

PERSONAL TRAINING

An Informative Newsletter

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By John Platero

TRAINING WITH BURSTITIS

What is a bursa?

A bursa is a sac filled with fluid. They are situated in places where friction can occur. Sometimes, bursa can actually develop at sites of friction caused by abnormalities such as bony prominence or protruding metallic inserts. Tom Purvis describes a bursa sack as a zip-lock baggie with WD-40 inside it.

Bursitis is inflammation of the bursa. However, bursitis is rarely a primary disorder. It is usually secondary to strains, sprains or contusions and is often present in cases of tendinitis. Traumatic bursitis is usually limited to olecranon, ischial, calcaneal, metatarsophalangeal or metatarsal bursae (see diagram). A sensitivity to touch or palpitation is often the key to diagnosis. Obviously, if there isn't a bursa anatomically in a place in which pain appears to be emanating, the pain cannot be coming from bursitis.

The treatment for bursitis is rest, ice, protection from

further aggravation, anti-inflammatory and restoration of functional activities as healing progresses.

So, how do you train someone with bursitis?

Ask yourself, why does this person have bursitis? Was there trauma, injury or was it from accumulative or repetitive motion? Is there is some kind of postural or muscular imbalance?

Train the person in their pain free range. Make sure the exercises are light to moderate. You might want to limit the range of motion as well. Cardiovascular exercise is always a good thing to do.

Stabilization or isometric exercises normally have less motion, so start with them. Muscular balance and postural integrity should be your focus.

Remember, your body is a closed chain. All parts affect the whole. Don't be narrow sighted, step back and look at the big picture.

If pain persists, refer them to a medical professional.

BUDDY REFERRAL P PROGRAM

Don't forget to walk your referral over to the salesperson and print your name and ID number at the bottom of the contract. You might want to write (trainer) next to your name.

Make sure and record the contract number on your referral tracking sheet and get the salesperson or GM to sign your tracking sheet. Then fax in your referral tracking sheet to accounts payable, attn. Francis at 800-600-2530 by the 15th of each month. This will insure you get the credit on your next month's rent.

TRAINER PHOTOS

If you want to display a 8 x 10 inch headshot at the clubs you must go to staples and buy an 11 x 14 inch black frame for \$3.99. If it costs more than \$3.99 then it's the wrong frame. After you buy the frame, purchase some black poster board and a blank 3 x 5 index card. Do not buy the index cards with lines on them. Remove the grey cardboard that came with the frame, mount your 8 x 10 photo on the black poster board along with your printed 3 x 5 index card (use a typewriter or computer; not by hand) under your picture and insert the picture into the frame. You can also buy a black metallic credit card holder for \$2.99 and place it below your picture. If it doesn't cost \$2.99 then it's the wrong credit card holder! Check the other pictures that are already mounted in the clubs and copy them exactly. Please do not put your business cards inside the frame.

I suggest you include your bio on the index card and don't forget a contact number. Do not use the phone number of the club.

ACCOMPLISHMENTS

On June 13, Joyce Eileen took second place at the Miss California to qualify for the finals for Miss USA on August 3-7 at the Tropicana in Las Vegas. The competition will also be aired on ESPN.

The ladies were judged in three different categories: speech, bathing suit and fitness routine. The fitness routine consisted of 90 seconds and was judged for three different components: strength, flexibility and skill.

When asked what the focus of her speech was, she said " Physically fit people as a whole need to promote fitness through example and education."

Joyce is definitely doing her share.

Go check her out at the Tropicana in Las Vegas in August or watch for her on ESPN!

OPPORTUNITIES

Edison is now offering an alarm for your house for free. You don't have to pay for the equipment and the installation is free! All you pay is the \$29 monthly monitoring fee. You get a little clicker that you can trigger your alarm on or off or it will actually turn your lights on inside your house before you walk in your door! If your interested call Jeff Greene at 888-700-7327 or VM at 213-217-0304.

Need health, auto or rental insurance? Call True Rate insurance at 562-464-1414 ask for Yousef. Tell him your calling from LA FITNESS.

IMPROVEMENTS

Do not use the LA FITNESS name or logo on any of your flyers without the prior written approval from LA FITNESS. Also, the statement "**Independent Contractor not affiliated with LA FITNESS**" should be on all of your flyers, cards, price sheets or dvertisements. If you need stickers, let me know.

CLUB POLICIES

If you want to change your EFT, you must do so a month in advance.

Go to the front desk and get an EFT form, fill it out and fax it to me at 310- 287-0801 or Chad Abramo at 714-509-2507 if you want to make any changes.

- Please show your card to the front desk at least once a day.

- In the event of an accident where someone is injured, please go to the front desk and ask for an "incident report". Fill it out, make a copy for yourself, fax a copy to me at 888-287-0801 and give the other to the front desk. This way, you're covered.

- If you have not received a "trainers card", this newsletter or you have moved, call 800-600-2540, ext 561 and ask for Jim Irwin. Give him your correct address, so you can be sent a card.

- This is a reminder; you will be charged a 10% late fee plus a \$10 bank charge if your rent check comes back to us. We will also deny you entry to the club until you pay the balance. If your rent is \$300 it will cost you \$340 to get back in to the club. THERE WILL BE NO MORE EXCEPTIONS.

UPCOMING EVENTS

LIFE FITNESS ACADEMY

Monday, .September 14 - noon - 4:00 pm
LA FITNESS - Alhambra
call 626-299-5980

FUTURE FIT

PERSONAL TRAINING SCHOOL

Sat. and Sun. 8:30 am - 6:00 pm,
September 19-20 at Van Nuys
818-988-7411(for directions)
1-800-778-6060 to register
CEC'S: ACE, AFAA, ISSA, NASM and NSCA

FUTURE FIT

ADVANCED RESISTANCE TRAINING

UPPER EXTREMITY

Sat. Noon - 4 pm,
October 24 Marina Del Rey
310-827-0904 (for directions)
1-800-778-6060 to register
CEC's: ACE, AFAA and NASM