



from Summit '98

Trainers heard about ways they can successfully implement payment methods, perform proper assessment procedures and handle chronically late clients from Susan Canewell, who signed copies of her newly released book *Policies That Work for Personal Trainers*.



Themes for Today and Tomorrow Improve Communication With Clients. Like Walther, many other presenters emphasized that the way you communicate with clients can determine your success. This communication extends to the way you describe joint actions or redirect a client's goals, as well as the manner in which you sell your services or present your policies.

Since functional training has been a catchword for the past few years, the question arises, how do you implement the concept? At this year's summit, numerous sessions covering proprioception, stability, posture and structural

imbalances gave trainers the core knowledge needed to implement total fitness for their clients. Experienced trainers said these well-attended sessions pinpointed their clients' true needs.

Target Special Medical Needs. People with these needs continue to be a niche that personal trainers are in the best position to fill. Medical needs range from postrehabilitation orthopedic conditions through osteoporosis and HIV/AIDS. Applying the principles of ergonomics, and conditioning for repetitive stress syndrome are new issues. (In the United States, repetitive

stress injuries are now more prevalent than manufacturing-related work injuries.)

Learn About Conditioning for Women. There has been an increase in the emphasis on strength-training for women, as well as program design for women in different life stages, such as pregnancy and menopause. Two surveys show that women currently represent the largest number of personal training clients, so developing specialized programs to meet their needs simply makes good business sense. →



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IDEA's new personal training committee met at the summit for the first time. The goal of committee members is to provide IDEA with input on the types of information personal trainer members need. Committee members are (standing, from left): Greg Bennett, Jeff Munger, Sherri Kwasnicki, Ken Baldwin and Michael Youssouf; and (seated, from left): Scott McLain, Beth Rothenberg, Susan Canewell and John Platano.