



PC Conditioning

Personal Training for All Levels

Personal Training - Watertown, Waltham, MA and the Greater Boston Area

Newsletter Summer 2012

"If it's important, do it every day!"

-Dan John: Strength Coach and Head Track and Field Coach at Juan Diego Catholic High School in Draper, Utah



Dear Readers-

Thank you for taking the time to check out the **Summer, 2012** edition of my **PC Conditioning Newsletter**. I hope you had a wonderful spring and are enjoying your summer so far. Over the last couple months, I have had the opportunity to attend a couple fantastic seminars. The first was at the Reggie Lewis Track & Athletic Center in Roxbury, MA. The second was at the Providence Convention Center in Providence, RI. Both were put on by **Perform Better**, my affiliate company for Fitness Education and Equipment.

I have had so many clients, friends, colleagues, etc... ask me how the conference went, so I figured I'd use this addition to provide some take-home points from each presenter. I use these conferences in an effort to improve my skills as a personal trainer, but more importantly a coach. Many of these key points will undoubtedly help many of my clients achieve greater levels of success as these presenters were the people I look up to and are the world leaders in my industry. I look forward to hearing your feedback about the speakers I saw.

Until next edition, have a healthy and peaceful day. I'll continue to provide my blog updates each month and then again on October 1st with the next edition of my newsletter!

To your health,

-PC

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Personal Training • Watertown, MA and the Greater Boston Area

PERFORM BETTER!

Perform Better 1-day Seminar: Boston, MA



Martin Rooney

- Creator of the Training for Warriors system
- COO of the Parisi Speed School.

Topic: “Secrets of Metabolic Training”

Rooney remains one of my top two or three speakers to listen to. I follow his work faithfully and admire him because he truly walks the walk and talks the talk. Many “fitness professionals” make random claims about what programs work best, but you rarely see them provide video footage of the often-challenging work it takes to see results. Martin never fails to let me down with outstanding video footage, as displayed in the following clips:

- <http://www.youtube.com/watch?v=v8hHCPvy7CY>
- <http://www.youtube.com/watch?v=DdBG8MHoHz8&feature=plcp>

Martin has his daughters in some of his videos and I’ll admit it’s pretty impressive:

- <http://www.youtube.com/watch?v=9ZRYbRPOLDM&feature=plcp>

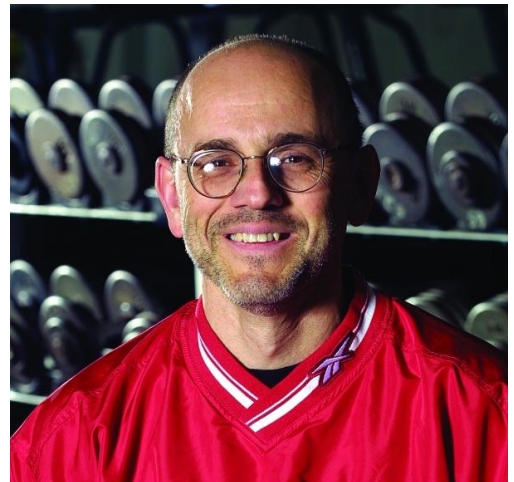
- http://www.youtube.com/watch?v=JW1_aAefXqc&feature=plcp

Summary points:

- People need to be sweating and smiling (look at the successful group dynamics)
- As intensity rises, people seem to be having less fun; has it gone too far? (Insanity example)
- A disturbing trend in “Modern Metabolic Conditioning” exists that includes such disturbing factors as no focus on foundation, quantity over quality, intensity over technique, and where fatigue is the goal.
- Don’t confuse fatigue and soreness for productivity
- The “Illogical Four” is sadly what many trainers incorporate. They choose movements/exercises that are...
 - New
 - Cool
 - Fatigue
 - Soreness

Mike Boyle

- Owner: Mike Boyle Strength & Conditioning
- Strength Coach Consultant: Boston Red Sox



“Advances in Functional Training”

- Research is sports history
- Swedish Proverb: “We get old too soon and Smart Too Late”
- “The Learning Process-John Maxwell”
 - Step 1) Act
 - Step 2) Look for mistakes and evaluate
 - Step 3) Search for a better way to do it
 - Step 4) Return to Step 1
- Mike showed a series of questions titled, “Am I Really Teachable?” that made me think of my clients and how they are all so unique with respect to their strengths and weaknesses. A few of the questions are:
 - Am I open to changing my mind based on new info?
 - Do I act defensively when criticized?
 - Do I readily admit when I’m wrong?
- The last three things a person who sits at a computer all day (most of us) needs:
 - Benching
 - Curling
 - Biking
- The “Crossfitter”
 - Adheres to the “just kill them” school of thought
 - This appeals to the uneducated trainer who would love to have his/her own business

- Easy to get certified; low entry cost
- The “Bodybuilder”
 - This guy is a “chest and tri’s” and “legs and back” dinosaur
- Do what’s best and not what’s trendy; think who is your client and why are they training with you.
- Are you doing the best you can with what you have?
- No one should ever be injured while training (SO simple, yet you NEVER hear strength coaches & trainers saying it!!)



- *Teaching- “Wooden Style”
 - I was so psyched to hear Mike talk about this because it’s how I attempt to teach clients movements, skills, etc...
 - First, show them how to do it, then show them how NOT to do it, then show them again how to do it.
 - Wooden’s “Eight Laws of Learning”
 - Explanation
 - Demonstration
 - Imitation
 - Repetition
 - Repetition
 - Repetition
 - Repetition
 - Repetition
- It’s not about a great workout; it’s about feeling better, not worse
- Seven Patterns of Strength Programming
 - Knee Dominant
 - Hip Dominant
 - Vertical Pull
 - Horizontal Pull
 - Vertical Push

- Horizontal Push
- Rotary/rotary stability/diagonal
- *Squat Loading-Goblet until they can't hold, then Goblet + 10 lbs. divided by 2 for Suitcase Squats.
- Hamstring cramp on a supine bridge is a sign of glute weakness



Perform Better 3-day Functional Training Summit: Providence, RI



Thomas Plummer

- Founder: National Fitness Business Alliance

“Creating a Life in Fitness”

I remember seeing Tom speak for the first time last year in Providence and he blew me away. I always make it a point to seek out the “business/finance” lectures as you can only beat the training side to a pulp in so many ways. Like last year, I took SO many notes, but here are a select few:

- Average personal trainer lasts 8 years in the fitness industry
- Majority of people don't have a written life plan (i.e. 1, 3, 5-yr, plans)
- "Most lives and careers are created through a series of avoided decisions"
- Personal Training will be one of the top 10 careers over the next 10 years
- Specialization tip: learn more about one thing than anyone else and you will never be out of work or poor; specialists are chosen because of skill set
- 1:1 PT puts ceiling on income
- Have a career exit strategy; few of us do
- Have release dates planned in advance (i.e. Apple products)

Dan John

- Strength Coach and Head Track and Field Coach at Juan Diego Catholic High School in Draper, Utah

"A Proactive Approach to Programming"

- One of the problems is that everything works (i.e. Inner/Outer Thigh Machines, Zumba, etc...).....for about 6 weeks.
- Your clients are your best advertisers
- We need to focus on "Point B," not "Point Z"
- Fitness industry has fallen in love with tasks (numbers - vs- patterns)
- Lost art of training is the floor (rolls, tumbling, etc...)
- *The more inefficient the better (i.e. dancers shouldn't take dance classes)



Eric Beard

- Director of Advanced Education: National Academy of Sports Medicine (NASM)
- Adjunct Faculty: California University of Pennsylvania



“Fascial Flexibility”

- It costs \$1,429 more/year in medical costs for an obese individual than a non-obese individual
- \$100 **billion** (annual cost of chronic pain in U.S.)
- \$100 **million** in low back alone
- S-I dysfunction correlates to Adductor Magnus Inhibition

Alwyn Cosgrove

- Owner: Results Training

“Fitness Business Principles”

- “Investing in yourself always pays the best interest”- Ben Franklin
- *The “Third Place” should be the gym (80’s was the bar, 90’s was the coffee shop)
- Implement online training
- S.Y.S.T.E.M.
 - Save
 - Yourself
 - Time
 - Energy
 - Money



Bill Parisi

- Founder/CEO: Parisi Speed Schools

“Financial Mastery”

This was arguably my favorite lecture of the entire weekend because Bill covered every major segment of finance that will help keep everyone in the room successful. Finance is something I’ve always been interested in and starting saving at 21 for retirement remains one of the best life choices I’ve ever made. I recently spoke with a couple trainers who’ve helped my program design who are in their early 20’s and started them with Roth IRA’s. It’ll be the best choice they’ve ever made.



- Fitness people are terrible at finance; they don’t understand the power of compound interest, asset management, etc...
- U.S. is \$14 trillion in debt (\$110K/person); can’t rely on govt. to take care of you
- Find speaking and writing opportunities
- Investing is essentially legalized gambling with better odds
- Learn to leverage your existing clients
- Free Cash Flow= Operating Cash Flow-Capital Expenditures

Todd Durkin

- Founder of Fitness Quest 10 (San Diego, CA)

“Core & Cuff”

Todd continues to be one of the most energetic people you’ll ever come across. I often think of him as the Kevin Garnett of personal trainers- all intense all the time! His lecture was very training-specific, and I picked up a few things that have improved my clients’ sessions as of late.



- Clients need to see you at least 8x/month to see lasting results
- Core is 60% of your power
- 2:1 pull:push for desk workers
- Wall exercises for scap work

Rachel Cosgrove

- Co-owner: Results Fitness
- Author: The Female Body Breakthrough

“Fat Loss Programming for your Female Clients”

While business & fitness are the two types of lectures I make sure to attend at these conferences, I make it a point to attend any strength & conditioning discussions with a focus on females.



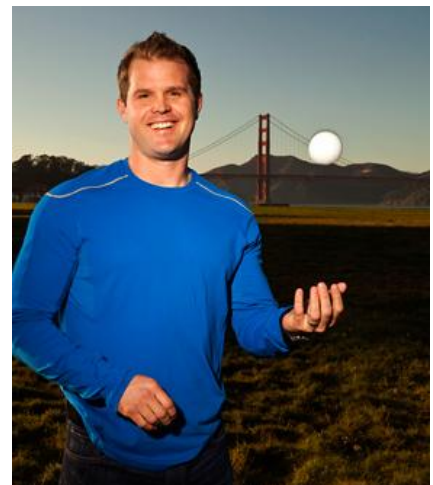
- The less confident trainers are the ones who often train their clients in the “sexy exercises” (I’ve seen this over the years and recall a trainer having a very obese individual jumping on and off a BOSU ball; it was awful to watch)
- #1 goal is client comfort; every client has a “feel-good moment” (incorporate this into training)
- De-emphasize body weight and focus more on body composition and how clothes fit (“Skinny Jeans Challenge”)
- Hierarchy of Fat Loss is still one of the BEST resources I refer my clients to as it essentially shows how low on the “metabolic continuum” that steady-state “cardio” is (<http://alwyncosgrove.com/2010/01/hierarchy-of-fat-loss/>)
- SOME women will hesitate/fear when you hand them a heavy weight, yet many of their hand bags/purses often weigh a minimum of 8-10 lbs- and that’s often not including bottled water they often carry in there.
- *Be aware of the following when it comes to training females:
 - Prone Bench exercises (I learned this the hard way when I foolishly neglected the fact I was crushing a girl’s chest who is well-endowed)
 - Hopping/Jumping (had a P.A. once have to explain the incontinence issue to me one day)
 - THAT time of the month
 - THAT time of their life

Kelly Starrett

- Founder/Creator of Mobility WOD
- Owner of San Francisco Crossfit

“Torque Matters”

- 1,400 out of the 26K NY City marathoners required medical attention, yet critics say strength & conditioning is dangerous?!
- Prioritize a stable trunk and keep spine stiff
- Functional movement: must come out unharmed
- Minimize neck movement during Pull-ups



Greg Rose

- Co-Founder of Titleist Performance Institute (TPI)



“Science of Functional Exercise Progressions”

- “Blocked Training” -vs- “Random Training”
- Blocked= serving a tennis ball over and over again
- Random= mixing it up (playing the net, ground strokes, etc...)
- Blocked Training good “in-practice” approach as you will improve, but Random Training works better in the long run [think Cross-Training”]
- *The best trainers tend to do the same thing (follow logical progressions)
- We all learns Functional Movements in a predictable, systematic and logical progression
- Feel is as important as form
- *4 x 4 Functional Exercise Matrix (starts with Non-Weight Bearing and goes all the way to Standing with resistance); the problem is that most people get hurt because all they know is Standing with Resistance
- 4 positions dominate exercise
 - non-weight bearing
 - quadruped
 - kneeling
 - standing

Joe Dowdell

- Founder/CEO: Peak Performance



“Structuring the Training Session for Optimal Results”

- Hips and T-Spines often reveal the most immobility
- Deceleration and power production are two skills that get lost with aging [I found this insightful as I am forever emphasizing power progressions with clients of ALL ages]
- Zeo sleep manager [Joe admitted his current fascination/focus is with sleep; ironically, it is mine as well, so I definitely plan on keeping in touch with him about this]
- Sleep is THE big component to address for trainers to get clients to achieve their goals
- Epson salt baths (2x/week) excellent for restoration; facilitate Parasympathetic Nervous System to rest and digest
- Sled work provides minimal eccentric load and thus, causes reduced muscle soreness

- Running needs to be “earned”
- Focus on low risk/high reward:
 - Prowler (sleds)
 - Versa Climber
 - Air Dyne
 - Rower

Once again, the Perform Better seminars- particularly the 3-day in Providence- proved to be the absolute for continuing education, networking, etc... To be able to meet, chat with, and ask questions to the people you look up to in this industry was quite humbling. I certainly plan to continue to attend every year. Once again, I'd appreciate any feedback you have with regards to my seminar summary.

*Thank
You*

Certified through the National Strength and Conditioning Association as a personal trainer (NSCA-CPT), Paul Connolly possesses a degree in Exercise Science with a background in anatomy & physiology, human performance, and nutrition. Founder of suburban Boston-based personal training consulting service PC Conditioning (<http://www.pconditioning.com>), he has contributed to local and national media publications as a featured health and wellness columnist. 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.