



Apprentice Personal Training Program

Course Overview

Welcome! Through the Apprenticeship Personal Training (APT) Program you will gain the knowledge essential to be a great personal trainer – not only the technical aspects of exercise prescription, but the psychology of motivation and life change, and the application of proven business practices. You will learn through lecture/seminars, observation of professional trainers and practice with clients. In the end, you will have the ability and confidence to begin your personal training career.

We will prepare you to take the National Academy of Sports Medicine (NASM) certification exam, one of the most respected national certifications available. In our APT program, you will practice and master actually applying the skills of your trade. Most people who have taken a personal training certification exam or a weekend seminar do not feel ready to handle the needs of clients. Many fail to develop a lucrative clientele. Others quit before they have gained enough experience to become proficient in their craft. This apprenticeship will provide you with mentors who will guide and facilitate your progress as you gain knowledge and experience in both the technical and business aspects of personal training.

Course Syllabus

From 5/22/2010 To 7/11/2010	Date	Instructor	Chapters	Homework Assigned
Module 1	5/22/10 12:00 – 4:30	Michael	1, 17,18	Reading for next module, Complete 2 observations, Practice conversations 30 second commercial
<ul style="list-style-type: none"> • Course Overview • Scientific Rational for Integrated Training • Positive Psychology and Behavior Modification • Motivation – Intrinsic, Extrinsic • Effective Communications • Developing your Personal Training Business 				
Module 2	5/23/10	John	2, 3, 5, 7	Reading for next module

	12:00-4:30			Complete 2 observations Practice Evaluation with two clients 30 second commercial
<ul style="list-style-type: none"> Quiz - module 1 Fitness Testing and Evaluation Cardiovascular Training Quick review of Chapter 2 				
Module 3	6/5/10 12:00-4:30	John	6	Reading for next module Complete 2 observations 30 second commercial
<ul style="list-style-type: none"> Quiz - module 2 Program Design Flexibility Training Introductory workout 				
Module 4	6/6/10 12:00-4:30	Azzaddine	8, 9, 13, 4	Reading for next module 30 second commercial Complete 2 observations Start working with clients
<ul style="list-style-type: none"> Quiz - module 3 Phase 1: Stabilization Endurance Quick review of Chapter 4 				
Module 5	6/19/10 12:00-4:30	Azzaddine	10,11 12, 13	Reading for next module 30 second commercial Complete 2 observations Start Co-teaching small group training
<ul style="list-style-type: none"> Quiz - module 4 Strength: Phase 2, 3, 4 Power: Phase 5 				
Module 6	6/26/10 12:00-4:30	Azzaddine	6, 14	Reading for next module 30 second commercial Study for online practice test Prepare client case studies
<ul style="list-style-type: none"> Quiz - module 5 Special Population 				
Module 7	7/10/10 12:00-4:30	John	15, 16	Reading for next module 30 second commercial Take online practice test
<ul style="list-style-type: none"> Quiz - module 6 Nutrition Supplementation Client case study presentations 				
Module 8:	7/11/10 12:00-4:30	Azzaddine		Study for CPT Exam
<ul style="list-style-type: none"> Quiz - module 7 Review results of online practice test Program Design implementation using case scenarios 				

History

Body Kinetics began in 1990 in San Francisco. It was opened by Michael Hoerber as a personal training only facility. Throughout the years we have operated 5 fitness clubs and consulted with others. We have become known as innovators and leaders in personal training. We are among the top clubs in the nation for the number of training sessions for our size. The depth and sophistication of our fitness training programs far surpasses what is offered by the vast majority of personal trainers.

Our Fitness Training Philosophy

- To foster within each client the intrinsic motivation for a physically active lifestyle
- To educate clients so that they can exercise independently

- To create exercise programs that improve the function of the body for daily needs, recreational activities and health
- Integration of other professionals to provide the additional services to the client.

We believe there are five areas of training that are essential to a successful physical fitness program:

1. Cardiovascular exercise is the foundation of fitness and health.
2. A good strength program should promote muscular strength and endurance in functionally important movements, and a balance in the musculature to enhance joint stability and posture. (Muscle size and body building is an important goal for very few adult exercisers).
3. A good flexibility routine will assist in balancing the musculature to improve joint stability and posture.
4. Balance and coordination will enhance efficiency of movement, control and functionality.
5. Postural exercises will enhance the structure of the body.

Body Kinetics emphasizes workouts that are functional for daily living. Emphasis is on preventing pain and improving performance and function in daily life. Connecting the mind and body is an important focus. It is important that clients recognize how their bodies work, when parts are tight, and how to isolate specific muscles in order to strengthen or relax them, and how to integrate them in coordination. We focus on practical lifestyle training such as how to move and situate your body while you're in the car or sitting at a desk, or how to lift real life things such as groceries or children.

Who Will Teach You

Michael Hoerber Jenkins, MS

Michael has been working in the Fitness Industry for the past 25 years. He is currently majority owner of Body Kinetics and the Mill Valley Health Club and Spa. He earned a Bachelor Degree in Physical Education, and a Coaching Certification from the University of Oregon, and a Master of Science Degree in Physical Education with an emphasis in Sports Psychology from California State University of Hayward. He has been a College level Cross Country and Track coach and worked as a personal trainer for 10 years. Michael has been a certifying trainer for Fitness Resources certifying personal trainers through AFAA. He also consults with other health clubs to build and enhance their personal training departments.

John Hoerber, MS, RD, CSSD, CPT

John is a Master Fitness Trainer and Registered Dietitian specializing in weight loss, post rehabilitation conditioning, and fitness programs for beginners and athletes. He is also a certified Wellness Coach and NASM certified Personal Trainer. He obtained his B.S. in Clinical Dietetics in 1988, and his M.S. in Clinical Nutrition from Boston University in 1989. He has been a Registered Dietitian since 1988 and was certified as a fitness trainer with the American College of Sports Medicine (ACSM) in 1993. In 2002 he became a Fitness Certification Instructor for the Aerobics and Fitness Association of America (AFAA). For fourteen years he has provided

fitness training for individuals of all abilities from rehabilitation to recreational athletes, ranging in age from 8 to 98 years of age. He creates fitness and nutrition programs that offer practical solutions to individual challenges.

Azzadine Kachkach, BS

In 2002, Azzadine received his Bachelor degree in Kinesiology, majoring in athletic training from Sonoma State University. His internship at College Of Marin as athletic trainer assistant with the athletic department surpassed 1500 hours. He helped with the collegiate program doing strength and conditioning, and rehabilitation. In addition, Azzadine's prior education and experience as a PE teacher for five years enhances his teaching skills and brings additional scope of knowledge to his personal training and teaching with athletes and clients. Azzadine is also a certified massage therapist and has been practicing massage since 2000. Since 2001, Azzadine has been working not only with clients, but also has been instrumental in facilitating and mentoring our new personal trainers with the personal training apprenticeship program. Azzadine's extensive education and training, and wealth of experience has given him expertise in assisting clients to alleviate pain due to injury, postural/muscular and biomechanical imbalance, as well as gain strength, stamina and flexibility.

What Is Required

1. Attendance at weekly seminar sessions
2. Completion of 60 practice hours with clients all done at MVHC
 - a. Three clients for 20 hours each
 - b. Present a training plan to a Master Trainer for each stage of training
3. Completion of 10 hours of observation 10 hours of co-teaching
 - a. Observing Personal Trainers with other clients
 - b. Co-teaching a small group training class
4. Successfully passing practical evaluation and practice test.
 - a. Performing a 30 second speech about your fitness training services
 - b. Minimum of one observation of your training session by Master Trainer
 - c. Passing NASM quizzes and practice test.

FAQ's:

How much does it cost?

The cost of the program is \$1,000, plus \$550 for the NASM materials and exam. There is an additional \$300 deposit that is refunded when you complete the course requirements.

How will I get clients to fulfill my required training hours?

MVHC will advertise apprentice services to club members and will identify potential clients. You are responsible for enrolling clients in personal training programs. Clients will purchase those sessions from MVHC (10 for \$350).

Will I be paid for any of these training sessions?

We cannot pay you without actually hiring you, however if you complete all 60 hours we will refund your \$300 deposit. We require the deposit in case you elect not to do the practice personal training that is required to complete the course.

Will I work at MVHC?

We only hire a very few of the best trainers from the program. Employment is not guaranteed, but we do provide you a certificate of completion and letter of reference so you can work in almost any fitness setting.

What will my mentor do?

Your mentor will assist you in evaluating your clients and formulating an exercise plan. They will answer your questions about which exercises are best and how to progress your clients. We would like you to bring your questions to the weekend seminars.

How will my training sessions be tracked?

Kevin Hamilton, the assistant manager will assist you in tracking your sessions with a binder at the reception desk. Please check in with Kevin before each session.