



BE:

THE TRANSFORMATION

2012 IDEA World Fitness Convention™

30
ANNIVERSARY
IDEA
HEALTH & FITNESS ASSOCIATION

JULY 5-8 2012
San Diego, California

**REGISTER
TODAY!**
[CLICK HERE](#)

337 Training the Pregnant Athlete LD

Lisa Druxman, MA, and Farel Hruska

Many clients train like athletes and want to know the upper limits that are acceptable during pregnancy. Discover the guidelines and research about pregnant exercisers and get examples from pregnant athletes worldwide. Learn about the effects of exercise on the fetus and the mother and find out how to progress a cardio, strength and core workout for any level during each trimester.

338 The Step Files WS

Kari Anderson

My files overflow with the most-loved, most fun and most successful combinations from the last couple of years. The evolution of step has opened up a large window of creative opportunity. Broaden your step audience through great progression, bringing in the dance and emphasizing the cardio party unique to step.

339 Zumba® Toning WS

Abraham Hernandez and Jani Roberts

See page 31 for description. Repeated as session 209.



340 Top 30 Partner Drills Using Tubes and Balls WS

Sherri McMillan, MSc

Learn a number of progressive, full-body partner exercises that will improve your clients' muscle conditioning, endurance, speed, balance and core stability. Take away 30-plus new exercise ideas and progressions using exercise tubes and medicine balls. Whether you teach group fitness or train clients privately or in small-group settings, this session is a must.

341 Hip Hop Body Shop WS

Milo Levell and Daniela Tempesta

Experience a workout taken from the original TV series, Hip Hop Body Shop by Milo Levell, which aired on ESPN. Hip Hop Body Shop is the latest hip-hop dance fitness workout and includes a body sculpting session at the end making it a complete one stop hip-hop body shop!

342 RevAbs®: Power Intervals—Maximum Training Results WS

Brett Hoebel

Learn the principles behind Brett's RevAbs program. The power intervals focus on leg training and speed drills. Get a systematic progression that will focus on form, function, safety and fun. Special attention will be paid to the purpose behind each exercise, as well as how and when to incorporate them into your client's fitness program.

343 LaBlast®: The Block Party WS

Louis Van Amstel

LaBlast is a high-energy, cardio-dance workout that fuses elements from several dance types including cha-cha-cha, disco, jive, paso doble, quick step, salsa and others. Experience two different workouts in this high-energy, dance-filled, 2-hour block party! Let's Dance focuses on the basic LaBlast principles and teaching techniques, and introduces you to a variety of dances styles. Next, experience Turn It Up, a more advanced version of LaBlast that amps up the intensity!

344 Top 10 Mistakes Trainers Make and How to Avoid Them L

Nicki Anderson

It's all too easy to focus on the act of training and not the art of business. Wonder why clients aren't flocking to you and staying with you? Perhaps you're making the same mistakes that thousands of trainers make every day. Discover what you may be doing that prevents you from experiencing success. Get tips on how you can go from just another unknown trainer to the busiest trainer in town!

345 The Titanic Towers of Muscle Strength and Hypertrophy L

Len Kravitz, PhD

With help from interactive computer technology, learn the intricate mechanisms involved in muscle force production for strength and hypertrophy. Delve into muscle metabolism, motor unit recruitment, volume versus intensity training considerations, and age-related phenomena of muscle. State-of-the-art research takes center stage when we discuss what really happens to muscles as they grow. Get the scoop on the best training program designs for improving strength and hypertrophy.

346 Build a Better Breakfast L

Martica Heaner, PhD, MA, MEd

Although most people believe that starting the day with breakfast is key, many people still skip it. But what exactly counts as breakfast? And what if you're not hungry; should you still eat? Do you really burn more fat if you work out hungry? Are certain protein foods really better than others? Break through the confusion and get strategies for building a better breakfast.

347 Nutrition Basics and Nutrient Timing: What All Fitness Professionals Should Know L

Amanda Carlson-Phillips, MS, RD, and Keith B. Wheeler, PhD

Learn important nutrition basics, and how they pertain to body fat reduction and changes in muscle mass. Get practical strategies and evidence-based approaches that will help you help your clients to maximize their exercise potential and recover from strenuous activities. Walk away with a greater understanding of nutrient timing and specific nutritional requirements that will benefit you and your clients.

348 Five-Ingredient Meals

COOKING DEMONSTRATION AND LECTURE

Brett Kilka and Evelyne Lambrecht

In our busy, go-go-go lives, eating healthy can be tricky. There are so many options for healthy eating these days that it's tough to break down what's important and find meals that don't break the bank or your back to make. We will show you how to make delicious and healthy meals with only five ingredients each. Live your life out of the kitchen!

349 STOTT PILATES®: STOTT PILATES® |

Jumpboard Interval Training, Level 2 WS

John Garey, MS

Give your clients and classes something to jump about with this pumped up workout on the reformer. Learn to increase intensity and challenge coordination and cardiovascular fitness by using more complex cardio intervals. Find out how to incorporate strengthening exercises for the upper and lower body as well as the core by using the Jumpboard handle bar accessory. See how this unique rebounding workout delivers an amazing all-over fitness routine while motivating you.

350 Balanced Body®: balanced body™ Beginning Pilates Tower WS

Nora St. John

The Pilates Tower is great for teaching beginners the movement principles underlying the Pilates method. Learn key exercises for developing spinal mobility, core strength and stability, and whole-body integration in this experiential workshop.

351 Baby Boomers—The Truth About Stretching! WS

Cheryl Soleway, PT

Do you ever wonder why so many stretching routines seem to come up short? Well, muscle is usually not the problem. In fact, restrictions in movement are commonly caused by stiff, immobile joints or connective tissues. Learn how to use body therapy tools along with patterns of muscular chain release to go beyond stretching. Explore anterior, posterior and lateral chains and get options for self-massage and attention from head to toe. Please wear tight-fitting clothing.

352 Yoga Tune Up®: KneeHab WS

Jill Miller

Knee surgeries have tripled in the last 10 years. Are you prepared to work with clients who need help after their surgeries? Learn what bad habits lead to knee pain, and get dozens of exercises that help knees in pain, as well as "prehab" the knee so that issues are kept at bay. Analyze muscle imbalances, regain function, and open up new vectors of motion to recondition the knees from the inside out. Your hips will love it too!

353 Keiser® Cycling: Advanced Power Testing Methods and Applications WS

Suzette O'Byrne

Working within an individual's power zone not only enhances the rider's experience, but personalizes the workout. Review various methods to test power and apply the information to a variety of workouts and class formats. Learn to test, track and re-test power so indoor cycling workouts become rewired up and results-driven. Repeated as session 393.

354 Spinning®: SPINNING® Loops and Ladders WS

Nadine Stewart

Creating a plan and working that plan makes for a smooth, organized ride. Discover how to use loops and ladders to help you design courses for your Spinning classes. Examine both formats and then experience them in a ride that demonstrates how to implement these two unique designs.

355 Schwinn® Cycling: So You Think You Can Race, Season 2! WS

Kell Roberts

Capture the thrill of bike racing in your indoor classes and bring an authenticity to your rides that will inspire your students to train hard. Get a primer on bike racing and a how-to for implementing indoor training plans specific to each sport. Participate in an all-new Omnium Race, a sample of five different race events, and explore facets of competition beyond the physical that make for an unstoppable athlete!

356 Indo-Row®: The Perfect Calorie Burn WS

Jay Blahnik and Josh Crosby

See page 28 for description. Repeated as sessions 156, 224 and 320.

REGISTER TODAY!
CLICK HERE