

**PERFORM BETTER**

A Division of M-F Athletic Co.  
P.O. Box 8090  
Cranston, RI 02920-0090

**LEARN-BY-DOING ONE-DAY SEMINARS**

**DECEMBER 1, 2007**  
Fair Lawn, NJ

**JANUARY 5, 2008**  
San Francisco, CA

**JANUARY 12, 2008**  
Los Angeles, CA

**FEBRUARY 23, 2008**  
Phoenix, AZ

**MARCH 15, 2008**  
Boston, MA

**MARCH 16, 2008**  
Boston, MA



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U.S. POSTAGE  
**PAID**  
M-F ATHLETIC  
COMPANY

**About PERFORM BETTER'S LEARN-BY-DOING ONE-DAY SEMINARS**

**THE CONCEPT:**

Perform Better's Learn-by-Doing Seminars are designed to provide trainers, coaches and therapists with a hands-on learning experience with some of the top professionals in the industry – at a price that is very affordable.

**THE STAFF:**

The top-notch presenters at the Perform Better Seminars include many of the most respected names in the field.

**THE FORMAT:**

There will be four/five presenters at each location (see schedule for which presenters will be in each city). In the morning session each presenter will give a 60 minute lecture on their topic. In the afternoon each will direct a corresponding Learn-By-Doing station. Attendees will be divided into smaller groups and rotate to each station.

**SAMPLE OF DAILY SCHEDULE:**

REGISTRATION	7:00 – 8:00 AM
LECTURES	8:00 – 12:30 PM
LUNCH ON YOUR OWN	12:30 – 1:30 PM
LEARN-BY-DOING SESSIONS	1:30 – 4:00 PM

**WHO ATTENDS?**

Personal Trainers, Physical Therapists, Athletic Trainers, Coaches. Anyone interested in learning more about the latest concepts in Functional Training and Rehabilitation.

**FOR MORE DETAILS:**

Including directions and hotel information, call 800-556-7464 or visit our website at [performbetter.com/seminars](http://performbetter.com/seminars)

**2007-2008 ONE-DAY SEMINAR SCHEDULE**

**DECEMBER 1, 2007**

**PARISI SPEED SCHOOL - FAIR LAWN, NJ**

- Mike Boyle – Evolution of a Strength Coach
- Gray Cook – Secrets of the Hip and Knee
- Carlos Santana – Real Body Transformation Strategies for Real People
- Martin Rooney – Speed Skills: Assessment of Sprint Technique
- Anthony DiLuglio – Art of Strength - Kettlebell Training (Hands-On Only)

**JANUARY 5, 2008**

**SOUTH SAN FRANCISCO CONFERENCE CENTER - SAN FRANCISCO, CA**

- Mike Boyle – Evolution of a Strength Coach
- Gray Cook – Secrets of the Hip and Knee
- Carlos Santana – Real Body Transformation Strategies for Real People
- Alwyn Cosgrove – 21st Century Fitness Programming

**JANUARY 12, 2008**

**LOS ANGELES CONVENTION CENTER - LOS ANGELES, CA**

- Mike Boyle – Evolution of a Strength Coach
- Gray Cook – Secrets of the Hip and Knee
- Carlos Santana – Real Body Transformation Strategies for Real People
- Alwyn Cosgrove – 21st Century Fitness Programming
- Todd Durkin – Speed, Agility and Quickness for all Clients (Hands-On Only)

**FEBRUARY 23, 2008**

**PHOENIX CONVENTION CENTER - PHOENIX, AZ**

- Mike Boyle – Evolution of a Strength Coach
- Gray Cook – Secrets of the Hip and Knee
- Carlos Santana – Real Body Transformation Strategies for Real People
- Alwyn Cosgrove – 21st Century Fitness Programming

**MARCH 15, 2008**

**REGGIE LEWIS ATHLETIC CENTER - BOSTON, MA**

- Mike Boyle – Evolution of a Strength Coach
- Gray Cook – Secrets of the Hip and Knee
- Carlos Santana – Real Body Transformation Strategies for Real People
- Alwyn Cosgrove – 21st Century Fitness Programming
- Anthony DiLuglio – Art of Strength - Kettlebell Training (Hands-On Only)

**MARCH 16, 2008**

**REGGIE LEWIS ATHLETIC CENTER - BOSTON, MA**

- Mike Boyle – Evolution of a Strength Coach
- Gray Cook – Secrets of the Hip and Knee
- Carlos Santana – Real Body Transformation Strategies for Real People
- Alwyn Cosgrove – 21st Century Fitness Programming
- Anthony DiLuglio – Art of Strength - Kettlebell Training (Hands-On Only)



**CEU'S AVAILABLE:**

- NSCA Certification Commission Executive Council approval 0.7 CSCS and/or NSCA-Certified Personal Trainer CEU's.
- NATA Board Certification approval for 7 NATA CEU's.
- American Council on Exercise approval for 0.7 ACE CEU's.
- NASM Board of Certification approval for 0.7 NASM CEU's.

**2008 PERFORM BETTER 3-DAY SUMMITS**

**APRIL 18-20, 2008**  
MCCORMICK PLACE – CHICAGO, IL

**MAY 30 - JUNE 1, 2008**  
RHODE ISLAND CONVENTION CENTER – PROVIDENCE, RI

**JUNE 13-15, 2008**  
LONG BEACH CONVECTION CENTER – LONG BEACH, CA

**FOR EVERYONE WHO TRAINS AND REHABS CLIENTS, PATIENTS OR ATHLETES.**



**Only \$149**

**LEARN-BY-DOING ONE-DAY SEMINARS**

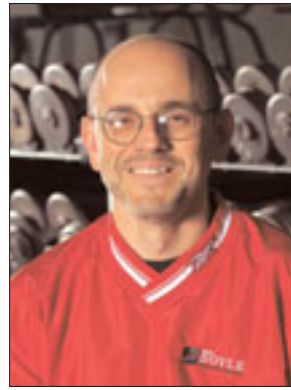
*All New Topics For Our 2007-08 Series*



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Phoenix, AZ  
**MARCH 15, 2008**  
Boston, MA  
**MARCH 16, 2008**  
Boston, MA

## MICHAEL BOYLE, MA, ATC

- Internationally recognized expert in strength and conditioning
- Co-owner and content editor for *strengthcoach.com*, one of the world's leading resources for performance enhancement information
- Strength and Conditioning Coach with the US Gold Medal Olympic Teams in Women's Soccer and Women's Hockey
- Strength and Conditioning Coach for Ice Hockey at Boston University
- Author of *Functional Training for Sports* and *Designing Strength Training Programs and Facilities* as well as over twenty instructional DVD's
- Currently owns and operates Mike Boyle Strength and Conditioning, one of the nations first and most successful private strength and conditioning companies



## EVOLUTION OF A STRENGTH COACH

In 2007 Mike Boyle published an article called *25 Mistakes in 25 Years*. In that article Boyle discussed a career evolution that continues today. The article has been called his best piece of writing. Mike Boyle is widely regarded as an expert not afraid of change and not afraid to admit a mistake. Mike will discuss the changes he has made to continue to try to stay at the top of the field both in performance enhancement and in personal training. Evolution of a Strength Coach will ensure that your route to success is as smooth as possible and that you learn from the experiences of a leader in the field. **(Fair Lawn, San Francisco, Los Angeles, Phoenix, Boston)**

## JUAN CARLOS "JC" SANTANA, MED, CSCS, FNCSA



- International presenter in the field of performance enhancement
- Authored over 45 books and DVD titles, along with numerous articles on topics involving training methodologies and human performance
- Consultant to various governmental agencies, educational institutions, colleges, professional teams and equipment manufactures
- Certified Strength and Conditioning Specialist with the NSCA
- Certified Health Fitness Instructor with the ACSM
- Certified Senior Coach and Club Coach Course Instructor with USA Weightlifting
- Level 1 coach with USA Track and Field
- Director and CEO of the Institute of Human Performance in Boca Raton, Florida
- Member of the NSCA Board of Directors
- Sport Specific Conditioning Column editor for the NSCA Journal

## REAL BODY TRANSFORMATION STRATEGIES FOR REAL PEOPLE

JC's transformation presentation is the first of its kind in the industry. It provides inspiration, motivation and education to all who think that getting into high school shape is out of reach for people living middle-age life styles. In this presentation JC will show you how he personally dropped 40 pounds with 4 children, 8 businesses, and a 37 city tour. He will even show you how he dropped 20 pounds during the holidays -with little exercise. So, if you are in your 30s, 40s, 50s and even 60s and think you can't get back in high school shape, think again. After this experience you will be ready to help others transform their lives - JC guarantees it!

**(Fair Lawn, San Francisco, Los Angeles, Phoenix, Boston)**

**\*\*SPEAKERS SUBJECT TO CHANGE DUE TO EMERGENCY\*\***

## GRAY COOK, MSPT, OCS, CSCS

- Lectures nationally and internationally in the fields of physical therapy, sports medicine and performance enhancement
- Consultant for many universities and pro sports teams in all four major sports
- Author of *Athletic Body in Balance*, which offers a great insight on how he looks at assessment, movement and exercise
- Board Certified Orthopedic Clinical Specialist with American Physical Therapy Association
- Certified Strength and Conditioning Specialist with the National Strength and Conditioning Association
- Level 1 coach with US Weight Lifting Federation
- Practices physical therapy in Virginia and continues to publish in all areas relating to rehab and exercise



## SECRETS OF THE HIP AND KNEE

Look deeper into solutions to common training and conditioning problems associated with the hip and knee. Gray will start with screens, link them to corrective strategies and discuss complementary exercise options for fitness and athletics. Gray will also cover the major contributing factors to hip and knee dysfunction. This presentation will change the way you look at the relationship of the lower body and the core.

**(Fair Lawn, San Francisco, Los Angeles, Phoenix, Boston)**

## ALWYN COSGROVE, CSCS



- Owner of Results Fitness Training, a complete fitness programming and consulting service
- One of the Country's most sought after fitness professionals
- Internationally recognized presenter and trainer
- Author of *New Rules of Lifting*, and the upcoming *New Rules of Lifting for Women* as well as numerous articles and publications
- Certified Strength and Conditioning Specialist with the National Strength and Conditioning Association
- Consultant for Rodale Publications, *Men's Health* magazine

## 21st CENTURY FITNESS PROGRAMMING

In the past many programs consisted of only cardio and strength training. Over time the client has changed, science has changed and client demands have changed. Modern fitness programming has expanded and become an actual juggling of seven key areas. Alwyn will identify the 7 key areas and establish how to integrate them to maximize client results. This seminar will explain a total approach to modern fitness training design.

**(San Francisco, Los Angeles, Phoenix, Boston)**

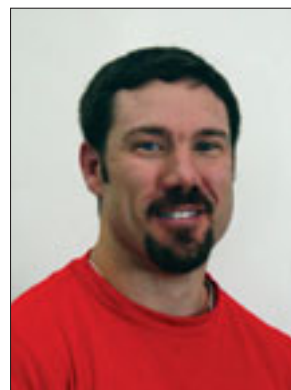
## MARTIN ROONEY, MHS, PT, CSCS, NASM

- Director of Parisi Speed School National Franchise
- Author of *Training for Warriors, Train to Win*, and the 10-Part Parisi DVD Series
- Consultant to numerous Professional Teams and Division 1 Universities
- Trainer and therapist of multiple World Champions and Olympic Medalists

## SPEED KILLS: ASSESSMENT OF SPRINT TECHNIQUE

Sprinting is a motor skill, yet few athletes have been taught to run. Any athlete, regardless of age and ability, can improve speed with proper coaching and training. This seminar will teach the coach or trainer how to assess the strength, flexibility and technique using the Parisi Sprint Assessment.

**(Fair Lawn)**



## ANTHONY DiLUGLIO, ART OF STRENGTH Master Instructor

- Owner of Punch Kettlebell Gyms, the first kettlebell gym in the USA
- Author and creator of *The Art of Strength* DVD's
- Author of *AOSX*, the first down-loadable kettlebell workout series
- Voted Top 100 Trainers in America by Men's Journal Magazine 2004 and 2005
- Voted Top 10 Workouts in America by Men's Journal Magazine 2004
- Author of *Enter the Kettlebell Workbook*
- Creator of The Art of Strength Kettlebell Courses



## ART OF STRENGTH KETTLEBELL TRAINING

Many times in our culture we see old become new again. We see it with food, music, clothing and automobiles. The Kettlebell is no different. This ancient strongman tool made its way to the USA back in the early 1900's. It has since disappeared until recently. The kettlebell is back and its here to stay, and rightfully so. It is one of the most functional, challenging and useful tools in the fitness industry, if its used properly. Anthony will show you how to build a solid fundamental base in order to enjoy and reap the benefits from authentic kettlebell training. He will highlight and demonstrate some of the basic movement patterns.

**(Fair Lawn, Boston)**

## TODD DURKIN, MA, CSCS, NCTMB



- Internationally recognized strength, speed and conditioning coach, personal trainer and motivational speaker
- Produced over 17 DVD's and conducts motivational and educational workshops worldwide
- Founder of Fitness Quest 10, a cutting-edge facility that provides personal training, strength and conditioning, therapeutic massage and bodywork, pilates, yoga and nutrition programs in Southern California
- B.S. Degree in Kinesiology and an M.A. degree in Biomechanics/Sports Medicine
- 2005 ACE Personal Trainer of the Year
- 2004 IDEA Personal Trainer of the Year

## SPEED, AGILITY AND QUICKNESS FOR ALL CLIENTS

Did you know that speed and quickness can be taught? Discover the same techniques and protocols used by professional athletes to train all your clients in a fun, exciting way. Form, technique and a variety of drills for all levels will be emphasized in this hands-on session to improve a client's agility, balance, speed, reaction, coordination and power. Regardless of age, shape, size or level, these drills can be utilized by all your clients to improve performance, maximize results, and have some fun. You are sure to learn countless new drills that you can immediately begin implementing to challenge all your clients.

**(Los Angeles)**

## REGISTRATION INFORMATION

### 4 Easy Ways to Register:

1. Complete the form and fax to 800-682-6950
2. Mail completed form to: Perform Better, P.O. Box 8090 Cranston, RI 02920-0090
3. Register by phone at **800-556-7464**
4. Register online at [performbetter.com/seminars](http://performbetter.com/seminars)

**ONLY \$149 PRE-REGISTRATION (\$169 at the door)**  
**\*\*Registration is Limited\*\***

**PERFORM BETTER!**  
**Please check which One-Day Seminar you wish to attend.**

- FAIR LAWN, NJ – December 1, 2007  
Parisi Speed School, Fair Lawn
- SAN FRANCISCO, CA – January 5, 2008  
South San Francisco Conference Center
- LOS ANGELES, CA – January 12, 2008  
Los Angeles Convention Center
- PHOENIX, AZ – February 23, 2008  
Phoenix Convention Center
- BOSTON, MA – March 15, 2008  
Reggie Lewis Athletic Center
- BOSTON, MA – March 16, 2008  
Reggie Lewis Athletic Center

Make check payable to: **Perform Better Seminars**  
 Mail to: Perform Better, P.O. Box 8090, Cranston, RI 02920-0090

Cancellation policy: Full refund if cancellation is received 14 days prior to event

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Occupation: \_\_\_\_\_ Physical Therapist \_\_\_\_\_ Personal Trainer \_\_\_\_\_ Coach \_\_\_\_\_ Athletic Trainer  
 \_\_\_\_\_ Strength and Conditioning Specialist \_\_\_\_\_ Other (Specify Occupation) \_\_\_\_\_  
 Payment: \$149 Pre-Registration \$169 at the door \_\_\_\_\_ Check \_\_\_\_\_ Credit Card (circle one) MC VISA AMEX DISCOVER  
 Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Email \_\_\_\_\_  
 Signature \_\_\_\_\_

For more details, including directions and hotel information call 800-556-7464 or visit our website at [performbetter.com/seminars](http://performbetter.com/seminars)