

2010

Perspectives

in Exercise,
Health & Fitness

Conference

November 5-7



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Perspectives in Exercise, Health & Fitness

Alberta CSEP Perspectives in Exercise Health and Fitness Conference is *the* conference for serious exercise and fitness professionals.

Bring your passion for the fitness industry to the best professional development and networking opportunity of the year.

This conference delivers like no other:

- With 20 presentations from industry experts on up-to-date evidence-based research, including the launch of the anticipated new ParQ+
- Professional development presentations on the business of fitness, including social media, technical assessment and leadership development
- Outdoor activities to take advantage of the spectacular Rocky Mountain environment
- More than 300 exercise professionals, private and public facility managers, personal trainers, and clinical practitioners to network with
- Set in beautiful Kananaskis Country

Don't miss your chance to:

- Network with a cross-section of the exercise and fitness industry's best
- Learn about new research and industry best practices from national and international experts
- Participate in membership meetings and set the course for Alberta CSEP
- Rejuvenate for the winter in the beautiful Rocky Mountains

Register NOW and get your advanced registration discount!

CSEP is the Gold Standard for exercise science and personal training in Alberta and across Canada. Our standards are endorsed by the RCMP, Canadian Military, and Parks and Recreation Associations across Canada to name a few. Alberta CSEP was the first organization in Canada to develop standards and certification for exercise professionals and personal trainers. Our single passion—to contribute to the health of Albertans—has remained the same over the past 28 years.

Alberta CSEP's Perspectives in Health and Exercise Conference is hosted by: Alberta CSEP, The Provincial Fitness Unit of Alberta.

ACCOMMODATION

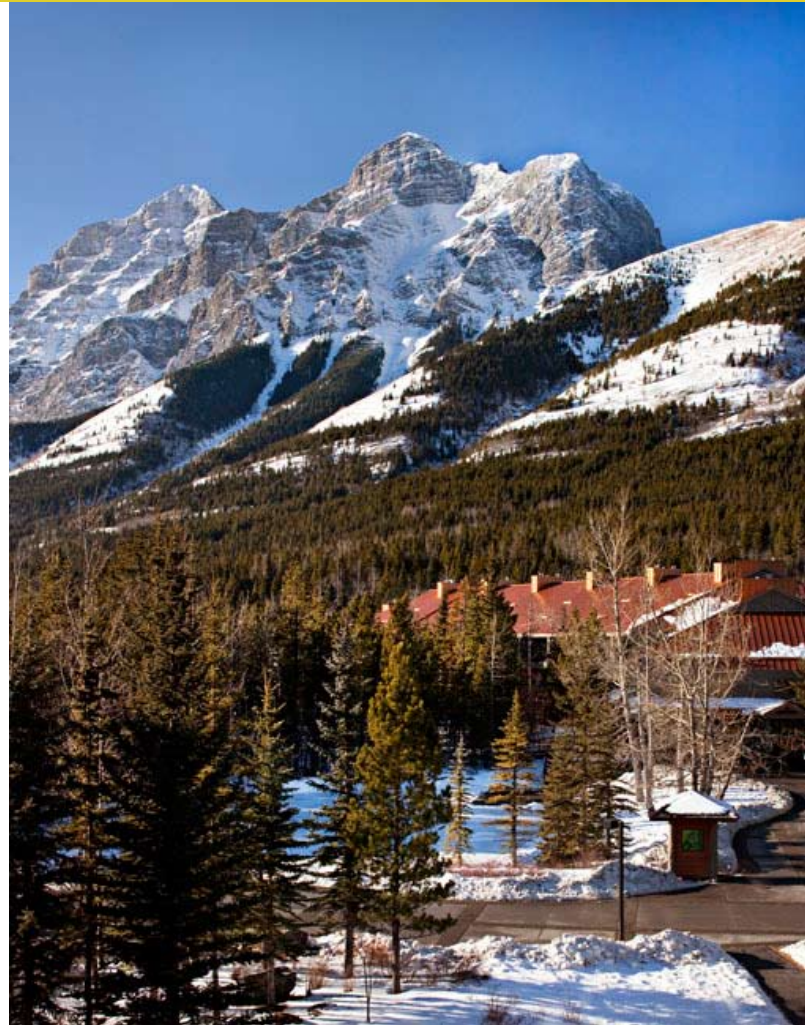
The Delta Lodge at Kananaskis is located 100 kms west of Calgary. Kananaskis Country has something to satisfy almost every outdoor interest from fishing to hiking, skiing, mountain biking, camping, rafting, canoeing, and kayaking. In November the weather in the mountains is quite unpredictable, but typically one can enjoy cool, crisp, sunny days.

Conference delegates may book their accommodation at the The Delta Lodge at Kananaskis by booking accommodations on line at www.deltalodgeatkananaskis.com/un1104 or calling the reservations department at (403) 591-6240.

When booking reservations please inform the hotel that you are with the Perspectives in Exercise Health and Fitness Conference. Rates at the Delta Lodge at Kananaskis are \$133 plus taxes and service charges.

Please note that service charges are not included in the above rates. There is an additional conference service charge of \$9.00 per person/night for those attending the conference as well as the provincial hotel room tax and GST.

Reservations should be made prior to September 18, 2010, to ensure Conference room rate and availability. After September 18, 2010, reservations will be accepted on a first-come, first-served basis.



SCHEDULE

PRE-CONFERENCE

Friday, November 5	
8:30 am – 12:30 pm	CPT Recertification / refresher Course
7:30 am – 8:30 am	Registration open
12:00 pm – 7:00 pm	



CONFERENCE

Time	Friday, November 5	
1:30 pm – 3:00 pm	Supportive Conversations with Clients Holly Dreger and Gail Daniels	Functional Proprioceptive Training Fraser Quelch
3:00 pm – 3:15 pm	Break	
3:15 pm – 4:45 pm	Working with the Hidden Clients: Supporting Self-Management in People with Chronic Conditions Alberta Health Services Christina Sirman-Hundt and Peggy Clark	Physical Requirements of Emergency Response Occupations Randy Dreger
5:00 pm – 7:00 pm	Product showcase (Tradeshow 4:00 – 7:00 and 8:30 – 10:30pm)	
7:00 pm – 8:30 pm	Keynote – William Kraemer State of the Union Address: Fitness Past, Present and Future	
8:30 pm – 11:00 pm	Alberta CSEP Reception	

Time	Saturday, November 6		
7:00 am – 8:15 am	Continental Breakfast		
8:30 am – 9:30 am	Exercise is Medicine: The Future of Disease Prevention Michael Bracko	Personal Branding Krista Green	Science and Application of Metabolic Training Fraser Quelch
9:30 am – 10:00 am	Break		
10:00 am – 11:00 am	The Science and Theory of Correct Posture Geoff Cuskelly	Physical Activity in the Prevention and Treatment of Type 2 Diabetes and the Associated Cardiovascular Complications in Youth Jon McGavock	Resistance Training William Kraemer
11:00 am – 1:30 pm	Fun Run and Tradeshow (11:00 am – 2:00 pm tradeshow)		
1:30 pm – 2:30 pm	Movement screening for the sport of life Dave Frost	Peak Performance in your Career Krista Green	Lessons learned from the 2010 Winter Olympics Steve Norris
2:30 pm – 3:00 pm	Break		
3:00 pm – 4:00 pm	The Science of Hockey: How Do They Skate That Fast? Michael Bracko	PAY ATTENTION! Promoting Physical Activity in a World Full of (mis)Information Tanya Berry	Improving Core Function: Bridging the Gap Between Research and Practice Dave Frost
4:30 pm – 5:30 pm	Alberta CSEP Business Meeting		
6:00 pm – 7:00 pm	Reception		
7:00 – 10:00 pm	Banquet, Alberta CSEP awards and Fun! Dueling Pianos featur rowdy Rock n’ Roll, sing-along, live karaoke, and LOTS of fun. Great players spar and have a wild time getting the whole room going.		

Time	Sunday, November 7		
7:00 am – 8:15 am	Continental Breakfast		
8:15 am – 9:45 am	Posture Analysis and Corrective Exercise Geoff Cuskelly	Tailoring Exercise for Patients with COPD Neil Eves	Common Sense Approaches to Maximizing Performance John McGavock
9:45 am – 10:15 am	Break		
10:15 am – 11:45 am	The ParQ+ An Introduction and Launch Darren Warburton & Shannon Bredin		

Register online at www.provincialfitnessunit.ca



Provincial Fitness Unit

CONFERENCE FEES (gst not included)

PRE-CONFERENCE

Certified Personal Trainer Recertification (CPT) refresher Workshop

Alberta CSEP CPT Member \$75

Registration for this recertification Workshop is open exclusively to Alberta CPTs until October 1st. After October 1st, registration is open to any CPT in the order they have been/are received. Capacity is limited.

CONFERENCE

Before October 1, 2010

Alberta CSEP Member \$325

Non CSEP Member \$375

After October 1, 2010

Alberta CSEP Member \$375

Non CSEP Member \$425

Conference fee includes all Conference sessions (excluding Pre-Conference sessions), Reception (Friday), Reception & Dinner (Saturday), Continental Breakfasts (Saturday and Sunday) and delegate gift

FEE SUMMARY

Pre-Conference Fee (from above): \$ _____

Conference Fee (from above): \$ _____

Extra Dinner tickets and evening entertainment (Saturday)

_____ @ \$70.00 = \$ _____

(GST 5%) \$ _____

Total \$ _____

Register online at www.provincialfitnessunit.ca

On line registration must be accompanied with credit card payment (Visa or Mastercard)

If paying for a group registration, or by cheque please contact the Alberta CSEP office at 780 492 4435

CANCELLATIONS & REFUNDS

- A \$50.00 administration fee will be held for registration cancellation received in writing prior to October 20, 2010
- NO REFUNDS will be issued after October 20, 2010.

For Further Information, contact: PHONE (780) 492-4435
or visit www.provincialfitnessunit.ca and select "Perspectives Conference Online Registration"

BIOGRAPHIES

Tanya Berry

Dr. Tanya Berry is an associate professor in the Faculty of Physical Education and Recreation at the University of Alberta and research associate with the Alberta Centre for Active Living. She is also an Alberta Heritage Foundation for Medical Research population health scholar. Dr. Berry is interested in how physical activity is promoted and how people interpret messages about physical activity, whether the messages come from health promoters or from the larger commercial world.

PAY ATTENTION! Promoting physical activity in a world full of (mis)information

Tanya will present on the challenges faced when trying to promote physical activity in an environment full of confusing and sometimes contradictory messages. She will show examples of good and bad public health campaigns and what can be learned from them. She will also discuss research that illustrates how the public thinks of “exercise” and how health promoters can attract attention to their messages.

Michael Bracko

Michael Bracko is an exercise physiologist from Calgary. He works in three areas: 1) Health and fitness - as a writer, presenter, teacher, and media consultant, 2) Sports Physiology - he is the director of the Institute for Hockey Research where his research focus is female hockey players. He also works with male and female hockey players of all ages for on and off-ice performance enhancement; he is the skating coach for the University of Alberta women's hockey team and the strength and conditioning coach for the USA Men's Deaf Olympic hockey team, and 3) Occupational Physiology with a specialization in back injury prevention, pre-work warm-up, and ergonomics.

Dr. Bracko is an active member with the American College of Sports Medicine serving on the Health & Fitness Summit Planning Committee. He is a Fellow in the ACSM, and an associate editor, and regular contributor, for the “ACSM's

Health and Fitness Journal.” He was on the Board of Trustees from 2006-2009. He is a member of CSEP and has presented at past annual meetings.

Exercise is Medicine: The future of disease prevention

What if there was one prescription that could prevent and treat dozens of diseases, such as diabetes, hypertension and obesity? Would physicians prescribe it to their patients? Yes they would!! That one prescription is exercise. Fitness professionals have known this for decades. It is time for the fitness industry to lead the medical community in preventing disease. It is time for fitness professionals to work with physicians in prescribing exercise, and get paid for it. In this presentation attendees will learn about a collaboration between ACSM and CSEP to develop a program in Canada based on the model of “Exercise is Medicine™.” Attendees will learn how the “Exercise is Medicine™” initiative is being implemented in countries such as the USA, Colombia, Mexico, Australia, Italy, and Great Britain. A plan for implementation in Canada will be outlined.

The Science of Hockey: How do they skate that fast?

Howie Green, PhD describes hockey as follows: “Hockey is uniquely stressful in ways scientists don't really understand. The heat and humidity of the protective gear, the high level of coordination required, the repeated demands made on the muscles with little rest and the ‘astounding’ requirement that it's played while balancing on skate blades are all factors in fatigue.” Hockey requires the most unique motor skills in sports. In order to be successful at hockey, a player needs numerous components of fitness as well as the ability to skate. Attendees will learn the important physiological aspects of high performance male and female hockey players. In addition, this presentation will explain the biomechanics that enable hockey players to skate upwards of 45 kms/hour.

Shannon Bredin & Darren Warburton

Dr. Shannon Bredin (PhD, CSEP-CEP®, CSEP-CPT ME) is the co-Director of the Physical Activity and Chronic Disease Prevention Unit at the University of British Columbia (UBC), the founder and director of the Cognitive and Functional Learning Laboratory at UBC, as well as the co-director of the Physical Activity Support Line (www.physicalactivityline.com). Dr. Bredin is currently the Provincial Coordinator of the Health and Fitness Program of BC, as well as sits on the CSEP-Certified Personal Trainer national committee. She is also the founding Editor of the Health and Fitness Journal of Canada.

Dr. Bredin's research is focused on examining cognitive performance, functional motor skill acquisition, physical activity behaviour, and health literacy across the life span. As such, her research covers a wide spectrum and includes such individuals as infants and children, elite performers, as well as persons with chronic disease. Her research has focused on such contemporary issues as play and physical activity behaviour in early childhood, the development of motor skill proficiency in children, interactive video game exercise for health and well-being, the development of health and physical literacy, the implementation of telehealth strategies, and as well the influence of various cognitive factors on human performance. For further information on Dr. Bredin and her research program please visit www.healthandphysicalactivity.com.

Darren Warburton

Dr. Darren Warburton is the co-Director of the Physical Activity and Chronic Disease Prevention Unit at the University of British Columbia (UBC), and the founder and director of the Cardiovascular Physiology and Rehabilitation Laboratory. He was the director of the Sport Cardiology and Musculoskeletal Assessment Research Team (SMART 2010) for the 2010 Olympic and Paralympic Games. He is also co-director of the Physical Activity Support Line (www.physicalactivityline.com) and is heading the revision of the PAR-Q+ and the development of the ePARmed-X+.

Dr. Warburton is a Canadian Institutes of Health Research (CIHR) New Investigator, and a national executive member of the Canadian Society for Exercise Physiology (CSEP)

Health & Fitness Program and the Canadian Association of Cardiac Rehabilitation. His research spans the spectrum of elite athletic performance, childhood health, quality of life in the elderly, and the treatment of patients with chronic disease and/or disability (including individuals with heart disease, cancer, obesity, diabetes, osteoporosis, and spinal cord injury). Dr. Warburton has published over 70 articles in the last three years in peer-reviewed journals, including the Canadian Medical Association Journal, and the Journal of the American College of Cardiology. One of his articles has already been cited more than 500 times since its publication in 2006, and is used a required reading for many agencies, medical training programs, and certifications from around the world.

The ParQ+ Introduction and Launch

Join presenters Darren Warburton and Shannon Bredin as they discuss and launch the new ParQ+ at the Perspectives In Exercise Health and Fitness Conference! Darren and Shannon will present the history of the development, the rationale for the new ParQ+ and its use in professional practice. The CSEP CEPs and CPTs scope of practice is interconnected with the ParQ+, so Darren and Shannon will also discuss the implementation of the ParQ+ within our practice.

Peggy Clarke & Christina Sirman-Hundt

Peggy is a Self-Management Support Consultant for Alberta Health Services in the Edmonton Zone. She enjoys her role in the Chronic Disease Management Department, where she acts as a consultant for incorporating self-management support into program development, facilitates workshops for patients with chronic conditions, and teaches health professionals to provide better care for their clients who have chronic health conditions.

Christina Sirman-Hundt

Christina is the Stanford Self-Management Program Coordinator for Chronic Disease Management, Alberta Health Services Edmonton zone. She enjoys her program coordinator role, which involves booking, organizing and facilitating workshops, collaborating with community agencies to promote CDM services, and providing program development and evaluation. She serves as the liaison for the community

network partners in the Edmonton area and the AHS Weight Wise program. Christina is a varsity alumni athlete, holds her level III NCCP certification in coaching (athletics), and enjoys facilitating physical activity partnerships for people with chronic disease. She is enjoying the successes and challenges of being a Team Alberta Provincial Coach.

Working with the Hidden Clients: Supporting self-management in people with chronic conditions (Peggy Clarke and Christina Sirman-Hundt co-presenting)

This presentation will provide an overview of what self-management is, and why it is particularly crucial in clients with chronic conditions. Certified trainers have the potential to help clients radically improve their quality of life. Your relationship with your clients can be the single most powerful factor in beginning and maintaining a physically active lifestyle. Learn what common barriers are, and how to develop practical and personal sensitivity to maximize your clients' experience.

Geoff Cuskelly

Geoff is an Australian trained Physiotherapist with 17 years of clinical experience and is the owner and director of Tower Physiotherapy. He lectures extensively in North America and Australia on Sports Injury and Rehabilitation. He is educated in Exercise Physiology and has extensive training in gait and biomechanical analysis of runners, providing assessments, treatment and training programs for all levels. He is also an instructor for the Fit Fore Golf Program offered throughout North America, a 10 year volunteer at the YMCA and a four time marathon finisher.

Gail Daniels & Holly Dreger

Gail Daniels is an executive coach, facilitator and consultant with kesa, an Alberta based organizational development company that supports organizations in shaping change. She is a highly skilled coach, consultant and facilitator who brings a unique set of skills to kesa based on over 25 years of experience in leadership, program development, conflict resolution and education. Gail holds a Master of Arts in Counseling Psychol-

ogy from Gonzaga University, a Bachelor of Education from the University of Calgary, and a post-graduate certificate in Executive Coaching from Royal Roads University. Gail is certified and experienced in Emotional/Social Intelligence (EQ) and the Myers-Briggs Personality Type Indicator (MBTI) both of which provide clients with valuable tools to identify strengths that can be leveraged to overcome challenges and truly excel. She is a member of the International Coaching Federation (ICF), the Calgary Association of Professional Coaches (CAPC), the Human Resources Association of Calgary (HRAC) and the Women's Executive Network (WXN). At the heart of Gail's coaching is a commitment to support personal and professional development that makes a significant difference. As a coach, Gail works with executives and emerging leaders to support their growth in reaching the next level of professional and organizational success. Establishing a confidential, mutually accountable and trusting relationship with clients provides the foundation for developing competencies to define and meet task challenges and set achievable and realistic professional goals.

Holly Dreger

Holly Dreger is a Certified Executive Coach and member of the International Coaching Federation (ICF). She has worked for over 16 years with Legal Aid Alberta in an administrative, human resources, and management/leadership capacity. In her current role as office manager she brings coaching skills to the office for effective teamwork and leadership with her staff. In addition, she has been sought for internal coaching for select individuals of middle and upper management. Prior to graduating from Royal Roads University as an executive coach, Holly received training in personal coaching and leadership development. Holly's greatest joy comes from witnessing people having their own "A ha's" through a coaching conversation. The value of coaching has proven over and over as an effective way to lead people to personal transformation and professional success. Holly's current focus is offering coaching services to women. As a married, working mother of four, Holly has an appreciation for women wishing to balance their personal and professional lives effectively.

Supportive Conversations to Motivate Clients (Gail Daniels and Holly Dreger co-presenting)

Setting a goal is one thing, reaching it is another. You can have the best training program in the world, but without the appropriate motivation people won't get where they want or need to be. This session will give you insight and tools to use to help you connect with and motivate your clients.

Participants will receive:

- An overview of the "Supportive Conversations Model"
- Highlights on the importance of "Supportive Listening"
- "The Brain is a Problem Solving Machine"
- How to ask questions to promote insight

Randy Dreger

Randy W. Dreger is an instructor in the Personal Fitness Trainer Program at the Northern Alberta Institute of Technology. Randy holds a Doctor of Philosophy and a Master of Science degree in Exercise/Work Physiology. He is a CSEP Certified Exercise Physiologist and Certified Strength and Conditioning Specialist (CSCS) with the National Strength and Conditioning Association (NSCA). Dr Dreger's primary area of research involves the physiological demands of emergency response occupations. He has studied, authored, and presented his results to the international scientific community and a number of professional organizations. In addition to teaching and research Dr Dreger has trained numerous fire, police, and paramedic applicants to meet the associated physical test requirements.

Physical Requirements of Emergency Response Occupations.

This session will discuss various emergency response occupations the demands associated with the job as well as physical entrance requirements.

Neil Eves

Neil Eves is an Assistant Professor of exercise physiology in the Department of Human Kinetics at the University of British Columbia in Kelowna. He is a member elect of the Canadian COPD Alliance and has recently helped develop workshops for pulmonary rehabilitation for this organization. His primary research interests are in how exercise can directly modify disease pathology in COPD, the mechanisms of exertional dyspnea, respiratory and cardiovascular function during exercise and the optimization of exercise prescriptions for the modification of respiratory conditions.

Tailoring Exercise for Patients with COPD-Exercise is medicine, but one prescription doesn't fit all

Exercise is an essential part of standard COPD therapy and has a number of beneficial effects for improving functional status, symptoms and health related quality of life in patients with this severely debilitating disease. However, COPD is an extremely heterogeneous condition and patients present with a variety of symptoms, secondary co-morbidities and physiological limitations that make working with this population challenging for exercise specialists. The aims of this session will be: 1) to present current evidence supporting the benefits of exercise in the treatment of COPD; 2) discuss the limitations to exercise that prevent patients obtaining benefits from exercise training and 3) provide practical ways to overcome limitation and optimize exercise prescription to achieve benefits for all patients.

Dave Frost

David is a doctoral candidate at the University of Waterloo in the Department of Kinesiology. He is an accredited strength and conditioning specialist (CSCS*D) and a certified kinesiologist (CK) with over 10 years experience working with athletes at the professional, Olympic and collegiate levels. David has had the privilege of being mentored by some of the best scientific and coaching minds in the world and thus brings a unique perspective to his research and practice. His doctoral work is focused on better understanding how the way we move influences injury risk and performance. David's long-term objective is to help establish a worker-centered approach to the physical preparation of occupational athletes.

Improving Core Function

Bridging the gap between research and practice. How do we improve core function? What is the core? How should it function? This session will provide an overview of the latest research pertaining to low back mechanics as they relate to injury and performance. Practical, take-home examples will be used to offer an alternative perspective on core training and its role in preventing injuries or enhancing performance.

Movement Screening for the Sport of life: What are we looking for and what does it mean?

Movement screens have become increasingly popular, yet it is still not clear how the information should be used to guide the prescription or progression of exercise. This session will deconstruct a few popular screens and provide insight into how the information gained should be used to influence training for performance in life.

Krista Green

Krista Green is an entrepreneur, author and speaker, named by *Calgary Inc.* magazine as one of their “Top 40 Under 40” outstanding young business professionals. She is the author of the book “Get Noticed. Be Remembered: Creating a Personal Brand Strategy for Success” and the 4-Disc Audio Series “How to Brand, Sell, Market and Grow Your Business.” A competitive figure skater for 19 years at the Regional and National level, Krista is a NCCP-certified Coach and continues to utilize her coaching skills as a high performance coach for business owners and corporate athletes.

Peak Performance In Your Career

To be the best you can be and to achieve excellence means finding and operating from your own unique ‘sweet spot’. We all have, at one time or another, experienced what’s known as Flow State: that exquisite feeling of being completely in our element - the zone where everything comes together for incredible results that are seemingly effortless. In this session, you’ll learn how to create that state - predictably and reliably - while combining your passion with your authentic skill set in order to increase your following as a professional and revolutionize the experience for those you reach.

Personal Branding

This session is designed to give you the necessary tools to successfully take your career to the next level. Learn how to define, position and champion your personal brand to instantly communicate your unique skill set and value proposition. You’ll learn which marketing strategies are effective (and which ones aren’t) and discover how to grow your attendance numbers and create raving fans by leveraging who you are, both as a professional and as an individual.

William Kraemer

Dr. William J. Kraemer, full professor in the Department of Kinesiology in the Neag School of Education working in the Human Performance Laboratory at the University of Connecticut, Storrs, CT, since 2001, also holds joint appointments as full Professor in the Department of Physiology and Neurobiology and as a full Professor of Medicine at the UConn Health Center/School of Medicine. Prior appointments include faculty tenures at Pennsylvania State University and Professor and Endowed Chair at Ball State University. Dr. Kraemer is a Fellow in the American College of Sports Medicine (ACSM) and the National Strength and Conditioning Association (NSCA). He serves on numerous scientific journal editorial boards and is the current Editor-In-Chief of the *Journal of Strength and Conditioning Research*, an editor for the *European Journal of Applied Physiology*, and an Associate Editor of *Medicine and Science in Sports and Exercise*. He has authored and co-authored over 350 peer-reviewed manuscripts in the scientific literature related to strength and conditioning, sports medicine, and exercise endocrinology, nutrition, and sport science, as well as authored ten books. His research has spanned diverse topics such as the molecular and cellular aspects of exercise, applied science in sports and nutrition. He was selected by the International Olympic Committee (IOC) to edit the Medical Commission’s book, “Strength Training for Athletes” which was published in 2002 and was the editor for the IOC’s “Encyclopedia of Sports Medicine’s Endocrinology of Exercise and Sport” which was published in 2005. He has served on the Board of Trustees for the ACSM and he is a past president of the NSCA and has been awarded that organization’s Lifetime Achievement Award and had the organizations “Outstanding Sport Scientist Award” named in his honor in 2006. He has been awarded the University of Connecticut’s Research Medal in 2005 and in 2009 was awarded the UConn Alumni Association’s Research Excellence Award for all UConn faculty members.

State of the Union Address: The Fitness industry past, present and future

William Kraemer presents his thoughts and views on where the fitness industry may be headed. Highlighting what was, and is happening on the international stage, Dr. Kraemer looks through a global lens to highlight the fitness industry as he understands it and connect his ideas to everyday practice and reality.

Resistance Training

The practice and science of resistance training is as vast as the numbers of professionals in the fitness industry today. Dr. Kraemer will work his way through the science and discuss current research and new practices in the area of resistance training.

Jon McGavock

Dr. McGavock is the Robert Wallace Cameron Chair in Evidence-Based Child Health at the University of Manitoba. He is a Canadian Diabetes Association Scholar and CIHR New Investigator in the Department of Pediatrics at the University of Manitoba and the Manitoba Institute of Child Health. His research laboratory focuses on the role of physical activity in the prevention and treatment of type 2 diabetes and the associated cardiovascular complications in youth.

The Role of Exercise Physiologists in the Prevention and Management of Type 2 Diabetes in Youth.

Type 2 diabetes is the fastest growing chronic disease in OECD countries. Once restricted to adults, the rates of type 2 diabetes are growing rapidly among youth. As exercise is a cornerstone in the prevention and management of type 2 diabetes, exercise physiologists can play a key role in the clinical management of this condition in youth. Dr. McGavock will describe his research and clinical experience of the important role physical activity plays in reducing risk factors for type 2 diabetes in youth at all stages of risk. He will also explore the importance of gaining skills needed to elicit behaviour change in adolescents diagnosed with or at risk for type 2 diabetes.

Common Sense Approaches to Maximizing Performance. Focussing on current scientific literature that points to endurance benefits gained from focusing on $\dot{V}O_{2max}$ specific training. Jon will propose a novel approach to endurance training for

non-elite athletes in northern climates. The final section of the session will focus on state of the art methods for injury prevention in endurance athletes and how to optimize a taper.

Steve Norris

Dr. Norris was the Director of Sport Physiology & Strategic Planning at the Canadian Sport Centre Calgary where he focused on Canada's winter Olympic teams for the last three Olympic cycles (Salt Lake City 2002, Torino 2006, & Vancouver 2010). Stephen's main role was to work with national team officials and coaches to devise and enact programs that increased the likelihood of success at international level competition. This often required an integrated multidisciplinary approach using expertise from several different areas in order to support a given sport's performance objectives. In addition, Stephen played a key role as a primary consultant to the 'Own The Podium' program high performance/technical group, which was the agency tasked to spearhead Canada's 2009 Winter Olympic Sport performances led by Dr. Roger Jackson. Stephen also acts in an associative role within the Human Performance Laboratory at the Faculty of Kinesiology, University of Calgary where he is a member of the Altitude Research Group and the Sport Physiology Group (both headed by Dr. David Smith). Aside from this role, Stephen also acts as a graduate student advisor and committee member, and is in increasing demand internationally both as an external examiner and as a 'high performance' consultant. Most recently, Stephen has been appointed as 'Adjunct Professor' at the Mount Royal University in Calgary, specifically to aid this new and vibrant institution establish itself further as a leading academic and applied institution.

Lessons Learned From the 2010 Winter Olympics

The Vancouver 2010 Winter Olympics seems like a distant memory, but for many who were there as program directors, managers, and trainers, the memories are still strong as are the lessons learned. Join Steve as he shares his thoughts and discusses the lessons learned from the Olympics and their application to the 'regular' athletes we train in our fitness practices and programs. Steve will bring his usual forthrightness and honesty to the presentation.

Fraser Quelch

Fraser Quelch BPE, CSCS, Fellow of Applied Functional Science, is the Head Coach and Director of Training and Development for Fitness Anywhere and is the creator and lead educator of the revolutionary TRX Suspension Training Program. He is a dynamic and high-energy presenter who combines an animated, entertaining style along with his knowledge and gift to motivate and inspire! An internationally renowned expert in the fields of functional training and endurance athletics, Fraser has presented at conferences and events all over the world and his writing has been featured in IDEA Fitness Journal, On Fitness Magazine and NSCA Performance Journal.

Functional Proprioceptive Training

Create a peak gluteus contraction with a simple arm motion! Fire your calves with a reach of the foot! Understanding how our body's neuromuscular system is driven to react to our actions and how we can harness this incredible proprioceptive power is re-defining the way we train our clients. Learn how to use this powerful approach to create functional chain reactions that will increase muscle activation and bring your clients and athletes to their peak.

Science and Application of Metabolic Training

Take intensity to a whole new level with this advanced training workshop. Learn the scientific foundation behind metabolic training and how to build safe, effective and intelligent sequences using its principles. Using nothing more than the human body and some simple and effective training tools, this session will teach you how to optimally enhance the appearance, performance and functionality of your clients.