

PRECONFERENCE SESSIONS THURSDAY, FEBRUARY 19



010 Corrective Exercise Design: Eliminating the Guesswork LWS PREMIERE 9:00am–5:00pm

Anthony Carey, MA, and Justin Price, MA

The process of assessing and correcting imbalances can sometimes seem like a daunting task. There is currently so much information on the topic that it is hard to know where to begin. This 7-hour, hands-on preconference course will provide trainers with a structured approach to conducting static and dynamic assessments as well as corrective exercise design that will improve client function and quality of movement.

You will learn:

- The right questions to ask when a client is in pain
- How to perform a visual and hands-on assessment of the entire body
- How to design and implement a successful corrective exercise program

**Earn up to 7 CEC hours. Lunch on your own.
LIMITED TO 75 PARTICIPANTS.**

	ADVANCE REG. <small>Postmarked by 1/23/09</small>	REGULAR REG. <small>Postmarked after 1/23/09</small>
IDEA Member	\$159	\$179
Nonmember	\$179	\$199



011 IDEA's Business Boot Camp L PREMIERE 9:30am–4:30pm

Nicki Anderson and Darren Jacobson

"People do not decide to become extraordinary. They decide to accomplish extraordinary things."
—Sir Edmund Hillary, first to reach the summit of Mount Everest

With the proliferation of smaller clubs, more independent trainers and heavy competition from the bigger chains, there is a growing need for practical hands-on business education that will help the business owner, manager and entrepreneur grow a successful, healthy business. This preconference course will delve into the finer aspects of business ownership, putting you in the lead, instead of "chasing the pack".

This preconference program will:

- Provide 20 easy-to-implement and cost-effective marketing ideas
- Teach you how to conduct your own market analysis to determine gaps and potential revenue streams
- Help you to identify your unique brand, attract your target market and create a buzz in your community
- Shed light on the impact of high-quality customer service, translating to greater customer retention

IF YOU ARE:

- Currently a fitness business owner,
- Starting a personal training or fitness business, or
- A fitness manager looking to maximize your program's potential...

You will not want to miss this unique business development workshop!

**Earn up to 6 CEC hours. Lunch on your own.
LIMITED TO 50 PARTICIPANTS.**

	ADVANCE REG. <small>Postmarked by 1/23/09</small>	REGULAR REG. <small>Postmarked after 1/23/09</small>
IDEA Member	\$149	\$169
Nonmember	\$169	\$189



012 STOTT PILATES® Toning Ball Workouts WS Matthew Comer, MS 12:30–4:30pm

STOTT PILATES Total-Body Toning—Part 1 WS

A combination of two distinctive, energizing workouts, part one of this workshop uses a weighted toning ball to sculpt and define the arms and upper body. Then get sleek and strong from head to toe with a seamless combination of toning ball resistance and STOTT PILATES precision using exercises adapted from the matwork repertoire.

STOTT PILATES Toning Ball for Upper Body—Part 2 WS

This workshop also incorporates the use of soft handheld toning balls while interactively teaching participants select exercises from the STOTT PILATES essential matwork repertoire. By using this equipment, you and your clients will not only target the rotator cuff, but increase awareness and strength of the entire upper body as well as the core musculature.

**Earn up to 4 CEC hours.
LIMITED TO 50 PARTICIPANTS.**

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Nonmember	\$179	\$199