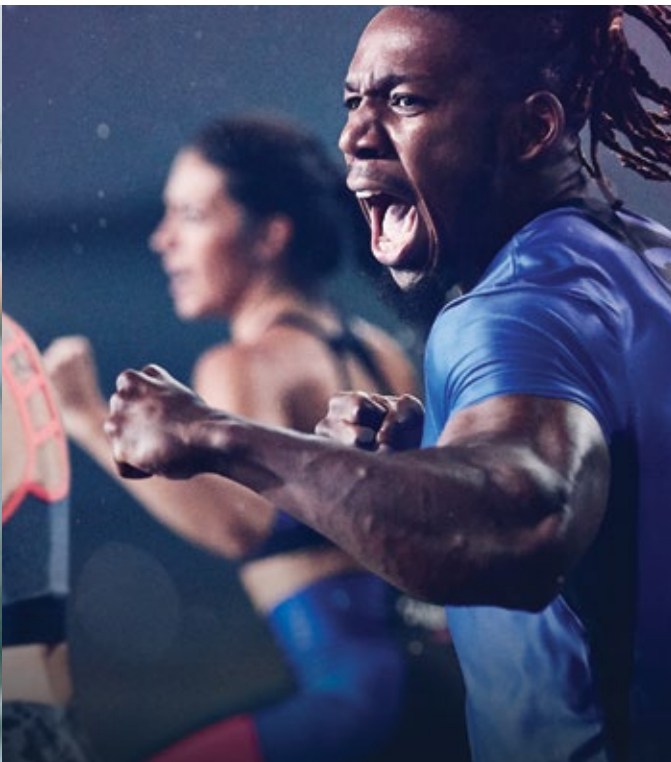


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Beth Shaw - Author, Entrepreneur, Visionary

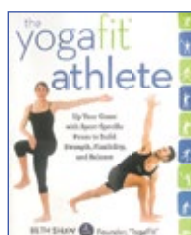
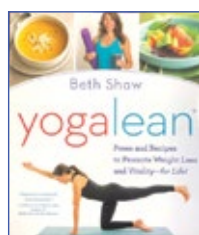
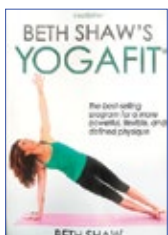
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THE WARM UP

PRO TRAINER

SHOWCASE

Adam Jongsma Scarborough and Burlington
canfitpro Programs Taught: PTS, CPR

Why did you become a PRO TRAINER?

I have always had a passion for optimizing movement and human performance. In the past, I have worked as a clinical Kinesiologist, strength and conditioning coach, and personal trainer, and I loved the satisfaction that brought. But, when

the opportunity to teach aspiring personal trainers as a PTS PRO TRAINER presented itself, I truly found my purpose. I now have an avenue to empower these aspiring personal trainers and help them influence the lives of thousands of clients with the right foundation of knowledge and the right mindset.

What have you learned as a PRO TRAINER?

Since becoming a PTS PRO TRAINER, I have learned a great deal about the importance of creating a personal brand. Much of our business comes in the form of direct referrals and word of mouth from past participants. This is a direct result of the tools and instruction provided to ensure each participant has the opportunity to be successful. With each inquiry, each club we reach out too, and each participant we work with, we make sure to represent our personal brand and the canfitpro brand with pride.

What's your favourite section of the Personal Trainer Specialist course and why?

Watching aspiring personal trainers work one-on-one with other course participants in a mock session on day three is the most rewarding section of the course. It not only provides an opportunity for the trainer to put their knowledge into action, but also receive real time feedback and coaching from the PRO TRAINER. There is always an abundance of 'ah-ha' moments as everything comes together.

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

The fitness industry is in constant need of highly qualified personal trainers with critical thinking skills and a firm training philosophy. I don't just teach the foundations to personal training, but also aim to instill an often-counterintuitive training philosophy with trainers that will allow them to be successful in a highly competitive industry.

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

Looking into the future, I hope to be presenting the canfitpro PTS course across the country, empowering personal trainers to affect change in all major cities across Canada.

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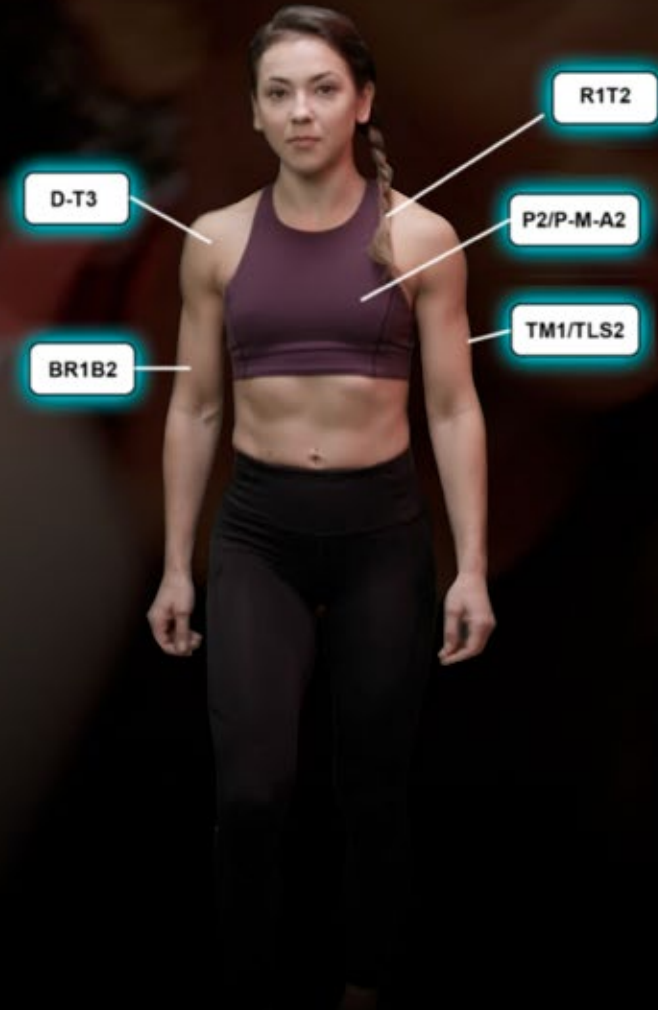
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Spartan is the world's largest obstacle race and endurance brand with more than one million racers participating in 200+ events in 30+ countries annually. The Spartan lifestyle emphasizes transformation through sport, encompassing race events, training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



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



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The ALLMAX Nutrition brand stands for Science, Innovation, Quality and Results. We continue to quietly grow through word-of-mouth recommendation, as satisfied athletes and trainers continue to tell others about their impressive results. This is Team ALLMAX. Membership is exclusive. The dues are desire, dedication and discipline. DEMAND MORE. GET ALLMAX.

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Catherine Chan is the Founder & CEO of FitIn.io, a new fitness platform connecting Canadians with personal trainers/instructors, fitness, exercise or movement classes near them in mere minutes. A mental health advocate, she has dedicated a part of her platform to mental health and wellness classes, promoting movement + mindfulness in order to find profound, sustainable health.

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.

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Giddy Yo is a Canadian company that manufactures, imports, and distributes selectively sourced chocolate and superfoods. We offer four distinct product lines; raw dark chocolate bars, edible body care, CLEAN coffee beans, and superfoods. Our goods are ethically sourced, true fair trade, vegan, organic or wild grown, allergen-free and delicious.

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Land Art

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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.

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For more than 10 years, Yes! Fitness Music remains the most popular music company in North America. With unlimited music subscription services, Apple and Android Apps, custom mixing, downloads, Compact Discs and world class customer service and support, it's no surprise Yes! remains the favorite of canfitpro presenters and influencers.

**INTRINSIC
MOTIVATION:**

HELP YOUR CLIENTS GET THERE

**ADDRESS YOUR CLIENT'S PSYCHOLOGICAL NEEDS TO HELP
THEM INCREASE THEIR ABILITY TO OVERCOME OBSTACLES**

By Leah Staff, BA Psychology, Speech Communication Minor, PTS

AS PROFESSIONALS IN HEALTH AND FITNESS, YOU PUT SIGNIFICANT TIME AND EXPERTISE INTO UNDERSTANDING WHAT YOUR CLIENTS NEED TO DO TO IMPROVE THEIR PHYSICAL HEALTH.

You carefully design their individual program to meet their needs and move them towards their goals. But the most important variable remains: will they adhere to their program? Understanding how people think and what motivates their behaviours can be an invaluable skill as you coach your clients towards optimal wellbeing.

It is common to think that when a client has set their goal that the hurdle of decision making is complete. Now they just have to keep going. But Orbell and Sheeran suggest that establishing the intention of their goal and designing a plan to achieve it, called the motivational stage, is only the first decision. The second decision is the volitional stage of carrying out that plan. The intention and the execution are separate junctions of resolution, which helps to explain why so many people do not achieve their health goals.

So how can you interact with clients to enhance their chances of enacting their plan? Setting an environment so that people feel control is crucial. Self-determination theory tells us that people have three basic psychological needs; competence, relatedness and autonomy. When these needs are met, our sense of acting by choice is maximized and intrinsic motivation is increased. Considering how these needs are either supported or threatened in your clients' exercise or nutritional program can put more momentum behind their desire to embrace new, awkward, and often challenging behaviours.

Competency is a feeling that we can tolerate or master a situation or skill. No one likes to feel stupid or inadequate. It threatens our sense of self and therefore our psychological well-being. This desire to feel capable is experienced on many different levels by different people. Some of us want to be the rockstar; others of us just want to avoid feeling foolish. A gym is a ripe environment for reactions of inadequacy and despair, especially for the deconditioned. New people in a new environment with unknown rules of engagement can test someone the moment they walk through the door. When designing your client's program, think carefully about what you can do to establish their emotion of success, or at

least avoid a feeling of defeat. Schedule their workouts at times when other people of the same conditioning level are more likely to be there, find a quiet place in the gym, and keep exercises simple. Avoid using terms that seem common to you but can underscore their lack of knowledge and make them feel even more vulnerable. It can be useful to include your client in this thought process by simply asking them how they feel when they're in a gym. Share with them that it's pretty normal for people to feel a bit out of place or uncomfortable at first. It can also be appropriate to converse periodically during the workout about an area of their life where you know they are skilled and capable; their job, their family or other interests. This approach helps to remind them that as a whole person they are quite high functioning and that they can tackle this new challenge too.

“PEOPLE ARE LESS LIKELY TO CREATE COMPENSATORY BELIEFS, WHICH WE COMMONLY REFER TO AS JUSTIFICATIONS ... IF THEY ARE FREELY CHOOSING THEIR ACTIONS.”

Open communication has multiple benefits, not the least of which is addressing the next basic need – relatedness. As humans we all enjoy interacting with other people and being accepted. Think about how great it feels the first time the barista remembers your name. So simple! Introduce your client to the front desk people or other members. Also, consider your professional dress code. Yes, your clients are coming to you as the expert but at the same time they need to be able to relate to you on some level. If you're ripped and rocking the pipes that doesn't do much to help those who might not feel physically proud. To the deconditioned it can create a barrier between you. That doesn't mean you need to be their best friend, only think about how you can establish an authentic human connection.

Finally, people need to feel a sense of control. Autonomy, a sense of choice and power over a given situation, is crucial for adherence to positive health behaviour changes. Autonomous motivation is related to goal attainment. People are less likely to create compensatory beliefs, which we commonly refer to as justifications, to do things like skip workouts, or waiver from their nutritional plan, if they are freely

choosing their actions. Subtle changes in language and the wise use of questions can make it clear to your client that the two of you are in it together. Ask yourself if you ever use these types of phrases: *What I want you to do is...* or *I always...* When changing your language, keep the spotlight on your client. Provide them with direction and then recognize their ability as an intelligent adult to make the final decision. Practice communicating along these lines: *Try doing this lateral raise with 8lbs and see what you think. Where do you feel most comfortable? Do the mirrors help you or would you like a different spot?* Where appropriate, give them a choice and ask what they might prefer. You'll find that even a few well-placed questions will have many added benefits. Establishing two-way communication demonstrates that it is safe for them to ask questions and provides more information that allows you to better design workouts they enjoy. Asking them meaningful questions shows them that their input is important, that you care about them and that they have say, which is effectively addressing all three basic needs; competency, relatedness and autonomy. Just as it takes time for your new clients to feel comfortable in the gym, it will take time for you to feel comfortable and competent thinking of ways to address these needs. Be patient with yourself! Write down a few phrases that you hear yourself using repeatedly and analyze them to see if they help or hinder the communication with your client. Then consider a few new phrases or questions you'd like to start using, write them down and practice saying them out loud. This type of cognitive rehearsal will keep the information readily available when you want to use it and enhance your chances of successfully implementing some of these new practices.

Although there is no magic combination to make sure clients stick to the program, thinking about how you address these psychological needs can increase their ability to overcome obstacles. And their success is your success!



Leah Staff is a 25 year veteran in health and fitness, helping people whose well-being ranged from post-rehabilitation to professional athlete.

In the corporate world since 2008, she has run multiple wellness programs with national award-winning success. Leah is an independent organizational consultant who fosters leadership through the power of effective communication.



WELLNESS AND FITNESS: NOT PURELY PHYSICAL FITNESS CONCEPTS

**GET ON THE RIGHT ROAD TO
FINANCIAL WELLNESS**

By Neil T. Craig BA, RPA

TOTAL WELLBEING AND THE IMPACT IT HAS ON PEOPLE'S LIVES IS ONE OF THE HOTTEST TOPICS IN TODAY'S WORKPLACE ENVIRONMENT.

Recent studies are producing hard evidence that there are many contributing factors to a person's overall wellbeing, and this should be an important consideration when you are working with and assessing your clients' overall fitness program.

There are many factors to consider, but the one now coming more clearly into focus is financial stress.

Recent studies show that on average Canadians owe \$1.68 for every dollar of their disposable income. More than 40% of employees report financial worries make them distracted at work, and those struggling with personal finances are 16% less productive.

Additionally, nearly half of distracted employees spend at least three work hours a week managing personal finances. Meanwhile, 60% of respondents in a Conference Board of Canada survey felt they hadn't saved enough for retirement, and one-third weren't sure if they would be able to retire at all.

A financial wellness check-up is just as important as a regular physical check-up, and with some routine planning and the discipline to follow through, stress and physical wellbeing can be greatly enhanced.

Here are some quick and easy tips to get on the right road to financial wellness.

1. Manage your debt, spend less than you earn, make more than the minimum payment on your credit cards, and stay away from high interest pay day loans and retail store credit cards. Take every opportunity to pay down extra on any debt you may have.
2. Create a budget and do your best to stick to it. Be honest with yourself and strive to get to an end result where you actually spend less each month than you take in. There are many great phone apps out there to help you along.
3. Create a rainy day fund. It's important to set aside an amount to take care of

life's emergencies; illness or job losses are just a couple. Plan to put aside enough for three to six months of your expenses.

4. Plan for retirement. No matter how old you are you should start thinking about saving for retirement as soon as possible. Start small and as your income increases, or your debt load decreases, put a little extra aside into a Retirement Savings Plan (RRSP) or a Tax Free Savings Account (TFSA). The earlier you start the more the value of compound returns will work in your favour.
5. Prepare a Will and Powers of Attorney. Make a list of all of your financial holdings and obligations so in the event you pass away unexpectedly your beneficiaries will have a less stressful time administering and closing out your estate. It also gives you the opportunity to make your wishes known with respect to considerations like organ donation and resuscitation instructions.

CREATE A RAINY DAY FUND. IT'S IMPORTANT TO SET ASIDE AN AMOUNT TO TAKE CARE OF LIFE'S EMERGENCIES

Following these simple steps, often with the aid of a mobile app or an outside advisor, can relieve many of the causes of financial stress and result in better physical outcomes for everyone.

If you would like to talk in more detail about financial wellness please, call 1-800-265-5956 ext. 2268.



Neil T. Craig BA, RPA, is Senior Vice President of Pension Consulting for Gallagher in Ontario. Neil has been working in the insurance

industry for over 20 years. He is a graduate of the University of Western Ontario. Contact him at neil_craig@ajg.com or visit ajg.com/solutions/benefits-hr-consulting/retirement-plan-consulting/

“MORE THAN 40% OF EMPLOYEES REPORT FINANCIAL WORRIES MAKE THEM DISTRACTED AT WORK ...”

REPLICATING YOURSELF

WHEN CONSIDERING A BUSINESS GROWTH STRATEGY, MORE IS NOT ALWAYS BETTER!



By Peter Twist

A COMMON QUESTION I RECEIVE FROM TRAINERS AROUND THE WORLD IS WHAT TO DO ONCE THEY ESTABLISH THEMSELVES AND GROW THEIR CLIENTELE TO A FULL WEEKLY SCHEDULE.

They are coaching hands-on, hour by hour, all day, with no time left over, yet desire to impact more people and make more money.

Hands-on training should be preceded by program design and followed up with client service, and trainers also must stay abreast

of research and devote time for continued education. These trainers wish to parlay their success into something greater, yet there is no more time available to take on the extra clients that would lead to additional income.

Carefully assess your current situation, compensation and lifestyle. More is not always better! When considering a business growth strategy, ensure you know what you are getting into. Operating as an independent trainer can be very different from running a business, which replicating yourself is.

Replicating Yourself to Grow Yourself and Your Impact

Many have the goal of increasing income

without increasing workload. While you may be able to cap the number of hours you work, without question, replicating yourself increases your responsibilities – the spectrum and the level. This is an attractive path for those motivated by personal growth, to elevate their own abilities and level of professional expertise.

A massive step for an in-demand trainer is to hire additional trainers in order to take on more clients. By defining your exercise system, as well as the type of culture you wish to exude, you can onboard trainers through your preparatory program to achieve good continuity in client experience. Be ready to adopt more workload with hiring, onboarding and managing trainers, plus all the business



“TO REPLICATE YOURSELF, YOU ARE SHIFTING YOUR PRIMARY STRENGTH AS A TECHNICIAN INTO A LESS FAMILIAR ROLE AS ENTREPRENEUR AND OPERATOR ...”

technician, who in our industry is the trainer who delivers the service. To replicate yourself, you are shifting your primary strength as a technician into a less familiar role as entrepreneur and operator, so be prepared for a steep learning curve.

Scaling Yourself to Leverage Your Personal Brand

In 2019, independent people have much more opportunity to reach a wider network of people. The technological platforms that used to take bigger companies and expensive capital are now at our fingertips, via many apps, to deliver motivation, knowledge, programs and solutions that a market may find valuable from you.

Decide what you are truly passionate about and in that alignment, explore where the market is less served. In the end, stick with your passions. There are eight billion people in the world; you just need to capture a small percentage to earn a consistent revenue base.

I highly recommend being 100% yourself, real, authentic, and true to your beliefs and interests. You do not have to be for everyone, especially in a world quick to judge negatively. Be free to be yourself and through that you will attract like-minded people drawn to your philosophy, mindset and expertise. Those who don't relate won't. This is a perfect filter to gain clients and customers with suitable personalities and interests to have a good experience, and be appreciative of the value you can deliver.

Public speaking and on-line webinars scale your conversational time from one person to many, your messaging reaching more. This in itself may not produce revenue directly, but it's the cost of marketing you can afford by sharing your brand message with more people. Make a list of all the ways you can seed the

market – live and on-line – not showing up to sell, but to help set people up for success. Should you approach it with that intent, you will be well received and develop trusting advocates who are more receptive to your for-pay services. You can of course replicate yourself by adopting small group training at your gym to train eight people at a time versus just one. This makes it more affordable for your clients who then may train more frequently. Multiplied by eight, the lower cost per person still nets much higher per hour income and the small group camaraderie helps retention. There are many workshops at conferences on small group training.

On-line, purveying webinars, courses, programming, mentorships and group training is all possible. You can old school it using email, Facebook private groups, YouTube video, or you can adopt a third party training app to more efficiently disperse programming to many people who pay for your services.

In the end, I think you will discover that for any and all ways to replicate yourself there is more to it than anticipated to do it well. So, like your primary occupation training clients hands-on, be certain to select a growth strategy to scale your positive impact in ways that are meaningful to you, where you can learn and enjoy the process. If you can find value in the process, it is worth the path to achieve the end goal.

ingredients to market and operate. You could adopt a licensed program or franchised gym to receive resources and support that set you ahead, or, collaborate with a veteran industry leader to receive their expertise and experience.

Hire the people who will help replicate you based on shared core values, give them a defined path, and help grow them into leaders, to retain top people longer. The more continuity in staff you enjoy, the more you are able to focus on growing your business.

There are three levels of contributors to your business—the entrepreneur, who creates the business; the manager, who runs the operating systems that will organize, fulfill and track services; and the



Peter Twist is the president of Twist Sport Conditioning. An exercise physiologist with a specialization in coaching

science, he's coached in the NHL for 11 years, worked with over 700 professional athletes, and published over 500 papers, 14 books and 24 DVDs on athlete development.

A MASTER CLASS ON THE 85+ POPULATION

STATISTICS ARE USEFUL, BUT THEY CAN'T TELL THE FULL STORY OF THE 'OLDEST OLD.' TO REALLY UNDERSTAND WHAT IT'S LIKE TO BE 85 YEARS AND OLDER, SPEND SOME TIME WITH A FEW GOOD 'TEACHERS,' AS THIS AUTHOR AND AWARD-WINNING JOURNALIST DID

By Colin Milner, Founder & CEO of ICAA

WHAT DO WE REALLY KNOW ABOUT PEOPLE WHO ARE 85 YEARS OF AGE AND OLDER?

Statistically, we know that the “oldest-old” are the fastest-growing segment of the older population worldwide, and that this demographic is now 52 times larger in the United States than it was in 1900: 6.4 million in 2016 versus approximately 122,000 in 1900. The United States Census Bureau also predicts that this demographic cohort will more than double, to 14.6 million, in 2040.

If you’re good with statistics, you may realize that the youngest of the oldest-old—those turning 85 this year—have trounced their birthdate life expectancy. The men have already outlived those expectations by 23.3 years, while women have passed their predicted life span by 19.9 years. Both genders are expected to continue to do so for another six years, on average.

Organizations, product developers, marketers, the health and wellness community, and other service providers would do well to pay attention to these and other statistics about this burgeoning demographic. They should consider this group when planning how to spend their resources, time and efforts. Looking for common characteristics and traits will allow for calculated assumptions about this population’s needs, wants, desires, aspirations and expectations. And don’t be surprised if calculated assumptions based on facts and statistics look different than the “common knowledge” about this age group.

For example, just 22% of the 1.4 million people 85 and older needed personal care between January and June 2017. Look at that statistic from the opposite side and you will realize that 78% of this population did not need personal care during this time frame. The ripple effect from this one number should drive decisions in home healthcare, adult day centers and senior living, plus influence services and products within wellness, fitness, hospitality, healthcare, travel and real estate organizations. New industries and opportunities will be created along the way.

Looking beyond the numbers

While the numbers can inform us, they can’t help us understand the human side of the oldest-old, a mystery that is far more fascinating to most of us. After all, we are talking about our parents, grandparents and great-grandparents; our bosses and coworkers; our lovers, confidants and caregivers, and those we care for. And, we are talking about ourselves—whether we fit in this category today or expect to be there someday.

Who will we become at the age of 85, and beyond? Most of us would probably like to believe old age is best described by the late David Bowie, when he said, “Aging is an extraordinary process whereby you become the person you always should have been.” So, in the best-case scenario, the oldest-old are simply the optimal versions of who they have been all their lives.

There’s just one problem: Organizations and service providers have great difficulty focusing their resources, time and efforts on a population that is simply “being itself.” This may be why too many groups tend to focus too closely on the numbers and never gain a true appreciation for the oldest-old. This lack of knowledge can hamper efforts to develop and market products and services that appeal to adults 85 and older.

Understanding the psychographics of this diverse population can be one step toward a deeper awareness of the oldest-old demographic.

According to Laura L. Carstensen, PhD, founding director of the Stanford Center on Longevity, “Younger people see a longtime horizon so they’re busy gathering as much information and experiences they can because they don’t know what they’re going to need in the future, while older people see a shorter time horizon so they focus on things that are pleasing to them in the moment.” Carstensen describes this as socioemotional selectivity, a term she coined to describe why older people and younger people see different time horizons, and thus live differently. With Carstensen’s insights in mind, consider how these seasoned consumers will want to interact with the environments you build, services you offer, products you develop and purchase, policies you create, marketing you choose to implement and staff you hire. How can you utilize this insight in your

“WHILE THE NUMBERS CAN INFORM US, THEY CAN’T HELP US UNDERSTAND THE HUMAN SIDE OF THE OLDEST-OLD ...”

planning? Think about how “in the moment” experiences, meaningful connections, and being excited and delighted now will impact what you offer this market. Consider how this way of thinking could also drive your culture, your purpose and the experiences you deliver. Maybe you need to focus more on designing your program outcomes to impact quality of life now, for example, rather than primarily offering programs that will impact long-term health or well-being.

Long-term programs may become a barrier for the oldest individuals, and policies that limit how they can experience their remaining years of life have little appeal. The rise of on-demand food services in senior living communities reflects this attitude: Residents can eat when they want to eat—not when the staff thinks they should.


Learning from your teachers

As you can see, being a student of your 85-and-older members, customers and citizens is key to your success. But, if you are to become students of this demographic, who will be your teachers? They are all around you—friends, family, colleagues and customers. All you have to do, as in any educational process, is to spend time with your teachers to learn who they are, what they do, what they like and dislike—and why—plus much, much more.



Colin Milner is founder and CEO of the International Council on Active Aging®. An award-winning author and leading

authority on the health and well-being of the older adult, Milner has been recognized by the World Economic Forum as one of “the most innovative and influential minds” in the world on aging-related topics.

A group of people are running on a beach. In the foreground, a man is running towards the left, shouting with his mouth wide open. He has tattoos on his arms and is wearing a dark t-shirt and black shorts with the number '84' in orange. In the background, other people are running, including a woman on the left and a man on the right. The background is a bright, hazy beach scene.

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SEASONAL EATING WHAT DOES IT LOOK LIKE IN CANADA?

By Angela Wallace, MSc, RD, PTS

YOU MAY HAVE HEARD THE TERM SEASONAL EATING, BUT WHAT DOES THIS REALLY MEAN AND WHAT MAKES IT SO GREAT?

Seasonal eating refers to eating foods around the same time they are naturally grown and harvested. In Canada, the types of foods available seasonally will vary month-to-month and season-to-season. In this article, I will be highlighting the top six reasons why you should eat more seasonally and what fruits and vegetables are available for Canadians over the summer months.

Six reasons you should eat more seasonally:

1) Nutritional Quality

Eating seasonally allows you to

consume more fruits and vegetables at their nutritional peak. Both fruit and veggie plants get their nourishment from the soil, sun, and water. We often harvest produce based on ripeness, so when we allow fruits and veggies to become ripe on the plant we are allowing them to develop to their peak nutritional quality (meaning more antioxidants and vitamins per bite).

2) Supports the Local Economy

When you eat seasonally you have the opportunity to support your local economy by supporting local farmers, markets, and businesses. This feeds into local jobs and supports your community's growth. In addition, eating seasonally drives the supply and demand chain, meaning lower prices for seasonal produce. That means the berries we all love are inexpensive over the summer months in Canada because we can naturally grow and harvest them during the warmer months.

“... SUPPORT YOUR LOCAL ECONOMY BY SUPPORTING LOCAL FARMERS, MARKETS, AND BUSINESSES.”

3) Environment

There are so many ways that seasonal eating supports our environment. For one, we are saving on transportation of fruits and vegetables. When we purchase more seasonally, our food doesn't have to travel as far to get to us, therefore reducing emissions. Eating seasonal also allows you to support your local farmers, meaning more open farm and green spaces for your community. What's even more amazing is that seasonal produce can grow with less support from things like pesticides or genetic modifications, making our produce a lot healthier while creating less environmental pollution.

4) Community Building

Eating more seasonally allows you to get to know your local community a little better. Connect with local farmers or others interested in sustainable and seasonal eating. You might have the opportunity to support or collaborate with community programs and workshops. For example, many towns and cities will have local farmers' markets (especially during the warmer months) and CSA (community supported agriculture) share, where you invest in a local farmer and receive their produce in return. Together we can make change.

5) Tasty Benefits

I always love giving the example of a tomato; there is just no comparison to a fresh summer garden tomato. Am I right? Fruits and veggies that have the opportunity to be fully ripened by the sun produce amazing flavour. Who doesn't want fruits and veggies that taste delicious and are loaded with nutrition?

6) Support a Strong Immune System

Our Canadian summer fruits and vegetables are rich in so many nutrients, including vitamin C and other

antioxidants like anthocyanins and polyphenols, both of which play an important role in keeping our bodies functioning at their best. In addition, our seasonal produce tends to have a high water and fibre content, helping keep our bowels working properly and our bodies hydrated all summer long.

Bonus Benefit: Eating more seasonally gives you the opportunity to have fun and experiment in the kitchen, perhaps even get your family and kids involved. Try making the strawberry chia seed jam included here for a super easy, healthy and totally delicious recipe!

What's in season during Canadian summers?

| Early Summer (May-June) | Summer (July-August) |
|----------------------------|-------------------------|
| - Cherries | - Apricots |
| - Rhubarb | - Blueberries |
| - Strawberries | - Cantaloupe |
| - Asian Greens | - Cranberries |
| - Asparagus | - Grapes |
| - Beans | - Nectarines |
| - Broccoli | - Raspberries |
| - Cucumber | - Plums |
| - Kale | - Pears |
| - Lettuce | - Brussels Sprouts |
| - Potato | - Celery |
| - Raddish | - Swiss Chard |
| - Spinach | - Corn |
| | - Eggplant |
| | - Fennel |
| | - Rapini |
| | - Tomatoes |
| | - Zucchini |
| | - Turnips |

In Canada, there is a lot more produce available in the summer months, so take advantage. Perhaps even freeze or can some for the winter months, where the root vegetables and richer foods are more available.

Cheers to happy and healthy seasonal eating!



Angela Wallace is a registered dietitian, nutritionist, family food expert, and canfitpro personal trainer. She specializes in women's health, with a focus on

weight loss and digestive conditions. She uses a 'non dieting approach' with her ultimate goals being to help people find a balanced lifestyle and healthy relationship with food. Find out more at eatrightfeelright.ca or @eatright_rd

CHIA SEED BERRY JAM



Ingredients:

- 3 cups strawberries (can be any berry or any combination of berries)
- 2 tbsp lemon juice
- 1 tbsp water
- 2 tsp vanilla extract
- 1-2 tbsp honey or maple syrup
- 3 tbsp chia seeds

Directions:

1. In a pot over medium heat, begin to heat the berries (1 minute, stirring).
2. Add in lemon juice, vanilla, honey, and water. Continue to cook until strawberries soften and start to form a gel like substance (3-5 minutes).
3. Remove from heat and add chia seeds.

Enjoy over yogurt, on a slice of bread, with oatmeal, or just off the spoon!

The New Star Trac FreeRunner™

**FREE YOURSELF FROM WHAT YOU KNOW
ABOUT TREADMILLS**

**TREADMILLS
ARE THE #1
USED CARDIO
EQUIPMENT IN
THE GYM, BUT
THEY HAVE
SEEN THE LEAST
AMOUNT OF
INNOVATION
IN THE PAST 15
YEARS.**

The fitness industry has accepted the treadmill in its current form, and every issue that comes with it, as part of club operations. Members have accepted the fact that a treadmill is a treadmill is a treadmill. If the unforgiving deck causes joint pain or flares an old injury, members are banished to the elliptical. If a deck needs to be replaced every two years, it's just a cost of doing business. Without an alternative, the industry and its members have continued to utilize these same models despite lack of enthusiasm or comfort – until now.

Free yourself from what you know about treadmills. Star Trac, the #1 Brand for Cardio

Enthusiasts, brings innovation back to the treadmill category with the most ingenious addition of the new millennium: the Star Trac FreeRunner™. This inventive, patent-pending treadmill generates a revolutionary feel for both runners and walkers by utilizing the HexDeck System – an unprecedented aluminum running deck supported by proprietary hexagonal polymer suspension. Whether you're a facility buyer, performance runner, or recovering from an injury, this treadmill caters to your needs by improving performance and comfort, while also significantly increasing belt and deck life.

Athletes in training for a race or event often prefer to run outside, but inclement weather can force even the most dedicated competitor indoors. A standard treadmill is a hindrance to aggressive training, potentially causing injury or pain from repetitive pounding on an unforgiving surface, and emphasizing poor running form. The FreeRunner's HexDeck offers unprecedented responsiveness with an initial cushion and flex when the foot strikes, reacting immediately to impact. The returning support and energy for the push off the toe mimics that of an Olympic track. University-based research study participants described the feeling as "very easy on the legs, with low impact on the feet", "buttery", and "like less work than a standard

treadmill." For running members, there is no better outdoor training substitute than the FreeRunner.

In an independent study by California State University, Fullerton, more than three out of four study participants preferred the FreeRunner to a traditional treadmill and gave FreeRunner nearly a 4.5 out of 5 rating for overall satisfaction. Compared to a traditional treadmill, participants had measurably lower impact and more shock absorption on the FreeRunner. In other words, the FreeRunner provides softer landings (you're welcome, joints!), so users can run farther and faster for longer periods. An additional bonus: lesser impact means decreased recovery times and reduced risk of bone injury. Avid and casual runners alike will be thrilled to train without pain at greater intervals than ever before.

Those less fond of rigorous cardio sessions need not fear. The unique design of the FreeRunner makes aerobic activity easier on the body for every fitness level. At low speeds and user weights, the deck still provides flex and response, meaning even if the runner isn't circling the track at an elite pace, they still reap the benefits of a more forgiving, supportive surface designed to respond to the body's generated force. In user testing in a fitness facility environment,



“COMPARED TO A TRADITIONAL TREADMILL, PARTICIPANTS HAD MEASURABLY LOWER IMPACT AND MORE SHOCK ABSORPTION ON THE FREERUNNER.”

participants who self-identified as “walking only” users of the FreeRunner still strongly preferred it to the traditional treadmill options.

Core Health & Fitness senior master instructor and running world record holder, Sonja Friend-Uhl, states “If there is one word I would use to describe the feel of the FreeRunner it would be RESPONSIVE. I say this because the surface and mechanics allow one’s unique running or walking form and gait to work FOR them during their workout.” By catering to the specific user’s gait, the FreeRunner ensures every runner’s physical needs are met. “It is not so soft that it slows down your cadence, rather it cushions your impact and allows your foot to roll and then push off efficiently... much like the now world famous Nike Zoom Vaporfly 4% Flyknit shoes, with the full-length carbon fiber plate. As a veteran runner and elite competitor of over 30 years, it is the closest surface to a Mondo (all weather) running track I have ever experienced. My personal experience during a 10-mile run on this treadmill was better performance with less fatigue and soreness post run. You can’t ask for much more than that!” For those with injuries and those looking to improve their running, the FreeRunner promotes optimal form and performance to support the user from impact to push off, regardless of skill

level or experience.

The benefits of the FreeRunner for the member are many, but others benefit as well. Facility owners can expect reduced maintenance requirements. FreeRunner’s aluminum deck dissipates heat and keeps the belt surface cooler than a traditional treadmill, reducing wear and tear and extending belt life. The aluminum panel lasts far longer than the standard MDF deck beneath virtually all treadmill belts in the market today. On FreeRunner, only a thin, phenolic layer needs to be replaced when worn, rather than changing the entire deck as has been necessary on treadmills past. The FreeRunner is the ONLY cardio product to utilize this technology, from the makers of the #1 Brand for Reputable, Trustworthy Cardio Products. “Star Trac has taken back its position at the front of the pack,” says Tim Hawkins, Core’s Global Vice President of Sales and Marketing. “We were one of the industry’s first brands with a deep heritage in the treadmill business as one of the originators of tracking technology. Now with break-thru technology in the deck and the console, Star Trac is the real innovative brand in the treadmill and cardio space. Star Trac, its customers and distributors will run away from the pack with this release.”

In addition to the new treadmill with

breakthrough feel for members, Star Trac is introducing a new series of consoles that will bring the member experience to new heights. 19 inch and 15 inch versions will be available in 2019, leveraging Star Trac’s OpenHub technology platform and bringing a best-in-class member experience with digital solutions that allow for club customization, member customization and public app and programming integration, all in a beautiful, high definition, touch screen application. It’s time to fight against cardio complacency. It’s time to elevate; to create a premiere, technologically progressive experience that will have your community excited about treadmills again. With the Star Trac FreeRunner, putting one foot in front of the other is the first step into the next level of fitness.

Real innovation has come to the most prominent equipment in the Cardio segment with the Star Trac FreeRunner. This new treadmill allows gym owners to offer a new way to run for their members that creates a unique experience, all while lowering the cost of ownership. Free yourself with the Star Trac FreeRunner.

Request a quote today on the new Star Trac FreeRunner. corehandf.com/product/10trx-freerunner-treadmill/



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A group of people, including men and women of various ethnicities, are participating in a barre class. They are all in a lunge position with their arms extended forward, palms facing each other. The woman in the foreground is wearing a blue tank top and black leggings. The woman next to her is wearing a white tank top and grey leggings. The woman behind her is wearing a purple tank top and dark blue leggings. The woman further back is wearing a pink tank top and black leggings. The men are wearing grey t-shirts. They are in a bright, modern studio with a wooden floor and large windows in the background.

TRAINING

JOIN THE BARRE MOVEMENT

THE RESULTS OF BARRE CLASSES PROVE THAT SIMPLE CAN STILL BE EFFECTIVE

By Jennifer Blair

WHAT IS BARRE?



If your fitness-loving friends have been raving about a new 'barre' lately, it's unlikely they're referring to a new watering hole, but rather one of the hottest fitness trends right now. Barre, a fusion of ballet movements and Pilates exercises, is surging in popularity and leaving class participants sweaty and smiling.

Popping up in large fitness facilities as well as boutique studios, Barre classes are attracting new members and participants, and keeping them coming back for more! Participants in a Barre class can expect an upbeat and positive atmosphere, a head-to-toe workout, and a mind-body connection. Muscle conditioning, bursts of cardio, and deep soothing stretches all serve an important role in the class.

Benefits of Barre

Stacey Vandiver, co-founder of SoulBody, describes Barre as "easy on the joints but tough on your muscles." Much like Pilates, many exercises in a Barre class involve repetitive pulsing or squeezing of muscles. Also known as isometric movement, pulses fire up the muscles, proving simple can still be effective. Ask anyone who has taken a Barre class and they'll tell you all about the 'good burn'

and quaking muscles they felt.

As fitness professionals, we all know that if you enjoy your workout regime you are much more likely to keep at it, and it is this dedication that paves the way for real results. Barre doesn't just deliver a fun workout; it thanks its dedicated participants with improved posture, toned arms, a strong core, and lifted glutes. The effectiveness of a barre workout is also worth noting as many Barre devotees report changes in their bodies quite quickly. Although there are many factors at play, such as fitness level, body type and nutrition, if you attend a Barre class three to five days a week you'll notice results anywhere within three weeks to three months.

"BARRE ... THANKS ITS DEDICATED PARTICIPANTS WITH IMPROVED POSTURE, TONED ARMS, A STRONG CORE, AND LIFTED GLUTES."

Nervous about bad knees? No need to fret as Barre is also accessible for a wide range of abilities. Those who do not have a dance background or participants who are worried about joint pain can also rest assured that Barre is easily modified to suit their needs and skill-level. Although Barre's ballet roots can easily be seen (the name itself is a ballet term, referring to the horizontal barre used in ballet training), a Barre class is not a dance class. The choreography is easy to follow and starts simple, building gradually. The previously mentioned isometric movements and repetitions also give the participant plenty of time to understand the motions and follow along. The similarity to a dance class without being a dance class is attractive to those of us who may shy away from other dance-inspired fitness classes. The inclusive and positive atmosphere, paired with the easy-to-follow movements help to set participants of all levels at ease.

Joining the Barre Movement

There are two options when it comes to implementing Barre classes: create an in-house class or utilize branded programming. To help determine which option is the best fit for your members, clients, and participants, do the research to understand your audience. Delivering what your potential consumers want

"... ISOMETRIC MOVEMENTS AND REPETITIONS ALSO GIVE THE PARTICIPANT PLENTY OF TIME TO UNDERSTAND THE MOTIONS AND FOLLOW ALONG."

will help your program cut through the competition and get noticed.

Building an in-house Barre class provides the flexibility and freedom to zero-in on what your audience wants and needs, but be mindful to train your team effectively and conduct thorough research. Poor programming may have your class paling in comparison to identifiable branded barre offerings.

Partnerships with a brand can be mutually beneficial – when done correctly. To determine which brand to partner with, seek one out that has similar values and attributes as your target audience, staff, and the facility itself. It may seem like a lot of effort to partner up with a brand, but trust the process. When SoulBody Barre classes were implemented at GoodLife Fitness clubs, class participation rates grew 6% within the first six months (reported Mo Hagan, Vice President of Program Innovation for GoodLife Fitness and canfitpro).

Well-known but still growing in popularity, there is no time like now to bring a little more Barre into your life. Adding the workout to your personal fitness regime, implementing Barre programming, or perhaps even adding a new certification to your fitness resume are all amazing options to become an active member in the Barre community. Come to a Barre class and you'll leave wanting more!



A canfitpro Fitness Instructor Specialist, freelance writer, and contributor to SeeWhatSheCanDo.com, Jennifer Blair loves trying new workouts and filling

her days with amazing experiences. Lover of the outdoors, you can join her practical approach to a balanced and happy life on Instagram @happyandhealthyjen

SPONSORED CONTENT



Under Armour athlete, 2 x MVP and 3x NBA Champion, Stephen Curry, wearing UA RUSH t-shirt, leggings and UA Curry 6 basketball shoes.

INNOVATIVE PRODUCTS FROM UNDER ARMOUR LEAD THE PACK

UNDER ARMOUR HAS REVOLUTIONIZED THE ATHLETIC APPAREL INDUSTRY BY CREATING INNOVATIVE PERFORMANCE APPAREL AND FOOTWEAR, DESIGNED TO MAKE ALL ATHLETES BETTER.

Beyond creating products, Under Armour takes a holistic approach to make athletes better by recognizing that optimizing human performance happens 24 hours a day, not just the one or two hours of training and sweat. Under Armour has never been good at 'follow the leader' and, from day one, has defied convention by thinking boldly and dictating the

tempo, especially when it comes to product innovation. Some of the newest innovations from Under Armour include, RUSH, Recover, HOVR and its Connected Fitness platform.

RUSH

Training allows the body to progressively build strength and stamina, while improving skill levels and building drive, ambition and confidence. The more often an athlete trains, the better their body becomes at coping with the demands of their training regime and day-to-day tasks. One way for athletes to recover faster after a vigorous training session is to go into a far infrared sauna. These saunas are becoming a trend to promote faster recovery. With the evolution of fitness gear, the same technology can now be found

in clothing. UA RUSH is Under Armour's new mineral infused fabric for enhanced performance. The performance apparel line is designed to be worn at the time of sweat to promote improved performance, energy and recovery. UA RUSH is infused with Celliant fabric technology that, when activated by body heat during training, minerals in the fabric transfer energy back into the body, resulting in improved blood flow and circulation. This is like the textile version of an infrared sauna. UA RUSH gear is scientifically tested and athlete approved.

RECOVER

The significance of exercise training for improvement and performance is widely understood, though the best athletes know that rest and recovery are equally

as important to the equation. Rest and recovery are necessary for muscles to repair, rebuild and strengthen, and not receiving enough rest or having inadequate recovery time puts an athlete at a higher risk of future injury. Good sleep plays a crucial role in the process of optimizing athletic performance and competitive results. Simply put, the more sleep and recovery time you get, the better equipped your body will be to repair itself.

Under Armour took this idea one step further in developing Recover gear. Inspired by and created in collaboration with New England Patriots quarterback and six-time Super Bowl champion Tom Brady, Under Armour created an advanced sleep system that uses the body's energy to power recovery. The key is the soft bioceramic print on the inside of the fabric that absorbs natural heat and reflects far infrared energy back into the skin to help the body restore muscle, recover faster, and promote better sleep. Followed by a tracksuit with the same technology, the gear is designed to be worn outside of the gym to ensure athletes get the most out of their downtime and come back better and stronger than before.

HOVR

Whether for running or a gym workout, a good athletic shoe can lessen the impact of your step, cushion the foot from heavy landings and prevent ankle damage. With the known benefits and importance of wearing the right shoes, it may come as a surprise that for years many running shoe soles were made from ethylene-vinyl acetate, the same material found in pool noodles and flip-flops.

As of recently, most major shoe brands have developed their own sole technology that holds up better and longer, not leaving wearers feeling under supported after a few hundred kilometers. For Under Armour, this technology is called UA HOVR; a pinnacle cushioning technology made of a proprietary foam compound that provides not only a cushioned ride, but also energy return and shock absorption for every single foot strike. Because every step a runner takes has the impact of two to four times their body weight, a key component of the UA HOVR cushioning system is the 'Energy Web,' a mesh fabric that wraps the cushioning core to deliver strong responsiveness. This ideal combination of technology in the shoe provides athletes with an advantage and

helps runners feel and perform better with less fatigue.

CONNECTED FITNESS

Training is all about development; being better than you were the day before. Collecting fitness data makes this easier by allowing you to compare yourself to the only person that matters - you. Thanks to wearable trackers, and now shoes with smart capabilities, this has become simpler than ever. Helpful for anyone at amateur or expert levels, data is collected and presented in an easy-to-interpret format, giving users access right at their fingertips. For example, the Under Armour UA HOVR Connected shoes, which have a Record Sensor chip in the sole, track performance statistics from your workout then sync to the MapMyFitness app that curates the data. This allows you to utilize the information collected to identify trends and make adjustments to your activity to better achieve a fitness goal.



UNDER ARMOUR

Under Armour, Inc., headquartered in Baltimore, Maryland is a leading inventor, marketer and distributor of branded performance athletic apparel, footwear and accessories. Designed to make all athletes better, the brand's innovative products are sold worldwide to consumers with active lifestyles. The company's Connected Fitness™ platform powers the world's largest digitally connected health and fitness community. uabiz.com

“UNDER ARMOUR TAKES A HOLISTIC APPROACH TO MAKE ATHLETES BETTER BY RECOGNIZING THAT OPTIMIZING HUMAN PERFORMANCE HAPPENS 24 HOURS A DAY ...”

Under Armour athlete, Georgia Ellenwood, wearing UA RUSH sports bra, leggings and HOVR APEX training shoes

EXCERPT

FAT INTAKE RECOMMENDATIONS FOR ACTIVE PEOPLE

THIS IS AN EXCERPT FROM **THE NEW POWER EATING**
BY SUSAN KLEINER & MAGGIE GREENWOOD-ROBINSON.

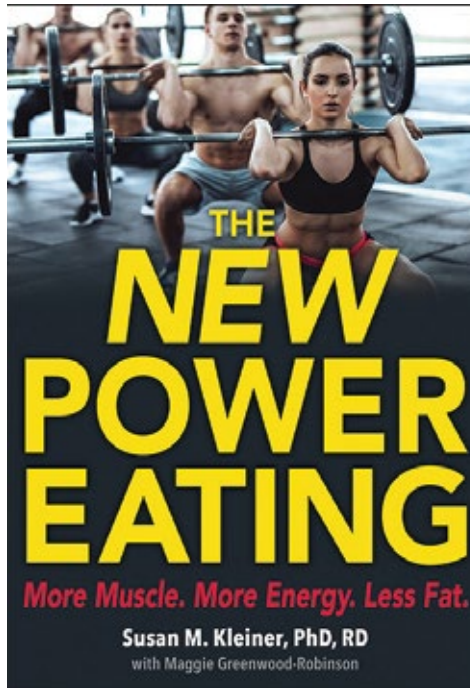


IF YOU'RE AN EXERCISER, BODYBUILDER, OR STRENGTH TRAINER TRYING TO STAY LEAN, YOU SHOULD CONTROL YOUR TOTAL FAT INTAKE TO CONTROL YOUR TOTAL CALORIE INTAKE.

For reasons around both physical training, health and emotional well-being, I like my clients to hover around 25 to 35 percent, of their total calories from fats, depending on their total calorie intake and specific training goals at the time. There are reasons that you might alter this percentage, and we will discuss those below.

There are many strategies for accomplishing this fat intake level. One less-structured way is to follow the AHA guidelines for food choices. If the majority of your food choices are plant-rich from a variety of vegetables, fruits, whole grains, beans, nuts, and seeds, and you add in animal protein-rich foods from fish, meat, and dairy to round out your diet, your total fat intake is most likely to be in a well-controlled zone of about 25 to 35 percent of calories each day. I want to emphasize the word "variety." If you neglect variety and choose a majority of high fat plant foods, like avocados, oils, nut butters, and seeds, you will have created a high-fat diet. Or, if you include dairy but avoid meats, and eat a high volume of cheese, you are also creating a high-fat diet. So the label that you put on your

SOME NUTRITIONISTS AND OTHER HEALTH ADVOCATES ARE CONCERNED THAT CONSUMERS MAY GET SO CARRIED AWAY WITH EATING FAT-FREE FOODS THAT THEY WON'T OBTAIN ENOUGH OF THE HEALTHY FAT THEIR BODIES TRULY NEED.



diet doesn't protect you from less healthy choices. You have to ensure the variety in your diet, which promotes health and performance.

Your diet should contain much more unsaturated than saturated fat: 5 percent saturated, 10 to 15 percent monounsaturated, and 7 to 10 percent polyunsaturated.

A much more structured way to monitor your fat intake is by counting the grams of fat in your diet each day. To be honest, counting calories and macronutrient grams daily is probably my least favorite way to live life. I prefer that you plan a food template, perhaps monthly, of what you will include in your diet each day using food groups, with the knowledge of the macronutrient content of the foods in those groups. Then you can choose from within those groups as they fall in your plan each day, without constantly counting, and know that you are on your plan. This gives you so much more freedom to choose as life presents itself in your day, rather than structuring and restricting your life around your food plan. And you can be more comfortable with your diet at the same time. In all the menu chapters in *The New Power Eating*, you will see how I use a food group template down the left column of the page to fill in a daily menu of food choices.

You can calculate your own daily fat intake by using the following formulas:

Total Fat

Total calories × 30%
= daily calories from fat / 9
= g total fat
Example: 2,000 calories × 0.3
= 600 / 9
= 67 g total fat

Saturated Fatty Acids (SFA)

Total calories × 5%
= daily calories from SFA / 9
= g SFA
Example: 2,000 calories × 0.05
= 100 / 9 = 11 g SFA

Following the Power Eating plan, first determine your protein and carbohydrate needs. All of your leftover calories are fat calories—most of which should be monounsaturated and polyunsaturated fats. Be sure to read food labels for the fat content per serving of the foods you buy in the supermarket. The grams of fat are listed on any food package that provides a nutrition label.

FAT SUBSTITUTES AND FAT REPLACERS

Many low-fat foods replace the fat with starch, fiber, protein, and other forms of fat. But why even bother with fat substitutes and fat replacers when you need the right kinds of fat in your diet? Go ahead and continue to enjoy healthy fat in foods such as extra-virgin olive oil, nuts, avocados, and nut and seed oils. Your body needs and deserves them.

What's more, we don't yet know what effect artificial fat has on health. Some nutritionists and other health advocates are concerned that consumers may get so carried away with eating fat-free foods that they won't obtain enough of the healthy fat their bodies truly need.



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SELF-CARE ISN'T SELFISH

**ONE HOUR PER DAY FOR SELF-CARE IS
NOT ONLY REQUIRED, IT'S NECESSARY**

By Deb Crowe

SELF-CARE IS NOT AS ELUSIVE AS IT ONCE WAS. AND WHAT'S MORE, IT IS NOT ONLY REQUIRED BUT ALSO NECESSARY.

Luckily, however, self-care is now beginning to be widely accepted as a staple of healthy living. Taking some time for yourself, be it yoga, meditation, fitness or even a long, relaxing bath, will help you get through the day and keep yourself healthy in the process. Nevertheless, there are still a lot of people out there, hard-working moms, workaholics, and students, who are always looking at self-care as something indulgent and over-permissive. If they are not working until near exhaustion, they don't feel like they are deserving, or that they are somehow slacking off. Well, the fact of the matter is that giving yourself some time to unwind and relax is healthy, necessary, and it doesn't even need to be time-consuming.

What Is Self-Care?

Self-care can take on many shapes and sizes, and it can be unique to every one of us. It is anything and everything that makes us happy, confident, and feeling whole. Yoga, light physical exercises, showering, traveling, reading, clothes shopping, listening to music, or meditating are, among many others, examples of self-care. The beauty here is that the more you take care of yourself, the better and brighter your days will become. Do it regularly and you will see and feel the changes. And, as luck would have it, the only person standing in your way from investing more time in yourself is you.

Eliminate Distractions and Time Wasters

The reason so many people do not take the necessary time for themselves is that they feel they don't have enough time. But, unbeknownst to us, there are plenty

“SELF-CARE SHOULDN'T BE SEEN AS A CHORE ...”

of time wasters and distractions around us that eat up a lot of our precious time. Stop checking your emails regularly. Stop multitasking. Delegate more. Start saying NO from time to time. Keep yourself organized. Stop inviting interruptions like sending texts to friends while at work. These are just a few examples of what you can do to save up on time. You'll be surprised how much time is wasted on trivial things.

Establish a Routine

Like with any habit, it is hard to start and keep yourself motivated. There is no one-size-fits-all approach to the issue, but it is best to start with it the moment you arise in the morning. Wake up gently and happily, and don't rush anything. You will be sufficiently energized to start your day properly.

Don't be too hard on yourself. Self-care shouldn't be seen as a chore, but

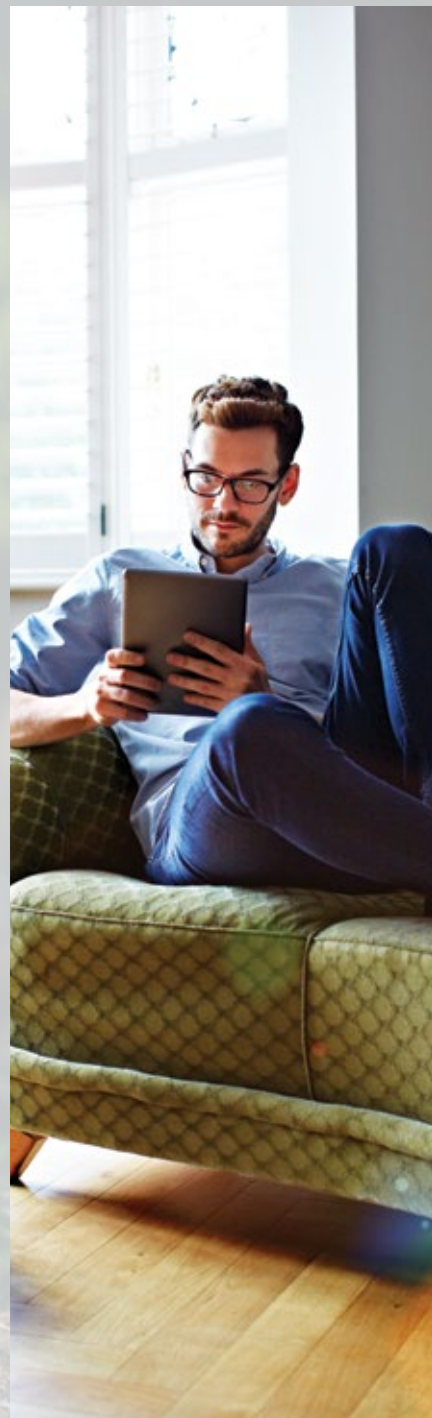
“ ... THIS IS ONLY 4% OF YOUR DAY DEDICATED SOLELY TO YOURSELF.”

quite the opposite. Make it an effortless experience by preparing your space ahead of time. Do not let yourself be tempted to check your emails or social media, as these are nothing more than distractions at this point.

Last but not least, you will need to give yourself enough time to complete the routine without rushing it. In the beginning, you may feel that you've "wasted" too much of your time by taking some for yourself, but don't give in to that temptation. We suggest you start with around 20 minutes of self-care per day; then move to 30 to 60 minutes as you get more comfortable with it. You can even spread this time throughout the day into three 20-minute periods - one in the morning, one at lunch, and the other in the evening. By the way, this is only 4% of your day dedicated solely to yourself. That doesn't sound like much now, does it?

Conclusion

It's the little things that make life beautiful, and self-care is just an expression of that. Do not be afraid to be happy and whole; otherwise, you'll regret it.



Deb Crowe is a certified Og Mandino Habit Finder Life Coach, Speaker, Author and Yoga Instructor, and

the Founder of the Women's Self-Care Conference being offered across Canada. Deb's message is that "Growth always comes from the valley". Connect with Deb at deb@debcrowe.com or debcrowe.com.



KETTLEBELLS AND THE BELOVED HINGE

**NOT BEING ABLE TO HIP HINGE MEANS A LACK
OF ENGAGEMENT OF THE POSTERIOR CHAIN**

By Jodi Barrett, CEO, Kettlebell Kickboxing Canada

AS KETTLEBELLS BECOME MORE AVAILABLE IN FITNESS CENTERS AND HOME GYMS, IT'S VITAL TO ENSURE THAT PROPER FORM IS PARAMOUNT.

The kettlebell swing introduces many people to the hinge. Most people are aware of pushing, pulling, squatting, and rotating, but most are unaware of how to perform the hip hinge that is required to do the kettlebell swing properly. Too many people can't hinge at all! This is why people suffer back pain, knee pain, and weakness—often caused by sitting. Not being able to hinge means not being able to properly engage the posterior chain of the body, particularly the glutes. These are the same muscles that help you run and protect you from back weakness during many activities. Instead, a lot of people—and even some athletes—are unintentionally using their knees and lower backs to do all of the work their butt muscles are supposed to do. Muscle imbalances and inactive, or weak, muscles come from not being able to fire that muscle during a motion where it's required. If you're clients or participants are using their backs and knees instead of their glutes, it can lead to knee pain and eventually injury, as well as back pain, which can then lead to shoulder and neck injury. We often think of thigh dominant bending when training (such as squats and lunges), but most of the time we miss the opportunity for hip dominant bending (such as kettlebell swings and good mornings).

The kettlebell swing is all glutes, all of the time. When you swing the kettlebell

“... MOST ARE UNAWARE OF HOW TO PERFORM THE HIP HINGE THAT IS REQUIRED TO DO THE KETTLEBELL SWING PROPERLY.”

correctly in any swing variation, you engage the posterior chain, fire the glutes and hamstrings, and strengthen the areas that have been weakened or deactivated by day-to-day sitting.

Sometimes when I speak with people who are new to kettlebell, they feel unsure as they think that it hurts their backs, when in actuality it will help strengthen their backs. Like any exercise, it is very important to learn how to properly execute how to swing in order to have success!

Traditional Full Mobility Kettlebell Swing – Step-by-Step

1. Stand with feet wider than shoulder width apart, kettlebell in front of you.
2. Lean over your kettlebell (this is the hip hinge), grabbing the kettlebell by the handle.
3. Drive the kettlebell back and above your knees.
4. Thrust your hips forward allowing the kettlebell to be motionless in your arms. Stand up straight, squeezing your glutes at the top. Do not backbend at the top of the motion! Be sure to create a non-stop fluid motion as you swing: kettlebell up above the knees then up to shoulder level.
5. At the top of the swing, the kettlebell should go no higher than chest level. Do not raise the kettlebell with your arms. The kettlebell should remain weightless through the entire motion.



Swinging like a pendulum.
** Notice how everyone's swing is slightly different, but the hinge remains a constant!*



Swing Dos and Don'ts:

Do engage your glutes at the top of your swing!

Don't squat! If you squat during this motion, it will not be a posterior chain motion, therefore you won't be focusing on the glutes and hamstrings—the very area this motion was created for.



Remember—a squat is a squat and a hinge is a hinge!

Do exhale at the top of your swing!

Don't lift the kettlebell with your arms; this is not a lift or an arm exercise. The kettlebell should feel weightless in your arms the entire time. Think of the kettlebell as an extension of your arms.

Do keep your chest open so not to round your back.

Don't keep your legs straight or lock them out. The hinge required for a kettlebell swing has a mild bend at the knee and hip—it's not a full extension.

Do pick a weight that is challenging to hold out in front of you with two hands as you will get more benefit by swinging the proper weight.

Don't back bend. Remember that your butt muscles are supposed to stop the motion of the bell at the top. Engage your glutes fully so you can properly strengthen your back, core, and butt muscles. Keeping your glutes activated will protect the back.

Ways to Start Training Kettlebell

Swings:

Tabata Workout

- Set a timer for a 20-second work/10-second rest period—and set it to 8 sets (4 minutes total)

*It's always important to remember form over time! Never push for time with bad form.



Swing Count Workout

- Set a timer for 30 seconds and with good form begin to swing the kettlebell
- Count your swings
- Remember the number as you rest for 30 seconds
- Swing again, this time aiming to beat your last number by 2
- Rest again for 30 seconds
- Swing again, this time aiming to beat the last number of swings

**Remember again – form over time - all day, everyday! Don't compromise form for an added rep.*

Be patient with clients and participants when learning the kettlebell swing. Most of us are so used to knee bending that it will take some time to get the hinge mastered. Once mastered, they will swing their way to a stronger body!



After 13 years of being a stay at home mom, Jodi Barrett found Kettlebell Kickboxing! That journey took her to complete her KBIA-Master

Level and MKC Certifications. Jodi teaches classes and certifies trainers across Canada. Connect with Jodi at kettlebellkickboxingcanada.com or on Instagram at [@kettlebellkickboxingcanada](https://www.instagram.com/kettlebellkickboxingcanada)



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2019 PHYSICAL ACTIVITY GUIDELINES FOR PREGNANCY

**KEY MESSAGES AND
RECOMMENDATIONS
OF THE MOST IN-
DEPTH REVIEW EVER
COMPLETED**

By Tracie Smith-Beyak



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WORLDWIDE EVIDENCE COUNTS. AS FITNESS PROFESSIONALS CONTINUE TO WORK CLOSER AND CLOSER WITH HEALTHCARE PROFESSIONALS, EVIDENCE BASED TRAINING PRESCRIPTION COULD NOT BE MORE IMPORTANT.

To continue to grow this relationship, physical training must be result targeted, technically correct and have convincing data to back it.

After reviewing over 73,000 manuscripts and 27,000 abstracts, a Canadian [17 member] expert panel concluded an extensive systematic review of the literature, expert opinion, and end user consultation for prenatal fitness training. Following this review, the '2019 guidelines for physical activity during pregnancy' was released in the fall of 2018. These guidelines provide "evidence-based recommendations regarding physical activity throughout pregnancy in the promotion of maternal, fetal and neonatal health."

The previously released guidelines from 2003 were used in combination with research from various contributors by professionals for the last two decades. The Canadian Society for Exercise Physiology [CSEP] used that data to create the PARX Med X for Pregnancy screening tool, most recently revised in 2015. This new work however, is the most in-depth review ever completed to create prenatal exercise guidelines. The guidelines have been published worldwide, including the British Journal of Sports Medicine [BJSM] and the American College of Obstetrics & Gynecology [ACOG]. **Win #1.**

The key messages in the guidelines are that prenatal exercise contributes to:

- improved fitness
- decreased postnatal depression
- decreased hypertensive disorders of pregnancy
- decreased rates of gestational diabetes
- decreased excessive maternal weight gain
- decreased rates of operative deliveries
- decreased urinary incontinence

These messages are game changers

in the argument of whether or not to workout during pregnancy. **Win #2.**

Revised contraindications now include specialized activities such as high altitude training, scuba diving, contact sports (i.e. ice hockey, boxing, soccer and basketball), activities with a high risk of falling (i.e. downhill skiing, water skiing, surfing, off-road cycling, gymnastics, and horseback riding), sky diving and hot yoga. Including specific activities such as this in the guidelines is incredibly helpful when looking for validation to avoid particular types of risk. "When considering an activity such as scuba diving, data indicated a fetal inability to handle increased levels of nitrogen" said Dr. Karen Fleming, panel member, Sunnybrook Health Sciences Centre, Toronto. **Win #3.**

"... PHYSICAL TRAINING MUST BE RESULT TARGETED, TECHNICALLY CORRECT AND HAVE CONVINCING DATA TO BACK IT."

The Six Main Recommendations:

1. **All women without contraindication should be physically active throughout pregnancy.** Specific subgroups, such as women who were previously inactive, women diagnosed with gestational diabetes mellitus and women categorized as overweight or obese (pre-pregnancy body mass index ≥ 25 kg/m²), were also considered.
2. Pregnant women should accumulate **at least 150 minutes of moderate-intensity physical activity each week** to achieve clinically meaningful health benefits and reductions in pregnancy complications.
3. Physical activity should be **accumulated over a minimum of three days per week**; however, being active every day is encouraged.
4. Pregnant women should incorporate a **variety of aerobic and resistance training** activities to achieve greater benefits. Adding yoga and/or gentle stretching may also be beneficial.
5. **Pelvic floor muscle training** may be performed on a daily basis to reduce the risk of urinary incontinence. Instruction in proper technique is recommended to obtain optimal

"THIS NEW WORK ... IS THE MOST IN-DEPTH REVIEW EVER COMPLETED TO CREATE PRENATAL EXERCISE GUIDELINES."

benefits.

6. Pregnant **women who experience light-headedness, nausea or feel unwell** when they exercise on their back should modify their exercise position to **avoid the supine position.**

These recommendations are now more specific and include life changing information. Integration of pelvic floor health/training will enable women to be proactive and avoid long term problems with incontinence. Including women with conditions such as gestational diabetes endorses regular prenatal fitness training regardless of the development of additional clinical diagnosis in pregnancy. **Win #4.**

In the end, data and guidelines are only useful to a trainer or instructor if they know how to apply them. Use these guidelines as a tool to:

- explain why you are prescribing a specific program
- motivate clients by using the listed benefits
- modify activities or exercises by referring to the contraindications
- vary training by stressing the importance [i.e. both cardiovascular and resistance training] based on the specificity within the recommendations

Smarter fitness professionals, better results, closer work with health caregivers, and healthy pregnancies - a winning combination!



Tracie Smith-Beyak is an international columnist, author, presenter and entrepreneur. She is the owner of Conquer Training &

Education. Tracie has been in the fitness industry for over 32 years and she has been training, teaching, presenting and certifying trainers worldwide for the last 23 years.

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— **Brady Johnson, Encompass Fitness, Estevan, SK**



"I was charging less than other fitness studios because I was new and wanted to break into the market. I nearly went out of business. An NPE flash sale saved me. Now I am charging more than my competitors thanks to NPE."

— **Suzy Kaitman, The Ballet Lounge, Ltd., Vancouver, BC**



"I don't do business coaching because there are other people that do, and they do it well, and they do it as well as I do nutrition, and that's where I want to send people. That's why we have the NPE partnership."

— **John Berardi, Precision Nutrition**



"If you are an entrepreneur in the world of fitness and you are struggling in any manner with your business, then I would recommend NPE and Sean Greeley as your 'go-to-guys.' Many of our certified instructors have seen their businesses grow exponentially thanks to Sean's expertise. Whatever aspect of your fitness enterprise you need help with, the signposts all point to NPE and Sean Greeley."

— **Paul Chek, C.H.E.K Institute**

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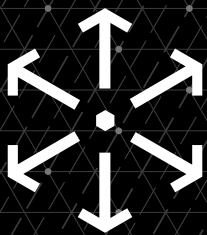


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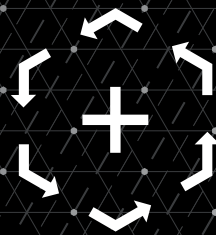
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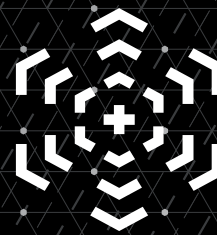
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