

Hydropower Water Workouts

What's New at Hydropower

Article Highlights:

- New Products
- Resource links
- New Fitness Forum
- IAFC '04

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We just wrapped up our spring schedule with a wonderful weekend event in Albuquerque. Albuquerque was one of our largest events this spring. It was great to see so many instructors/trainers working to expand their knowledge for the benefit of their classes and clients.

Hydropower Water Workouts is preparing for their annual trip to the International Aquatic Fitness Conference May 18-22.

We will be working cooperatively with several vendors at the conference in hopes of developing new agreements for products and services.

In addition, we will be assisting AEA with a new program at the conference. We will be assisting with instructor evaluations. Instructors will have the opportunity to teach a 15 min. routine and be evaluated by a trainer. The instructors will be able to keep their written evaluation.

We will also be presenting two programs at the conference. The first is a master class, Total Hydropower and the second is a lecture, Hydropower Aquatic Fitness Assessment.

Finally, we will have the opportunity to meet new people and network with them. We will also be spending time exchanging ideas with many of the top industry leaders.

We hope to see you there.

Industry Trends: How to Gain a Competitive Edge.

One of the best trends that I see out there in the industry right now is competition. With the vast number of trainers and instructors competing for clients or class attendees, there comes the need to gain that "competitive edge."

One nice side effect of the competition is the desire to separate yourself from the competition and the necessity to gain more knowledge and resource tools. Trainers and instructors are starting to increase their knowledge and collect resource materials like never before. This is allowing them to increase the services or variety of services that they can offer to their clients or classes.

Another critical aspect of gaining more knowledge is the practical application or execution of this new information. All the information in the world is useless if we do not know how to use it. It is critical that we try new things out on yourself and practice new ideas before we use them on your classes or clients. Never experiment with new ideas on your clients. Always know what you are doing and practice what you are teaching.

It is impossible for us to know everything and unrealistic to think that we will. So, we need to develop an excellent resource base to be able to

look up or find information in a timely manner. This can be in all kinds of formats including: written, audio, video, and human contact (networking and sharing ideas).

While we are continually expanding our knowledge, we should be expanding our resource tools as well.

In closing, I would like to leave all of you with some homework. I challenge everyone to learn something new that you can use with your classes or clients everyday that you work. This will give you the "competitive edge" you are looking for.

Certification and Workshop Calendar of Events



For a list and up to date information on events, please visit our web site at www.hydropowerwaterworkouts.com.

Upcoming Events

May 18-22, 2004
Orlando, FL
International Aquatic Fitness Conference

June 26-27, 2004
Rapid City, SD

September 10-11, 2004
Gilbert, AZ

Upcoming Events

September 18-19, 2004
Gillette, WY

October 2-3, 2004
Claremont, CA

October 8-10, 2004
Bellevue, Washington
AEA Regional Conference

We are still looking to add dates for the fall. Please contact us to get your facility added.

Aquatic Personal Training: The Basics

With summer around the corner, I wanted to use this issue to review the basics of aquatic personal training.

The first area I want to cover is liability. Anytime you are doing personal training, you want to be sure that you have some type of liability coverage. I always encourage trainers to get their own liability insurance. I always like to be in control of my liability coverage and not have to trust someone else telling me I am covered and the type and amount of coverage I have. I have heard of several trainers over the years who thought they were covered under the facility's policy and ended up not being covered. This can be a very costly oversight by you the trainer.

When you are designing a fitness program for your client, there are several steps that need to be taken.

1. Initial Consultation
2. Liability Waiver
3. Health History Form
4. Medical Release if needed
5. Goals and Objectives
6. Fitness Assessment
7. Program Design and Implementation

You need to keep in mind that it is important that not skip the first 5 steps. You should always get the Liability Waiver signed at the beginning of the consultation. This should be the first line of business during the initial consultation. After that, you can proceed to the health History form. I recommend letting them fill it out in their own handwriting. After they fill out the Health History form, you will want to discuss all the information with them. At this point, you need

to decide if the Medical Release form is needed. Once these forms are completed, you can start discussing their goals and objectives. You want to help your client create realistic and measurable goals. It is important that you create goals and objectives that allow you to track their progress.

The next topic I want to talk about briefly is the assessment program. Keep in mind that you will be training your client in the pool, so you should do some type of an aquatic fitness assessment on your client prior to engaging in any type of a fitness program. It is crucial for you to know how your client will react in the pool physically and physiologically. This information is the key to a properly and successful program design and execution. For more information on the assessment, please refer to the March issue.

The final topic we are going to talk about is the program design. The program design should consist of a road map that you create that has various phases incorporated in it. Each phase will represent a change in the training protocol. The change in protocol will be based on the progress that is made. As they are improving in the components of fitness, their training methods are going to change. This change, progressive overload, will allow your client to continually make progress and not plateau. This will also give some variety to the workout to help keep them interested and motivated. Just remember to have an exact purpose for everything that you are asking the client to do. As important, communicate this to your client. The more the client understands what and why you are having them do a particular exercise, the more they will get out of it.

Good Luck and have a wonderful and productive summer.

Programming Tips

MORE CORE IN 2004!

By Maryanne Haggerty, MS Exercise Physiology

Over the past decade fitness professionals have become more and more focused on conditioning the core. And in the year 2004, we even have one more day to work the core. So with the emphasis on more core we need to have a through understanding of what it is, why it's important, and how it works.

What's the Core?

Actually, the core is made up of 29 – 35 muscles that attach to the spine and/or pelvis. It is also known as the lumbo-pelvic hip region. The core is the area of the body where all motion originates (or at least, should try to originate). There are two main parts to the muscles of the core, the deep or inner muscular unit and the outer or more superficial muscles. The deep musculature needs to activate prior to the outer musculature for proper and effective stabilization of the spine.

The deep muscular system is comprised of the diaphragm, transverse abdominis, lumbar multifidus, and pelvic floor muscles. These muscles are dependent on diaphragmatic breathing and exhaling. When taking a deep breath the diaphragm expands and when exhaling the transverse abdominis makes a tight internal brace around your waist, and the lumbar multifidus and pelvic floor muscles also contract synergistically. The deep muscles have very little to do with movement, but everything to do with stability. This is where it needs to start. This is your internal weight belt, girdle, or brace around your waist. This is the key to a smaller waistline.

The outer muscular system includes the superficial muscles of the rectus abdominis, erector spinae, external and internal obliques, iliopsoas, hamstrings, and adductors to name a few. Basically, any muscle in the lumbo-pelvic hip area that attaches the rib cage and legs to the pelvis. These muscles are movers. Once the deep muscles are stabilized then the outer muscles can move the torso and legs; in other words, proximal stability before distal mobility.

Why is the core important?

Stability before Mobility!! If our spine is unstable other muscles will compensate never allowing us to work the muscles we are targeting. If we work muscles other than the targeted muscles we never reach our goals. Worse yet, we could be making faulty muscle recruitment patterns that have the potential to lead to injury. Such as, when some muscles get tight and short and others become lengthened and weak. Both shortened and lengthened muscles are weak.

The core is the starting point of motion. The two parts of the core must work in sync. The deep muscles must activate prior to the outer musculature. If the deep musculature does not activate first then the spine is not being stabilized before movement occurs. If there is no stability at the deep core, then there are a greater forces or impact on the vertebral column and the intervertebral discs and facet joints. Research has shown that in people with low back pain, the deep muscular system does not activate prior to the outer muscular system. The nervous system gets altered and other joints in the body can also be affected, such as with sciatica.

We haven't even mentioned posture yet, but the core activation works hand in hand with posture, as its structural foundation. The entire kinetic chain of the body needs to have an optimal postural alignment from the feet to the head. The analogy of trying to fire a cannon off a rowboat shows the importance of the core and a structural foundation.

How do we work the core?

When you watch a baby breathe, the stomach protrudes when they inhale. This is diaphragmatic breathing at its best. When we get older we tend to breathe shallower and our chest rises instead of our belly. A simple assessment is the drawing-in maneuver. Lying on your back with your knees bent in a neutral spine position, meaning that the lumbar spine is not flat or excessively arched. Place one hand on your abdomen and one on your chest, and then take a deep breath. The belly should rise. Then exhale as if you are blowing out birthday candles or blowing on a pinwheel. The spine is still neutral, but the waistline got smaller and your deep muscular is working!! Once this becomes a habit and when you breathe in or out you are able to maintain stability, then you are truly able to *work More Core in the rest of 2004!!* Go for it!



Marketing Ideas

This month, we will look at brochures and business cards.

Let's start with the brochure. The nice thing with brochures is that you can put a lot of information in them. There are several items I would encourage you to include in your brochure.

1. A catchy cover page with your name or company name and contact information
2. Personal or company bio
3. Credentials
4. Services offered
5. Testimonials
6. Contact info.

Now, these are not the only things to put in a brochure, but they are considered the essentials.

You want to make sure that you have all the information on it that you want your targeted audience to see. One concern is to not let the

information appear cluttered. The brochure layout will be critical to the effectiveness of the brochure. Consult some resources before spending time putting the layout together. You want to make sure the layout is going to be an effective tool to get your information to your targeted audience.

Another good idea is to use the brochures that allow you to insert business cards.

Your business card needs to contain your name or business name, all your contact information and a brief description of the services you offer. You may want to include an area for appointments to be written down on the back of the card. This is a good way to write reminders for your clients.

Again, you want to make sure your business card is not cluttered. You want to have a good layout that coordinates with the brochure style if you are incorporating both together.

Your brochure and business card is the first impression people may get... make it count.

“Your brochure and business card is the first impression people may get... make it count.”

Ask The R.D.: by Susanne Girard

“There has been quite a bit written recently about the glycemic index (GI) of food and how foods with a high GI can cause a spike in insulin. Is there any value in considering the GI of food when preparing for an endurance event such as a long run or swim?”- Mike

Dear Mike,
Glycemic index (GI) HAS made a lot of press recently! Unfortunately, there is significant misunderstanding of the subject. GI is the response of blood glucose from a fixed carbohydrate intake when the food is eaten alone on an empty stomach. In a varied diet for healthy people, GI plays little role, since mixing foods *drastically* changes GI. GI is determined by consumption of 100 grams of carbohydrate from the food being tested.

However, the fixed intake is not necessarily representative of a reasonable serving size. For example, carrots have been deemed to have high GI (71), and therefore, many people avoid them. However, 100

grams of carbohydrates from carrots would equate to 10 cups! If you were to consume a typical serving size of ½ cup, which has only 5 grams of carbohydrate per serving, the impact on the blood sugars would be *significantly* less!

Using glycemic load may be more accurate. The glycemic load is equal to %GI x grams of carbohydrate per serving. So, the glycemic load for ½ cup carrots is .71 x 5 = 3.55, meaning impact on blood sugars is quite low!

In general, low- to medium-glycemic load foods are best before endurance exercise. These foods will cause slower blood glucose response, and energy will last longer. Combining carbohydrate foods with small amounts of protein and fat may also help sustain energy.

When exercising for longer than one hour, or in extreme conditions, it is recommended to consume 30-60 grams of carbohydrate each hour to

maintain blood glucose levels. During exercise, high-glycemic load foods are recommended for quick absorption.

After exercise, high-glycemic load foods are effective for glycogen replenishment, particularly within the first two hours post-exercise. After exhaustive endurance events, it may take more than two days to adequately replace depleted glycogen stores! Protein consumed after exercise will provide amino acids for the building and repair of muscle tissue. Therefore, athletes should consume a mixed meal following strenuous exercise. Because each person is unique, athletes should experiment with different combinations and amounts of foods before, during, and after exercise (*always* during training, not competition!) to determine which works best for them. Proper nutrition throughout training will ensure optimal performance during competition.

Have nutrition questions? E-mail: AskSMG.RD@juno.com

“GI is determined by consumption of 100 grams of carbohydrate from the food being tested. ”

Hydropower Water Workouts

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All of our sponsors provide us with pricing below their normal retail prices.

Hydropower Water Workouts also uses the equipment from each company for various programs.

About Hydropower Water Workouts...

Hydropower Water Workouts was founded in 1994. When Hydropower first began, the sole purpose was to give everyone the opportunity to enjoy the benefits of a healthier, more active, more enjoyable lifestyle through the comfort and safety of aquatic fitness.

Since that time, Hydropower has expanded to include facility management and programming. Hydropower is also involved in consulting with facilities, fitness professionals and fitness enthusiasts. In 1996, Hydropower relocated from College Station, TX to Phoenix, Arizona. After relocating to The Valley of the Sun, Hydropower expanded once again. Hydropower now dedicates a large portion of its resources to continuing education classes for fitness professionals and the development of a stronger, more credible aquatic fitness industry through education and networking.

Greg Peterson is the founder and owner of Hydropower Water Workouts. He has a B.S. in Kinesiology from Texas A&M University. Greg is a certified personal trainer through AEA, ACE and NASM. He is a certified Fitness Instructor through AEA. Greg has been leading aquatic fitness classes for over 13 years. Over the last 13 years, he has gained considerable experience while teaching to every imaginable population and class format. He has accumulated over 7500 hours of teaching experience. Greg has also been personal training individuals in the pool and on land for over 13 years. His clientele has included everyone from the physically and/or mentally challenged to the elite athlete.

Greg is an Aquatic Training Specialist with the Aquatic Exercise Association, Inc. He has been a Provider for AEA since 1997 and a presenter at the International Aquatic Fitness Conference. Greg is a CEC provider for AEA, ACE and AFAA. His unique

approach to class formatting and choreography has been shared with 1000's of individuals across the country and around the world. He also has a no nonsense approach to personal training that helps trainers of all levels expand their knowledge and programming capabilities.

Greg also won the US Water Fitness Association National Water Aerobic Championship in 1994 and placed 2nd in the International competition in 1995. Greg has been published in an international fitness magazine numerous times and co-authored the AEA Aquatic Personal Training Certification Manual. He was a regular guest on the morning news show talking about aquatic fitness in the mid 90's in central Texas and featured on the morning show in Phoenix in '97. Greg has been in newspapers ranging from the **Bryan/College Station Eagle** to the **New York Times** in regards to aquatic training/programming and land-based personal training.