

PERFORM BETTER
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LEARN-BY-DOING ONE-DAY SEMINARS

DECEMBER 13, 2008
Fair Lawn, NJ

JANUARY 24, 2009
Los Angeles, CA

FEBRUARY 7, 2009
Orlando, FL

MARCH 21, 2009
Boston, MA

MARCH 22, 2009
Boston, MA



For Everyone Who Trains or Rehabs Clients, Patients, Athletes

Only \$149

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All New Topics For Our 2008-09 Series



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 five presenters at each location (see schedule for which presenters will be in each city). In the morning session four presenters 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

2008-2009 ONE-DAY SEMINAR SCHEDULE

DECEMBER 13, 2008

PARISI SPEED SCHOOL - FAIR LAWN, NJ

Gray Cook - Understanding Primitive Movement Patterns
Mike Boyle - Training Modifications for Obesity and Low Back Pain
Alwyn Cosgrove - The Evolution of Personal Training
Juan Carlos Santana - Beyond Program Design
Anthony DiLuglio - Authentic Strength Training (Hands-On Only)

JANUARY 24, 2009

LOS ANGELES CONVENTION CENTER - LOS ANGELES, CA

Gray Cook - Understanding Primitive Movement Patterns
Mike Boyle - Training Modifications for Obesity and Low Back Pain
Alwyn Cosgrove - The Evolution of Personal Training
Todd Durkin - Going for Greatness
Anthony DiLuglio - Authentic Strength Training (Hands-On Only)

FEBRUARY 7, 2009

OC CONVENTION CENTER - ORLANDO, FL

Gray Cook - Understanding Primitive Movement Patterns
Mike Boyle - Training Modifications for Obesity and Low Back Pain
Alwyn Cosgrove - The Evolution of Personal Training
Juan Carlos Santana - Beyond Program Design
Anthony DiLuglio - Authentic Strength Training (Hands-On Only)

MARCH 21, 2009

REGGIE LEWIS ATHLETIC CENTER - BOSTON, MA

Gray Cook - Understanding Primitive Movement Patterns
Mike Boyle - Training Modifications for Obesity and Low Back Pain
Alwyn Cosgrove - The Evolution of Personal Training
Todd Durkin - Going for Greatness
Anthony DiLuglio - Authentic Strength Training (Hands-On Only)

MARCH 22, 2009

REGGIE LEWIS ATHLETIC CENTER - BOSTON, MA

Gray Cook - Understanding Primitive Movement Patterns
Mike Boyle - Training Modifications for Obesity and Low Back Pain
Alwyn Cosgrove - The Evolution of Personal Training
Todd Durkin - Going for Greatness
Anthony DiLuglio - Authentic Strength 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.

SAVE THE DATE

2009 PERFORM BETTER 3-DAY SUMMITS

MAY 8-10, 2009
RI CONVENTION CENTER
PROVIDENCE, RI

JUNE 11-14, 2009
MCCORMICK PLACE
CHICAGO, IL

JULY 30-AUG 2, 2009
LONG BEACH
CONVENTION CENTER
LONG BEACH, CA

Register Early, Registration is Limited.

The Perform Better One-Day Seminar Series Features These Highly Respected Professionals

REGISTRATION FORM

GRAY COOK, MSPT, OCS, CSCS

- Owner of Gray Cook Physical Therapy
- Rehabilitation and Condition Specialist & Assistant Professor at Averett University
- 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
- 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



UNDERSTANDING PRIMITIVE MOVEMENT PATTERNS

This lecture will provide an overview of the basic developmental sequence and how we can utilize this process to our advantage during exercise programming for any population. Gray will discuss the importance of understanding this sequencing and how screening basic fundamental movement will enhance your overall programming philosophy. Patterns like rolling and crawling provide practical insight into the functional patterns like squatting, lunging and stepping. These patterns are a way to go beyond simple exercise mechanics and understand how to address the central nervous system. These techniques work well with corrective exercise in both conditioning and rehabilitation settings. Primitive patterns give the exercise and rehabilitation professional a "RESET" button for many coordination and movement problems. Gray will also introduce the "Kettlebell Get Up" - with a "7-step systematic" breakdown and show how for centuries a fundamental appreciation of primitive movement patterns has been the foundation of optimal function.

(Fair Lawn, Los Angeles, Orlando, Boston)

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 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

TRAINING MODIFICATIONS FOR OBESITY & LOW BACK PAIN

Mike's lecture will focus on two problematic groups of people we all train, obese clients and clients with low back pain. Overweight clients present unique challenges for the personal trainer and Mike has developed some good common sense strategies and modifications for progressing them along. Just telling a client to eat less and move more won't make them comfortable and successful in the gym. The same thought process applies to the client or athlete with low back pain. Core training seems to change every year and Mike will show you his latest ideas for training and reconditioning the client with low back pain.

(Fair Lawn, Los Angeles, Orlando, 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



THE EVOLUTION OF PERSONAL TRAINING

The fitness profession is changing rapidly and changing constantly. Gyms are going under every day and most fitness professionals are not making the living that they deserve. But demand for our services has never been higher. This seminar will cover a method with which to restructure your business model and your actual workouts to meet the demands of clients in today's economy. This will also cover methods to bulletproof your business and increase your income. The hands on session will review 21st Century fitness programming and methodology, with a special emphasis on core training. Alwyn's dynamic presentation style is one you don't want to miss!

(Fair Lawn, Los Angeles, Orlando, Boston)

JUAN CARLOS SANTANA, MED, CSCS, FNSCA



- 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 manufacturers
- 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 I 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

BEYOND PROGRAM DESIGN

Beyond Program Design will show you JC's no-nonsense approach to training. He will expand on the ideas presented in his best seller, "The Essence of Program Design." The presentation will recap some of the fundamentals of periodization and program design but will go beyond previously set boundaries. JC will cover old school undulating methods of long term planning, blending cycles, exercise selection, sets and reps. He will even talk about how to break the rules that have limited trainers and coaches for years. As is the case in all of JC's presentations, there will be plenty of exercises that will bring this to life. These workouts will support the concepts and theories covered in the presentation and help the attendee internalize the material so it can be used immediately. This is a must for personal trainers and coaches looking to stay on the cutting edge of training.

(Fair Lawn, Orlando)

SPEAKERS SUBJECT TO CHANGE DUE TO EMERGENCY

TODD DURKIN, MA, CSCS, NCTMB

- Internationally recognized strength, speed & conditioning coach, personal trainer and motivational speaker
- Produced over 26 DVD's & conducts motivational and educational workshops worldwide
- Founder of Fitness Quest 10 (San Diego, CA), an 8,000 square foot cutting-edge health & human performance center providing outstanding service in personal training, strength & conditioning, therapeutic massage and bodywork, Pilates, yoga and nutrition
- Head, Under Armour Performance Training Council
- B.S. Degree in Kinesiology and a M.A. degree in Biomechanics/Sports Medicine
- 2005 ACE Personal Trainer of the Year
- 2004 IDEA Personal Trainer of the Year



GOING FOR GREATNESS

Greatness lies within all of us. Whether it is on the field, in the gym, or in the game of life, this powerful workshop is designed to share Todd's "Going For Greatness" system to help you get to the next level in all aspects of your life. It is a potentially life changing and business changing program that will allow you to step out of the trenches of training for a while and work "on" your business instead of "in" your business. This program will reveal many critical aspects of creating success in your life, such as the top methods of developing time freedom & money freedom. Todd will also share the top traits of champion athletes and successful entrepreneurs and discuss how to attain these characteristics.

Todd Durkin's masterful, energetic, and motivational presentation will surely provide you the insight, wisdom, and inspiration for you to create the business and lifestyle you so desire. If you are searching for success in your life, while also trying to discover balance and harmony, this program will help you yield great results in your life. The hands-on portion of the program will provide the same energy, passion, and enthusiasm and deliver a "Going for Greatness" work-out that will surely challenge you to be your very best...and then some!!!

(Los Angeles, Boston)

ANTHONY DiLUGLIO, ART OF STRENGTH Master Instructor

- Owner of Punch Kettlebell Gyms, first kettlebell gym in USA
- Author and creator of The Art of Strength DVD's
- Author of AOSX, 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



AUTHENTIC STRENGTH TRAINING

Anthony DiLuglio reveals his new functional strength circuit. This circuit incorporates functional strength training tools for the ultimate metabolic and strength building workout. The intense one-minute rounds utilize kettlebells, Bandit Loops, Outlaw Ropes, Training Ropes, Thick Grip Barbells and bodyweight exercises. All areas of fitness are tested, from stability and range of motion to agility and core strength. The selected exercises unify muscle groups and body movements by demanding work from all muscles in the body. The result is increased body awareness and big gains in lean muscle mass, all while testing your endurance like never before.

(Fair Lawn, Los Angeles, Orlando, Boston)

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

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 13, 2008
Parisi Speed School, Fair Lawn
- LOS ANGELES, CA - January 24, 2009
Los Angeles Convention Center
- ORLANDO, FL - February 7, 2009
OC Convention Center
- BOSTON, MA - March 21, 2009
Reggie Lewis Athletic Center
- BOSTON, MA - March 22, 2009
Reggie Lewis Athletic Center

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

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 _____