



INLAND EMPIRE FITNESS CONFERENCE

| 2018 • April 6 & 7 • Spokane Club

Registration:

Registration site: www.universe.com/iefc2018

Facebook: www.facebook.com/inlandempirefc

Contact Tim Arndt: (360) 601-8449 / tarndt@spokaneclub.org

SCHEDULE

PRE-CONFERENCE

EVENT: FRIDAY, APRIL 6TH – MAKING TRAINERS BETTER + VIP DINNER

12:30 – 1:00PM: **REGISTRATION**

1PM – 2:00PM: **PART 1: IMPROVING CRITICAL THINKING IN THE FITNESS INDUSTRY BY JAMES KRIEGER**

2:10PM – 3:50PM: **PART 2: ASSESSMENT AND EXERCISE PRESCRIPTION: FACTS, FALLACIES & TOP TECHNIQUES BY NICK TUMMINELLO**

4:00PM – 5:00PM: **PART 3: JOINT FRIENDLY STRENGTH TRAINING BY NICK TUMMINELLO & TIM ARNDT**

5:15PM – 8PM: **VIP DINNER**

SATURDAY, APRIL 7TH – INLAND EMPIRE FITNESS CONFERENCE

7:15AM – 7:45AM: **REGISTRATION**

7:45AM – 8AM: **INTRODUCTION**

8AM – 8:50AM: **PITFALLS AND PRACTICAL APPLICATIONS OF MOVEMENT SCREENING BY TRAVIS POLLEN**

9AM – 9:50AM: **MASTERING THE PULL-UP BY MEGHAN CALLAWAY**

10AM – 10:50AM: **HOW TO GET CLIENTS TO ADHERE TO THEIR DIET WITHOUT DIETING BY JEFF SNOW**

11AM – 11:30AM: **THE JEDI MINDSET: A COACHES INSIDE-OUT APPROACH TO FAT LOSS AND HEALTH BY MIKE HOWARD**

11:40AM – 12:30PM: **BODY FAT AS AN ORGAN: THE EFFECTS OF FAT MASS BEYOND THE SCALE BY BRAD DIETER**

12:30PM – 1:30PM: **CATERED LUNCH**

1:30PM – 2:20PM: **IT'S NOT ABOUT YOU: LESSONS FROM 30 YEARS IN THE BUSINESS BY CHAD LANDERS**

2:30PM – 3:20PM: **THE SCIENCE OF SIZE: OPTIMIZING TRAINING VARIABLES FOR MUSCLE HYPERTROPHY BY JAMES KRIEGER**

3:30PM – 4:00PM: **ANALYZING & OPTIMIZING EXERCISES THROUGH APPLIED BIOMECHANICS BY TIM ARNDT**

4:00PM – 5:00: **BETTER BACK ROWS BY NICK TUMMINELLO**

5:00PM – 5:15PM: **RAFFLE PRIZES (PRIZES TBD)**

6PM – 9PM: **AFTER PARTY AT THE VIKING BAR AND GRILL**

A man in a light blue button-down shirt is standing at a podium, facing right. He has a small microphone clipped to his shirt. Behind him is a whiteboard with a red diagram. The diagram shows a square with a dashed line forming a semi-circle on its right side. The background is dark and appears to be a stage or lecture hall.

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VIP PRE-CONFERENCE

1

IMPROVING CRITICAL THINKING IN THE FITNESS INDUSTRY

by James Krieger

This presentation will go over common errors that fitness professionals make when evaluating research, making claims, and presenting arguments. Common logical fallacies will be addressed, with examples relevant to the fitness industry. Fallacies to be covered include the post hoc ergo propter hoc fallacy, confirmation bias, strawman arguments, regression to the mean, and false dichotomies. Other topics to be covered will include the influence of funding sources on research outcomes, individual variation versus mean responses, and the issue of dose and context when evaluating safety and efficacy of substances or treatments.



JAMES KRIEGER
M.S., Exercise Science, M.S., Nutrition

James is the founder of Weightology, a website dedicated to delivering scientific, evidence-based information on body composition and nutrition. He is the former research director for a corporate weight management program that treated over 400 people per year, with an average weight loss of 40 pounds in 3 months. He has published research in numerous journals, including the Journal of Applied Physiology and American Journal of Clinical Nutrition. Much of his collaborative work in recent years has focused on the impacts of training variables on muscle hypertrophy. James is also the former science editor for Pure Power Magazine, and the former editor for Journal of Pure Power, both publications that delivered scientific, but lay-friendly, information on training and nutrition to athletes and coaches. In addition, James has given over 75 lectures on fitness-related topics to physicians, dietitians, and other professionals, and has been a speaker at major events such as the Norwegian AFPT Conference and NSCA Personal Training Conference.

2

ASSESSMENT AND EXERCISE PRESCRIPTION

FACTS, FALLACIES & TOP TECHNIQUES

by Nick Tumminello

This isn't your typical corrective exercise assessment. In fact, you're going to be encouraged to think differently than many experts will about your assessment and get back to the roots of personal training and learning how to discover how to assess a client for their training needs.

The goal of any assessment is to create a plan to help your client achieve their specific results.



NICK TUMMINELLO
NSCA CPT

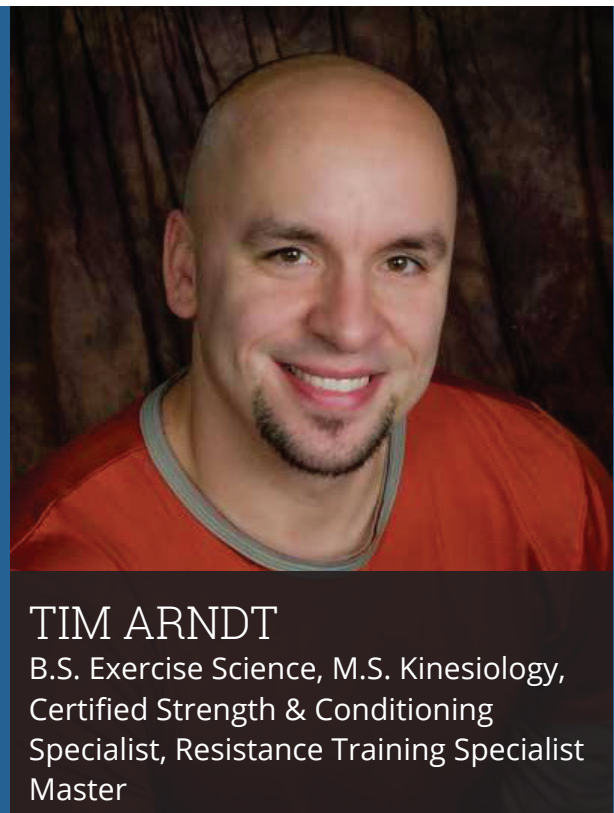
Nick Tumminello is known as the “Trainer of Trainers.” He’s the 2016 NSCA Personal Trainer of the Year and the owner of Performance University International, which provides practical fitness education for fitness professionals worldwide. He is the author of *Strength Training for Fat Loss and Building Muscle and Performance* and has produced 15+ DVDs. Nick served as the conditioning coach for the Ground Control MMA Fight Team and has worked with a variety of clients from professional athletes, bodybuilders & figure models to exercise enthusiasts of all fitness levels. He’s published over 200 articles and writes a popular training blog at NickTumminello.com.

3

JOINT FRIENDLY STRENGTH TRAINING

by Nick Tumminello & Tim Arndt

This practical workshop shows you exactly how to build strength, increase muscle and improve physical appearance for clients and athletes with wounded knees, shell-shocked shoulders, or bad backs. You'll discover a list of alternative exercises that you can immediately use to work around commonly sensitive spots, better personalize exercises, and still make gains in strength and performance without falling into the corrective exercise trap.



A man with dark hair, wearing a dark button-down shirt, stands in front of a whiteboard. The whiteboard has some handwritten notes, including "T-17" and "12". The background is dark and out of focus.

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MAIN CONFERENCE COURSE DESCRIPTIONS

1

PITFALLS AND PRACTICAL APPLICATIONS OF MOVEMENT SCREENING

by Travis Pollen

Movement screening has the potential to significantly improve the personal trainer's assessment process. In particular, it can identify painful and/or limited movements, which in turn can be used to guide exercise selection. It can even facilitate communication with other movement professionals. But it can also be a waste of time if it's done poorly and its limitations are not understood. This presentation will synthesize the vast body of research on movement screening and break down the strengths, limitations, do's, and don'ts of movement screening in practice. It will also include ways to improve upon existing screens to maximize the usefulness of the information gathered.



TRAVIS POLLEN

MS in Biomechanics & Movement
Science, BA in Physics, NPTI

Travis is a personal trainer and PhD student in Rehabilitation Sciences at Drexel University. His research interests focus on core stability, movement screening, and injury risk assessment in athletes. Ever since he was first introduced to movement screening five years ago, it's been his guilty pleasure. He's conducted countless screens in both research and personal training settings. Most recently, he spent hundreds of hours critically reviewing the scientific literature on movement screening for an upcoming scholarly publication.

2

MASTERING THE PULL-UP

by Meghan Callaway

Many people have the amazing goal of being able to perform one or many pull-ups. What many people fail to realize is that the pull-up is an extremely technically demanding exercise that involves the full body. In order to truly master the pull-up, and then progress to performing more advanced variations, the entire body must be functioning as a synchronized unit. This presentation will start off by dissecting the pull-up, and will discuss proper body positioning, technique, and the many pre-requisites of the pull-up. This presentation will then cover many different issues that are preventing people from performing their first pull-up, or from being able to perform multiple reps. Once this has been detailed, Meghan will take you through some of her favourite full body exercises that will address what she covered in the earlier parts of the presentation, and she will include exercises from all 4 phases of her program. Finally, this presentation will conclude with some advanced and extremely fun pull-up variations you can do once you've mastered the fundamentals.



MEGHAN CALLAWAY

BA Human Kinetics, American Council
On Exercise Certified Personal Trainer

Meghan has been a strength coach for over 14 years. She is also a published writer, and has played soccer competitively for 27 years. Meghan believes that working out should be a joyful and empowering experience, and she has always been passionate about challenging and often innovative bodyweight exercises, particularly pull-ups. This past October, Meghan released her extremely comprehensive pull-up program, *The Ultimate Pull-Up Program*. Meghan's program, which constitutes years' worth of her knowledge and experience, treats the pull-up as a full body exercise, and is divided into 4 very detailed and progressive 4-8 week phases, plus a 5th bonus phase. Over 900 people worldwide are now following her 166 page pull-up program.

3

HOW TO GET CLIENTS TO ADHERE TO THEIR DIET WITHOUT DIETING

by Jeff Snow

We all know as fitness professionals that our industry is broken. Some of us work tirelessly every day to right the ship while others simply take advantage of it. But where does that leave our clients? There are countless diets and exercise programs that should be making at least some sort of dent in the population's goals, but the majority are stuck spinning their tires. But why? Well, there's no real research that I've seen showing a direct cause so if you're looking for science and research, talk to James. This presentation is a real life case study of a few of the hundreds of real people I have coached. These are the truths of what the weight loss industry has brought people to and what true, interactive coaching can do for a client, from start to finish.



JEFF SNOW

Precision Nutrition Level 1, Currently enrolled in Mac Nutrition

Jeff is the owner and head coach of reDefined Wellness and reDefined Performance - nutrition and training companies geared towards creating better humans whether they be everyday Joes or professional athletes. Growing up, Jeff was a high level hockey player who wasn't quite high level enough to get paid doing what he loved. When his playing career came to an end and his education in engineering kicked in, the weight started to creep on. A couple years later, the former athlete was having difficulties from getting winded doing simple activity and decided that it was time to take back his health. He soon learned that adopting a healthy lifestyle was deeply connected to changing his existing habits and behaviours, along with educating himself on how to separate fact from fiction in an ever increasing world of misinformation. He quickly found his passion in helping others find their way on the path to creating a healthier lifestyle and improving their quality of life. He did this on the side while continuing his engineering career but it eventually led him to quit his job and pursue coaching full time where he has since worked as a coach for Dr. Spencer Nadolsky and then starting his own company, allowing him to work with hundreds of people from all walks of life.

4

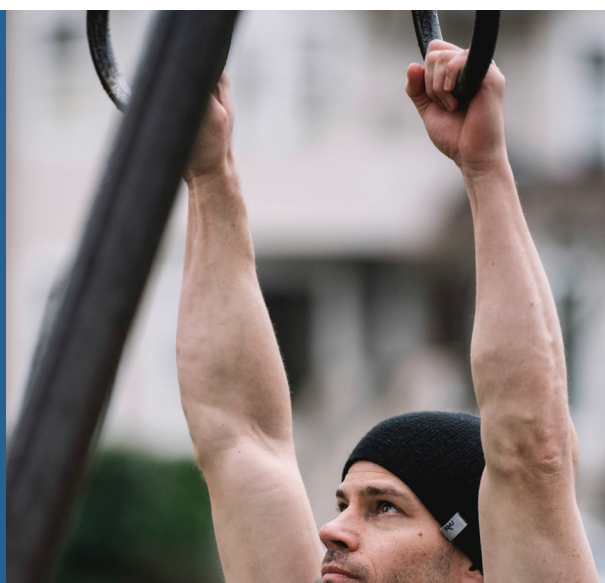
THE JEDI MINDSET

A COACHES INSIDE-OUT APPROACH TO FAT LOSS AND HEALTH

by Mike Howard

Mike will take the research and principles of social-cognitive psychology, neurobiology and mindset and translate them into practical and actionable strategies for coaches and their clients. This lecture will explore;

- The impact of our mindsets on health, performance and potential
- Why our brain is a dick and what we can do about it
- Principles of neuroplasticity and how to leverage habits
- Strategies for our clients and ourselves for a lifetime of health.



MIKE HOWARD

Advanced diploma: Kinesiology/fitness and lifestyle management, BCRPA, Youth Fitness Specialist, Mindset Performance Specialist

With over 20 years of practical experience as a personal trainer, youth fitness specialist and mindset performance coach, Mike has orchestrated meaningful, individualized solutions to thousands of clients both in Vancouver and around the world. Mike has gained national and international attention for his philosophies on body composition, youth fitness and matters relating to fitness and nutrition education. He has appeared on TV (CBC and Shaw TV), print (Vancouver Sun, IMPACT Magazine) and has over 400 online articles. He has also been the guest on a handful of podcasts. Mike is the author of the well-received e-book "Talking Back to Diet Gurus: An Un-revolutionary and Un-Sexy Guide to Fat Loss".

5

BODY FAT AS AN ORGAN

THE EFFECTS OF FAT MASS BEYOND THE SCALE

by Brad Dieter

Body fat is often thought of as extra tissue that the body uses to store energy and is not often thought of as an organ. Recent research over the last several decades have shown that your body fat is a highly active metabolic organ and significantly impacts your health. This talk will cover why “fat but fit” isn’t the entire story.



BRAD DIETER
PhD, MS, CSCS, CISSN

Dr. Dieter holds both a Master’s of Science and a Doctor of Philosophy. Dr. Dieter works on clinical trial design and data analysis in order to examine how novel therapies impact disease, and their potential side effects. His long-term scientific career goal is to lead a research team that makes major inroads in health care and improves treatment options for chronic disease.

In addition to his lab and biostatistics work, Dr. Dieter is the Chief Scientific Officer at Eat to Perform and is passionate about scientific outreach and educating the public through his role on Scientific Advisory Boards and regular articles on health, nutrition, and supplementation on his website, ScienceDrivenNutrition.com.

6

IT'S NOT ABOUT YOU

LESSONS FROM 30 YEARS IN THE BUSINESS

by Chad Landers

In this presentation Chad takes us through his 30+ years in the fitness industry and shows us his 5 keys to his survival and success over 25 years in Los Angeles as a personal trainer and over 15 years as a gym owner. Chad discusses why clients from famous actors and musicians, to average people who've trained with him for over 23 years continue to support Chad and his gym, PUSH Private Fitness...hint, it has nothing to do with programming, fitness equipment, or fancy marketing strategies.



CHAD LANDERS

B.S. Kinesiology, Graduate Diploma in Sports Nutrition from IOC, CSCS

Chad Landers is a Certified Strength and Conditioning Specialist (CSCS) with the National Strength and Conditioning Association (NSCA), and in 2007 became the first (and at the time, only) American to graduate with a Diploma in Sports Nutrition from the International Olympic Committee (IOC).

A personal trainer in Los Angeles since 1993, Chad opened Push Private Fitness, a 2200 sq. ft. personal training-only gym, in 2003. Since opening PUSH, Chad has become known for his work with actors and musicians who need to look their best for screen and stage.

Chad is active in the sport of powerlifting. He is the former CA State co-chair of USA Powerlifting (USAPL), and is a current USAPL Masters Athlete, Coach and State Referee.

A writer and public speaker, Chad's work has been featured in places such as Men's Health, Women's Health, People, etc. He has presented in various cities across North America, including Los Angeles, New York City, Honolulu, Toronto, etc.

7

THE SCIENCE OF SIZE

OPTIMIZING TRAINING VARIABLES FOR MUSCLE HYPERTROPHY

by James Krieger

This presentation will go over all the latest science on strength training to maximize muscle hypertrophy. Mechanisms of muscle growth will be covered, and consistency between data on protein synthesis, molecular anabolic signaling, and applied outcomes of training studies will be established. Research on training volume, frequency, tempo, muscle actions (concentric vs eccentric), load, rest intervals, exercise selection, failure vs. non-failure training, and more will all be explored. Current controversies, research limitations, and areas in need of further exploration will also be discussed. Evidence-based guidelines will be established based on the research, along with practical application of those guidelines, including sample training program designs.



JAMES KRIEGER
M.S., Exercise Science, M.S., Nutrition

James is the founder of Weightology, a website dedicated to delivering scientific, evidence-based information on body composition and nutrition. He is the former research director for a corporate weight management program that treated over 400 people per year, with an average weight loss of 40 pounds in 3 months. He has published research in numerous journals, including the Journal of Applied Physiology and American Journal of Clinical Nutrition. Much of his collaborative work in recent years has focused on the impacts of training variables on muscle hypertrophy. James is also the former science editor for Pure Power Magazine, and the former editor for Journal of Pure Power, both publications that delivered scientific, but lay-friendly, information on training and nutrition to athletes and coaches. In addition, James has given over 75 lectures on fitness-related topics to physicians, dietitians, and other professionals, and has been a speaker at major events such as the Norwegian AFPT Conference and NSCA Personal Training Conference.

8

ANALYZING & OPTIMIZING EXERCISES THROUGH APPLIED BIOMECHANICS

by Tim Arndt

Strength training is arguably the most beneficial exercise to your health and longevity but it can be harsh on your joints if you are not careful. This lecture will teach you the basic concepts of how to analyze any strength training exercise to optimize performance for maximum results and minimize risk.

This lecture goes beyond just exercise form or choreography. It teaches trainers to utilize principles of biomechanics to:

- Analyze exercise forces as opposed to just motions
- Modify movements and forces to customize exercises to fit clients' needs, abilities, goals and structure
- Maximize muscular participation and minimize risk by modifying external and internal forces



TIM ARNDT

B.S. Exercise Science, M.S. Kinesiology,
Certified Strength & Conditioning
Specialist, Resistance Training Specialist
Master

Tim has been in the personal training industry for over 15 years amassing well over 10,000 hours in personal training. He received his B.S. from Western Washington University in Fitness and Exercise Science and his M.S. from A.T. Still University in Kinesiology. Currently, he trains and manages the personal training team at the Spokane Club where he doubled department revenues after just one year and increased session prices by 45%. Previously he was self-employed, owning a small training studio as well as a biomechanics and exercise consultant to Bowflex. Additionally he has taught the ACE prep course at North Idaho College and biomechanics at Spokane Falls Community College as well as continuing education workshops for the peer fitness trainers at the Kent Fire Dept. in Wa. and Post Falls Fire Dept. in Idaho.

9

BETTER BACK ROWS

by Nick Tumminello

In this practical workshop, you'll learn how to get more out of performing barbell rows, dumbbell rows, seated rows and machine rows. Important biomechanical and physiological factors that you need to understand in order to avoid the commonly overlooked mistakes when performing these exercises will be highlighted, along with practical training techniques and tactics you can immediately use to improve your back training.



NICK TUMMINELLO
NSCA CPT

Nick Tumminello is known as the “Trainer of Trainers.” He’s the 2016 NSCA Personal Trainer of the Year and the owner of Performance University International, which provides practical fitness education for fitness professionals worldwide. He is the author of *Strength Training for Fat Loss and Building Muscle and Performance* and has produced 15+ DVDs. Nick served as the conditioning coach for the Ground Control MMA Fight Team and has worked with a variety of clients from professional athletes, bodybuilders & figure models to exercise enthusiasts of all fitness levels. He’s published over 200 articles and writes a popular training blog at NickTumminello.com.



Conference attendees receive 25% off standard room rates in the Club Hotel!

Standard Room: \$119 per night

Deluxe/Double Room: \$139 per night

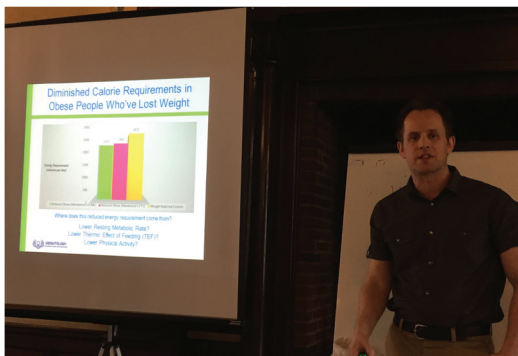
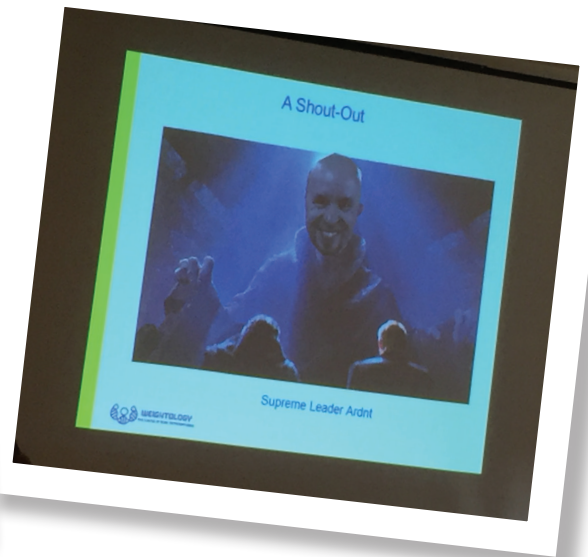
Suites: \$199 per night

(509) 838-8511 for reservations

When you make your reservation let the Front Desk know you are attending the Inland Empire Fitness Conference.
Black out dates may apply.

HIGHLIGHTS

FROM THE 2017 IEF CONFERENCE



OUR MISSION

Our mission is to empower you through education by bringing in some of the fitness industries top educators and fitness professionals, meeting new people and providing a fun environment to network.