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EDGE

MAY/JUNE 2014

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HELP CLIENTS BUILD
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WHY SANDBAGS WORK

P.7

THE YOGA BOOST

FOR YOU AND
YOUR BUSINESS

The Truth Behind Six Weight-Loss Fads

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SUMMER-
FRIENDLY
WORKOUT
P.26

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Thank you to everyone who participated in our first-ever readership survey. One of the key things we learned was how much you value *The Training Edge*. In fact, more than three-quarters of you want to receive the magazine more often. So you can now expect new editions of *The Training Edge* to arrive every other month, with more information and inspiration just for you.

DO YOU LOVE YOUR JOB? I HOPE YOU DO

(and I know I do), because we're given new chances to help people live healthier, happier lives every day. But while we build relationships by listening to client needs, we take those relationships—and our careers—to the next level when we can spot a need before anyone else, especially when we work to meet that need and deliver amazing results.

What does that mean? Maybe you have a client who has been contemplating a triathlon this summer—you could offer a shoulder-strengthening, swim-oriented program like the one on page 26 to help their form before they even realize it might be holding them back.

Or maybe it's something bigger. My favorite example from this issue: Mike O'Neil, NASM-CPT, CES, PES, FNS, MMACS, who realized that his NASM training could help keep oil rig workers fit, healthy, and safe. Mike and his partner started working with oil companies in 2006—and they now have 35 employees who have served more than 10,000 customers. (Read more about them on page 10.)

As fitness professionals, we're in a unique position because we interact with so many people on a personal level every day. The insights we gain can make us long-term partners in improving health—and they might just improve our own lives too. Let us know how your insights are helping your career at thetrainingedge@nasm.org.

ANDREW WYANT
NASM PRESIDENT

TAKE FIVE

Some of our favorite highlights from this issue:

1

How (and why) to **trade dumbbells for sandbags** (p. 7)

2

The course you need so you aren't among the 70% of Americans who feel helpless in a cardiac emergency (p. 9)

3

A look at a few of the **amazing places** your NASM certification and specializations could take you (p. 10)

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The truth behind six popular **weight-loss trends** your clients might be trying (p. 18)

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Advice on how to know **when research is credible**—and when it's bunk (p. 31)

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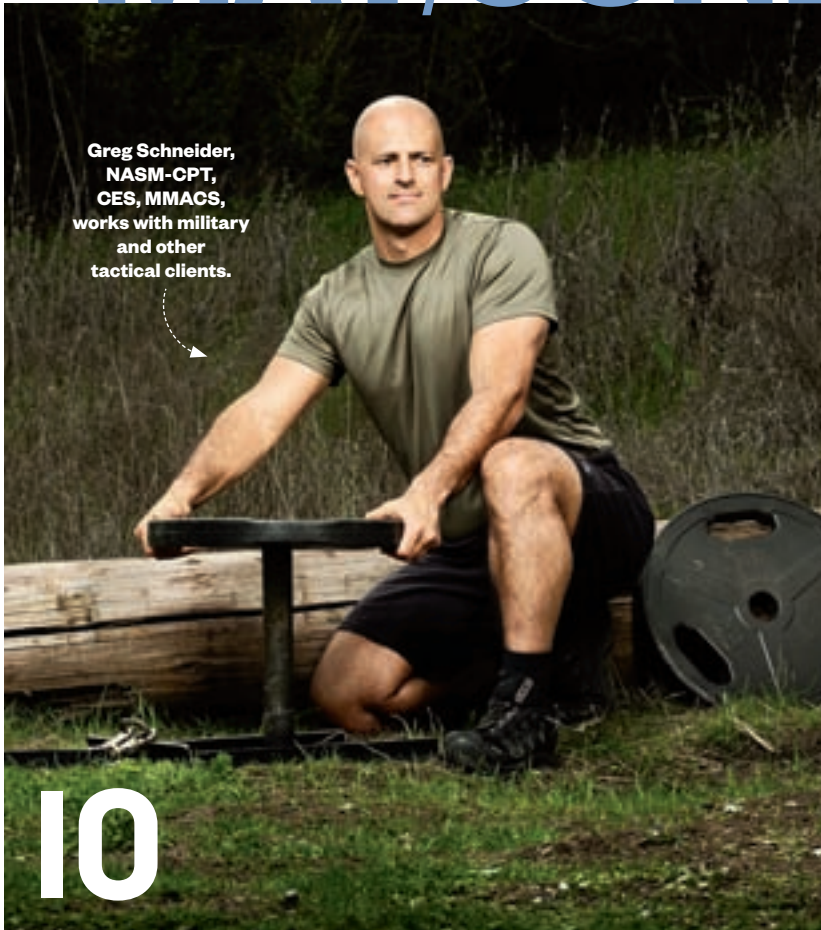


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Greg Schneider, NASM-CPT, CES, MMACS, works with military and other tactical clients.

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WARRIORS

ALEXIA CLARK

NASM-CPT, Alexia Fitness,
Scottsdale, Ariz.
Model/Actress

▶ **Following her heart** I graduated with a bachelor's in communications and work for a digital marketing firm. I also started my own digital marketing company. But I have always had a passion for fitness, so I decided to get certified as a personal trainer.

▶ **A model trainer** I've been modeling since I was about 4. It's really fun to do in addition to training.

▶ **Being yourself** While going to auditions in college, I learned that it's best to just be yourself. As a trainer, you should also be yourself. But know which part of yourself each client needs. I have some clients who need me to push, and I have clients who need my more sensitive side. I'm not faking it. I'm just playing up different sides of myself.

▶ **Understanding client needs**

Last fall, NASM asked me to help teach people going through the certification about the unique needs of people who have 100 or more pounds to lose. Since then, I've been working with a client named Ray, who started out at about 350 pounds and has diabetes, asthma, and other health problems. We're both blogging about the journey. (Ray is a comedian, so he's inserting some humor into his blog.) It's a fun way to learn how to relate to clients with different needs. You can check it out at alexiafitnessaz.com.

“Be yourself, but know which part of yourself each client needs.”



A simple watermelon smoothie might help enhance muscle.

- For gazpacho, liquefy half of an amount of chunked watermelon, tomatoes, and cucumber in a blender. Pour it over the unblended half, then add cilantro, oil, and vinegar to taste.

► **Get Creative with Salads**

Watermelon can be enjoyed in ways both sweet and savory.

- A sweet approach: Reunite chunks of watermelon with its extended family—pieces of cantaloupe and honeydew. Top with a squeeze of fresh lemon and some peppermint leaves.
- A savory spin: Plate a bed of arugula covered with chunks of watermelon and cucumber, thin slices of red onion, and crumbled feta cheese. Dress the salad with balsamic vinegar, olive oil, and fresh black pepper.

► **Add to Appetizers**

You can do a lot with watermelon when you think creatively:

- Wrap chunks of watermelon with prosciutto; skewer along with fresh basil leaves.
- Build “towers” by alternating squares of watermelon and feta, tucking small leaves of arugula between the layers. Drizzle towers with balsamic vinegar and olive oil, then serve on small plates.
- Create a salsa out of diced watermelon, tomatoes, cucumber, red onion, and a touch of vinegar. Serve with chips. Or take that same salsa and spoon it into the center of large butter lettuce leaves, then fold and eat like a taco. (Like heat? Add some of your favorite chopped hot peppers.)

Watermelon Wow

Refreshing taste and hot health benefits make this fruit a top summer pick.

A natural hydrator because of its water content (92%), watermelon is also loaded with nutrients, including heart-smart lycopene and citrulline, the amino acid that the body converts to arginine. A study in *The Journal of Nutrition* found that arginine can decrease body fat and enhance muscle. In another study, watermelon juice reduced

post-exercise muscle soreness. To get the benefits, you don't need to be confined to simple slices.

► **Reach for the Blender**

Making a watermelon smoothie is as easy as blending together ice, chunks of seedless watermelon, and some low-fat milk. To go beyond the basic smoothie:

- Trade out the milk for lemonade or limeade for a tasty cooler.
- Blend with other types of fruit and protein powder—like in the nutrition-packed smoothie at right.
- Puree chunks of watermelon, alone or with other melons, then add a few tablespoons of plain Greek yogurt to create a chilled summertime soup.

Endless-Summer Smoothie

- ¼ cup 1% milk
- ¾ cup seedless watermelon cubes
- ½ cup strawberries
- ½ cup low-fat plain yogurt
- 2 teaspoons vanilla whey-protein powder
- 3 ice cubes

Makes 2 servings
Per serving: 92 cal, 7 g pro, 2 g fat, 1 g fiber

Plane Moves

Share these six ways to travel smart.

When your clients travel this summer, have them pack along exercises and stretches they can sneak in while on a plane or at the airport.

"Being sedentary for so many hours in a day can be downright dangerous for some people," says Marcey Rader, NASM-CPT, a Raleigh-Durham, N.C.-based trainer. "Moving is really important to avoid blood clots and deep-vein thrombosis."

For six quick, easy (and largely unnoticeable) ways to keep moving while in transit, Rader recommends:

In the Airport

1 Take a seat—sort of. At a gate that's not being used, do some chair triceps dips and push-ups using the arms of a chair or a window ledge. Do three sets of 15 to 20 reps.

2 Bring the band. It's easy to sneak in five or 10 minutes of exercise when you have resistance bands stowed in your carry-on luggage. The goal isn't to get a workout in, just some movement. Rader recommends moves such as bicep curls and shoulder presses. Do three sets of 10 to 20 reps.

3 Stretch quads. While waiting to be called to the gate, do some quad stretches by balancing on one leg and bringing the other leg up behind you, grasping the heel or ankle. Next, put one leg up on a seat and stretch the hamstring. Hold for 20 to 30 seconds, then repeat with the other leg.



On the Plane

4 Stand and stroll. Seat belt sign permitting, get up about every 30 to 40 minutes. Take a walk to the bathroom, even if it's just to wash your hands. Stay up for about two to three minutes. To help make this easier, try to book an aisle seat.

5 Grab seatback tray. After the complimentary beverage has been whisked away, think of the seatback tray as built-in isometric exercise equipment. Pull the seatback tray out, and place hands on either side of it. Push in like an isometric contraction, then relax. For one rep, hold for 10 seconds, then relax for 10 seconds. Do 10 reps.

6 Point and flex toes. Rotating, flexing, and pointing the feet can help circulation. About every 20 to 30 minutes, lift legs, point the toes to the left, right, up, and down. Hold each position about 10 seconds.

Hit the Sand

Use sandbags instead of dumbbells to bring new benefits to classic moves.

Basic (and sometimes boring) exercises such as lunges and squats can feel new when you add sandbags, says Josh Henkin, creator of Ultimate Sandbag Training and an NASM CEU provider. "It's also a better fat-burning workout than dumbbells," he says. "The movement patterns and planes of motion engage more muscles. When you're dealing with this sort of instability, every rep is different and your body works harder."

Trainers can add sandbag training to their practice for less than \$200, according to Henkin. In addition to providing a new spin on standard moves, sandbag training can:

► Boost elite performance

Strength coaches for professional sports teams are turning to sandbags to create workouts that boost chaotic strength. With a sandbag, they are able to take training beyond up-and-down exercises, according to Henkin. The varied movement better prepares a body for the unpredictable movements made during sports, he says.

► Prevent injuries

Because of the sandbag's ability to train through an unstable load, it can help boost stability and make people more resistant to injuries, Henkin says. The unique eccentric forces and angles are key.

► Vary workouts

By changing the size or type of grip on the sandbag, a client can get a completely different workout. Trainers can easily adapt exercises to different skill and fitness levels, Henkin says.

► Aid corrective exercise

According to Henkin, some trainers are using sandbags to help identify dysfunction and restore clients' kinetic chains.

BAG IT!

Considering incorporating a sandbag into workouts? Start by adding it to standard moves, says Henkin. Have a client hug the sandbag for squats. Other easy moves to add a sandbag to: overhead presses and rows.

A sandbag can add an interesting twist to basic moves.



Push the Plank

These variations take your client's core to the next level.



Simple variations on the basic plank can boost core strength.

THE PLANK IS ONE

of the best all-around moves to build muscles that protect the spine and prevent lower back pain, and clients tend to like it because it requires no equipment and can be done anywhere. But there's more than one way to tweak it to shake up a routine and discover new benefits, says Ian Montel, NASM-CPT, CES, PES, an NASM Live Workshop instructor and program supervisor for IntelliTec College's Personal Training Program. Here, Montel shares six ways you can push the plank for your clients.



FOOT LIFT

From the standard plank position, bring the feet closer together. Then raise one foot and hold 2 to 5 seconds (work up to 20 seconds). Repeat with the opposite foot. Do 10 reps with each leg, ensuring the back doesn't hunch.



SPIDER PLANK

Beginning in a standard plank, bring one knee up as close to the elbows as possible. Do 20 reps per knee. Keep the back steady and in a neutral position throughout the move.



SIDE PLANK

Lie on one side, legs straight and upper body propped up on one forearm, elbow under the shoulder. Contract ab muscles and raise hips until body is straight from ankles to head. Hold for 20 seconds. Turn to other side and repeat.



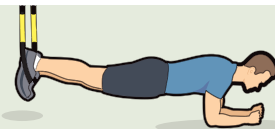
ARM REACH

Beginning in a standard plank, reach one arm out in front as far as possible. Hold for 5 seconds and return the arm to the floor. Do 10 reps with each arm. This move should be done without rotation or shifting weight through the entire repetition.



FLOATING ARM-LEG

This move really challenges core stability: From a plank, lift the opposite arm and leg (for example, left arm and right leg) and hold for 20 seconds. Return to the starting plank position and repeat with the other arm and leg.



UNSTABLE BASE

Perform any of these exercises on unstable bases, such as stability balls, wobble boards, or suspension straps.

A Flat-Out Plank Mistake When coaching clients through any plank move, avoid making the No. 1 mistake: a flat back. "A common misconception and cueing technique is a flat back," says Montel. "But a flat back will take the spine out of its three natural

curves—cervical, thoracic, and lumbar." Instead, he says trainers should emphasize having a neutral spine. And if a client tries an advanced plank move and can't maintain a neutral spine, then notch back down to less-advanced moves until the person is stronger.

Packaged Health

Labels can misrepresent the healthfulness of a food. Here's where consumers often get tripped up.

The FDA has made the Nutrition Facts panel trustworthy. But that doesn't mean an entire food label can be taken at face value. "Labels have gotten creative, and not necessarily in a good way," warns Dominique Adair, MS, RD, president of Adair Fitness and Nutrition in New York and Los Angeles. Here are a few things Adair warns to watch for, and some things she says consumers can rely on.

BE WARY OF

▶ Wholesome imagery.

In a Cornell University study, people were more likely to consider a food item healthier if it had a green calorie label. But no color scheme or label image is a guarantee of nourishing value.

▶ Empty promises.

"Phrases like 'kid approved,' 'made with whole grains,' 'nontoxic,' or even 'parent-tested' are meaningless because they are not standardized and are loosely regulated," says Adair. "Smart" and "choice" are also hollow.

▶ Whole truths but half the story.

"Natural" foods may be laden with sugar and fat. "Fat-free" foods may be overloaded with sugar, and "sugar-free" foods can be fat fests.

▶ **Iffy claims.** "Supports immune function" is one of many claims Adair says can be misleading. While some research does point to the benefits of some ingredients, there's no guarantee that these compounds will promote health in everyone.

KEY IN ON

▶ Regulated terms.

These include "light," "low-fat," "reduced," "non," "free," "high-fiber," and "good source." For example, a food labeled as a "good source" of a specific nutrient promises that a serving will contain 10% to 19% of its Daily Value.

▶ The Nutrition Facts panel.

Even the granddaddy of regulated terms, "healthy," can be confusing. These foods will be low in fats, contain limited amounts of sodium and cholesterol, and have some vitamins targeted by the FDA, but you may have your own definition of "healthy." Adair's advice: "Stick to the info on the Nutrition Facts—it'll help you see through the haze."

82

Percentage of Americans who read food labels.



Why CPTs Need CPR

There are 383,000 out-of-hospital cardiac arrests each year. Are you ready to respond?

It can happen in an instant: A client goes down. Do you have the CPR/AED training to help? Jason Venckus, NASM-OPT, PES, a Chicago-based personal trainer, faced this situation when family members came frantically looking for his help. His wife's grandfather had fallen and wasn't breathing. "I found him lying on the floor," Venckus recalls. "I did the protocol of tapping, shouting his name, making sure there was no breath, and checking for a pulse. When I found nothing, I tried to get air into him but was having some trouble. Then, I went to chest compression."

Venckus maintained the chest compressions until the paramedics arrived. "The paramedics said that if I hadn't done chest compressions, they wouldn't have been able to revive him," Venckus says. "It's the scariest thing I've ever had to do. However, if I have to use it with a client, it's nice to know I can."

For trainers who might be called on to perform CPR/AED, Venckus shares these tips:

REMAIN CALM. By remaining calm, you keep those around you calm as well, which makes administering CPR easier. "You've been trained and certified," Venckus says. "You know what you're doing. Being calm helps everyone in the situation."

DON'T BE AFRAID TO PUSH. "When you're trying to save a life, being tentative can do more damage than good," Venckus says. In fact, research shows the chances of reviving someone in cardiac arrest drop 1% for every 1-second pause in performing compressions.

KEEP UP TO DATE. Venckus receives his recertification training every two years from the local fire station. "Guidelines change," Venckus says. "That's why you need to keep current with your certification. Each time I go for recertification, I learn something new." You can find training in your area through heart.org, redcross.org, or by calling your local hospital.



THE PLACES YOU'LL GO

Your training can help take your clients to some amazing places. Meet trainers who work with oil-rig workers, elite combat units, and astronauts, and get their advice on building your career beyond the typical gym environment.

BY MICHAEL WOELFLEIN PHOTOGRAPHY BY CODY PICKENS

MILES OUT AT SEA

The first time he visited an oil rig in the middle of the North Atlantic, Mike O'Neil, NASM-CPT, CES, PES, FNS, SNS, MMACS, saw what could become of the personal training business he and partner Mike Wahl started two years earlier in St. John's, Newfoundland.

"It was a three-hour helicopter ride," O'Neil says. "And as we touched down, I didn't just see an oil rig. I saw the whole oil industry and the needs these companies have in terms of keeping their people healthy, safe, and fit. We saw the opportunity."

That was 2005. Today, O'Neil and Wahl's Definitions Fitness Company and Definitions Wellness Safety Services provide fitness training, injury prevention, and workplace safety services to more than 5,000 customers, including many of the world's largest oil companies. They have 35-plus employees, with offices in St. John's; Houston; and Aberdeen, Scotland.

The first oil-rig client, GlobalSantaFe, asked the Mikes to audit a rig and develop a plan to

reduce illness and injury among the population, an aging mix of sedentary desk dwellers and manual laborers susceptible to overuse issues, working 12-hour shifts for weeks at a time.

"We helped them improve, and it just took off from there," O'Neil says. "We saw a market with unmet needs, and there was no benchmark. We created it ourselves."

In the beginning, O'Neil spent a lot of time out on the rigs. The work he and Wahl did cut down injuries and costly disability claims, reduced clients' waistlines, and turned a high-risk workforce into a low-risk one. The pair attended industry conferences, showed off their numbers, and started adding clients, including many of the largest companies in the oil business.

Over time, they built a series of proprietary systems and worked with a software firm to develop an iPad program so that Definitions "coaches" can audit facilities and employees through surveys, then create custom ergonomic plans to help oil-rig and other industrial firms teach their employees to prevent injuries, raise



An industrial stair simulator helps Mike O'Neil train clients on carrying heavy-but-necessary loads.



**Greg Schneider
boosts Marine
reservist Will Chan's
tactical fitness
with a sled drag.**



health awareness, improve diets, learn more about their bodies, and achieve wellness goals.

It was costly, but it's scalable, efficient, and effective, O'Neil says. It ensures a high level of service across multiple facilities in multiple locations. And that, combined with the size of the industry and Definitions' reputation as a leader, will keep the growth coming.

"We still think we're only about 10% as big as we're going to become," O'Neil says.

■ HIS ADVICE: "Look beyond the traditional gym environment. Find an underserved population, such as 35-and-over folks, where you could improve range of motion, decrease injuries, and reduce pain. Find that niche, become an expert, and you'll find that knowledge is power. Give someone a pain-free life, and you'll have a client forever."

SPECIAL OPERATIONS

In middle school, Greg Schneider, NASM-CPT, CES, MMAACS, wrote a paper on covert warfare as a means to stop terrorism. He went on to live in that world, as a soldier in the Israel Defense Forces, an intelligence specialist, and an executive protection agent and team leader in Israel and his native United States.

"I needed to get my boots on the ground," Schneider says. He spent eight years in Israel, including two stints on active duty and several years as a reserve, and he often participated in antiterrorism and executive protection missions. "Early on, my commander informally put me in charge of leading the unit's fitness routines. We would do workouts in the morning before we went out, including intense unit military exercises, drills, and operations."

Between deployments and engagements, Schneider became a personal trainer, starting with high school students looking to qualify for elite military units.

When he returned to the U.S. in 2003, he encountered a post-9/11 world with growing security budgets, and he started working as a security consultant and as a "tactical" personal trainer for first responders. Today, he straddles two careers in the San Francisco Bay Area: running his own security consulting firm, Schneider Protection Strategies, and training clients under the banner of Battle Tested Fitness, which focuses on clients preparing for or working in military, first responder, and security roles.

"It's a great group to work with," Schneider

says. "They are elite, and every one of them has unique needs, depending on where they are physically and what they do."

His past clients include individuals who are now in various special ops forces—Marines, Navy SEALs, and members of Army Special Forces, as well as comparable units in Israel, Denmark, and other countries. He's helped prepare county sheriffs, officers on SWAT (Special Weapons and Tactics) teams, firefighters, and private security agents. He's also worked with commanding officers and leaders in those fields to establish tactical fitness programs for their employees.

Working face-to-face or virtually—he's devoting more and more time to program design and building his Web presence—Schneider assesses clients' strengths and weaknesses,



BOOST YOUR SKILLS

The Benefits of CES Go Far

Jamie Guined, NASM-PES and CES candidate, works with astronauts and future commercial space travelers. Greg Schneider, NASM-CPT, CES, MMAACS, has clients all over the world, working as emergency personnel. And Mike O'Neil, NASM-CPT, CES, PES, FNS, SNS, MMAACS, has built a global business serving the people who work on oil rigs and other remote locations.

When it comes to NASM education, they have one thing in common: a belief that the Corrective Exercise Specialization (CES) is a very valuable part of their toolbox and their success. Here's what they had to say.

■ Guined's day job includes working with volunteers who use long periods of bed rest to simulate life in zero-gravity conditions. She also helps develop fitness training programs for astronauts: "In both cases, we did a lot of movement screening and identified deficiencies, but it didn't do a good job of correcting the issues. I used the CES knowledge base to create mobility exercises to address a wide array of problems. It's been a big help for us."

■ "What we do in tactical fitness fits right in with CES, and the OPT™ model is hugely important," Schneider says. "We work to establish that base level of stability and muscular endurance, then progress to strength and tolerance to prepare for extreme

situations and to fit each individual's needs. I love it."

■ O'Neil has a master's in health education and is a PhD candidate, but he says that NASM credentials have helped him build a base of real-world, practical knowledge that reaches beyond his academic and scientific training. O'Neil believes certifications make you better and more valuable, and he requires each coach he hires to obtain the CES specialization within six months of servicing industrial clients. "The CES program has been huge for me," he says. "It helps you put a body back together before you train it, and that's so perfect for this population."

To learn about CES, visit nasm.org/ces or call 877-914-8024.

then helps them plan a route to tactical fitness, so they can do their jobs well, avoid injury, and live healthier lives.

The population requires a balance between “gym strength” and “job strength,” he says, including the flexibility—musculoskeletal and otherwise—to meet other challenges. Elite soldiers may spend hours on their feet in stressful situations or be required to run long distances in boots and gear; police, firefighters, and security professionals need to be able to go from “zero to hero,” springing into action after hours of inactivity.

“Our workouts are very high intensity, and we’re moving hard and moving fast,” Schneider says. “But at the same time, we don’t want everyone laying on the ground, exhausted, at the end. It’s about helping them improve their recovery times and making sure we don’t send them out the next morning with sore legs.”

Injury prevention is a huge part of Schneider’s work, as is customizing his coaching—from workouts to training solutions and nutritional strategies.

Five firefighters in a group class may have the same role, but one may have some lower back pain and another may have trapezoids that are often tight. Others may have cardiovascular work to do to prepare for difficult screening tests.

“I’ve been in their position,” Schneider says. “My background helps me know what they need and how to communicate it effectively.”

■ **HIS ADVICE:** “What is your passion, beyond fitness? That’s the question. Look to your environment, what you know, and what you see around you. Maybe it’s tactical fitness. Combine what you love with what you do, and you’ll be successful.”

THE FINAL FRONTIER

When the final space shuttle flight landed in July 2011, Jamie Guined, NASM-PES, CSCS, FMS, was among the first to greet the astronauts. An exercise scientist with the University of Houston assigned to NASA’s Johnson Space Center, she traveled to Florida to assess the impact of the astronauts’ time in space on their bodies.

This opportunity was a thrill for Guined, who grew up riding a “moon buggy,” a four-wheel ATV, around southern Georgia, wearing a “space” helmet and “breathing apparatus” backpack.

“It was awesome,” she says, “Space is my passion. I’ve had a chance to hang out with

astronauts, to help them. I’ve flown in parabolic, zero-gravity aircraft. It’s all a dream come true to work at NASA.”

Guined’s work supports research on the physiological effects of space travel and the creation of countermeasures and training programs to keep space travelers healthy. She helps astronauts prepare for flights, stay fit during long stretches at the International Space Station, and recover upon their return to earth.

Guined, who has several master’s degrees and is aiming for a PhD, has worked as a personal trainer since high school and loves exercise and helping others stay fit. She found a way to combine that with her passion for space, and now she’s developing programs for the next frontier: commercial space missions.

In 2012, Guined started LAUNCH Fitness & Human Performance, offering fitness coaching and consultations for prospective space travelers (and other clients). This year, she’s introducing a Spaceflight Fitness Specialist program to help other trainers prepare for the coming market.

Like astronauts, commercial space travelers face the g-forces of launch and reentry, as well as the impact of the zero-gravity environment of space on the body. Guined’s method is a general physical preparedness program that combines core strengthening with targeted weight training and breathing exercises to build and maintain the strength needed to perform during a spaceflight.

“You generally need to be pretty fit to have a successful mission,” she says. “There is a huge gap between the fitness industry and aerospace medicine. NASA spends a lot of time and money training astronauts, from mission prep to post-flight rehabilitation and reconditioning, and the commercial space industry doesn’t have that.

“I want to provide it,” she adds. “And I want to enable others to do it too. Commercial spaceflight is coming, and we’re going to be ready.”

Guined also wants to go into space. Last year, she was chosen as one of six candidates to train to become a commercial scientist astronaut, through the nonprofit Astronauts4Hire. She started training in early 2014 and hopes to fly as a research specialist on a commercial space flight.

“I can’t wait,” she says. “That little girl in me still wants to go up.”

■ **HER ADVICE:** “You have to follow your passion. If you’re into something and there’s a training angle to it, even if it doesn’t currently exist, that doesn’t mean it can’t. Do it!”





Jamie Guined
helps future
space travelers
develop needed
strength.



SAY YES TO YOGA

It can offer your current clients added benefits and bring in new faces. Here's how to get on the path to your own yoga practice. BY SELENE YEAGER

ABOUT 9% OF U.S. ADULTS (20.4 MILLION people) practice yoga—up 29% since 2008. And an additional 44% of Americans say they are interested in trying it. Why not be the one to help them? Incorporating yoga into your training services—whether through your own yoga teacher training or an instructor partnership—can be a boon to your business and maybe even your own personal fitness.

“For me, it’s about offering a full package,” says Ashley Yandle, NASM-CPT, of Ashley Lane

Fitness in San Diego. “Strength training and cardio are great for sculpting and losing weight, but the mental health of clients is important for success too. People have so much stress, they’ll often want to cancel if they feel they’re not up to working out. If they know they can do yoga, they’ll actually come in. I also find that it gives me clientele who aren’t interested in traditional gym work. Offering yoga helps me stand out as a trainer, and I have more clients—and more clients who come back.” Where to start?

Find Your Style

There are dozens of styles of yoga. You can explore the philosophies behind the practices using resources like *Yoga Journal* (just type “yoga styles” into the search engine of the website yogajournal.com). Then go take some classes. “As a fitness professional, you should have a fundamental understanding of movement and the human body. Yoga can enrich that understanding and expand your skills to serve your clients’ fitness and wellness needs,” says Dallas-based trainer Gerardo Mulas, NASM-CPT, CES, of Gerardo Mulas Health & Wellness. “Go in with an open mind; embrace what works and leave behind what doesn’t.”

Dedicate Time to Practicing

Once you hone in on a style that speaks to you, practice it so you know it intimately, advises Mulas. This is good to do even if you choose to partner with a yoga instructor rather than getting certified yourself, so that you can speak intelligently about the practice.

Get Certified or Partner Up

Once you choose a style of yoga practice, you can partner with a practitioner, offering packages including their services and sharing referrals. Better yet, teach it yourself, says Yandle. “I recommend certification even if you don’t want to teach,” she says. “You go on this physical and mental journey that helps you

MEET OUR EXPERTS



ASHLEY YANDLE, NASM-CPT, has her vinyasa power yoga certification and Pilates certification. She believes her varied expertise helps her design workouts.



GERARDO MULAS, NASM-CPT, CES, doesn’t find anything unusual about blending the speed of martial arts with the slower (yet still intense) pace of Iyengar and ashtanga yoga.

**YOGA BENEFITS
(FOR YOU
AND CLIENTS)
INCLUDE
CARDIO HEALTH,
FLEXIBILITY,
ENDURANCE,
AND BALANCE.**

understand yoga and the benefits it provides. You can also speak much more knowledgeably about yoga if you’ve gone through the training process.”

Know Your Options

There isn’t a single governing board for yoga teacher certifications, but a number of trustworthy organizations are working to identify quality programs. One example: Yoga Alliance (yogaalliance.org), which reviews and recognizes yoga teachers and training programs that meet specific standards. A directory is available to help you find registered training programs, a yoga teacher to partner with, or specific programs to complement your NASM specializations.

Promote All the Benefits

Yoga has many benefits for clients ranging from the more sedentary to high-level athletes. “It improves range of motion, flexibility, balance, and functional strength. It also helps people release stress and learn to relax,” says Mulas. But beyond the musculoskeletal and stress-relief benefits, yoga can also work on the nervous and endocrine systems. “There are poses that positively impact the digestive, respiratory, and nervous systems, which will improve anyone’s health,” says Mulas.



TRY THIS

Strike a Pose

Want to experience the power of yoga? Eagle pose is one of Yandle’s favorites. It demonstrates all of yoga’s benefits: balance, flexibility, range of motion, concentration, mind-body awareness, and general health.

- 1 Stand with the bases of the big toes touching, heels slightly apart.
- 2 Bend knees slightly, lift left foot up, and, balancing on the right foot, cross the left thigh over the right thigh.
- 3 With left toes pointing toward the floor, press the left foot back and hook the top of the foot behind the lower right calf, balancing on the right foot.
- 4 Extend arms straight out, spreading shoulder blades wide, and cross arms in front of the torso so the right arm is above the left. Bend elbows and nestle the right elbow into the crook of the left, raising forearms perpendicularly, with backs of hands facing each other.
- 5 Finally, turn hands and press palms together as much as possible; lift elbows, pressing fingers toward the ceiling. Hold for 15 to 30 seconds. Then repeat with arms and legs reversed.

Eagle pose can boost balance, flexibility, and more.



DOES IT WORK FOR WEIGHT LOSS

Our experts take a look at the latest weight-loss trends your clients are asking about—and bring you smart answers to share.

BY JOE KITA

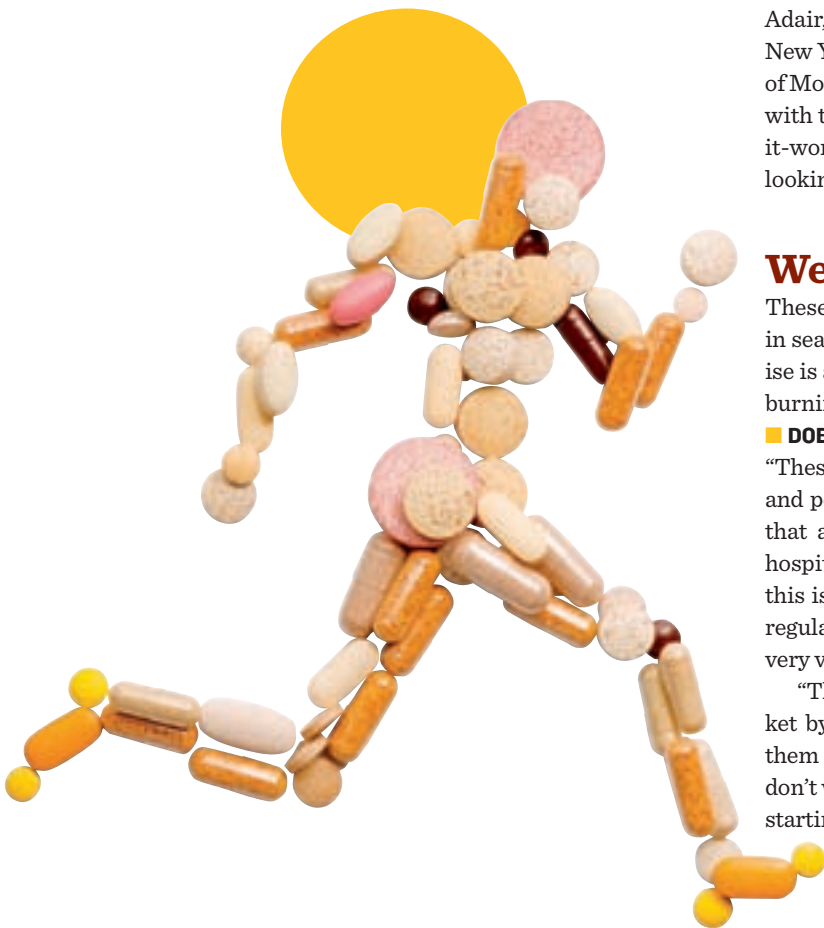
AMERICANS SPEND MORE THAN \$60 BILLION ANNUALLY trying to lose weight, but confusion reigns. That's why we enlisted the help of two top weight-loss experts: Dominique Adair, MS, RD, president of Adair Fitness and Nutrition in New York and Los Angeles, and Chris Mohr, PhD, RD, co-owner of Mohr Results in Louisville, Ky., and a consulting nutritionist with the Cincinnati Bengals. Their mission: Answer the does-it-work question for six popular weight-loss trends. For clients looking to trim their bottoms, here's their bottom line.

Weight-Loss Supplements

These are the proverbial apples in weight-loss Eden—always in season, always tempting. Their names vary, but their promise is always the same: Ingest to stimulate metabolism and fat burning and get lean.

■ **DOES IT WORK FOR WEIGHT LOSS?** “Buyer beware,” says Adair. “These supplements fall into two categories: Benign/pointless and potentially dangerous. Public health studies demonstrate that about 20% of drug-related liver injuries that result in hospital visits can be attributed to dietary supplements. While this is not based solely on weight-loss supplements, the light regulation surrounding supplements makes the consumer very vulnerable to those that promote fast, easy fat loss.”

“The fact that these products keep being pulled off the market by the FDA answers the question,” says Mohr. “Many of them can also elevate blood pressure, which is something you don't want to do if you're overweight, already hypertensive, and starting an exercise program.”





**Clients starving
for weight-loss
knowledge? Give
them the answers
they need.**



Intermittent Fasting

One popular approach to this trend espouses periodic fasting for 16-hour periods. Nothing but coffee, tea, and water from 10 p.m. until 2 p.m. the following day; then eat all the nutritious food you want before either repeating the cycle or returning to a normal eating schedule. The promise: boost metabolism, improve insulin response, and burn more belly fat.

■ **DOES IT WORK FOR WEIGHT LOSS?** “The premise is that you are preventing the body from getting used to a steady amount of energy, sort of metabolically disarming the body,” explains Adair. “But what’s probably happening is that you’re simply decreasing your average calorie intake over time, which will result in weight loss. Keep in mind that healthy bodies need a healthy amount of food on a regular basis for disease prevention, athletic performance, and cognition. Intermittent fasting doesn’t really align with this objective.”

Mohr agrees: “I always base my weight-loss advice on what the majority of research is showing, and there’s a ton of research suggesting that eating a quality breakfast—30 grams of protein along with other key nutrients—is most effective for losing weight. This approach is also sustainable long-term. People already feel so restricted with their diets. Why give them even more restrictions?”

Probiotics

Two recent studies—one in the *British Journal of Nutrition* and the other in the *International Journal of Obesity*—found links between some strains of probiotics (beneficial microorganisms that are either the same as or similar to microorganisms



“PEOPLE
ALREADY FEEL
SO RESTRICTED
WITH THEIR
DIETS. WHY GIVE
THEM EVEN
MORE
RESTRICTIONS?”

Greek yogurt
is a good source
of probiotics,
but it's not
a magic bullet for
weight loss.



found naturally in the gut) and weight loss. The first study in particular found that overweight people who took a daily drink of 7 ounces of fermented milk fortified with a probiotic lost 8% to 9% of their visceral fat over a 12-week period.

■ **DOES IT WORK FOR WEIGHT LOSS?** “Probiotics and the whole microbiome is the next big frontier in nutrition,” says Mohr. “I believe they play a big role in the overall health of our bodies. But the research regarding weight loss is preliminary, and I don’t think it’s a magic bullet that will make pounds suddenly fall off.”

Adair agrees: “The data on probiotics and gut health is plentiful across a wide range of GI disorders, but not for weight loss. The jury is out.”

Nonetheless, adds Mohr, “foods that contain probiotics such as Greek yogurt and cottage cheese are very nutritious and high in protein. Including them in your diet is a wonderful thing, whether or not they pan out for weight loss.”

Sugar Substitutes

Sweet’N Low, Equal, Splenda, Truvia... these are all brand names of various sweeteners. Because they’re low- or no-calorie, they’re believed to promote weight loss by deleting the calories that would otherwise be consumed in calorie-containing sweeteners like sugar and honey.

■ **DOES IT WORK FOR WEIGHT LOSS?** There are three prevailing theories. “The first,” says Adair, “suggests that having an occasional diet soda to replace the calories that would otherwise be consumed may result in an energy deficit that promotes weight loss.”

Then there’s theory number two, also known as the Backfire Theory. “There’s some emerging data,” explains Mohr, “that suggests these products may trick the body into thinking it’s getting something sweet, but when that energy doesn’t materialize for the brain and muscles, cravings arise that cause overeating later.”

Both Adair and Mohr subscribe to theory number three: “These additives belong to a category that the government has labeled GRAS, or Generally Recognized as Safe, which means they have been tested and a determination has been made that in moderate consumption they do not cause harm,” explains Adair. “But just because something doesn’t harm you does not mean it should be included in the diet. There are plenty of studies demonstrating that water and even tea and coffee have a positive impact on disease prevention, but I

can't find one demonstrating any health benefits of artificial sweeteners (other than perhaps weight-loss potential). Better choices—and ones known to prevent disease and promote health—are water, flavored seltzer, or decaf teas, which will help you reach your weight-loss goals *and* avoid disease.”

Hot Exercise

It started with Bikram yoga, which is done in a stifling 105°F room. Now there's hot cycling, hot Pilates, and even hot weight-lifting. The premise is straightforward: The more you're sweating, the harder you're working, and the more calories you're burning.

■ **DOES IT WORK FOR WEIGHT LOSS?** “There's nothing inherently fat-burning or truly weight-loss inducing about exercising in the heat. One concern is the potential for dehydration with this type of exercise. In fact, the weight loss from fluid loss may be misunderstood by some to be true fat loss,” says Adair. “If you step on the scale before and after one of these sessions you *will* weigh less, but that is not a result of an energy imbalance (the explanation for true weight loss). It's just fluid loss.”

But there is one caveat. “If you really like hot exercise,” says Mohr, “and it makes you work out more frequently than you would otherwise, then it may help you lose weight because you're consistently exercising, not because hot exercise is magical. Just be cautious and aware of hydration, blood pressure, and heart rate to stay safe.”

High-Intensity Interval Training

For years, exercising for long periods at low intensity was believed to be the best way to burn fat and get lean. But then the baby boomers started aging, knees and hips began wearing out from all the running and cycling, and the focus shifted to achieving the same results more safely and efficiently. High-intensity interval training (HIIT) is not something new; it has been around in various guises (mostly



Hot exercise can lead to weight loss—if it motivates clients to work out regularly.

for elite athletes) for decades and is backed by research. It's only lately, however, that it's being seen as a viable weight-loss alternative for the masses.

■ **DOES IT WORK FOR WEIGHT LOSS?** “Any kind of exercise, whether it's low intensity for long periods or high intensity for short periods will improve health,” says Mohr, “but HIIT is more efficient for fat loss because you burn more calories in a shorter period while preserving muscle mass. Everybody can do it too. When we're fit and think of HIIT, we picture doing hill sprints and 100-yard dashes. But we need to remember that just walking a bit faster for 30 to 60 seconds can really ramp up the heart rate of some people. It's relative.”

“While it's appealing to think there's one particular intensity or zone that's always better for burning fat than another, it's simply not true,” adds Adair. “That being said, the top complaint among people who either don't exercise or don't exercise enough is they don't have the time. So HIIT can be their answer. Still, you have to be very careful about recommending a classic HIIT program to a sedentary person, or you risk turning them away from exercise for good. Everyone's HIIT is different. Trainers need to take the time to establish a baseline and work from there.”

MEET OUR EXPERTS



DOMINIQUE ADAIR, MS, RD, is a self-described “jumping bean” who's very active and maintains her weight by eating a varied and healthy diet. A gain of 60 pounds while pregnant gave her insight and a chance to practice what she preaches.



CHRIS MOHR, PHD, RD, was overweight as a kid. “For eighth-grade football, I had to lose 20 pounds to make the weight limit. From that point on, I read everything I could find about food and fitness.”



BOOST YOUR SKILLS
Become
a Weight-
Loss Expert

NASM's Weight Loss Specialization (WLS) is designed to help you boost your client base and apply the most up-to-date, respected weight-loss guidelines and training methodologies using the Optimum Performance Training™ (OPT™) Model. For more information and to register, visit nasm.org or call 855-273-0971.



READY FOR SHOULDER SEASON

They power sports performance, functional fitness, and healthy posture—and may turn heads. Here's how to help your clients claim strong shoulders.

BY BRIAN FISKE



**Strong shoulders
make it easier to
tackle the surf.**



AFTER A LONG WINTER AND SHORT SPRING, SUMMER IS MAKING ITS

much anticipated arrival. For most people, Memorial Day marks the unofficial start of outdoor fun—everything from swimming to playing catch with the kids. And for some of your clients, things get a whole lot more active than that. Just look at the explosion of triathlons. USA Triathlon's membership has boomed in recent years to more than half a million, and the organization now sanctions more than 3,500 events each year.

So right now there are lots of people who are ready to splash into the water and move more than they have all year. Powering much of that action: shoulders. Yes, it's shoulder-baring time—and with all that swimming, running, and more, it's also shoulder-working time. With your NASM training, you're prepared to help them do it all, while heading off injury, improving range of motion, and maybe even warding off depression (we aren't kidding; see the sidebar on page 24). Keep reading, and get ready to help.

A TRICKY JOINT

Ask Rick Richey, MS, NASM-CPT, CES, PES, MMACS, LMT, owner of R2 Fitness in New York City, about the most common misperceptions that people—trainers included—have about shoulders, and he'll quickly point out the problem of thinking that the shoulder is only the point where your arm attaches to your torso.

"Trainers should always consider the full shoulder girdle," Richey says. It includes three joints and 17 key muscles. Among them: the rhomboids in the upper back, the levator scapulae that run through the back and side of the neck, and the pectorals of the chest.

"In order to address the health of any one of these, all must be evaluated," Richey says. Fortunately, your NASM training gives you the tools you need to perform those assessments.

What you're most likely to see? For many—especially people who work long hours at a desk, or those who tend to focus their activities solely on swimming, running, or biking—it's a combination of inflexibility and overactive and underactive muscle groups. This leads to a rounded posture and poor range of motion, which sets the stage for a litany of problems.

CLIENTS WITH SHOULDER IMBALANCES AREN'T ALWAYS AWARE OF WHEN THEY'RE IN OR OUT OF ALIGNMENT.

"Training and racing with imbalances can easily lead to injury," says Dennis Mohagen, NASM-CPT, CES, PES, swim coach and athletic coach with Tri Fitness Training Center in White Bear Lake, Minn., who works with clients ranging from 9-year-old hockey players to adult Ironman athletes. "And living with such imbalances is uncomfortable. You need balanced strength—shoulders included."

ACT ON A HUNCH

An example of the importance of shoulder work is highlighted in the story of an Ironman triathlete Mohagen is working with. She won her age group at an event last summer, but she didn't have the back and shoulder stability to hold her posture. "She told me that, at the finish, she felt hunched over like an old



lady," he says. "She was concerned about injury." Developing postural strength is a core part of her program now.

"In running, we focus on the crown of the head staying tall," Mohagen says. "In swimming, a cue I use is to imagine that the athlete is being pulled to the other end of the pool by the crown of the head. You're trying to maintain that same tall posture." But, he adds, much of the ability to stand tall throughout exercise depends on shoulder—along with back and core—strength.

"A lot of the postural issues I see stem from a lack of shoulder—particularly posterior—work," Mohagen says. "On their own, people tend to focus on pec and biceps work, and it exaggerates poor posture and leads to upper-crossed syndrome."

SHOULDERS IN SHAPE

So how do you build the strong shoulders your clients need?

■ **Focus on flexibility.** "With my swimmers, especially the triathletes, the first priority is flexibility and range of motion, along with stabilization,"



WHAT THE SCIENCE SAYS

Surprising Side Effects of Slouching

The shoulders-rolled-forward effect of too much time hunched over your desk (also associated with overactive pectorals and anterior deltoids) can do more than give you a slouched look. Studies have connected poor posture to:

- **Depression.** A 2012 San Francisco State University study published in the journal *Biofeedback* found that a slouched posture can increase feelings of depression.
- **Higher stress.** Harvard Business School researchers have found that people who slouch have lower testosterone levels and higher cortisol levels than people who

stand in more powerful poses—both of which are signs of stress.

■ **Low confidence.** The same study found that slouched posture—and the associated hormonal shifts—also leads to low self-confidence.

The good news: Research has shown that standing in a more erect, open position (straight and tall with hands on hips, for example) for as little as two minutes can create positive changes in mood and stress levels. Specifically, it can increase testosterone by about 20% and decrease cortisol by about 25%. Posture matters—in more ways than you think.



The shoulders are a key part of powerful full-body movements.



BOOST YOUR SKILLS

Full Range, Full Power

The shoulder is a complex and complicated joint that's a key part of athletic endeavors from basketball to triathlons, as well as everyday concerns like proper posture. Two NASM specializations—Corrective Exercise Specialist (CES) and Performance Enhancement Specialist (PES)—in particular give you the ability to spot shoulder imbalances (including ones that lead to upper-crossed syndrome), improve full range of motion, prevent injuries, and build the strength needed for your clients to perform at their peak, fight fatigue, and look their best. For more on CES and PES, visit nasm.org or call 855-273-0974.

Mohagen says. “We’ll start with a lot of the basic movements, like a radioulnar pronation and supination [holding a weight with your arm at your side, then rotating the arm in and out], with light weights.” It ties into the first step of the Optimum Performance Training™ (OPT™) model, but Mohagen points out that it’s not about strength with these movements—it’s about reengaging a range of motion that many clients lack.

■ **Find balance.** Balanced strength is what makes shoulders look good and perform at their peak. Your assessments

will find where clients lack balance. But, according to Richey, it generally means developing and strengthening posterior delts and traps (middle and lower) and rhomboids. “This can help bring everything back into alignment and out of the hunch,” he says.

■ **Don’t work through pain.** Muscles may burn or feel sore, but joints should never hurt or pinch. If an athlete comes to you with that kind of pain, don’t proceed—it could be a sign of impingement, an irritation of the rotator cuff or bursa that, with repeated irritation, could require medical intervention. “Anyone with shoulder pain should see a physician rather than a trainer,” Richey says.

■ **Work the chain.** It all comes back to the kinetic chain and the relationship between your shoulders and the rest of your body. “Almost everything we do is a compound or full-body movement,” Mohagen says. “Even if we’re doing a rear delt movement, I’ll add something like a single leg Romanian deadlift, or squat to curl to press.” For more on

compound workouts that involve the shoulders, turn to page 26.

■ **Be ready to show.** In recent years, Mohagen has added a new tool to his repertoire: his iPad. Why? His work with swimmers and triathletes has taught him that clients with shoulder imbalances aren’t always aware of when they’re in or out of alignment. So, if they’re struggling with their position during a workout (swimming or otherwise), he’ll take a short video to quickly show them how they look. “They’ll say ‘It doesn’t feel that way,’” he says. “But then it’s amazing how quickly they adapt to the correct position.”

The OPT™ model’s focus on Stabilization and Strength Endurance helps develop balanced shoulders.



MEET OUR EXPERTS



DENNIS MOHAGEN, NASM-CPT, CES, PES, fractured his scapula when he was in high school—an experience that taught him the importance of injury prevention.



RICK RICHEY, MS, NASM-CPT, CES, PES, MMACS, LMT, is an NASM Master Instructor who enjoys helping clients with all areas of fitness—including their shoulders.

BUILD SWIM STRENGTH

Athletic clients need strong shoulders. This routine can sculpt shoulders that will make any swimmer envious.

POWERFUL SWIMMING DEPENDS ON A MIX

of efficiency, flexibility, form, and strength. “The goal for the majority of swimmers is to move more efficiently, which reduces the chance of injury and improves enjoyment,” says Dennis Mohagen, NASM-CPT, CES, PES, swim coach and athletic coach with Tri Fitness Training Center in White Bear Lake, Minn. “That’s what leads to increases in endurance and speed.”

While it may sound like strength and power are low on the list of importance for swimmers, that’s not exactly true. Swimmers need a strong, balanced kinetic chain—meaning the combination of body parts that work together during the swim stroke—in order to stay streamlined as they pull themselves through the water. The routine that Mohagen shares here works that kinetic chain and emphasizes the pull-push movement of swimming, making it great for triathletes or any client interested in performing their best at the pool or beach.

About the Routine

Mohagen typically builds workouts around circuits that go through three to five stations at a time (you can build a circuit routine by splitting up the exercises provided here). Movements are done for 30 to 60 seconds; clients rotate through stations three or four times before moving on (with around 20 seconds of rest between stations). Another favorite option: Tabata-style strength workouts using the same movements—20 seconds of all-out effort followed by 10 seconds of rest, for 4 minutes. For each of the exercises, aim for 10 to 20 reps. Use relatively light (5- to 20-pound) weights with most exercises.

Warm-Up

Start with a foam roller for self-myofascial release; work slowly to identify tender spots, then hold pressure on the spot for 30 seconds or so to relieve tension and break up knots and adhesions. After 5 to 15 minutes of foam-roller work and light stretching, move on to this routine:



Rotating Plank

Hold 30 seconds center (toes and forearms on the floor, body in a straight line from crown of head to heels), 30 seconds right (on side, side of right foot and right forearm on the floor, body in a straight line—don’t let hips drop!), 30 seconds center, 30 seconds left, 30 seconds center.

• 15 seconds recovery



Superman

Get in a facedown position on the floor with arms raised overhead; raise both arms and legs off the floor for 20 seconds; then lift right arm/left leg off the floor for 20 seconds; then lift left arm/right leg off the floor for 20 seconds.

• 15 seconds recovery • Repeat three times



1 Single-Leg Dumbbell Scaption

HOW TO DO IT

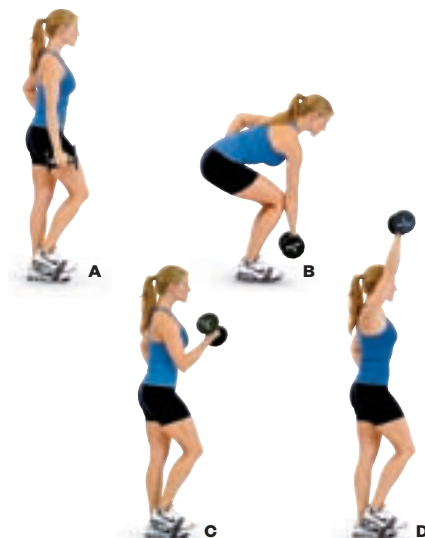
A Stand with a light dumbbell in each hand; lift one leg directly beside balance leg.
B Keep thumbs pointed up while slowly raising arms to shoulder height at about a 45-degree angle in front. Slowly lower. Repeat; alternate legs with each set.



2 Single-Leg Romanian Deadlift with PNF Pattern

HOW TO DO IT

A Hold a dumbbell in left hand, with right hand on waist. Lift left leg directly beside right leg. Keep back straight and legs beside one another while bending at the waist and bringing the weight toward the foot on the floor.
B Activate glutes and slowly stand upright while bringing the weight up and out to the side, keeping arm straight and rotating thumb toward the ceiling. Repeat; alternate legs with each set.



3 Single-Leg Squat, Curl to Overhead Press

HOW TO DO IT

A Stand holding a dumbbell in right hand, with feet shoulder-width apart, toes pointing forward. Lift right leg directly beside left leg.
B Slowly squat as if sitting in a chair, flexing hips, knees, and ankles while lowering dumbbell toward the floor. Hold, then slowly stand upright.
C Once upright, curl the dumbbell to the shoulder. Hold, then reverse until the weight is back at side. Repeat; alternate legs and arms with each set.

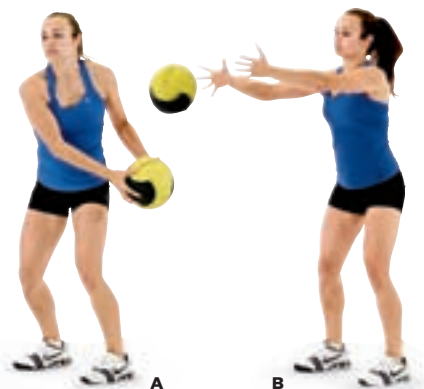
THIS ROUTINE WORKS **THE KINETIC CHAIN** AND EMPHASIZES THE PULL-PUSH MOVEMENT OF SWIMMING.



4 Push-Press

HOW TO DO IT

A Stand with feet shoulder-width apart, knees slightly bent, holding a pair of dumbbells just outside shoulders, with arms bent and palms facing each other.
B Explosively push up, keeping one leg bent and extending the other behind you for balance while pressing the dumbbells overhead until arms are completely straight. Slowly lower to the starting position; repeat. Alternate legs with each set.



5 Front Medicine Ball Oblique Throws

HOW TO DO IT

A Stand facing a wall with feet shoulder-width apart, knees slightly bent, toes pointed straight ahead. Using both hands, hold a medicine ball to the side, next to your hip.
B Toss the ball against the wall in an underhand motion; catch on return. That's one rep. Repeat as quickly as can be controlled. Alternate sides with each set.



6 Medicine Ball Squat

HOW TO DO IT

A Stand holding a medicine ball, arms pointing straight ahead.
B Slowly lower body as far as possible by pushing hips back and bending knees while lowering medicine ball between knees. Pause, then push back up; repeat.

FOR MORE **WORKOUT RESOURCES** THAT FOLLOW THE OPTIMUM PERFORMANCE TRAINING™ (OPT™) MODEL, GO TO [THETRAININGEDGEMAGAZINE.COM](http://thetrainingedgemagazine.com).

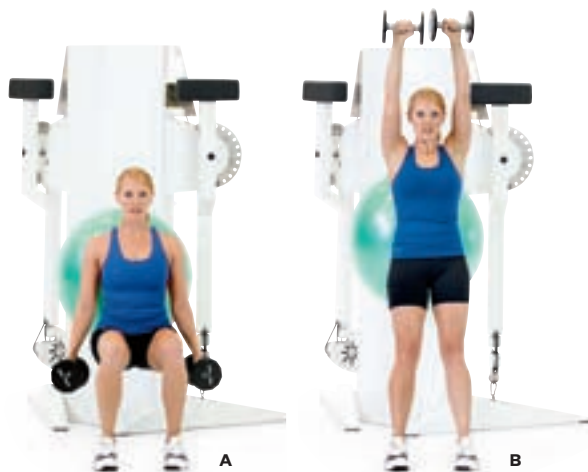


7 Overhead Medicine Ball Slams

HOW TO DO IT

A With feet hip-width apart and knees slightly bent, hold a medicine ball overhead with arms extended.

B Bend forward at the waist and slam the ball straight down into the floor. Catch the ball as it bounces back up. Repeat.

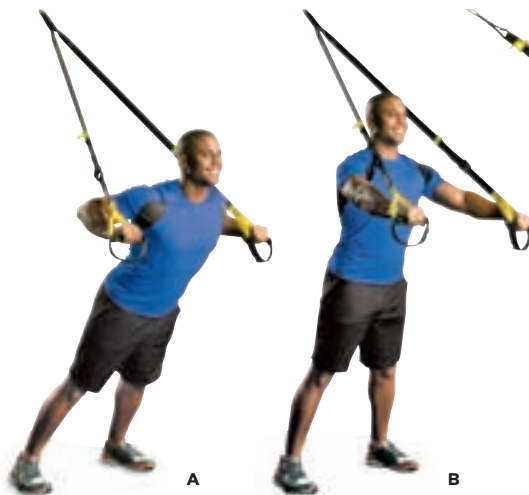


8 Ball Squat to Curl to Overhead Press

HOW TO DO IT

A Stand with a dumbbell in each hand, feet shoulder-width apart, toes forward, with back against a stability ball placed against the wall. Slowly squat down, allowing pelvis to tilt back under the ball but keeping chest up.

B Use glutes and put pressure on heels to rise back to standing. Then, curl the weights up to the shoulders and press overhead without locking elbows. Hold, then reverse until the weights are back at sides. Repeat.



9 Alternating TRX Push-Ups and Rows

PUSH-UPS

HOW TO DO IT

A Face away from the anchor point with feet shoulder-width apart. Hold handles in front of chest with arms extended.

B Lower chest to handles in a push-up, keeping back flat and body aligned from head to heels. Press back to the starting position; alternate with row to complete a set.



ROWS

HOW TO DO IT

A Face the anchor point with feet shoulder-width apart. Hold handles with arms extended. Lean back and walk feet forward to an appropriate resistance angle.

B Keep shoulders pulled down and back while pulling body toward the anchor point using back and arms. Keep elbows at a 45-degree angle to body. Slowly move to the starting position; return to push-up.

COURTESY OF TRX (EXERCISE 9)

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GREAT COMEBACKS

Q

What can help a client heal emotionally from an injury?

A First, acknowledge that an injury is a type of obstacle to overcome. Then assess the potential impact the injury may have. It's really important to take some time to allow the client to visualize and share with you what he wants for his health and fitness in the near future. Based on the feedback you receive, you can help him flesh out an action plan to propel him toward his visualized goals. Seeing the actual steps involved will help him set realistic expectations but also inspire confidence in his ability to make a comeback.

Next, offer assistance in keeping track of his progress with respect to what is most important to him. Celebrate incremental victories and offer sincere compliments on what he's accomplished. Finalize the cycle by reflecting on what he's learned thus far and discussing where the opportunities are for progress in the future.



EXPERT: LARRY HUSTED, NASM-CPT, CES, PES, is an NASM Master Instructor with a master's degree in sports psychology and 12 years of professional experience. He owns and operates an Anytime Fitness health club in Southern California.

Have a question you'd like us to cover? Send it to us at [@thetrainingedge](https://www.thetrainingedge.com) [@nasm.org](https://www.nasm.org)

Q **SMART READS** How do I know if fitness and nutrition research is credible?

A Start by first looking at whether the information is linked to a study. If so, examine the source. Is the study published in a peer-reviewed scientific journal or published on a credible not-for-profit website? This usually means the research has undergone a thorough review to determine the validity, reliability, and strength of the study.

Next, check where the study was conducted. Universities and not-for-profit institutions are generally the most trusted, whereas studies conducted at for-profit institutions have a greater potential for bias. In these for-profit cases, funding provided for the study can influence its design and outcome. Research published in scientific journals or conducted at

universities will usually disclose the source of funding to avoid potential conflicts of interest.

Another point to consider: Research generally adds to the existing knowledge on a topic. If a study contradicts existing knowledge, it is typically accepted that more research is needed before the opposing viewpoint is validated.

Lastly, look at publication dates. Although some research stands the test of time, anything older than 10 years might be outdated.



EXPERT: FABIO COMANA, MA, MS, NASM-CPT, CES, PES, regularly examines research as a faculty instructor for NASM and faculty member in exercise science and nutrition at San Diego State University and UC San Diego.

Q **TARGETING FAT** How can I convince a client it's not possible to spot train?

A Explain to your client that you can tone the muscles of trouble spots with specific strength and cardio exercises, but until you lose the overlying fat you won't see muscle definition. Losing the fat takes a combination of a balanced diet and a regular cardio and strength training routine. And diet in particular is key. Put it this way: There are 3,500 calories in 1 pound of fat. To lose 1 pound in a week, eliminate 500 calories from your day. For example, cut 250 calories from your diet and burn 250 calories through exercise. Based on this formula, you should lose 1 pound per week.

And share this study from *The Journal of Strength and Conditioning Research*: Men and women performed 960 to 1,200 reps of a relatively lightweight single-leg press exercise three times per week for 12 weeks and made no diet changes. The results: no significant changes in lean mass, fat mass, and fat percentage in either leg. But the researchers noticed that the participants did lose fat—in their arms and torso. Trying to shed pounds in just the spot you're training isn't possible.



EXPERT: LAURIE AMES, NASM-CPT and owner of Ames2BFit personal training in Kenmore, Wash., has faced the spot-training question many times from clients looking to lose weight.



The best way to help a client tone up: Share your knowledge.

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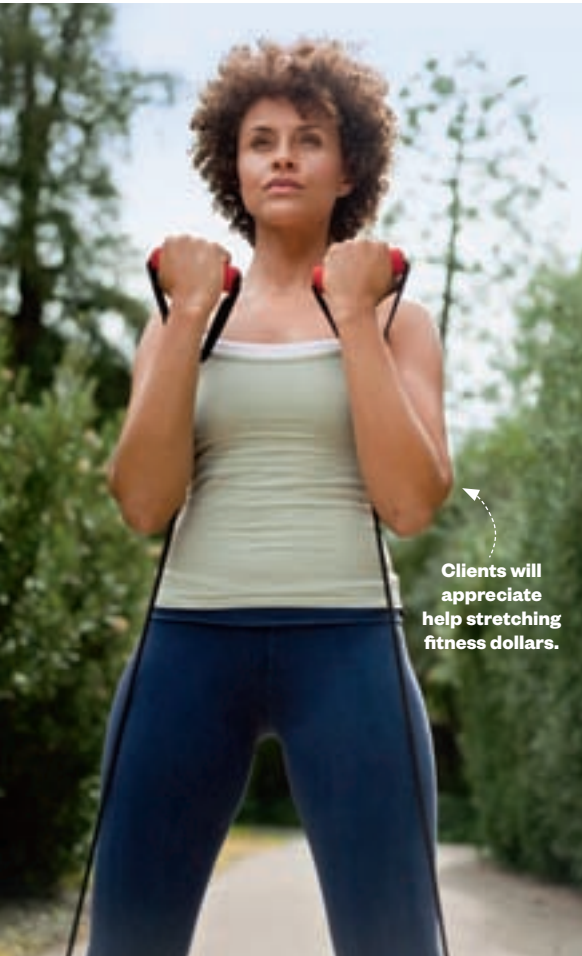
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Save Money, Win Business

Helping your clients spend less on fitness can pay off for you too.



Clients will appreciate help stretching fitness dollars.

Providing clients less expensive ways to stay fit builds trust and business through word-of-mouth referrals, says Jonathan Penney, NASM-CPT, FNS, general manager of Plus One Health Management in Boston. When he starts working with clients, he encourages them to honestly share how much they want to spend on training. That way, he can more effectively design workout plans that meet their needs. More ideas from Penney to help clients save money:

Group Training

Clients don't utilize group training enough, according to Penney. Often, group training is about two-thirds the cost of one-on-one training.

Resistance Bands

They are an inexpensive swap for dumbbells. During training sessions, go through resistance-band variations.

Household Tools

A chair can be used for an assisted push-up. Paper plates can be used for sliding lunges. And a simple broomstick can be used to check alignment on stretches.

Secondhand Equipment

Check if fitness centers are upgrading and selling older equipment. Craigslist can be a source for bargains on lightly used sporting goods. However, it's best to stick with recognizable brands. They are usually higher quality and give you easier access to repair services.

Outlet Stores

For shoes and workout clothes, steer clients to outlet stores. Suggest that they shop opposite of the season, looking for closeouts on previous-season models.



Get More Twitter Followers

According to a Georgia Tech study of half a million tweets, these tips will bring flocks to your feed.

► **SHARE INFO, NOT SELFIES.** Researchers found that useful tips drew followers at a 30 times greater rate than tweets about the tweeter.

► **STAY POSITIVE.** Followers gravitate toward the positive. So, avoid posts about pain, poor health, or other stressful topics, which can drive followers away.

► **BE CONSERVATIVE WITH HASHTAGS.** A greater use of hashtags equals fewer followers. #sometimesthisismore

Best Uses for YouTube

Are you missing out on a simple and effective marketing tool?

"Fitness is very visual, so YouTube videos can help you get noticed and connect with clients," says Rick Kaselj, NASM-CES, who runs ExercisesForInjuries.com. Videos also allow prospective clients to see if your personality and teaching style match their training needs, Kaselj says. To make the platform work:

Expand reach. Kaselj has connected with clients across the world using workout videos. YouTube allows you to "shift from a local to a global presence," he says.

Provide answers. During training sessions, jot down questions that you can answer later in video form. Kaselj was frequently asked about the

best breakfast foods, so he created a video on the topic that he could refer to.

Develop a library. YouTube videos allow trainers to connect with clients when they can't be at the gym. So when clients are traveling during the summer, trainers can refer them to videos to help them continue their training plans.

Add to marketing.

By incorporating YouTube videos into vehicles like blogs, Facebook posts, and newsletters, you'll reach more potential clients and create a stronger bond. "They see your face and hear your voice, so YouTube videos should be an integral part of your marketing effort," Kaselj says.

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6/8	Redondo Beach, CA	Sports Performance	6/22	Miami Lakes, FL	Sports Performance
6/8	New York, NY	MMA Conditioning	6/22	Minneapolis, MN	Personal Fitness

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Sweatworking is great networking for you as well as your clients.

Work the Sweatworking Trend

Your clients can network and knock out a workout at the same time.

Looking for a new way to expand your client base? Consider sweatworking.

“Sweatworking can be colleagues working out together, a company entertaining clients, or part of an event such as a professional conference,” says Snype Myers, NASM-CPT, a Minneapolis-based trainer who created VIP Bootcamp, a model for sweatworking workouts.

Myers began offering his sweatworking classes almost by accident. Clients in his boot-camp classes began bringing more and more co-workers. Everyone enjoyed the sessions and began mixing business with sweat. Now, he conducts sweatworking for major corporations such as Hearst, Target, and Coherent Solutions. “It’s a great way to network because sweatworking breaks down barriers, creates teamwork, and clears heads,” he says.

Myers’ tips for running successful sweatworking sessions:

DO

Be prepared for anything.

Sweatworking sessions could attract elite athletes, weekend warriors, and people who’ve never been to a gym before. Every exercise should have options to modify intensity based on varying fitness levels.

Start and end on time. These professionals count on punctuality. If you want repeat business and referrals, deliver workouts that are fun, organized, challenging, and timely.

Enable chitchat. Encourage mingling during the warm-up and cool-down.

End on a high note. Aim for an exercise that all participants can do together and that’s more fun than grueling. Hooping is one example.

DON'T

Talk business. Just guide the exercise. Interaction happens naturally in the right environment.

Make the workout too easy. Help the booking client feel that he’s made good use of others’ time.

... or too hard. The intention isn’t to grind participants into the ground; it’s to give them a challenging workout and bonding experience.

Call out poor performers. Don’t make anyone look bad by riding them too hard if they’re having difficulty. Stick to positive reinforcement.

Let participants just wander off. Pull the group together and have a quick talk about the workout. Ask clients which exercises they nailed and which ones were most challenging.

Smart Ways to Boost Visibility

Often, the toughest part of succeeding as a trainer is building your client base. So let NASM help you bring more attention to your training services.

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TREND LINE



16

Ounces of coffee that can help you lift more weight if consumed about an hour before a workout.

Caffeine blocks the signals of pain and fatigue that muscles send to the brain.

SOURCE: THE JOURNAL OF STRENGTH AND CONDITIONING RESEARCH



ORANGE

The color that entices website readers to linger longer. Color to avoid: gray.

SOURCE: DISPLAYS

1 in 5

Americans who will develop skin cancer in their lifetime.

Before outdoor training sessions, remind clients to apply a broad-spectrum, water-resistant sunscreen with an SPF of 30 or more to all exposed skin.

SOURCE: AMERICAN ACADEMY OF DERMATOLOGY



57

Percentage of Americans who are dissatisfied by the number on the scale.

With NASM's Weight Loss Specialization, you can help clients find a healthy weight and love their body.

Learn more at nasm.org/wls.

SOURCE: PROSPER INSIGHTS & ANALYTICS

Weighty Jobs

Occupation with the highest obesity rate: transportation workers, such as bus and truck drivers (36%).

Other job categories with high rates of obesity:

30% Manufacturing or production

28% Installation or repair

27% Clerical or office

SOURCE: GALLUP-HEALTHWAYS WELL-BEING INDEX



53

Percentage of men who regularly use coupons.

Those who look for discounts online:

50% of Millennials (18–32)

40% of Gen Xers (33–48)

25% of Boomers (49–67)

Training promotions and discount offers could help you attract new business.

SOURCE: WSL STRATEGIC RETAIL

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