



FIT BITS

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**Health Promotion
and Protection**

THOUGHTS FROM THE CHAIR

I am honored to have been nominated as the new NSFA chair for 09-11. Thank you to all who attended the AGM at Fitness Friendly this year. The NSFA Board is made of a lot of new faces who are all volunteering their time and are keen to promote fitness in Nova Scotia. New to the board are several Regional Reps as well as an entirely new Executive (see bios). We are thankful to those who remain on the Board to be able to inform and advise the newer members. At present we are without an Executive Director/Admin Assistant and all Board members are helping out during this time of transition. I also would like to express our thanks to Shelley Baccardax who has been assisting in the office while she completed her Intern assignment while going to school at The Mount. We ask for your assistance and patience while we work through this process and anticipate that we will emerge as a strong organization.

Fitness Friendly 2009 was another success! All presenters deserve to be applauded! A special thanks to our featured presenter Shelly MacDonald who had high energy and enthusiasm while instructing Hi-Lo, Power Pump and Total Cardio Burn. The presenter line up was followed with a creative NIA demonstration by Nancy Hanlon, an informative explanation of proper fitting shoes by Luke MacDonald, an exotic belly fit demo with Terri Roberts, a splashing good time with Aquafit instructor Dianne Levy and an inspiring older adult session with Wendy Lee Hamilton and Sheila Rafferty. As always NSFA couldn't have pulled off the day without the help of the great staff at Dalplex. What a great weekend for fitness lovers and professional to come together and express their love for healthy living.

We continue to work with our partners in the NFLA moving ahead with strategic planning and I'm excited about the potential for the NSFA within this larger association. We have a full year of courses and workshops planned for our members in all areas of Nova Scotia. We're happy to say that there are now seven additional Course Conductors who will be available province wide. More details on trainers and courses will be in future newsletters.

As the incoming NSFA Chair, one of my responsibilities is to assign Chairpersons to work with our standing committees. Our Certification and Professional Development Committee has worked hard over the past year and I would like to acknowledge and thank the following NSFA members who have been on the 2008-2009 C & PD Committee. Thanks go to Fran Dunn, Peter Hico, Betty Ann Clarke, Pat MacDonald and Angela Curry for your many hours of research and recommendations made related to the NSFA Courses. Your collective years of experience and knowledge are a truly valuable asset. I am happy to say that Dianne Levy remains as the C & PD Committee Chair and she is in the process of confirming the new 2009-2010 C & PD Committee members. This committee is focused on ensuring that the NSFA courses continue to be of a high standard and remain accessible throughout the province.

Thank You for your continued support. It's my belief that you should invest in and put your money where you live and by being a part of the Nova Scotia Fitness Association you are doing just that. Thank you for being a NOVA SCOTIA FITNESS ASSOCIATION member!

Sandra Jamieson
New NSFA Chair

NSFA 2009-2010 BOARD MEMBER BIOS



Jennifer Boudreau graduated with a Sports Management major from UCCB, and continued her education at MSVU with a BBA. In 1999, Jennifer became a certified member of the NSFA as a Resistance Trainer. Passionate about fitness, Jennifer later became certified as a personal trainer, fitness instructor, and a course conductor with the

NSFA. Currently employed as a personal trainer, Jennifer spends her free time keeping active with her children. She enjoys working out, walking trails, reading, and camping. Jennifer is the NSFA Volunteer representative for the **Highland** area.



Angela Coupe is the new NSFA Volunteer **South Shore** Rep for the Board. Angela currently holds certifications in group fitness leadership and resistance training leadership with the NSFA. She has initiated and is leading a couple of weekly fitness classes in her community, as well as embarking upon a summer boot camp. Her fitness specialties

lie in core stability, cardio interval training and resistance training. Angela is also a “Move More” Leader for NS Recreation and is looking forward to facilitating a program in her area to get people moving by sampling a variety of recreational activities based on physical fitness. Angela is a professional singer whose other passion is inspiring others to seek a vibrant lifestyle through health and fitness. She resides in Hubbards with her husband Adrian, and cat “Lewa”, (now that they are empty-nesters with three grown children!). Angela has plans to become a certified personal trainer in the future and has committed to lifelong learning, personal growth and service to others.



Linda Elmore is certified as a Group Fitness Leader and Personal Fitness Trainer through the NSFA and has been teaching various fitness classes in many facilities throughout the HRM for several years. Linda’s passion is helping her participants to achieve their fitness goals through physical fitness. Linda is currently volunteering on the Board of

Directors for NSFA as the **Halifax** Rep and is looking forward to serving the Membership in the upcoming year.



Rick Horsman has always been interested in fitness. Even as a Boy Scout his favorite part of weekly meetings was always doing pushups as a “punishment” for having wrinkles in his shirt. In High School Rick was involved in track and field as well as Cross Country Running. He completed a Diploma in Health Wellness and Recreation

Management from CompuCollege and since then he has been working as a Personal Trainer and Strength Coach for Saint Mary’s University Women’s Varsity Rugby team in addition to working as Program Staff Supervisor at The Tower. Rick is volunteering with the NSFA as a **Metro** Representative and he is very excited to see how he can contribute to and also learn from the association. Rick is also looking forward to having a role in the health of people who live in Nova Scotia.



Melyssa Hutchinson’s fitness lifestyle and career began with the discovery of running and quickly expanded into the world of fitness and martial arts training. She recently became certified through the NSFA as a Group Fitness Leader and was awarded the role as the fitness instructor at her martial arts club. Melyssa has also completed the Resistance

Trainer course offered by the NSFA and is working towards a Personal Trainer Certification. Melyssa keeps very active with running, biking, Brazilian Jiu-Jitsu, rigorous cross-training classes as well as leading boot camp-style classes for women. She is the new NSFA Volunteer representative for the **Valley** area.



Sandra Jamieson has been involved in fitness since she fell in love with *‘The 20-Minute Workout’* and started teaching ‘Aerobics’ classes after taking an Instructor Training Course. After graduating with a Recreation Administration degree from Dalhousie she worked full time at the Scarborough YMCA as Director of Fitness, Health and Recreation for 11

years continuing to teach and learn new types of classes including Group Cycling, Yoga, Aquafit, Step and most land based classes. After having three children she and her husband returned to family in Halifax where Sandra now works at The Tower at Saint Mary’s University as the Coordinator of Programs. Since coming to Halifax, Sandra has completed her NSCA Personal Training Certification, Ashtanga Yoga Training and is currently pursuing a STOTT Pilates Instructor Certification. Previous on the NSFA Board as a Metro Rep, Sandra is happy to return as **Chair** to be able to volunteer in an industry that has given her so much.



Vikki MacEachern is a rural rep from Inverness **Cape Breton** and is the NSFA Volunteer Cape Breton Regional Rep. She is a Grade 2 Teacher at Inverness Education Centre/ Academy and in her spare time, Vikki is a Fitness Instructor with the Inverness County Recreation Association. Over the past 14 years, she has offered Group Fitness, as

well as some classes in Senior Fitness within her community. Vikki hopes to voice and address some of the concerns of rural fitness instructors, in regards to access to training and fitness courses.



Kaleigh Meisner recently became involved in the NSFA for the first time while pursuing her passion for fitness. She became greatly interested in the NSFA when she learned that it is a not for profit organization which is setting standards and training fitness professionals throughout the province. Kaleigh is new to the fitness industry and a recent graduate of

CompuCollege in the Health Wellness and Recreation program. She has made fitness a huge part of her life for as long as she can remember and loves the energy and excitement of the fitness industry! Kaleigh joins the board as the new NSFA Volunteer **Promotions and Communications** Chair.



Debbie Murphy has been in the Fitness Industry for the past 30 years. She has been and continues to work as the Athletic Program Coordinator for the Dartmouth Sportsplex for the past 27 years. Debbie has been offering NSFA Certification Courses at the Sportsplex for 18 years. Debbie is a Program Coordinator, Course Conductor, Pilates Instructor

and all around lover of Health and Wellness. She has been involved with the NSFA Board for many years as both Executive Secretary and Co-Chair and is very pleased to be able to serve on the Board again in two positions as NSFA Volunteer **Executive Secretary** and NSFA Volunteer **Past Chair**. Debbie says, "I am looking forward to expanding the NSFA's communication with our members and Course Conductors. I am excited to be able to work with the new and past Board Members as we plan and continue to improve our services. This team is going to work very well together for the benefit of all."



Sylvie Pouliot has been the NSFA Volunteer **Fundy** Rep since the summer of 2007. She has been certified with Canadian Aqua fitness Leadership Alliance since 2002. Sylvie is also certified with Nova Scotia Fitness Association with the Aqua fitness program. She teaches at the Truro Centennial Pool in Truro Nova Scotia and is also

in the process of becoming a Course Conductor for Aqua Fitness Leaders. Sylvie is a coordinator/trainer for the YWCA Encore after breast cancer program.



Jennifer Ross is the new NSFA Volunteer **Treasurer**. Jennifer received her NSFA certification in Group Fitness Leadership in 2003, and has completed the requirements for her Resistance Training Leadership certification. Jennifer teaches fitness classes locally at various gyms, and enjoys teaching step aerobics, box aerobics, and muscle

conditioning/resistance courses. Jennifer enjoys motivating participants to challenge themselves, and is a big fan of push-ups and plank.



Todd Sarty holds a B.Sc in Physical Education from St. F.X. and has been employed with the Nova Scotia Community College since February 2003, as Manager of NSCC Sport and Wellness Centre, Truro Campus. A lifelong resident of Truro, Todd grew up across the street from fields and park land connected to Truro's pride and joy, Victoria Park.

The proximity of this natural environment and an upbringing filled with time at the beach and fun on the farm, made active living a way of life. A lover of water, climbing trees (even at 35!), skiing, golf, mountain biking, dance, reading, music, and learning, Todd enjoys the challenge of keeping his body, mind, and spirit engaged and functioning smoothly, and looks forward to volunteering and contributing his strengths to the NSFA and our many stakeholders as **Vice Chair**.



Michael Arthur is the **Manager, Physical Activity** for the Nova Scotia Department of Health Promotion and Protection and has worked for the government in recreation and physical activity since 1988. He coordinates the provincial Active Kids/Healthy Kids strategy and works with universities to collect population data on the physical activity levels

of children and youth using accelerometers. He manages the Municipal Physical Activity leadership program. Mike served on the Board of Directors of Active Healthy Kids Canada and the Coalition for Active Living. A favorite activity of Michael's is reading British detective mysteries.



Delores Forrest is volunteering as with the NSFA as an Accountant to help manage the financial affairs of the organization in a fiscally responsible and prudent manner.

FITNESS IN OUR SCHOOLS

HALIFAX – Active Healthy Living: Physical Education in Nova Scotia is the province's first resource developed to directly support physical education, which was made mandatory in high schools this year. The 250-page book for Grade 10 students addresses a range of topics including exercise science, personal fitness, the promotion of life-long physical activity and nutrition.

The textbook and the accompanying teacher manual are among a number of resources, grants and new curricula developed over the past year to support the implementation of the mandatory physical education graduation requirement including NSFA's Fitness Leadership 11. Students must earn one physical education credit to receive their Nova Scotia high school graduation diploma.

FITNESS FRIENDZY 2009

Booth Participants

Kinetic Solutions
Aerobics First
Dal Pro Shop
NSFA
Human Kinetics

Dairy Farmers of Canada

Heart and Stroke Foundation

RECREATIONAL MUSIC AND HEARING!

Loud industrial sounds can damage hearing but now research has suggested that listening to loud recreational music has the potential to damage hearing. Tiny hair cells located in the inner ear help change sound waves into electrical activity that is sent to the brain and interpreted as sound. These hair cells can be damaged by loud sound and once damaged the hair cells do not grow back. When enough hair cells die, a hearing loss can ensue.

Generally, there is a trade-off between the loudness and the length of time exposed to the sound/noise. The louder the sound, the shorter the time you should be around that noise before it causes damage. Sounds are considered to be too loud if it is over 85 dB for eight hours. Every increase in 3 dB means the exposure time is halved, ie., 88 dB for four hours, 91 for two hours, etc. To give you a reference, the wind blowing in the trees can be 20 dB; a person talking can be 55 dB. Music from aerobics class has been measured to peak at 92 dB and a chainsaw can be measured at 95 dB. As a rule of thumb, if you have to raise your voice over the noise (or music), it should be considered too loud.



Aside from potentially damaging your hearing, loud sounds (i.e., music) can be a source of tinnitus (a sound heard in your head when no sound is actually present). Tinnitus may become constant and permanent. Any sound, if loud enough, has the potential to damage hearing.

Tips to enjoy your hearing:

- Educate yourself on health hearing habits
- Take frequent breaks from listening to loud music
- Turn down the volume

If you suspect that you have a hearing loss, or if you have tinnitus, please contact your local Nova Scotia Hearing and Speech Centres Audiologist or call 1-888-780-3330 or visit our website at www.nshsc.ns.ca.

Greg Noel
VP/Director of Audiology
Nova Scotia Hearing and Speech Centres

Nova Scotia Hearing and Speech Centres is program funded by the Department of Health. NSHSC is responsible for providing hearing services to Nova Scotians of all ages and speech-language services to preschool children and adults.

CLIENT RETENTION

Whether you're a group fitness instructor or personal trainer, client retention is the most important thing for your business to succeed. Every client is a walking billboard for your services so if you're looking for exponential growth you must make sure you have a water tight retention plan. If people like you enough to work with you for months or even years then you can bet they like you enough to tell their friends and family how much they can benefit from working with you as well.

The fitness industry is all about gaining trust and developing relationships. Most clients we encounter could care less how many letters you have after your name or how great your credentials are. People are looking for someone to get results while being safe and also cares about them and their lives. On my first session with every client I find out when their birthday is so that I can send them an email, card, or small gift when that day comes. Caring enough to remember them makes a lasting impression. If a client is preparing for an event such as, a race or competition, you should attend and make sure they know that they have your full support both in and outside of the gym. Your relationship with them should NOT only exist in 1 hour time slots.

As well as developing relationships with your clients, I find it useful to harvest relationships between my clients. For example if I'm having a session with a client and another one of my clients is around working out on their own I'll make a point to introduce them to one another. People like to be social and make new friends. If a session or class with you is a place that they associate with meeting new people and having fun, then you're in

the good books. Of course some people are all business and won't want to spend too much time making friends but you'll easily be able to identify these situations.

We're all continuously searching the web for new information. Next time you find an article on weight loss send an email to clients who will benefit from the information. Occasionally it is even OK to forward a motivational or tastefully humorous email to your clients to show them that you care about how their day is going and are committed to being involved in their daily lives, even if you're not working with them that day.

Sometimes I'll invite a client out for a run with me. This will only be appropriate if the client enjoys running. While on the run you're achieving a couple of things. First you're contributing to motivate a healthy routine, and second, you're developing a very strong bond in that you're their friend. You're proving to them that you don't need to collect a paycheck to be interested in their wellbeing. By developing these connections you ensure increased retention rates which will benefit both you and your clients for a long time to come.

Yours in Sport

Rick Horsman
Certified Personal Trainer,
NSFA Board Member

PROTEIN CRAZE

Oh the great world of protein! Especially targeted to those who want to build muscle, it is no wonder people are consuming too much protein for their body's needs. On the other hand, some people seem to shy away from protein intake, afraid they will bulk up. It is time to understand how our body uses this macronutrient and the amount of protein you should be consuming.

First of all, protein is a critical component of all body tissue. It is a large structure made of carbon, hydrogen and oxygen, as all macronutrients are, however protein also contains nitrogen. Approximately 16 percent of dietary protein is nitrogen¹; this element makes up the amino group (NH₂) which is attached to an acid group (COOH) together creating an amino acid. The structure and function of protein in our body is regulated by our DNA.² Protein not only makes up muscle mass it serves many functions in our body including cell growth, repair, and maintenance, enzymes and hormones, maintains fluid and electrolyte balance and acid-base reactions, in the immune system protein makes antibodies and in some cases, protein is used as an energy source². Proteins are most commonly found as large polypeptides and can include up to 300 amino acids.¹

There are 20 amino acids found in our body, nine amino acids are classified as essential – these must be consumed in the diet because our body does not produce or synthesize these. The other eleven amino acids are classified as nonessential because they can be made by the body. We must make sure we eat enough essential amino acids through our diet or our bodies will lose the ability to make proteins and other nitrogen containing compounds we need.²

The quality of protein found in food depends on its digestibility and if it contains all essential amino acids. If you've heard terms like complete proteins, or high-quality proteins, it means those foods contain enough of all essential amino acids, while incomplete or low-quality proteins lack one or more essential amino acids.¹ It can be compared to a recipe: say flour, water and yeast are needed to make bread. You have an unlimited supply of flour and water but only 1 teaspoon of yeast, not enough to make one loaf! A food source lacking a particular amino acid is referred to as a limiting amino acid, like the yeast.

Another way of determining the quality of protein is looking at the PDCAAS (Protein Digestibility Corrected Amino Acid Score). This scale looks at the amino acid distribution; 1.0 is the highest score while anything lower shows a lower quality protein. Egg white for example scores 1.0, meat scores 0.92 while and kidney beans score 0.68 and whole wheat scores 0.40.¹ It is important to realize plant protein is not inferior to meat; the amino acids are of the same quality, however, the distribution of essential amino acids is greater in animal sources. People who choose not to eat meat or animal products can consume the proper array of amino acids by combining two or more incomplete protein sources to make a complete protein, a practice called mutual supplementation.²

So how much protein should you eat? The Recommended Dietary Allowance (RDA) from the Food and Nutrition Board suggest 0.8 grams per kilogram of body weight per day; many people in Canada eat 1.5 times the RDA!² Athletes, children, adolescents and pregnant or lactating women need more. Protein should make up 12%-20% of your total energy intake.² Use Table 1.1 to determine your protein need. Remember, to convert your body weight from pounds to kilograms divide by 2.2. Too much protein consumption

can be harmful. High protein diets have been linked to heart disease, bone loss and kidney disease.² Try choosing lean sources of protein and eat them throughout the day. It's not hard for protein to add up, check out Table 1.2 for the protein content found in common foods.

Table 1.1 Recommended Daily Protein Intakes ²

Group	Protein Intake (g/Kg of body weight)
Most adults	0.8
Non vegetarian and endurance athletes	1.2 to 1.4
Non vegetarian strength athletes	1.6 to 1.7
Vegetarian endurance athletes	1.3 to 1.5
Vegetarian strength athletes	1.7 to 1.8

American College of Sports Medicine, American Dietetic Association, and Dietitians of Canada, Joint Position Statement, Nutrition and athletic performance, Med Sci. Sports Exerc. 32 (2001):2130-45

Table 1.2 Protein content in common foods ¹

Food	Amount	Protein (grams)
Milk, skim	1 c	8
Yogurt	1 c	8
Beef, lean	1 oz	8
Chicken breast	1 oz	8
Fish	1 oz	7
Eggs	1	6
Navy beans, cooked	½ c	7
Bread, wheat	1 slice	3
Broccoli	½ c	2
WheyPro	1 oz	22

REFERENCES:

- 1 Nutrition for Health, Fitness, & Sport. Seventh Edition. Melvin H. Williams. McGraw-Hill Companies, Inc., New York 2005.
- 2 Nutrition a functional approach. Canadian Edition. Thompson, Manore, Sheeshka. Pearson Benjamin Cummings 2007



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