

can *fit* pro

DIVERSITY & INCLUSION

BLACK LIVES MATTER
CANFITPRO'S COMMITMENT

EMPOWERING
THE FITNESS
INDUSTRY
RECOVERY

ACTIVATED
GLUTES & HEALTHY
LOWER BACKS

PREGNANCY
RELATED
HEART
DISEASE

SAME
MISSION-DIFFERENT
PLATFORM

FITNESS
BUSINESS
JOURNAL

REGISTER NOW!

Exclusive Webinar

with Brent Bishop

WEBINAR 1

Date: Tuesday, August 4

Time: 12:00pm CST

WEBINAR 2

Date: Friday, August 7

Time: 3:00pm CST

Supplements 101: Functions, Benefits and Results

Nutrition is not only an important part in maintaining optimal health, but it can also impact training outcomes. In a world where clients are busier than ever before and looking for quick and sustainable results, supplements can help them reach their fitness goals!

Join celebrity trainer Brent Bishop as he walks you through common supplements, their importance in maintaining health for optimal results and how they can be integrated into fitness plans.

Here's a few things you'll learn:



The importance of protein and the varieties available



The function and benefits of various supplements



How to integrate supplements into a fitness plan



And, what to look for on a label

REGISTER AT:

kaizennaturals.com/webinar



KAIZEN[®]
NATURALS

KAIZEN[®]
NATURALS

About the Presenter

Brent Bishop is a national on-air fitness expert, celebrity trainer and published author. As founder of Think Fitness Studios in Toronto and Cityline's Fitness Expert, he brings a global perspective on health and wellness through fitness and adventure.

Over the course of 25 years in the fitness industry, Brent's experience includes training with Olympians, high-performance athletes, and celebrities.

Whether hiking in the Andes, leading a snowshoeing expedition, or planning his next eco-adventure race, Brent is dedicated to inspiring active lifestyles and unleashing the inner athlete in everyone.

@KAIZENCANADA





54
ACTIVATED GLUTES AND HEALTHY LOWER BACKS

Solutions to optimize Lumbopelvic Hip Complex movement and motor control

LIFE COACHING

56
THE POWER OF YOUR NETWORK

Connecting with your community will amplify your success

SPECIAL POPULATIONS

58
PREGNANCY RELATED HEART DISEASE

Exploring controllable risk factors to lower probability

NUTRITION

60
4 TIPS TO AGING GRACEFULLY

A look at the top ways women can maintain their muscle mass as they age



COVER STORY

48
DIVERSITY AND INCLUSION

Are we doing our part to create and sustain a better fitness industry?

FITNESS BUSINESS JOURNAL

24
LOOKING FORWARD

26
AN INNOVATIVE EXPERIENCE OF UNCOMPROMISING QUALITY

28
ALLIED HEALTH PROFESSIONALS BRING VALUE TO YOUR BUSINESS

30
CONTINUOUS IMPROVEMENT IS IN OUR DNA

32
REBUILD YOUR BUSINESS STRONGER THAN EVER

34
BUILDING A BADASS BOUTIQUE: PART 4

EVENTS

18
CANFITPRO 2020 VIRTUAL SERIES SPONSORS

INDUSTRY NEWS

40
EMPOWERING THE FITNESS INDUSTRY RECOVERY

canfitpro creates opportunities for fitness professionals to grow and re-invent themselves and their businesses in a new normal

TRAINING

42
SAME MISSION - DIFFERENT PLATFORM
Building community through online fitness

44
TEACHER VS. INSTRUCTOR

Imparting knowledge and understanding in your classes can help you and your participants grow

46
A SECRET WEAPON FOR SNOWBOARD SEASON
FMS gives concise programming to help a professional hockey player hit the slopes

50
WELL THROUGH WINTER
Winning the War Against Winter Weight Gain™

52
FEET NEED TO MOVE
Assessing pronation and supination freely unlocks access to a wide range of functional movement



9
BLACK LIVES MATTER

CANFITPRO MAKES A PROMISE TO STAND UP AND SPEAK OUT AGAINST RACISM — NOT JUST FOR THE NEAR FUTURE, BUT FOR THE LONG TERM

REGULARS

6
NOTE FROM COO

12
TOOLBOX

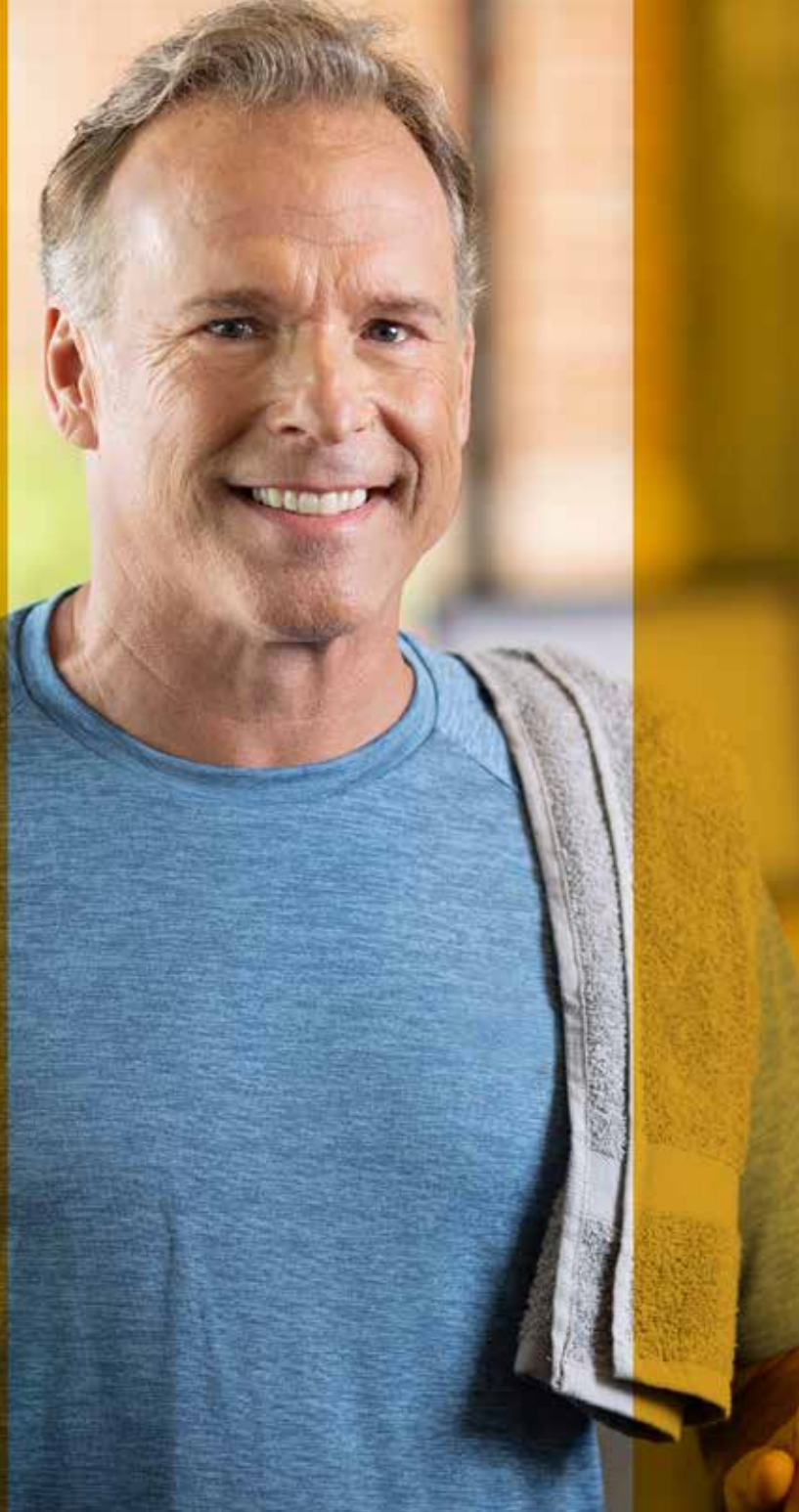
10
PRO TRAINER SHOWCASE
Joanne Mulhall

14
PRO-FILE
Paul Chek

SPRINT8

**DISCOVER
MAXIMUM
RESULTS IN
MINIMUM
TIME.**

The Sprint 8 program produces significant results in efficient 20-minute sessions, burning fat and building muscle in ways other workouts can't.



Request your free consult on implementing Sprint8 by emailing Anie.villeneuve@jhtcanada.com

Discover More at CA.MATRIXFITNESS.COM

MATRIX



[matrixfitnesscanada](https://www.facebook.com/matrixfitnesscanada)



[@matrixfitnesscanada](https://www.instagram.com/matrixfitnesscanada)



THE YEAR OF THE FITNESS PROFESSIONAL... RE-IMAGINED

WHEN I REFLECT BACK TO WHAT I WROTE AT THE BEGINNING OF 2020, ABOUT IT SHAPING UP TO BE THE YEAR OF THE FITNESS PROFESSIONAL, I HAD NO IDEA HOW PROPHETIC MY STATEMENT WOULD BE. THE LAST SIX MONTHS HAVE DEMONSTRATED THAT WE, AS FITNESS PROFESSIONALS, ARE INCREDIBLY RESILIENT, STRONG, ADAPTABLE, AND CREATIVE.

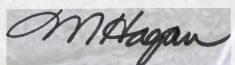
The scenario faced by our industry as a result of the pandemic has created a very high level of uncertainty, stress, and chaos in both our personal and professional lives. It has, however, presented us with not only the need, but also the opportunity to change and better who we are, what we do and how we do it. It has forced us to slow down our day to day "doing" and spend our time and effort on "becoming", and if we accept this opportunity this may well be one of the most enlightening and worthwhile moments in our careers.

We face unprecedented challenges that require us to develop entirely new ways to do things. As we grapple with these challenges, it is also important to reflect on how they have affected us and caused us to become better at what we do and how we do it.

The need for education and understanding of what it will take to embrace the new reality and how it can be done as we move toward a "new normal" is of critical importance if you and your business are going to survive and thrive.

We, at canfitpro, see you and are working hard to offer you the opportunity to learn the what, the how, and the why necessary for not just survival, but actual growth and development in the new fitness world. We are providing a means for you to upskill and reinvent yourself. This is why we pivoted our business online and created our 2020 Virtual Series. It will provide you with the opportunity to receive the resources and training you will require and to do so in a manner that will allow you to connect and reconnect with others who have the same mindset and goals as you. This interaction is invaluable; as humans we need to stay connected with others of like mind and spirit.

As we journey into the second half of 2020, I encourage you to reflect on yourself and your goals, but also to take the time to understand and declare your purpose so as to refuel your passion and energy. You can become part of the change that you want to see in the world, for while there are many things we cannot change or even control right now, what we can change and control is the way we think, act and grow, and if done in a positive way we will make 2020 the year of the fitness professional.


Maureen "Mo" Hagan
Chief Operating Officer



July/August, 2020

Chief Operating Officer
Maureen Hagan
mohagan@canfitpro.com

Vice President
Kyle Tomlin
ktomlin@canfitpro.com

Managing Editor
Erin Andersen
eandersen@canfitpro.com

Graphic Designer
Imran Mahmood
imahmood@canfitpro.com
Doris Li
dli@canfitpro.com

Marketing & Communications Manager
Janessa Gazmen, jgazmen@canfitpro.com

Certification Operations Manager
Barb Pontes, bpontes@canfitpro.com

Manager, B2B Sales & Strategic Partnerships
Robert Robinson, rrobinson@canfitpro.com

Member Experience Manager
Kelly Ladd, kladd@canfitpro.com

Fitness Advisory Panel

CANADA

Nathalie Lacombe
Dr. Gillian Mandich
Dione Mason
Nathalie Plamondon-Thomas
Tracie Smith-Beyak
Scott Wildeman

INTERNATIONAL

Kristen Green
Dan McDonogh
Sgt. Ken Weichert
Sean Greeley

To Subscribe

canfitpro Magazine is published six times per year by Canadian Fitness Professionals Inc. New Professional Memberships with canfitpro are \$98 per year (plus GST/HST) and renewals are \$78 per year (plus GST/HST) and include a subscription to the magazine. For more information, please contact Member Services at ext. 301.

Feedback or to contribute to canfitpro Magazine please contact:

canfitpro Magazine
110-225 Select Ave.
Toronto, ON M1X 0B5
416-493-3515 Toll Free 1-800-667-5622
Fax (416) 493-1756
magazine@canfitpro.com
www.canfitpro.com/write-for-us/
Contact info@canfitpro.com for questions regarding membership, conferences, and Canadian fitness resources.

canfitpro is a division of
Canadian Fitness Professionals Inc.
Canada Post Canadian Publications Mail Sales
Product Agreement No. 40783518 - Return
Postage Guaranteed





Exclusive Free On Demand Training From NPE:

Will you be next?

How to Make Money Training Clients Online

Best practices that 4,000+ fitness business owners are using right now to protect and defend their businesses

Here's What You'll Discover ...

- ✓ Get your head right to capitalize on the tremendous growth opportunities in front of you!
- ✓ Learn the systems and tools needed to coach your clients online
- ✓ Learn how to find and sign new clients (even during COVID-19)
- ✓ And much, much more ...



Rui Saraiva | London, Ontario
NPE Client since 2019
"In just 6 months I've grown from \$2k/month to just shy of my goal of \$10k/month. I'm very happy with our progress thanks to NPE's support."

Recognized As: **Inc. 500** 8x Featured, **Telly Awards** 3x Featured, **UK BUSINESS AWARDS WINNER**

Listen To What Industry Leaders And Business Owners From Around The World Have To Say About NPE:



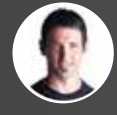
"I took the approach of 'we have to keep doing this but this is how we do it now' and never gave anyone the option for cancelling. I moved my services online, lost only one member and added 35+ new members to my roster. Revenue is up 31% and I even signed a new corporate client, all because everyone else closed down!"
— **Kate Laird, Love Your Body, Ottawa**



"I've had 4 clients paying \$79/week. Now I've raised my price to \$109/week for virtual training and added 21 more clients to our program. The response has been fantastic!"
— **Nancy Townsend, Uplift Strength & Spirit, Washington DC**



"I did my first full day of training online and I'm excited to keep going! Without NPE I would be in a bad situation. Switching to online training saved my business. Thank you NPE!"
— **Silvia Murphy, Body by Silvia, Springfield, VA**



"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**

Plus, get your free copy of NPE's COVID-19 Fitness Business Guide



Register for our FREE on-demand training and get a step-by-step guide on how to make money training clients online at:

www.NPEandcanfitpro.com

Go Here Now!

canfitpro



ADVERTISE LIKE A PRO

Complete the **PUZZLE**
with canfitpro!



Find out more about our
ADVERTISING SOLUTIONS TODAY!

canfitpro.com/advertise | b2b@canfitpro.com



Find Out More



BLACK LIVES MATTER

CANFITPRO MAKES A PROMISE TO STAND UP AND SPEAK OUT AGAINST RACISM — NOT JUST FOR THE NEAR FUTURE, BUT FOR THE LONG TERM

WE, AT CANFITPRO, BELIEVE BLACK LIVES MATTER AND THAT EACH OF US HAS A ROLE TO PLAY IN OPPOSING RACISM, INJUSTICE, AND OPPRESSION.

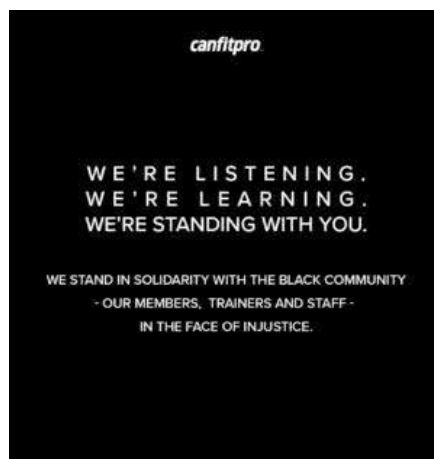
We are committed to listening and creating space for Black people and people of colour, and in turn we are firm in our efforts at being self-critical of our business, policies, and processes as we continue to strive to be better.

Because we are committed to real change against racial injustice and discrimination we have pledged to the following as a starting point:

- Creating a Diversity & Inclusion Strategy within canfitpro.
- Creation of a Diversity & Inclusion Committee where specific goals will be set and measured. Across the organization, teams will be accountable to uphold these standards.

- Review all processes, including recruitment and hiring practices, to ensure we are breaking down barriers that stand in the way of diversity. We are committed to evaluating these practices to make canfitpro a welcoming place to work for everyone.
- Include practices and create resources that attract diversity to canfitpro and canfitpro’s community.

- Amplifying Black voices. That means increased diversification and representation of Black Creators and People of Colour in our events, videos, webinars, websites, magazines, and on our social feeds.
- Create authentic and actionable steps for a more inclusive, long-term content strategy by ensuring diversity and inclusive standards are included in our corporate Culture and Values.
- Continue to make the time and space to learn how to be actively anti-racist.
- Keep the conversations going!



When the hashtags stop trending, canfitpro’s commitment to standing against racism, injustice, and oppression won’t end.

We know we haven’t done a good enough job of connecting with our Black community and we’re going to change that.

If you want to be involved or share your ideas with us, let us know by emailing people@canfitpro.com. We want to hear from you!

OUR PHONE LINES ARE NOW OPEN TO SERVE OUR MEMBERS BETTER.



PRO TRAINER

SHOWCASE

Joanne Mulhall
canfitpro Programs Taught: HWL

Why did you become a PRO TRAINER?

I am passionate about educating keen, interested, and engaged people about nutrition and healthy eating. The opportunity to teach this course to personal trainers, fitness instructors, and those interested in enhancing their own

knowledge was a perfect fit. I've been in the nutrition and natural health profession since 1997. I am always excited to work with a new group of students and love the interesting discussions that come about when teaching this course.

What is your most memorable experience as a PRO TRAINER?

The most memorable experience was being invited to present for the first time at the Vancouver Conference in 2018 and again in 2019. The positive response from those that attended the presentations

ARE YOU READY TO CREATE THE LEGACY OF FITNESS PROFESSIONALS IN CANADA?



canfitpro is looking for **PRO TRAINERS**. Learn more about this entrepreneurial opportunity at canfitpro.com/pro-trainer/

certainly affirmed why I do what I do, and also why I love it so much.

What's your favourite section of the HWL course and why?

My favourite section has to be the digestive system! The health of this system is so fundamental to the overall health of a person that I always stress the importance of simply asking the question "How is your digestion?" Eating properly certainly helps to improve digestive function and it's also good for coaches to know when to suggest to their clients to seek further assistance if their digestive function is poor. As a certified Iridologist and

Nutritionist, I have some great nuggets to share on this system.

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

My continued love of all things to do with natural health and healing, and simply wanting to share what I know with others, keeps me on my toes to be my best. If that in turn helps my students help their clients achieve better health, then "the ripple effect" is in place and I've done my job well.

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

These are very interesting times right now! Now more than ever, people need to be empowered to be as healthy as they can, not the victims of circumstance. What I intend to be doing in a year from now is more of my own on-line courses to teach people various aspects of health and wellness. I have three in the works as we speak!

PERFORM BETTER!

REFRESH. REVIVE. RENEW.
MAKE YOUR FACILITY LOOK NEW AGAIN.

■ RUBBER ■ TURF ■ TILE

FLOORING

800-556-7464 ■ PERFORMBETTER.COM

THE WARM UP

canfitpro

TOOLBOX

ELEIKO



The Eleiko XF80 Double Half Racks create fully kitted self-contained training stations giving members control of their environment and workouts. All the equipment members need is at their fingertips in a small footprint to support efficient training and tidy facilities. These versatile, customizable set-ups are also great for personal and small group training sessions. At Eleiko, we partner with you to build powerful functional fitness and strength training spaces that help grow your business.

POLAR



Polar Ignite is a waterproof fitness watch with advanced wrist-based heart rate and integrated GPS. This new-generation workout partner helps you become your true potential and push your limits the right way. Polar Ignite offers you a full view of your day and guidance towards a more balanced life.

polar.com/ca-en/ignite



Nomader

The uniquely portable Water Bottle makes travel hydration easy by taking up minimal bag space and eliminating the need for store-bought disposable bottles. Designed with a flexible BPA-free silicone body, the reusable bottle can be rolled-up or collapsed flat to save space, yet it's as comfortable to drink from as a hard-sided bottle. This innovative, eco-friendly travel water bottle features a patented anti-germ leak proof cap, an ergonomic carry strap, and wide mouth for easy cleaning.

nomader.com



Hydralyte®

Clinical Hydration. Rapid Results.

With up to 75% less sugar and 4x the electrolytes than leading sports drinks, these convenient and portable Hydralyte Effervescent Electrolyte Tablets will provide instant hydration. Great for all ages, the dissolvable tablets will relieve dehydration from long days in the sun, to travel, and even post-workouts.

hydralyte.ca/where-to-buy/#shop-in-store

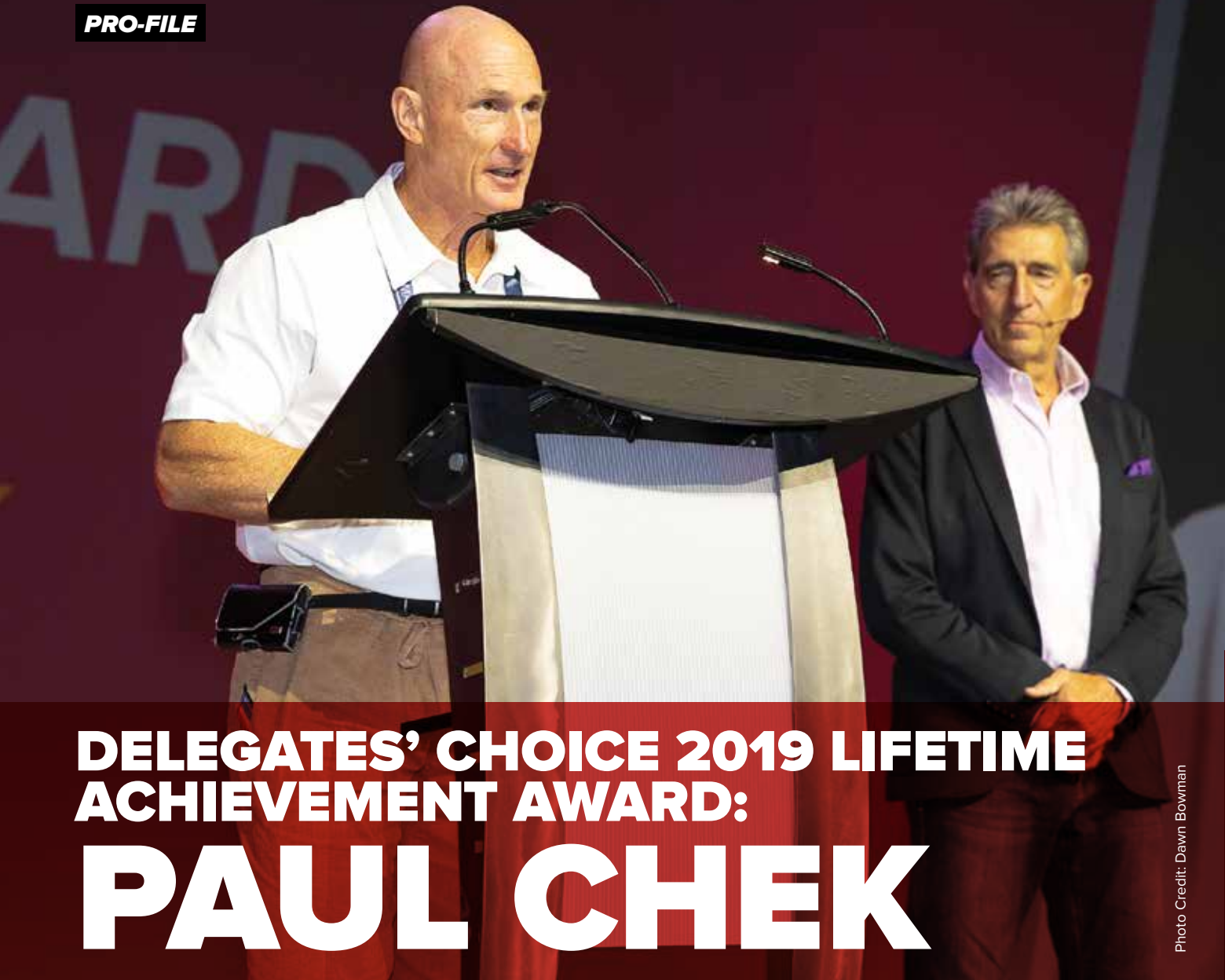


Photo Credit: Dawn Bowman

DELEGATES' CHOICE 2019 LIFETIME ACHIEVEMENT AWARD: PAUL CHEK

“A LIFETIME ACHIEVEMENT AWARD RECOGNIZES THE LIFELONG COMMITMENT OF A PERSONS’ WORK AND CONTRIBUTION TO LEARNING, INNOVATING, TEACHING AND COACHING, AND CANFITPRO WAS PROUD TO RECOGNIZE PAUL CHEK AND THE CHEK INSTITUTE FOR HIS 20+ YEAR COMMITMENT TO PRESENTING AT CANFITPRO. PAUL OFFERED DELEGATES A UNIQUE STYLE AND CANDID APPROACH TO TEACHING AND TRAINING AND HE CHALLENGED THE STATUS QUO WITH HIS PACKED SESSIONS OF ATTENDEES. HIS INTEGRATED APPROACH INFLUENCED THE WAY DELEGATES THOUGHT ABOUT THEIR OWN LEARNING AND HOW THEY CREATED AND DELIVERED EXERCISES, AND EXERCISE PROGRAMS, TO THEIR CLIENTS. HE SET THE BAR HIGH FOR HIS AUDIENCES TO ACHIEVE AND HE ALWAYS PUT EVERYTHING HE HAD INTO EVERY SESSION HE DELIVERED TO ENSURE HIS STUDENTS REACHED IT.”

MAUREEN (MO) HAGAN

Can you describe what it is that you do within the fitness industry?

I am a Holistic Health Practitioner and the founder of the CHEK Institute, which is a world-wide organization with headquarters in San Diego, California, the UK, and Australia. My work within the fitness industry has been to develop holistic integrated systems for individual assessments, program design, strength and conditioning, program development, and holistic coaching so that people achieve an integrated level of development, not just strength or fitness.

How long have you been active in this role?

I have been active in this profession for 36 years.

What do you love about what you do?

I love helping other people live their

dream of freeing themselves of pain and limitation. I love to learn. I love to grow as a person. I love the magic and the intimacy of the relationship that I have with my clients. I find it rewarding and stimulating to be involved with people who really want to learn, grow, live and love fully, and add beauty to the world.

What is the most memorable career experience for you to date and why?

I have a few! Implementing the Swiss ball into the gym industry in 1988 was amazing because it helped millions of people achieve higher levels of fitness, improved posture and overall function, not to mention athletic ability. I also have fond memories of each of my patents on exercise and health care equipment, and getting my two lifetime achievement awards, one from the Society for Weightlifting Injury Specialists and my most recent one from canfitpro.

What is very special about my Lifetime Achievement Award from canfitpro, even more so than receiving the award itself, was the opportunity to publicly state my gratitude for my wife Penny Crozier's love and support of myself, my career, and the growth and development of the CHEK Institute worldwide.

What is the biggest mistake you've made and how have you learned from it?

The biggest mistake I've made was in the beginning of my career when the information I was teaching was quite advanced for exercise professionals to understand. It led to me investing a huge amount of money to grow my business as a teacher and share my knowledge worldwide. But, this led to financial challenges because there was no rhyme or reason to why people did or didn't take the trainings I was offering, period. Some of the trainings would be very big and successful, but then I would have tiny classes, particularly here in the United States, which ultimately led to me being \$131,000 in debt and being told by my accountant, and the lawyer he recommended me to see, that I should file for bankruptcy. That made it very, very hard to get loans and to run my business effectively for a very long time. Once Penny took over the business, within as little as three years, we were generating about \$2.5 million a year. I could have easily paid all my debts back and never had to file bankruptcy, but I didn't have the business experience or business knowledge to realize that. What I learned from that is to never throw in the towel. Seek help from those that have expertise in areas where you don't so you won't make decisions based on limited knowledge or experience.

Are there any interesting stories from your fitness travels that you'd like to share?

I've been in countless gyms in many different countries and frequently I'm doing the very exercises that I teach and offer in my videos. I routinely have people come up to me and tell me I should not be doing the things I do on the Swiss ball and they try to get me to stop or take it away from me. I'll then ask them if they know who Paul Chek is and the answer is no. Each time I tell them that before they get too fired up about what I'm doing they should search up Paul Chek on the internet and come back to tell me what they find. Every time they come back embarrassed after learning that I am one of the leading experts on the Swiss ball. So that has always been kind of entertaining for me!

What do you believe sets certain fitness professionals apart from the rest?

I believe it's a commitment to study and practice, so that their knowledge is not just textbook knowledge or intellectual knowledge. They've applied and tested the knowledge.

Another thing that I think sets certain fitness professionals apart from the rest is that they have good relational skills. Instead of just counting reps or going through the motions, or talking on their phone while people are exercising, they engage in deep and meaningful relationships with their clients, which can be very healing and even lifesaving in many cases.

What advice can you share to those new to the field in order to be successful?

Today, a grand majority of people coming to the gym have muscle and balance

syndromes, orthopedic challenges, poor diets, and multiple challenges with lifestyle factors such as resting effectively, eating effectively, and using their mind effectively. In order to be successful as a personal trainer, one must commit themselves to all the human sciences, period. It is a lifelong journey of diet, lifestyle, anatomy, physiology, biomechanics, kinesiology, psychology, and more.

To be successful as a personal trainer and achieve your potential, one must see it as an open ended learning experience and go to work each day as though you're on an ongoing journey. See each person that you work with as a beautiful opportunity to share love and knowledge with. With that mindset, being in the health and exercise profession is very rewarding.

What does this reward represent to you?

This award represents to me that my many, many years of hard work and innovation has reached a point where people are willing to acknowledge the contributions I've made to the health and exercise industry, which is very gratifying and I'm very grateful to all of you that voted for me. Thank you.

Websites: chekinstitute.com
chekiva.com
paulcheksblog.com
Podcast: [Living 4D with Paul Chek - chekinstitute.com/podcast](http://Living4DwithPaulChek.com)
Facebook: [TheCHEKInstitute](https://www.facebook.com/TheCHEKInstitute) or [paulchekspage](https://www.facebook.com/paulchekspage)
Twitter: [@CHEKInstitute](https://twitter.com/CHEKInstitute) or [@paulchek](https://twitter.com/paulchek)
LinkedIn: [linkedin.com/company/the-c-h-e-k-institute](https://www.linkedin.com/company/the-c-h-e-k-institute)
Instagram: [@chekinstitute](https://www.instagram.com/chekinstitute) or [@paul.chek](https://www.instagram.com/paul.chek)
YouTube: youtube.com/paulcheklive

BECOME A CERTIFIED LIFE COACH

ONLINE COACHING CERTIFICATION

TAKE YOUR CLIENTS TO THE

Next Level

THINK Yourself ACADEMY

www.thinkyourself.com/canfitpro



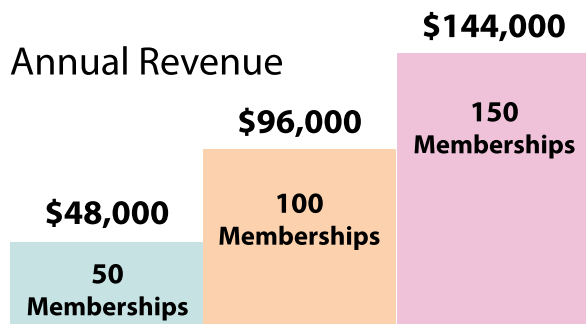
50 CLIENTS COULD GENERATE
**\$4,000 A MONTH
 IN REVENUE!**

THE HEALTHY LIFESTYLE SYSTEM

8-In-1 Fitness System

- Hyperthermic Fitness
- Full Body Massage
- Weight Management
- Infrared Radiant Heat

Up to 3X the results in half the time!



CANTAN.COM






 1.800.661.6292
 info@uvalux.com

A tailored approach to risk management.

canfitpro[™]

Preferred Insurance Rates Exclusively for canfitpro Members

- General & professional liability, including abuse
- Working with children
- Fitness equipment protection
- Fitness facility protection
- In-home studio protection
- CPR training coverage

Annual premium starting as low as **\$158.00**



Risk management is all about you.

At Gallagher, our commitment to the highest service standards makes it easy for you to do business with us.

Apply online or learn more by visiting:
ajgcanada.com/canfitpro



Gallagher

Insurance | Risk Management | Consulting

SPONSORS

THANK YOU TO ALL OF THE CANFITPRO 2020 VIRTUAL SERIES SPONSORS

VIRTUAL TRADE SHOW DATES

August 14-16, 2020	September 19, 2020	October 17, 2020	November 14, 2020
9:00am - 4:30pm EST			
2 DAYS	1 DAY	1 DAY	1 DAY

CHECK OUT WWW.CANFITPRO2020.ORG/VIRTUAL-TRADE-SHOW/ DURING THE DATES AND TIMES LISTED IN THE TABLE TO THE LEFT FOR EXCLUSIVE DEALS FROM THE INDUSTRY'S TOP BRANDS!



DTS FITNESS EDUCATION

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

Preferred Education Provider



FITNESS INDUSTRY COUNCIL OF CANADA (FIC)

Fitness Industry Council of Canada (FIC) is the not-for-profit trade association representing the voice of the Canadian fitness industry. We pursue a legislative agenda to promote and protect fitness business', while encouraging Canadians to be more physically active. Our initiatives focus on awareness, advocacy, and action.



FITNESS MARKETING GROUP

Fitness Marketing Group – innovators since 1988, FMG is your one-stop shop for fitness equipment and educational programming. FMG has teamed with the

industry's finest bringing Barre Above™ and Tabata Bootcamp™ Training to Canada. FMG specialises in portable, and results driven fitness equipment and is the exclusive Canadian distributor for Bender Balls and Gliding Discs. www.FMGonline.ca



FUNCTIONAL MOVEMENT SYSTEMS

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



Gallagher

Insurance | Risk Management | Consulting

GALLAGHER

Gallagher is a global leader in insurance, risk management and consulting services. We help businesses grow, communities thrive and people prosper. We live a culture defined by The Gallagher Way, our set of shared values and guiding tenets. A culture driven by our people, more than 30,000 strong, serving our clients with customized solutions that will protect them and fuel their futures. Around the globe and across a full spectrum of services. Call us for a FREE, no obligation quote: 877.734.8776 or visit ajgcanada.com/canfitpro. **Preferred Insurance Provider**



GOODLIFE FITNESS

At GoodLife our purpose is to give every Canadian the opportunity to live a fit and healthy good life. With over 300+ locations across Canada, GoodLife is proud to offer welcoming environments that are fit for any fitness level with access to modern facilities, state-of-the-art equipment, motivating group fitness classes, as well as supportive, friendly and knowledgeable staff.



HUMAN KINETICS CANADA

Since 1974, HK continues to be the premier publisher of physical activity resources, producing textbooks, consumer books, software, videos, journals, online education courses, and more. HK serves the fitness industry with resources in personal training, group fitness, yoga, strength training, club management, rehabilitation therapy, and more. Browse <https://canada.humankinetics.com> and visit the HK booth. **Preferred Education Provider**



KEISER

Keiser relentlessly pursues solutions that push the limits of fitness science. By beginning the design process with the human body rather than the limits of current technology, Keiser develops science-backed solutions that break the widely accepted industry conventions and elevate human performance. Keiser. Because... 'Good Enough' Isn't.

MATRIX

MATRIX FITNESS CANADA

When you choose Matrix, you're getting more than the world's finest fitness equipment. You're getting a partner that will be there, for your grand opening and every day after. Together, there's no detail of your business that we can't refine, reimagine or reinvent. And that includes your bottom line.



MERRITHEW™

Merrithew™ - Leaders in Mindful Movement™ is dedicated to innovating premium equipment, education and fitness brands. Our high-caliber branded programs STOTT PILATES®, ZEN-GA®, CORE™ Athletic Conditioning and Performance Training™, Total Barre® and Halo® Training inspire people worldwide to achieve optimal fitness and wellness. www.merrithew.com



MUSCLE ACTIVATION TECHNIQUES®

Muscle Activation Techniques® is a revolutionary approach to assess and correct a client's muscular system. An MAT® Specialist will examine the muscle systems role in chronic pain and injury. MAT® is also a global education company that teaches health and wellness professionals an effective way to help their clients.



MOBILITY TAPE

Mobility Tape brings breakthrough technology to the treatment of pain. Heat infusion accelerates healing while our kinesiology tape can stretch to 180% to provide maximum benefit. A difference you'll experience through greater mobility, less irritation, improved circulation, reduced swelling, and enhanced range of motion. Longer lasting adhesion means you don't have to worry about reapplying the tape on race day.



NEW ERA GRAFIX

New Era Grafix is a proud sponsor of canfitpro. We are Canada's leading full service providers of branded fitness and promotional merchandise. We're committed to maintaining a standard of excellence and providing top quality products and services to our customers. www.newerasite.com, inquiries: info@newerasite.com, 1-888-834-8509.



NPE

NPE is the leading fitness business education and coaching company for fitness entrepreneurs to build and grow profitable companies. Since 2006, they've helped over 45,000+ fitness business owners in 96+ countries grow to the next level. They're an award-winning global team with offices in Los Angeles, London, and Sydney.

Preferred Education Provider



ONE DAY TO WELLNESS

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



OPTIMYZ

OptiMYz magazine is Canada's leading wellness magazine designed for women who put their health and wellness first and strive to look and feel their best! Our content is based on our five pillars: health, fitness, nutrition, life and mental wellbeing. Bringing these categories together gives our readers and subscribers everything they need to live their lives to the fullest! That's the OptiMYz way!



OXYGEN YOGA & FITNESS

Ready for a dynamic and modern approach to Yoga & Fitness? With a wide variety of classes, done in a FAR Infrared heated room, you will never get bored as you progress in your practice. Join our comprehensive 200hr. Yoga Teacher Training program to learn how to teach all aspects of yoga, from traditional to our modern, fused approach. **Preferred Education Provider**



PELVIENNE WELLNESS INC.

Pelvienn Wellness Inc is the new home of the Core Confidence Specialist Certification originally created by Bellies Inc. Founder Kim Vopni, known as The Vagina Coach, offers online core and pelvic floor fitness programs for women in pregnancy, motherhood and menopause as well as Certification and CEC's courses for people who train female clients.



PL3Y Inc.

PL3Y Inc is the world's leading provider of kids physical literacy & fitness trainings for recreation and education professionals, with innovative programs including DANCEPL3Y and YOGAPL3Y. Certified instructors deliver classes in recreation centres, fitness clubs, dance studios, daycares, schools and satellite locations. Our individual and region-wide program licenses allow instructors to put their passion into action and positively impact youth in their communities!

Preferred Education Provider



POUND – ROCKOUT. WORKOUT.

POUND® is a unique exercise method inspired by the energizing, infectious, and sweat-dripping fun of playing the drums. What started as one class in Los Angeles, CA has exploded into a global fitness and lifestyle brand with a network of over 18,000 certified instructors across the world! www.poundfit.com, info@poundfit.com, 310.601.4728



SCHWINN INDOOR CYCLING

Schwinn is committed to giving you the most customizable and authentic ride possible. For over 25 years we've been raising the standard with each innovation. Coupled with our comprehensive Schwinn education program to produce top-tier class instructors, and you have the brand that indoor cycling enthusiasts are most proud to use.



SOULBODY FITNESS

SoulBody is ELEVATING the Group Fitness experience for Health Clubs by creating innovative, boutique-style classes that keep them ahead of the curve. SoulBody has TWO Barre programs, a yoga sculpt+cardio program plus a HIIT class... all choreographed to dynamic, motivating music. Join our SQUAD of instructors and our Community of Health Clubs, inspire through movement, and set the standard!!



SWIS - SOCIETY OF WEIGHT TRAINING INJURY SPECIALISTS

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



THINK YOURSELF® ACADEMY

Along the past 30 years, the THINK Yourself ACADEMY has inspired over 100,000 audience members and empowered thousands of clients internationally through coaching, leading-edge courses, training and events. The Founder and CEO Nathalie Plamondon-Thomas is also International No.1 Bestselling Author of fifteen books on success, communication, wellness and empowerment.



TRX

The company that created Suspension Training® now offers fully integrated turn-key functional training solutions - including spatial design services, anchoring, Kevlar® based training tools, storage, accessories, industry leading education, and TRX Mbody group programming - to help trainers, coaches, and fitness facilities create profitable programs and spaces. Visit www.trxtraining.com/commercial | 888.878.5348 | sales@trxtraining.com



UNSINKABLE

Unsinkable is a story-sharing platform hosted by four-time Olympian Silken Laumann. Our mission is to connect and empower Canadians to achieve better mental, physical and spiritual health. Whether celebrity, neighbour, youth or health expert, our stories hold wisdom and power. We are creating a connected community to empower Canadians on their journey to greatness. Together we are Unsinkable.



YOGAFIT® WORLDWIDE

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



ZUMBA®

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





IF YOU'RE IN AN EMERGENCY SITUATION JUST REMEMBER:

CALL 911

PUSH HARD | PUSH FAST

**UNTIL HELP ARRIVES,
DO CYCLES OF:**

30 COMPRESSIONS | 2 BREATHS

This reminder has been brought to you by the canfitpro & Rescue 7 teams.

In person CPR will resume soon.
Visit canfitpro.com for more details.

canfitproTM



HUMAN KINETICS

Your #1 source for fitness and health resources

STAY CERTIFIED

with Human Kinetics Continuing Education courses!



4 CECs



4 CECs



3 CECs

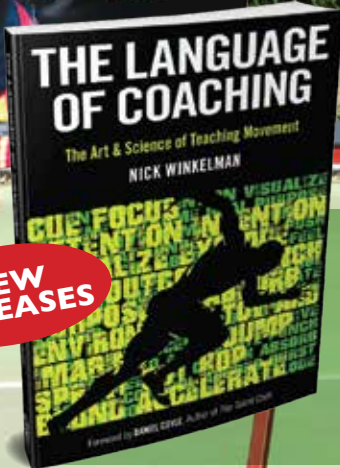


3 CECs

CANFITPRO-APPROVED RESOURCES!



This expanded and updated coverage of strength training concepts will ground fitness professionals in the understanding they need to develop appropriate strength training programs for each person that they work with.



NEW RELEASES

What made the best coach you've ever had so effective? Was it their knowledge and programming or the way they communicated with you? A coach's words are what set them apart from the rest! *The Language of Coaching* focuses on the impact that communication has on an individual's ability to learn and perform a movement. Learn how instruction, feedback, and cueing can significantly affect training outcomes!



Canada.HumanKinetics.com



1-800-465-7301



info@hkcanada.com



@HumanKineticsCanada

FITNESS BUSINESS JOURNAL

Keeping club and boutique owners,
operators, and managers informed with
industry news, trends, and insights.

24

LOOKING FORWARD

26

AN INNOVATIVE EXPERIENCE OF
UNCOMPROMISING QUALITY

28

ALLIED HEALTH PROFESSIONALS
BRING VALUE TO YOUR BUSINESS

30

CONTINUOUS IMPROVEMENT IS IN
OUR DNA

32

REBUILD YOUR BUSINESS
STRONGER THAN EVER

34

BUILDING A BADASS BOUTIQUE:
PART 4

LOOKING FORWARD

GALLAGHER INSURANCE PRODUCTS MEET THE CHALLENGES OF CLUB AND FACILITY RE-OPENINGS

By Murray Mackenzie

Needless to say, the past few months have been like no other any of us have experienced. We are all trying to do our part to stay healthy and safe, look forward to someday getting back to normal, and prepare for the canfitpro 2020 Virtual Series.

As we approach the fall, it's a good time to reflect back at some of the goals we set at the beginning of the year. No doubt, many of us had plans regarding our personal fitness. Others may have concentrated on continued learning and education. No matter what your pursuits were, it is always important to have achievable goals, and while the COVID-19 outbreak may have delayed this, we must continue to look forward.

Our goal as the provider of the canfitpro insurance program is to provide you with the most comprehensive insurance available at an affordable premium. As well, it is important that we always strive to learn more about the fitness industry and how we can best service your needs. As a personal trainer, instructor, or facility owner, I'm confident you make every effort to work within your scope of practice.

During the COVID crisis, gyms and clubs have been faced with new challenges. Even upon re-opening, things will not be as they were for some time. Social distancing has become a part of our everyday life for the time being. Facilities will have to rearrange their workout stations to accommodate distancing needs. New cleaning procedures

and expenses associated with that practice will be necessary. As well, the use of personal protective equipment will be required. This will be our reality until we are confident that there is an end to the threat of COVID.

To assist during these difficult times, we are doing all we can to ensure our products meet the challenge. In the spring, we lowered our rates for gym/fitness facility insurance and we urged Business Members to ask us for a quote. We also added coverage for "online training" for fitness professionals, which given the situation that COVID-19 put us in, was more important than ever. We are making sure, that as time passes; we evolve with the times and do our best to meet the needs of our clients.



FACILITIES WILL HAVE TO REARRANGE THEIR WORKOUT STATIONS TO ACCOMMODATE DISTANCING NEEDS.

To deal with the pandemic and its challenges, we temporarily eliminated the requirement for 50% of training revenue from “online training” so that fitness professionals could continue to work while face-to-face appointments were not possible and fitness facilities were closed.

As Gallagher is the only endorsed broker by canfitpro, we take great pride in our program and offer these coverages and exclusive rates only to canfitpro members. Whether you work as an independent trainer/instructor on your own, operate an in-home studio, or a fitness facility, we have a solution for you. You can learn more about our program by visiting our website at ajgcanada.com, which can also be accessed via the canfitpro website. We hope you all stay safe and healthy.



Murray MacKenzie, C.I.P., B.Comm., is Senior Vice President of Commercial Insurance at

Gallagher. Murray has been working in the insurance industry for over 30 years. He is a graduate of McMaster University. Contact him at murray_mackenzie@ajg.com or visit ajgcanada.com/canfitpro.



Life Time, Inc.

AN INNOVATIVE EXPERIENCE OF UNCOMPROMISING QUALITY

**JUSTIN DABU, GENERAL MANAGER OF LIFE TIME AJAX, SHARES
HOW THEIR MEMBERS BECOME FAMILY AND THE COMMUNITY
THEY CREATE IS SECOND TO NONE.**

To what do you attribute your success?

Life Time is less like a health club/gym and more like an athletic resort. Our places, people and programs create a luxury community-based experience that helps our members achieve their health and wellness goals and live a healthy way of life.

What are your company's goals and mission?

Our mission is to provide an entertaining, educational, friendly and inviting, functional and innovative experience of uncompromising quality that meets the health and fitness needs of the entire family.

We hope to be THE one stop healthy lifestyle stop for families in the communities we serve.

Does your company help the community where it is located?

Yes we support many local businesses by means of donations to help them fundraise for different campaigns. We support RUNAJAX and Life Time sponsors the 4k run for juniors. We also partner with Canadian Diabetes by providing community access to donation bin and by continually educating our members on this organizations important work.

Why are you in this type of business?

We are in the business of impacting as many lives as possible and adding value to the community of Ajax. We do this by encouraging and supporting our members, team members and community to champion a healthy way of life.

How do the social, economic, environmental, technological, legal and political environments impact your business?

The current COVID-19 pandemic has resulted in the temporary closure of our clubs, but we are quickly pivoting to offer our members on-demand and virtual offerings, complimentary. These services have been well-received and I can see us continuing them even after our clubs reopen.

Where do you see your business in the next one to five years?

Life Time will continue to grow in the health and wellness space through the development of our Life Time Work premium coworking offerings, as well as Life Time Living luxury residences that allow members to live, work and play all within the same development.

COMPANY PROFILE

Number of years in business:
28 years

Head Quarter Location:
Chanhassen, Minnesota USA

Number of Canadian locations: Three locations in GTA – Mississauga, Ajax and Vaughn

Do you currently compete or plan to compete in the global market place? If yes, how?

Life Time currently operates in the U.S. and Canada, and we have a lot more ground we can cover here in North America, although I wouldn't say anything is off the table.

How has your business leveraged technology / innovative solutions to conduct and drive for results?

Life Time is rolling out on-demand group fitness classes as well as virtual training to meet our members where they are – whether that's at home, traveling or in the club. So far the response has been incredible and we're excited to continue to evolve these offerings.



How have you surrounded yourself with mentors/coaches during your business/career journey?

Absolutely. Part of the journey is all about learning from great leaders who have set great examples and have paved the way forward. My first mentor was Deb Zahra (Manager of the restaurant I first worked at 18 years ago) who inspired me to pursue a career within leadership. From her I learned the importance of empathy, courage and thrust. I've been fortunate to work with many great leaders throughout



my career who have helped shape the person I am today.

What advice would you give other aspiring professionals and entrepreneurs in the industry?

Two things: Focus on the people – regardless of your line of work, success truly comes down to the clients you serve and the people you surround yourself with. Second thing is to always be a student of life and possess a growth mindset - no matter what state in your career, there is room to add value to yourself and to others.

What makes your company unique from the competition?

Life Time is impeccably designed, and our customer service is unparalleled. Members become family and the community we are able to create in our athletic resorts is second to none.

What is your contribution to the Canadian Fitness Industry?

We provide a place of health and wellness not only physically but also mentally and emotionally by creating a community of like-minded people. The fitness professions and opportunities for advancement we make available within Personal Training and Group Fitness provide a career for individuals to strive for and work toward.



How has canfitpro impacted influenced your pursuit in the Fitness Industry?

canfitpro provides the essential training and support needed for people to develop skills and character traits to be successful in our company and industry. It is an organization that ensures consistency and quality of training for all types of individuals.



What is your favourite quote you try to live by each day?

"Outside of your comfort zone is where the magic happens"

Any new innovations/products/trends that you want to share?

We recently launched a complimentary 30-day virtual training program to all of our members while our clubs are temporarily closed due to COVID-19. It's been incredibly well-received and we're excited to continue to see if grow and offer new, more personalized programs.



ALLIED HEALTH PROFESSIONALS BRING VALUE TO YOUR BUSINESS

**ADDING ALLIED HEALTH PROFESSIONALS TO YOUR TEAM CAN ADD
VALUE TO YOUR MEMBER EXPERIENCE AND YOUR BOTTOM LINE**

By Scott Wildeman, President – Fitness Industry Council of Canada



now create a new habit to travel to and receive services from another clinic or provider. Although the professional you are referring to may have the best of intentions, the reality is that your client may not come back simply due to an interruption in behaviour change.

If a fitness professional acts outside of their scope of practice, serious legal consequences could follow should an injury or accident occur as a result.

So, what is the solution? Have you considered adding allied health professionals to your team? I have found that when an allied health professional is aligned with a facilities vision and acts as a real team player, everyone wins! They can build a robust practice, your clients have onsite resources, and your facility adds a new revenue stream.

However, it is critical that the allied health professional is an integral part of the team. I have found that a tenant relationship is not as fruitful as hiring the allied health professional as an employee. They must be on your fitness floor regularly, interacting with both your fitness professionals and your clients. Out of sight, out of mind. So, a tenant who simply rents space and doesn't engage won't be as synergistic to your business as having someone fit your team model.

BY HAVING THEM ACTIVELY ON YOUR FITNESS FLOOR WORKING WITH CLIENTS, THEY BUILD RELATIONSHIPS WITH THEIR COLLEAGUES AND MEMBERS ...

Fitness professionals are committed to ongoing continuing education and development to stay informed and on top of emerging trends in the industry. The delivery of safe and effective exercise prescription in a dynamic, inspiring and, of course, fun setting will ensure your members and customers get the results and experience they are looking for.

But, what happens when a client has needs that exist outside of a fitness professional's scope of practice. Either you must refer out of your facility, or a fitness professional may act outside of their scope. Both instances carry inherent risk to your business.

If a client is referred out, they must

I have found the best success when your allied health professional, whether they be a registered dietitian, massage therapist, athletic therapist, physiotherapist, naturopath or osteopath, also acts as a Personal Trainer / Group Fitness instructor! By having them actively on your fitness floor working with clients, they build relationships with their colleagues and members, and become known as the "go to" person should a need arise.

Being active on your fitness floor also lends to a host of prospecting opportunities. We have often seen Personal Trainers simply walk up to a therapist on the floor and ask them to

... YOU MAY FIND THAT YOU NOW HAVE A NEW STREAM OF NEW CLIENTS INTO YOUR FACILITY.

come look at their clients (insert issue) on the spot. This can lead to a consultation booking and thus a new revenue stream. Remember, most allied health professionals also have their services covered by many group benefit programs. So, now your facility can benefit not only from dues and personal training revenues, but revenues from your allied health professional. One client, multiple revenue streams!

Also, by having a non-member referral option, you may find that you now have a new stream of new clients into your facility.

When you are looking to add an allied health professional to your team, I strongly recommend that they are an employee of your facility, also act as a fitness professional themselves by obtaining the proper certifications, and most importantly, are a cultural fit. In our facilities, we are very big on the "five foot 10 foot" rule. Within 10 feet you smile and make eye contact, within five feet you say hello. Part of our interview process requires a candidate to go on the floor and say hello to people. Ask for five names of clients and staff. This will show you in a hurry if your candidate is a cultural fit or not. As many of our allied health professional applicants are coming from a more clinical setting, this type of activity may be out of their comfort zone. However, for us, it is a non-negotiable. This has served us well over the years.



Scott Wildeman is the Senior VP Fitness and Operations for GYMVMT in Alberta Canada. A dynamic leader that has helped build one of the largest PT and GF teams in Canada, his areas of expertise include Personal Training sales and business practices, career development and Human Resources.



Matrix Fitness

CONTINUOUS IMPROVEMENT IS IN OUR DNA

GREG LAWLOR, VICE PRESIDENT OF SALES AND MARKETING, SHARES HOW THE COMPANY APPROACHES THEIR COMMITMENT TO HUMAN HEALTH

To what do you attribute your success?

- Commitment since 1975 to providing high quality products that promote health and wellness
- We deliver solutions that are simple, intuitive, biomechanically correct, and provide lowest cost of ownership
- We also invest in communities where we operate and in projects that align with our values

What are your company's goals and mission?

Our goal is to be the best company that contributes to human health.

Our mission is to live by our values of sincerity, expertise, and provide a can do

spirit for the customers we serve.

Does your company help the communities where it is located?

Across the country we have various initiatives in the communities we serve. We invest in projects that align with our values.

A recent example is that JHT Canada contributed a full fitness room to Nelson High School in Burlington, Ontario. The purpose was to create an environment for positive fitness and health experiences for their students.

Why are you in business?

To provide equipment and education that makes a positive contribution to human health.

How do the social, economic, environmental, technological, legal and political environments impact your business?

All of these environments affect and shape how we do business. Establishing a Canadian subsidiary in 2015, and having 35 other subsidiaries globally, reflects the respect for the countries and cultures in which we operate. Every country is bound by common and unique environments, regionally and globally.

One of the unique features of our company is our cross cultural collaborations, which contributes to our success.

COMPANY PROFILE

Number of years in business:

- Matrix fitness brand – 19 years
- Johnson Health Tech Canada, owners of Matrix Fitness, Vision, Horizon, Tempo, and Synca brands - 5 years
- Parent company Johnson Health Tech – 45 years

Head Quarter Location:

- Canadian - Montreal
- Global - Taiwan

Number of Canadian locations:

4 physical locations - Montreal, Mississauga, Calgary, Edmonton.

Where do you see your business in the next one to five years?

With the recent events of COVID-19, it's tough to predict anything specific in the future. However, we expect to continue to evolve in a leadership role, operating with very high standards in Canada and globally, evolving and serving the needs of our customers and our employees with high quality equipment.

How has your business leveraged technology / innovative solutions to conduct and drive for results?

All aspects of our business are touched by technology. The manufacturing process, the transportation of goods, the local distribution, the installation, and post installation support all have state of the art technology tracking and accountability metrics and tools so monitoring and progress is constant. Continuous improvement is in our DNA.

Of course, our equipment has various levels of connectivity possible that can be customized based on customer needs.

A great example is the recent launch, in short order, of the Matrix home workout app during the COVID-19 crisis. Our global technology team put together a solution for home workouts that supported our fitness and business customers in better serving their communities during a challenging time.

How have you surrounded yourself with mentors during your career journey?

Personally, I have adopted a continuous learning mindset from a young age. There are so many strong mentors in the industry from both a fitness and business standpoint. I feel blessed that I have

learned from many of them - too many to mention. This personal experience has allowed me to keep evolving with new challenges regularly so I can make a contribution to serving our customers.

What advice would you give other aspiring professionals and entrepreneurs in the industry?

- Identify what you are passionate about
- Have fun - work with people you enjoy
- Identify what is important to you
- Understand and develop how your contribution can be unique
- Practice skills that differentiate your contribution
- Stay humble, work hard, and keep learning



What has been your greatest success and how has it shaped your business or your brand?

I think longevity and lots of energy to keep going. When you think of it, that is the purpose of daily exercise. To build the body to exceed our daily demands. I have been a part of an industry for over 25 years that has allowed me to live that and promote that.

What makes your company unique from the competition?

We have lots of great competition. That alone has pushed us to be better. The biggest differentiator for our team is influencing the process on the design, development and manufacturing side, providing low cost of ownership, and implementing with the regional experts personal touch are our biggest assets. Local implementation is a key differentiator with people who serve our customers, and live in that region.

What is your contribution to the Canadian Fitness Industry?

As a company, employing 59 Canadians, serving thousands of organizations and individuals with safe, reliable, and simple equipment that promotes physical activity for all fitness levels.

How has canfitpro impacted your pursuit in the Fitness Industry?

canfitpro has been a great platform for our organization to be of service to the industry. Continuous improvement relies on our ability to understand our customers and we get many opportunities to interact and learn across the country with various canfitpro events and initiatives.

What is your favourite quote you try to live by each day?

"It's what you learn after you know it all that counts." - John Wooden

Are there any new innovations/ products/trends that you want to share?

We see a number of trends and innovations coming our way.

- Recovery tools and products: As our population ages, more focus will be on recovery. We will be launching a line of massage products shortly.
- Performance: Everyone wants results. You will see a push towards results driven assets in our equipment and education. Products like MX4, Mx4Active and Sprint 8 are just a few that will tap into this trend and provide our customers with the tools they need to get results, both individually and in their businesses.
- Technology: We have seen the value of content in driving fitness via the Peloton trend. This will continue to grow and we will be continuing to develop solutions to serve consumers and businesses in this end.
- Strength training: We will continue to develop products like the glute trainer that are accommodating and simple that allow for targeted training that makes a big impact on our ability to move well and be strong.
- Medical fitness: This includes rehabilitation and active aging. The demographics tell us about an aging population, and we will continue to develop and introduce equipment and education that is accommodating to this group.

REBUILD YOUR BUSINESS STRONGER THAN EVER

3 STRATEGIES TO UPGRADE YOUR BUSINESS FOR FINANCIAL SUCCESS

By Sean Greeley, NPE Founder & CEO

Fitness studios and gyms are starting to reopen, but a big chunk of clients and revenue has disappeared. Everyone is frustrated and even afraid because they don't know how to get back to where they were ... and wondering if they should even try.

If you're feeling like that, you're not alone. But here's the new reality - to continue business operations and ensure the financial success of your business, you need a new plan. You need to reach profitability quickly. You need cash flow to survive (and grow). And you've got to replace the clients who've left your business. This means letting go of old ways you 'used' to think about your business and quickly UPGRADING your business by focusing on three things:

- Clarifying WHO REALLY IS your best client and HOW you can better serve them now
- Re-engineering your programs to deliver more VALUE to your best clients and generate more PROFIT and CASH FLOW for

the business

- Becoming a stronger marketing strategist and sales leader to accelerate bringing in more NEW CLIENTS and ramp up REVENUE

Let's take a quick run through them:

1. Clarify your best client and how to better serve them.

Many fitness studio owners have a significant number of clients that have ghosted them, gone on hold, and/or canceled. That sounds terrible, but the information you gain from that will allow you to rebuild your business stronger than ever.

Here's why: The clients who left are only half the story. Who stayed? These are people who were powerfully engaged with your studio or gym. What do they have in common? What value were you providing them that they could not get elsewhere? Use the answers to those questions to rebuild your "WHO",



and profitable.

2. Re-engineer to deliver more VALUE and upgrade your business model.

There are two big reasons why fitness studios fail:

- A. They don't deliver great value to their clients.
- B. They don't understand the "money math" that drives profits and cash flow with their business model.

These two are connected. You need to deliver huge amounts of value to your clients. That way, you can charge enough for your studio or gym to thrive. If you fail at either end of this, your business will falter.

To deliver great value, you want to re-engineer how to lead clients to success with their health and fitness goals. This means creating powerful client journeys. Meet them where they are now, understand their challenges, and lead them to a solution using a business model that allows you to be profitable. For example: A beginner doesn't know what to do, may feel uncomfortable in a big gym, and lack the discipline over the long term to meet their goals. You

... RE-ENGINEER HOW TO LEAD CLIENTS TO SUCCESS WITH THEIR HEALTH AND FITNESS GOALS

offer a solution of assessment, program design, and live sessions where you coach them through movement. Then you offer them private or semi-private training (your business MODEL), at pricing and packaging that gives you adequate profit margins so your business is profitable and you meet your income goals.

3. Strengthen yourself as a sales leader and marketing strategist.

Once you have your WHO and your VALUE/MONEY MATH in order, you need to find the right clients for your business.

That means thinking strategically. You don't want to just "promote" your services with free trials or discounts. Instead, target your ideal client. Get clear on the messaging and offer that will actually solve their problems. Educate prospects on how to solve a problem with content marketing. And inspire them with success stories.

Next, master your sales system so you'll

know how to communicate with your ideal client in an effective way. We teach the 7½ step AUTO-CLOSER® Sales System that shows you how to lead conversations with prospects in a way that uncovers their needs and inspires them to commit to their goals.

Finally, you need to get some easy and inexpensive wins to drive in the right clients with:

- Engagement campaign to most recently engaged clients
- Reactivation campaign to inactive clients
- Referral/Bring-a-Friend campaign with current clients LOVING your new program, and
- Update your website and social media with organic content to everyone else

These strategies will start driving in the right clients you can help with an upgraded business model that delivers more profits and cash flow.

Let's review...

In business, the "WHO" is everything. Focus on serving people you love working with AND will pay for solutions. To make more, first you need to give more value.

Get your money-math right to drive in cash flow and increase your profitability. Finally, stop promoting. Level up your skills to become a stronger sales leader and marketing strategist.

With the right clients, the right value, the right money management, and the right sales and marketing, you'll be positioning to restart your business stronger than ever before.



Sean Greeley, Founder and CEO of NPE, has an unrelenting passion for empowering fitness business owners to grow their business and create the life they want. Since 2006, NPE has helped over 45,000+ fitness professionals and business owners in 96+ countries grow to the next level.

Is your fitness business set up for success in the year ahead? Take the free Best Month Ever Blueprint quiz and discover how you can accelerate your growth to the next level at www.NPECoachesCorner.com/canfitpro

that is, your ideal client profile. Recreate your demographics (age, gender, etc.), psychographics (desires, goals, challenges, what success/failure looks like), and geographics (where are they, either online or offline).

Once you have your WHO, look at what programs you can deliver to them to make your business more competitive

YOU DON'T WANT TO JUST "PROMOTE" YOUR SERVICES WITH FREE TRIALS OR DISCOUNTS.

BUILDING A BADASS BOUTIQUE: PART 4

**YOUR 10-TOUCH JOURNEY TO DESIGNING A FITNESS STUDIO THAT ROCKS:
UNDERSTANDING BOUTIQUE PRODUCT - PROGRAMMING, PEOPLE, PLACE**

By Emma Barry



PRODUCT

People, Programming, and Place address the core pillars of a bricks-and-mortar fitness business – the product. We're talking about the talent that makes it happen, the programming that delivers the result, and the staging against which it is set. Each must be deeply considered and immaculately executed to be considered credible and powerful in a discerning and competitive marketplace.

People Are Your Greatest Asset

"People quit products, not people." -

Scott Kinworthy, Director, F45 Academy (The Future of Fitness Podcast, 2019)

People leave people, not businesses. Despite all the advancements in technology, people remain your greatest asset. Culture is what happens when you leave the room. And your people culture begins with you!

Boutique fitness has carved out an existence with this understanding at its very heart, fine-tuning an experience and applying the levers of cost, design, exercise genre, locale, and promotion to satisfy a hyper-focused and like-minded community. The assembly is a tight, cohesive audience to deliver to.

The brief: Build connection first, commerce second.

Map Your People Journeys

There is a delicate balance between too much and too little in the pure delivery of an experience. A great analogy is to consider a boutique fitness class like a ride at Disneyland. There are the same clear phases pre-ride, during the ride and post-ride. A great exercise is to map this journey, explore each touchpoint and bring as much magic as you can, consistently.

We know happy staff mean happy members so mapping your staff journey right from recruitment through training, to career development helps enormously in becoming an employer of choice. Boutique instructors are typically recruited, trained and paid better than their traditional club equivalents. They can also skew younger to meet the demographic they serve. The accountability of paying-bums-on-seats is a model that rewards high performance and highlights any issues promptly. It is not uncommon to have a base rate and performance pay. A lifelong curiosity for learning, developing and feedback is the only insurance in dynamic times where attitude rules over aptitude.

"In the boutique sector, staff need as

much care and attention as your clients," confirms boutique turnaround specialist Adriana Tantau (aka Fudge).

Some helpful tips to set your team up for success include:

- Facilitate full immersion training
- Find ways to let staff shine in their strengths
- Shout success from the rooftops
- Nurture Rockstar performances from front desk to stage to maintenance
- Fall in love with feedback and have ongoing, meaningful dialog
- Facilitate badass meetings
- Foster togetherness and sharing

Some great advice from Tasha Bean Marshall, an indoor cycling and fitness studio consultant leading turnarounds in Canada:

"Most start-ups grossly under-estimate the time needed to train their team for consistency," she says. "They estimate that a weekend of training will be adequate, when the reality is it takes two to three months. Furthermore, they undercook team time: being launch-ready demands an amp-up weekend to refine and polish."

Create Powerful Programming

"Content is King" - Steve Jobs, 1996

There is a continuum that exists in terms of the delivery of programming at boutique studios. Whether your team is expected to deliver word for word, exercise by exercise or if they have creative freedom within a framework; you must deliver a high level of value and consistency to be successful. A clear strategy will dictate the genre, delivery, and style of your workouts, whether you incorporate biometric tracking or are more experiential. What you decide to do is an important as what you decide not to do.

Tips to Programming:

- Create a journey of contrasts
- Sit on science – know what results you get your members and test, tweak, and refine
- Create your own path to owning it by developing your own design, style, and delivery based on your DNA
- Define your musical signature – given music may be half your experience, invest here

Best Practice Programming advice from Jeremiah Evans, programmer for a number of boutique brands—the likes of Solcioty Fitness in Atlanta—as well as his own online program.

Some of the biggest mistakes he sees are:

- Workout flow is clunky and inefficient
- Progression/regression exercises or workouts not suitable or sustainable for the target market
- Employee dependency leaves too much responsibility with the instructor at the expense of poor underlying methodology to be successful in the long term

Your Musical Signature

Music is arguably half of any group fitness experience. Music is pop culture. Music is religion. Music is politics. In a time when a crowded marketplace makes it hard to differentiate, it can truly be a defining signature of your brand and your programs. As such, are you investing enough focus on making your playlist, and therefore your brand, sing?

Place: Rock the Room

"Where people spend more time than their living rooms" — Bloomberg Business

"We finished our boutique studio on time and under budget," said no-one, ever.

Your studio is your backdrop for transformation. It is a stage for instructors and members to do their best work. A place to experience the best hour of their day. How it feels matters. How you lay it out matters. What happens to it as the energy shifts matters.

Your challenge, of course, is to maximize productivity per square meter or square foot of your facility. Cycling classes have long been considered the gold standard of efficiency thanks to the bike's small footprint and the price commanded per seat. It's why we are witnessing the growth in scale of such classes. However, remember that you are also fostering a community vibe that will likely benefit from enhanced social spaces.

High levels of competition mean there's also pressure to provide more substantial wet areas. The conversation around real estate allocation always involves walking the edge of a sword.

Create Intoxicating Environments

The design of many studio spaces leans into the theatrical vibe, creating a dramatic backdrop against which the class and the performance can unfold. Lighting can either bathe the stage in soft dappling or else ignite the room in fireworks.

Surprise and delight is another age-old



way to create special moments; I will never forget the first time I sat on the heated seats in the Saints & Stars locker room in Amsterdam, or my first 400-metre repeats in the streets of Tribeca, put to work by the beastly trainers at DogPound in NYC.

And there's a lot you can do quite simply: stadium layouts for cycling, LED lighting strips to change hue and intensity at the touch of a color wheel. Think of engaging as many senses as you can authentically. Think about the tactile sensation of the equipment you order, the mats you are on, the towels you use. These all contribute little cues to the overall experience.

Fit For Purpose

Nathan Bright of Bright Architecture in NYC, a leading boutique studio designer having fitted out MNDFL, Rumble, SLT, Fitting Room, Rowhouse, Swerve, The Bar Method, Shadowbox, and celebrity newcomer GRIT BXNG says the following:

“The biggest consideration is that boutique fitness and wellness studios are part of the reinvention of the retail space — a shift from a transactional space, where you would go to buy a sweater or purse, to one that’s a community experience. And it comes with additional design challenges including noise, vibration, heating and cooling”.

His greatest advice is, in the same way

you have a doctor to look after health-wellness, and a lawyer who looks after their legal-wellness; you need an architectural professional to look after your spatial-wellness.

The biggest mistake you see studios make? ***“Definitely it would be opening the doors too early. So many owners put themselves into a bind with pre-set PR, photo shoots and soft opening sales, without realistically coordinating with the construction”.***

Club-In-A-Club

Boutique fever is also extending into big-box clubs lead by, best-in-class, Midtown Athletic Club in Chicago. When Steven Schwartz, President & CEO of Midtown Athletic Clubs, viewed the fitness landscape from his tennis-based fitness centers, he saw an opportunity to entertain those taking part in group fitness—already the clubs’ biggest participation driver—by enveloping them in the deep feeling of theatrics.

Steven created five unique backdrops to enhance the group’s big-box offering. The Theater became home for group fitness, with all the lights, camera, and action you’d expect to find on Broadway. The Field, an impressive runway of turf, is a high-traffic, symbiotic space for functional training classes, PT, and self-directed training. Everybody Fights is a dark, moody space with heavy hanging bags devoted to George Foreman III’s boxing program. Ride hosts stadium seating and

immersive technology for indoor cycling classes, including The TRIP by Les Mills. And Samadhi, my favorite yoga room bar none, seduces you with an enormous Buddha calling you into a vortex of self-reflection and peace—not least thanks to impressive soundproofing. As you step barefoot onto the wide, Indian floorboards bathed in gentle golden light, and stand before two magnificent trees cleverly disguising two poles, you know you are home.

Midtown has redefined what great looks like today.



Founding member of Les Mills International and former Equinox Director, Emma Barry consults to budget clubs, boutique studios

and fit-tech start-ups. Emma is a published author, keynote speaker and mentor, and is fluent in what happens NEXT in fitness.

Emma’s #1 International Bestselling Book Building a Badass Boutique is available on Amazon and the online course is available on buildingabadassboutique.com



HEALTH OBSESSED
AND FITNESS FUELLED™

**A career that will inspire
you to bring out your best.**

Join Canada's best team and change lives.

NOW HIRING

Personal Trainers | Fitness Advisors (Sales)
Motivators

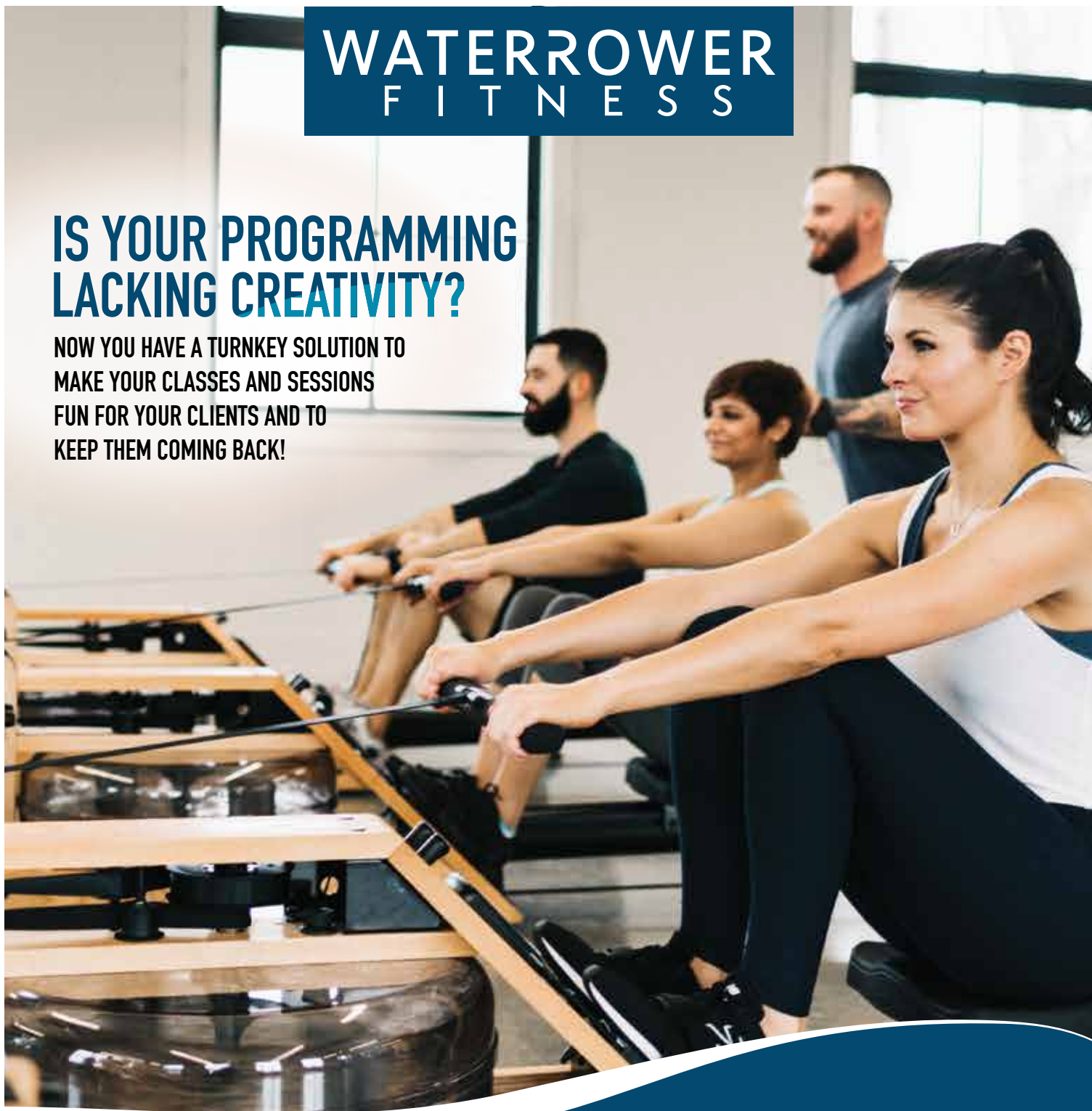
Visit jobs.goodlifefitness.com for details

GoodLife FITNESS®

WATERROWER FITNESS

IS YOUR PROGRAMMING LACKING CREATIVITY?

NOW YOU HAVE A TURNKEY SOLUTION TO
MAKE YOUR CLASSES AND SESSIONS
FUN FOR YOUR CLIENTS AND TO
KEEP THEM COMING BACK!



USE THE CREW COACH™ PROGRAMMING
ALONGSIDE YOUR EXISTING CLASSES SUCH AS:



YOGA AND PILATES



BOOT CAMP



HIIT

The Crew Coach™ Certification

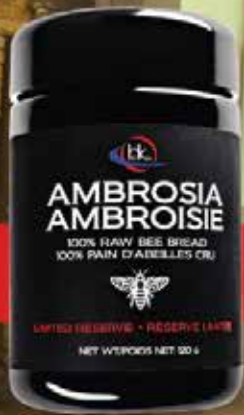
utilizes fitness industry experts, exercise science research, and a world-class rower insight to create world-class programming.

The Crew Coach™ Certification comes pre-packaged with programming developed by award-winning fitness presenter, SGT Ken®.

Take the 6-hour virtual course this fall.

LEARN MORE AND DOWNLOAD A FREE WORKOUT AT WWW.WATERROWERFITNESS.COM/CERTIFICATION

MUSCLE REPLENISHER



ENDURANCE ENHANCER

Speed up your workout recovery time and improve your endurance performance with 100% Raw Ambrosia Bee Bread!



TAKE IT. / MAKE IT.

www.ambrosiasuperfood.com
Subscribe to Health & Share Wellness

canfitpro Women WHO INFLUENCE

Experience the magic of the canfitpro Women Who Influence event online on Friday August 14, 2020 within the canfitpro 2020 Virtual Series!

Come together to connect with industry leaders, build networks, be inspired by experts, and embrace your SHERO-power!

*Although physical – distancing is the order of the day,
social – distancing will certainly not be!*

For details visit canfitpro.com/convention-2020/womenwhoinfluence/



EMPOWERING THE FITNESS INDUSTRY RECOVERY

**CANFITPRO CREATES OPPORTUNITIES FOR FITNESS
PROFESSIONALS TO GROW AND RE-INVENT THEMSELVES AND
THEIR BUSINESSES IN A NEW NORMAL**



THE CANADIAN FITNESS INDUSTRY TOOK A MAJOR HIT WHEN COVID-19 REACHED A CRISIS LEVEL IN CANADA IN MID-MARCH AND AS A RESULT, FITNESS CLUBS AND BOUTIQUE STUDIOS HAD TO CLOSE THEIR DOORS WITH ONLY A DAY OR TWO NOTICE. WHEN THE LIGHTS WENT OUT AND DOORS WERE LOCKED, MANY FITNESS PROFESSIONALS WERE UNABLE TO WORK AND FELT LIKE THEY BECAME ‘NON-ESSENTIAL’ OVERNIGHT.

Fitness professionals everywhere turned to delivering free online classes and training to support clients, thinking that the return to ‘normal’ would be only in a matter of a couple of weeks. As the new reality of the situation began to hit, canfitpro quickly adapted to provide more trainings and webinars to help fitness professionals adapt and prepare themselves for what’s next.

canfitpro is also providing members with courses and tools to prepare for the safety requirements of low touch fitness clubs, including a re-opening Healthy Club Checklist and guidance on how to bring clients safely and effectively online.

The canfitpro 2020 Virtual Series has been designed to deliver fitness professionals the education and networking normally provided at the annual in-person canfitpro 2020 Conference and Tradeshow (postponed to August 13-15, 2021). This virtual series will bring together leading experts and well-known speakers from around the world, to build motivation and provide the latest training and techniques for fitness pros to hone their skills, update their certifications, re-brand, and even re-invent themselves to be at the top of their game for the new normal ahead. The virtual series will take place over two days on August 14 and 15, with subsequent one-day online training events on September 19, October 17 and November 14, 2020.

“The health, safety, and wellbeing of our associates, members, presenters, sponsors, and exhibitors are our highest priority, so it was clear we needed to postpone our annual in-person event to 2021, and find a new way to connect and galvanize the fitness community. Although

so many things are uncertain right now, one thing remains true, there’s power in people connecting.” said Maureen (Mo) Hagan, COO of canfitpro.

Well-known presenters will include:

- Mike Lipkin, international strategic coach and catalyst for high performance
- Silken Laumann, Olympian, mental health advocate, and founder of Unsinkable, an online forum celebrating stories of perseverance
- Beto Perez, of Latin-dance inspired workout Zumba
- Dr. Kelly Starrett, CrossFit trainer, physical therapist, speaker and author of *Becoming a Supple Leopard*, and co-founder of MobilityWOD
- Sadie Nardini, renowned ultimate wellness and yoga expert
- Luka & Jenalyn, ballroom dancers and former contestants on NBC’s *World of Dance*
- Dr. Rumeet Billan, leadership coach and research lead on *The Tallest Poppy*, a study of how co-workers undermine their peers for succeeding in the workplace

The virtual series will offer 15 educational tracks with 135 sessions in areas of specialization including business management success, boutique fitness, Women Who Influence, moving your business online, group fitness, personal training, strength training, recovery, mind & body, coaching, wellness, and nutrition. In addition, a portion of the proceeds from this virtual series will be donated to *Unsinkable* to support mental health awareness.

canfitpro delegates will not only have access to sessions to upgrade their fitness knowledge and skills, bolster their careers, and re-invent themselves, but also to prepare for and adapt to industry changes during the pandemic recovery. Topics include Best Practices of Virtual Training, Start the Fitness Business of your Dreams During the Fitness Industry Recovery, Connecting to your Community on Camera, and Rock your Social Media in 2020.

“By shifting to virtual and live stream education, training, and events canfitpro has the opportunity to serve even more fitness professionals, bringing more practical and relevant education, and training opportunities to more people from all over Canada and throughout the world.”

To register and find out more about the canfitpro 2020 virtual series, visit canfitpro.com/convention-2020/



SAME MISSION - DIFFERENT PLATFORM

BUILDING COMMUNITY THROUGH ONLINE FITNESS

By Melanie Levenberg, Founder & CEO - PL3Y Inc.

IN MARCH 2020, A SIGNIFICANT PART OF OUR GENERATION'S HISTORY WAS WRITTEN. AS NORTH AMERICAN SOCIETY CHANGED IN RESPONSE TO THE COVID-19 OUTBREAKS, FAMILIES WERE FORCED INTO CLOSE PROXIMITY OF EACH OTHER, AND AN APPRECIATION FOR THE NEED FOR KIDS AND GROWN-UPS ALIKE TO RELEASE ENERGY QUICKLY EMERGED.

Families rushed to the internet to find solutions on ways to keep kids active, healthy, and engaged.

What the world witnessed this year was the true motivation and core of what the fitness professional stands for: helping people navigate the fluctuations of life by having a healthy body, mind and spirit, and doing so by fostering meaningful connections. Fitness professionals throughout the world responded with a heart-centered evolution that highlighted the truest passions and gifts that fitness leaders have to share with the world.

We are here to foster a lifestyle of movement, and help our clients and communities enjoy optimal overall health.

We are here to learn new skills, evolve our own practice, and commit to using the most effective ways to serve our clients and

communities regardless of the platform. The new way of life that was introduced this spring required us to step up and evolve the ways we offer fitness programming.

Forced Evolution – Meaningful Innovations

As studios, gyms, and community centers were required to close their doors to in-person services, a forced evolution was initiated. This evolution did not depend on survival of the fittest (ironically), rather as Charles Darwin explained: "It's not the strongest, but the most adaptable that survive."

Online group classes were launched, Zoom coaching and training sessions emerged, and fitness leaders found new ways of educating, motivating, and inspiring their



of our lives slowly affects our physical and mental health. The extra minutes of connecting with family and friends on FaceTime, the online workouts, the virtual work meetings, the Netflix binges...have all added together to create a new daily infiltrated habit of being “plugged in”.

As fitness professionals, we have an opportunity to enhance interactions with the screens and build connections with our clients in the way that we design our programs. Going beyond the ‘on-demand’ pre-recorded experience and into live online community workouts is our opportunity to thrive in our chosen profession - same mission, different platform.

Community – Meaningful Connections

We all know that no technology platform can ever replace the experience of physically being with other humans, sharing a space, making eye contact, reading body language, and feeling each other’s energy.

This being said, an amazing sense of community can be created in many ways through online platforms. With a goal of building relationships and providing an opportunity for kids and families to feel connected to the on-screen instructor, despite being in a time of social distance, our company PL3Y Inc launched virtual kids dance and yoga classes, taught by certified DANCEPL3Y and YOGAPL3Y Kids instructors from around the world. Our mission wasn’t only focused on giving access to classes or content (we have a YouTube channel for that), rather we aimed

WE ARE HERE TO FOSTER A LIFESTYLE OF MOVEMENT, AND HELP OUR CLIENTS AND COMMUNITIES ENJOY OPTIMAL OVERALL HEALTH.

to provide a platform where kids could experience the meaningful connections that are purposefully fostered in our in-person classes.

Our first online offering quickly confirmed the urgent need that existed for our clients. On our first day of virtual classes we had an overwhelming surge of sign-ons, (235% beyond our sold-out pre-registration capacity).

We decided to move our platform to a free Facebook Group to deliver live classes three times per day, to be able to connect to families across our international time zones, and create a community in which parents and kids could connect, interact with our instructors, and have fun with physical activity. Within a week of launching, over a thousand families had

joined and it grew consistently over the months to come.

Building Connection and Community - Virtually

This time of evolution and adaptation has come with many learning experiences and lessons on how to maximize our online platforms in order to best serve our community.

Here are a few key things we did and learned about for the best ways to maintain community with virtual classes using free or low-cost platforms:

- *Timing is everything* – schedule your virtual classes during times that your intended audience will likely be online (consider different time zones if you are targeting a larger national or international audience)
- *Keep them accountable* – have people pre-register and follow-up with them if they don’t show up
- *Invest in your own technology skills* – take the time to learn the platform so you can maximize the engagement tools (e.g. breakout rooms in Zoom)
- *Make connections* – welcome virtual participants and mention names directly while you are coaching and teaching
- *Integrate interactions* – use the chat feature or live video to allow members to actively participate during the class
- *Extend the activities beyond the screen* – challenge your classes to post photos of themselves during/post workout; have them invite a friend.

Whether your community is made up of dozens, hundreds or thousands of clients – the world’s shift to online experiences has fundamentally redefined the opportunities for fitness professionals to create community. Given what we have all learned from the COVID-19 isolation, every fitness professional must ask themselves the question of how online communities can continue to help them achieve their mission of bringing health, movement, mobility, strength, coaching, and inspiration to their clients.

How will YOU continue to evolve in using online platforms and digital technologies to positively impact the health, wellness, and quality of life of your clients and communities?

clients. For most fitness professionals, this required shifting a business that had been built on in-person skills, to stepping out of their comfort zones in order to continue to live out the purpose behind their calling.

The key question that all instructors, personal trainers, and coaches needed to answer was how to effectively transform their classes and programs to continue serving their clients with what was needed the most in these times: connection and community.

Connection – Meaningful Interactions

Although physical distancing was implemented to keep our families and communities safe, the effects of not being physically together can be felt on many levels. Increased screen time in many areas



Melanie Levenberg, M.Ed, is a Physical Education teacher, Speaker, Author, TEDx Presenter and the Founder/ CEO of PL3Y INC.,

the world leader in developing physical literacy in kids through dance, yoga, and fitness.

TRAINING

TEACHER VS. INSTRUCTOR

**IMPARTING
KNOWLEDGE AND
UNDERSTANDING IN
YOUR CLASSES CAN
HELP YOU AND YOUR
PARTICIPANTS GROW**

By Christina Raskin, RYT 500



WHEN I TEACH THE OXYGEN YOGA AND FITNESS 200 HOUR YOGA TEACHER TRAINING (YTT) PROGRAM, I OFTEN HAVE A CONVERSATION AROUND THE DIFFERENCE BETWEEN A YOGA INSTRUCTOR AND A YOGA TEACHER.

I like to see myself as a yoga and fitness teacher. I actually teach my students something. I educate them. I obviously do this in the yoga teacher training program because I am educating students on what yoga is and how to teach it well. However, I think it is important to differentiate between instructor and teacher when leading a general public class as well. An instructor people on what to do, "exhale and step your right foot forward, inhale your arms up to the sky." You can go through an entire class with an instructor and not learn a single thing.

When I go in to teach, I also bring in this educational element, whether I'm teaching yoga or fitness. This adds another layer to your teaching to inspire yourself and your students. This also gives your students a mental workout, incorporating the mind.

For me personally, I like to teach anatomy and how the body moves. It is really helpful to educate students on variations within their individual bodies and how to account for that in their practice (like the

Q-angle at the knee or how all of us have variations in our hip joint).

My heart really sings when I teach yoga philosophy. I obtained my yoga certification after teaching fitness for many years because I wanted to help others on a deeper level. Yoga philosophy has helped me so much that I want to share it with everyone. So, I try to always teach a part of yoga philosophy in every class. I will share elements like compassion for

YOU CAN GO THROUGH AN ENTIRE CLASS WITH AN INSTRUCTOR AND NOT LEARN A SINGLE THING.

ourselves or mindfulness. Then I teach them tools like pranayama (breathing practices) and meditation to help them access these gems of yoga philosophy.

If you feel like you have nothing to teach (maybe you are a new teacher) then here are a few thoughts to get you started:

- In order to teach, you just need to know slightly more than someone else. You know more about anatomy and the yoga

practice so share that.

- It doesn't have to be a revolutionary new thought. The basics in the yoga sutras give us plenty to teach and explore on the mat.
- If you are feeling uninspired, that means it is time for you to learn something new.
- Get out of your head! Have confidence in yourself and your knowledge.

Of course, when you attend my classes I will instruct, to an extent. But more so, I will try to teach you something new and invite you to explore your own experience on the mat.

So, when we have this conversation in YTT, I always encourage new teachers to keep this in mind. Teach and educate your students, help them to grow and discover new things. This will lead to more contentment and joy for you as a teacher and for your students.



Christina Raskin is the National Training Director of Oxygen Yoga & Fitness and the head of the O2 200hr. Yoga Teacher Training

program. She owns two Oxygen studios and has taught yoga and fitness for over 18 years. She is a 500hr E-RYT who absolutely loves yoga, learning, and swimming in the ocean.

OUT OF THE GYM AND ONTO THE BEACH



Combine vacation, fitness and travel!

Over 80 weekly resort teaching positions for instructors to choose from, every week of the year.

Sign up and book a vacation today! www.FitnessProTravel.com



Feel the excitement, luxury, & vacation awaiting you, [@fitbodiesinc](http://fitbodiesinc)

info@fitbodiesinc.com
1-800-599-9316



A SECRET WEAPON FOR SNOWBOARD SEASON

FMS GIVES CONCISE PROGRAMMING TO HELP A PROFESSIONAL HOCKEY PLAYER HIT THE SLOPES

By Frank Dolan, CSCS

WITH DREAMS OF HITTING FRESH POWDER IN THE BACKCOUNTRY OF VERMONT, MATT ANDERSON CAME TO US LOOKING FOR A TRAINING PLAN. WE HAD WORKED WITH MATT BACK

IN 2010 WHEN HE WAS WITH THE NEW JERSEY DEVILS ORGANIZATION AND THEN FOR ALMOST 10 YEARS NOW IN THE OFF-SEASON.

He had some very specific performance related goals back then. After years of

playing pro hockey in Russia and Sweden, and a couple of shoulder surgeries, the priorities have changed. A native Long Islander now living in Burlington Vermont, Matt enjoys backcountry snowboarding in the Mad River Ski Area. His goal is to continue to climb and shred in the early morning hours before heading out to work.

When it comes to program design, it is important to first consider the needs of the client. Most fitness programs seem to try and fit the person into the program. The preferred modality or trend of the day can seem to drive decisions. We like to take a blank slate approach to our program design by taking a look at health and injury history, movement and capacity screening, as well as client goals. With this information, programming options start to get narrower, which makes our job a lot easier.

Matt has a history of shoulder surgeries and an extensive 14-year career as a professional hockey player. His body has taken a beating over the years, but he's done a pretty good job of taking care of himself. He's always been someone to follow a strict training and nutrition plan. We have performed the Functional Movement Screen on Matt over the years and he consistently scored an 18 and above. I don't think I've ever seen him show up with a one on any test. This time around, this was not the case.

MOST FITNESS PROGRAMS SEEM TO TRY AND FIT THE PERSON INTO THE PROGRAM.

This year we performed a virtual movement screen via video conference. This is not a perfect scenario, but it was the best we could do at the time. A virtual screen can be a challenge with a new client, but Matt has been through five to 10 screens per season since we've worked with him. He scored fine on all movements, but was a one on Shoulder Mobility. This would make sense since he was coming off of shoulder surgery, but we anticipated his rehab would have him in a better place.

We performed some additional screens including a breathing screen, cervical motion, as well as seated rotation. It was great to see that his neck motion looked good, but his breathing and t-spine rotation to the right side was limited. The range of motion looked okay, but he appeared more hesitant in that direction and almost looked "labored" to move that way.



FIGURE 1

Our first order of business was to address some of his breathing. We worked with him on some Crocodile Breathing exercises as well as Tall Kneeling Breathing Drills with Rotation (Figure 1). The idea here was to get him to become more aware of a proper breath cycle then allow him to breath with thoracic spine rotation. Matt took to this rather quickly and was able to "own" quite a bit more upper body rotation with these drills. We used this as part of his warmup prior to activity.



FIGURE 2

Remember, Matt's goal was to get back to the mountain, so we programmed him with extensive movement prep exercises to gain total body control as well as basic lower body strength exercises, such as Reverse Lunges and One Leg Romanian Deadlifts (Figure 2). Just because we needed work on the upper body did not rule out the lower body strengthening.



FIGURE 3



FIGURE 4

THE PREFERRED MODALITY OR TREND OF THE DAY CAN SEEM TO DRIVE DECISIONS.

It took us about two weeks to get Matt to a place where we were adding weight back into his hands. We would start sessions with breathing, but then quickly make our way to Half Kneeling Chops and Lifts (Figure 3). The upper body strength exercises were then able to be added back in as well as Indian Club work.

Matt always had trouble with synching his upper body and lower body during his playing years. If I had to guess, it was due to so many hours on the ice with his arms working differently than his legs and old habits were created. With the new goal of climbing and snowboarding, I felt it was the perfect time to work on that rhythm of allowing the arms to drive leg movement and legs to drive arm movement. Working on drills like Indian Club Swings and Indian Club Slams (Figure 4), he was able to use his core as the conduit between his upper and lower body. This proved to be the icing on the cake once his shoulder movement cleared up and his strength started to come back. The subtle interplay of athleticism that happens while working with Indian Clubs can pay huge dividends for climbing efficiency as well as the balance driven dance that is the sport of snowboarding. Matt's feedback of feeling more connected to the board with his whole body was all we needed to hear to know that we did our job well.



Frank Dolan is the owner and operator of Sports and Fitness Performance Training Centers (NY) and has been a sports performance coach since 2001. Frank is currently a presenter for Functional Movement Systems (FMS) as well as an adjunct professor at Hofstra University and Suffolk County Community College.

DIVERSITY AND INCLUSION

**ARE WE DOING OUR PART
TO CREATE AND SUSTAIN A
BETTER FITNESS INDUSTRY?**

By Dione Mason, FIS, PTS, RYT200

MANY POSTED BLACK SQUARES ON BLACK OUT TUESDAY.

MANY FOLLOWED A BLACK FITNESS PROFESSIONAL ON INSTAGRAM.

MANY ANNOUNCED THEY WERE "LISTENING".

MANY WATCHED A FEW YOUTUBE CLIPS ABOUT RACISM.

MANY HAD A CONVERSATION WITH A BLACK PERSON.

But, is that enough? Has the fitness industry been impacted by systemic racism? If so, what can we do to change it?

The impact of COVID-19 and the killing of George Floyd has magnified centuries of social disparities. Many who have been unaffected by racism, believing we were in a "post racial society", have now recently "woken up" to this ugly truth. To comprehend its impact and how to find solutions, we first need to understand it.

Systemic or institutional racism is a form of racism expressed in the practice of social and political institutions. It is reflected in disparities regarding wealth, income, criminal justice, employment, housing, health care, political power and education, among other factors. It has little to do with an emotional expression of how one feels toward another race, but rather the impact of the actions of those in the place of power.

This system was built on the belief that white people are superior to people of other races and therefore should be dominant over them. The objective of this system is to keep power and wealth in the hands of white people. Those that participate in upholding this system don't necessarily do so consciously. Since the belief of white supremacy is subliminally

embedded in the very fabric of our education and society, most people who don't experience its negative effects, are unaware they may be contributing toward the problem and benefiting from it.

How Do We Collectively Root Out This System to Create Equal Rights and Opportunity for All and Improve the Fitness Industry?

Step 1: Read, Listen, and Learn

Begin by reading books, watching documentaries, and seeking to truly understand this system and its impact. Engage with those negatively impacted to grow your understanding.

Book suggestions (to name a few):

- *They Call Me George*, by Cecil Foster
- *The Skin We're In*, by Desmond Cole
- *The History of White People*, by Nell Irvin Painter
- *The Fire Next Time*, by James Baldwin
- *Between the World and Me*, by Ta-Nehisi Coates
- *The New Jim Crow: Mass Incarceration in the Age of Colorblindness*, by Michelle Alexander
- *White Fragility: Why It's So Hard for White People to Talk About Racism*, by Robin DiAngelo

Movie/Documentary suggestions (to name a few):

- 13th (2016)
- I Am Not Your Negro (2016)
- Selma (2014)

Step 2: Take a Personal Audit

Honestly reflect on what biases and prejudices exist in your life. We all have them.

I've heard the expression, "I'm not a racist, I have a black friend." too many times. Do you invite people of other ethnicities to your home for a meal? Are they involved in your life? (E.g. vacations, holiday parties, your children's graduation, etc.).

When you bring diversity into your life on an intimate basis, this helps to root out biases that were taught to us and ingrained in our subconscious. As we know, most employment opportunities are not advertised and are filled based on referrals and/or friendships. Therefore, you are more likely to make inclusive hiring and marketing decisions when the people you surround yourself with demonstrate diversity.

Step 3: Take a Company Audit

If you are a fitness professional creating

content for social media and/or marketing purposes, what type of images do you use to promote your brand? Is there room for inclusion and diversity?

If you are a studio or gym owner, how many employees do you have? What is the demographic breakdown of your staff by gender and ethnicity? Where do those people work? What is their salaries/income?

It is not enough to say you've hired a person of colour. If all the people of colour and/or women are in the lowest paid jobs with little opportunity for advancement, this needs to be reviewed and corrected.

Step 4: Create a Diversity and Inclusion Plan

Simply standing in solidarity and virtue signalling is not enough. Demonstrate your commitment to creating diversity and inclusion with a long-term Diversity and Inclusion Plan.

What steps will you take to adjust your hiring decision process? Commit to hiring more people that reflect the demographics of where your business is located.

Examine who sits on your board of directors, executive team, and/or in leadership roles. The next time an opportunity arises, consider providing that opportunity to a person of colour. Diversity and inclusion should be reflected through ALL levels of a company, including leadership.

Examine what images you promote in your studios, clubs, and/or marketing materials and plan to be more inclusive. Creating more diversity and inclusion in the fitness industry requires work. Just like obtaining optimal wellness takes work and a lifestyle change, we need to put in the work to create and sustain a better society and fitness industry.



Dione Mason, FIS, PTS, RYT200, is an awarding winning Fitness & Lifestyle Coach, 2017 canfitpro Fitness Instructor of the Year, 2019 canfitpro New Presenter of the Year, and has been featured in numerous media outlets such as CP24, CityTV, Toronto Star, and more. For more information, visit dionemason.com



WELL THROUGH WINTER

WINNING THE WAR AGAINST WINTER WEIGHT GAIN™

By SGT Ken® and Stephanie Weichert

DURING NASCAR RACES, THE CARS SOAR LIKE ROCKETS AROUND THE TRACK. EACH DRIVER CLEVERLY COMBINES TALENT AND TACTICS TO WEAVE IN AND AROUND THE OTHER VEHICLES WITH HIGH HOPES OF FINISHING FIRST.

However, if the car is not serviced regularly, it will lose both velocity and efficiency. The driver can only go as fast as he or she is willing to endure the interruptions to fix and add fuel to the car.

Humans, too, need necessary interruptions.

The beginning of the COVID-19 pandemic

was a profound period for me. It forced me to stop traveling and provided the opportunity to create balance in other areas of my life. I was forced to sit and surrender to stillness. I had time to create connections and prioritize my personal wellness. I also used the time to serve others more than ever before.

While a sudden interruption may not be what you want, how you handle it is what matters. A purposeful pause in life is actually an opportunity to refresh, refuel, restore, renew, and create resolve.

Winter weather can be a wonderful chance to champion change, rather than succumb to the effects of cabin fever and complacency. It is during those cold climate days that you can choose to make an area

of your home your own private fitness studio, or venture out and make the great outdoors your training ground.

My Favorite Indoor Fitness Plan to Combat Cabin Fever

During the pandemic, our family used our screened-in porch for fitness activities. Unfortunately, it is not sufficient for severe cold conditions. In order to stay warm during winter weather, our home office takes the place of our porch personal training center.

The indoor winter workout is divided into four categories:

1. WaterRower® Stamina Drills
2. Close Contact Calisthenics
3. Short Distance Fitness Drills
4. Long Distance Athletic Conditioning

WaterRower® Stamina Drills allow you to use approximately 84% of your muscle mass. From the tips of your fingers holding the handles to the heels of your feet pressed against the footpads, all of the muscles between those two points contribute to the rowing stroke.

Close Contact Calisthenics are fitness drills that include physical touch for assistance and resistance. The 'close contact' portion of the phrase comes from martial arts, and can be compared to the proximity between two fighters when they grapple with each other.

Exercise example: For the Partner-resisted Squats, the accountability partner stands behind the athlete, places hands on shoulders, and applies light pressure downward as the athlete stands up from the squat. For the Partner-resisted Shoulder Press, the accountability partner stands behind the athlete, with one leg against the back of the athlete for posture support, places hands on hands, and applies light pressure downward while the athlete presses upward much like lifting a set of dumbbells.

Short Distance Fitness Drills are exercises that are within arms-length of the other athlete. This can be compared to how a boxer is within punching distance of the opponent. This may include exercises where the athletes are connected by a piece of equipment, such as a resistance band (closed loop strength band).

Long Distance Athletic Drills are exercises that are at kicking distance of the other athlete. This may include exercises where the athletes are coaching each other during rest phases.

This article outlines a variable intensity interval training (VIIT) program that is perfect for small spaces with the option of working with a partner for resistance training and motivation.

This workout uses two main pieces of equipment:

1. WaterRower® Machine
2. Resistance Band (Closed loop)

Note: If no workout partner is available, use weights for the close contact calisthenics and an anchor or secure hook for the resistance band exercises.

Warm-up Phase:

Calisthenics:
5 minutes of aerobic exercises, such as running in-place, Jumping



Ken Weichert (aka SGT Ken®) is an award-winning international speaker, six-time US Army Soldier of the Year, Master Fitness Trainer, Master Resilience Trainer, Counterintelligence Agent, decorated combat veteran, and canfitpro International Presenter of the Year (2017, 2019). Ken's personal mission is to help people turn stress into strength and obstacles into opportunities through physical and emotional resiliency coaching and leadership training. Ken serves as the Director of Programming and Education for WaterRower®. For more information, visit sgtken.com.

Jacks, and jumping rope.

Dynamic Flexibility:
5 minutes of dynamic flexibility exercises, such as Knee Lifts, Hip Stretches, Leg Lifts, and Shoulder Rotations.

Workout Phase:

Variable Intensity Interval Training (VIIT)

60:30 sec work/rest	WaterRower® Stamina Drills	Close Contact Calisthenics	Short Distance Fitness Drills	Long Distance Athletic Drills
ROUND 1:	Legs only rowing	Partner-resisted Squats	RB Jump Squats, Forward	Squat Jacks
ROUND 2:	Arms and Body only Rowing	Partner-resisted Lunges	RB Jump Squats, Lateral	Supine to Forward Reach
ROUND 3:	Total Body Rowing	Partner-resisted Ankle Extensions	RB Jump Squats, Backwards	Switch Lunges
ROUND 4:	AMMAP	Partner-resisted Supine Leg Lifts	RB Bear Crawl, Forward and Back	Vertical Leg Crunch
ROUND 5:	AMMAP	Partner Oblique Sit-ups	RB Seated Torso Twists	Dive Bomber
ROUND 6:	AMMAP	Partner-elevated Push-ups	RB Plank Single Arm Row, Left	Quadruped Side Kicks
ROUND 7:	AMMAP	Partner-resisted Shoulder Presses	RB Plank Single Arm Row, Right	Tuck Jump Burpees

Acronyms: AMMAP (As Many Meters as Possible); RB (Resistance Band - closed loop)

Wind-down Phase:

8 minutes of dynamic or static stretching.

Timing:

Warm-up – 10 minutes
Workout – 42 minutes
Note: Each round is approximately 6 minutes when inserting a 30-second rest period after each 60-second exercise.
Wind-down – 8 minutes
Total: 60 minutes

Are you ready to brave the winter weather?

Make your days at home an opportunity for you to win the war against winter weight gain!

Get access to other free workouts, training, and tips at waterrowerfitness.com/canfitpro

Hooah!

Warning: Always seek the advice and guidance of a qualified health provider with any questions or concerns you may have prior to commencing a fitness program. This article should not be relied on or substituted for professional medical diagnosis or treatment. The exercises presented are for suggestion only. Participate at your own risk. Stop if you feel faint or short of breath.



Stephanie Weichert is an Associate Certified Coach (ACC) and Business Strategist. She has performed life-coaching workshops for multiple military groups, youth organizations, as well as at canfitpro and Empower Fitness Conferences. Stephanie has a B.A. from San Francisco State University and an MBA from King University. She has written for Military1.com, Military.com, Foundations, HOOAH, Military Spouse and GX®: The National Guard Experience. Her book, Everything I Would Have Said: Survival Strategies for Getting Through Tough Times, is now available on amazon.com. For more information, visit stephanieweichert.com.

FEET NEED TO MOVE

ACCESSING PRONATION AND SUPINATION FREELY UNLOCKS ACCESS TO A WIDE RANGE OF FUNCTIONAL MOVEMENT



By Dr. Holly Middleton, PTS

DURING QUARANTINE, IT'S RECOMMENDED THAT WE WALK MORE FOR OUR MENTAL AND PHYSICAL HEALTH. WHILE YOU SLOW LIFE DOWN AND PAY ATTENTION, HAVE YOU LOOKED DOWN AT YOUR FEET? LET'S TAKE A FEW MINUTES TO GET BACK TO FOOT BASICS.

Feet are built for movement. Made up of 26 bones, 33 joints, hundreds of tissues, and hundreds of thousands of nerve endings, our feet are highly adaptable and mobile structures for sensing and responding to the ground beneath us. Besides being highly sensitive warning systems for extreme temperatures or sharp objects, our feet have two main purposes: adapt to the infinite variety of surfaces we walk on and assist in propelling us along. If the joints in our feet aren't able to open and close we lose the ability to adjust our balance on uneven surfaces and miss out on generating power, loading muscles, and moving efficiently.

Feet with mobile joints unlock access to a wide range of functional movement generated throughout our bodies. Optimal foot function and whole body functional movement rely on full, easy access to

two specific foot shapes: pronation and supination. If your foot joints aren't moving or you cannot create both of these shapes, you are missing out on power in your triple extension, access to your glutes, jump height, and good balance, to name a few. Restoring joint movement in the feet can improve these outcomes in the gym, on the field or on the mat, as well as prevent recurring injuries and break through training plateaus.

Pronation gets a bad rap. You may have been told you have 'flat feet' or are 'overpronated'. You're told that the cause of your various aches and pains can be traced back to pronation and therefore it needs to be controlled. What you aren't told is that pronation isn't bad for you. Neither are flat feet. Being unable to get out of pronation, missing access to full pronation, or having immobile flat feet are more likely causes of your pain and movement inefficiency. What these issues have in common is a lack of movement.

Good, healthy pronation is a natural human movement. Pronation is necessary to load your extensor chain and to load the natural springiness in your feet, Achilles tendons, and calves.

First, let's talk about what pronation looks like. Pronation (Figure 1) is a lengthening and spreading of the foot. Simultaneously,

all three arches of your foot flatten towards the ground.



Lengthening and spreading, along with arch flattening, should happen effortlessly under your body weight with the assistance of gravity. Pronation causes the tissues on the bottom of your foot to be loaded like compressing a spring. The familiar phrase 'load to explode' relies on being able to pronate to load these muscles. The rebound from pronation fires your extensor chain tissues to move you up or forward. A foot that can't pronate or is stuck in pronation can't take advantage of the springiness that gravity provides to us free of charge. Chances are another body part is working overtime to generate this missing movement.

Supination doesn't get as bad a rap as pronation, but it is one of the most frequently absent movements in our

repertoire. Supination is necessary to propel us forward. Following pronation with its extensor chain loading, the foot creates a supinated shape to take advantage of the energy released by the loaded muscles. A supinated foot creates rigidity during the propulsion phase of gait that helps push us along, like the oar of a gondola boat driver on the waters of Venice.

Let's talk about what supination looks like. Supination (Figure 2) is a shortening and narrowing of the foot while all three arches rise back up.



FIGURE 2

The foot gets shorter, narrower, and more rigid while maintaining at least two points of contact with the ground.

Feet with high arches are often referred to as supinated. However, just like flat arches, arch height doesn't dictate potential. It's how much movement those feet and their arches can achieve that is most important. The tissues in our feet and our extensor chain muscles can all be thought of as 'resupinators'. Getting out of pronation and creating supination is a crucial part of efficient movement. Our body is designed to cycle from pronation to supination and back again.

The final position we want to easily access isn't a position at all; it is neutral. If we want mobile, responsive feet that can access

both full pronation and supination, the joints all need to be able to travel through neutral. Often, a pronated foot can only supinate enough to reach neutral and returns to pronation, or vice versa with a supinated foot. A neutral foot (Figure 3) has all the joints centered with a solid, wide base of support.



FIGURE 3

First, note some characteristics of your feet while you are standing still. Standing with your feet under your hips, where do you feel the most contact with the ground? Is it more in the front half or back half, inside or outside, left foot or right foot? Now look at your feet in a mirror. Do they appear similar or different? Are the shapes of your arches similar? Do you have bunions or hammertoes? Are there calluses or corns in certain places? Are your feet both facing straight forward, rotated inwards or outwards? Each of these observations tells us how your feet are managing your mass and adapting to the patterns your body asks them to manage.

If your foot pressures and appearance differ left and right, you can bet that what's going on above your feet is going to differ. An immobile pronated or supinated foot is going to shift all the structures above it and change how much movement those structures can access. Try it for yourself. Place one foot so that it flattens as much as possible and feel the changes in your

body. Now, while holding that foot immobile and flattened, try moving your knees, your pelvis and your ribcage (Figure 4). Not so easy, is it?



FIGURE 4

If you are interested in more information about pronation and supination, you can get in touch with an Anatomy in Motion practitioner in your area or Gary Ward, Founder of Anatomy in Motion (findingcentre.co.uk/search/).



Holly Middleton is a canfitpro Personal Training Specialist and movement coach specializing in Anatomy in Motion™. Owner of Flow Movement

Therapy in Vancouver, she helps average people frustrated with their bodies move better to avoid recurring injury, return to their active lives, and stay well.

Deliver the ultimate training experience with compact multipurpose single person training stations

LEARN ABOUT OUR COMPLETE STRENGTH SOLUTIONS
ELEIKO.COM | 866 447 9441 | USA@ELEIKO.COM

ELEIKO

ACTIVATED GLUTES AND HEALTHY LOWER BACKS

SOLUTIONS TO OPTIMIZE LUMBOPELVIC HIP COMPLEX MOVEMENT AND MOTOR CONTROL

By Chad Benson, MSc, CSCS, PTS

canfitpro
THIS ARTICLE IS ELIGIBLE FOR
1 CEC
TO TAKE THE QUIZ LOG INTO YOUR MEMBER PROFILE AT canfitprointeractive.com

GLUTE ACTIVATION AND TRAINING VIDEOS ARE OVERWHELMING ON SOCIAL MEDIA AND MANY MORE PEOPLE ARE SUFFERING FROM LOW BACK PAIN AND VISITING THERAPEUTIC OFFICES. “BUTT” WHY?

This article will attempt to answer two questions.

1. Why has the recent interest in both topics risen to epidemic levels within the fitness industry?
2. How do fitness professionals help participants combat the associated movement issues?

Well, why is there an increased interest in these topics? It is referred to as the sitting disease. Biomechanically, low back pain and glute inhibition have a common driver; flexion dominance. For example, when you sit in a car or office chair, your hips are constantly flexed. Moving the foot from gas

to brake pedal requires additional flexion. In addition, work stress causes office sitters to flex and further tighten their hips.

Sitting by itself isn't the issue, but the percentage of time in flexion (e.g., sitting, watching TV, gaming or driving) versus extension (e.g., lunging, walking with long strides, sprinting, skating, jumping, bridging, deadlifting, hip thrusting, lunging, and deep squatting) is. When the sum total of life, fitness, and sport is proportionally flexion dominant, it leads to extension weakness or synergistic compensations. Sitting is also associated with myofascial adhesions and poor blood flow to the thoracolumbar fascia (TLF); which connects the lower limbs via the gluteus maximus to the upper limbs via the latissimus dorsi. Figure 1 illustrates the integrated connectivity of the upper and lower body via the Lumbopelvic Hip Complex (LPHC).

While, the article will primarily focus on the sagittal plane, be aware, the issue of dominance and weakness will exist for all movement planes.

When either the hip or sacroiliac joints have structural abnormalities, and/or the involved fascia incur adaptive changes from disuse, injury, compensatory movement or poor movement technique, then chronic pain, lost training time or repetitive injury often occur. The most common adaptive changes include:



FIGURE 1

© 2003 Primal Pictures Ltd.

- Poor joint centration and alignment
- Loss of triplanar mobility
- Compensatory movement patterns or

- posture
- Fibrotic fascia, fascial glide, and articular surfaces
- Poor circulation

The rest of this article will address how to optimize LPHC movement and motor control. When movement is managed well, technique will slowly create improved mobility and stability of the LPHC. Well managed / progressed movement leads to an up regulation of the nervous system and stronger muscular contraction. As it pertains to the LPHC, the combination of movement error detection, solid technical coaching, and movement management will leave clients with healthy lower backs and activated glutes.

Common LPHC Movement Problems and Solutions

Exercise selection, order, and execution will impact results and long-term movement issues. No matter the goal, it's imperative that everyone involved in a weekly exercise routine spend time on the components of preparation and performance listed below.

- Step 1: Optimized arthrokinematics (e.g. ability to move)
- Step 2: Nervous system optimization
- Step 3: Exercise selection and progression

Fitness professionals armed with an understanding of common movement traps will likely build resilient clients, capable of performing in life, sport, and fitness.

- Problem: Reduced active and passive hip extension.
 - This is a common movement issue for individuals with lower back pain. Those individuals with poor hip ROM often display lordotic lumbar curves at end range of motion and weak glute contraction.

Solution: Myofascial release (MFR) of the anterior chain including hip flexor complex and assisted then resisted hip extension.

- Problem: Dynamic postural shifts including an anterior or lateral pelvic tilt.
 - An anterior pelvic tilt is often associated with excessive lumbar spine extension during squatting, lunging, pushing, planking, and low back pain.
 - Lumbar extension while running results in repetitive impingement of the vertebral facets, often leading to low back pain.

Solution: Same protocol as above, MFR for Quadratus Lumborum (QL) and lateral chain, lower body abduction.

Common Movement Technique Problems and Solutions

- Problem: Not increasing blood flow / properly warming up.
 - Whole body and muscle specific vibration research has shown that increasing blood flow can have a significant impact on tissue extensibility, proprioception, and injury risk.
 - Poor blood flow to the TLF has been associated with low back pain.

Solution: Vibration massage (e.g. Hypervolt) and foam rolling. Either will work, but the DIY combination is a game changer for movement preparation. Add the below active ROM drills to prepare the TLF and glutes for 'act'ion.

- Problem: Correct exercise, wrong

FOAM ROLLING



HYPERVOLT



REAR LEG BANDED SIDE BEND



REACH AND ROTATE



BRETZEL



TUBING SHOULDER AND HIP EXTENSION



technique and weight (Figure 2 hip thrust and bridge).

- Focus is usually on the total weight being lifted versus quality. Movement compensation such as lumbar extension and reduced active hip extension down regulate neural drive and inhibit the gluteus maximus.
- The use of excessive momentum via compensation is common when participants focus on quantity not quality. Weak points in the lift are never trained. The strong get stronger, the weak become weaker.
- Not activating entire posterior chain. It's essential to recognize that the posterior fascial line runs from big toe to top of head. The entire chain must be activated.
- Muscle recruitment is dependent on biomechanical advantage. During the floor bridge, research has shown that the glutes are biomechanically advantaged when the knee joint angle is reduced (e.g. heels close to gluteals). Otherwise, the hamstrings dominate the movement.

Solution: Maintain neutral lumbar and cervical spine (look up, not down) throughout, drive through the whole foot including the base of the big toe (first metatarsal), fully extend the hip and shoulder complex.

FIGURE 2



Next time you hit the gym for glute day or are feeling lower back issues, remember two things;

- For every LPHC problem there is a movement solution.
- Anything worth doing is worth doing well.



Chad Benson MSc, CSCS, canfitpro PTS, is the Director of Education for Innovative Fitness. Before becoming an educator, Chad trained pro and Olympic athletes. He is a canfitpro PTS author and certified in Trigger Point, Bulgarian Bag, Kettlebell, Muay Thai and FRC.

WE ARE ALL NAVIGATING A NEW SENSE OF NORMAL NOT ONLY AS BUSINESS OWNERS, BUT WITH OUR CLIENTS. WE'VE MADE MANY CHANGES TO OUR DAILY ROUTINES IN RECENT MONTHS TO ACCOMMODATE A NEW PERSPECTIVE ON HEALTH AND WELLNESS.

There has never been a better time to establish new and innovative ways to connect with our communities. It's where we have the opportunity to establish relationships that will foster referrals, encourage repeat clients, and open doors to new possibilities.

Here are a few suggestions that will assist with increasing your visibility so that you become a recognizable figure in your community.

1. What do you do for free?

It is becoming increasingly important to offer a little something extra to our customers. Competition is fierce and we need to be creative when connecting with our clients. Loyalty programs that offer gift certificates, recognition programs that include free services, or creating on-line journals and daily inspirational quotes are all ways we may become top of mind within our communities. The posts that

we share and the followers that we build all contribute to creating an image that starts with sharing our mission and vision. Complimentary downloads or printed handouts are a great way to encourage new connections.

2. Expand your service offering

Is it time to learn something new? We each have an area of specialty that sets us apart from our competition - perhaps now is the time to include a new discipline into our service mix. Yoga, Pilates, Zumba, TRX, Barre, Meditation - the list is endless and each new practice creates opportunities to connect with new markets, and introduce our clients to fun activities.

How about starting your own video series? A selection of short instructional videos is a great way to support clients and establish you as an expert. Don't forget to collaborate...inviting a guest to lead a class, share a video, or host a special event is a great way to establish thought leadership. Investing in the future of your business increases your commitment to both professionalism and support within your community.

3. Mentorship

I'll bet there is someone who would value your time and expertise outside of "work". Perhaps you have a passion for a hobby

that you'd like to share with someone who has the same interest? Mentoring is an important part of giving back to our communities and I speak from experience - it is a great way to support and serve others.

Increasing our visibility has become part of being a fitness professional. How we connect with our communities ensures the success not only of our business, but introduces who we are as individuals. Our customers are looking not only for expertise, but leadership and guidance as they navigate new goals. You are the expert!

Never doubt the power of your network, it is where we find support and build a foundation to thrive while being successful.



Trish Tonaj is a certified Personal Trainer, Master Coach, Author, Mentor, and Speaker offering keynotes and workshops on how to scale and amplify your business. She

is the founder and guest blog host for shareyourstories.online, a portal in support of mentorship and the entrepreneurial spirit. We invite You to share your story!

 **merrithew**[™]
leaders in mindful movement[™]

Get Halo. Get Results.

Take your clients' workout to the next level

- Innovative and intense
- For rehab to elite athlete
- Private sessions or group classes



A-4000 (1/18) © 2020 Merrithew Corporation. All rights reserved. Photography: Merrithew Corporation. "Halo" is a registered trademark of HALO Rehab and Fitness, LLC. US Patent Nos. 8,350,072, 8,395,865 and 8,655,204. Other US and International Patents Pending.



PREGNANCY RELATED HEART DISEASE

EXPLORING CONTROLLABLE RISK FACTORS TO LOWER PROBABILITY

By Tracie Smith-Beyak

OVER THE PAST DECADE, WORLDWIDE RESEARCH HAS RAMPED UP AROUND THE TOPIC OF WOMEN AND HEART DISEASE.

Studies focusing on understanding predictors, indicators, and the presentation of female heart disease are taking place and good data will be generated and published in upcoming years. Prenatal Hypertension Disease [PHD] is now correlated with an increased risk for

heart disease that can develop within the first 10 years postpartum or over the long-term.

Fact: Women with a history of PHD should be followed after birth and they should work actively to reduce all controllable risk factors.

The Mayo Clinic defines heart disease [HD] as a range of medical conditions that affect your heart and the term “heart disease” is often used interchangeably with the term “cardiovascular disease”. The Heart & Stroke Foundation of Canada [HSFC] is a good source for the latest information on women, heart disease, and current research. The position of the HSFC is that “women’s

experience with heart disease is different from men’s in several important ways. Women are under-aware and under-researched. Within the healthcare system, they are under-diagnosed and under-treated, and under-supported in their recovery. Women’s unique physiology poses distinct challenges in the prevention and management of heart disease.”

Female heart disease is directly impacted by the hormonal journey they take from puberty to menstruation, pregnancy, and menopause. Here are a few HSFC published pregnancy and HD facts:



rheumatoid arthritis, lupus or scleroderma increases the risk of HD.

- Diagnosed gestational diabetes mellitus [GDM] is when a woman's body must produce extra insulin because increasing levels of pregnancy hormones interfere with the body's ability to use insulin efficiently. If the woman's body can't produce the additional insulin sufficiently, her blood sugar levels may rise, causing gestational diabetes. Gestational diabetes can increase the risk of the mother and baby developing diabetes later in life.
- Pregnancy-related stroke can happen at any stage of pregnancy. A high risk time is during childbirth and the first few months after birth. It is usually the result of an underlying problem such as a pre-existing blood vessel malformation or eclampsia.
- Peripartum cardiomyopathy (PPCM) is a rare form of cardiomyopathy that occurs in pregnant women and recent mothers, and is often misdiagnosed. PPCM causes your heart to become larger around the time of your delivery.

What can you do to lower the probability of pregnancy related heart disease? Control the risk factors that you can. Controllable risk factors during pregnancy include physical activity, nutrition, sleep, and appropriate follow-up with a pregnancy health caregiver.

The Canadian Society for Exercise Physiology [CSEP] 2019 Canadian guideline for physical activity throughout pregnancy state:

- 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
- Pregnant women should incorporate a variety of aerobic and resistance training activities

During pregnancy, general guidelines are to use the BORG scale for perceived exertion at 12-14/20 which is 60-70% max effort. I recommend a longer warm-up and cool down to allow for adequate time for the body to adapt and blow off heat. If using the Talk Test to gauge exertion, participants should feel they are working hard, but can still speak. Benefits of prenatal fitness training can be used to positively reinforce rationale for training. Benefits include:

- fewer newborn complications (e.g. large for gestational age)
- maternal health benefits (e.g. decreased risk of pre-eclampsia, gestational hypertension, gestational diabetes, excessive gestational weight gain, improved blood glucose, decreased total

gestational weight gain)

It is important to review relative and absolute contraindications for prenatal fitness and consult their assigned caregiver if needed.

Rest is critical to all, but it is an absolute need during pregnancy. Insomnia, sleep apnea, fatigue, and stress are all linked to increased risk for heart disease in pregnancy. Poor sleep quality during early pregnancy is associated with an increased risk of GDM. Presentation of GDM is associated with an increased risk of heart disease, therefore screening for and treating sleep problems in early pregnancy could potentially reduce risk.

Rule of Thumb #1: Rest minutes during the day = Workout minutes during the same day.

What you eat and how much you eat are also controllable factors for heart disease. Preventing the typical pitfalls can be done by making smart food choices to avoid excessive weight gain, prevent high blood pressure, ward off dehydration, and dodge nutrient deficiencies. I like to encourage my prenatal clients to eat a conservative pre-pregnancy caloric total and then increase their intake by approximately 300 calories per day if needed. It is also strongly recommended that women who are 'thinking' about becoming pregnant or who are pregnant take a daily prenatal vitamin. Extra calories should come from healthy choices such as proteins, fruits and vegetables, and hydration should be targeted to approximately eight glasses per day.

Following prenatal exercise guidelines, prioritizing proper nutrition, insuring adequate rest, and booking regular medical follow-up will lower the risk of heart disease.

Rule of Thumb #2: Listen, listen, and listen to the client.

Rule of Thumb #3: If unsure, refer to a caregiver.

My closing advice is that expectant women should aim to be their 'fittest' self and use all resources.

- Over the nine months of gestation, women may develop certain conditions that put them at higher risk of heart disease and stroke.
- Pre-eclampsia is a condition that typically starts after the 20th week of pregnancy. It is related to increased blood pressure and protein in the mother's urine. Some women may be prone to the condition if they have high blood pressure or they are obese prior to becoming pregnant.
- Being younger than 20 or older than 40, pregnant with more than one baby, or having diabetes, kidney disease,



Tracie Smith-Beyak is a master trainer, presenter, author and a member of the 2019-2020 canfitpro Fitness Advisory Panel. Specializing in prenatal fitness, biomechanics, rehab, and athletics she has made regular appearances in fitness, medical, and business industries for over 23 years. Tracie is a contributing author for the canfitpro online course Understanding A Fit Pregnancy.

4 TIPS TO AGING GRACEFULLY

A LOOK AT THE TOP WAYS WOMEN CAN MAINTAIN THEIR MUSCLE MASS AS THEY AGE

By Angela Wallace, MSc, RD, PTS



AS WE AGE, MUSCLE MASS, STRENGTH, AND THE ABILITY FOR REPAIR BEGINS TO DIMINISH. AFTER THE AGE OF 20, AN INDIVIDUAL CAN EXPECT TO NATURALLY LOSE 0.4-0.8 KG OF MUSCLE MASS PER DECADE. HOWEVER, THIS LOSS IS NOT THE SAME FOR BOTH MEN AND WOMEN; IN FACT WOMEN'S LOSS OF MUSCLE MASS IS ACCELERATED IN COMPARISON TO MEN.

So, why the difference?

It has a lot to do with hormones, specifically estrogen. Estrogen is a female sex hormone that naturally declines with age. Decreased estrogen levels have been linked to decreased metabolism, increased cardiovascular disease, reduced muscle mass, reduced ability to utilize and store protein, redistribution of subcutaneous fat to visceral fat, and increased risk of osteoporosis. In simple terms, the decline in estrogen leads to a decrease in muscle protein synthesis and an increase in catabolic factors causing inflammation in the body, and increasing one's risk for chronic disease. In Canada, a decrease in estrogen occurs at an average age of 51. This means that women are likely living for decades in a postmenopausal state with a need for improved quality of life, health, and fitness.

The good news is there are a few things women can do from both a nutrition and fitness perspective to slow the decline in their muscle mass, support their body in balancing hormones, building and repairing their muscles.

Here are four simple things women can do:

1. Eat protein rich meals throughout the day.

Getting enough protein in your diet will help strengthen and build your muscle tissue. Having protein intake spread out throughout the day is particularly important when it comes to reducing natural loss of muscle associated with age. Research has suggested that the amount throughout the day is less important than the distribution of that amount between meals. In general, I would recommend women consume 1.0-1.2 g of protein per kg body weight. So, for a 50 year old woman weighing 70 kg, you'd be aiming for 70-84 g of protein each day distributed between her meals, that could be 20 grams of protein distributed between four meals. Of course, the exact amounts will vary from individual to individual.

In addition, protein seems to influence our hunger controlling hormones. For example, studies have found that ghrelin, a 'hunger hormone' that stimulates appetite and promotes fat storage, is lower in those who consume high protein breakfasts.

Bottom line: Protein will not only help women build, repair, and support muscle mass, it will also help reduce visceral fat accumulation associated with the natural decline in estrogen during the aging process.

2. Participate in regular strength training workouts.

Strength training plays a critical role in maintaining muscle mass and reducing fat accumulation. Engaging in resistance exercises creates tension on your muscle fibers, leading to growth and increased strength over time. It is the best form of exercise to increase muscle mass and strength. When researched, we see improvements in individuals engaging in resistance training for as little as 12 weeks, exercising three times a week!

In addition, incorporating balance activities to your resistance training will help support muscle and bone health further and work to reduce the incidence of falls among aging women.

3. Supplement with vitamin D.

Vitamin D deficiency is directly related to sarcopenia, the loss of muscle tissue associated with aging. Vitamin D deficiency has been associated with greater muscle fiber atrophy and increased risk of falls.

The amount of vitamin D needed is debatable, it would be best for the individual to check with their health care provider or a trusted nutrition expert.

4. Eat foods to support estrogen creation in the body.

There are different food sources that support the creation of estrogen in women's bodies and different foods like soybeans that contain phytoestrogens, which mimic estrogen in the body. As women age, it would be beneficial to include more estrogen creating and mimicking foods into their regular diets.

There is often concern about phytoestrogens coming from soy; however a lot of research actually shows a positive association between soy consumption and reduced risk of breast cancer in post-menopausal women and relieving symptoms associated with menopause like night sweats and vaginal dryness.

Bottom line: Soy consumption actually seems to have beneficial effects in postmenopausal women.

Some foods women can incorporate into their diet include:

- Edamame beans
- Flaxseed
- Tofu or tempeh
- Sesame seeds

Interested in trying tofu? Use it in a smoothie for some added nutrients and protein.

TROPICAL TOFU SMOOTHIE



Why add tofu to a smoothie?

- Rich in nutrients including protein, calcium, iron, magnesium, zinc, and B vitamins
- Contains healthy fats including omega 3's and 6's
- Tofu contains genistein, which boosts collagen production – helping support a youthful glow, bone health, and joint health. (Collagen production is also supported by vitamin C, making this smoothie a perfect combination of ingredients to boost collagen production).

Ingredients:

- ½ cup frozen or fresh pineapple
- ½ cup frozen avocado chunks
- 1 ½ cups coconut milk or milk of choice
- ¼ cup soft tofu (non-GMO)
- Option: 1 tbsp. lemon juice
- Option: 1 tsp. fresh ginger

Directions:

Place everything in a blender and blend until smooth.

Cheers to aging gracefully!



Angela Wallace is a registered dietician and family food expert. She specializes in women's nutrition and fitness. She loves helping

women find a balanced lifestyle and healthy relationship with food that works for them and their families!

You can learn more about Angela on her website eatrightfeelright.ca or Instagram @eatright_rd



canfitpro[™]

CERTIFICATIONS ARE NOW ONLINE!

**FITNESS INSTRUCTOR
SPECIALIST**

**PERSONAL TRAINING
SPECIALIST**

**HEALTHY EATING
& WEIGHT LOSS COACH**

REGISTER NOW!
canfitpro.com

“ I had my Fitness Instructor Specialist certification for a while. I wanted to update my skill set with Personal Training but was afraid of the science, as I lack that background. PRO TRAINER Trevor made it super fun and approachable! I am so glad I took the course! I am also impressed with the way he taught on ZOOM and used breakout rooms to keep our interest while learning!
HIGHLY RECOMMEND! ”
KARINA M. PTS STUDENT

“ I'm so excited about how online certifications will greatly expand my reach across the country, particularly into remote areas that never had access to a PRO TRAINER or enough candidates to run a course ”
SUE STARESINIC, FIS PRO TRAINER



canfitpro | 2020

VIRTUAL SERIES

AUGUST 14-16

SEPTEMBER 19-20

OCTOBER 17-18

NOVEMBER 14-15

FINALLY, THE (VIRTUAL) EVENT YOU'VE BEEN WAITING FOR!



REGISTER NOW!
canfitpro2020.org

August 14-16, 2020	September 19-20, 2020	October 17-18, 2020	November 14-15, 2020
2 DAYS	1 DAY	1 DAY	1 DAY
Business Management Success			
Boutique Fitness			
Women Who Influence			
<p>Group Fitness, Yoga, Personal Training, Wellness, Coaching, Nutrition, and GoodLife LESMILLS</p>	<p>Mind-body: Yoga, Pilates, Barre, Dance, Recovery, Nutrition, and GoodLife LESMILLS</p>	<p>Cycling, Personal Training, *Olympic & Powerlifting, Coaching, Mindset, Nutrition, Piste Francophone, and GoodLife LESMILLS</p>	<p>Personal Training, *Olympic & Powerlifting, Nutrition</p>
3 Keynote Speakers	1 Keynote Speaker	1 Keynote Speaker	2 Keynote Speakers
Virtual Delegate Reception and Awards Ceremony			
1 DAY POST-CON INTENSIVES			

ALL ACCESS PASS

(AUGUST-NOVEMBER)
ALL 4 EVENTS
FOR ONLY
\$179+HST

ALL ACCESS PASS INCLUDES:
Over 135 Virtual Sessions
Access to recording of sessions post event
Virtual Delegate Reception & Awards Celebration

**EARN 2 CECs PER DAY TO
A MAXIMUM OF 8 CECs**

JOIN US FOR NETWORKING AND SHOPPING IN OUR

VIRTUAL TRADE SHOW!

canfitpro2020.org