

Hydropower Water Workouts

What's New at Hydropower

Article Highlights:

- Monthly newsletter
- New Products
- Reader Input
- Open Dates

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The Hydropower Water Workouts store is now online and updated with a number of new items. We have 11 new videos for download for both land and water training.

We are continually looking for new products to bring to you at specially discounted prices. We are also developing several new programs for you to add to your resource bank. These will include both reference materials

and CEC programs.

We are also looking for feedback from you, our devoted reader. We need your input. We want to hear what topics you are interested in and what questions you have. Remember, we have our Registered Dietician that loves to hear from you. Please send her your questions. Each month, she will pick a question to put in the newsletter with her answer.

Also, we are still looking to fill some dates with education events. If you are interested in bringing any programs to your area, please let us know. We have some dates open for the last half 2004.

Please continue to check the web site at www.hydropowerwaterworkouts.com for the latest news during each week.

March AZ-WIN Meeting

Our last meeting was at the Scottsdale JCC. We were very fortunate to be able to have Barb Yarbrough as our presenter on March 7. Barb gave a great workshop over breast cancer and exercise.

We are excited to have the opportunity to be back at the Scottsdale JCC in June for our next meeting. We are currently in the process of finalizing at date and presenter for the workshop. We will be recapping some of the high points from IAFC '04 for those of you who did

not get the chance to attend.

We are continuing to explore the possibilities of bringing the top presenters in the world to The Valley of the Sun. As of right now, we have the two premier presenters of aquatic fitness in Angie Proctor (Executive Director of AEA) and Julie See (President of AEA) coming September 10-11.

We are still moving toward giving instructors the opportunity to get their AEA CEC's at the lowest possible cost while getting

the highest quality of training possible.

AZ-WIN is introducing a new program that allows instructors/ trainers to get free AEA CEC's. If you attend the first three AZ-WIN meetings, you get the fourth CEC workshop free at the fourth meeting each year.

As always, please let us know if you have specific topics that you would like to see covered at the meeting or if you would like to host a meeting at your facility.

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

March 12-14, 2004
Tucson, AZ

April 17-18, 2004
Stone Mountain, GA

Upcoming Events

April 24-25, 2004
Albuquerque, NM

September 10-11, 2004
Gilbert, AZ

September 18-19, 2004
Gillette, WY

October 2-3, 2004
Claremont, CA



Aquatic Personal Training: The Assessment

“Assessment tools are some of the most important assets that we have as trainers.”

When we are working with clients in the pool, we should have some type of an assessment program that we take our clients through before starting them on a program in the pool. Assessment tools are some of the most important assets that we have as trainers. We need a reliable and effective method of assessing our client's physical condition.

Since we are working with clients in the pool, we need to have an aquatic based assessment. We know the body responds differently on land than in the pool. So, we need to find out how their body is going to handle being in the pool.

One of the nice things about the water is that the water will tend to hyper exaggerate any weaknesses and imbalances in the body.

With the Hydropower Aquatic Fitness Assessment, we are looking for weakness in the following area:

- Decreased muscle endurance
- Movement of a joint (limb) in a non-linear direction (instability in the joint)
- Decreased muscular strength
- Decreased ROM (flexibility)
- Decreased cardio-respiratory endurance
- Balance

During the assessment, we are taking our clients through a series of movements in the water to try to identify any weaknesses or imbalances throughout the entire body. These movements allow us to evaluate the muscles as primary movers, secondary movers, and stabilizers. We also are able to assess the stability in the wrists, elbows, shoulders, spine, hips, knees, and ankles.

With this information, we are able to start to put together a program to address these weaknesses. We need to strengthen the weak links before starting to strengthen the whole body.

Programming Ideas

Total Hydropower

Total Hydropower is a unique program that can easily be adapted for a variety of formats from group exercise classes to personal training and can be modified to fit every ability level in the aquatic environment. In general, the goal of an exercise program is to increase and maintain complete body fitness levels. Total Hydropower will help strengthen the body and encourage participants to have a good time while achieving this goal. So now it is time to hop in the water and achieve a Total Hydropower workout.

Total Hydropower will use drag equipment and aerobic interval training to create a unique and highly effective training module. Participants are taken through a series of intervals, each consisting of a specific exercise to train a pair of opposing muscle groups. The class begins with a general warm-up for the entire body that gradually increases in intensity. After the warm-up, progress to 3 interval cycles at a 1:3 ratio (light:hard intensity bouts) to train every major muscle group in the upper body. From here, move into a moderate cardio-respiratory segment to further warm the lower body before following the same interval pattern for the major muscle groups in the legs. Class ends with a light cool down.

The decision to use an interval format is simple in order to provide the most complete workout possible in an efficient time frame. The specified interval format utilizes light intensity bouts (15 seconds) alternated with high intensity bouts (45 seconds) of maximum effort. Because the interval cycles are for duration of three minutes per muscle group, the body is going to go through its immediate and intermediate energy sources. This will allow the participant to work at an aerobic capacity. The 15 second low intensity segments are not adequate for the muscles to fully recover from an anaerobic activity. This will put most of the strain on the Lactic Acid System during the first 30 seconds of the high intensity segment. It is at this time that the participant should be able to break the aerobic threshold. This is also where the participants will get their gains and benefits in strength and power. Since the Lactic Acid system will not be able to fully recover during the 15 second low intensity segment, the length of time spent above the aerobic threshold will decrease with each interval. This will put a greater demand on the Aerobic System as you go through the intervals and provide you with a complete aerobic workout.

From the format discussed above, Total Hydropower training can obviously provide gains in cardio-respiratory endurance, muscular endurance, and muscular strength. Flexibility can be accomplished through two factors, proper form and technique and utilizing drag with inertia of the water. An example would be during a fly movement, transverse ab/adduction of the arms at the shoulders, you would want to push your arms through a full range of motion. If for some reason you have a decreased range of motion during the abduction portion of the movement, the inertia of the water would catch the frontal surface area of the drag equipment and stretch the muscles a little further than you were able to go by yourself. This will over time start to create a greater range of motion while strengthening the joint through the new range of motion. Body composition can show improvements as these other areas are addressed, especially when exercise is accompanied by a proper diet. So this Total Hydropower workout can provide the participant everything needed to make positive gains in all five of the major components of physical fitness.

The only thing not mentioned is the phenomenal core workout the participants will get. This program by design will challenge and strengthen the body's core muscles throughout the workout session. With a concentrated focus on one or two areas of the body at any given time, the body will need to support and stabilize itself throughout the interval cycles to maintain the proper body alignment. By maintaining proper position, core muscles are trained almost continually through the exercise session.

In addition to being flexible to the individual's fitness level, the class is set up for various levels of drag equipment as well. Utilizing drag equipment allows participants the ability to alter intensity during the workout and allows people of various fitness levels to participate in the workout. This makes drag the ideal equipment for the masses. Because of the variances in fitness levels and amount of resistance that different equipment choices provide, music may not be suited for the class. Music may become a distraction and affect the attention needed to focus on strengthening the body and achieving a Total Hydropower workout.

With these principles in mind, you are on your way to achieving total fitness goals. I look forward to meeting all of you in Orlando and seeing you in my workshop so we can attain a Total Hydropower workout.

Industry Trends...

The creation of a multi-facet group exercise program is growing throughout the country. Directors are seeing the benefits of offering a multi-level aerobic program. Also, the types of classes that are being offered are changing.

We are going to focus on the multi-level programs first. This gives the participants a chance to progress and move to a more advanced class as they become more advanced. This also allows them to experience a greater variety of classes and instructors. This type of a set-up allows for participants to feel more comfortable in the

classes. They are in a class that is designed for them and surrounded by participants at the same fitness and skill levels. This will help increase participant retention in your classes.

The other benefit is that it gives the director a chance to recruit instructors for a specific type of class. This in turn will make the program stronger. You will now have instructors who specialize in the class they are teaching.

Another concern to keep in mind is the idea that you need to offer the various levels of classes at all times of day. If your program is geared towards seniors in the

morning, you should have classes set up for that population at different levels. If you are running classes for working professionals, have different levels they can choose from.

The normal way that facilities do this is by offering beginner, intermediate, and advanced classes. Remember, these levels have to be offered at roughly the same times throughout the week. That makes it more feasible for participants to move from one level to another.

Next month, we will start to focus on some of the different class formats we can offer.

“Remember, the greatest services and products are completely useless if we can not get the word out and reach our targeted audience.”

The key to any successful business is marketing. We have all seen some really bad products out there that are very successful because of a good marketing plan.

Conversely, we believe that we all have very good services that will benefit and help people. Why are we not the ones raking in the money?

The first thing to look at is marketing. **What type of a marketing plan do you have?** Do you even have a marketing plan?

Remember, the greatest services and products are completely useless if we can not get the word out and reach our targeted audience.

Let's take some time and talk about a marketing

Marketing Ideas

plan. There are a few things that we need to decide on to effectively put together a successful marketing plan.

1. What are selling?
2. Who is our targeted market?
3. Where is our targeted market?
4. What is the demand for our product?
5. How do we plan to reach our audience?
6. Who is our competition?
7. What resources do we have?

By taking the time to look at these questions, you will have a good start on

putting together your marketing strategy.

Another important component to marketing is consulting or working with people who know and understand marketing. Working with a professional or someone knowledgeable in marketing can make the difference between being success and failure.

Make sure that you have goals with your marketing. Know exactly what you are working towards. Goals help keep you focused and they give purpose to your marketing.

In the next issue, we will be covering different ways to market you.

Ask The R.D.: by Susanne Girard

Help! Could you please give some healthy food ideas for breakfast, lunch and dinner? Thanks!

Signed,
Confused for ideas :)
Kristen

Dear Confused for ideas,
There are MANY quick, easy, and healthy options out there! The key is in the *planning*.

Blend a smoothie using frozen fruit, milk or juice, and yogurt, and enjoy on your way out the door.

Toast a whole wheat bagel, thinly smear with light cream cheese, and add sliced strawberries, banana, and pineapple. *Plan* ahead and have your ingredients ready

to go.

Keep snacks in your purse, briefcase, gym bag, etc. Energy bars, fresh fruit, fresh veggies, dried fruits, nuts, string cheese, etc.

For lunch, have leftovers stored in individual serving-size containers for a grab-and-go meal. Make a sandwich with whole wheat, lean meats, cheese, mustard, and all the veggies you can fit. Blend tuna with salsa or cottage cheese and enjoy with whole wheat crackers. Add canned chicken, cherry tomatoes, baby carrots, pre-sliced veggies, and a little dressing to bagged salad. Microwave a potato and cover with low-fat cheese and salsa.

For dinner, *plan* ahead and have the ingredients on hand. Broil pork chops and whole tomatoes make some couscous, and you've got dinner minutes. Make extra and dish it up for lunch the next day.

Check cookbooks, magazines, and websites for more ideas using your favorite foods. Save time and money. Each week, make a grocery list and purchase **ONLY** the items need for your healthy menu. *Plan* ahead and you'll never be confused for ideas again!
Susanne M. Girard, R.D.
AskSMG.RD@juno.com
Have a question? Please e-mail it in!

“In many areas there are no laws that define the scope of practice for someone using the designation of nutritionist.”

Hydropower Water Workouts

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www.hydropowerwaterworkouts.com

I wanted to take this space to thank the individuals that put in their hard work and time to make Hydropower Water Workouts what it is today. We have been going through a lot of changes here at Hydropower and I could not have done this without the help and support of these individuals.

The first person is Mike McGowan. He is the one that has made everything

A Special Thanks:

possible on the web site from design, upkeep, marketing, and production of everything that is Hydropower.

Ronda Brodsky who is one of our editors for all articles we do and the *The Fitness Journal*. She also consults with us on a wide range of topics.

Velma Kirk helps with the marketing and advertising here in Arizona. She does a wonderful job with handling the local data

base and e-mailings.

Ericka Jo Ghahreman for the time that she spends helping with directing projects and working with me on new programs.

AEA has always shown us their support and continues to allow me to bring you many of the programs that we offer.

We could not do without all of you behind the scenes and the support of you the reader.

Thanks!!

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.