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SUMMER 2013

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- ▶ Insight into training clients battling Alzheimer's disease—and the remarkable hope exercise offers in terms of managing disease symptoms and progression
- ▶ The hottest new sport to hit the water—along with trainer tips and a workout powered by the Optimum Performance Training™ (OPT™) model and the Stabilization Endurance and Strength Endurance phases
- ▶ A unique, soulful approach to fitness training that could give your clients a boost or help you discover new markets
- ▶ Creative training events and community partners that can extend your client base and take you way beyond traditional gym settings

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ANDREW WYANT
NASM PRESIDENT

TAKE FIVE

A handful of our favorite highlights from this issue:

1

How **rotational movement** can protect clients from injury (p. 6)

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Help clients stay on track with fitness and nutrition while they're **on the road** (p. 7)

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A behind-the-scenes look at Adrian Peterson's **Incredible NFL comeback** (p. 16)

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Boost your skills and credentials **more quickly and less expensively** than you ever dreamed possible (p. 20)

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The best strategies for responding to a client you suspect isn't sharing the **complete truth** about habits (p. 30)



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WARRIORS

ON OUR COVER

“Fitness and nutrition have always been intertwined.”

COURTNEY WALBERG
RD, NASM-CPT, Los Angeles
Founder, Nutrition for Body and Mind

- ▶ **Becoming an RD** I was running cross country in high school and really started to notice the impact that nutrition had on my body and my performance. Wanting to beat my personal record inspired me to explore nutritional sciences.
- ▶ **Balancing food and fitness** I start my clients with nutrition. If you train hard but eat awfully, you're not going to get the results that you want—it's like starting a race one step back from the starting line.
- ▶ **The carb myth** A lot of people say, "Carbs make you fat." My message is, "Not *all* carbs are bad." Fiber is important for digestion and immunity. Brightly colored vegetables, whole grains such as quinoa ... those are good carbs. You just need to choose wisely in the right portions.
- ▶ **Favorite workout** If I haven't run in days, I feel a little fuzzy minded. When I run, it's like hitting the reset button.
- ▶ **Most shared books** *Intuitive Eating* by Evelyn Tribole, MS, RD, and Elyse Resch, MS, RD, FADA, CEDRD, talks about rejecting the diet mentality and eating in a way that respects your body. I also recommend *Mindless Eating* by Brian Wansink, PhD.
- ▶ **Smart indulgence** I like a swirl of raspberry tart frozen yogurt with a fruit topping and some crumbled graham crackers or nuts.



Transverse training may help prevent injuries and boost athletic performance.

The Return of the Twist

Are you covering your clients across all planes of motion?

Injury Prevention

Transverse Plane Exercises

Enhanced Performance

Most exercises occur in one of two planes of motion—the sagittal (front to back, flexion and extension) and the frontal (side to side, abduction and adduction) planes. But overlooking a third plane of motion—the transverse (rotational) plane—may lead to muscle imbalances and joint dysfunction.

“Whether it’s for daily activities or sports, you move in the transverse plane,” explains Brent Brookbush, MS, NASM-CPT, CES, PES, president of B2C Fitness in New York City and author of *Fitness or Fiction: The Truth About Diet and Exercise*. “People get injured trying to eccentrically decelerate transverse motion.”

Exercises performed in the transverse plane often mimic daily movements and can strengthen

weakened muscles, which may aid in injury prevention and enhance athletic performance. For transverse work, Brookbush recommends:

- ▶ **Lower body:** Progress to rotational lunges and step-ups.
- ▶ **Core:** Target through static chop patterns or cable rotations.
- ▶ **Upper body:** Train with moves such as push-ups, bench presses, and chest and reverse flies.
- ▶ **Advanced:** For clients in Phase 5 of the Optimum Performance Training™ (OPT™) model, try rotational power exercises. Progress from two-legged frontal and transverse plane hops onto a box to single-leg movements. Also, bring in a medicine ball for front oblique throws or rotational chest passes.

5 Super-Refreshing Foods

Slugging water isn't the only way to stay hydrated.

Foods can contribute significantly to the body's hydration levels. "Reports indicate that you get 20% to 25% of your daily water intake from food," says Dominique Adair, MS, RD, who is based in New York City. Because a high percentage of their weight comes from water, fruits and veggies are some of the most hydrating foods. But that doesn't make them a washout when it comes to nutrition.

1.

Cantaloupe

Though 90% of its weight is water, this fruit contains 30 times more beta-carotene than oranges.

2.

Eggplant

With 92% water weight, it draws its color from plant pigments called anthocyanins, antioxidants that protect cells.

3.

Spinach

With 92% water, this vegetable can be eaten raw or cooked and is extremely rich in antioxidants. It's also an excellent source of potassium, folate, and magnesium, all of which can help keep blood pressure down.

4.

Watermelon

This fruit packs water—92%, to be exact—and also lycopene, a phytonutrient important for cardiovascular and bone health that has also shown some promise in protecting against certain cancers.

5.

Yellow pepper

This vegetable boasts 92% water, plus vitamin C—184 milligrams, or 307% of the Daily Value.



About 25% of the water you need can come from foods like watermelon.



Fitness That Travels

Don't let time away sabotage healthy goals.

Here are great ways to help your clients stay on track on the road, from B. Daryl Shute, MSc, CSCS*D, MBG-CNT, president of D-Fit Training Company in Knoxville, Tenn.

USE BODY WEIGHT. A circuit from OPT™ Phases 1 and 2 fits a solid workout into a small space and short time. "I tell clients they're never without equipment if they have themselves," says Shute.

SAMPLE CIRCUIT

1. Jog in place, 2 min.
2. Side lunges, 1 min.
3. Run in place, high knees, 1 min.
4. Push-ups, 1 min.
5. Jumping jacks, 1 min.
6. Back lunges, 1 min.
7. Mountain climbers, 1 min.
8. Bicycle curls, 1 min.
9. Squat jumps, 1 min.

TRY SIMPLE TOOLS. "TRX and exercise tubing with handles are my personal staples," says Shute. "All you need is a door to anchor your equipment for a workout."

PACK NUTRITION. Try nuts and fruit. At airports, eat at food kiosks—which often have sandwiches and salads with nutritional labels—rather than the food court.

STAY CONNECTED. "On the road, there's a feeling of no one watching—intrinsic motivation can be a problem," says Shute. "Send Facebook messages to keep clients connected to their fitness community."

COACH THROUGH APPS. Nike Training Club offers workouts at your fingertips—help clients find ones to meet their needs. Fooducate helps with food choices on the go.

Quick Slimming Tricks

Help your clients see results in a week or less—safely.

Trainers know there are no shortcuts to real weight loss. But these secrets can help clients look and feel slimmer before training produces long-term results, says Courtney Walberg, RD, NASM-CPT, founder of Nutrition for Body and Mind in Beverly Hills, Calif.

► **Drink to slim.** Taking in enough water helps keep the diges-

tive system healthy and bowel movements regular. As a result, the lower abdomen looks and feels less bloated.

► **Choose cleansing foods.** Two to try for a healthier gastrointestinal tract: a fiber-rich (but low-sugar) cereal and Greek yogurt that contains probiotics.

► **Lose extra water weight.** Salt can make the body retain water, so keep daily sodium



5

The number of pounds by which weight can fluctuate throughout the day

intake to around 1,500 milligrams. Watch out for most detoxes. They can restrict nutrients and bring on fatigue, which makes it harder to stick with workouts.

► **Add intervals.** High-intensity, short-duration programming stimulates the body to burn fat and expend calories at a higher rate than other program designs.

► **Get rid of the slouch.** Better posture may help minimize a stomach pooch. Imagine there's a headlight in the middle of your chest. Sitting or standing, always shine it forward. Now, keeping your head centered over your shoulders, extend your head toward the ceiling without lifting your chin.



Juarez's experience as a Marine gives him a unique perspective on reaching goals.

SPOTLIGHT ON

“Marine Miguel” Juarez

NASM-CPT

As a highly decorated active-duty Marine Corps corporal, Miguel A. Juarez earned a combat action ribbon for service in Operation Iraqi Freedom. Now he's “Marine Miguel” the trainer, applying the lessons of his military training in the gym at his newly opened Hard Charger Training Center in Thousand Oaks, Calif.

Q How do your own boot-camp and Marine experiences translate when you're working with clients?

A I completely eliminate the word *can't* from their vocabulary. Do I yell sometimes? Yes, when I have to be louder than the voice inside a client's head saying, “I give up.” But I'm also 100% there for my clients—they can call or text or email me anytime. People call me when they're out to dinner, wondering what's healthiest to order. I'll look up the menu and give them ideas.

Q You organized “Team Oorah” for the 2012 Spartan Race in Malibu, Calif. How'd they do?

A Our team—named for the traditional Marine greeting, *Oorah!*—finished in the top three. We had about 100 runners, including a female client of mine in her 40s who's lost 91 pounds and gone from the worst shape of her life to traveling around the country to do obstacle-course races. She's inspired her own daughters to go out for cross country and soccer. It's really exciting—a life transformation that's changing other lives.

Q You run a Marine Corps-affiliated Toys for Tots campaign every fall. Should trainers give back to the community?

A I think so. Supporting charitable causes—including projects my clients are involved in—is a great opportunity to serve others and show your gratitude.

KENT LARSSON/GETTY IMAGES (ZIPPER); PATRICK BULGER (JUAREZ)

Strength Against Alzheimer's

Exercise can improve the quality of life of those with Alzheimer's disease—and even slow its progression. Here's expert insight on motivating and managing clients with early onset and later stages.

EARLY-STAGE ALZHEIMER'S



DESCRIPTION

While these patients have some cognitive decline from Alzheimer's, they're still capable of doing vigorous exercise—as long as they don't have other limiting conditions.

BENEFITS OF EXERCISE

Short-term memory and mood can be improved by exercising three to four times a week.

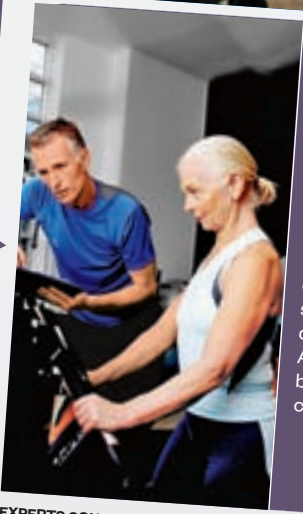
TRAINING TIPS

Small goals help these clients focus better. Emphasize how each step or goal will improve quality of life. Always be prepared to explain why you're doing a particular exercise.

COMMUNICATION

Often, cues are enough to remind these clients about what to do next in an exercise routine. Frequently provide reassurance, especially when a step or move is completed.

LATER-STAGE ALZHEIMER'S



DESCRIPTION

Not a normal part of aging, the symptoms of Alzheimer's worsen over time. Some studies have found that almost half of those 85 and older will have some form of dementia, with Alzheimer's being the most common.

BENEFITS OF EXERCISE

Exercise can help diminish the depression, agitation, and anxiety that many Alzheimer's sufferers experience. Building strength also reduces the risk of falls.

TRAINING TIPS

Base your instruction on something the client can identify with. For example, if a client played golf and you need him to do a rotation, you can talk about swinging a golf club.

COMMUNICATION

Patience is essential. You may need to plan on talking with the client for 20 to 30 minutes before training begins—including reintroducing yourself and your role. Be prepared to demonstrate moves instead of just offering cues.

EXPERTS CONSULTED:

Diane Darby Beach, MPH, EdD, director of education at Vista Gardens Memory Care Community in Vista, Calif, believes a highly individualized approach best serves those suffering from Alzheimer's.
 Mark-Christopher Corpuz, CSCS, is the owner and senior exercise therapist of Reneu Health in San Diego, and for the past three years he has been focusing his practice on geriatrics, specializing in training clients with Alzheimer's and those recuperating from strokes.

FOTOSEARCH/PREMIUM/GETTY IMAGES (FEMALE TRAINER & CLIENT), CORBIS/IMAGE SOURCE (MALE TRAINER & CLIENT)

Body & Soul

A more spiritual approach to fitness could give your clients a boost.

BY SARÍ HARRAR

AS FITNESS PROFESSIONALS, WE KNOW HOW TO ASSESS AND HELP OUR CLIENTS physically. We often guide them nutritionally. And we even have motivational tools to help them mentally. But could there be a key ingredient we're not calling into play?

Bringing spirituality into the realm of fitness is a growing trend. Your clients may be wondering about this new dimension as it pops up in exercise classes at places of worship; in fitness books, videos, and CDs (like *Fit for God* and "Jewish Aerobics"); and in news stories. Recent headlines have featured the NBA's pregame chapel services for players; the Dalai Lama's morning routine of prayer, yoga-like moves, and walking; and

DAVE SCOTT /// PASTOR OF FITNESS

Scott, a former high school wrestler and football player, became a pastor right out of college. At age 45, he felt out of shape, so he challenged a group of friends to train for an ambitious, one-day hike of Mount Whitney in California—the highest peak in the continental United States.

"The eight months of training for the 21-mile hike changed my life," says Scott, now 50. "I became an NASM Certified Personal Trainer and worked part-time for two years as a gym trainer." He discovered, after holding a free boot-camp class at his church, that his true fitness calling is working with groups. Scott now holds classes through his business, Fit2Serve (fit-2-serve.com), and he feels that his pastoral training and fitness training combine to help him offer total-life benefits.





Photograph by Kevin Scanlon



Photograph by Benjamin Tankersley

TANYA COLUCCI /// TRAINING WITH SPIRIT

Seven years ago, back pain sidelined Colucci for no apparent reason—and taught her to see her body's signals as a doorway to spiritual growth. "Through physical therapy, yoga, and meditation, I realized the pain was due to my high stress level. I was driving myself to do what I thought I should be doing, rather than what I was really supposed to be doing," she says. "It was a great personal awakening."

She delved into yoga, spiritual disciplines, meditation, Reiki, and myofascial release. Colucci, 35, now offers clients a multidisciplinary approach to fitness as a holistic intuitive movement healer at Transform in Takoma Park, Md.

even the "Losing to Live" program that's helped members at one Virginia church lose more than 12,000 collective pounds since 2007.

Why bring these two worlds together? Tanya Colucci, MS, LMT, NASM-CPT, CES, PES, a wellness-and-fitness presenter and certified yoga teacher who's immersed herself in spiritual training in the United States and India since 2008, believes, "We are all sacred beings—sometimes we lose track of that. When you remember it, everything deepens." For many clients, that includes motivation.

Understanding the Boost

There are lots of factors that can motivate a client to follow a fitness program. Spirituality can be part of that mix. In fact, for some clients, it can be a particularly strong motivation. A Gallup poll found that compared to nonreligious people, those who describe themselves as "very religious" are 10% more likely to exercise regularly. Here are some possible reasons why.

Fitness as a responsibility. People with strong faith often see taking care of their body as a response to the gift of life. "My body is on loan to me, and it's my responsibility to eat well, practice stress management, and stay active—to affirm the gift," says Scott Meltzer, rabbi of Ohr Shalom Synagogue in San Diego. "If I miss running for a couple of days in a row—if I get a little too relaxed or lazy about it—one thought that gets me back out there is that I have a responsibility to do this. I don't wait for exercise to feel good."

Fitness as preparation for service. If a client's beliefs include a call to serve others, they may view fitness as a way to get equipped. The better health they're in, the better they can give back. "Being physically fit helps us fulfill spiritual call-

ings—building homes for the poor, raising money for charity, or being a good parent," says Dave Scott, NASM-CPT, CES, who is also the pastor of New Hope Christian Fellowship in Chino, Calif.

Faith as a source of strength. Some rely on their faith to bring them through difficult times. And whether you're training an athlete with extreme goals, a client coming back from an injury, or a complete newcomer to exercise, following a fitness program faithfully may be a challenge.

The discipline connection. Getting healthier and more disciplined in one area, like spiritual study, can spark improvements in other areas of life—like taking care of your body. "I see that all the time," Scott says.

What It Means for You

Spirituality may matter to some clients—and there are sensitive ways to broach the subject. (See "Is Your Client Spiritual?" below.) If you discover it *is* a priority in a client's life, you've just made a new connection, and you can harness its energy through some of the following strategies. But even if your clients don't define themselves as particularly spiritual, these powerful elements can offer universal training benefits.

Peace. When clients come to a session, they bring more than their body with them. "Life is tough, and people come in with their 'stuff,'"



TRY THIS

Is Your Client Spiritual?

Worried you'll cross lines of political correctness? There are simple (subtle) ways to discover whether faith is a path that could help unlock the fitness potential of a particular client.

COVER IN A DEEPER CONVERSATION.

Whether it's a question or two included on a client questionnaire or survey, or part of your initial client consultation, ask if spirituality plays a role in your client's life. If the answer is no, you can simply move on to discuss other motivations.

LISTEN CLOSELY. Clients may bring up involvement in a faith community or spiritual practice in small talk—how they spent their weekend, or books or music they enjoy. Be alert to clues.

Scott says. “But I can benefit them more by looking at the whole person when they walk through the door, rather than rushing into the routine.”

Consider how everything from your greeting to your training setting can contribute to a client’s sense of stress relief and peace. You might decide to incorporate some deep-breathing exercises into the mix—or change the program’s pace. Or maybe you’ll decide to take more sessions outside. Many people find a spiritual connection within nature. In any case, according to researchers at the University of Essex, exercising in a natural setting boosts feelings of well-being.

Awareness. Part of the appeal of meditation and prayer is its power to bring you into the moment, no matter where your mind (and worries) want to wander. To help clients feel more connected and “present” in their own bodies, begin sessions with progressive muscle relaxation. Starting with the feet and moving upward, tense each body part as you and your client inhale, and release tension as you exhale.

If you’ve never taken a formal yoga or meditation class (for personal benefit or training), now might be the time, Colucci suggests. “Have a first-hand experience that you can share with clients.”

Greater purpose. Spirituality thrives on the concept that there is a greater purpose to our lives than surviving the morning commute and remembering to pick up the milk and bread. In the fitness world, clients can also benefit from setting deeper goals.

“Exercising just to flex your muscles in the mirror is pretty boring,” Scott says. “I encourage my fitness clients to set bigger goals, whether it’s raising funds through a charity event or getting in shape so you can play with your kids. These goals

SCOTT MELTZER /// DEVOTED TO EXERCISE

A sprinter in high school, Meltzer now leads a synagogue located three blocks from San Diego’s Balboa Park—the starting line for many races and runs. “We’ll open the synagogue before a race—there’s better parking, better bathrooms, coffee and bagels, and other runners,” he says. “It’s a lot of fun. We also get a group together every year for the Thanksgiving Day United Run for the Hungry and other charity runs.”

Devotion is key to his fitness philosophy. “When I go on a long run in the hills, it’s a really amazing experience—you feel at one with the universe, at peace,” Meltzer, 44, says. “But that’s not why I run or why I pray. It’s my sacred obligation that makes both a regular practice—even when it’s just a few minutes of running on the treadmill.”

often help the person—and others too.”

Ritual. Daily devotion is a key part of spirituality for many people. The same principle can apply to fitness, to stay on track. Encourage clients to make some kind of workout or activity as close to a daily thing as possible. “I’ve gained a few pounds recently and haven’t been as active as I’d like,” Meltzer says. “Today I just put a sticky note on the bathroom mirror to remind me. It says, ‘Every day.’ That’s how it should be.”

Many trainers find that providing clients with logs can help make exercise a daily habit. You can also help motivate clients by connecting with them as much as possible through social media (daily Facebook posts or tweets). And use email or texts to check in personally.

Community. Faith often comes alive when there is an element of community. You can spark fitness in a similar way. “We had a 28-day weight-loss challenge within our boot-camp team, and everyone really applauded each person’s efforts, no matter how large or small,” Scott says.

More ways to build greater community within your fitness groups and training center:

- Organize a charity event.
- Create an online community.
- Post a bulletin board where you can share goals reached, lives changed.
- Host special events from time to time—a New Year’s kickoff party, a group trip to a sporting event, whatever will connect your clients in new ways.

Scott sees the connection in the way members support and encourage each other both in his church and in his training groups. “It’s awesome, really powerful,” he says. And it may be just the sort of energy that can take a good training program to the next level for clients.



BOOST YOUR SKILLS

Support to Lift the Weight

Adding an element of faith can work particularly well for weight-loss clients, who may struggle with stress and emotional eating. NASM’s Weight Loss Specialist (WLS) credential will give you expert knowledge and skills so you can support your clients—mind, body, and soul. To learn more, go to nasm.org/wls or call 888-596-8569.



A full-body photograph of Adrian Peterson, a professional football player, standing barefoot against a white background. He is wearing a grey athletic singlet and black shorts. He is holding a red football in his left hand. The text 'STRONGER THAN EVER' is overlaid on the image, with 'STRONGER' in yellow and 'THAN EVER' in purple. A thick yellow horizontal bar is positioned below the text.

STRONGER THAN EVER

Adrian Peterson
proved that coming
back from an injury can
be a new beginning.

Just 254 days after reconstructive knee surgery, Minnesota Vikings running back Adrian Peterson returned to post an NFL season for the ages. Come behind the scenes of his amazing comeback.

BY MICHAEL WOELFLEIN

ON CHRISTMAS EVE, 2011, ADRIAN Peterson tore his ACL and MCL against the Washington Redskins. By the time the game ended, the now three-time NFL First Team All-Pro running back had moved past the “Why me?” stage. In the trainer’s room, Peterson had one big question for head athletic trainer Eric Sugarman, MS, ATC, CES, PES: “How can I come back better and stronger?” Over the next nine months, that’s exactly what Peterson did, aided by Sugarman and the Vikings’ training staff.

On Sept. 9, 2012, Peterson started the season opener, rushing for 84 yards and two touchdowns. It only got better—and more incredible—from there. He ended the season with 2,097 rushing yards, just nine short of breaking the all-time NFL record, led the Vikings to the playoffs, and earned the NFL’s Most Valuable Player and Offensive Player of the Year awards.

“I think he did come back stronger than ever,” Sugarman says. “The injury made him work harder than he ever has in the off-season.

There was no question in his mind that he was going to do it.”

Peterson is a special athlete, even in the NFL. He has genetic gifts, an amazing work ethic, and a desire to prove that the injury would not stop him, Sugarman says.

But he is human. Rehabilitation was taxing and painful. It pushed him to his limits. The outcome was incredible, but not much different than what Sugarman sees every week, across the roster: Bodies that seem broken on Monday morning line up six days later to play. “After 16 years in the NFL, I’m still amazed by that,” Sugarman says.

While Peterson deservedly gets credit for his comeback for the ages, the feat was also made possible by an experienced and dedicated training staff with deep knowledge and respect for the workings of the human body. “The human body is remarkable,” Sugarman says. “When you push it as far as it can go, and you do it the right way, it has a way to heal itself, to recover.” So just what are those keys to recovery?



From Post-Op to Post-Season

Sugarman has helped 30 NFL players rehabilitate from ACL surgery through a six-stage process, with a defined protocol for each step. The first three, which cover the two months after surgery, focus on managing swelling, restoring muscles, and starting to reestablish range of motion and strength. Peterson walked in the HydroWorx pool at three weeks, jogged at six, and sprinted at week eight.

The next three stages start at week 10. “Stages five and six never really end,” Sugarman says. The progression moves

from Wii Fit games that focus on balance in stage four to speed and explosiveness training in phase five, ramping up to get the athlete back to the sport. “We would line Adrian up in the backfield and run three sets of 10 plays,” Sugarman says. “He had the worst quarterback—me.”

Stage six, the return to activity without limitation, began in training camp. Throughout, Peterson dominated the rehab, says Sugarman. “From day one, it was impressive to watch him attack anything we put out for him with a vengeance.”



TRY THIS

Drills You Can Use

Rehabilitating a knee means targeting the entire lower extremity, using and taxing all of the muscle groups in the leg—and beyond. Here are three of Sugarman’s favorite drills from the latter half of Peterson’s program:

HULA-HOOP

Lay down a large hoop, and line the athlete up 10 yards away. Have him sprint to it, run two tight circles around it, then return to the starting point. Making the turn at high speed taxes the knee joint in a safe way.

SOCCER BALL

Position the athlete 5 yards away, and roll a soccer ball to his right, then left. He moves laterally about 7 yards total, catching and flipping the ball back to you for sets of 30 seconds. The focus: lateral movement, plus stopping and starting.

BUNGEE RUNNING

With a bungee-style cord around the athlete’s waist, hold him in place as he runs as hard as he can, then release him into a sprint. This reacclimates his body to accelerating, retraining the muscles to explode.



Peterson's dedication amazed the Vikings training staff—including Sugarman (bottom left) and Les Pico, director of play development.



WHAT THE SCIENCE SAYS

Coming Back Stronger

One study found that 63% of NFL players return to the league after ACL reconstruction, though additional research finds that running backs' and wide receivers' performance tends to fall by about one-third. So how did Peterson do it? Sugarman credits protocol, including these training focuses:

THE KNEE

Peterson's ACL was replaced with a graft from his patellar tendon. Sugarman knew that the tendon is at its weakest in months two and three, then "gets stronger to infinity." Braces and

other protective measures were crucial early on.

LOWER BODY

Many patients show atrophied muscles around the knee, requiring recalibration of the quads, hamstrings, and

calves. Peterson never lost much muscle tone, Sugarman says, "just because he's AP. But there are so many things that attach and cross the knee joint, you need to work the entire limb, right up to the groin."

AND BEYOND

"Every part of his body was a focus," Sugarman says. "We spent entire days on the upper body, both to reduce the stress on the knee and leg and to keep him as strong as possible."



BOOST YOUR SKILLS

Never Stop Learning

Even though Eric Sugarman is on top of his game as athletic trainer (with clients like Peterson), he values continuing education. He's held the Performance Enhancement Specialist (PES) credential for years, but just this past February he earned his Corrective Exercise Specialist (CES) credential. The benefit: advanced assessments and recovery training. "Any time an athlete is injured," Sugarman says, "whether it's a guy that plays for the Vikings or a weekend warrior, you don't want to just focus on what is injured. You figure out why it got injured through an assessment, and see where the athlete might have a deficiency. All of the NASM tools and credentials help you do that. They are great for your athletes and for you as a professional." To learn more, visit nasm.org/ces, or call 888-595-7596.

Total-Body Resiliency

With Peterson, Sugarman focused more on holding the athlete back and avoiding injuries than he did pushing or motivating. That may be unique, but a core piece of the Vikings' philosophy is not: Sugarman works tirelessly to get his players back on the field as quickly as possible, but safety overrides everything.

The key was largely the same as with any corrective exercise regimen: Focusing on the total body. "From the get-go, you have to keep that in mind," Sugarman says. "From that Christmas Eve in 2011 until he finished the 2012 season, it wasn't just about his knee."

The process was filled with upper-body recovery days, total-body lifts, and heavy rope workouts stressing core and upper-body muscles, often designed by strength and conditioning coach Tom Kanavy.

"You have to work on the entire lower extremity, and then up to the core, because it all ties in. Everybody knows that, but you have to keep it top of mind all the way through," stresses Sugarman.

Getting Results

What can everyday athletes learn from Peterson's journey? Comparing oneself to such an athlete can set you up for disappointment, says Sugarman. "But you can be inspired. If you have a goal that you want to accomplish, treat your body right, set realistic expectations, and your body will come through for you."

Sugarman's advice for athletic trainers and sports medicine professionals: Follow your organization's philosophy and protocol. Take in as much knowledge as you can. Never lose your edge or desire to improve. "Every athlete is going to be a little bit different, and you're going to have to tailor it a little bit here or there, but stick to your protocol and be consistent and you're going to get good results," Sugarman says.

MEET OUR EXPERT



ERIC SUGARMAN, MS, ATC, CES, PES. Sugarman will enter his 17th NFL season this fall. When he's not helping players, he enjoys coaching his sons in baseball and basketball.

MASTER YOUR FIELD

Want to take your fitness career to the next level? NASM and Cal U can help clear obstacles to your advanced degree. BY KAREN ASP

MIKE SPIEGEL KNEW WHAT HE HAD TO DO TO GET AHEAD IN THE COMPETITIVE FITNESS INDUSTRY. YET HE FACED A DILEMMA AS HE BEGAN LOOKING TO PURSUE A GRADUATE DEGREE.

“Not only was there the expense to consider, there was also the time issue,” says Spiegel, MS, NASM-OPT, CES, PES, now a fitness manager at Crunch, East 34th Street, in New York City. “I couldn’t stop working to go back to school.”

Then he learned about the Pursuit of Excellence in Health and Fitness Award—presented by NASM and California University of Pennsylvania (Cal U) to four recipients each year. The scholarship, valued at more than \$15,000, provides full tuition to pursue a master’s degree in exercise science and health promotion through Cal U’s online education program. It was just what Spiegel needed for a career boost, so he applied. The award he received in 2010—coupled with his commitment to completing the online program—now allows him to carry an MS in his credentials.

The Master's Move

Industry experts agree that pursuing a master's degree is smart. "Expanding your education offers one of the best opportunities for career advancement and development," says Alan Russell, MS, ATC, NASM-CPT, CES, PES, NASM's director of academic affairs.

There may be an even more compelling reason though. "While consumers may not always recognize certifications, they are familiar with university degrees," Russell says.

Allison Westfahl, a 2008 Pursuit of Excellence recipient, has experienced the benefits, attracting elite athletes as clients and being called by magazines like *Shape* and *Bicycling*. "Having a master's has been priceless for my career," says Westfahl, MS, NASM-CPT, PES, owner of The Athletic Edge Personal Training and Fitness Consulting in Denver and Boulder, Colo.

"Having the MS behind their name further validates a fitness professional as an expert in his or her field," Spiegel agrees. "Plus, being able to say I won the award makes the prestige even greater." His client load is now full, and he's also commanding higher fees. But the best outcome of the

\$300,000+

The amount Pursuit of Excellence recipients have received in tuition grants from NASM and Cal U since the award was created in 2005.



BOOST YOUR SKILLS

Get More—For Less

Getting a master's isn't the only way to expand your career potential. Through NASM, you can obtain numerous specialty credentials—from Performance Enhancement Specialist to Fitness Nutrition Specialist—and participate in live workshops and online courses. And don't worry: Continuing your education doesn't need to feel out of reach financially. Here are ways to save:

1 CERTIFY FOR LIFE. NASM Certify for Life gives NASM-CPTs the opportunity to avoid biannual renewal fees with a one-time payment of \$299. Also included: lifetime discounts on NASM specializations and live workshops, complimentary CEU courses (up to 0.3 per recertification cycle), and exclusive pre-sale offers on new products. To learn about all of the benefits, call 888-780-2134.

2 KEEP READING THIS MAGAZINE. You'll find promo codes for discounts on specialty credentials and other products in the pages of this quarterly publication.

3 BE A FACEBOOK FRIEND. Like the NASM page at [facebook.com/personaltrainers](https://www.facebook.com/personaltrainers) and you'll be among the first to learn about discounts.

master's in Spiegel's opinion? Learning how to interpret the latest research so he can apply it to his clients' programs.

Ready to Take the Next Step?

Pursuit of Excellence applicants must have a bachelor's degree, a cumulative GPA of at least 3.0 (on a 4.0 scale) in all undergraduate and graduate courses, and the intent to pursue a career in health and fitness. The application deadline is in the fall, and recipients begin the program in January. You can choose from four tracks: wellness and fitness, performance enhancement and injury prevention, rehabilitation science, and sport psychology.

Although the program is fast-paced—taking place over a year versus the typical two-year time span, it's designed to accommodate the working professional. "I never had to take more than three classes at a time, and I always felt the workload was respectful of the fact that most of us were working full-time," says Westfahl. "It was a very rewarding 12 months that took me to the next level in my career as a personal trainer." For complete information, check out [nasm.org/pursuitofexcellence](https://www.nasm.org/pursuitofexcellence).

MEET OUR EXPERTS



ALAN RUSSELL, MS, ATC, NASM-CPT, CES, PES. An industry leader and authority on fitness, rehabilitation, and sports conditioning, Russell develops innovative academic curricular solutions providing career opportunities to thousands of graduates annually.



MIKE SPIEGEL, MS, NASM-CPT, CES, PES. One of the most in-demand health-and-fitness professionals in New York City, Spiegel has worked with professional athletes, actors and models, and general and special population clients.



ALLISON WESTFAHL, MS, NASM-CPT, PES. In addition to amateur and youth athletes, Westfahl has coached such world-class athletes as Ryder Hesjedal, Timmy Duggan, Blake Caldwell, Mike Friedman, and Tom Danielson.

WALK ON



Why SUP? It's part play, part workout, part nature walk on water.

WATER

If your clients haven't talked to you about **stand-up paddleboarding** yet, they will soon. Here's how NASM's Optimum Performance Training™ (OPT™) model can help you make their **boarding even better.** BY BRIAN FISKE

IT WAS A ONCE-IN-A-LIFETIME EXPERIENCE.

One morning during a recent visit to Cabo San Lucas, Mexico, Heather Wildman, NASM-CPT, a fitness coach based in Malibu, Calif., was out on a stand-up paddleboard—a surfboard-like platform upon which the user stands and, well, paddles—when she spotted a whale. She spent the rest of the morning watching the giant mammal as it lazily maneuvered through the warm water. And what made the experience especially memorable wasn't the whale itself. It was the unique vantage point that stand-up paddleboarding (SUP) allows.

“We were with people who were in kayaks, and they couldn't see it as well as we could,” Wildman says. “Our perspective made it that much better.”

That unique perspective is only one of the drivers of SUP's surging popularity. Enthusiasts also tout the sensation of standing on the water, the total-body workout you can get by paddling from a standing position, and the ease with which newcomers can pick up the sport. You can paddle in almost any body of water, and, as one participant put it, “if you can stand, you can SUP.”

The numbers bear it out. According to the Outdoor Industry Association, 1.2 million people went paddleboarding in 2011—an 18% increase over 2010; 58% of those participants were trying the sport for the first time. Sales of paddleboards nearly tripled from 2011 to 2012. It's the world's fastest-growing paddle sport—not bad for something that was

unheard of outside of surfing circles a decade ago.

What does this mean for you? For starters, it's more likely that your clients are talking about paddleboarding. And that's good news, as NASM's OPT model can give them a head start on paddleboard-specific fitness—so they'll spend less time adapting and more time looking for whales of their own.

The Key: Stability

How does OPT fit with SUP? Right from Phase 1. Even though modern paddleboards are much more buoyant and stable than the average surfboard, SUPers still move in an unstable environment. The first phase of OPT—Stabilization Endurance, used to correct muscle imbalances and stability issues in newcomers and experienced athletes alike—can set the stage for the improved balance and postural stability that's crucial to SUP.

“With SUP, first and foremost you need to learn to balance your body, and then be able to transfer power based on stabilization,” says Jerry Napp, MA, NASM-CPT, CES, PES, a fitness education consultant with NASM, based

Home Schooling

Live near a body of water? Shops that sell kayaks, canoes, water skis, or surfboards likely also sell (and might rent) SUPs. Local shops also have expertise tailored to your area, including ideal locations nearby and advice if you're just getting started.

in Weeki Wachee, Fla. “You can get a head start on dry land with OPT.” (For suggestions on specific stability exercises that can help with SUP, turn to page 26.)

How does Napp know? He's a convert too. He and his wife first tried SUP about 21 months ago; a month later they moved to Weeki Wachee and soon after started an SUP tour business from their home, Surf SUP Weeki (supweeki.com). “I love the application of the NASM methods to this sport,” he says.

Riding the Wave

With a minimal amount of equipment, you can paddle anything from ocean surf to lakes and rivers.

- Newcomers will want a **board** that's 10 to 12 feet long and up to 30 inches wide (the boards have a textured surface so you won't slip).
- The **paddle** is usually 6 to 10 inches taller than the paddler.
- The only other gear to consider is a **personal flotation device** (such as a life jacket) and clothes that you don't mind getting wet (a swimsuit or, if it's cold, a dry suit or wet suit).

“Just a few tips will get you going,” Wildman says. “You want to make sure you have the paddle pointed correctly (blade forward) and the proper stance (feet shoulder-width apart and knees slightly bent, just behind the halfway point on the board). Then you just do up to 10 strokes per side and alternate. The one trick that I have found works

best with my clients is to tell them to engage their abs—this has an amazing effect on one's balance.”

SUP paddling isn't a matter of using your arms. It's about using your core and turning your torso to pull the paddle blade through the water. “The paddle stroke in SUP is new,” Napp adds. “Even paddle-sports enthusiasts like kayakers and canoeists are standing and paddling for the first time. But for people who are lower-body dominant—runners, cyclists, triathletes—it's a great core exercise without a lot of stress.”

Finding Balance

There are SUP competitions (the Battle of the Paddle race in Dana Point, Calif., had more than 500 entrants last year), but most who participate in SUP aren't in it to win. Or even compete. They simply fall in love with the sport.

“I used to love marathon training, and ran up to 40 miles a week,” Wildman says. “SUP gave me an alternative to pounding the pavement, and it let me do endurance training using my upper body and core instead of my legs. Plus, I love the tranquility of being out on the water—away from traffic, crowds, noise, and everything else. It's a real escape, unlike any other sport I have done.”

Because of that sense of escape, trainers need to be careful not to take fun and relaxation out of the equation. Instead, with your help, your clients will be perfectly positioned to enjoy a relaxing activity even more. “SUP is a perfect activity for clients looking for a new challenge,” Wildman says.

MEET OUR EXPERTS



JERRY NAPP, MA, NASM-CPT, CES, PES. Napp has more than 25 years of fitness industry experience; he and his wife recently launched Surf SUP Weeki in Weeki Wachee, Fla.



HEATHER WILDMAN, NASM-CPT. Wildman was the first woman and second SUPer ever to cross Lake Michigan—a 12-hour, 40-mile paddle from Michigan City, Ind., to Chicago.



BOOST YOUR SKILLS

A Balanced Approach

NASM's Balance Training is an ideal dry-land option for trainers looking to build the skills they need to help clients improve stability on a stand-up paddleboard. This continuing-education course features instruction on how to assess balance and build programs both for elite athletes and everyday clients, as well as videos of more than 100 balance-training exercises. And it's all available online. Check it out under the Individual Courses section of shop.nasm.org.



TRY THIS

Adventures in SUP

Stand-up paddleboarding is bringing more fitness options to the water. Here are some fun ways to try it out.

SUP YOGA

Participants say the water is soothing but challenging.

PADDLE BATTLES

Battle of the Paddle is “the Super Bowl of SUP.” First held in 2008 in Dana Point, Calif., events now happen in Hawaii and Brazil as well. It’s not just for racers—the event expo includes demo boards to try out too.

SUP VACATIONS

Warm-water locations often have family-focused SUP outfitters. It’s a great family activity—small children can even sit on the board in front of you.

SUP BOOT CAMP

Like a vacation but with a lot more sweat, SUP boot camps focus on fitness while paddling in exotic locations.



Take the principles of OPT stabilization to new places—on land or water.

STAND UP AND

If you have clients who are interested in stand-up paddleboarding (or just want better balance and strength), this is the workout to try.

WHILE IT'S TRUE THAT DRY-LAND TRAINING CAN ONLY GET YOU so far when it comes to stand-up paddleboarding (SUP), the OPT model's focus on Stabilization Endurance and Strength Endurance in Phase 1 and Phase 2 can give newcomers and experienced paddlers alike a leg up.

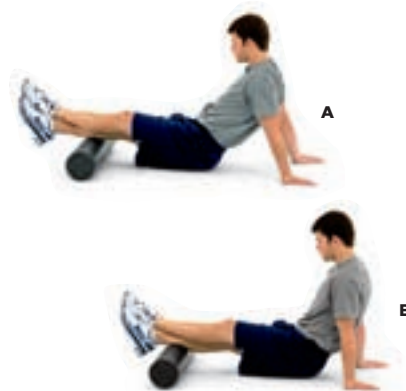
"The ever-changing challenge of SUP frequently results in fatigue as the leg muscles are firing and the body is constantly working to maintain balance," says Jerry Napp, MA, NASM-CPT, CES, PES, a stand-up paddleboarder and fitness education consultant with NASM, based in Weeki Wachee, Fla. In his view, dry-land training to improve dynamic balance and stabilization will ultimately improve performance in SUP. Plus, Napp points out, research has shown that improvement in strength improves balance—and the OPT model is a win here as well.

Adding Instability

The workout here features exercises with increased instability through the use of BOSU trainers, core boards, and stability balls. That said, keep it safe, and be sure that clients use proper form. "Falling out of balance in a gym environment can be more dangerous than falling off a paddleboard into the water," Napp says.

Building Balance

For clients interested in SUP, add the following routine two or three times per week to help improve stability on the board. Work in order through each step, to progress from flexibility and movement preparation (moves 1 through 4, which can also be performed before SUP outings) to stabilization strength exercises (moves 5 through 11). Aim for one set of moves 1 through 4 (as indicated) and two sets of moves 5 through 11 (8 to 12 reps each), with a focus on form, balance, and proper breathing.



1 Foam-Roll Calf Stretch

HOW TO DO IT

A Place a foam roll under the mid-calf. Cross left leg over right.

B Slowly roll calf area to find the most tender spot. Hold pressure on tender spot until discomfort is reduced, at least 30 seconds. Switch legs and repeat.



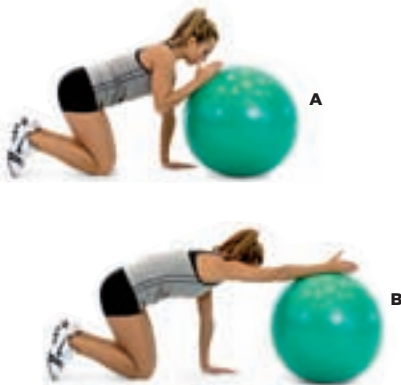
4 Prisoner Squat

HOW TO DO IT

A Stand straight, feet shoulder-width apart. Draw navel toward spine. Place hands behind head, pulling shoulders and elbows back.

B Slowly lower to a squat position (toes straight ahead, knees in line with toes). Extend hips, knees, and ankles back to standing. Repeat 10 times.

SUCCEED



2 Lat Ball Stretch

HOW TO DO IT

A Kneeling, place one arm on the ball, with thumb pointing up.

B Draw navel toward spine and slightly round the back. Slowly reach the arm straight out by rolling the ball forward. Hold for 30 seconds, then switch sides.

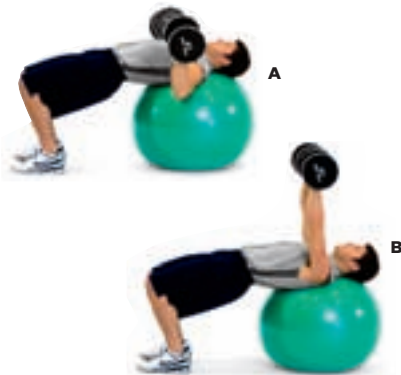


3 Kneeling Hip Flexor Stretch

HOW TO DO IT

A Kneel on one leg, with the other leg bent at 90 degrees in front.

B Contract the glutes and shift forward. Raise the arm that is on the same side as the knee touching the ground, and rotate the hip toward the opposite side until a mild stretch is felt in the front of the pelvis. Hold for 30 seconds, then switch sides.



5 Stability Ball Chest Press

HOW TO DO IT

A Holding a pair of dumbbells, lie back on the ball, keeping a bridge position with feet flat on the floor, shoulder-width apart.

B Press the dumbbells straight up by contracting chest and extending elbows. Hold, then slowly return to starting position. Repeat.

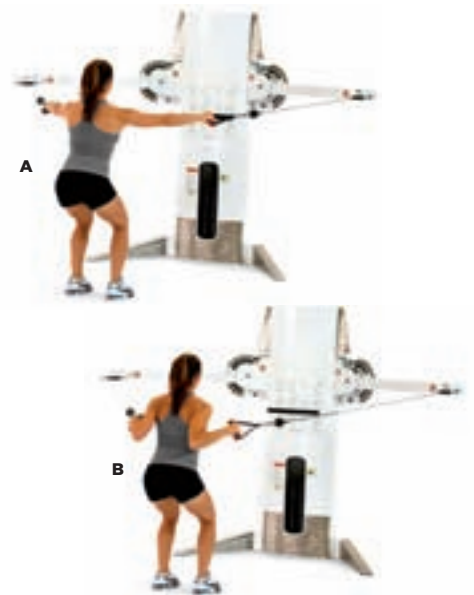


6 BOSU Shoulder Press

HOW TO DO IT

A Holding a set of dumbbells, stand on the flat side of a BOSU trainer, feet shoulder-width apart. Raise the dumbbells to shoulder height, elbows pointing out.

B Press arms directly overhead. Slowly lower to the starting position. Repeat.



7 Standing Cable Row

HOW TO DO IT

A Stand facing a cable machine, feet shoulder-width apart, toes pointing ahead. Hold the cables with arms extended at chest level.

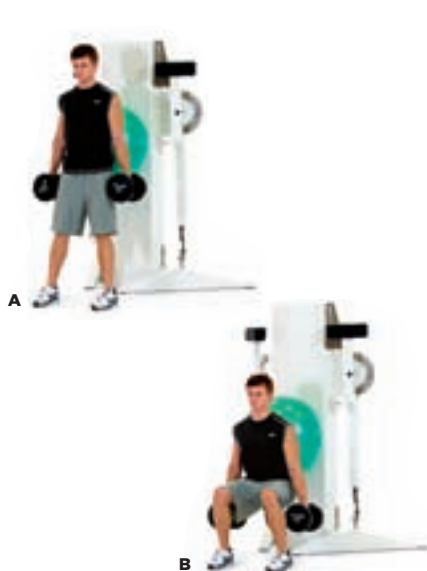
B Slightly flex the knees, then row the cable by flexing the elbows and pulling the shoulder blades together. Slowly return to starting position. Repeat.

Bonus Moves

Balance is key to SUP—but so is being able to quickly move to a standing position.

Heather Wildman, NASM-CPT, suggests Mountain Climbers and Surfer Pop-Ups to help SUPers get up fast and keep moving forward.

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magazine.com).**



8 Ball Wall Squat

HOW TO DO IT

A With a dumbbell in each hand, stand with feet shoulder-width apart and back on a stability ball placed against a wall.

B Slowly squat, bending knees in line with toes and flexing hips. Allow the pelvis to sit back under the ball while maintaining a neutral spine. Contract glutes to rise, placing pressure on heels as knees extend. Repeat. Progress to incorporate an unstable surface such as a core board.



9 Single-Leg Pulldown

HOW TO DO IT

A Stand on one leg, knee slightly bent, facing a cable machine. Grab the cables with arms extended overhead and palms facing down.

B Pull the cables down, moving the elbows to the sides, squeezing the shoulder blades together. Hold, then slowly return to the starting position. Repeat, switching legs between sets.



10 Cable Squat

HOW TO DO IT

A Face a cable machine, with feet shoulder-width apart, toes pointed straight ahead. Hold cables at the sides of the body.

B Slowly squat, bending knees and keeping chest up and feet straight. Contract glutes and press through the heels while returning to the starting position. Repeat. Progress to perform while standing on a core board or the flat side of a BOSU trainer.

11 Single-Leg Squat to Row

HOW TO DO IT

A Face a cable machine with a grip in each hand, arms extended toward the floor, palms inward. Raise one leg off the floor.

B Keep arms extended with back straight and squat until thighs are at least parallel to the floor, keeping knees from going in front of toes.

C Stand with leg off the floor, pulling the handles to the bottom of the rib cage, with elbows in and shoulder blades squeezing together. Keep the leg raised while extending arms. Repeat, switching legs between sets.



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Q

GETTING REAL

What if I suspect a client isn't being truthful about nutrition habits?



A If a client isn't being truthful in reporting food choices, it means she's not ready to be truthful. Our role is to help guide clients toward readiness—not to “catch them” being untruthful, either to us or themselves. A great way to guide them is through motivational interviewing—using nonjudgmental, nonconfrontational, and non-adversarial questions and prompts. The keys:

1. Ask open-ended questions.
2. Provide affirmations.
3. Be a good listener.
4. Periodically provide summary statements.

For instance, instead of saying, “Where are the missing three days from your food journal?” you might say, “It sounds like it's really hard to write down your food choices every day of the week. What do you struggle with most?” Or instead of highlighting how the food record doesn't match their lack of weight loss, you might say, “It must seem frustrating to eat this way and not see the results you're after. How do you feel?” For training on motivational interviewing, take a workshop—the techniques will help take your client relationships to new levels of partnership.



EXPERT: DOMINIQUE ADAIR, MS, RD, based in New York, came to nutrition via fitness. After fielding constant nutrition questions as a fitness professional, she got a graduate degree and RD license so she could put it all together for clients.

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

High-intensity workouts like Tabata aren't the answer for every client.

Q **TURBO-CHARGED TRENDS** What do I need to know about circuit training variations—such as Tabata?

A These extreme workouts promise to build more muscle, burn more fat, and turn up your metabolism quickly. But they don't necessarily create better overall fitness and may not help a client reach a personal goal.

Tabata, developed for the Japanese Olympic speed-skating team, involves high-intensity cardio intervals. You run, bike, or jump rope, for example, as hard as you can for 20 seconds, rest for 10 seconds, then repeat seven or eight times.

In **timed sets**, you perform an exercise as fast as you can for a set length of time (two minutes, for example), take a timed rest, then repeat, trying to increase the number of reps.

In **metabolic density training**, you perform several exercises, alternating sets while working continuously for 10 to 15 minutes before resting.

Complexes involve doing several exercises or an entire workout with one piece of equipment (say, a 15-pound barbell) for a set period of time (such as 30 seconds), then resting and repeating.

These high-intensity workouts can relieve boredom, but they may sacrifice quality of movement. I recommend working within the Optimum Performance Training™ (OPT™) model.



EXPERT: BRENT BROOKBUSH, NASM-CPT, CES, PES, president of B2C Fitness in New York City and author of *Fitness or Fiction: The Truth About Diet and Exercise*, sticks with the OPT template when circuit training.



OPT is a balanced, evidence-based system focused on your client's individual needs that hits all major goals of exercise.

Q **NEW BUSINESS** How can I reach out to the medical community for patient referrals?

A Put yourself in the physician's shoes. If you're seeking referrals, your standards of care and service need to be high. For example, when a client first comes in, we'll go through a two-hour health history review and assessment. Then, with the client's permission, we send a letter to his doctor explaining the training program. This communication puts doctors at ease and puts us on their radar. They see that we're going beyond a typical gym, which makes them more likely to provide later referrals. We also encourage clients to share our

business cards and brochures with their health-care providers. We follow up with a call to the doctor, but we often get referrals without ever speaking to the doctors.

When it comes to your business plan, it helps to be known for a specific expertise. Run your niche deep, not wide.



EXPERT: ANTHONY CAREY, MA, CSCS, AHFS, CEO of Function First in San Diego and author of *The Pain-Free Program: A Proven Method to Relieve Back, Neck, Shoulder, and Joint Pain*, says that 20% of his clients come from referrals.

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*Only the first 300 people who enroll will receive the 10% Registration Discount Code, 1-Year Subscription to Men's Health, 1-Year subscription to The Training Edge, \$50 off your first TRX Education Course and Free Entry to the 2013 URBANATHLON of your choice. Void where prohibited. Offer begins May 20, 2013 and ends October 1, 2013. To participate in Offer and receive the Special Offer Item you must: (i) visit the website and complete the registration form and submit a registration form that is among the first 300 forms, (ii) be a fitness trainer 18 or older and a legal resident of the 50 US or DC (excluding Puerto Rico); and (iii) comply with the Terms & Conditions, at Menshealthurbanathlon.com/trainingresources. Special Bonus Item available only to Eligible participants who have 5 clients purchase a registration to a 2013 URBANATHLON and list the Eligible Participant's name on the registration form by October 1, 2013. Rodale Inc., 400 S. 10th Street, Emmaus, PA 18098-0099.



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BENEFICIARY



Your Best Backup

Set up coverage before you even need it.

Trainers need vacations too. And we all fall under the weather sometimes. To provide trustworthy coverage, arrange for backup before you even need it, recommends Rick Richey, MS, LMT, NASM-CPT, owner of R2 Fitness in New York City. “Always be focused on providing a continuum for your clients, even when you aren’t available.” Here’s how:

► Prep clients

During initial meetings, explain your backup system and provide background about your fill-ins—even introduce them in person.

► Have options

Richey has two trainers—one male and one female—who regularly back him up.



► Match backgrounds

An NASM trainer will “get it” when you share what OPT™ phase a client is in.

► Look for complements

It can also be beneficial to have a backup with expertise in a specific area—such as kettlebells—that you don’t share, to provide complementary training to a client’s normal workout.

► Reciprocate

Set up the arrangement so that your backups can call you for help as well.

This endurance race gives you unique access to landmarks—and clients.



Obstacles You’ll Love

The *Men’s Health* URBANATHLON offers surprising career rewards.

Scramble over taxis and city buses. Race to the upper deck of an iconic stadium. Run down some of the world’s most recognizable streets. After more than 9 miles of urban obstacles, claim your bragging rights and celebrate with thousands of newfound fitness friends at the post-race festival.

It’s not difficult to see why more than 8,500 Urbanathletes participated in the *Men’s Health* URBANATHLON last year. But what you may not realize is the power the three-city event (Chicago, New York, and San Francisco) can hold for you as a trainer. That’s why NASM is excited to be a 2013 event sponsor.

A sample of the rewards for you:

► **CLIENT ENGAGEMENT.** Clients looking for a new challenge? Share the event, and help them reach new goals through your training.

► **FREE ENTRY AND GIFTS.** Refer five clients to receive free entry, a discount code to share, a *Men’s Health* subscription, and more.

► **TRAINING PROMOTION.** Check out all kinds of opportunities to interact with participants—potential new clients.

Visit mhub.com/trainingresources to learn more.



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7/14 New York City, NY

7/14 San Diego, CA
7/21 San Francisco, CA
7/21 Miami, FL
7/21 Houston, TX
7/28 Boston, MA
7/28 Los Angeles, CA
7/28 Denver, CO

Corrective Exercise

7/20 Chicago, IL
7/20 Palm Beach, FL
7/21 Manassas, VA
7/28 San Francisco, CA
8/4 Miami, FL

Sports Performance

6/30 Denver, CO
8/4 San Francisco, CA
9/15 Dallas, TX

Think Outside the Gym

Here's how to take your training in new directions.

"The gym isn't the only place for trainers," says Tim Rochford, NASM-CPT, head trainer at Empower Martial Arts & Fitness in Yorkville, Ill. "Get creative to expand your client base."



1

MARTIAL ARTS STUDIOS

It's a natural partnership—better fitness leads to better martial arts performance. But don't think only about training students. Parents could jump into training while their kids are in class.



2

SCHOOLS

Some schools allow trainers to teach gym class for a day. "If you put on a good show and the kids like you, they'll tell their parents," Rochford says. Bring handouts they can pass along.



3

COMPANIES

Do your research about a company before approaching the human resources department. Prime candidates are companies with wellness programs and on-site fitness centers.

Going Mobile

When you step outside the gym, you can't exactly take the equipment with you. Or can you? Rochford developed the P2 Force resistance-training equipment, which is easily portable and requires minimal space. He also recommends elastic tubing and resistance bands instead of lugging around free weights. Stationary bikes that are easy to roll are an option for cardio.

Join Mind and Body

Training can have holistic benefits.

As a therapist, Betsy Cantor, MFT, integrated verbal interventions with physical approaches that incorporate mind-body techniques. This method utilized her training as a clinical/dance movement therapist. Since completing her NASM-CPT certification, she has been able to take her practice to a more comprehensive level.

"The NASM certification helped me understand the anatomical processes behind physical movements and connect better with clients," says Cantor, who is based in the Los Angeles area. "The program helped me integrate the stages of stabilization, strength, and power."

To integrate clients' physical and mental training, Cantor suggests:

Listen carefully.

Consider what's going on in a client's world (including past experiences) when designing training programs. Take into account natural movement preferences.

Link movement to emotion. Think of body movement as a metaphor. Every move can represent something—so creating balance in the body can stimulate balance in life.

Explore with clients. See how training is impacting their overall lives. "I've seen depression and other complaints alleviated through training that connects mind and body," Cantor says.

Are You Reaching Teachers?

Try these ideas for connecting with key community influencers.

Teachers are like the hub of a bicycle wheel. Communities often revolve around these professionals. By connecting with them, you can gain exposure and referrals.

▶ CREATE AN EVENT.

Evan Raoof, NASM-CPT, CES, hosted a Teacher Appreciation Summer Shape Up. "I provided teachers an inexpensive way to sample my training," says Raoof, of the Fitt Factory in Canton,

Mich. The program: twice-a-week personal training for four weeks, including goal setting, assessments, and nutrition guidance—all for \$69. Participants also received discounts for continuing their training.

▶ SPREAD THE WORD.

Raoof emailed clients, encouraging them to tell teachers about the program. Next time, he plans to also work

through physical education teachers.

▶ KNOW SCHEDULES.

Snow makeup days were added to the school year in Raoof's area and overlapped with some sessions,

affecting turnout. Also consider a winter or spring break.

▶ PREP REFERRALS.

Share business cards so participants can easily pass information along to colleagues.



TREND LINE

Get the Exercise Glow

Women who engage in vigorous activity regularly have 25% to 30% less risk of developing psoriasis—a skin condition characterized by silvery scales and itchy, red patches. Researchers suspect exercise helps by reducing inflammation—a known psoriasis trigger.

SOURCE: JAMA DERMATOLOGY



150
COOL
CALORIES
OR LESS

6 oz. nonfat
Greek yogurt
with 1/2 cup
fresh fruit

1 Skinny Cow
Caramel Truffle
ice cream bar



1 no-sugar-added
frozen fruit bar

1/2 cup berries
with 2 tbsp.
low-fat whipped
topping

1 low-fat
Fudgsicle



Percentage decrease in cyclists' feelings of fatigue when they viewed a color video of foliage instead of black and white. Boost clients' mental energy by moving workouts outside when you can or by bringing more elements of color into the gym setting.

SOURCE: ENVIRONMENTAL SCIENCE & TECHNOLOGY



17

The percentage by which soccer players were able to jump higher after an eight-week core-training program. The theory:

Strengthening the abs can decrease stiffness in the legs and pelvis. Never underestimate the power of the core.

SOURCE: JOURNAL OF STRENGTH & CONDITIONING RESEARCH

Supplement Sense

The top reasons people take supplements:

1. **To Feel Better (41%)**
2. **To Improve Energy Levels (40.8%)**
3. **To Boost Immune System (35.9%)**

Good fitness and nutrition habits can help in all of these areas. Partner your NASM-CPT knowledge with the Fitness Nutrition Specialist (FNS) credential. Learn more at nasm.org/fns.

SOURCE: HARVARD OPINION RESEARCH PROGRAM



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