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Darrin Robinson judges FSMS Mumbai 2011!



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Summer 2011
Volume 2, Issue 3

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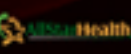
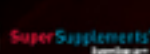
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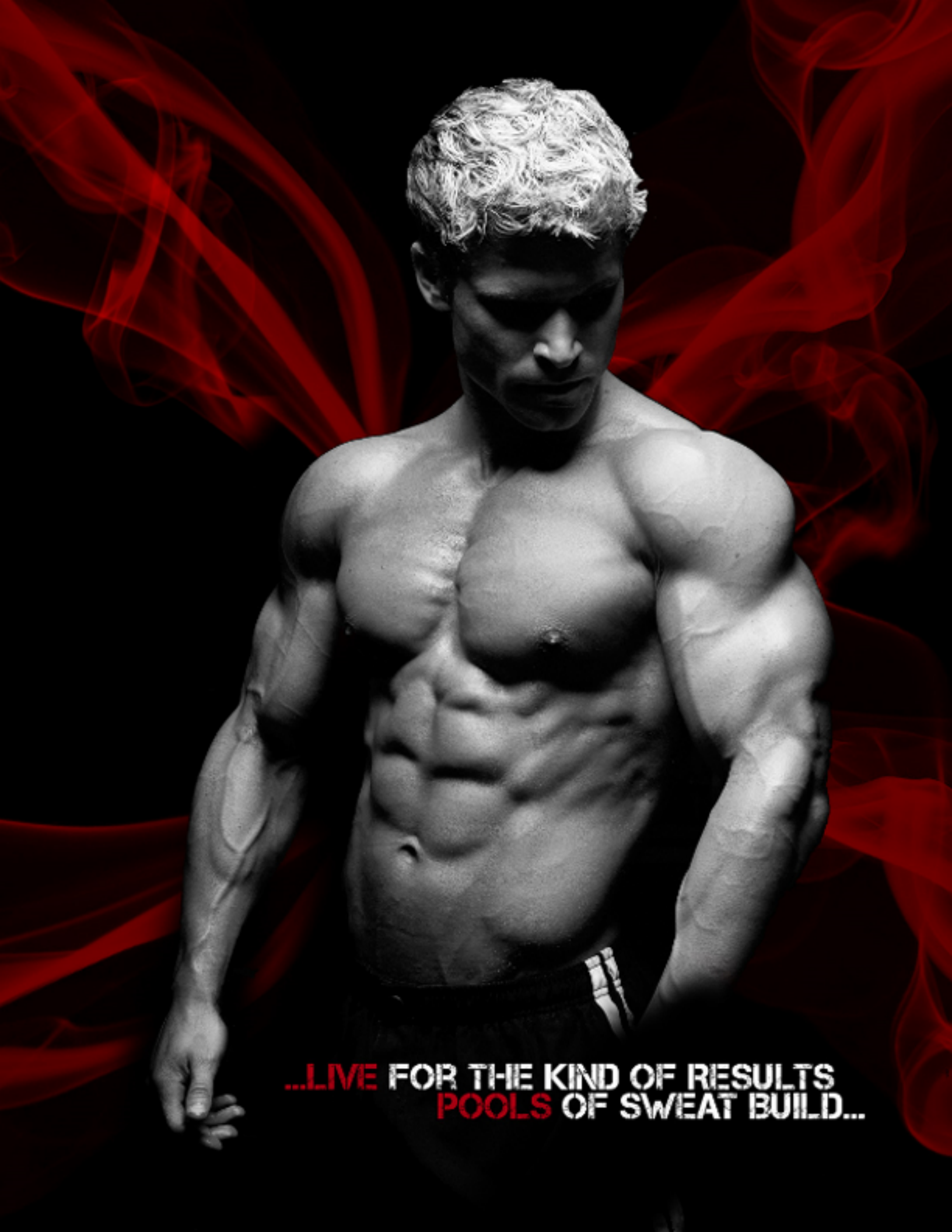
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Photography by Willie Lam (Centre) and Richard Sibblad





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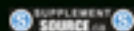


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Editor's Intro

Official FS Agency Launch

Fitness STAR International is thrilled to officially announce the highly anticipated launch of the Fitness STAR Agency in October 2011! Starting off as a boutique fitness model management company based in Toronto, Canada, we aim to specialize in mainly representing international fitness models, both female and male around the world.

WE ARE CURRENTLY SCOUTING NEW FITNESS MODELS TO CONSIDER FOR OUR ROSTER OF TALENT and to develop, manage and place in a variety of commercial and artistic venues:

- ~ Magazines and Publications
- ~ Advertising and Marketing
- ~ Television and Film
- ~ Internet and New Media
- ~ Shows and Exhibitions
- ~ Promotions and Sponsorships
- ~ Endorsements and Appearances
- ~ Artistic and Creative Projects

WHO is ready to get started?

We are searching for, discovering, developing and managing the following talent:

Fitness Models, Bodybuilders, Figure Models, Athletic Fashion Models, Swim Wear Fashion Models, Glamour Models, Underwear Models, Body Painting Models, Event Promo Models, Athletes, Sport-Specific Models and Personal Trainers.





James Erdt

Founder / President - Fitness STAR International / Joyzone Inc.
Social Entrepreneur, Infopreneur, Inspirational Speaker, Philanthropist, Fitness Model

Do YOU have what it takes to make it as a paid fitness model?


1. Earning potential with the Fitness STAR Agency: There are many wonderful job opportunities for FS Agency models throughout the Greater Toronto Area, across Canada and around the globe. Paid modeling jobs are for those models that qualify for any project which has a budget that exchanges money for services rendered. The amount received depends on the payment agreed upon by the representatives of the model, being the Fitness STAR Agency as well as the client.

There are many factors that will determine the level of salary including the scope and duration of the job, industry standards and where the location of the photo shoot or project is along with whether the fitness model is on the non-exclusive or exclusive talent roster.

The expectations on the type of work to be done change depending on the kind of modeling jobs that are available at the time. For example, some clients may require the models to be body painted from head to toe or maybe just a specific body part such as an arm or leg will be utilized for product shots. The opportunities are plentiful for those that are in demand and continue to act professionally, respectfully and represent the FS Agency to the best of their ability including keeping their body in shape year round with a healthy and natural physique!

2. Non-Exclusive vs. Exclusive Contracts: The basic difference between a non-exclusive contract and an exclusive contract with the Fitness STAR Agency is that a non-exclusive contract allows you the freedom to work with other agencies and pursue freelance work on your own, while an exclusive contract requires that you work only with the FS Agency and the projects/jobs that we source for you throughout our extensive network and circle of influence.

ALL new Fitness STAR Agency models start out with a **non-exclusive contract** which earns them either a flat rate per job or roughly \$20-\$60 per hour. The benefit to this type of agreement is that you can work with multiple agencies, however priority placing goes to the exclusive talent first when it comes to who gets the job opportunity and pay cheque!



The benefits of an **exclusive contract** revolve mainly around how much time and energy the FS Agency will put into getting work for you. Although many agencies claim to give equal attention to all of their models, it only makes sense that they will push harder for the models that have signed exclusively with them. This gives the model a greater chance to book better gigs than on their own.

When YOU get offered the opportunity to sign with the Fitness STAR Agency exclusively, it will mean that we see great potential in YOU and want to make a significant investment in YOUR future!!!

Once officially signing an exclusive contract with the Fitness STAR Agency, each model will be entitled to a significant pay increase in the range of \$60 - \$125 per hour and the agency keeps 20 % from the models pay as a service fee as well as charges the client an additional 20 % on the total invoice.

Exclusive contracts are often in place for a period of one to two years, however can last longer. During the time that you are under exclusive contract with the FS Agency, we will take on the costs of all of your photo shoots, portfolio, comp cards, promotional materials and any other tools used to help you book paid jobs. When you are signed under a non-exclusive contract, most often these expenses fall on you to cover although for certain new talent that we see potential in, we will set up multiple Portfolio SUPERSHOOTS throughout the year, where we hire TOP photographers to shoot an entire day of around 10-12 of our models, shot in 3-4 outfits each to give them a great head start on building their personal fitness modeling portfolios! This is our way of giving back by believing in YOU, preparing YOU and managing YOU! Remember that we don't get paid unless YOU do!

NOTE: *All models have the option and are encouraged to have other photo shoots with a variety of other non-agency approved photographers, different looks and a multitude of locations to show their versatility, demand and willingness to support the building of their portfolio. All pay rates are subject to change as the FS Agency evolves and depends on individual circumstances and potential unforeseen criteria/regulations.*

3. Requirements to get work: When applying for a job with a first time Fitness STAR Agency client, models or the agency bookers are usually required to submit a portfolio which also acts as their resume. A portfolio is a collection of photographs that will showcase the shots taken by the FS Agency affiliated photographers, past work and experience of an individual model. These can

contain pictures from a variety of paid jobs or photos taken of the model at their own expense. Typical other requirements are usually dependent on the kind of job being sought. For commercial modeling jobs, many times a screen test may be required to see how well the individual registers on screen or models required to do runway shows are usually asked to demonstrate their walks.

4. Professional attitude and appearance: Fitness modeling jobs are just like any other employment opportunities in that they require an excellent work ethic and high professionalism for any individual to become successful in this industry. You basically get one chance to WOW the client! First Impressions are CRITICAL in this business! YOU need to be able to handle rejection well and not let it phase you in your quest to become a TOP Fitness Model!

There is an abundance of work out there for the hungry talent that thrives on staying in exceptional shape year round and brings their A-Game to each opportunity. I don't mean competition day shape, but at least a visibly toned midsection, clear skin, confidence, charm and of course a positive friendly attitude!

5. Best way to get scouted:

*COMPETE at a Fitness
STAR Model Search!!!*

Yours in Health,



James Erdt
Founder / President
Fitness STAR International (*FitnessSTAR.com*)
Joyzone Inc. (*Joyzone.com*)





Summer 2011

Volume 2 / Issue 3

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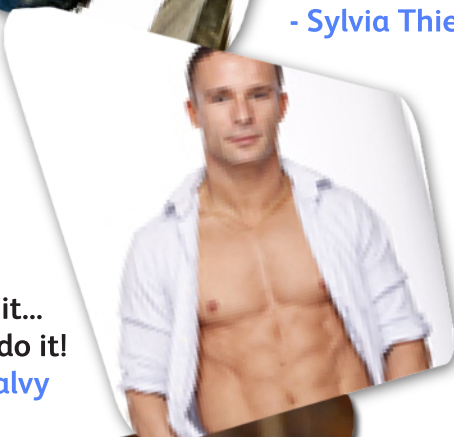
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When You
Choose Law
Enforcement...
- Sylvia Thiessen



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If I can do it...
Anyone can do it!
- Romain Calvy



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Conscious
Proprioception
- Zack Concklin

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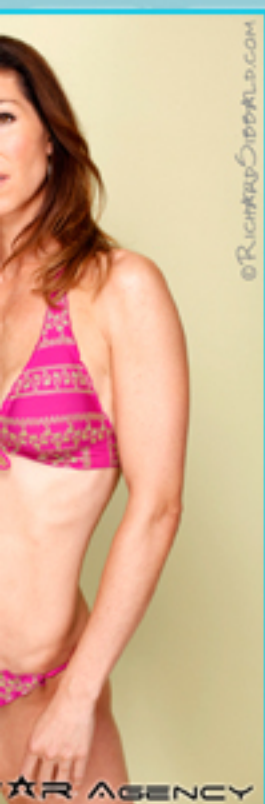
Beata Toth



Romair

All images photographed by Richard Sibbald courtesy of the Fitness STAR Agency Portfolio SUPERSHOOT on July 28, 201

Johnston



Joseph Ng



Amanda Kotel



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Calvy



Marla Arndt



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1. Compete at any Fitness STAR Model Search event and you could potentially get scouted by the Fitness STAR Agency!



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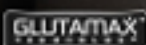
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The Judge

Going International

A truly international judge.

James and I just came back from Mumbai India where we launched the first international Fitness STAR show. Despite limited time and cultural barriers the show was a great success and caused quite a stir with fitness industry insiders in India. We were fortunate enough to meet some great people in the industry from personal trainers in the trenches to the grandfather of fitness in India, 80 year old Madhukar Talwalkar. Mr. Talwalkar's father opened the first gym in India in the 30s and now they have 300 gyms country wide.

Everybody loved the Fitness STAR concept promoting a healthy natural achievable physique along with a fitness lifestyle. "India needs this" was the main response when we educated people on the Fitness STAR brand.

As the head judge for Fitness STAR International it was my responsibility to educate the other judges as well as the competitors on what we are looking for in a competitor to represent the Fitness STAR brand. I had my ideals and standards based on how we judge at our shows in Canada but I found that these ideals and standards are not going to work around the world, at least in the early stages developing the Fitness STAR brand.



What we see as fit and what other countries see as fit are not exactly the same thing, especially when it comes to women's bodies. We seem to be on the same page as far as male physiques as I was pleasantly surprised at the quality of male competitors I saw.



Darrin Robinson

Fitness STAR International - Head Judge / Emerge Founder and President

FitnessSTAR.com / TimetoEmerge.com

At our workshop we had a Fitness STAR banner with images of our Canadian female fitness models on it, women with capped shoulders and ripped abs. These images scared the Indian women to death, they were staring in disbelief that a woman could or would look like this. The Indian idea of a fit woman was thin, more like a runway model in our eyes. Very few women even workout in India and if they do it's done on a treadmill not with a dumbbell. I realized very quickly that the judging standard (for the time being) in India is going to have to be much different than back home. We actually had to hold auditions for both male and female competitors to ensure we got the best available competitors on stage. This show was to be a preview or a taste of Fitness STAR so we wanted less people competing in the first show but with the best quality we could find.

With the male and female winner of the India competition being flown over to Canada to compete against our best in the Fitness STAR Model Search World Championships I had to make sure they would be competitive. Many women spoke up in our workshop saying there is no way they can compete against our women if they are judged on the same standard. I informed them that they were seeing images of women in our athletic and muscular fitness model classes and not our bikini division which the Indian competitors are better suited for. This in itself raised another issue, bikinis. There was no way any of the women were going to wear bikinis on stage as they are far too modest. So the swimsuit round had to be renamed the physique round. Most girls wore sports bras and shorts for this round but many wouldn't even expose their midsection. Needless to say competitors being fully dressed makes it very hard as a judge to score their physique.



Where the swimsuit round is worth 70% of the score and the sports-wear round is worth the remaining 30% in Canada I had to look at these rounds a little differently in India.

Since we are trying to build the brand in India I had to be careful to ensure the judging favoured a body style that would turn people on to Fitness STAR and not scare them away.

Over time I knew we would change the public perception of fitness for women.

This was confirmed by speaking with top industry people telling us that this is just what India needs and the timing couldn't be better. Also the attire worn on stage will change as perception and the Fitness STAR brand grows.



Most of the girls competing in the competition were runway models and actresses and they all walked and posed like fashion models not fitness models.

I had to spend hours teaching them a whole new way of walking and posing. The good thing was they picked up the new walk and poses very easily, as a matter of fact the men with no stage experience at all also picked up the walk and posing surprisingly fast. I can honestly say I have never done a posing clinic where people got it as quickly as these people did. This is despite the fact that more than half the people I was working with didn't speak English only Hindi! *Amazing.*

I normally don't actually score competitors at a show, I direct the other judges on what I am looking for in each category and sometimes try to show the judges who I think the top people are and hope they see it like I do (which is typically the case). From there I write comments about each competitor in case they contact me later to critique what I saw on stage. For the India show we only had myself and two other judges so I had to score as well as perform many other duties.

I tried to educate the other judges about the look I was going for within the male and female classes that would best represent the Fitness STAR brand going forward.

In the first round most of the competitors (male and female) looked a little unsure about what was happening on stage as they didn't know what to expect. Even though there were a few stand outs as far as physiques went. By the second round they were all having a ball, this is where we really got to see who the stars were. The second round was like a whole new show for some of the competitors on stage and some of these performances changed my thoughts on who would represent Fitness STAR the best going forward.

When I started to tabulate the score sheets I could see how the two Indian judges scored certain looks better than others even though I didn't agree. Their scores were quite close to each other where mine would be way off in some cases. The fortunate thing was that when it came down to 1st and 2nd place for both the men and the women we were pretty well on the same page. Despite the challenge of different mindsets and opinions on what is and isn't a fitness look we managed to pick two standouts to represent India in a very competitive way at the Fitness STAR Model Search World Championships in September.

One of the best things to happen at the show was the competitor transformation from start to finish. A couple days before the show meeting with the competitors they were confused about the concept, the look, what was expected of them etc. They didn't know what to think as they had never seen a fitness show let alone competed in one.

After the show was over they were pumped!

Fitness STAR shows always have a great vibe back stage unlike many other shows but this event was extra special.



James and I were on stage for long after the show posing for pictures with competitors and exchanging contact info. We were thanked over and over again for making them a part of the first show and they couldn't wait for the next time they could compete. Women who in the first meeting were stressed about seeing North American fitness model images couldn't wait to hit the gym telling us "wait until you see me next time!"

I'm pretty sure the view of fitness in India has already started to change by this one show.

This show was a learning experience for James and I as well as the Indian Franchisees. We discovered many things about each other and the Indian culture. I learned that what works in one country won't work in every country but as long as we can compromise and think of the Fitness STAR brand we can have a successful event where everyone is happy with the outcome. We have a lot to do for our next show in India and the work has already started.

So far the Indian audience and media has gotten a little taste of what Fitness STAR is all about but our next show is going to blow them away! With the support of the gyms and fitness leaders in the country we will be seeing better and better competitors and breaking the mold of a fit physique for Indian women.

*Watch out world,
Fitness STAR is coming!!!*

Darrin Robinson
The Judge
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Darrin Robinson
Emerge Founder

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*Lindsay
Ridell*



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SHOOTING STAR

FS Shooting STAR PROfile: Lindsay Ridell

1) How would you describe yourself in 3 words?

- Ambitious
- Loyal
- Adrenaline junkie

2) List your favourite book, movie, colour, food and car...

- Favourite book: Eat, Pray, Love
- Favourite movie: Love Actually
- Favourite colour: Blue
- Favourite food: Chicken and sweet potatoes
- Favourite car: Porsche Boxster



3) When have you been very proud of yourself in your life?

When I graduated University with Honours.

4) If you won a million dollars, what would you do with the money?

Pay off all of my family's outstanding debts and take all my friends and family away on a vacation.

5) What or who motivates you and why?

My job definitely motivates me to keep in shape but the feeling I get after a good workout and how I feel about myself is what motivates me to take it to the next level. I have always had a passion for fitness. Before I got hired I worked for MuscleMag and I got to learn all about the different supplements, exercises and equipment. It educated me in how to take care of myself and train properly. Still to this day I am constantly learning new things about fitness whether it be new workouts, recipes or nutrition and I love that.

6) What are 3 of your favourite exercises?

- Leg curl
- Tricep extension
- Plank

7) What style of music or artist do you listen to while training?

I listen to a little bit of everything when I train. Rock while I do weights and more upbeat music for cardio and then slower music for cool down.

8) What do you gain by entering physique competitions?

I get to challenge myself and see what level I can take my body to.

9) What do you like the most and the least about competing?

The thing I like most about competing is constantly setting new goals and challenges during this preparation time.

The thing I like the least is people who don't understand the process of the workouts and dieting and aren't supportive.

10) Please share 3 tips you have for other Fitness Model Competitors?

- Go big or go home (you need to give 150 %)
- Make sure to have fun with the competition - don't be afraid to make friends backstage
- Make sure you have people who are supportive to help you through your journey



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Congratulates

*Rick
Primerano*



TM

SHOOTING
STAR







SHOOTING STAR

FS Shooting STAR PROfile: Rick Primerano

1) How would you describe yourself in 3 words?

- Focused
- Consistent
- Determined

2) List your favourite book, movie, colour, food and car...

- Rich Dad Poor Dad
- Goodfellas
- Black
- Italian
- Lamborghini Bugatti

3) When have you been very proud of yourself in your life?

I'd have to say now! Our personal training business is rockin Western NY and continues to grow! And my dreams of becoming a fitness model are certainly looking on the upright!

4) If you won a million dollars, what would you do with the money?

Open up a state of the art Fitness facility and call it PRIMERANO FITNESS INC.!

5) What or who motivates you and why?

MONEY, not ever being content helps me to stay motivated and consistently move forward!



6) What are 3 of your favourite exercises?

- Bench press
- Pull-ups
- Walking lunges

7) What style of music or artist do you listen to while training?

Rap/House...I prefer Mr.305 PITBULL

8) What do you gain by entering physique competitions?

Every time I compete I learn something new about my body and how it responds to various exercises and also foods, It seems to be just getting better with age! lol

9) What do you like the most and the least about competing?

Nothing matches the euphoric moment of being on stage in the spotlight and everyone is cheering you on!

The repetitiveness of the diet would have to be my least favorite part about competing, eating the same things at the same times at the same portion day in and day out.. gets very boring!

10) Please share 3 tips you have for other Fitness Model Competitors?

- Never give up
- Stay Focused
- Learn from your mistakes!

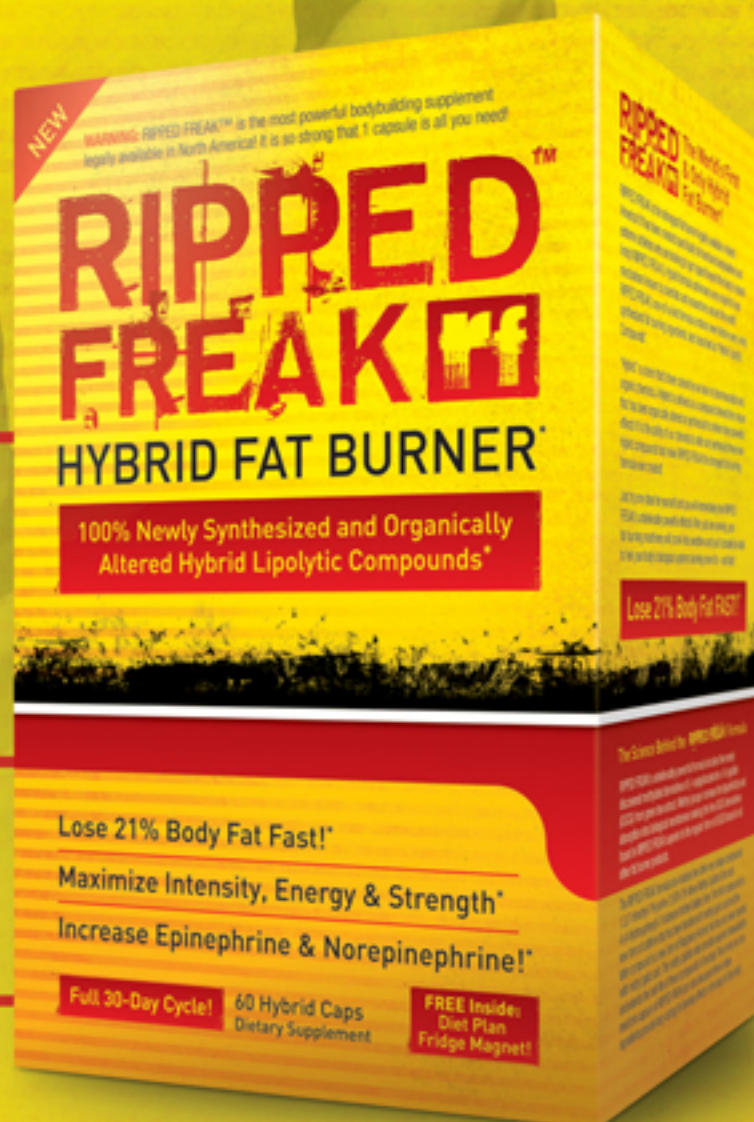


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I have MS but... *MS does not have me!*

I have always had a keen interest in sports and fitness growing up being involved in athletics from basketball, swimming, running and other organized sports. But it wasn't until 3 years ago that I discovered my true love of running. Let me take you back in time to explain how I got myself to where I am today.

16 years ago at the age of 19 I was diagnosed with Multiple Sclerosis. I remember that day very well. That was the day I gave up my health and fitness and gave in to this MS monster.

I have gone from a wheelchair, to a cane, to losing my vision, loss of feeling and numbness in my legs, feet, side, pain and unbearable fatigue and the list goes on.

Being healthy and fit and having MS just didn't piece together properly in my mind. I can't workout, I can't play sports I have MS. I definitely can't run I have MS. This was my way of thinking and living. *And when you continue to tell yourself something over and over you believe it and eventually it becomes your reality.* I must say not all was negative. I was able to maintain a great job in the airline industry, I married my best friend Sebastien and we had our beautiful daughter Zoe 5 years ago.

We moved to Moncton 3.5 years ago after living in Calgary for more than a decade. It was time to come home and be back with family. I was introduced to a gentleman who has become my inspiration for the changes I have made in my life. In one of our many conversations about my MS and my attitude he looked at me and said...

*"you don't have MS,
MS has you".*



In such few words my friend had summed up the last 12 years of my life. I guess you could say that was my "Light Bulb" moment. After so many years of being controlled by my MS demon, It was time to face it head on. I needed to have control again. For the first time since my diagnosis I started to do some research on the disease and came across numerous stories of how diet and exercise changed the lives of so many with MS. It couldn't hurt if I tried. I would tell myself small changes, big results.

The first change I made was my diet. I changed to a clean eating diet, no more processed food and junk food. What a difference that made, in just a couple of weeks I was feeling this new wave of energy, energy I hadn't felt in years. Not to mention the beginning of my 30lb weight loss. Now that I had all this new energy I wondered what else I could do. I joined a gym, I started swimming, doing weights, even some yoga. But my true passion was in running, but I could still hear that little voice in my head saying... "how could I run with MS? Especially at this point without having feeling in my feet.

The only way to find the answer was to try. So, I laced up my running shoes and was out the door. After 1 minute of running I needed to walk, then I could run another minute and walk again and I kept going until I ran my 10 minutes in total. *Wow, I could not believe it that I was running and had MS.*

My mind could actually train my legs and feet to run again.

I could feel this was the beginning of a magical transformation for me. The next time I went out I ran longer and walked less. I started to set small goals for myself and seeing myself achieve them was life changing. The run around the block was turning into 2 runs around the block and then 3 runs and then there I was registering for my first 5k race. Lots of doubt embedded in my mind on race day with that little annoying voice in my head saying "what are you doing, you can't do this? And I finally had said "ENOUGH"!



The gun went off, I faced my fears and ran, and ran and the next thing I knew I had finished my first 5k race and survived still having MS. From that day forward I haven't looked back, mind over matter, anything is possible. After my 5k race came a 10k, then 15k and then my impossible dream came true, I crossed the finish line of my first half marathon. And now to this day I have finished 4 half-marathons and have my sights set on a full marathon and hoping that 2011 is my year.

When I run I feel free, free from my MS monster, I let go, release, escape, solve and plan.

After a run whether it's 5k or 20k I feel like I can take on the world. Running ignites my fire for life. And that fire filters through to my relationships around me. Running and racing have changed my life in so many ways from better overall health and fitness to increased self confidence to a stronger body, mind and spirit. I came across this quote not too long ago "finishing a race isn't just an athletic achievement, it's a state of mind; a state of mind that says anything is possible". Those words could not be truer, I have lived and breathed it.

My MS is still very much alive, I feel it, and fight it every day. Some days it is not possible for me to run, whether it's because my fatigue, pain or other symptoms. I still get angry, frustrated, disappointed, I am human but rather than dwell on those feelings I use the power of my mind to find determination and strength to challenge my body in other ways. Whether it's getting in the pool, lifting some weights or having a rest day at home playing barbie with my 5 year old. I need to accept it and be ok with it.

I have had no choice but become adaptive to the unknown's of this disease for me to succeed. Everyday can be different with new challenges thrown at me. I change my focus on what I can do rather than what I can't do. Like I said earlier the more you tell yourself something the more you believe and then before you know it, it's your reality.

I am now faced with a new obstacle that I've had to overcome. I am taking medication that requires me to self inject once a week on Sunday's and suffer from Flu-like symptoms for 24 hours. I have had to make some changes in my weekly fitness regime and goals because of this;

I do my long runs on Sunday as I know my body needs the rest on Monday anyway. Even the small things like groceries are done in advance in preparation for my quiet day at home. Honestly, I feel horrible for most of the day. Aches, pains and fatigue. But to look at it positively I am thankful for the quality time at home with my daughter, we love our Monday's together.

I often get asked what motivates me to keep going everyday and my answer to that is simply my life. And my life is myself and everyone and everything around me. I especially see my daughter grow and discover her world around her, I need her to see me as the mother she deserves. I need to set an example not only for her but everyone else that I cross paths with in my life.

Our minds are very powerful tools and once I learned how to use it I started living, living the life I've always wanted to live having MS or not. I thought my world was over that day I was diagnosed. I lived like it was for many years but now I live the way I want my life to be HEALTHY, FIT and full of VITALITY. I finally came to the realization that my life is happening NOW and it needs to be lived now. I have learned many valuable lessons with my journey to achieve optimal health and beating MS, one of them being:

If you tell yourself you can or can't you are right. Let me tell you how good it feels for me to finally say I no longer suffer from MS, but live with MS. Best of all, I can honestly say I have MS but MS does not have me!

My goal for sharing my story is that hearing it will spark a fire in you to make your goals become a reality and live your life the way you want it to be lived. If my story has gotten even the slightest "wow" out of you then to me that means that you can do it too.

*Dream it. Believe it. Be it.
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Gillian Payette



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Selling your client on the workout

The Excitation System

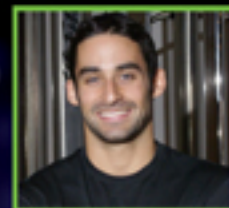
In the last issue of Fitness STAR I spoke about the **Focus System**. It's an easy to use system that you can follow to develop workouts for beginner clients so you don't miss any pieces to the puzzle. If you missed it I highly recommend having a look. It can be found at: <http://www.theptdc.com/2011/04/the-focus-system/>

The following article details the **Excitation System**. Assuming you've developed an effective program for your client the next step is selling them on it. Because, as we all know, if your client doesn't buy into what you're saying then you're destined for failure.

The first step in selling your client on a workout is to get them excited! *Light that fire!* Nothing will get in the way of their progress if you keep them excited.

The steps of the Excitation System are:

- 1 Paraphrase their goals. In this conversation get them to agree as much as possible. The more times they say 'yes' the better. Encouraging visualization works well here.
- 2 Give a brief overview of the workout. I describe why I chose the type of training and why it's the best option for the client.
- 3 Speak about the primary exercises (refer back to the Focus System article). One by one take time to describe the movement and show the client a video of somebody performing it well. If it's the first time that you're educating the client on any workout then teach them the importance of the primary exercises. In addition, make sure that they're aware of how progression will be based off of these primary movements.
- 4 Squeezed into the middle of the conversation speak about any potential limitations. This could include injury, imbalances, or forced breaks in training coming up. This is where I'll take the time to educate the client on how we're going to address each issue.
- 5 Lastly, finish the conversation with a discussion on the importance of prehab and warming up properly. The emphasis here is on keeping the client healthy.



Jon Goodman

Founder and President The Personal Trainer Development Center

THEPTDC.com



The 10-15 minutes it takes for the Excitation System will save you hours later on. The system reinforces the clients goals, gives them a chance to ask any questions they may have, helps them understand progression and how it's going to be monitored, closes any doors in terms of objections

or potential barriers, educates the client on the importance of the sometimes less interesting aspects of training in the warm up and prehab.

The take home to remember from the Excitation System is that you won't be able to get a single client continual results unless you have their full commitment. Keep in mind that:

Client results = cash in your pocket

Remember that your job is to be a facilitator; you cannot work out for the client. I promise that the client won't give 100% if they don't understand or buy into the program you're giving them. On the same token, if you have clients that you don't think are giving it their all sit them down and run them through the excitation program. You'd be surprised at what a short candid conversation can do for their motivation. Once you finish the talk and get out on the floor your client will be ready to wreak havoc!



The Big Picture

Continually referring back to the big picture is imperative if you hope to have success using the Excitation System. The first step is having a clear understanding of their goals. In having the understanding of why you chose the exercise it's important to refer back to it as often as possible, therefore making each experience emotional for the client.

Often a new client cannot perform a difficult exercise right away. It doesn't mean that you can't get them excited about it. For example, here is what I might say for a client who I want to eventually perform a dead lift off of the floor:

"Since your goal is to tone your lower body I want you dead lifting. The dead lift is one of the most effective exercises for your hamstrings, butt and lower back. You're at a large mechanical advantage in the movement meaning that you'll be able to move a lot of weight.

That will lead to great gains.

The problem is that right now the dead lift is too dangerous for you. We need to improve your mobility and activate your Glutes. How you're going to progress towards the dead lift is by doing Glutes activation work, dynamic flexibility, and core stability. In addition, I'm going to be giving you variations of other exercises with a focus on grip strength so that later on you'll smash the exercise!"

What I'm doing during this short speech is educating the client on progression. I'm also exposing them to my long-term vision and getting them excited to get there. This small speech is just one part of the equation. I never stop working on their excitement.



Once the day finally comes when my client is ready to perform a dead lift I make it a big deal! After all, they've worked hard to get to that point. I'll tell them the day before to get excited for the next workout so that they're mentally prepared. After they've completed the first set I reiterate all of the work that we've done leading up. If I can, I make the experience emotional for them by reminding them about specific parts of their journey.

Remember to always have the client's goals in mind when devising a program.

Don't get excited and lose focus! Both the Focus and Excitation systems are meant to help you gain a stronger buy-in from the client.

Jon Goodman
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“WHEN YOU CHOOSE LAW ENFORCEMENT *you give up the right to be unfit!*”

What an honour it is to be asked to share my experience and inspiration with hundreds of readers of Fitness STAR Magazine around the world.

I have always been athletic and fit through out my life. Growing up on a farm in the small town of Aylmer Ontario, I always worked hard and never even considered becoming a member of a gym let alone had any education about training. And of course mom's home cooked meals would sometimes get the best of you!

In 2002 I decided to make a lifestyle change and followed my dream of becoming a police officer. I enrolled in a community college at the age of 18 and graduated from Police Foundations.

Only at that time did I begin to learn the fundamentals of fitness, proper training and living a healthy lifestyle.

In 2005 I pursued my career and was hired as a constable with Peel Regional Police. Very quickly did it become aware to me how difficult it can become to be a shift worker and attempt to train on a regular basis and maintain a healthy lifestyle.



We as officers work long shifts, embrace stressful days and sometimes we are double booked to be in court the morning after working a full midnight shift.

Many of us also have spouses and children to go home to at the end of their days and try to carry on a normal life.

So easily one can fall into the trap of fast food on the run and simply fitness becomes last priority if any at all!

I took a look around me and realized how many people in my profession fall into this trap. From day one I promised myself I would never allow this to happen to me. If there is one quote I remember from my police training it is "When you choose law enforcement you give up the right to be unfit!" This is something I have chosen to live by and to be loyal to. Since I started training I was always interested in doing a fitness show but didn't have a clue where to begin.

I started meeting people and educating myself more and more with training and proper dieting.

Last year I became inspired when a good friend of mine Karyn Marchment was on the Fitness STAR magazine cover. This was my motivation to finally set a goal and be on stage with Fitness STAR on March 19th, 2011. And I was!!!! I can't say it was easy but it was certainly an adventure and it was an unbelievably rewarding experience! I met so many amazing people and although it was my first show and didn't place, I knew I had won something much greater that day...a newer and healthier me! Since then I have inspired so many people around me with my dedication, discipline and drive. I had so many of my colleagues and friends approach me, asking me how I did it.



**And what I told them is the same I want to share with you.
When you want something bad enough you just go for it!**

In just 12 weeks I lost 28 pounds. This was by strict diet and loads and loads of cardio! 2 hours of cardio a day for at least 5 days a week on top of strength training, cooking my meals and preparing my lunches. It became frustrating and tiring very quickly.

**What kept me going
you might ask?**

DRIVE and DESIRE!!

Doing a show is not easy especially not in the line of work of an EMS worker, but it is possible. So if I can do it then *ANYONE* can do it! The top 5 strategies that kept me going and focused were:

1. Give yourself realistic and short term goals.

Don't think to yourself that you have 12 long weeks of diet and training because you will dread it and lose motivation very quickly! Here is an example, say to yourself "Ok in two weeks I have to lose X amount of pounds" And once those two weeks are over you continue with another short term goal.

2. Always have your meals prepared. Its amazing how easy it is to eat what you are suppose to when it's ready and right in front of you. Let's face it, no one wants to come home after a 12 hour day and cook for their spouse or children and then cook something different for yourself. The best thing to do with your veggies is to cut everything up when you get home from the grocery store and separate it into snack bags immediately so its ready to go.



3. You don't NEED to have what your body craves. When you first start dieting and your body will be screaming at you for the things its use to having. It simply becomes mind over matter. Fix the craving with something that you CAN have. You really don't NEED the bad foods we crave; we just want it because we can. A little tip that helped me is when you are grocery shopping, don't go down the isles where you know your temptations are. If you don't see them, you won't be tempted to buy them. Keep the craving foods out of the house if you can.

4. Reward yourself with cheat meals. When you train for a show, you are working extremely hard and you will be very disciplined. Make sure you reward yourself. You need to shock your diet at least once every week or two you don't plateau. I'm no nutritious expert by any means but you need to give yourself something to look forward to. And when you do have a cheat meal, don't make it a healthy cheat meal, make it a real one and enjoy every crumb of it!

5. Switch up your cardio. You know that you have X amount of cardio to complete in a day. I found myself some days dreading this as I was becoming bored very quickly! The days that I was dragging my feet I would say to myself "Ok Sylvia as soon as you get on the machine your half way there." I would often use the elliptical for 30 minutes and then jump on the spin bike for 30 minutes. You're still getting one hour of cardio in but you don't get bored of doing the same thing.

I hope this inspires readers and gives you the motivation to reach your goals as it did for me. And for all the men and women in Law Enforcement, *please stay fit and be on your game as it may save your life one day!*

I'm looking forward to seeing new faces at the Fitness STAR September 2011 show!

Sylvia Thiessen

Level 1 Fitness STAR





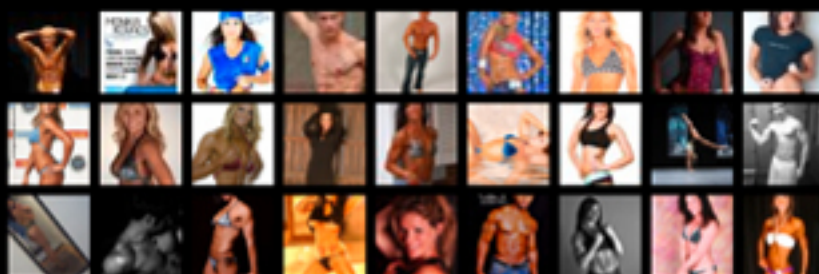
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- 2nd Place = Jenny Beland
- 3rd Place = Melanie Redington
- 4th Place = Nicole Doumont
- 5th Place = Lady Spartan Wilson
- 6th Place = Christina Halkiopoulos
- 7th Place = Mireille Goyette
- 8th Place = Erica Henry Johnston
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Search WORLD CHAMPIONSHIPS on September 17, 2011 at FitnessSTAR.com

(report) /// Time: Doors Open at 12pm, Show Starts at 2pm /// Audience Tickets: VIP = \$60 / Regular = \$40



OVER **\$30,000**
IN CASH AND PRIZES!



Photography by Willie Lam (Centre) and Rick Oliver



IF I CAN DO IT... *anyone can do it!*

It was back in December 2010 that I decided to take my physique to the next level. I had always been very active. I would play competitive hockey and soccer which kept me nice and toned throughout my younger years. I had been working out on and off for a few years but nothing competitive or consistent.

While at work one day I was talking with a colleague about training. She then told me about her trainer, Jesse Korona from Target Training. I decided I would go to train with him two to three times per week to get in shape. Prior to training with Jesse, I would go to Good Life fitness club on my own. I would also run 50 km per week and do 100 crunches per day, but was just not seeing the results I wanted.

This was in large part because I didn't understand the importance the role of nutrition plays in getting and staying in shape.

I always thought I can just burn those fries off in the gym or on my run.

My first session with Jesse, he sat me down and asked me what I wanted to achieve.

I told him I wanted to get in the best shape of my life. So he cleaned up my diet and laid out a solid work out plan for me.

My weight at that time was 197lbs and 27 % body fat. I really enjoyed working out with Jesse and was seeing great results within the first month.





Romain Calvy
Level 3 Fitness STAR

Not only did he show me what to do but he also shared his wisdom and knowledge with me. He also showed me about the mind/muscle connection. Prior to training with Jesse, I was throwing the weight around with just pure momentum. So in the beginning, this type of intensity training was a lot of work to get used to. The workouts and meal plan was gruelling.

My meal plan consisted of 5 meals per day, mostly Extra Lean Ground Beef, Eggs for protein, sweet potatoes or brown rice for carbohydrates and everyone favourite; steamed veggies. I was working full time, have a 6 year old lab mix dog to take care of, and worked a part time job as well. At this point I was evolving very rapidly and really enjoying lifting weights, Jesse then suggested I should compete in a fitness and bodybuilding show. In January 2011, Jesse's friend Leroy had dropped off flyers for Fitness STAR Model Search competition in March 2011. At this particular time, I was hitting the gym minimum 6 times per week and for two hours at time, and then coming home to cook all my meals for the next day. I would go to bed usually around 1am. This was a huge commitment and I was blessed to have been surrounded by positive people which helped me get through my occasional gruelling days. I was surprised at first when I found out that I won't be doing any cardio or abdominal crunches. Instead I was doing plenty of Squatting, Dead lifting, Military press, Bench Pressing, using primarily free weights. This regiment combined with the diet produced great results.

The big day had finally came, it was competition day I weighed in at 168 pounds and was about at 8 % body fat.

*Mission
accomplished!*



The Fitness STAR Model Search competition was amazing and a great experience. I must admit that I was terrified up there on stage being my first time.

I did not place in top three but the experience I gained from the competition was priceless. As I now have the first show under my belt and enjoyed it, I want and will be competing again. I am competing in the IDFA show in the novice category on July 23rd. I will also be competing again in the Fitness STAR competition show on September 17, 2011 at the International Centre. I currently weigh 178lbs and I am leaner and bigger then I was back in March.

My piece of advice to anyone would be... to be consistent with your diet and workouts and you will see major gains very quickly.

Save your money and buy good foods. There is no magic pill or supplement that will make you lose weight. A good whey protein and creatine is all I use.



Also, be positive... the mind is very powerful. Believe in yourself, picture in your mind getting those results. Do not say I can't do this or I can't get my body like that. If you truly believe that or think that way you will not see the results you are looking for, be positive and picture yourself getting those results!

*If I can do it,
anyone can!*

RC



titika

ACTIVE WEAR

inspired by life...



Titika's inspiration of the month

Jolene Roberts, age 51 and mother of three, is a registered nurse, an inspirational/motivational public speaker and licensed private pilot! She has recently become involved in figure/fitness competitions & modelling and is overcoming health adversities through her love of spiritual and physical fitness. Jolene is an inspiration that you can be fit and fabulous in your fifties!

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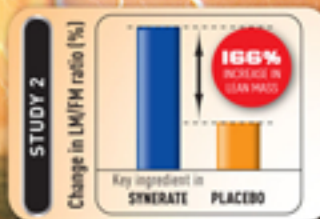
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Conscious proprioception

*to maximize proper
muscle facilitation*

Why do we count reps during a set? Is it to keep track of muscle strength and endurance over time? Is this the most effective way to a workout? How can we use our brains and breath to maximize our time at the gym?

For a novice the number of reps and sets should be used as a way to get a muscle to a proper fatiguing point, enough fatigue to have an effect but not too much to suffer an injury. As we become experienced and move to the next level of athleticism we need to move away from this standard gym practice and move toward a more in-tuned machine capable of self-regulation. We need to become aware of our nervous system and give it what it needs to better our strength and attain our fitness goals. To bring more efficiency to the weight room it's necessary to train not only our muscles but also the neuro pathways that facilitate the alternating contractions and relaxations associated with an exercise.

Proprioception is the sense of the relative position of neighbouring parts of the body.

It is the sense that indicates whether the body is moving with the required effort, as well as where the various parts of the body are located in relation to each other. Ataxic gaits are seen with loss of proprioception, shown in alcoholic intoxication and stroke patients. Without the afferent (input) information the brain cannot signal appropriate efferent (output) information to the muscles. This 'neuro-feedback loop' is always started with sensory information, mainly proprioception. Proprioception is further broken down into conscious and unconscious proprioception. The brain processes these two forms in two separate areas of the cerebellum. Moving weight through space will always activate corresponding unconscious areas of the brain.





Zack Conklin

Studying Doctor of Chiropractic, Level 3 Fitness STAR

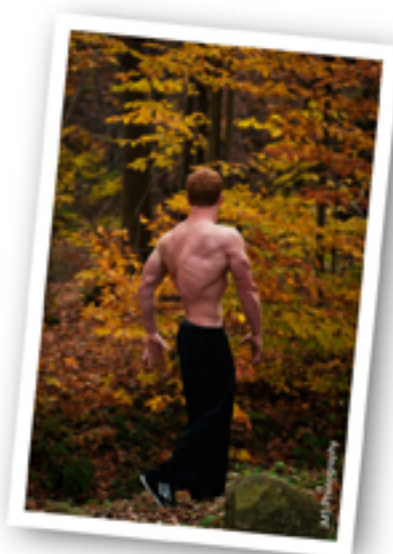
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However for trained athletes we may lose conscious effort for the movement because the motions have become routine. Once we learn how to drive a car we can afford to devote attention to other tasks while driving. In most cases this is not safe to do so and is why we should always “pay attention” while on the road. It’s also important for athletes to consciously be aware of their joints through space and the muscles contracting to do so.

Focusing attention to just the movement of your joints and the corresponding muscles contracting tells your nervous system that this is important.

More stimulatory neurotransmitters will be released during muscle contractions as a result. The muscle or muscle group will have a higher metabolic demand thus burning more calories and enhancing the memory of that particular movement pattern.

Your “core” is made up of the dynamic relationship of the muscles; rectus abdominus, transversus abdominus, internal and external oblique and back extensors. These muscles are mostly phasic and require constant activation during most of our waking hours.



Training with exotic gym equipment in a traditional strengthening paradigm activates little type 1 (slow twitch) muscle fibers consistent with the trunk's aerobic metabolism and normal physiological nature. Certain exercises with exercise balls designed for proprioception training work on balancing the abdominal and back muscles in ways that are healthy, normal and whose gains are consistent with better athletic performance.

A primary job of the core is breathing. Proper breathing should come to be initiated from the diaphragm and facilitated by core musculature. Whenever working core in the gym always work your breath to start and stop the contraction.

Trunk flexion should always be accompanied by exhalation. Flex your abdominal groups to full contraction while trying to expel as hard as possible. Extension should be initiated with an inhalation with full extension matching full inhalation.

Meditation oriented exercises such as yoga; Wing Chun and Tai Chi emphasize the importance of the breath during movements. Paying attention to the breath is the basis of mediation. Breath is the gateway between the conscious and unconscious mind because breathing is controlled both voluntarily and involuntarily. Bringing your breathing practices to the gym can synergistically enhance your workout and mediation skills. Tap into your conscious proprioception: Focus the energy from your breath into your muscles during each repetition.

Feel the muscles contract as your joints move through space.

Once you do this you will have freed your mind from any distractions and will be able to maximize your efforts.

Counting reps, talking, listening to music, or even keeping your eyes open, can distract you from your position sense and subsequently reduce facilitation of the neuro-feedback loop.

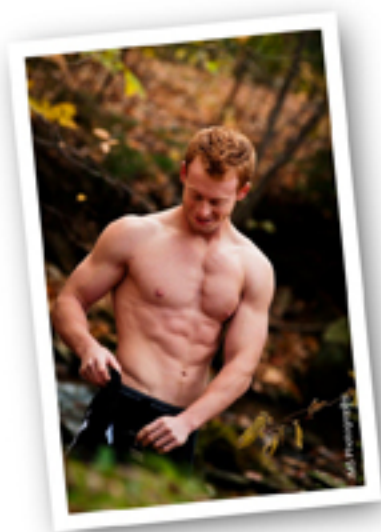
Several studies have shown that the efficacy of training is challenged by closing the eyes, because the eyes give invaluable feedback to establishing the moment - to - moment information of balance. By closing your eyes during exercise your brain demands recruitment from the conscious proprioception pathways.



I condone listening to music during workouts because the emotional component associated with music can aid in limbic system activation. The activation is brought about by an increase in the amount of epinephrine and dopamine in post-sensory synapses of the nervous system. An increase in these neurotransmitters allows you to create a better contraction thereby increasing the metabolic demand of the muscle.

With your eyes closed and completely aware of the movements you're setting yourself up what most athletes call "the zone".

Getting to this "zone" can be quite stimulating and euphoric and is personally why I enjoy lifting so much.



Not counting reps may be impossible if you are working out alone and performing an exercise unilaterally. Having a trainer or workout partner count reps for you when you're performing unilateral exercises is a good idea. By counting reps you're also setting yourself up for a "psych-out." Subconsciously your body will feel fatigued when you approach your goal number for that set. Without a numerical barrier your muscles will automatically work to an appropriate point.

Athletes should care less about getting to a specific number of reps or sets and care more about proper muscle exhaustion.

What exactly your muscles are supposed to feel like is completely subjective and may take years to learn.

Paying more attention to how your muscle feels during and after a workout should be the preferred measure of workout outcome.

Exercises should begin with multiple sets of warming up muscle groups associated with that particular movement patter. Use your conscious position sense during these movements.

Particular attention should be paid to where your joints are and where they should ideally be. This preloads the nervous system for proper movements, maximizing proper muscle function and minimizing unwanted stress to joints and ligaments. Injury usually comes from too much weight in a faulty movement pattern. To train proprioception specifically, try standing on a wobble board or balance board. This will retrain or increase proprioception abilities. Chiropractors and Physical Therapists recommend these activities as a means to help heal sprains or strains of ligaments and muscles respectively.

What I recommend:

- Buy a wobble-board; stand on it in the mornings before your day starts.
- In your free time study some muscle anatomy from books and online resources then find the muscle on yourself. Palpate the origin and insertions as you alternate contraction and relaxation the muscle.
- Take some yoga classes.
- Learn proper breathing techniques and how to apply them to your workouts.
- When performing bilateral movements (ex: bench press) don't count reps.
- Learn your inherent senses of fatigue not relying on numbers for a performance outcome.

Zack Conklin

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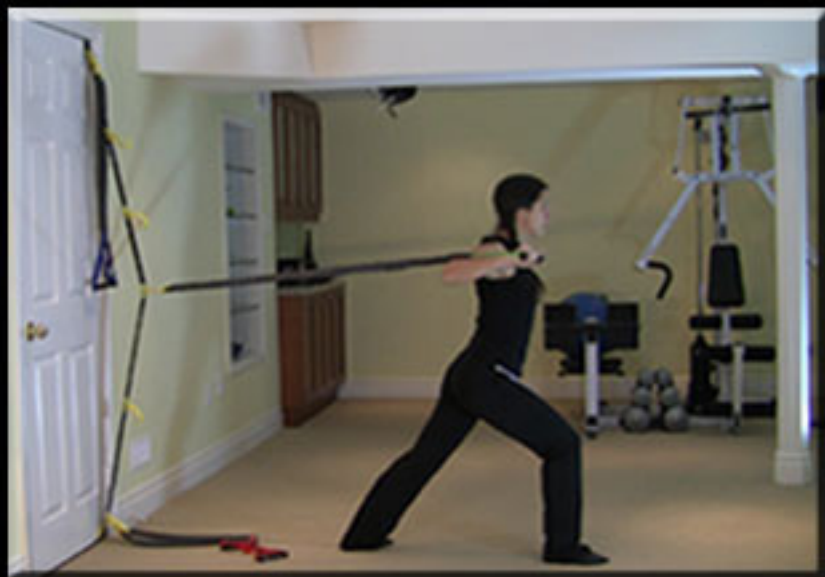
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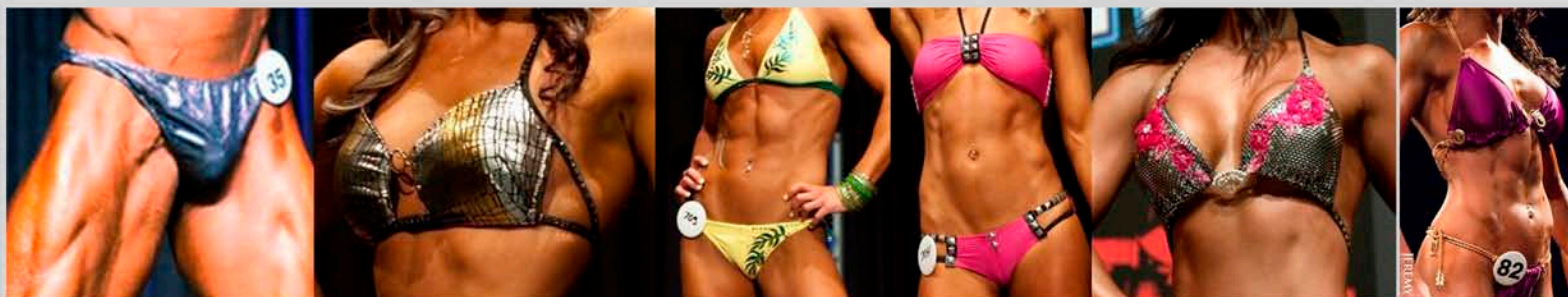
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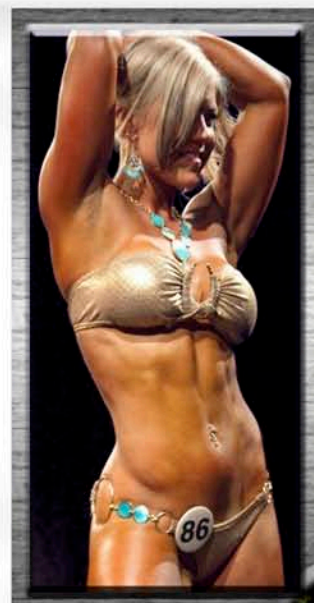
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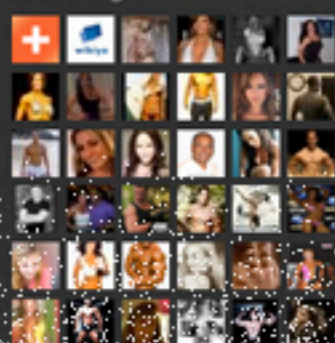
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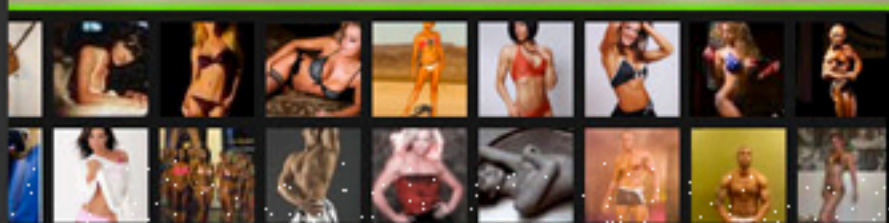
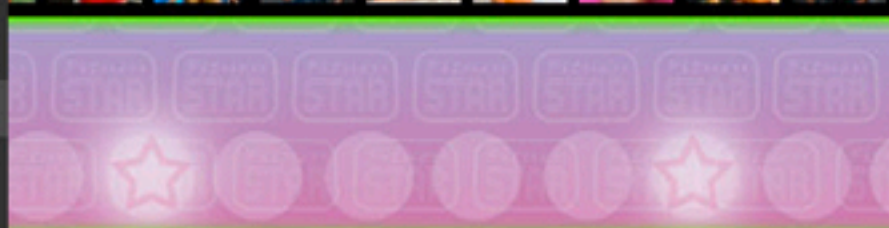
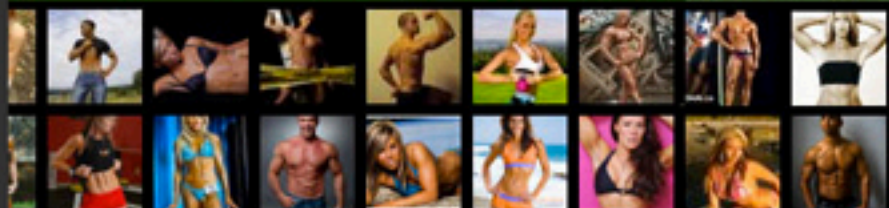
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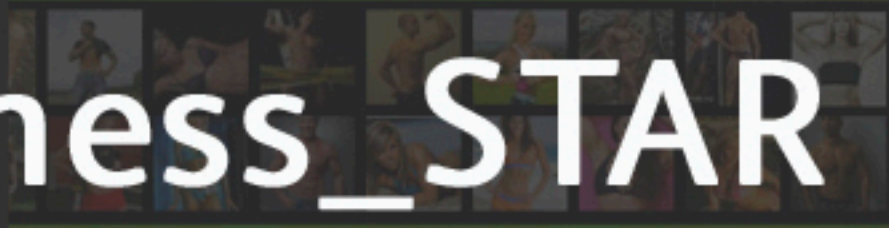




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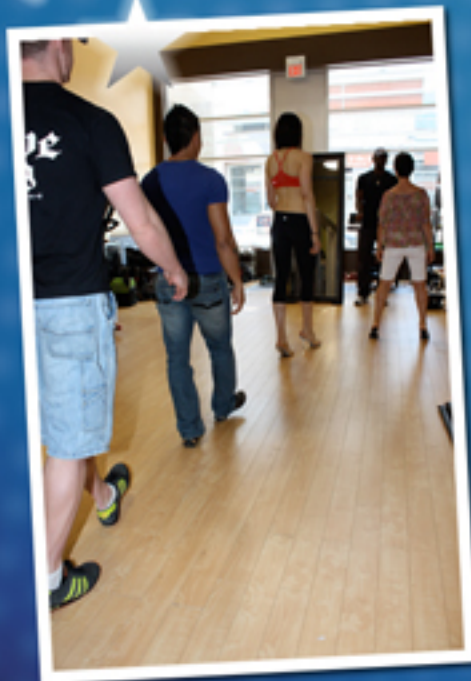






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Mumbai 2011







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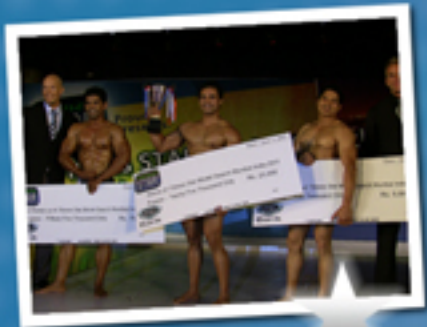


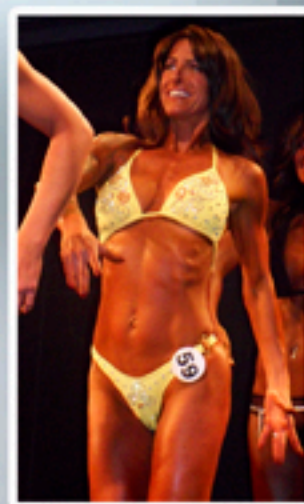
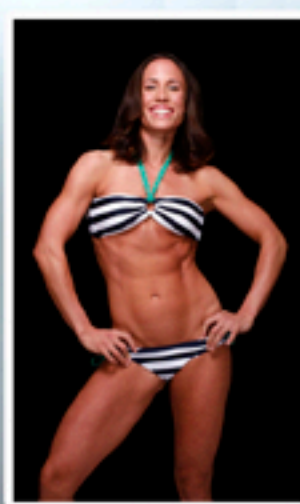




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