

NSCA National Conference Personal Trainer SIG Meeting

July 16, 2010

Attendees:

Names	City, State	Email Address
Hugh Griffin	Lakewood, WA	griffinperonaltraining@yahoo.com
Damien Mockus	Cypress, TX	info@fitness1on1.com
Brad Schoenfeld	Scarsdale, NY	brad@lookgreatnaded.com
Dennis Garnham	Kabul, Afghanistan	exercisepartner@hotmail.com
Judy Quinti	Williamsport, PA	jquinti@pct.edu
John Coumbe	Lilley, IL	icoumb1@uic.edu
Michelle Barker	Fairbanks, Alaska	brwnshgr@gmail.com
Richard Andrade	Caracas, Venezuela	richard@ejerciciosvida.com
Jim Wheeler	Nazareth, PA	jwheeler@medifit.com
Gary LaSala	Boonton, NJ	g_la_sala@hotmail.com
Chad Evans	Houston, TX	chad@riveroaksgym.com
Liam LaTouche	Toronto, Ontario	info@liamlatouche.com
Jeffrey Segal	Boca Raton, FL	jeff@balancedpersonaltraining.com

Business Topics at the Next Personal Training Conference

- Starting a business
- Management
- Following the steps of the TSCA SIG
 - Newsletter
 - Activity
 - Current trends
 - Needs in our field
- More hands on for the Personal Training Conference
- Personal Training – customer service
- Training Clients with lifestyle diseases (diabetes/high blood pressure/coronary artery disease, etc.
- Workshops on fitness management
 - Sales
 - Referrals
 - Market opportunities
- Application of exercise psychology for personal training with sedentary and weight-loss clients

- Economic trends affecting the field
- Expanding/enhancing NSCA presence into Canada (workshops, etc)
- Topics that are hands-on for personal training i.e. Working towards clients' specific goals
- Effective responses to exercise and its consequences for exercise adherence
- Special interest:
 - Topic Specificity – for geographically separated trainers, networking locally is nearly impossible. I realize the entire website is considered non-user friendly; however, I'm chiming in on improving the "Getting Started" index.
- Business of personal training
- Special interest/populations
- Metabolic syndrome
- Medications and their impact on training
- Health Behavioral Change
 - How to keep people doing what they need to do to accomplish goals
- Motivational principles
 - Effective/mood responses to exercise
- Matching up – personality/exec

Executive Council Requests

Introduce Chat Williams (Executive Council representative and former PT SIG Executive Council member.

- Suggestion to work through liaison to get information to the board.
- The forum software update is coming soon
 - In approximately 4-6 months
 - Will offer new services for members: website, CEU, SIG member information
 - Anoop is the moderator for the Personal Trainer forum
- Personal Trainer of the Year award
 - Please nominate
 - No one met the criteria this year
 - Nominations will begin to be accepted in mid-August 2010
- Chat William charged to figure out - 20 hours per week specific year accumulation
- Please ensure that the PT SIG meeting and the Women's Breakfast do not coincide in future conferences
- PT SIG meeting
 - What is the best time—lunch meeting is preferred

- Look for sponsors to cover cost of lunch (approximately \$10-15 lunch) and consider what is to be served
- Adds perceived value when lunch is served, sponsors, and speakers
- 2-3 months prior to the next conference
- Sponsorship ideas should be sent to Sponsorship department
- Value of NSCA-CPT certification
 - Need to get the NSCA-CPT certification name out into the public
 - Ideas to increase awareness
 - Make a note of your certification credentials when writing articles
 - Word of mouth
 - Presentations
 - Classroom
 - Provide NSCA brochure on value of certified individuals
 - Media pamphlet
- Personal Trainer Locator
 - Promote that individuals listed/offered to the public are qualified individuals
 - Make sure to promote certification with it
 - When asked “What do you do?” Response should be that I am a certified personal trainer through NSCA and I work with this population.
 - Ensure that PT Locator asks why individual is contacting—specific question, goals, etc.
 - Use of a security code to access/receive e-mail such as ‘z68cb’
 - Also require that individual enter their city or zip code
 - Allow video clip or URL
- **SPD can use CPT to promote certification, clinic, etc.**
- Discounts for clubs to take certification
- Brian Eaton – Promoting the NSCA-CPT
 - 21% of personal trainers are NSCA
- NSCA-CPT Advanced Recognition
 - Mark Nutting and Chat Williams only current recipients
 - This promotion has not fully evolved
 - Possibly “mimic” the Strength Practitioner for the CSCS
- Marketing ideas
 - General population magazines
 - Promote why someone should hire/look for an NSCA-CPT individual
 - Explain why NSCA-CPT trainers are better
 - Web/Print Market to public – not to those who are already certified

- This will increase business for the practitioner and more people will also seek out NSCA when considering becoming a personal trainer
- We need to use “NSCA-CPT” to promote and bring awareness
- Problem with personal trainers being unregulated
 - Many organizations do not regulate passing certification information and NSCA does
- Go to universities to get the exams set up
- Sell the organization at grass roots level
- Inform physicians
- Club InStudies has a four-day track about personal training
 - Use similar format to get information out to the community
- Have the organization provide an outline – Best Practices
- Each of us needs to help in getting NSCA-CPT nationally recognized
 - Network and connect
 - Get backing from other individuals who support
 - i.e. ACE and IDEA are connected
- January local newspapers all print articles on New Year’s Resolutions
 - Try to write an article or become listed as a respected individual
- REMEMBER: Safety first!! – All should be using health history questionnaires/blood pressure/etc. as many organizations do not practice this way
- Send in topics to “name” for Personal Trainer Conference
- NSCA is in South America now—Juan Carlos is in Brazil
 - NSCA wants to be represented in every country
 - Continuing to add affiliates
- Amend the PT SIG guidelines to accept NSCA-CPT only
 - If certified CSCS, must become NSCA-CPT within specific period
 - Must step down when a NSCA-CPT becomes available—may act as interim
 - Finalize after a month and review guidelines