

LA FITNESS

PERSONAL TRAINING

An Informative Newsletter

Vol. 2

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By John Platero

Tax season is over, spring is here and summer is just around the corner. Now is the time people will really start thinking about getting in shape. This could mean \$\$\$ for you the Personal Trainer. With this monthly newsletter, we will attempt to help you do just that!

It has been nine months since we started the independent trainer program and so far it's been a tremendous success. It has grown so fast, staying in contact with each and every one of you has been very difficult. With this newsletter, along with your input and suggestions, we will attempt to inform, educate, inspire and coordinate the Personal Trainer program. Hopefully this will make the program more cohesive, translating into better customer service and more profit for everyone involved.

The LA FITNESS PERSONAL TRAINING SCHOOL has now certified almost 200 trainers. 75% of the trainers participating in the independent trainer program at LA FITNESS have attended the school. The next Personal Training school will be in Marina Del Rey on May 17 and 18 and is accredited by ACE, AFAA, ISSA, NSCA & NSCA. The advanced workshops are now accredited through ACE, AFAA and NASM.

Speaking of NASM, here's a correspondence I had with Tom Purvis, the head trainer with NASM.

"To retract or not to retract, that is the question?"

Dear Tom,

I find that some of the trainers that go through NASM have their clients retracting to death. However, in some instances I feel scapula retraction could be contraindicated. When doing heavy bench presses, seated bench presses or flat dumbbell presses, I myself have experienced pain when retracting fully while doing these exercises. The shoulder joint although very mobile is also very vulnerable. The glenoid fossa is not very deep and is actually deeper in the posterior lateral part. Since the

humerus is only held in its place by muscles, ligaments, tendons and a joint capsule, fully retracting while doing these exercises eliminates nature's attempt at deepening the glenoid fossa, jeopardizing the integrity of the joint. What are your thoughts in this matter?

Dear John,

First of all thanks for the letter. I want to commend you for furthering your study of the body. Unfortunately, one isolated piece of information is often misleading when viewed alone. I have done this same thing so many times.

When you study the shearing forces that occur with any chest exercise, the surface of the humeral head is drawn away from the posterior aspect of the glenoid through the majority of the motion. Also, the more anteriorly that the glenoid fossa is directed, the greater the "opening" of the anterior joint capsule as the arm moves into horizontal abduction. When loaded significantly, this creates a situation of excessive ROM even before the humerus is straight out to the side (level with the frontal plane).

There are a couple more factors affecting the amount of retraction that should actually be prescribed for an individual. In fact, there are body types that require very little retraction and others whose motion is actually limited by excessive retraction. There are many situations where scapula retraction is not desired or at all helpful. Give me a call sometime. I always love to talk biomechanics with someone who's as into it as you seem to be.

Respectfully,

Tom Purvis

John:

Be careful, more is not always better. Look at your client, their ROM and the anatomy involved.

TRAINER OF THE MONTH: RICK FOX HACIENDA HEIGHTS

In April at the Hacienda Heights location a 55 year old man got off the tread mill and knelt down to look for something he had dropped. At least that's what some people thought for the moment. But when asked by a member if he was OK he was incoherent. The member immediately went over and got Rick Fox. Rick, who has an Advanced Fitness Specialist certification from Mount San Antonio College got no response from the gentleman either. He immediately sent someone to call 911 and turned the man on his back. The man's eyes were wide open, his face was blue and purple and his hands were stiff. He listened and heard no respiration, touched and felt no pulse. He and his wife (who is also a trainer) started to administer CPR. At first they were successful and revived him. After giving him mouth to mouth, Rick got a pulse and the man started to breath. However, shortly after being revived the man jerked violently, lost control of his bladder and died. Nevertheless, Rick didn't give up. He kept administering CPR until the paramedics got there. Oddly enough the paramedics told Rick to keep trying while they got the fibrillator ready. Once ready, the paramedics shocked the man, but to no avail. The man had died.

Ironically, a few months prior the man had passed on Rick's services as a trainer and decided to exercise without a monitor.

For his valiant effort to save this man Rick Fox is our Trainer of the month.

Rick is 5'11, 165 lbs. He went to LA High School and Cal State where he played basketball, football and majored in Physical Education. After college, Rick competed in some amateur bodybuilding shows eventually winning the Mr. Venice title. He then decided to become a trainer. After receiving his Advanced Fitness Specialist and ACE certifications, Rick has trained hundreds of clients over the last ten years. He and his wife, Rosie, have been married for twenty years and have three children. Currently running about 15 miles a week, performing 300 pushups and 400 situps daily, Rick also tries to work one body part a day in the gym.

His favorite type of client is a 45- year- old> female. "They are just more serious and committed than the younger people. It's not just a fad for them." As you can tell, fitness is not just a fad for Rick either.

With a life long dedication to fitness, Rick keeps a strict diet, doesn't eat red meat and never eats more

than 2000 kcal a day. When asked to sum up his fitness philosophy Rick said: " If your body were to come with an owners manual it would say, Move me

daily!" Rick is definitely moving and at the same time trying to save a few lives along the way.

IMPROVEMENTS WANTED

So far we've had only five major complaints:

1) Please do not use the phones. The phones are for sales staff only. Come up with some kind of your own voice mail system. Maybe 01 after your clients phone number means they are cancelling, 02 after their number means they are running late and 03 after their number means they need to talk to you at your earliest convenience. In clubs with more than 10 trainers, taking messages has become too big a task for the front desk. Do not put the club's phone number on your card so they won't call the front desk.

2) In one club already we've instituted a mandatory uniform. LA FITNESS can do that according to article 26 of your agreement. Don't ruin it for everyone else. Identify yourself as a Health Care Professional. Look sharp! The other day I was in a club and a member approached me looking for a trainer. He actually wanted to hire someone one day a week. I looked around and saw 4 different trainers on the floor, but no one other than me knew who they were. Were these trainers not interested in new clients?

Each week I go to a physical therapy clinic to learn. If I'm not in uniform, I am not allowed on the exercise floor! If you think about it, we actually have an equal amount of earning potential as a physical therapist. Why not act equally as professional?

3) Everyone **must be given a workout card** after you do an intro with them. Remember, it will be virtually impossible to enroll every client on the first session. Sincerity, customer service and knowledge will do a lot more for you in the long term. Those of you who went to the school, use the client profile, postural assessments and tracking sheets that were given. This professionalism will help you make the sale!

Word gets back to the GM, the MSD and myself when you don't perform a quality introductory session. You don't want to lose the privilege of those leads.

4) In accordance with article 4 of your agreement, you are not allowed to sell any other products or services other than personal training services inside the club. Please do not break this rule! It not only

5) Be professional on the gym floor. Guys, do not approach every good looking female on the gym floor. In some locations one person can tarnish the image for the rest of the trainers in that location. Be informative to **anyone** who wants the help. We all know the majority of them need help, but a lot of people don't want it. That's why they're in the shape they're in. So **be professional**.

ACCOMPLISHMENTS

- Tom Bamber from Upland wins the Mr. Teenage Sampson and Delilah Natural Muscle Classic.
- Ramfis Lam from Cerritos wins Best Poser and takes 3rd overall in the Long Beach Muscle Classic.
- Rebecca Kordecki flies off to Mexico to compete in the Miss Galaxy Fitness Competition. Good luck Rebecca!
- Richard Shallop gets his NASM certification.

CLUB POLICIES

- Please show your card to the front desk at least once a day.
- In event of an accident and someone is injured, please go to the front desk and ask for an "incident report". Fill one of those 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 your covered.
- If you have not received a "trainers card", call 800-600-2540, ext 561 and ask for Jim Irwin. Give him your correct address so you can be sent one.
- **This is a reminder ,you will be charged a 10% late fee plus a \$10 bank charge if your rent 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.**

puts you, the trainer in breach of your contract, but it also puts LA FITNESS in breach of their contract with the pro shop, massage, or juice bar that has the rights to sell the product or service you're soliciting.

UPCOMING EVENTS

LA FITNESS PERSONAL TRAINING SCHOOL

Sat. and Sun. 8:30 am - 6:00 pm, May 17-18
Marina Del Rey
310- 827-0904 (for directions)
\$99
800-778-6060 to register

ADVANCED WEIGHT ROOM TRAINING, LOWER EXTREMITY

Saturday, June 28, 1997
Marina Del Rey
310-827-0904 (for directions)
\$49
800-778-6060 to register

CYBEX "in house training session"

FREE, NO CHARGE
Friday 12:00 noon- 2:00 pm, May 2, 1997
LA FITNESS - COVINA
440 W. Arrow Hwy
818-331-7363

BOWFLEX FREE SEMINAR AND REFERRAL NETWORK

Tuesday 12:15- 2:15 pm, July 22,1997
LA FITNESS - Marina Del Rey
13455 Maxell ave
310-827-0904

IDEA WORLD FITNESS CONVENTION AND FUTURE VISION CONFERENCES

July 24-27
Anaheim Convention Center
Anaheim, CA.
Call 800-999-IDEA ext. 7

In closing, summer is upon us. I hope you have a prosperous one. Please send any suggestions,

comments, complaints, praises, articles or
information you might find useful to the newsletter or
training program to:

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