

PREMIERE SESSIONS Over 50% All-New Premiere Sessions at IDEA Personal Trainer Institute™.

100 Flexibility Highways “In Motion” WS

PREMIERE

CHUCK WOLF, MS

Most trainers, at one point or another, have worked with clients who have experienced a loss of range of motion and stability. What do you do with these clients? And, will a simple stretching regimen solve the problem? Find the answers to these questions and more in this extended session. We will begin by examining the six integrated chain relationships and their involvement with adjacent muscle groups to attain optimal function and performance. Then we will focus on movement-pattern progressions that are known to enhance range of motion while maintaining strength within each of the six “flexibility highways,” ultimately improving quality of movement and performance.

103 The Progression Pyramid WS

PREMIERE

PETER TWIST, MSc

Motivated to constantly challenge their clients, the best trainers look for well-designed strategies they can use to achieve specific performance outcomes. If you are looking for new ways to overload and stimulate improvement (beyond the usual load and heart rate formulae), this session will provide you with a system of multiple variables that can be manipulated to stimulate improvement. These tools and concepts are sure to help your clients achieve the highest level of tangible performance in order to excel in sport and live a vibrant life.

104 Functional Training in 3D—

Matrix Logic L

PREMIERE

DOUG GRAY WITH GARY GRAY, PT

A matrix is a logical, three-dimensional exercise technique that allows the body to function in the manner in which it was designed to move. Each matrix is created based on the principles and strategies of applied functional science. This session will not only introduce and teach the principles and strategies of applied functional science, but it will empower trainers to create and utilize matrices (proper training techniques) for ALL clients and ALL purposes.

105 Kids Fitness—Expanding Their

Movement Vocabulary for Life L

PREMIERE

PATRICK MCCLOSKEY

Just as a vocabulary of words is developed through many experiences and methods, a child’s movement vocabulary should also be developed using a multidimensional approach. In this session, you’ll be exposed to the insights and applications of applied functional science and its incredible impact on kids’ exercise programs. Whether you are enhancing the PE experience at your local elementary school, coaching varsity players to greater athletic capacity or creating a fitness training business that caters to kids, the principles, strategies and techniques taught in this session will empower kids to play their way through exercise to live healthier, happier lives.

112 Corrective Exercise—An Introduction

WS PREMIERE

JUSTIN PRICE, MA

Most of a client’s pains and/or dysfunction can be alleviated through a program of corrective exercise. This session explains the theory behind corrective exercise and provides hands-on experience in designing individual corrective exercise programs for some of the most common musculoskeletal imbalances. This session will also provide trainers with tips on how to integrate corrective exercise strategies into their clients’ existing fitness programs.

113 Hot Off the Press! Nutrition News L

PREMIERE

PAMELA M. NISEVICH, MS, RD, LD

What are the year’s hottest diet trends? Do they work? Are they appropriate for your clients? We’ll take a look at what’s in the news and talk about some topics that have popped up on our radar. For instance, we’ll tackle eating green. You’ve heard this term before, but what exactly is a green diet? Discover what makes a diet green, the benefits of eating green and how to incorporate a greener diet into your busy life. This topic and more, so stay tuned as we talk about eating lean, green and healthy.

114 Small Group—Big Results WS

PREMIERE

PETER TWIST, MSc

We all know that small-group training is on the rise and that it makes good economic sense to offer these programs. Your clients don’t need one-on-one training to develop strength, speed, agility, power, explosive core rotation, balance and coordination. Get specific examples of skills, drills, exercises and techniques, along with a progressive methodology so you can develop your own sport-inspired small-group workouts. Experience firsthand how competition + play = hard work + fun.

120 Functional Training in 3D—

Matrix Applications WS

PREMIERE

DOUG GRAY WITH GARY GRAY, PT

With an understanding of applied functional science and the powerful strategy of tweakology (altering exercises for specific purposes) comes numerous techniques to allow our clients to function more optimally and authentically. A matrix is a logical, three-dimensional way to train that provides variety and continuity to any program. This session explores many matrices, which can be utilized in any environment for the betterment of our clients’ health and well-being.

121 Vital Anatomy—Functional Applications

WS PREMIERE

MICHEL DALCOURT

Why do we have a talus? Why is our pelvis an interdependent ring? How do the muscles of our legs move our upper body? Anatomy is subservient to function, and when we understand functioning anatomy, we maximize the efficiency of our body. The secret is to obey the laws of function. In this interactive session, we’ll discuss exercise and movement applications that are consistent with the body’s design; a six-step process for choosing the right exercise for the right client; and the “new science” of anatomy and how it is changing the way we train. Join us as we take a glimpse into the future of training.

122 Corrective Exercise—

The Missing Link WS

PREMIERE

MARY BRATCHER, MA WITH JUSTIN PRICE, MA

Corrective exercise program design requires the use of these essential tools: knowledge of basic anatomy, structural assessment skills, and an extensive corrective exercise library. It also requires the ability to consider the individual needs and learning styles of each client. This groundbreaking session will teach you step by step how to incorporate coaching strategies into your corrective exercise programs that are bound to motivate, educate and rejuvenate clients and get them back on track with their fitness goals.

124 Top 10 Ways to Grow Your Business

in 2010! L

PREMIERE

TODD DURKIN, MA

Are you looking for specific strategies to grow and improve your business in spite of these economically-challenging times? Creative out-of-the-box programs and ways to deliver what your clients need now will be presented. Todd will share his top business techniques that have allowed his training business to grow close to 10% in the last year. Additionally, Todd will facilitate a strategic-planning exercise for you to identify and prioritize the critical action steps that must be taken to maximize your business results. Attend this workshop if you want your life and business to change for the better!

126 Reactive Balance for Senior Clients WS

PREMIERE

ANNETTE LANG, MS

Losing your balance is okay; the concern is when you don’t recover it! Your client’s ability to react to where they are in space, and to right their position in order to prevent falling, is crucial. In this session, we will expand on traditional balance exercises where you stay still, and work on more functional options. You will experience reactive drills where you can recover your stride and posture. These drills can be incorporated into your training sessions at the appropriate level for your senior clients.

200 BOSU® Athletic Balance

Progressions WS

PREMIERE

DOUGLAS BROOKS, MS

Using the BOSU Balance Trainer, the BOSU Ballast® Ball and other cutting-edge sport-conditioning equipment, you will explore the theoretical and the mechanical foundations of dynamic integrated balance under changing conditions of instability and varied movement requirements. Innovative drills, technique cues and coaching commands are designed to help anyone move better by improving proprioception, stability, balance and muscular coordination.



201 Core Training: Going Global WS

PREMIERE

RODNEY CORN, MA WITH MICHEL DALCOURT

For the last decade, the health and fitness industry has been enamored with the core. Countless presentations, articles, research studies and opinions have all centered on this topic. In this workshop, we will play with and practice many exercises for core development as well as explore the recent evolution of the core, looking at how it has traditionally been viewed and then discussing a more current integrated view. You won’t want to miss this journey through functional anatomy and biomechanics, and the chance to take home many new exercises.

Register Now! CLICK HERE

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203 H2O Impact Training WS PREMIERE

JAY DAWES, MS

In this interactive session, personal trainers will learn the benefits of training with water-filled training devices for developing strength, power, stability, agility and core strength. Participants will discover the strategies for incorporating this exciting new form of resistance training into a comprehensive training program.

204 Meal Planning for Nutrition Neophytes!

L PREMIERE

PAMELA M. NISEVICH, MS, RD, LD

This interactive session will take an insider's look at how to design healthy meals for self and family. Come prepared to learn about how much energy you really need and how to design a pattern of eating that provides plenty of energy and nutrients without weighing you down—mentally or physically. Topics will include calculating nutrient needs, how to stock your kitchen to meet your family's needs, cooking methods to promote better health, and more. By the end of this session, participants will not only know how much and how often to eat, but will head home with plenty of meal ideas that will satisfy taste buds while keeping waistlines in check.

210 Dynamic Warm-Ups— New Concepts and Techniques WS PREMIERE

NICK TUMMINELLO

Discover a proven and easy-to-follow warm-up system that ensures optimal performance each time you train or compete. This workshop will challenge many current warm-up trends and show you a smarter, more purposeful approach to dynamic warm-up. Participants will learn how to use central nervous system (CNS) activation, muscle activation and dynamic mobility progressions to design seamlessly-integrated sequences that are guaranteed to help you get more benefit out of your warm-up than most professionals get in their entire session.

211 Metabolic Conditioning Games—Playing Your Way Into Shape! WS PREMIERE



JAY DAWES, MS

Training is often considered an arduous task to be endured rather than enjoyed. In this session, attendees will see how to disguise work as play and keep clients motivated to train and achieve optimal fitness levels at the same time.

213 TRX® Power Stretch WO PREMIERE

JONATHAN ROSS

This experiential session uses the TRX to provide a library of active, passive and dynamic stretches and then puts these techniques together in a flowing sequence. Bring your participants to new levels of flexibility with this cutting-edge approach to flexibility and a sequence of full-body chain stretches.

214 AMPED! Circuit Play

WO PREMIERE

DOUGLAS BROOKS, MS

Circuit training just got caffeinated! Get the workout of a lifetime and experience brand-new exercises, sequences and drills designed to amplify the energy AND the results. This session delivers hard-core training and hard-core fun! Here is your opportunity to experience unique training techniques and equipment that will give you more ideas than you can carry home. Get AMPED!



215 The Best Balance Exercises Are Moving

WS PREMIERE

ANNETTE LANG, MS

Traditional balance exercises are done standing still. While these might be valuable, it makes sense to examine more functional choices for balance progressions. This session will look at the research in this area and present progressions that demand a dynamic response to changes in center of gravity in order to right oneself in space. Participants will experience exercise progressions that they can use immediately.

216 Heavy Breathing—The Science and Practice of Respiration During Resistance Training L PREMIERE



DAN HELLMAN, MPT

Breathing is the highest priority on the totem pole of life, yet the science and practical application of breathing has skipped past the weight room on its way to the mind-body studio! This lecture brings the research of respiration back to strength training and shows how commonly employed breathing techniques actually work to hinder the biomechanics and physiology of the body. You will learn how to assess breathing patterns and how properly-timed breathing can facilitate optimal movement and enhance performance during resistance training.

217 Self-Myofascial Release— Just What You Knead WS PREMIERE

SUE FALSONE, MS, PT

In this focused 1-hour session, we will review the top myofascial problems you and your athletes deal with. Then you will get specific solutions (both short-term and long-term) on how to fix the knots your clients complain about. Walk away with tangible techniques to use with your athletes on Monday morning.

220 Trainer's Toolbox: Exercise Complexity

WS PREMIERE

PETER TWIST, MSc

Experience a continuum of complex movement that integrates dynamic movement and balance with strength. A workout that combines these conditioning ingredients (and others) improves the connectivity between the mind and muscle and has direct transferability to the playing field. This intense workshop provides the comprehensive methodology to categorize and systematize exercise selection to make your client's program challenging and exciting. Trainers will experience exercise complexity variables firsthand in this cutting-edge workshop.

222 Fix the Part—Mend the Whole L/WS

PREMIERE

JUSTIN PRICE, MA

Pain-free and efficient movement in all three planes of motion requires the body to work as an integrated series of parts. If one part is dysfunctional, then the body has to compensate elsewhere to perform the desired movement. These compensations can lead to chronic pain. This session will teach you how to identify the specific part of a client's body that is the root cause of their pain. You will also learn strategies that correct the dysfunctional part to influence the whole, thereby helping your clients achieve pain-free fluid movement.

227 TRX® Functional Fusion WS PREMIERE

FRASER QUELCH

This exciting session integrates the TRX Suspension Trainer® with other fitness equipment to give a heart-pounding workout. Learn how to enhance the TRX and create diverse circuits by combining multiple tools with smart and effective programming to achieve the highest levels of motivation and success for your clients.

230 One-on-One Partner Training WS PREMIERE



DOUGLAS BROOKS, MS

This interactive, fun and creative session is based on five key training principles that relate to clients of all ages and abilities—competition, challenge, play, results and fun. Take away new and innovative balance, strength and integrated movement exercises designed to test a participant's ability to read and react. This five-phase workout progression targets primary and secondary fitness characteristics that include balance and equilibrium, SAQ and reactive movement, lift prep, linked system lifts, and core stabilization and rotary power. Get in on partner training...your clients will love it!

232 Effective Workouts for the In-Home Client WS PREMIERE

ANNETTE LANG, MS

Being a private personal trainer who goes to clients' homes brings specific and unique challenges that are very different to that of a club trainer. We will examine some of the components in-home trainers need to consider such as: how to design effective workouts using little to no equipment, using manual resistance techniques, and working with varying tempo, ranges of motion and triplanar motion. We will also discuss the business aspect of running a successful in-home training practice.

233 Ladder Training Revolution

WS PREMIERE

JAY DAWES, MS



Speed/agility ladders have been used extensively by athletes to improve agility, balance and coordination. Ladders are also excellent tools for improving a variety of both health- and skill-related components of fitness when used with the general population. In this course, you will learn the basics of ladder training and several new and innovative techniques that will challenge even your most fit clients.

235 Universal Secrets to Client Retention L PREMIERE

MARY BRATCHER, MA WITH JUSTIN PRICE, MA

Everyone knows that it is far more difficult to attract a new client than to keep a current one. Yet, client retention problems are consistently one of the greatest challenges for fitness professionals and fitness business owners. This revealing session will help you discover what kinds of things you may be doing that inadvertently contribute to client retention issues and learn what you can do to deliver the three essential things that every client wants.

Register Now! CLICK HERE

236 The “Big Bang” Exercise

WS PREMIERE



DAN HELLMAN, MPT

Take your knowledge of functional exercise into the stratosphere with Big Bang exercises. Using multiple planes of movement and addressing several biomotor abilities at once, a Big Bang exercise condenses the benefits of many different exercises into one, saving time and making efficient use of space and equipment. Learn techniques to ascend (make harder) and descend (make easier) a Big Bang exercise to customize the experience for each individual client's needs.

237 Advanced Concepts in Body-Weight Training

WS PREMIERE

BILL SONNEMAKER, MS

There is a common misperception in the fitness world that clients must have access to free weights, dumbbells and machines in order to experience significant strength-training results. Personal trainers recognize that body-weight training can be a powerful tool in any training arsenal. Suspension training is simply one more tool to add to that arsenal. This session will focus on creating an assortment of training programs that not only enhance overall strength, but have a profound effect on flexibility, balance, reaction and SAQ (speed, agility, quickness).

300 Drills, Skills and Progressions for Throwing and Striking Sports

WS PREMIERE



DOUGLAS BROOKS, MS

Peak shoulder performance and injury prevention starts with a varied and research-based training paradigm. It is especially important for an athlete or fitness enthusiast who throws overhead or uses a striking motion. This workshop focuses on implementing a preventive, sport-specific, upper-extremity plyometric and conditioning program that will be appropriate for any of your clients or athletes.

301 The Metabolic Playground

WS PREMIERE

RODNEY CORN, MA

Why is it that kids get to have all the fun? Why can't adults play on a playground while getting a good metabolic response? If you are tired of the same old exercises and routines, join us as we turn common tools and programs into a metabolic playground that can be used in multiple environments with multiple populations. Don't be afraid to use nontraditional forms of exercise to generate a fun and results-oriented workout. We will mix reactive and agility-style drills, jumping, hopping and smiles into a simple and fun workout. Progressions and implementation will also be discussed. Come on, let's play!

302 Smokin' Small-Group Training

WS PREMIERE

JAY DAWES, MS

In this interactive workshop, attendees will be exposed to a variety of strategies to successfully design and implement fun and innovative small-group training sessions with limited space, time and equipment. A variety of nontraditional training techniques, drills and exercises will be utilized to challenge your limits within your own fitness level.

305 Continuum Training: A Model for Peak Results

L PREMIERE

FRASER QUELCH

Balancing the programming differences between what clients need and what they want is one of the most challenging elements of personal training. Learn how to systematically assess where a client is, what they need and what programming will bring them to their peak fitness while addressing their movement compensations. This easy-to-execute training model guides what measure of corrective- versus performance-based training methods should be used with each client and even leads them to the right exercises to use for peak results.

307 Training Issues and Solutions for Older Adults

WS PREMIERE

LAUREN EIRK

This interactive session will uncover and explain the realities of aging and the functional issues that many older adults (50+) face. As trainers, we must have the knowledge necessary to modify our exercise prescriptions in order for them to be appropriate for our client's current state and training goals using MicroProgression™ and constant assessment. Joint wear, range of motion, muscular imbalance/inhibition, bone loss, inflammation and deconditioning realities are some of the topics that will be discussed in this in-depth workshop.

Register Now! [CLICK HERE](#)