

## REGISTRATION INFORMATION

**Who Should Attend** – Personal Trainers, Fitness Managers, New Fitness Professionals, Fitness Professionals who want to grow and develop their business.

**Workshop Location** – Hilton Garden Inn, 2041 N Bradley Fair Parkway, Wichita, KS 67206 (NE corner of 21st and Rock Road behind shopping center). Housing is also available. 316-219-4444

**Cost** – \$80.00 (pre-paid via Pay Pal at [www.williamsonfitness.com](http://www.williamsonfitness.com)) or pay at door \$95.00. Checks should be made to Williamson Fitness Consulting, LLC.

**Register** – online at [www.williamsonfitness.com](http://www.williamsonfitness.com), by February 26, 2010 or at the door.

**Lunch** – On your own at many area restaurants.

**CECs** – Continuing education credits will be offered by (.7) ACE. Other associations may be petitioned for CECs.

**Dress** - Dress casually as you may be active or demonstrating exercise.

## TESTIMONIALS

**Elizabeth:** I have attended two of Wendy Williamson's workshops in the last year and was able to directly apply her techniques the very next day.

**John:** I recently attended a two day workshop on the back conducted by Wendy Williamson. As an Athletic Trainer for over twenty-five years this was one of the best run seminars that I have taken. Her information is current and presented in a clear and concise manner.

**Dr. Mark Stovak,** Via Christi Sports Medicine, Wichita, KS: Wendy is the most educated, dedicated personal trainer that I have ever had the pleasure to meet. Wendy's passion for what she does is the reason she has set herself above her peers.

**Bob Esquerre,** International Fitness Consultant. What creates more depth to Dr. Williamson's PhD is that she is rounded in a reality that makes a fitness professional authentic...What we are missing today as an industry is vision, purpose and commitment. After you attend one of Dr. Williamson's educational or consulting encounters, you will individually find your vision, mission and a commitment to find your professional purpose just as Dr. Williamson has done.

Williamson Fitness Consulting, LLC  
13231 E. Glen Creek Ct.  
Wichita, KS 67230



Don't miss your chance to learn  
from one of the top consultants  
to the fitness industry!

# Fitness Professionals: Learning the Business and Making Money.



**Saturday, March 6th, 2010**

**Hilton Garden Inn  
2041 N. Bradley Fair Parkway  
Wichita, Kansas**



## Fitness Professionals: Learning the Business and Making Money.

Saturday, March 6th, 2010

Hilton Garden Inn  
2041 N. Bradley Fair Parkway  
Wichita, Kansas

7:30 a.m. - 4:30 p.m

### SCHEDULE

- 7:30 - 8:00 **Registration and Opening remarks**
- 8:00 - 8:30 **Learning the Business of Personal Training and/or Fitness Professionals**  
Key: Assessments
- 8:30 - 10:30 **The Science of Movement: Resistance Training Upper/Lower Body**  
(includes Anatomy and Physiology)
- 10:30 - 10:45 Break
- 10:45 - 12:15 **Advanced Training Techniques Program: Intermediate Level**  
Program Designs and solutions for common conditions (kyphosis, tight IT bands, weak lumbo-pelvic region, positive trendelenburg, osteoarthritis, etc.)
- 12:15 - 1:15 Lunch
- 1:15 - 2:45 **Training Manipulation Matrix: Advanced Program Design**
- 2:45-3:00 Break
- 3:00 - 4:30 **Implementing the Business of Personal Training and/or Fitness Professionals**
- 4:30 wrap-up Evaluations

### PRESENTER

**Wendy Williamson** has a PhD in Health and Human Performance, and was recognized in 2005 and 2006 by the American Council on Exercise (ACE) as one of the top three personal trainers in the U.S. She routinely writes and reviews national certification testing criteria for personal trainers and is a faculty member of the American Council on Exercise (ACE). Dr. Williamson is a contributing author of the Advanced Health and Fitness Specialist (AHFS) certification textbook (2009), was recently published in the ACSM Health and Fitness magazine, and has become one of the industry's most recognized and respected training consultants, especially in the area of medical exercise servicing. She is a native of Clearwater/Wichita and owns Williamson Fitness Consulting, [www.williamsonfitness.com](http://www.williamsonfitness.com).



### SESSIONS

This programming and business development workshop has been planned to prepare the new fitness professional in utilizing "tools" that will enhance their skills, business development and profitability. The fitness professional will learn to maximize their business with the ability to address common conditions, develop strategic program design and progression to keep the client coming back.

#### LEARNING THE BUSINESS OF PERSONAL TRAINING AND/OR FITNESS PROFESSIONALS

30 minutes

1. To introduce the purpose of assessments and to demonstrate the direction for program design.
2. To review multiple types of assessments and provide an overview of each.

#### THE SCIENCE OF MOVEMENT: RESISTANCE TRAINING UPPER/LOWER BODY

2 hours (Includes Anatomy and Physiology)

1. To review upper, lower quadrants as well as the lumbo-pelvic anatomy for understanding of origins and insertions
2. To understand general movement of the human kinetic chain and respective muscle movement.
3. To understand the demand of muscles through planes of motion especially thoracic and lumbo-pelvic regions
4. To have general understanding of what muscles are recruited during various movements of shoulder joint and lumbo-pelvic region

#### ADVANCED TRAINING TECHNIQUES PROGRAM: INTERMEDIATE LEVEL

1 hour 30 min. Program Designs and Solutions for Common Conditions. (kyphosis, tight IT bands, weak lumbo-pelvic region, positive trendelenburg, osteoarthritis, etc.)

1. To be able to appropriately apply knowledge and understanding of the anatomy and physiology towards program design.
2. To create a program design unique to each individual and their common condition(s)
3. To have the ability to communicate with the medical professional to understand the direction to safely design the progression of exercise.
4. To understand when the fitness professional scope of practice is limited and to refer to the medical professional.

#### TRAINING MANIPULATION MATRIX: ADVANCED PROGRAM DESIGN

1 hour 30 min.

1. While reviewing case studies, participants will be able to demonstrate progression and share their understanding of progression.
2. To be able to understand elementary to advanced progression for common conditions.
3. The participants will be able to differentiate between multiple common conditions and be able to apply safety concerns
4. The participants will know when to progress and when not to progress based upon the clients response to the exercise.

#### IMPLEMENTING THE BUSINESS OF PERSONAL TRAINING AND/OR FITNESS PROFESSIONALS

1 hour 30 min.

1. To take the Emotional Intelligence test and understand their respective strengths and weakness
2. To comprehend the potential impact with professional business sense.
3. To maintain business concepts to continue to grow and advance business practice.

### SPONSORS



### ENDORSEMENTS

