

# ELS 17 Look Book



Mount St. Vincent University

Saturday April 22nd, 2017



# At-A-Glance Schedule

Session/Room	Fitness Room	Don MacNeil Room	Vinnie's
9:00-9:30am			Meet & Greet/Sign in
<b>A:</b> 9:30-10:45am	Catherine Knockwood: Pound® Master Class	Alice Housing: Relationship Violence & Our Role	
<b>B:</b> 11:00am-12:15pm	Melissa Millar: More Than Just the Mambo	ISANS: Working with Newcomers	Devin LeBlanc: Client Motivation
12:15-1:30pm			AGM & Lunch:
<b>C:</b> 1:30-2:45pm	Rick Horsman: New Look at Bootcamps	Matt Ryan: Positive Aging	Jim Cyr: Wearable Technology
<b>D:</b> 3:00-4:15pm	Margaret Lee: Bellyfit Sage®	Lauri Di Giulio: Posture Assessment	
4:30-7:30pm	Lifesaving society: CPR re-cert (*additional fee)		

# Message from the Chair & Board

Dear NSFA Members and Guests,

Thank you for joining us once again for the annual Exercise Leadership Summit. It has been a big year for the NSFA. Here are a few highlights:

- We have had a membership increase of 8% this year
- Our website and Facebook content and traffic have both greatly increased
- We closed our long time office space and went to a fully virtual office
- We are in the best financial situation we've seen in over a decade
- We now have a team of 13 Course Conductors and are seeing increased enrollments in our courses
- We are in the process of moving our members to an annual June 15th renewal
- We continue working with our partners in the NFLA and with them will be launching new Youth Personal Training, Pre & Post Natal and Yoga/Mind-Body Fitness certificates over the next year

We are looking forward to more new developments and projects! Thank you for your continued membership and support!

The Board

Terri, Susan, Brittany, Margaret, Debra & Jessica



# AGM Agenda

1. Call to Order
2. Reports from the Board
3. Questions from the Membership
4. Awards
5. Adjournment





# Catherine Knockwood: Pound

Catherine Knockwood is owner of Sacred Mandala Yoga & Wellness. She provides personal training services, weight loss coaching, and group fitness classes in and around the HRM area. She is also certified to work with Prenatal mothers who wish to keep up their physical fitness. One of her most favourite group classes is POUND.

Pound combines easy to follow (and not complex or embarrassing) cardio moves with strength training and drumming. This combo works the entire body and raises the heart rate to a fat-burning zone.

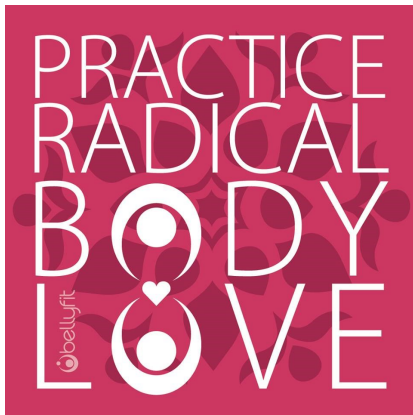


# Margaret Lee: Bellyfit Sage



Margaret is a relative newcomer to the fitness industry. Her love of movement began several years ago with belly dance. Being overweight most of her life, she found many fitness classes intimidating and overwhelming. Belly dance provided the answer- a dance and movement and that embraced bodies of any size. Feeling her self-confidence improving and finally discovering the joy of what her body could do, she felt compelled to share with others that may be feeling the same way.

She was introduced to Bellyfit in 2015 and it seemed the perfect combination of joyful feminine movement - with some fitness thrown in for good measure. She received her Bellyfit certification in November 2015 and quickly went on to certify in Bellyfit Sage. Bellyfit Sage is a program carefully designed for women who may be older, new to fitness classes, or just looking for a gentler form of exercise.



# Melissa Millar:

## More than Just the Mambo

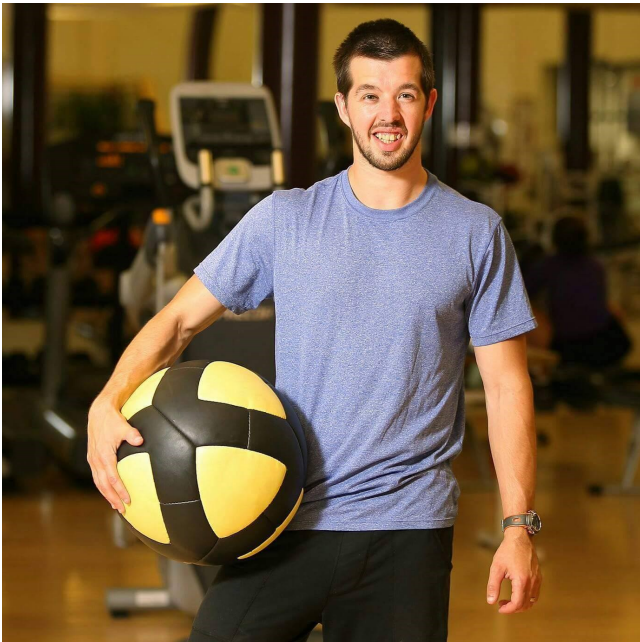


Melissa Millar is a dynamic fitness professional involved in the industry for over 20 years. She is a **Certified Personal Trainer, Group Fitness Instructor, Fitness Workshop Presenter, and Trainer Educator**. With degrees in Kinesiology and Dance she went on to complete certifications from **YMCA Canada, Can-Fit-Pro, the National Strength and Conditioning Association (NSCA), ZUMBA, and most recently, YogaFit**. In 2009 she was awarded the **Fitness Instructor of the Year-Freestyle, New Zealand**. She is now the owner of a fitness training company called **MOTIVA Wellbeing and Fitness**, specializing in personal and small group training in home, fitness classes & workshops, and corporate wellness programs.

### More Than Just A Mambo

Who needs ideas for fun choreography? Explore new dance moves and fill your toolbox with simple methods of teaching to beginners versus more experienced participants. Move beyond that basic mambo and introduce sizzling salsa moves, funky disco, smooth jazz and more! With Melissa's over 30 years of dance training this is sure to be an experience you won't forget.

# Rick Horsman: A New Way To Look At Bootcamp



Rick Horsman is a local personal trainer and bootcamp instructor with 10 years experience. He has a loyal following in both Halifax where he works at SMU athletics as well as in Cole Harbour where he lives and teaches bootcamp classes. He's proud to be trusted with the health and wellness of so many people and he's excited to present with the NSFA to help you bring something new to your classes!

A New Way To Look At Bootcamp - Join Rick Horsman as he demonstrates a personal trainers approach to bootcamp classes. With an extra focus on keeping things fresh and maintaining participant safety, we'll look at different class formats, new exercises, and ways to modify for increased and decreased intensity levels.



# ISANS: Working with Immigrants & Refugees



ISANS recognizes the key role of immigrants in Canadian society. We work with newcomers to help them build a future in Canada. We provide a wide range of services to immigrants, from refugee resettlement to professional programs, from family counselling to English in the Workplace.

Experts from ISANS will join us to describe and discuss the experience of newcomers arriving in Canada. We will be brainstorming strategies how fitness professionals can welcome newcomers to the community and mentor newcomers who are also fitness professionals.

# Lauri Di Giulio: Posture Assessment



Laurie began her career as a registered massage therapist in Ontario. She added personal training, yoga and NeuroKinetic Therapy (NKT) to her skill set after graduation and successful completion of provincial exams for massage in 2000. She has developed curriculum for an American college, and has developed her own courses that she currently teaches in Canada including anatomy & movement courses for yoga teacher trainees. Laurie is the only Level 3 certified NKT practitioner in Atlantic Canada, and leads study groups for new practitioners here in the east coast. Her other projects include her DAT (Posture) courses that she is currently teaching, and working on development of DAT (Lift) to explore Olympic lifts and common push/pull patterns in resistance training.

## **The 3 Keys to Development of IAP**

Development of IAP (intra-abdominal pressure) is required to produce power in the limbs, and to prevent injury during dynamic movements of the body and resistance training. It involves co-contraction of several muscle groups, as well as control of the breath. In this lecture, you will learn the 3 keys to developing good IAP and some corrective drills to help address common problems with development of IAP.

# Matt Ryan: Proactive Anti-Aging Through Fitness



## Proactive Anti-Aging Through Fitness:

A look into how fitness training can be used with seniors as a proactive from anti-aging, to maintain, recover or enhance activities of daily living, and in doing so improve quality of life. Session will show real-world examples from Matt's work experience.

A certified personal trainer since 2005 and a former National Champion in gymnastics, Matt's interest in physical fitness lead him to pursue a BSc and MSc. in Kinesiology at Dalhousie. After developing a special interest in exercise in aging populations in graduate school, he has gone on to work with numerous seniors using exercise training to improve their golden years.

# Alice Housing: Understanding Relationship Violence and the Role of the Fitness Professional

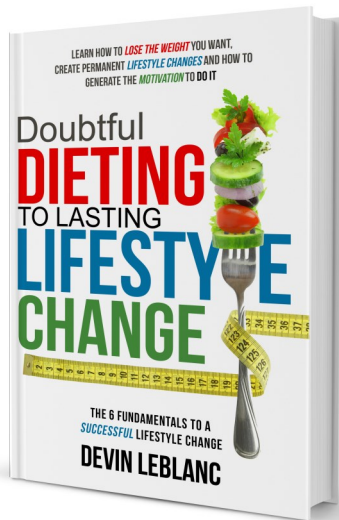


Heather Byrne is the Executive Director of Alice Housing, and Karen Spurr is the Community Outreach and Education Facilitator. Alice Housing is a not for profit organization that provides safe housing and counselling for women and children fleeing intimate partner violence (domestic violence).

This session will introduce the different types of abuse that can occur in relationships and why it can be so challenging to leave when they occur. We will introduce best practice principles in how to approach or discuss concerns a coach or service provider may have for a client without causing more harm or impacting the client relationship. We will provide tools and resources that will increase capacity to navigate a circumstance where there is a suspicion or disclosure of abuse.



# Devin LeBlanc



Devin is an inspirational figure in the nutrition and fitness industry. He is an established Transformational Health Coach, Speaker and Author, with over 18 years of experience in the health and wellness, nutrition and weight-loss industry. He has now counseled over 10,000 clients, one-on-one from all walks of life on how to successfully make healthy lifestyle changes. He holds a bachelors of Science in Applied Human Nutrition, was a Certified Personal Trainer Specialist, and the author of the book, “Doubtful Dieting to Lasting Lifestyle Change” - The 6 Fundamentals to a Successful Lifestyle Change.

Change your client's lives forever!



There is no better joy then helping others make permanent healthy lifestyle changes in their life. Get your clients to create a lifestyle change. Learn the one thing that is holding your clients back from making a change, and how you can help them. Learn what 3 choices they will have to make if they are to make a total lifestyle change and what 3 things they will have to focus on to make these healthy changes. Learn how to generate sustainable motivation within your clients and what actions they will have to take to get the results they want. Change your client's lives forever!

# Jim Cyr: Wearable Fitness Technology



Jim Cyr has been in the Nova Scotia hiking & geotourism scene for 10 years developing programs at various Provincial and National Park locations. Jim likes to leverage technology to get the information into the user's hands. A regular face at Bedford Running Room, Jim would develop Garmin Forerunner tutorial videos to common issues he would see on the Sunday run. The tutorials now generate 3 million views per year. Jim travels most of Canada on behalf of Garmin to deliver training on the inReach outdoor GPS/Satellite device and is a regular contributor to Nova Scotia Tourism's blog.

## Session Description

Which wearable device is the best for your fitness activity? This has become difficult to answer as there are so many choices. The session will focus on the four pillars of technology that wearables now are composed of. But which technology is best for your activity and environment? Each pillar will be broken down to see how which vendor (Apple, Fitbit, Garmin, TomTom, etc..) approaches it.





# What to bring

- Notebook and pen/pencil and/or Smartphone or tablet
- Business cards for networking
- Yoga mat for the active sessions (some are available on site too if you don't have your own)
- Water bottle
- Clothing to keep your comfortable for the types of sessions you're attending
- A warm sweater jacket for the sessions in Vinnie's (it's close to the door so it gets quite chilly)
- Morning coffee and Lunch will be provided but you are welcome to bring extra snacks if you need them

# Price list

## **Early Bird Price Ends March 31**

Full Day NSFA Member - \$85

Half Day NSFA Member - \$42.50

Full Day Non-Member - \$110

Half Day Non-Member - \$55

## **Late Bird Starts April 1**

Full Day NSFA Member - \$100

Half Day NSFA Member - \$50

Full Day Non-Member - \$125

Half Day Non-Member - \$62.50

[Nsfitness.ca/events](https://nsfitness.ca/events) to register

## Payment methods:

- pay via PayPal on our website
- By cheque or cash on site
- By credit card over the phone; Please email to arrange a time with Zena ([zena@nsfitness.ca](mailto:zena@nsfitness.ca)) for her to take your information.





# Awards



## **Student of the Year Award**

The Student of the Year Award will be given to the student who achieves the highest mark, by percentage, on any NSFA exam written in the past year.

## **Community Impact Award**

The Community Impact Award will be awarded to an NSFA member in good standing who uses their fitness skills in a volunteer capacity (over and above their paid work) to the betterment of their community. Nominees for this award must complete a nomination form and have letters from 2 references regarding their volunteer work.

# Venue Sponsor

MSVU Ath/Rec



# Presenter's Gifts Sponsor Oh My Fudge!



<https://www.facebook.com/ohmyfudgehfx/>

# Door Prizes

Bellyfit: Elements DVD box set



Celtic Life International Magazine: 3 one year subscriptions





# Bronze Sponsors

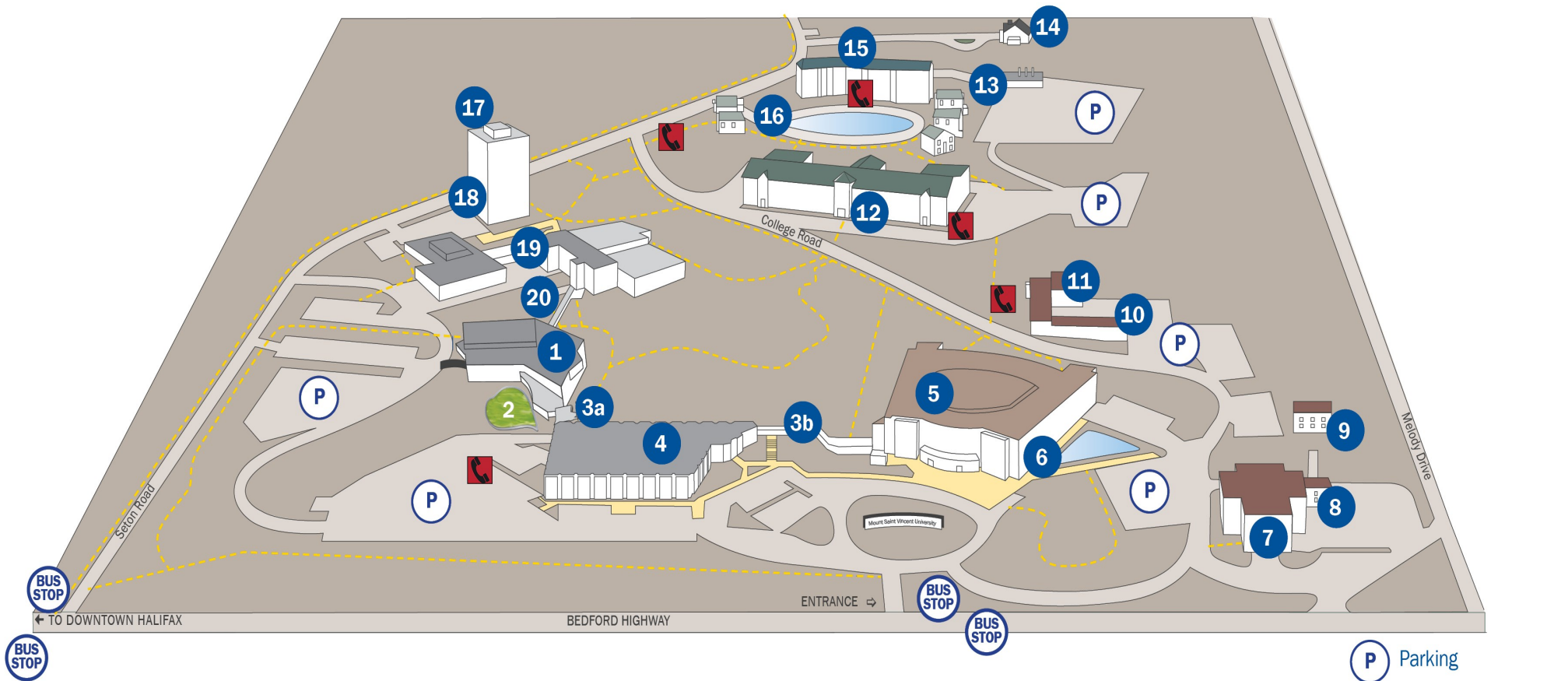
Debbie Ford, TPI



Suzanne Milner, Managing Director, <http://www.drugfreewellness.info>



# Campus map



- 1** Margaret Norrie McCain Centre for Teaching, Learning and Research
- 2** Riva Spatz Women's Wall of Honour
- 3a** RBC West Link
- 3b** RBC North Link
- 4** E. Margaret Fulton Communications Centre (including Library)
- 5** Seton Academic Centre (including Seton Café)

- 6** MSVU Art Gallery
- 7** Research/FoodARC
- 8** Advancement House
- 9** Aboriginal Student Centre
- 10** Seton Annex
- 11** Child Study Centre
- 12** Evaristus Hall
- 13** Art Landry Building (Central Heating Plant)
- 14** The Meadows

- 15** Westwood (residence)
- 16** The Birches (residence)
- 17** Assisi Hall (residence)
- 18** Assisi (including Campus Security, Health Services and LifeMark)
- 19** Rosaria Student Centre (including Dining Hall, Vinnie's Pub, Mount Fitness Centre)
- 20** Student Legacy Lane (pedway)

- P** Parking
-  Emergency Phones