

canfitpro™

March/April, 2020

The Official Magazine

**CHECK
YOUR
GRIP!**

**ESSENTIAL
MICRO
NUTRIENTS**

**MUSIC FOR
MAXIMUM
IMPACT**

canfitpro

**FITNESS
PROFESSIONAL
OF THE YEAR
2020**

IS THIS YOUR YEAR?

**PREVENTING
BENCH PRESS
INJURY**

**FITNESS
BUSINESS
JOURNAL**



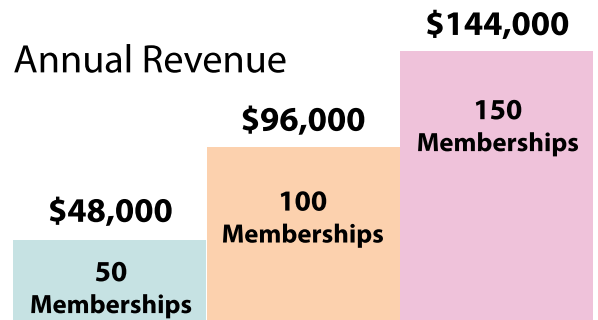
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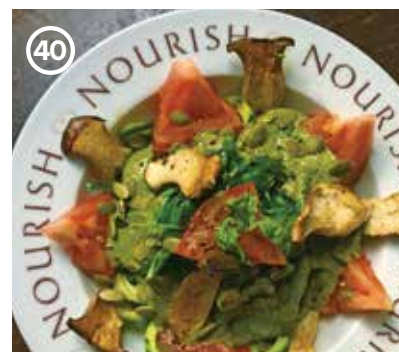
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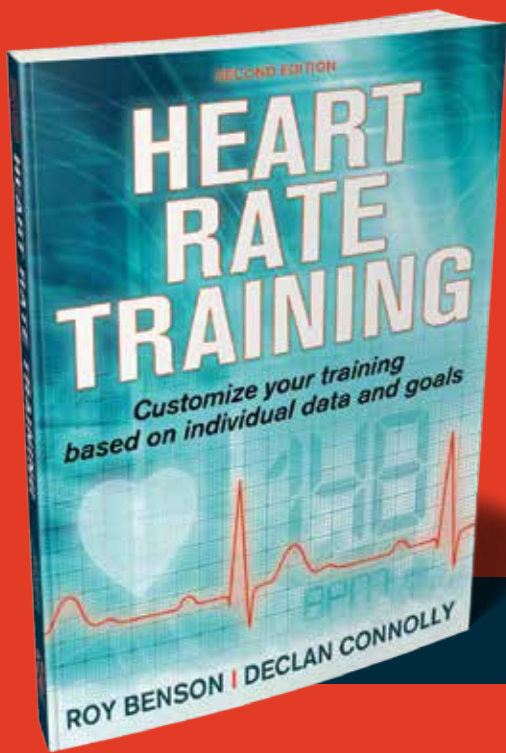
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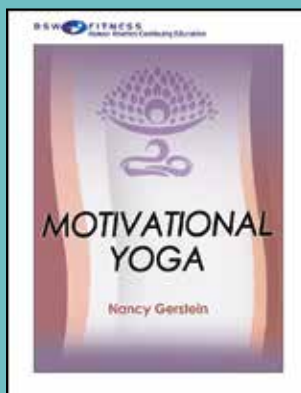
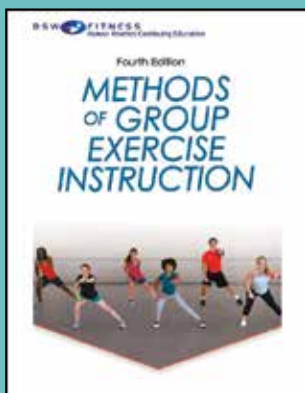
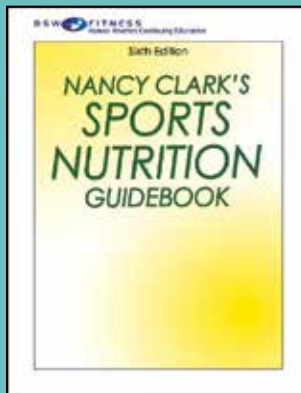
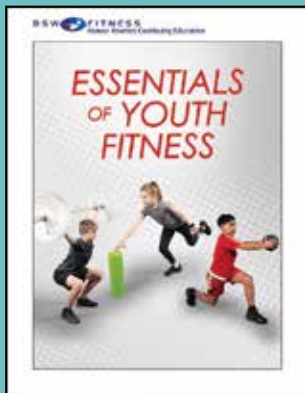
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Note from the COO



Photo Credit: Dawn Bowman

Success Starts Somewhere

To succeed you must stretch your mind, your comfort zone, and your willingness to achieve. While some of us are hard-wired to achieve there are others who need to get psyched for success. Why is success essential?

In my last column, I said that "Feeling success fuels your drive to keep going and gives you the physical, mental, and emotional energy to pursue your dreams. So why wait?" This struck a cord with many of you as you reached out to thank me for getting your MOjo (passion) stirred up. Please know that while hard work and talent are undoubtedly important for anyone to succeed, so is mindset! The research tells us people with 'fixed mindsets' feel their intellect and talent are limited, so they avoid challenges and opportunities for growth. People with 'growth mindsets' cultivate their abilities and make one attempt after another to achieve in order to succeed.

Success starts somewhere, so as we embark on this new decade let's be prepared to learn to embrace change, step out of our comfort zone with a growth mindset as H.I.G.H. or even higher than the goals we set for 2020. To succeed at anything you must make sure that the goals you set are 'Heartfelt' - they stir up an emotion within you that revs up your motivation (your 'drive') to keep going; to persevere especially when the going gets tough because striving for success will test you. You must be able to 'Imagine' the possibility - what success look like by 'Imagining' the outcome before it has even happened. A 'Got to do this or else' attitude is the growth mindset you will need and having the courage to ask the 'Hard' questions will give you the strength to stretch you outside of your comfort zone.

Each year for the past 10 years, canfitpro has been celebrating the Canadian Fitness Professional of the Year, recognizing a certified, active participating member of canfitpro, who has reached success worthy of recognition. This award has catapulted winners careers forward in ways that you cannot imagine. 2020 can be your year to either start the journey or reach for your goal to be achieved. Read on to learn how you can become Canada's next top fitness professional.

The team at canfitpro has been working tirelessly to bring you the very best in fitness education through our events we have created, and will continue to bring you in 2020. We are beyond excited to present to you #canfitpro2020 on August 12-16th. This will no doubt be the biggest and most innovative and experiential conference of its kind within the fitness industry, globally. This year our conference theme is "LIVE YOUR PASSION 2020" and we hope you will join us in Toronto or at any one of our other conferences. Take the time and stretch yourself in order to keep your passion fired up and your growth mindset HIGH! Be sure to check out, in this issue, NPE's Sean Greeley's "5 Powerful Questions for Long-term Success", and take the time to answer these questions, no matter where you have started or where you are at in your career.

Maureen "Mo" Hagan
Chief Operating Officer

canfitpro™

March-April, 2020

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"I was charging less than other fitness studios because I was new and wanted to break into the market. I nearly went out of business. An NPE flash sale saved me, Now I've grown to 150+ clients and \$27k+ in revenue thanks to NPE."
 — **Suzy Kaitman, The Ballet Lounge, Ltd., Vancouver, BC, Canada**



"With NPE I've gone from 'doing it all' myself to creating leaders who hire, train, and manage other coaches in what I do ... so my business can run itself even with 2 locations, 350+ clients, and 20+ team members."
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"I don't do business coaching because there are other people that do, and they do it well, and they do it as well as I do nutrition, and that's where I want to send people. That's why we have the NPE partnership."
 — **John Berardi, Precision Nutrition**



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

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canfitpro UPDATES

MEET OUR STAFF

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

Meet **JoAnne Sansalone** - Event Experience Coordinator



How long have you been with canfitpro?

Nine years

How do you support canfitpro through your daily role?

I organize the exciting events our fitness professionals attend! It all started when I was an administrator in the trade show department working with Sponsors and Exhibitors, then logistics, equipment, and most recently managing our awesome Volunteers! I'm one of the many canfitpro associates you see running around at our events, making sure your experience is a fabulous one.

What is your superpower?

Staying positive! It helps me to overcome difficult situations and makes me stronger!

How do you incorporate fitness into your life?

Being a new mom, I admit it's been challenging, but I'm thankful to work with people and a company that support my fitness goals. I attend a weekly associate yoga class as well as the gym next door to work. I try to fit in a half hour of cardio or strength training everyday....my 2020 goal!

What is one fun fact about you?

I left a government job in 2008 to pursue a career in health and wellness, worked abroad for a company in Mexico, and then was eventually hired by canfitpro!

EVENT UPDATES



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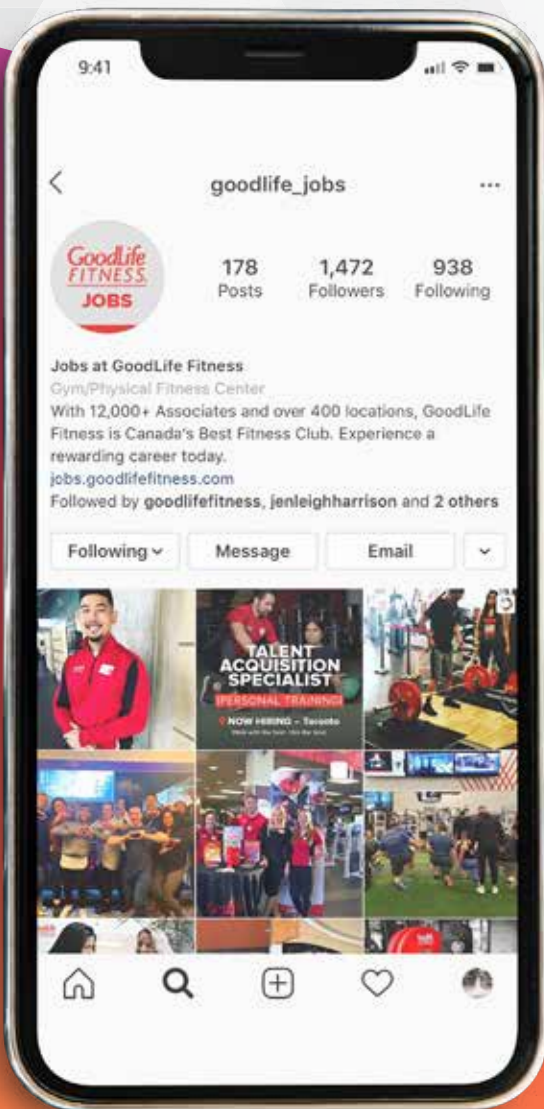
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THE WARM UP

PRO TRAINER

SHOWCASE

Simon Liang, Toronto, ON
canfitpro Programs Taught: CPR

Why did you become a PRO TRAINER?

I wanted to be in a career that I am passionate about and makes a positive impact on peoples' lives, but also gave me the freedom and flexibility that I craved. Having a work/life balance was so important to me to have and creating a schedule that works for me and my family.

What have you learned as a PRO TRAINER?

Every meeting and encounter is an opportunity to forge new contacts and grow your brand. Never take for granted what you have and can learn from others who have the same drive to succeed. I am always learning on the job and eagerness to continue is the key.

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

My favourite part of any CPR course is to have the participants practice the theory work and get the knowledge/confidence they need in a real emergency. To see a participant get over their fears and see the bigger picture of saving a life.

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

My family and love give me the passion to thrive and see the bigger picture. It doesn't matter how my day, month or year is going, they keep me grounded.

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

I hope to become quite the entrepreneur and own several real estate properties. Hahaha! Realistically, I would like to be certified in Pet CPR and develop wellness training to include our four legged companions. In our industry, there are a lot of professionals helping our fellow humans, but I would like to extend that to our Canine and Feline companions. They give us so much, but request so little in return.

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THE WARM UP

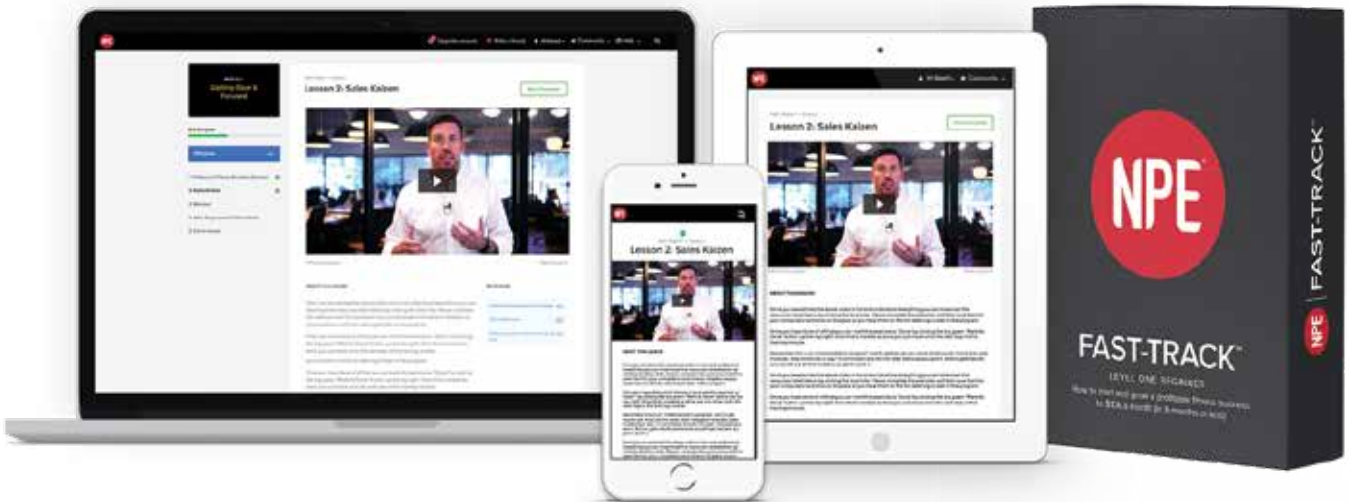
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TOOLBOX



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THE POWER OF CHOICE

MEET **DORIS WARD**, CANFITPRO 2019 FINALIST FOR PERSONAL TRAINING SPECIALIST OF THE YEAR

Tell us about your fitness career journey.

From 2003 to 2014 I worked in several privately-owned gyms and fitness studios across Atlantic Canada. After making PEI our permanent home in 2014, I decided to register my business name and that was when *For the Love of Fitness PEI* was born!

Throughout my career I have taken professional development very seriously and have earned many certifications: Personal Training Specialist, STOTT

Pilates, Schwinn Spin Cycling, BOSU, Yoga and Group Fitness.

In 2018, I expanded my depth of knowledge and understood there was a great need to address many underlying concerns throughout society, and more specifically my community and province, regarding body image. As a result, I launched my one-of-a-kind Body Image workshops to guide others to work towards body acceptance through mind-body connection. I added Life Coaching sessions to my list of services in addition to the Fitness Coaching I started back

in 2015. I feel the real pinnacle was my 100-hour Trauma-Informed yoga teacher certificate I earned in the fall of 2018. This specialized training enables me to offer trauma-informed yoga classes in my community that are open to everyone that helps support those who have experienced trauma and PTSD.

Since 2010, I have been a regular contributor to *Optimyz* magazine, writing about body image, work-life balance, running, and lifestyle management.

Where would you like your career path to take you?

In the future, I plan on launching online programs, mentoring services for personal trainers and other fitness professionals as well as offering wellness retreats!

What challenges have you overcome and what did you learn that has made you a better professional?

In my career as a Personal Trainer I have had some challenges and obstacles, but I have seen them as opportunities for growth and learning. For example, during my career I have moved provinces a few times, from PEI, to NB, to NS, and back to PEI. Each time I would have to leave my clients behind and start building my clientele from zero again. I saw this as a huge opportunity! Meet new people, build new relationships, new skills, raise the bar again to meet new client expectations, and work at a new location with new equipment = growth! Building a new client base several times allows you to do it better every time. You improve at your consultations, assessments, and how to adapt to new personalities. You also have opportunities to learn from other trainers you work with.

I live with chronic pain and mental illness and this makes me a better fitness professional because I can empathize and show compassion with clients that also live with these conditions. Mental health is equally important as physical health and we know that physical activity is an effective way to maintain mental health and reduce pain. My active lifestyle is my #1 strategy to support my mental health. I lead by example and openly talk about my mental illness and chronic pain, and how I manage them. I am certified in Mental Health First Aid and have training in chronic pain so I can further support clients with tailored sessions.

What is the best piece of advice you have ever received?

The best piece of advice I have received has been to remember that I always have choices. My aunt wrote this advice to me in my high school graduation card and I have never forgotten it.

Knowing I have choices in life has been invaluable all these years. In every situation we have choices if we look for them and choices give us the power to make our own decisions, and take back control. When faced with difficult

challenges in my life, I have reminded myself of this advice and it's enabled me to look for the choices available to me rather than thinking I don't have a choice. Sometimes, when we are faced with obstacles it may seem like we don't have a choice, but we do. This has changed my perspective to a more positive mind-set and allowed me to think outside the box, and be more creative with life and career decisions.

When I coach clients, I talk with them about choices and help them to discover which ones work best for their unique situation.

Now that you have reached this point in your career, what piece of advice would you give your younger self?

Take your own advice, know your worth, and listen more.

The fitness industry is very exciting, rewarding, and filled with opportunities for growth, development, and ongoing learning. In my experience, it tends to be fast-changing, demanding in the best ways, and competitive by nature. It's important to take your own advice in regards to taking care of yourself, setting boundaries, and working towards work-life balance.

I regularly coach clients on lifestyle management, particularly on aligning their priorities. For me, the advice I would specifically tell my younger self, and also remind my future self, would be to plan ahead for "me time" - time to give back to yourself. Also, to leave white space in your schedule and not feel guilty or pressured to fill it up, and to always put yourself as the priority or you'll be walking the path to burnout.

Knowing your worth is a tough one for many, especially women. In the last few years, I've recognized my value more so and not just in the services and products I provide, but also in protecting my time and energy. I continue to learn to say no to things that I can't be "all in" with or that don't align with my goals, priorities, or that simply don't fit in my schedule. Getting comfortable with saying no is a process, but it's an important one. Knowing how to fairly value your services and offer your time to others are both good lessons to learn for long-term success and sustainability.

Listen to yourself and your body so you can respond to what your body is

saying. The mind-body connection is real and powerful. My body sends signals - listening and responding to those messages is key to my long-term health and well-being. Listening more to clients, allowing them more space to talk and pausing more to give them more time to expand is so valuable. It shows you care about what they have to say and that you are hearing them.

If you were to write a motto for yourself, what would it be?

Know your priorities. Align your goals. Remember you have choices.

Why did you decide to nominate yourself for the Fitness Professional of the Year Award?

Actually, my client Linda nominated me and when I asked her why she replied with this:

"My relationship with Doris has evolved from instructor to friend, mentor, and role model. It is not just her expertise and knowledge with the physical aspects that takes me from "you want me to what?" to "I am getting it!" to "look at me now!" to "what's next?" It is the trust and collaboration that is part of the process. The attention to me on that day at that time, the attention to details, the conversations, sharing, problem solving; what is realistic for me at this time. The workshops she offers, allowing safe spaces to share and support each other. All of this is based on her core beliefs, ongoing education, and her standards both professionally and personally."

How do you know when you're 'done' and ready for the next challenge?

Before I declare that I am done, I ensure it's not something I'd like to continue to grow or build further. It's important to leave room for creativity, try new things, seek new opportunities, and dream up possibilities. I'm often inspired and have a folder full of ideas with pages of notes on concepts to implement in the future, so yes, I am always up for a challenge.

Overall, I am not done and I am glad about that! This industry is so wide and diverse and full of opportunity with its emerging trends and changing client needs. You can constantly learn, grow, and thrive in this industry, and continue to help a wide range of people in your community. You get to decide when and how many challenges you take on and that's exciting!

Photo Credit: Dawn Bowman



DELEGATES' CHOICE 2019 INTERNATIONAL PRESENTER OF THE YEAR: SGT. KENNETH WEICHERT, BRENTWOOD, TENNESSEE, U.S.A.

“SGT. Ken honours the Marine Corps Motto “Semper Fidelis” (“Always Faithful”) in all that he does for the fitness industry and for those individuals, be they instructors, coaches, members, and leaders that he interacts with. SGT. Ken exemplifies what we all should strive to achieve and the fact that he is the 2019 International Delegates’ Choice Presenter of the Year is evidence that he is achieving that for which he strives.” Mo Hagan

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

I think that it is important to mention that I wear two hats, one military and the other civilian. I have produced and provided physical fitness and resilience training programs for the military for over 30 years, and still serve the Army National Guard (Reserves) today. I started teaching Boot Camp classes in 1996, during a time when there really was not such a thing. Step and Tai Bo programs remained the reigning group training winners at the time. I arrived on the scene with a completely new look, replacing leg warmers and headbands with combat boots, camouflage pants, and a brown t-shirt. It was the start of something special that has motivated over one million people over the past two decades to join our ranks and become champions of change.

I have traveled over 250 days annually in recent years to educate and empower fitness instructors in over 30 countries, providing continuing education credits for successful completion of my courses. My personal and professional mission is to help fitness coaches create connection, restore resilience, and turn obstacles into opportunities for sustained success.

How long have you been active in this role?

My career as an educator was established at canfitpro Toronto 2010. It was my first major fitness conference and it set the tone for everything else that I now do. Canadians have a strong love for learning, something that few other countries display. It was then when I first experienced intentionality and inspiration like never before. It fuelled the fire within me to choose courage over comfort and commitment over compromise.

What do you love about what you do?

I love witnessing the fruits of my labours through the total transformation in others. Whether it is body fat loss, increased strength and stamina, or improved self-esteem, it reminds me that what I do really matters.

He successfully completed 11,000 push-ups in 14 days! Additionally, his muscular definition and strength actually increased. He did not experience any hair loss or feel lethargic, something often felt by individuals undergoing cancer treatments. He said that his daily Pushing for Power efforts coupled with the international support that he received during the match, resulted in a level of success that he never thought that he would experience. Now, he is an advocate for physical fitness against cancer.

You've had the opportunity to travel the world experiencing fitness. Are there any interesting stories you'd like to share?

I brought my wife and son with me to China for the entire summer of 2017. My mission was to teach fitness and life coaching in several cities across China over a 50-day period. It was a fast-paced project that included a new location each week. Our second location was Shanghai. The task was to teach Boot Camp classes to children and their families. Just before I began, my seven-year-old son jumped on stage with a matching shirt and camouflage shorts. I turned off the microphone and said, "Son, this is great! Remember, you cannot quit when you get tired. These kids are counting on you."

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

Great fitness coaches have a resilient mindset and do not see their clients for what they are now, but rather the way they can be...their true potential. This can only be accomplished through the combination of physical, nutritional, emotional, mental, social, and spiritual fitness.

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

1. BE FORGIVING
Forgiveness does not change the past. Forgiveness changes the future. Forgiveness doesn't mean that you agree with what happened to you. Forgiveness allows your heart to focus on hope instead of hate. You simply cannot move forward if you are holding onto the past.
2. BE GRATEFUL
Having an attitude of gratitude greatly amplifies your happiness and health.
3. BE INTENTIONAL
Living intentionally means to put action behind your aim.

What does this award represent to you?

Receiving the canfitpro International Presenter of the Year Award has filled my heart with an immense amount of happiness and marks the beginning of a



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

I remember leading a push-up challenge called Pushing for Power that included over 400 individuals representing over 20 countries. One of my own Boot Camp Instructors out of Singapore revealed to me that he just started Chemotherapy for his battle against cancer. He asked if he could still participate in the push-up challenge. I suggested that he first have a dialogue with his physician, but I would welcome anything he wished to do.

"I got this, Daddy!" he said. It was an amazing experience to see my young son demonstrating drills in the spotlight and occasionally jumping off the stage to help with someone's form! I never showed him how to do this, nor have I pushed my own fitness routines on him. I have always tried to be, however, a good example. A good friend of mine once said, "Your child will rarely do what you say, but he will always do what you do."

new journey of joy while helping others to challenge their limits instead of limiting their challenges. I sincerely pledge my promise to serve others with complete candour and commitment each day, so that they will be able to turn vulnerability into victory with every battle they face.

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HIGHEST INDUSTRY HONOUR

IT'S YOUR TURN TO BE THE NEXT CANFITPRO FITNESS PROFESSIONAL OF THE YEAR

By Maureen Hagan, COO, canfitpro



Each year canfitpro celebrates Canada's top industry leaders with the canfitpro Fitness Professional of the Year Award for Group Fitness Specialist (FIS) and Personal Training Specialist (PTS). This year, the top three finalists in each category are celebrated at canfitpro Toronto during the closing ceremonies held on August 16th.

This award recognizes a fitness professional who is a canfitpro-certified and participating member of canfitpro. This award has catapulted winners' careers forward in ways that you cannot imagine and their stories have created such an impression that we thought it was important to share this award process with you in the hopes of inspiring more Canadian Fitness Professionals (no matter where you are living and working in the world) envision the possibility.

“Whether you nominate yourself or have someone nominate you for this award, it will provide you with an opportunity to commemorate your passion and purpose in the fitness industry.” Lisa Mastracchio (2019 recipient-FIS).



Nominees are evaluated for their achievement and contribution within four distinct areas:

1. Influence and Impact
2. Leadership and Mentorship
3. Continuing Education
4. Community Involvement

A judging committee will select three finalists in each category—Fitness Instructor Specialist (FIS) and Personal Training Specialist (PTS). These finalists are required to submit a 90 second video that summarizes their achievements and contributions within these four areas, and from here a winner will be selected.

The advice from many of our past winners is the same—put yourself out there and go for it. Don't wait until nominations open on March 30th to consider it. Reflect on these four areas as they pertain to you and evaluate yourself. Determine what stands out as unique strengths and

build on these. Determine what area(s) needs your time and attention, plan your strategy, and get into action! You do not have to be the best to become the best; you need to present yourself as the Group Fitness Instructor or Personal Trainer that best represents the industry as a positive influencer, leader, mentor, ambassador, and ultimate professional.

Influence & Impact — as a seasoned fitness professional you have managed through the challenges of creating your brand, networking, and building your business, and/or supporting a business. You have unique experiences to share and help to shape and evolve the industry through your influence and impact.

Leadership & Mentoring — qualities of a great leader and mentor include creating a vision with passion and purpose, building trust and strong relationships, sharing fitness goals and best practices,

recognizing your teams' value and contribution, problem solving and showing resilience, being innovative and bold, and leading by example, and paving a way forward for others.

Continuing Education — the top professionals in any industry are dedicated to professional development and this shows an ongoing commitment to education and professional achievement, and drive for excellence.

Community Involvement — being involved in the community means building relationships and offering your professional skills and passion to better your community. Community involvement means spending quality time, without being compensated for it. This may include charity or fundraising, holding a position on a committee or board of directors, or becoming a local authority or spokesperson/ambassador.

Fitness Instructor Specialist Finalists



Julie Boucher



Lisa Astracchio



Melissa Jane (MJ) Shaw

“Winning the Fitness Professional of the Year is the highest honour. It proves that perseverance, hard work, dedication, and going above and beyond has been recognized by my peers and canfitpro. Never settle for less, give back, and continue to learn and improve yourself every day you are breathing. I would encourage my peers to aim high and get nominated for this prestigious award as anything is possible if you give it your all. The award process was just as valuable as the award itself as it forces you to reflect on your entire year, where you started, what you had to overcome, and what you have accomplished. Being recognized as the Fitness Instructor Specialist of the Year is something that we should all strive for as fitness

professionals. Be authentic, do what you love most, and know that there is only one you, so deliver to your fullest!”

Trina Medvez (2016 Recipient-FIS)

Steps to achieve a nomination for canfitpro Fitness Professional of the Year 2020:

1. Check your records to make sure you are in good standing as a canfitpro-certified FIS or PTS and participating member.
2. Mark your calendar for March 30th and watch canfitpro announcements for the launch of the 2020 nomination application.
3. Be prepared to nominate yourself or someone else ahead of March 30th. Know that once you nominate yourself, or someone else, you (or the nominee) will be required to complete the application, submitting information within each of the four categories listed above. Being prepared means that you have already given thought to the information that you will be submitting, having taken inventory of

your work and industry achievements over the past year, or so. If you keep a journal of your work experiences, achievements, and contributions you have made along the way, testimonials you have received from members and clients, education courses that you have taken, etc., this makes it much easier to gather all pertinent information. If you are nominating someone else, you may wish to help them do the same.

4. Ask for help and feedback on your nomination. It is often easier to identify your unique strengths when you ask those around you and who support your career journey, and this may include your members and clients as they see you through a different set of lenses, often seeing what you take for granted. By asking for help and feedback this will help you gain insight and personal growth in the process. The application will also provide you with the opportunity to provide a set number of letters of reference to support your nomination. Do not overlook the importance of having someone be a second set of eyes on your application to ensure grammatical accuracy and word flow.

2019

Personal Training Specialist Finalist



This application represents the best of you.

5. Submit your nomination on or before May 31st as directed by canfitpro.
6. Be prepared to create and submit a video (90 seconds or less) that will introduce you, succinctly highlight your achievements and contributions in the four areas of criteria. While this doesn't have to be a professionally produced video (you can create it on your smart phone), it does need to be professional. Think about how you would like to see yourself presented on stage at canfitpro Toronto's closing ceremonies, as a finalist for this award. The top three finalist videos will be debuted at this event, so you will want to consider how you and your brand would like to be recognized. If chosen as a finalist, you will be sitting in the audience watching this celebration unfold. Visualize this as this will help you create the perfect promotional video.

Advice from Ray Ortiz (2015 Recipient-PTS): "Stop messing around and get to work! There is no magic formula. You have

to know who you are. If you cannot define it yet, then you must be in constant search of finding what your purpose in the fitness industry is. For example, this is how we define our boot campers, which can easily relate to all canfitpro members: You are in the Top 5%. You are different than the rest. You are not average. You are willing to do more, become more. You are willing to get out of your comfort zone. You are willing to fail, make mistakes, and learn from them. You are better today than you were yesterday, which allows your tomorrow to be filled with endless possibilities. Commit to yourself, bring value to others, take massive action, and never give up until you achieve."

Make it your mission in this new decade to move the dial in your career

and your life. When mission meets moment, momentum happens. Instead of wondering if you are good enough to be recognized for Canada's highest honour in the fitness industry and instead of watching while others equally qualified are nominated and celebrated this year, make it your mission to be that person! We all need a gentle push to step out of our comfort zone, get out of our own way and say "YES". And if reading this article is that gentle push for you then I have fulfilled my purpose.



Maureen (Mo) Hagan is Chief Operating Officer for canfitpro. She is a global fitness ambassador, recognized

for her leadership in the fitness industry that spans over three decades. Mo is an award-winning fitness leader, member of the Board of Directors for Prescription to Get Active, and WIFA.



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BUILDING A BADASS
BOUTIQUE: PART 2

**ORANGETHEORY
FITNESS CANADA**

A PATH TO SUCCESS

**DAVID HARDY, PARTNER AND CEO OF OTF
CANADA INC., SHARES THE COMPANY'S KEYS
TO SUCCESS, INNOVATION, AND WHAT'S NEXT
FOR THIS FAST GROWING FITNESS COMPANY**

Photo Credit: Tony F Photography



COMPANY PROFILE

Number of years in business:

8 (The first Canadian location opened in October 2012 in St. Albert, Alberta)

Canadian HQ:

Edmonton, Alberta, Canada

Current reach in Canada:

60,000 Canadians across 8 provinces

Number of locations in Canada:

104 locations as of January 2020

How was Orangetheory Fitness created?

Ellen Latham co-founded Orangetheory Fitness as a new fitness concept based on metabolic training. Ellen's journey to create Orangetheory started as a single mother teaching Pilates classes from a spare bedroom in her home. She eventually opened a fitness center, introducing a metabolically charged fitness program that came to be known as Ellen's Ultimate Workout and rebranded as Orangetheory Fitness in 2010.

To what do you attribute Orangetheory Fitness's success?

Our workouts are based on three key pillars that contribute to our success:

Science-backed: We have a team of highly educated fitness professionals based out of our global head office who design our workout templates for each day. They use both their expertise in fitness, alongside the data we collect from our members each day, to continuously evolve our workouts and challenge our members.

Technology-tracked: Our in-studio OTbeat technology is what allows our workout to be effective for everyone. By tracking each participant's heart rate in real time, we are able to see if you need to push a little harder or slow down and recover. This makes the workout truly accessible to nearly everyone.

Coach-inspired: Our coaches are what set Orangetheory apart from any other workout. An Orangetheory coach doesn't just deliver our workout, but they also build a connection with each and every member. Their passion is what motivates our members to not only keep coming back, but to also push themselves to levels they may not have otherwise considered possible.

What are the company's goals and mission?

Our brand purpose is to help people live longer, more vibrant lives. Our mission is to lead, support, and inspire the Orange Passion, and be the trusted global leader of innovative heart-rate based interval training.

How does the company contribute to the communities where it is located?

Our studios across Canada are very

involved with their local communities. Whether its food shelters, school supply drives, or youth sport programs, we encourage our locations to engage with local charities or community support organizations that are close to their heart. Nationally, all of our studios participate in our Augie's Quest campaign once a year, with proceeds going to support the ALS Society of Canada. This year will be our third year participating and we are happy to have generated over \$500,000 in donations since we began this partnership.

How do multiple environments impact your business?

As with any fitness business, we remain extremely vigilant with any changes in the industry. Often times, we find that these external "threats" can often be addressed in a positive way. For example, we saw a desire from members to utilize tools to track their out-of-studio workouts and monitor their performance. From that, we were able to develop an out-of-studio workout functionality within our new app that uses the member's current heart-rate monitor device, so that they are able to see both in-studio and out-of-studio workout data alongside one another.



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

Since 2012, Orangetheory has experienced rapid growth in the Canadian fitness space. We were very proud to celebrate our 100th studio opening in September 2019 in Vancouver, B.C. This milestone makes Orangetheory the fastest growing fitness company in Canada and we aren't slowing down. In looking at the future, our focus will be on continuing to develop technology that gives our members the most elevated fitness experience in the market.

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

One of our sayings at Orangetheory is that "What you do not measure, you do not improve." Over the years, we have developed multiple technologies that work together allowing for seamless tracking of our workouts. Our selection of OTbeat heart rate monitors track your stats in real-time, so you can see when you need to push harder or scale back and recover. From the moment our members step on a treadmill, their OTbeat™ wearable device seamlessly

connects. With our OTconnect treadmill tablets, the member's workout stats are all right in front of them. After every Orangetheory class, members receive their performance summary detailing calories burned, Splat Points, and other metrics so they can track their progress over time, all via our Mobile App. Each of our technologies ensures our members are working at their own unique fitness levels and getting the most out of their 60 minutes. We are always looking at the future of our technology and asking ourselves, "How can we make improvements so we can continue to deliver the best 1-hour workout in Canada?"

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

I have found my best mentors in industry trade associations, business groups like Entrepreneurs Organization, and business industry roundtables.

What is your market penetration in Canada?

With 60,000 members – and about 15% of the Canadian population having a gym

membership – 1% of all Canadians are members at Orangetheory.

What is your contribution to the Canadian fitness industry?

I served on the IHRSA board (2008 – 2012) and I am past president of the Fitness Industry Council of Canada, where I helped lead a number of initiatives, including music licensing and consumer fitness tax credits.

How has canfitpro impacted your pursuit in the fitness industry?

I have attended the canfitpro Toronto event almost every year for the past 25 years. I always learn something new – and it is a great way to connect with the best operators and fitness professionals.

Are there any new innovations/products/trends that you can share with us?

- Our industry will do more and more with technology – and given that Orangetheory is technology tracked – expect more in this area in the future.
- We will soon be releasing our brand new OTbeat app to Canadian members. This will give our members even more insight into their performance and will allow them to easily book classes across all our locations.
- We're also in the process of introducing InBody body scanners so that members can better see how their bodies are transformation.
- We recently announced the OTbeat Link, which will allow members to utilize their Apple Watch for in-studio workout usage.



David Hardy is a fitness industry veteran with a passion for business innovation and development. Over the past 25 years, he has owned and operated big box gyms, fitness studios and a nutrition business. He joined Orangetheory in 2011 and was the company's first Chief Financial Officer and Chief Innovation Officer. Today, he is the Master Franchisee for Canada and serves on the company's board of directors.



MENTAL HEALTH IN THE WORKPLACE

AS STIGMA IS REDUCED AROUND MENTAL HEALTH, EMPLOYERS NEED TO ENSURE THAT THEY HAVE THE RESOURCES TO RESPOND APPROPRIATELY.

By Kelly Potter Scott

MY TEN-YEAR OLD SON ASKED ME IF IT WOULD BE OKAY FOR HIM TO SPEAK TO A THERAPIST ABOUT HIS FEELINGS BECAUSE SOME DAYS HE TELLS ME HE “DOESN'T FEEL RIGHT”. I WAS SO PROUD OF HIM FOR ASKING THIS QUESTION, WHICH I KNOW SOME ADULTS HAVE DIFFICULTY ASKING.

He has experienced bouts of anxiety since the Danforth shooting, which took place on our doorstep in the east end of Toronto in 2018. Our entire community was rattled after this event, not just him. As a child, I had anxiety too, which I now know was triggered by a family death. Back then, we didn't have words for it and I could never articulate what I was feeling, so I just didn't talk about it and as a result, didn't get help that I probably needed.

Mental health is a huge topic now - in our workplaces, our schools, in our homes. Celebrities such as Margaret Trudeau and Clara Hughes have made great strides to reduce the stigma by sharing their personal stories. Organizations like Jack.org are shouting out about youth

mental health by creating special events and awareness campaigns at university campuses across Canada.

Today's generation is talking about mental health in a new way. The stigma is going away and as adults begin to share their stories of panic attacks or depression, it makes us feel as though we're not alone. As stigma is reduced and we articulate our need for support, employers need to ensure that they have resources to respond appropriately. Supporting mental health in the workplace is no longer the exception; it has become an expectation.

In today's data-driven society, employee benefit plan reviews can be the best resource to identify signs of mental health issues. It may not always be as clear-cut as seeing increased psychology claims or a spike in drug claims for depression—but taking a broader view of an organization structure such as the demographics of the population, observing drug patterns, examining disability trends, reviewing engagement survey scores, and studying exit interview trends can provide necessary insight. When viewed in an integrative way, this information can help to gauge whether an organization is providing a psychologically supportive environment.

At Gallagher, we are very intentional about how we define wellbeing. It is

everything that affects how you think about and experience your life. It is no longer about just physical or mental health. We take a more holistic approach to wellbeing, incorporating the whole person that comes to work every day. Encouraging employees to effectively leverage their benefits program as a tool and resource is one solution to mitigate rising mental health costs. In turn, employees will be empowered to take action on their overall wellbeing – and the wellbeing of their family too.

Recognizing the early signs of mental health issues can help employers take steps to effectively prevent or mitigate associated rising health costs - it isn't always as self-evident as my ten-year-old expressing his desire to see a therapist. For a closer look at your claims patterns or to discuss a more holistic employee wellbeing strategy, please contact us at Gallagher.



Kelly Potter Scott is Assistant Vice President, Brand + Communications at Gallagher in Canada. Contact her at kelly_potterscott@ajg.com



WHAT DO FITNESS PROS WANT FROM THEIR LEADERS?

**THREE KEY ELEMENTS TO RETAIN THE
BEST MEMBERS OF YOUR TEAM**

By Nathalie Lacombe, M. Sc.

IN ONE WORD: GROWTH! A COMMONALITY AMONGST FITNESS PROFESSIONALS OF ALL AGE GROUPS AND LEVELS OF EXPERIENCE IS THAT THEY HAVE A GREATER CHANCE OF CONNECTING WITH AND BEING LOYAL TO AN EMPLOYER WHO CARES ABOUT THEIR GROWTH.

Leaders who expect full-time commitment from part-time staff need to consider what they have to offer their teams beyond a steady paycheck. The great news is that providing opportunities for our staff to grow doesn't have to be incredibly expensive or time-consuming, but it does involve three key elements.

1) Learning

There seems to be a battle brewing amongst hiring fitness clubs for the biggest education allowance and although it might attract new candidates seeking "support" from their employer, it can translate to a lot of spending without the right return on investment.

Before spending a dollar of your club's money and an hour of your employee's time, finding out what truly matters to their growth will ensure you both benefit from the education you subsidize.

Spend some one-on-one time with your staff in order to get a better understanding of the targeted development you can support related to:

- Their knowledge, skills, and abilities
- Their goals and desires
- Their preferred learning styles

Having these conversations every few months with your staff not only demonstrates that you care about their career growth and how it connects to your business goals, but also ensures you keep up with how our fast paced industry influences their desires.

... PROVIDING OPPORTUNITIES FOR OUR STAFF TO GROW DOESN'T HAVE TO BE INCREDIBLY EXPENSIVE OR TIME-CONSUMING ...

It's important to remember that most fitness professionals aren't looking for typical "corporate" development conversations. Instead of asking where they see themselves in five years, connect with them by asking these two relevant questions:

- What are they most passionate about right now?
- What are they excited to learn next?

2) Mentoring

The role of a mentor is to have career focussed discussions that encourage the mentee to explore new opportunities and build their confidence in order to have a clearer direction of their career. The simplest way to embody that role is to lead by example. Clearly communicating your values and principles will inspire your team to stay true to their own *raison-d'être*, their "why".

Once you feel that you are living and leading based on your values, you can prioritize time for mentoring your team. Remembering that fair does not mean equal, some of your staff members will receive more of your time. Far too often we spend a lot of time with staff members who are clearly underperforming to the extent that they are damaging the team and its success. We also dedicate a lot of time to our top performers as they normally obtain results-oriented rewards and recognition.

CLEARLY COMMUNICATING YOUR VALUES AND PRINCIPLES WILL INSPIRE YOUR TEAM TO STAY TRUE TO THEIR OWN RAISON-D'ÊTRE, THEIR "WHY".

Remember to consider your "high potentials" who sometimes get lost in the middle; the ones who are doing well, but not yet top performers and are prime candidates for your mentorship. Investing in those relationships would lead to impactful results in your business as well as improve their engagement, therefore the likelihood of them remaining on your team.

3) Providing Safety to Try

Your staff will thrive thanks to their new education if they are provided with the

... WE SOMETIMES COMMUNICATE, BOTH THROUGH OUR WORDS AND ACTIONS, THAT OUR EXPECTATIONS REVOLVE AROUND PERFECTION.

safety to try something new. This means they are confident in your trust that they will falter, and perhaps fail, yet get back up and keep trying until they succeed.

None of us have ever tried something new that we had just learned and got it right the first time and each time after that. Yet, as leaders, we sometimes communicate, both through our words and actions, that our expectations revolve around perfection.

Sharing that we trust them throughout the learning process and giving them permission to misstep while in the safe environment of our facility will both accelerate the hands-on learning process and allow for true growth to take place.

There is a difference between learning and growth; growth is applied learning and comes from trial and error. Creating an environment where staff feels safe to try new things while their mentor provides valuable feedback along the way is key to making the most out of any educational investment.

Fitness professionals have more employment options than ever before in our industry and recruiting has become incredibly competitive. Demonstrating genuine caring for their growth and providing an optimistic environment where they can hone their craft will have a positive impact not only on hiring the best candidates, but also retaining the top members of our team.



As a speaker, leadership coach, and strategic partner, Nathalie Lacombe is dedicated to coaching leaders and managers in the fitness industry towards mindfully built strategies to thrive in their business from a place of trust, optimism, and joy.

5 POWERFUL QUESTIONS FOR LONG-TERM SUCCESS

UNCONVENTIONAL THINKING WILL CREATE LASTING PROFITS, INCREASED REVENUE, AND HAPPINESS

By Sean Greeley, Founder & CEO - NPE



IT'S A NEW YEAR AND EVERYONE IS OFF TO THE RACES WITH NEW DREAMS, GOALS, AND PLANS FOR GROWING THEIR BUSINESS.

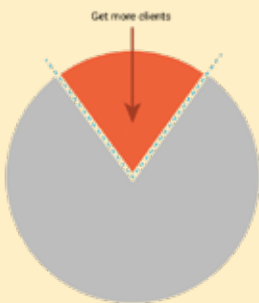
Yet, too many fitness professionals want to fire up their engines and take off down the track before understanding the real work required to set up their business for long-term success.

Unconventional thinking: Where you need to start

When most people think about growing their business, their mantra is, "I just need more leads and clients." They're incorrectly focused on quick-fix sales and marketing tactics. That line of thinking almost always leads to a dead end.

WARNING: If you DON'T review and address other critical areas of your business FIRST, things actually get WORSE when you add more clients into the mix (NOT better).

Where most people get it wrong ...



- I just need clients!
- How can I get more clients?
- But really, where do I find more clients?

Where you need to begin...



1. Understand the "money math" that drives PROFITABILITY and cash flow with your business model.
2. Get real SYSTEMS in place that support increased retention AND new client acquisition every single month.
3. Increase your leadership and TEAM capacity so your business and life get better (not worse) as you grow.

When things aren't where you want them to be with your business, it's easy to think, "Oh, I just need more clients. More clients will equal more revenue, and that will solve all my problems!"

But don't settle for surface level thinking! Do the work with UNCONVENTIONAL thinking to identify root causes, and address critical areas that MUST be handled in order to create lasting profits, increased revenue, and happiness.



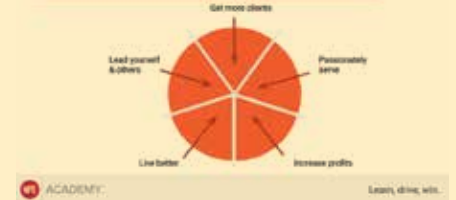
Every fitness business needs good answers to key questions that drive your business forward. You likely have answers to these questions right now, they're just not as good as they need to be in order to grow to the next level. But, when you commit to doing the work required, you'll consistently move from CONFUSION to CLARITY.

We call these the five most powerful fitness business growth questions. They are:

1. What does success look like and how will you get there?
2. Where do you find (and how will you sign up) new prospective clients?
3. How do you serve the market in a unique and powerful way?
4. How will you increase revenue, cash flow, and profitability to ensure continued success?
5. How will you look after yourself, have fun, and enjoy the journey?

You can see how each question will force you to consider your blind spots. Once you've identified areas of confusion (or weakness), then invest the time to find better answers and solutions. As you get better answers to these questions, you will have increased FOCUS.

FOCUS increases POWER



Focus increases power. And more POWER will allow you to do all the good things you want to do (and more) in taking your business (and life) to the next level.

Summary

Truth is, there's some hard thinking and planning that needs to be done before you hit the accelerator on new client acquisition IF you want to ensure consistent business growth this year.

That's why if you're serious about wanting to:

- Find and fill your schedule with high paying clients you love working with
- Install great systems into your business to run smoothly (and make a profit!)
- Start (or continue) building a team to grow the business with you

... then invest time in doing the work that allows you to make 2020 your best year ever in the fitness industry. The best is yet to come!



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 NPECoachesCorner.com/canfitpro



BUILDING A BADASS BOUTIQUE: PART 2

YOUR 10-TOUCH JOURNEY TO DESIGNING A FITNESS STUDIO THAT ROCKS: MACROTRENDS FUELING BOUTIQUE FITNESS

By Emma Barry

Chasing Experiences

Pine and Gilmore's *The Experience Economy* clearly lays out our evolution over the past 100 years, from a commodities economy, to a goods economy, to a service economy, to now an experience economy, laying out compelling ways to curate this experience.

They urge us to design memorable experiences, theme the experiences, engage all sense, and harmonize impressions with positive cues: "An

experience occurs when a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event."

Marking this new era, New York Magazine dubbed SoulCycle "an experience: part dance party, part therapy, part communal high."

Hyper-personalization

Our social feeds, Netflix suggestions, beauty routines, and digital meditations

... SOFTWARE IS JUST A SERVICE, AND TECHNOLOGY ADVANCEMENT IS THE WAY TO EXPONENTIAL GROWTH.

are becoming predictive. Pretty soon, as part of industrial customization and 3D imaging, my shoe size will be called “Emma”, will reflect any discrepancies I may have in leg length and foot-strike pattern, and will be specifically designed for my fitness use.

Fitness is no different. We can select our favorite celebrity trainer, choice of workout, duration, and intensity to consume fitness exactly how we like it.

Pine and Gilmore go on to bluntly point out that “fundamentally, customers do not want choice; they just want exactly what they want.”

And we’ll know if we’ve got it right: customers tell us directly by voting with their feet or their wallet.

Community

Human beings are social. We crave connection. As we go through a digital revolution, we still seek others like us – those who are living like us and wanting to engage in experiences like us. Sweating accelerates friendships: as you break through barriers of unfamiliarity, intensity and effort, and blow through the frustrations of the day, you do it together. Many a friendship (and marriage) was forged in the fires of fitness and the naked truth remains in post-class, locker-room euphoria.

The Enablement of Technology

Software is disrupting every industry. Devices have been listening, watching, and learning for a while now, and this data is directing what happens next. The future is predictive.

In boutique fitness, it is specifically enhancing the experience in four main ways:

1. Social media dominating sales and marketing promotion.
2. Frictionless booking and payment gateways.
3. Biometrics like heart rate, gamification, and leaderboards. Uber-production values taking sound, light, temperature and even scent to new levels. VR advancement such as that seen at leading boutique Black

- Box, the virtual reality gym now open in San Francisco and Boise, where ‘Ready Player One’ meets resistance.
4. Putting workouts in your pocket. No bricks. No mortar. Just content and a connection will have your favorite movement experiences with you at home, at work or on vacation. Many boutiques are now investing in a digital expression of their brand.

If tech freaks you out, it’s important to remember that software is just a service, and technology advancement is the way to exponential growth.

High-Touch Service

Peppermint-scented towels, bottled water, concierge service, equipment set-up, juices and shakes, and recovery add-ons...no longer reserved exclusively for the spa service at a high-end hotel, these are now mainstream in boutiques, peppering our experience for the ultimate delight.

EVERYONE HAS A PLATFORM, WHICH MEANS WE ARE ALL BILLBOARDS FOR THE BRANDS WE LOVE.

Pay-Per Class Experience

Today, we expect to lead lives untethered from commitment. We can change our entertainment packages, telecommunication services, workplace locations, and digital friendships at will. We expect the same from fitness and the pay-as-you-go pricing model (PAYG) delivers this, allowing the member to enjoy an open relationship with fitness away from the norm of minimum contracts. Exercise experiences, including gym work or classes, can be purchased on a per-use basis. Alternatively, exercisers can turn to the aggregators who charge a monthly fee in exchange for access to numerous facilities and clubs.

Stretching Into a Lifestyle Brand

Because of the luxury positioning and extreme focus possible in a smaller offering, boutiques have successfully partnered with complementary luxe brands to offer their customers more, from apparel and nutrition, to ecotourism and other add-on services.

As reported by ForbesLife, SoulCycle is now providing sanctuary experiences in partnership with luxury tour operator Black Tomato – specially curated

experiences centered around community bonding, movement and nourishment of the soul. Similarly, BLOK London will start by taking its fraternity for six days in rural France.

Fitness Snacking is Rampant

The 2019 IHRSA Health Club Consumer Report shows 42 percent of traditional club-goers also attend at least one boutique studio, while 65 percent of boutique goers attend two or more boutiques and 22 percent attend at least three.

Meanwhile, Piper Jaffray states the third biggest reason for boutique attrition – after cost and lack of convenience – is the desire for another type of exercise. Brands are beginning to collaborate to address this in a variety of different models, while ClassPass – observing that 90 percent of its members are trying a new genre of exercise – is evolving its business model towards variety-seekers rather than bargain-hunters.

Word-Walls, Mantras and ‘The Gram’

Everyone has a platform, which means we are all billboards for the brands we love. Attitudinal tees, daily mantras, hashtags, and Memojis define our digital imprint on the world. Instructors are the new influencers, taking their raving fans with them across an array of health and wellness offerings.

Little surprise, then, that often the first design feature to make the boutique drawing board is the spot in the studio that will inspire millions of impressions over time: the neon sign and the flawless lighting that makes you look 28 in your selfies, even if you are not.



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. Building a Badass Boutique: your 10-touch journey to designing a fitness studio that rocks - is due out in 2020.



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YOGA, FITNESS AND INFRARED FUSION

**FAR INFRARED STUDIOS OFFER A UNIQUE EXPERIENCE TO
PROMOTE A QUICKER RECOVERY**

By Jen Hamilton

AS A PROFESSIONAL IN THE FITNESS INDUSTRY, THE BODY MUST BE WELL CARED FOR. IT IS A VALUABLE INSTRUMENT AND THE SOURCE OF YOUR LIVELIHOOD; AND IF IT IS NOT CARED FOR, PERFORMANCE CAN TAKE A HIT OR WORSE, YOU GET LAID UP AND CAN'T WORK.

No matter what type of class or workshop you teach - strength, endurance, and flexibility are all important aspects, and the balance can only be achieved with a variety of workouts.

To keep a well-balanced body, many athletes, trainers, and fitness professionals turn to other forms of training. Even many well known athletes are now incorporating yoga into their training regimes. Shaquille O'Neal, LeBron James, Tom Brady, and Ray Lewis are just a few who are rolling out their mats.

We know that yoga has many benefits including stability, improved coordination, and stress relief. All this can provide you, the professional, with longevity, energy, and focus. Attention is sharpened,

allowing for better, more focused and enjoyable sessions/classes for you and your clients. This is one of the most enjoyable parts of yoga, it literally benefits everyone.

Sweating is the body's natural way to heal and stay healthy. FAR Infrared heat raises the body's core temperature in a natural, comfortable way without blowing dry air or humidity. The result is a detoxifying sweat at the cellular level. Studies have shown that a 60 minute FAR Infrared sauna session can burn upwards of 600 calories; while you relax! As the body works to cool itself, there is a substantial increase in heart rate, cardiac output, and metabolic rate causing the body to burn more calories. Pain, sore muscles and joints are some common complaints from those of us working in the fitness industry. FAR Infrared heat penetrates the tissue, joints, and muscles relieving minor aches and pains. It can also speed up injury recovery and reduce symptoms of chronic pain and stiffness. And for the bonus, FAR Infrared technology can help purify your skin by eliminating toxins from your pores and increasing circulation resulting in clearer, healthier skin. So, you not only take care of your body, but you look amazing doing it.

Now, what if you could add in the health benefits of FAR Infrared with the challenge of a fitness routine and the strength and flexibility benefits of yoga? That combination would be like winning the lottery. Sign me up!

That's where Oxygen Yoga & Fitness comes in. Oxygen Yoga & Fitness is "not your typical yoga studio" – we combine fitness and yoga in our own exclusive fusion style with FAR Infrared technology to provide a unique experience and incredible results. Oxygen Yoga & Fitness offers conventional yoga with a contemporary spin. Yoga fused with fitness in the FAR Infrared studio sets us apart from the competition. We offer the conventional yogi classes such as Hatha, Deep Stretch Relaxation, Freedom Flow, and Yin and Yang. For our fitness enthusiasts, we have a wide variety of classes to meet their needs. These include Hot Ballet/Barre, Total Conditioning, Power Core, and Fast and Furious to name just a few. There is something for 'every-body' at Oxygen.



Jen Hamilton has been a dynamic and compelling leader in the fitness industry for over 18 years. Jen's dynamic and vibrant personality

continues to be the driving force behind Oxygen Yoga & Fitness' culture, strength and unprecedented growth. She is a highly sought-after speaker and contributes to many worthwhile causes. Jen embodies the company mantra; I Love My Life!

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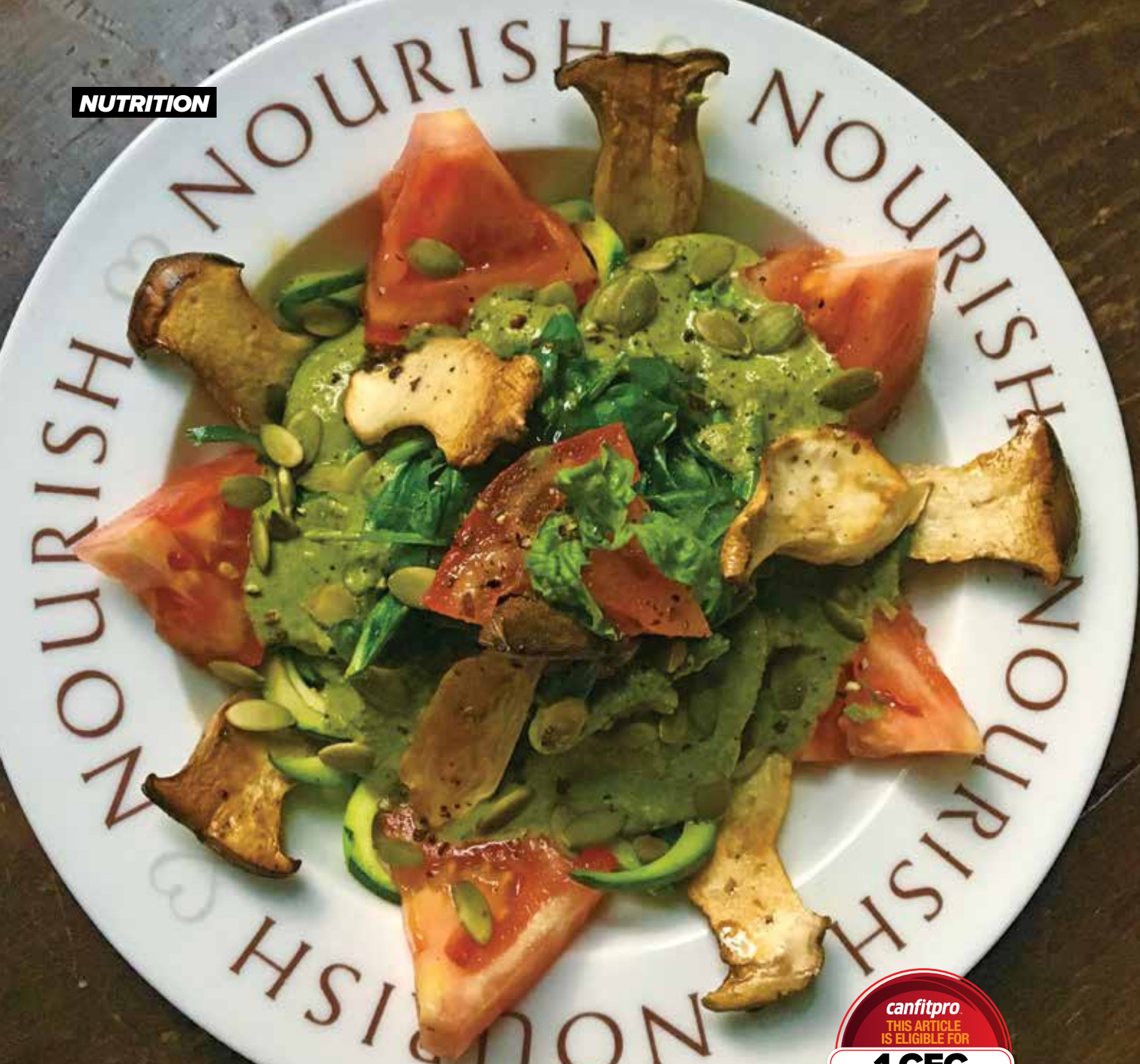
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ESSENTIAL MICRO NUTRIENTS

THINKING BEYOND MACRO NUTRIENTS

By Teri Gentes

FOR DECADES, WE'VE OBSESSED OVER THE PERCEIVED HOLY-MACRO TRINITY OF PROTEINS, FATS, AND CARBS, AND WE'VE OVERLOOKED ESSENTIAL MICRO NUTRIENTS. THIS IS BEING SHOWN TO BE DETRIMENTAL TO OUR OVERALL HEALTH AND WELL-BEING.

In this article we zoom in on:

- The RDA for micro-nutrients
- Common micro nutrient deficiencies as identified by Stats Canada
- The vast array of related symptoms

Are you well nourished?

What if your health and weight loss challenges were not simply about what and how much you're eating? What if there is more to it than this?

Building a healthy body is much more detailed than food intake and the many interpretations of a 'healthy diet'.

Numerous factors impact the nutrients our body actually gets, including:

- our food choices and variety
- the food quality
- the state of our digestion and absorption health
- the bio-availability/synergy of what and how we are ingesting our foods

One of the first places to learn of the essentials that your body requires is with the RDA's recommended by Health Canada. It's also extremely helpful to know what the most common dietary deficiencies are and the related symptoms.

Your body is another ideal resource for helping you discern your current health status and what nutrients you may need more of. Symptoms you experience are often related to specific nutrient deficiencies and act as cues that you may be in need of a diet overhaul, and possibly nutrition supplementation.

Before we look at deficiencies, let's look at the RDA's recommended by Health Canada in the chart.

Part 2 – Daily values for vitamin and mineral nutrients

Item	Column 1 Nutrient	Daily Value		
		Column 2 Food intended solely for infants six months of age or older but less than one year of age	Column 3 Food intended for infants six months of age or older but less than one year of age or children one year of age or older but less than four years of age	Column 4 Any other case
1.	Potassium	700 mg	3000 mg	4700 mg
2.	Calcium	260 mg	700 mg	1300 mg
3.	Iron	11 mg	7 mg	18 mg
4.	Vitamin A	500 µg	300 µg	900 µg
5.	Vitamin C	50 mg	15 mg	90 mg
6.	Vitamin D	10 µg	15 µg	20 µg
7.	Vitamin E	5 mg	6 mg	15 mg
8.	Vitamin K	2.5 µg	30 µg	120 µg
9.	Thiamin, Thiamine or Vitamin B ₁	0.3 mg	0.5 mg	1.2 mg
10.	Riboflavin or Vitamin B ₂	0.4 mg	0.5 mg	1.3 mg
11.	Niacin	4 mg	6 mg	16 mg
12.	Vitamin B ₆	0.3 mg	0.5 mg	1.7 mg
13.	Folate	80 µg DFE	150 µg DFE	400 µg DFE
14.	Vitamin B ₁₂	0.5 µg	0.9 µg	2.4 µg
15.	Choline	150 mg	200 mg	550 mg
16.	Biotin	6 µg	8 µg	30 µg
17.	Pantothenic Acid or Pantothenate	1.8 mg	2 mg	5 mg
18.	Phosphorous	275 mg	460 mg	1250 mg
19.	Iodide	130 µg	90 µg	150 µg
20.	Magnesium	75 mg	80 mg	420 mg
21.	Zinc	3 mg	3 mg	11 mg
22.	Selenium	20 µg	20 µg	55 µg
23.	Copper	0.2 mg	0.3 mg	0.9 mg
24.	Manganese	0.6 mg	1.2 mg	2.3 mg
25.	Chromium	5.5 µg	11 µg	35 µg
26.	Molybdenum	3 µg	17 µg	45 µg
27.	Chloride	570 mg	1500 mg	2300 mg

mg = milligrams; µg = micrograms
DFE = Dietary Folate Equivalents
Calculations for vitamins are set out in Section D.01.003 of the Food and Drug Regulations.

Source: Government of Canada, Nutritional Labeling - Table of Daily Values

Look at the chart and factor in the mass confusion on what a healthy diet constitutes; the compromised food quality in our industrialized agri-food world, the perpetual busy pace we keep, and the chronic state of stress we reside in. It's no wonder nutritional deficiencies plague us even as a first world country obsessed with nutrition..

Below is a list of the most common micro nutrient deficiencies as determined by research from a number of our most reputed resources such as Health Canada, International Society of Sports Nutrition, and Canada's well known registered dietician and internationally acclaimed speaker, Brenda Davis, RD.

The most common dietary deficiencies:

- omega 3 fatty acids
- iodine
- vitamin B12
- biotin

- vitamin D
- magnesium
- vitamin C
- vitamin A
- zinc
- protein
- folate
- fiber
- calcium
- probiotics
- iron
- vitamin E

NOTE:

Each of us has varying, bio-individual nutrient needs. The above reflects the most common deficiencies according to various resources. While there are others such as B3 and 6, Selenium, Vitamin K... those listed are shown to be the most prevalent micro-nutrient deficiencies. The green shaded areas are not discussed in this article.

The point to grasp here is how your entire body requires these essential nutrients to function well. When deprived of them,

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numerous health repercussions may result, some potentially very serious.

How do you know if you are deficient?

Testing for deficiencies is a great way to determine if you are lacking in essential nutrients, yet even before this your body is quite likely giving you the information you need. With deficiencies come symptoms. Below is a look at just some of the symptoms related to the most common deficiencies as mentioned in the previous list.

- **Omega 3's** – dry/itchy/scaly skin, eczema, lowered immunity, cracking fingertips/skin
- **Vitamin A** – night/color blindness, macular degeneration, dry skin/hair, nail ridges, acne
- **Vitamin B12** – nerve challenges, numbness/tingling in hands/feet, brain fog, dementia
- **Biotin** – skin, nail, and hair issues, fungal infection, anemia, numbness in extremities
- **Calcium** – muscle cramps, brittle nails, memory loss, depression, fractures, psoriasis
- **Vitamin C** – gingivitis, dry hair/skin, easily bruised, slow healing, nosebleeds, infection
- **Vitamin D** – depression, osteoporosis, weak immune, muscle weakness, obesity
- **Vitamin E** – eye problems (cataracts/retinopathy), liver, fertility issues, skin problems
- **Folate** – fatigue, high homocysteine levels, irritability, forgetfulness, headaches, anemia
- **Iodine** – dry skin, weight gain, low thyroid levels, temperature sensitivity, fatigue, goiter
- **Iron** – fatigue, weakness, neurodevelopment issues in children
- **Magnesium** – muscle cramping and spasms, sleep disorders, restless legs, anxiety
- **Zinc** – lower immunity, coarse/brittle hair, eczema, dandruff, diarrhea, mouth ulcers, tics

Now that you know how common nutritional deficiencies are and how detrimental it can be to your health, take some time to assess symptoms you are frequently dealing with.

When you're deficient in essential nutrients, your body isn't able to function well. Consult with a qualified nutritional health professional for guidance addressing the issues and get on track for optimal health and disease prevention. After all, in the health and wellness world we are leading by example.



Teri Gentes brings to you over 30 years of experience in lifestyle wellness coaching and natural nutrition. Trained, educated, and practicing whole-self wellness, she addresses all aspects of self-care with a niche in whole-foods nutrition and mindfulness. She is known for 'impacting people via provocative information instigating paradigm shifts'.

NUTRITION

SMOKEY REFRIED BLACK BEANS

EXOTICALLY SEDUCTIVE, SMOKY TASTING FOODS LURE MOST EVERY TYPE OF EATER AND THIS DISH IS SURE TO DO JUST THAT.

By Teri Gentes

VIBRANT WITH COLOR AND TEMPTING WITH FRAGRANT SPICES, YOU MAY WANT TO SIMPLY DIVE IN WITH TORTILLA CHIPS, YET THESE REFRIED BEANS ARE GREAT IN SO MANY DISHES.

They're perfect for nachos, tacos, quesadillas, enchiladas or wraps as well as stuffed into peppers or mushrooms and roasted.

Served with any of the suggested sides below and you have a wonderfully balanced, whole-food, nutrient dense, plant-based meal.

Prep time: 15 minutes

Servings: 4

vegan · gluten free · nut free

Ingredients:

1, 14 -19 oz can organic black beans (my fave brands Eden and Yves)
1 large onion, diced
1 large red bell pepper, diced
2 tsp garlic, minced
Splash olive, grapeseed or avocado oil
1 small jalapeño, minced (optional and to taste)
1 tsp each cumin, oregano flakes, and chili powder, to taste
1 tsp smoked paprika or chipotle powder, to taste
2-3 tbsp nutritional yeast
½ tsp sea salt, to taste
½ tsp freshly ground pepper
Approx. ½ cup salsa, tomato juice or broth as needed
Fresh Cilantro to serve

Optional

Vegan cheese to drizzle over the beans or mashed avocado

Directions:

1. Drain the beans, if needed, and set aside. Heat a stainless steel or non-stick frying pan over medium heat; add onion, peppers, sea salt and a splash of oil or broth. Sauté till the onions are nicely browned.
2. Add in garlic, jalapeño, cumin, oregano, chili powder, paprika or chipotle, sea salt and pepper. Stir 2 minutes then add the beans and nutritional yeast. Roughly mash with a large fork or potato masher.
3. Continue cooking about 10 minutes, adding salsa, juice or broth as needed to create a thick, chili-like consistency.
4. Remove from heat and top with vegan cheese if desired (heat at 350F until melted) then top with cilantro and fill tacos, burritos, enchiladas, top nachos or enjoy as dip with tortilla chips.

Tips

- For a quick main course meal, create a Buddha bowl or Salsa Bean salad.
- Doubling the recipe is a great idea.

LES MICRONUTRIMENTS ESSENTIELS

AU-DELÀ DES MACRONUTRIMENTS

Par Teri Gentes



Pendant des décennies nous avons été obsédés par ce que nous considérons la Sainte Trinité des macronutriments, soit les protéines, les gras, et les glucides, et pendant ce temps, nous avons négligé les micronutriments essentiels. Il est maintenant prouvé que nous avons fait fausse route, et que cela a été préjudiciable à notre santé et notre bien-être.

Dans cet article, nous nous concentrerons sur :

- L'apport quotidien recommandé (AQR)
- Les carences en micronutriments les plus courantes comme déterminées par Statistiques Canada
- Tous les symptômes qui en découlent

Vous nourrissez-vous bien?

Et si vos défis de santé et de gestion du poids n'étaient pas reliés juste à ce que vous mangez et à la quantité de nourriture que vous mangez? Et s'il y avait autre chose?

La construction d'un corps en santé est beaucoup plus complexe que l'alimentation ou ce que nous pensons être une alimentation saine.

Plusieurs facteurs ont un impact sur les nutriments que notre corps absorbe en réalité, incluant :

- Nos choix alimentaires et la variété
- La qualité de la nourriture
- L'état de santé de notre système digestif et de notre absorption
- La biodisponibilité/synergie de ce que nous mangeons et de la manière dont nous le faisons.

Un des premiers documents à consulter pour apprendre quels sont les macronutriments essentiels nécessaires pour le bon fonctionnement de notre corps est l'AQR de Santé Canada. Il est aussi extrêmement pratique pour connaître les carences alimentaires les plus courantes et les symptômes qui y sont rattachés,

Votre propre corps est une autre ressource fiable pour vous aider à comprendre votre état de santé actuel et de quels nutriments vous pourriez avoir le plus besoin. Les symptômes que vous expérimentez sont souvent reliés à des carences alimentaires spécifiques et vous indiquent qu'il est peut-être temps de réviser votre alimentation et d'y ajouter des suppléments alimentaires.

Avant de jeter un coup d'œil aux carences,

regardons les apports quotidiens recommandés par Santé Canada dans le tableau ci-dessous.

Regardez le tableau et tenez en compte la confusion générale qui règne en lien à une saine alimentation: la qualité compromise des aliments due à leur surtransformation qu'ils subissent dans l'industrie agroalimentaire; le rythme de vie effréné que nous maintenons, et l'état de stress chronique dans lequel nous vivons. Il n'est pas étonnant que les carences nutritionnelles nous accablent, et ce, malgré que nous vivions dans un pays développé.

Vous trouverez ci-dessous une liste des carences en micronutriments les plus courantes telles que déterminées par des recherches effectuées par quelques-unes des ressources les plus réputées, telles Santé Canada, de l'International Society of Sports Nutrition, et de la nutritionniste et conférencière canadienne de renommée internationale, Brenda Davis, RD.

Les carences alimentaires les plus courantes

- acides gras oméga-3
- iode
- vitamine B 12

Partie 2 - Valeurs quotidiennes pour les vitamines et minéraux nutritifs

Article	Colonne 1 Élément nutritif	Valeur quotidienne		
		Colonne 2 Aliment destiné exclusivement aux bébés âgés d'au moins six mois mais de moins d'un an	Colonne 3 Aliment destiné aux bébés âgés d'au moins six mois mais de moins d'un an ou aux enfants âgés d'au moins un an mais de moins de quatre ans	Colonne 4 Autres cas
1.	Potassium	700 mg	3 000 mg	4 700 mg
2.	Calcium	260 mg	700 mg	1 300 mg
3.	Fer	11 mg	7 mg	18 mg
4.	Vitamine A	500 µg	300 µg	900 µg
5.	Vitamine C	50 mg	15 mg	90 mg
6.	Vitamine D	10 µg	15 µg	20 µg
7.	Vitamine E	5 mg	6 mg	15 mg
8.	Vitamine K	2,5 µg	30 µg	120 µg
9.	Thiamine ou vitamine B ₁	0,3 mg	0,5 mg	1,2 mg
10.	Riboflavine ou vitamine B ₂	0,4 mg	0,5 mg	1,3 mg
11.	Niacine	4 mg	6 mg	16 mg
12.	Vitamine B ₆	0,3 mg	0,5 mg	1,7 mg
13.	Folate	80 µg ÉFA	150 µg ÉFA	400 µg ÉFA
14.	Vitamine B ₁₂	0,5 µg	0,9 µg	2,4 µg
15.	Choline	150 mg	200 mg	550 mg
16.	Biotine	6 µg	8 µg	30 µg
17.	Acide pantothénique ou pantothénate	1,8 mg	2 mg	5 mg
18.	Phosphore	275 mg	460 mg	1 250 mg
19.	Iodure	130 µg	90 µg	150 µg
20.	Magnésium	75 mg	80 mg	420 mg
21.	Zinc	3 mg	3 mg	11 mg
22.	Sélénium	20 µg	20 µg	55 µg
23.	Cuivre	0,2 mg	0,3 mg	0,9 mg
24.	Manganèse	0,6 mg	1,2 mg	2,3 mg
25.	Chrome	5,5 µg	11 µg	35 µg
26.	Molybdène	3 µg	17 µg	45 µg
27.	Chlorure	570 mg	1 500 mg	2 300 mg

mg = milligrammes; µg = microgrammes

ÉFA = microgrammes d'équivalents de folate alimentaire

Les calculs pour les vitamines sont prévus à l'article D.01.003 du Règlement sur les aliments et drogues.

Source : Gouvernement du Canada, Étiquetage nutritionnel - Tableau des valeurs quotidiennes

- biotine
- vitamine D
- magnésium
- vitamine C
- vitamine A
- zinc
- protéine
- acide folique
- fibres
- calcium
- probiotiques
- fer
- vitamine E

NOTE :

Chacun d'entre nous possède des besoins bioindividuels en nutriments. Ce qui précède reflète les carences les plus courantes selon diverses sources. Bien qu'il y en ait d'autres comme les vitamines B3 et 6, le sélénium, la vitamine K, etc. les nutriments énumérés ci-dessus représentent les principales carences en micronutriments. Les zones en vert ne seront pas abordées dans notre article.

Ce qui est important à retenir, c'est à quel point notre corps en entier a besoin

de ces nutriments essentiels pour bien fonctionner. Lorsqu'il en est privé, plusieurs répercussions peuvent se faire ressentir sur notre santé, parmi lesquelles, certaines sont potentiellement très sérieuses.

Comment savoir si vous souffrez d'une carence?

Les tests sont une excellente façon de déterminer si vous manquez d'un nutriment essentiel, et pourtant, avant même ces derniers, votre corps vous transmet déjà les signes dont vous avez besoin pour le savoir. Les carences sont accompagnées de symptômes. Ci-dessous, vous trouverez une liste de quelques-uns des symptômes reliés aux carences les plus courantes mentionnées dans la liste ci-dessus.

Oméga-3 peau sèche et squameuse, démangeaisons, eczéma, système immunitaire affaibli, fissures au bout des doigts, et peau qui fendille

Vitamine A – difficulté à voir dans le noir, daltonisme, dégénérescence maculaire, peau et cheveux secs, ongles striés, acné

Vitamine B12 – déficits nerveux, engourdissements, picotements dans les mains et les pieds, brouillard mental, démençe

Biotine – problèmes de peau, d'ongles et de cheveux, infections fongiques, anémie, engourdissements des extrémités

Calcium – crampes musculaires, ongles cassants, perte de mémoire, dépression, fractures, psoriasis

Vitamine C – gingivite, peau et cheveux secs, marque facilement (contusions) guérison lente, saignements de nez, infections

Vitamine D – dépression, ostéoporose, système immunitaire faible, faiblesse musculaire, obésité

Vitamine E – problèmes de santé oculaire (cataractes, rétinopathie), foie, problèmes de fertilité, problèmes cutanés

Acide folique – fatigue, niveaux élevés d'homocystéines, irritabilité, absences, céphalées, anémie

Iode – peau sèche, gain de poids, hypothyroïdie, sensibilité à la température, fatigue, goitre

Fer – fatigue, faiblesses, problème au niveau du développement neurologique chez les enfants

Magnésium – crampes et spasmes musculaires, troubles du sommeil, agitation des jambes, anxiété

Zinc – système immunitaire affaibli, cheveux grossiers, cassants, eczéma, pellicules, diarrhée, ulcères buccaux, tics

Maintenant que vous savez à quel point les carences alimentaires sont courantes, et à quel point elles peuvent impacter votre santé, prenez quelques instants pour évaluer les symptômes qui vous affectent régulièrement.

Lorsque vous souffrez d'une carence au niveau des nutriments essentiels, votre corps n'est pas en mesure de fonctionner adéquatement. Consultez une nutritionniste qualifiée pour obtenir des conseils en matière de carences alimentaires, et vous remettre sur la bonne voie en vue d'une santé optimale et de prévention des maladies. Après tout, nous sommes la référence en ce qui a trait à la santé et au bien-être dans notre industrie!



Teri Gentes possède plus de 30 ans d'expérience dans l'accompagnement au bien-être et en alimentation naturelle. Entraînée, éduquée, et praticienne en santé holistique, elle traite de tous les aspects que comporte prendre soin de soi, avec une spécialisation en alimentation naturelle et pleine conscience. Elle est connue pour « avoir un impact sur les gens grâce à des interventions provocantes qui suscitent des changements de paradigmes ».



MUSIC FOR MAXIMUM IMPACT

MUSIC CONSIDERATIONS FOR A PLAYLIST THAT
INSPIRES POTENTIAL

By Karen Silenzi, canfitpro PRO TRAINER



REGARDLESS IF YOU ARE JUST STARTING OUT, OR HAVE BEEN TEACHING FOR DECADES, ONE OF THE MOST IMPORTANT DECISIONS YOU WILL MAKE AS A FITNESS INSTRUCTOR IS YOUR CLASS PLAYLIST.

Music allows us to set a mood, inspire energy, and create movement specific to sound. Even though some fitness classes don't move to the beat of the music, attending a class where the music was too slow, too fast, too explicit, or just too strange will have people remembering that class for a long time, and for all the wrong reasons. A participant may absolutely adore you as a person, but actively avoid your classes because of your music selection.

I love music. I can't imagine how difficult the class planning process would be for a fitness instructor that didn't. I am fortunate in that I also work with some US based fitness companies and get to write song reviews and class profiles. Not only do I get to share amazing music with the people in my classes, I get to share those artists and songs with instructors around the world.

In today's fitness environment, the popularity of pre-choreographed classes is obvious. Whether it is Zumba, Les Mills RPM or Mossa Group Power, pre-choreographed classes are so compelling because every movement is done to the beat and intensity of that playlist. Music can elicit emotion, energy, and response. So, whether you choose to teach a pre-choreographed or a free-style class, know that what your members hear will impact the type of workout they complete.

What is Your Intention?

Creating a proper class plan means having a solid structure in place and then finding music that matches your intention – not the other way around. That's not to say that we can't hear a song and think to ourselves, "That would be a perfect song for this type of drill." Rather, we should start the process by creating a safe, effective, and efficient fitness plan and then match the music to our intention.

Considerations include speed, energy, and song structure. Industry recommendations around beats per minute (bpm) change according to the format that we are teaching. Too fast and

we risk injury trying to do that 'around the world' in step class or single bicep curls in a muscle conditioning class. Too slow and we lose energy in our peak cardio section or in that dance choreography. If your class requires moving weights or using props, know that your bpm need to be slower than if you are doing a hi/low or strictly cardio class.

Safe and Inspiring Volume Levels

The Canada Center of Occupational Health and Safety and the World Health Organization have led to industry standard recommendations requiring music volume levels during class be below 90 decibels. I encourage all instructors to download a decibel reader app onto their smartphones. Music that is played too loud is dangerous... period. Music that is too low is potentially uninspiring. Music that requires you to cue or talk over loud lyrics can cause confusion.

Consider using instrumental music during warm ups, especially in classes where you need to describe the format and set class expectations once you are already moving. This will cut down on fighting to be heard over the lyrics. Pick your moments for when you need a little bit more or a little bit less volume, and always do a quick check with participants that you are all on the same page at the beginning of class as to both microphone and music volume levels. Keep in mind, placement of speakers can dramatically impact volume perception for participants. For those standing in front of, directly beneath, or with an ear directly in line with a speaker, they will experience a different volume than if they took a spot one foot in another direction.

... WHETHER YOU CHOOSE TO TEACH A PRE-CHOREOGRAPHED OR A FREE-STYLE CLASS, KNOW THAT WHAT YOUR MEMBERS HEAR WILL IMPACT THE TYPE OF WORKOUT THEY COMPLETE.

Variety in Your Choices

Philosopher Francis Bacon is quoted as saying, "Nothing is pleasant that is not spiced with variety." A great fitness class appeals to a number of different types of people. The number of people who are motivated to attend a 60-minute burpee class with a death metal playlist is, I am assuming, fairly low. Show

variety in your music just as you do in your exercise choices. Your class doesn't need to be a top-ten radio play-list (and shouldn't be, given that those songs are typically overplayed within the first few weeks of their release). Look for different genres that include rock, pop, indie, EDM, mashups, extended mixes, and covers.

I recently wrote a review on an indie cover song that I would recommend being used in a class cool down, and when I used it I had several people comment on how powerful and interesting it was. Indie cover songs are a great way to expose your classes to music that is familiar yet different, and it opens up our world to more artists. If you love a particular song, you are fortunate in today's day and age to be able to find three or more different versions of it floating around in the ether. You can still use that song every few weeks, just look for an interesting and different version of it.

Appropriate Selections

Everyone has an opinion. Be aware of the potential pitfalls of alluding to politics, different social issues, current events, and the use of explicit lyrics in songs. Most facilities will have rules and regulations on what is deemed appropriate for discussion in class or with members, and these hot

topics may just land you in hot water. Making music choices to reflect personal statements is something that should be avoided as you never know if there is someone vehemently opposed standing right in front of you.

SHOW VARIETY IN YOUR MUSIC JUST AS YOU DO IN YOUR EXERCISE CHOICES.

Extras

I encourage you to always listen to a song in its entirety to ensure there are no surprises either in the lyrics or recording quality. It just takes one time for a person to learn that lesson. Consider the benefits of using square blocks of music to ensure uninterrupted pace of movement, the functionality of either cross-fade or gap enabled song play back, and the ease of long play steady bpm music vs the flexibility of individual songs with varying tempos and speeds. On a final note, be familiar with what your facility's rules are regarding the legal acquisition of music and any type of potential copyright infringement when it comes to using videos or visuals in your classes.

The moment you become a certified Fitness Instructor Specialist, music changes for you forever. It's difficult for me to sit down and just enjoy listening to music. Music now is potential - potential for a specific drill, potential for a specific profile, potential for a specific mood. Music can, and does, mean so much.



For 28 years, Karyn Silenzi, canfitpro PRO TRAINER, has been active in the fitness industry. Provincial team athlete in rowing and national team athlete in triathlons, Karyn has worked and trained alongside Olympic and nationally ranked athletes and coaches.

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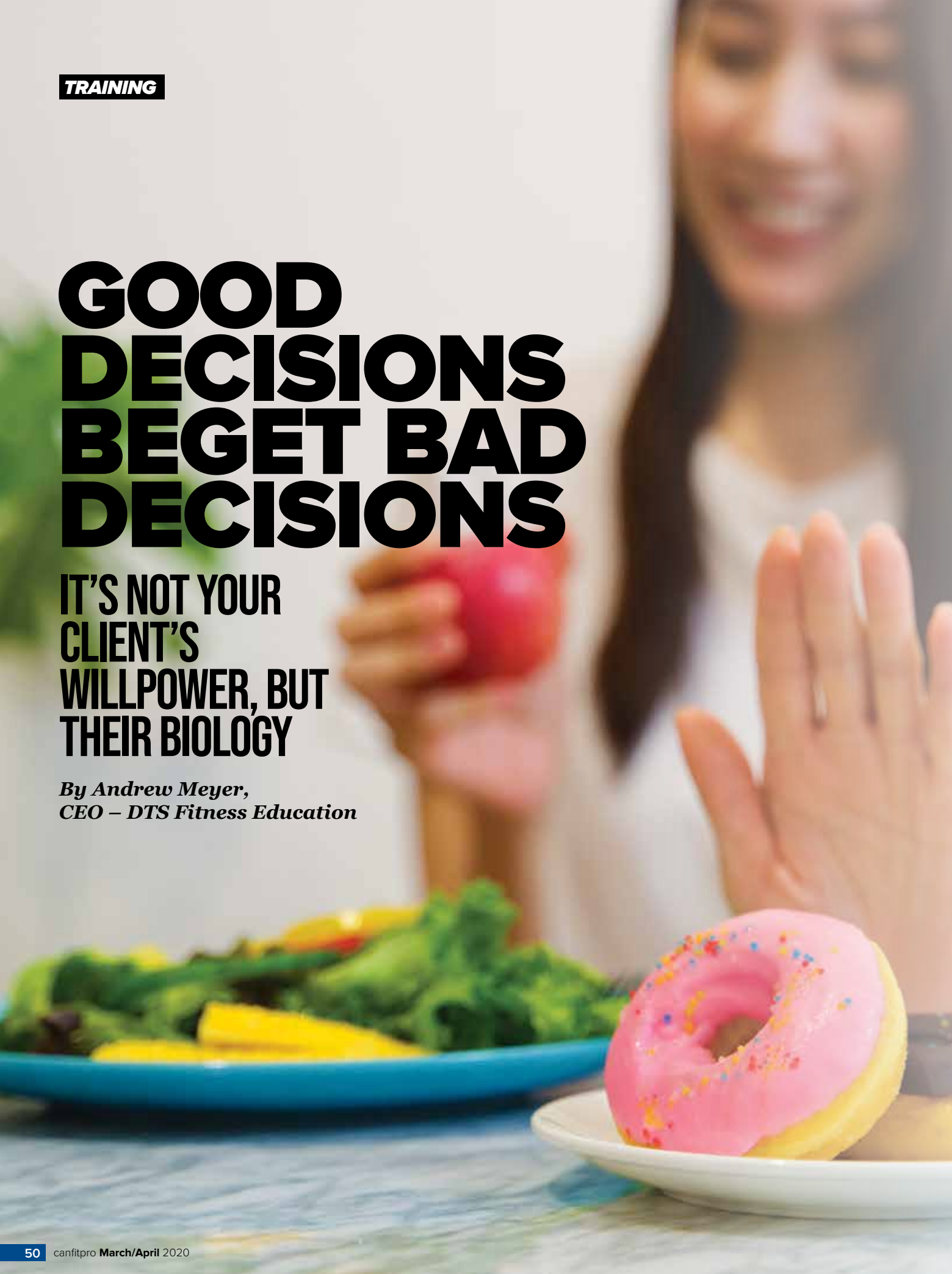
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GOOD DECISIONS BEGET BAD DECISIONS

IT'S NOT YOUR
CLIENT'S
WILLPOWER, BUT
THEIR BIOLOGY

*By Andrew Meyer,
CEO – DTS Fitness Education*



WHY DO WE MAKE UNHEALTHY AND UNPRODUCTIVE CHOICES – EVEN WHEN WE KNOW WE SHOULD DO BETTER?

If you ask most people, they will say that poor choices are a result of a “lack of willpower”. However, there is more and more research mounting showing this may not be the case.

Good Decisions Beget Bad Decisions

Willpower is simply a decision where you must exert control or restraint, and impulse - a.k.a “a tough decision”. You may be surprised by how much your daily decisions impact the willpower you have remaining for important choices.

Consider willpower as a mental muscle. Similar to every other muscle in your body, willpower fatigues the more you use it. This means that every decision, big or small, counts as a willpower rep. Also, similar to the muscles in your body, the intensity of a decision can fatigue willpower at a greater rate. This means that willpower fatigues to both volume and intensity the same way that your body does. Therefore, because of decision fatigue, a day loaded with good decisions increases the likelihood of a bad decision (i.e. eating cookies).

Humans Are Hedonists

Have you ever noticed how people will pay a lot of money to have a tasty meal prepared for them? We are a hedonic species and we love pleasure. Food is not just fuel!

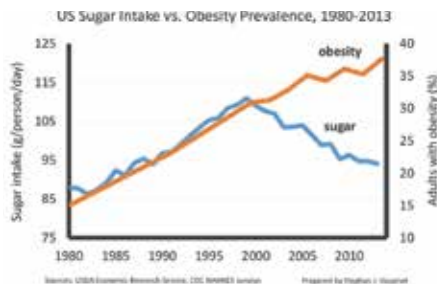
The physiological “set point” theory suggests that humans have a built-in regulatory system (homeostatic system) which prevents us from ever straying too far from our natural set point of weight and body fat. This theory suggests that everyone has their own predetermined and regulated weight. However, the hedonic pathway (reward-based appetite regulation) can override the homeostatic system.

What does that mean?

The hedonic system increases our desire to seek out and eat foods that are highly palatable. The better something tastes, the more we as humans are likely to over consume it!

It's Not Just Sugar

In recent years, sugar has become the prime suspect of weight gain. Yes, sugar tastes amazing and a lot of food related to weight gain is associated with high sugar content. There has also been a steady correlation between rising obesity and rising sugar consumption, but from 1999 to 2013, average sugar consumption actually dropped roughly 20 percent while obesity rates continued to climb. What does this mean?



It means we have to think deeper than the newspaper headlines and water cooler gossip.

Sugar is not the singular cause of weight gain. The problem lies in flavour, taste, and mouth feel - the experience of eating. When a food is fatty and salty, or salty-sweet, or fatty-sweet, even fatty-salty and sweet, humans are much more likely to over consume it. As a species, we value flavour so much that we'll pay insane amounts of money just to experience it.

We live in an age of hyper palatability. Feeling blue? Try some comfort food. Celebrating something important? Treat yourself with dessert. Kids won't eat? Order pizza. There's a “food fix” for every scenario. This creates neurobiological and behavioral associations which can develop into full-fledged addictions.

The Settling Point

We know that the human brain loves calorie dense foods. We also know that willpower cannot solely be relied upon to control consumption. Therefore, if a client's environment is packed with tons of flavourful foods that are easy to get hold of and within reach, with no barriers to consumption, then they are highly likely to gain weight.

It's not your coaching or their will power... it's human nature.

On the other hand, if a client only has

THERE'S A “FOOD FIX” FOR EVERY SCENARIO.

access to plain and bland foods, they are more likely to be able to limit weight gain naturally. A person's body weight will ultimately settle at a point relative to the environment it's subjected to.

Perhaps it's less about our willpower or the body's set point, and more about our environmental settling point?

Knowledge Applied

The question remains: what can you, as a coach, do to optimise your client's environment so it's easier for them? Here are two simple steps to get your clients on track.

- 1) Use willpower earlier in the day to set yourself up for success later in the day.

Example: Avoid purchasing junk food during the day. One step to ensure this is to pack healthy foods for snacks so you don't have the urge to go to the vending machine for a quick bite.

- 2) Eliminate dependence on willpower.

Example: By eliminating junk food in the house, the dependence on willpower to overcome the desire to eat it goes down to zero.



Andrew Meyer has over 14 years of industry experience as a trainer, nutritional consultant, fitness entrepreneur,

physique competitor, and is currently the CEO of DTS Fitness Education. He excels in helping trainers take their business to the next level by introducing them to different systems and strategies that set them apart in the industry.

CHECK YOUR GRIP!

GRIP STRENGTH IS CLOSELY CORRELATED WITH MORTALITY

By Brett Jones, ATC, CSCS

OUR HANDS ARE MAJOR PLAYERS IN HOW WE LEARN AND INTERACT WITH OUR ENVIRONMENT. THE FINE MOTOR SKILLS OF OUR FINGERS ALLOW US TO MANIPULATE OBJECTS AND EXPLORE OUR WORLD IN UNIQUE WAYS.

There is even a belief that our manual dexterity is part of what led to the development of our neocortex to encourage creativity and enhanced problem solving.

The hands cover a disproportionate amount of “real estate” in the cerebral cortex, the area of the brain that is responsible for processing sensory and motor function. The cortical homunculus represents how much of the brain is dedicated to mapping, patterning, and controlling various body parts. Unlike our limbs and trunk, the brain demands an immense amount of motor and sensory information from the hands.

It would not be a stretch to say that the

capabilities of our hands are one of the things that set humans apart as a species. So what does this have to do with fitness? Our hands are often our only connection to the weight we push, pull, and lift. Additionally, our grip capacity may be an indicator of general health.

Still not convinced? A 2017 study concluded that grip strength is closely correlated with mortality.

Before you run out and buy your grippers and grip tools, realize that because grip correlates well does not mean we should isolate the grip, but rather look at routines and activities in our “fitness lives” that bring grip strength along with them such as: Deadlifts, Farmer’s Carry, Bottom-up



OUR HANDS ARE OFTEN OUR ONLY CONNECTION TO THE WEIGHT WE PUSH, PULL, AND LIFT.

Kettlebell Drills, Pull-ups, and Kettlebell Ballistics.

A well rounded “fitness life” should build your strength and grip, and it may be that healthy lifestyle and strength make grip correlate so well with lifespan.

Grip Work

I am not opposed to working the grip in “isolation”. The myriad facets of the grip; crushing, pinching, wide grip, supporting, and wrist work are fun and effective additions to a good strength training routine. But, this is not intended to replace a well-rounded routine. Because of my background in kettlebells, I have worked on grip training at a fairly high level in swings and snatches. Closing a

No. 2 Captains of Crush Hand Gripper and bending a 60D nail on my first attempts were strong indicators of a good grip built through strength training and kettlebell ballistics, but we all understand the importance of functional training for total body health, wellness, and overall strength.

Conclusion

Our hands are a critical way that we interact with our environment, and by encouraging exercises and activities that include our grip, we can enhance our overall fitness and health.



Brett Jones, ATC, CSCS (NSCA) is a fitness professional and international presenter with almost 20 years experience.

In addition to

a Bachelor of Science in Sports Medicine from High Point University and Master of Science in Rehabilitative Science from Clarion University, Brett is also a Strong First Master Instructor, Advisory Board Member for FMS, and is a writer and co-creator of multiple articles, DVDs and fitness products.

A man is lying on a bench press, lifting a barbell with weights. A woman is standing behind him, spotting him. The background is a wooden wall.

PREVENTING BENCH PRESS INJURY

**THREE KEY ADJUSTMENTS TO PREVENT
INJURY TO THE SHOULDERS, CHEST AND
WRISTS**

By Dr. Ken Kinakin, D.C., C.S.C.S.

THE BENCH PRESS IS ONE OF THE MOST COMMON AND HIGHLY REGARDED EXERCISES IN THE WEIGHT ROOM. IN FACT, MOST INDIVIDUALS MEASURE THEIR STRENGTH BY HOW MUCH WEIGHT THEY CAN BENCH PRESS.

Weight trainers rarely ask each other how much they lift on the leg extension or tricep pushdown exercises. The question invariably is, "How much do you bench?", causing many people to push the training envelope in an effort to increase their bench numbers, resulting in injury. Here are three ways to correct technique and prevent a bench press injury, based on body position, grip width, and full grip position.

1. Body Position on the Bench

The first thing that needs to be done is to position yourself under the bar properly. Your eyes should be directly under the bar as shown in Figure 1 to prevent the bar from hitting the uprights.



Figure 1 – Eyes under the bar - Proper

A major mistake that a lot of novice lifters do is they position themselves too far under the bar like in Figure 2, which can potentially cause them to hit the uprights on ascent. When the bar hits the uprights you lose control, increasing injury risk. If you hit the bench uprights in a competitive powerlifting meet, it can disqualify the lift.



Figure 2 – Eyes behind the bar - Improper

2. Barbell Handgrip Width

There are three main grip widths that you can use in the bench press. They are commonly referred to as medium, wide, and narrow grip widths.

Medium Handgrip Width

The most common grip width is the medium grip as shown in Figure 3. The medium grip bench press is usually when the forearm is perpendicular to the floor when the bar is at the chest (Figure 4). This will target an equal amount of stress on the chest, shoulder, and triceps. It also has the least amount of stress on the wrist as the bar is directly over the wrist with no ulnar or radial deviation as seen with the close or wide grip bench press.



Figure 3 – Medium Handgrip Width



Figure 4 – Forearms are perpendicular to the floor

Wide Handgrip Width

The wide grip width, shown in Figure 5, is used to focus more tension on the chest as it allows the elbows to sink further down. This technique is used primarily by Powerlifters and anyone interested in increasing their bench press poundage total. The wide grip decreases the amount of distance one has to press the bar. You can reduce the distance from the chest to lockout by two to six inches, which may increase your bench.

Increased Injury Potential

The three main areas you have to be concerned about when you are using the wide handgrip width is the shoulder capsule, pectoralis major insertion, and the wrist.

The increased risk of putting too much tension on the shoulder capsule can

cause an increased laxity in the joint. Once the shoulder capsule is stretched, you cannot reverse it, so you have to be careful not to create instability.

The second area of increased injury potential is the pectoralis major muscle where it inserts onto the arm. This is the most common area of pectoralis tears seen in bench press. This is usually due to not allowing the chest muscles to recover and it tears at the myotendinous junction.

The third area of increased injury potential is the wrist due to it not being directly over the forearm and it being tilted in. A way to help prevent this is with the use of wrist wraps to give extra support, especially if you have small wrists. See Figure 6.



Figure 5 – Wide Handgrip Width



Figure 6 – Wide Handgrip Width putting extra stress on shoulder capsule, pectoralis, and wrists

Narrow Handgrip Width

Narrow handgrip width, or commonly referred to as close grip bench press, puts increased focus on the triceps and less on the shoulder and chest. The width is usually when the distance between your forefingers is less than 12 inches (Figure 7). This is a good exercise to do if you have problems locking out your bench press.

Increased Injury Potential

The narrow handgrip width can put a very large amount of stress on the wrist at the bottom due to hands having to stay in line with the bar as the elbows swing out, as shown in Figure 8. This can be remedied by using the cambered or EZ curl bar (Figure 9-10), which will

automatically put your wrist in line over the forearm. If you are using a large amount of weight, it may be helpful to use wrist wraps for extra support.



Figure 7 - Narrow Handgrip Width



Figure 8 - Narrow handgrip width putting excessive stress on the wrist



Figure 9 - Cambered or EZ curl bar forcing the wrist inwards

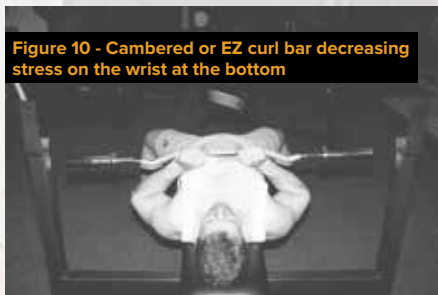


Figure 10 - Cambered or EZ curl bar decreasing stress on the wrist at the bottom

3. Full Grip versus False Grip

Many people, when they bench press, use what is known as a false grip (Figure 11). This is when the thumb is on the same side as the fingers instead of it being wrapped around the bar. This can cause an injury in two ways. The most common is you have to hyperextend the wrist so there is a platform for the bar to sit on. This puts excessive stress on the wrist, especially if you are using a large amount of weight or have smaller wrists. The rational people have for doing this technique is they say it makes you stricter in your technique. This is false as you can be strict and still have the thumb wrapped around the bar. You are usually stricter as you are worried the bar will fall out of your hand. Better to use a full grip and focus on the exercise.

The second way you can get injured using this technique, which I have seen happen personally, is that if you are using a bar that is bent it can flip out of your hands as you are pressing and land on your chest, causing massive damage to the chest wall and ribs. Again, better to

have the thumb locked in to prevent this from happening.



Figure 11 - False Grip - Thumb on the same side as the fingers

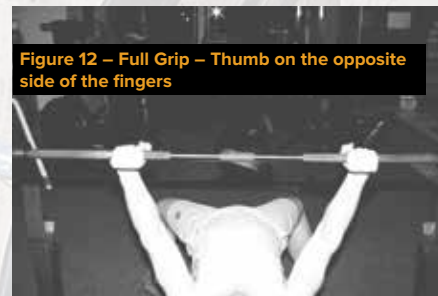


Figure 12 - Full Grip - Thumb on the opposite side of the fingers



Dr. Ken Kinakin is a chiropractor, C.S.C.S and has competed in bodybuilding and powerlifting for over 40 years.

He lectures across Canada, U.S., and Europe on weight-training, rehab, and nutrition. Author of Optimal Muscle Training, Ken is also the founder of SWIS - educating prevention, treatment, and rehab of weight training injuries swis.ca

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EXCERPT



PILATES ANATOMY

PUTTING ALIGNMENT INTO ACTION IN PILATES MAT WORK

This is an excerpt from *Pilates Anatomy* by Rael Isacowitz and Karen Clippinger.

MANY OF THE PILATES EXERCISES IN THIS BOOK ARE DESIGNED TO STRENGTHEN MUSCLES THAT ARE IMPORTANT FOR ALIGNMENT AND CORE STABILITY.

However, strength alone will not necessarily create the desired results. It also is important to learn to feel correct alignment and core stability, to hone skills for quickly achieving this alignment, and to practice using this alignment

in the exercises in this book as well as during other activities in your life. Research suggests that with repetitive activation of the desired muscles in the appropriate manner, over time your body will automatically start using these more optimal strategies.

- **Bring the spine to the mat**

When lying on your back, firmly draw the abdominal wall inward to bring the lumbar spine closer toward or in touch with the mat, depending on your natural curve and flexibility. The change in the contact of the spine with the mat can be used to help maintain and monitor core stability. For example, when the legs are held off the mat in exercises such as Hundred,

inadequate abdominal stabilization would cause an anterior tilt of the pelvis and arching of the lower back, lifting the lower back farther off the mat and potentially injuring the lower spine. Therefore in exercises like this, the cue is often given to keep the legs at a height (the closer to vertical, the easier the exercise) at which the lower spine can remain close to or touching the mat, with the pelvis stationary. This directive involves an intentional decrease in the natural lumbar curve and, generally, a slight posterior tilt of the pelvis to help prevent lumbar hyperextension.

- **Sit tall**

A common alignment error in sitting is



THE TERM FLAT BACK REFERS TO A POSITION IN WHICH THE TRUNK IS APPROXIMATELY STRAIGHT WHEN VIEWED FROM THE SIDE ...

described in the cue sit tall. Achievement of this flat-back position involves a skillful simultaneous contraction of the abdominals and spinal extensors.

- **Lengthen your neck**

A common alignment problem is an excessive arch in the neck so that the chin projects forward in static alignment (forward head posture) or during movement. Thinking of lengthening or stretching the back of the neck can help counter this tendency. For example, when lying on your back, bring your chin slightly down and back while rotating your head slightly forward so that the contact with the mat moves from the top of the back of the head to the middle of the back of the head. Anatomically, this involves using the neck flexors while focusing on relaxing often excessively tight neck extensors.

- **Stretch or reach your arms and legs**

The cue of reaching the limbs outward is used to achieve the desired long line and dynamic of many Pilates exercises. Anatomically, the joints of the limbs are in a straight line rather than bent or hyperextended. When the body is straight with arms overhead and legs elongated, such as the beginning position of Roll-Up, imagine someone gently pulling on your fingertips while someone else gently pulls on your toes in the opposite direction as you maintain strong core stability.

to let the spine collapse downward, with the lumbar spine going into flexion and the pelvis posteriorly tilting. Think of lifting the upper back and the area of the head just behind the ears toward the ceiling, with the weight of the trunk right over the sit bones. Anatomically, slight use of the upper back extensors balanced with the abdominals can produce the desired lift in the thoracic spine without rib-leading. Another desired strategy, similar to that described in the last cue, is to think of slightly pulling up the lower attachment of the abdominals onto the pelvis while simultaneously lifting the center of the back of the pelvis upward to encourage use of the spinal

extensors, particularly the multifidus. This cocontraction provides deep segmental support to the lower spine and encourages the maintenance of some of the natural lumbar curve.

- **Maintain a flat back**

The term flat back refers to a position in which the trunk is approximately straight when viewed from the side; the side of the shoulder, rib cage, and pelvis are in line. This term can be used to describe the trunk in various positions including kneeling, being supported on the hands and feet, or sitting. The term is not literal—the spine still maintains some of its natural curvatures—but there is a feeling of being elongated as just



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ACTIVE AGING



CORE CHAIR FITNESS

THE OFFICE CHAIR GETS AN UPGRADE TO A VALUABLE TRAINING TOOL

By Ona MacDonald, canfitpro PRO TRAINER

HOW IS YOUR CORE TODAY? DO YOU OR YOUR CLIENTS SUFFER FROM ANY OF THESE SIGNS OR SYMPTOMS OF A WEAK CORE?

- Poor posture
- Low back pain
- Poor balance
- Poor digestion
- Cannot get up without assistance
- Overall weakness and fatigue
- Cannot do the "hollow test" - deep breath in, exhale pulling belly in and back, hold 10 seconds

If a client reveals some of these concerns, chances are their core is weak and could use a rebuilding regimen.

Why do people have a weak core?

It is a normal aging process to lose muscle mass, termed sarcopenia, and muscle strength, called dynapenia. "If you don't use it, you will lose it." Three to five percent of muscle strength can be lost for every year after the age of 30. This can be significant. But it is never too late to build muscle and strength no matter what age you are.

The core muscles stabilize and protect the spine giving us stability, posture, balance, and a better gait. These muscles include the abdominals, the back, the hip, and the pelvic regions. All movements and activities of daily living are generated from these muscles. A strong core can also help to prevent falls and avert an injury when playing sports or doing other everyday activities.

Does your client sit at a desk with a computer and/or phone for their job? Since most of us do sit in a chair a good portion of the day, why not use it as a prop to improve core strength.

First, look at the kind of chair your client will exercise in. There are a number of factors to consider:

- size
- seat height
- arm rest
- seat length
- seat cushion
- wheels
- stable
- flooring underneath
- sturdy
- adjustable

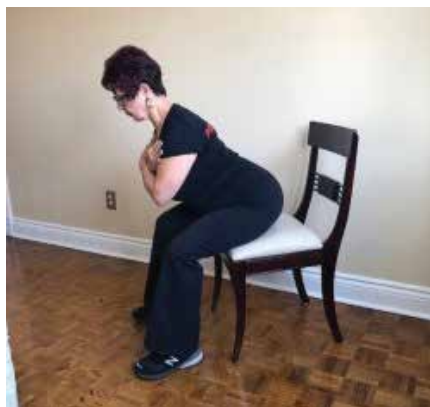
Trainers need to be observant. Cueing and indicating cautions are needed to maintain

safety.

- Level and movement of the chin
- Thoracic and lumbar back posture
- Shoulder elevation
- Abdominal bracing/engagement
- Eliminate/draw attention to hip flexors
- Controlled smooth movements
- Breathing
- Facial expressions

Exercises for the Core

Sit on front edge of chair - with a straight back hip hinge reaching forward, then lean back – do not touch chair back – hover. Option to roll arms in both directions.



Reach diagonally forward with one arm, then lean back and pull elbow back. Add plantar/dorsi flexion, knee/leg movements.



Arms crossed at shoulders, lean back and touch one shoulder to back of seat, alternating sides.



Chair swivels - if chair has wheels, place hands on edge of table, lift legs off the floor and twist the whole chair from side to side using the arms.





Place a BOSU ball on a chair or risers, tilt side to side/around, using arms for a challenge.



IT IS A NORMAL AGING PROCESS TO LOSE MUSCLE MASS, TERMED SARCOPENIA, AND MUSCLE STRENGTH, CALLED DYNAPENIA.

NOTE: Chair focused exercises can overwork the hip flexors. Be aware of this. Mix up the exercises or take breaks by standing. Make sure a good stretching routine for the hip flexors and quads is included at the end of every workout.

Use equipment and props to add interest and increase intensity.

- Resistance bands
- Weights
- Small weighted Pilates balls
- Bender balls
- Stability balls
- BOSU balls
- Discs, paper plates or towels/rags
- Yoga blocks
- Pool noodles
- Ribbons, scarves
- Filled water bottles (beans, sand) - they usually weigh one pound
- Sticks, walkers or canes

**For safety place chair up against a wall for the following exercises.*

Magic carpet lift - activate triceps to straighten elbows and lift your body off the seat, crossing legs in front.



Ona MacDonald has been involved in healthy, active pursuits in the fitness industry for over 40 years. A Bachelor of Education degree and working in

the teaching profession has given her the skills and knowledge to work with all age groups. As a PRO TRAINER for canfitpro, Ona can be found educating others in the field of healthy, active living.

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FITNESS
PROFESSIONAL
OF THE YEAR
2020

ARE YOU THE NEXT CANFITPRO FITNESS PROFESSIONAL OF THE YEAR?

canfitpro Fitness Professional of the Year Award recognizes a canfitpro certified and participating member in two categories of excellence:

- **Fitness Instructor Specialist**
- **Personal Training Specialist**

Nominate yourself or
nominate someone else!

Nominations Open March 31, 2020

For more information, log on to canfitpro.com/fpoy

You must be a certified member of canfitpro to be eligible.

\$5,000

CASH VALUE OF PRIZES TO WIN

A winner in each category will receive:

- \$2,500 CASH PRIZE
- Complimentary canfitpro certification package
- Featured on canfitpro Magazine cover along with Member Spotlight
- Opportunities to present at a canfitpro event (includes a complimentary event registration)
- Coaching session with a canfitpro executive to develop your brand and business
- Social media interview (Facebook/Instagram Live)

canfitpro™

