



“A Simple Definition of Success: You Live The Life You Create for Yourself”
- **Thomas Plummer**



Dear Readers-

Thank you for taking the time to check out the July, 2011 edition of my **PC Conditioning Newsletter**. July has been a very exciting month! I attended the nation's top strength & conditioning conference in Providence, RI in early June and had an opportunity to network with several internationally renowned health professionals. It remains my favorite conference to attend every year.

One specific presenter I had the opportunity to meet—and hear speak—was Thomas Plummer. Tom remains one of my favorite speakers to listen to. I saw him last year as well and his presentation style truly blew me away. He possesses a presentation style that combines cold hard truth with humor that simply can't be matched. The title of his presentation was *“Evolve or Die: out of chaos comes opportunity.”* The following were a few pieces I took from his lecture:



Thomas Plummer

- 2009 was the most profitable year in history for the fitness industry
- 1995 is the year many gyms sadly continue to model after (i.e. 1:1 personal training, crunches for the abdominals, \$39/month memberships, etc...)
- 16% of Americans have health club memberships and only 10% go once/week or more
- The future of fitness will belong to the 3000-7500 square foot training facility
- 33% of Americans are obese, yet no one specializes in working with them
- Who is going to be the next guru of obesity?



(Many people flock to specializing with athletes, but what's wrong with specializing in working with the 55+ crowd?!)

- Between January 1-December 31,2011, over 7,000 people/day will turn 65 years old
- Chaos is opportunity and a chance for you to create the life and career you want

All in all, Plummer remains my favorite speaker to listen to. Of course it's fascinating to hear the latest training and nutrition info, but if you don't grasp the business aspect of things in my field, you simply won't make it. I continue to spend each day seeking improvement thanks to people like Plummer.

Until next edition, have a healthy and peaceful day...

To your health,

-PC

Exercise Tip of the Month

"Mixing it Up"

Too many people flock to the same old routine every week at the gym. I've counseled hundreds of people over the years who, when I ask what they do for a workout, respond with "10 minutes on the treadmill."

Booooooring! One way to improve fitness levels and increase accountability is by shaking up your warm-up. A great tool to implement could be the Agility Ladder. This can be used to improve fast twitch muscle fiber recruitment, improve agility, and simply make your warm-up a heck of a lot more interesting.



Agility Ladders can be ordered by clicking the following link:

<http://www.performbetter.com/detail.aspx?ID=3622&CategoryID=383&kbid=1249&img=3190S.jpg>

Nutritional Tip of the Month

“Food for Life Sprouted Grain Bread”

I love starting every day off with a delicious and nutritious breakfast. An every day staple in my nutrition plan is a slice or two of Food for Life Ezekial Sprouted Grain Bread. Available at Whole Foods & Trader Joe's, this product is a great source of fiber and low-glycemic carbohydrates.



According to Food for Life, "the process of germination changes the composition of grains and seeds in numerous ways. Sprouting increases vitamin content. Sprouting neutralizes phytic acid - a substance present in grains - that inhibits absorption of nutrients and more importantly, Sprouting neutralizes or 'predigests,' if you will, grains through enzymatic activity. The enzymes produced during the natural sprouting process 'in effect' breaks down amino acid protein bonds to promote digestibility of the entire grain.'

As you can see, Ezekiel bread is very nutritionally dense, and it tastes great!

Blog

My blog continues to be the part of my web site and newsletter I get the most feedback on. Make sure to go back and check out past entries to get caught up. The direct link for my updated blog is found here: <http://pcconditioning.blogspot.com>.

Product Recommendation of the Month

Chin-ups are in the same category as push-ups in my humble opinion—both are extremely underrated bodyweight exercises. While chin-ups are challenging for many, utilizing bands to assist with them when first starting off is something I've had a lot of success with. Perform Better sells "Super Bands" that I have many of my clients use to improve "pull strength." Check them out by clicking the following link:

<http://www.performbetter.com/detail.aspx?ID=3889&rnd=49&kbid=1249&img=6535.jpg>



Web links / Recommended Reading

Please click the following links to check out the interesting articles I've come across these last few weeks and let me know what you think:

<http://www.tvo.org/TVO/WebObjects/TVO.woa?videoid?24639991001>

"Stretching: The Truth" - (a little bit deep for many of my readers, but try and take in what you can out of the last 15 min of the lecture)

<http://www.youtube.com/watch?v=tdwQ8ea08M4&feature=feedu>

"Protein Pointers" - Dr. Andrew Weil provides a 5-min. lecture on protein. VERY good stuff!

<http://articles.elitefts.com/articles/training-articles/13-tips-for-anyone-who-wants-to-improve-performance-and-look-better-naked-part-i---training/>

"13 Fitness Tips"

<http://ericcressey.com/high-performance-training-without-the-equipment-5-pushup-variations>

"Pushup Variations" - In my humble opinion, I consider push-ups to be one of the most underrated exercises there is.

<http://ericcressey.com/high-performance-training-without-the-equipment-6-more-pushup-variations>

"6 more Push-up Variations"

http://www.t-nation.com/free_online_article/most_recent/5_superior_single_leg_exercises

"5 Superior Single-Leg Exercises"

[http://www.t-](http://www.t-nation.com/free_online_article/most_recent/five_exercises_you_should_stop_doing_forever)

[nation.com/free_online_article/most_recent/five_exercises_you_should_stop_doing_forever](http://www.t-nation.com/free_online_article/most_recent/five_exercises_you_should_stop_doing_forever)

"5 Exercises You Should Stop Doing Forever"

Q&A

Each month, I review a question submitted to me either via email or in person.

Topic: "Increasing Pulling Strength"

Q: I've heard you speak of "pull:push ratios." What exercise(s) will help improve my "pulling strength."

Tom: Waltham, MA

A: First off, when I analyze people's exercise routines, I often see improper push:pull ratios. That is, the exercises that involve pushing (i.e. push-ups, overhead pressing, etc...) outnumber the pulling exercises (i.e. chin-ups, inverted rows, etc...). With the majority of people needing improvements in their posture, one simple fix—or at least a start to a fix—would be to manipulate the push:pull ratio by engaging people in a push:pull ratio of 2:3. That is, for every 2 sets of pushing, engage them in 3 sets of pulling. For many, a higher ratio of 1:2 may be necessary. Long story short, more pulling than pushing may lead to improvements in rotator cuff strength, postural improvements, and general strength increases.



If you've got a question, feel free to email me at the following: paulconnolly123@gmail.com. Who knows- you may see your question published in a future newsletter!

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About the Author

Certified through the National Strength and Conditioning Association as a personal trainer (NSCA-CPT), Paul possesses a degree in Exercise Science from UMASS-Boston where he graduated Magna Cum Laude. Holding a background in anatomy & physiology, human performance, and nutrition, he has been involved in the fitness industry since 2003 and has contributed to local and national media publications as a featured health and wellness columnist. The founder of suburban Boston-based personal training consulting service PC Conditioning (<http://www.pconditioning.com>), Paul is an advocate of strength training for all ages and enjoys working with fitness enthusiasts of all levels. His diverse clientele includes high school and collegiate athletes, stay-at-home Moms, corporate 9-5ers, brides-to be, and seniors. Paul's passion for fitness has led him to engage his clients in all major components of fitness including cardiovascular conditioning, nutrition, strength training, and flexibility. Adult AED and CPR-certified, Paul is available by appointment only.

He can be reached via e-mail at paulconnolly123@gmail.com.

"Understanding the fundamental concepts of exercise and optimizing daily function are key concepts in the training programs I outline for my clients. Injury prevention, improving self-confidence, and heightening one's knowledge of physical fitness through consistent hard work and dedication are all integral components of the approach I take with my clients. I see many people making similar mistakes in their conditioning programs and I make it a point to correct these areas. I demand 100% effort from my clients and make it a point to consistently educate them about the necessary lifestyle modifications required to achieve their respective goals."

Important Disclaimer: The information contained within this document is not intended or implied to be a substitute for professional medical advice and is not intended for medical diagnosis or treatment. The intention of this article is for the sole purpose of disseminating fitness information. We recommend that you always request the advice of your physician or other qualified health care provider before starting any new fitness program or with any questions you may have regarding your health or any medical condition.