

1ST ANNUAL CANADIAN **STRENGTH & CONDITIONING CONFERENCE**

**DEVELOPING PHYSICAL
LITERACY FOR HEALTHY LIVING**

**APRIL 2, 2011
8:30AM – 5PM**



FEATURE PRESENTER

Dr. John Berardi, PhD Exercise Physiology and Nutrient Biochemistry, Adjunct Professor, Eastern Michigan University, University of Texas

Dr. Berardi received his PhD in Exercise Physiology and Nutrient Biochemistry at the University of Western Ontario, Canada. He's currently an Adjunct Professor at Eastern Michigan University and the University of Texas.

PRESENTERS

Matt Fisher, MSc Candidate, CSCS, Strength and Conditioning Coordinator, Pacific Institute for Sport Excellence

Matt Fisher is the Strength and Conditioning Coordinator for the Pacific Institute for Sport Excellence and oversees the delivery of both high performance team training, as well as individual community based client training.

Cam Birtwell, MSc, CSCS, Strength and Conditioning Coach Canadian Sports Centre Pacific, Strength and Conditioning Coach/ Part Owner CrossFit Zone Victoria

Cam Birtwell is a full time strength and conditioning coach with the Canadian Sports Centre Pacific working with top athletes in the sports of Rowing, Triathlon, and Swimming.

Chris Hinton, BKin Candidate, CSEP CPT, Strength and Conditioning Coach, Pacific Institute for Sport Excellence

Chris Hinton is a 4th year student at the University of Victoria majoring in Kinesiology.

Andrea Pask, BPE, CSCS, Strength and Conditioning Coach, Pacific Institute for Sport Excellence

Andrea Pask received her Bachelor of Physical Education from the University of Alberta in 2007.

Tony Webster, Ph.D., CSCS, RKC, Instructor, Centre for Sport and Exercise Education, Camosun College

Tony Webster is faculty in the Centre for Sport and Exercise Education at Camosun College where he teaches in the area of exercise physiology, training for performance and exercise and health.

Andy Van Neutegem PHD, BPHE, B.ED, M.ED Chair, Sport Education, Centre for Sport & Exercise Education

Former Professor of Education at the University of South Hampton, England. Current Chair of Sport Education at Camosun College.

Sandeep Nandhra BAET, CSCS, Strength and Conditioning Coach, Pacific Institute for Sport Excellence and Athletic Therapist, LifeMark Sports Medicine

Sandeep Nandhra received his Bachelors in Athletic and Exercise Therapy from Camosun College and recently certified as an Athletic Therapist. Sandeep currently works as a Strength and Conditioning Coach with PISE as well as an Athletic Therapist at LifeMark.

SESSIONS – SATURDAY, APRIL 2ND

SESSION 1A – ITS ALL ABOUT ATTITUDE

Andy Van Neutegem, PhD

This session is all about changing your mindset to ensure that integration is at the forefront. Too often we either forget to include those living with disabilities, or we are unsure how to include them. “It’s All About Attitude” will remind us to forget the stigma and pre-conceived notions about our abilities and inabilities. Everyone is different, and approaching all clients as a person first, and their needs second will go a long way to build relationships. In a society that is so worried about being politically correct and not offending people, we have forgotten how to just open our minds and try

SESSION 1B – HELP OR HARM? WORKING AROUND COMMON STRENGTH TRAINING INJURIES

Sandeep Nandhra, BAET, CSCS

How often have you heard a client say, “I can’t do squats because they hurt my knees”, or “I was told I’m not allowed to run because I have bad hips”? This practical/seminar based session will cover many of the common injuries that prevent clients from completing specific movements, and how to correct or train around them.

SESSION 2 – NUTRITION AND INJURY RECOVERY

Dr. John Berardi, PhD

Although most fitness professionals and therapists have some inkling that nutrition can impact an individual’s recovery from surgery and/or injury, very few understand just how powerful a role it can play. By understanding the organized physical processes that take place after injury, clear nutritional targets can be focused on and recovery dramatically accelerated. In this session, Dr. Berardi will discuss the injury process as well as share the latest research and field proven nutritional strategies for improving injury prognosis and return to function for both soft tissue and skeletal injuries.

SESSION 3A – THE COMPLIANCE SOLUTION: HOW TO GET EVEN YOUR TOUGHEST CLIENTS TO FOLLOW THE RULES

Dr. John Berardi, PhD

In the fitness industry we often joke that clients are always looking for “the magic pill.” But here’s the real joke: even if such a pill existed, clients wouldn’t actually take it. You see, compliance – people’s willingness to do what they know they should - is a critical problem in the fitness industry. [The medical industry too: miracle cancer and diabetes drugs prescribed by MDs are taken a shockingly low 55% of the time.] In this presentation, Dr. John Berardi shares proven strategies for getting your clients – even the most non-compliant ones – to do more of what you ask them to do when it comes to training and nutrition.

SESSION 3B – HARNESSING THE POWER OF CROSSFIT: APPLICATIONS TO THE TRAINING OF ATHLETES AND CLIENTS.

Cam Birtwell, MSc, CSCS

Few individuals in the field of strength and conditioning have not heard of CrossFit. Most strength coaches and trainers have opinions on it, ranging from extreme dislike to total commitment to the “CrossFit” way of life. As with most training systems, CrossFit has both very strong positives and potentially equally strong negatives. This presentation will discuss the power of CrossFit programming and how best to include elements of CrossFit training in the programs of your athletes and clients.

SESSION 4A – STRENGTH TRAINING FOR TEENS

Chris Hinton, BKin Candidate, CSEP CPT

Strength training can be a safe and effective form of exercise for young adults as long as it is done correctly. This practical/seminar based session will teach you how to create a strength training program specifically for teens in the Learning to Train and Training to Train stages, as well as provide guidelines and corrections for many of the more common technique errors teens make when first starting out. Included in this session will be a proper dynamic warm up that all teens should be completing prior to soccer practices, P.E. classes or any other form of physical activity.

SESSION 4B – THE RUSSIAN KETTLEBELL - A TOOL FOR FORGING ROUNDED AND RESILIENT ATHLETES

Tony Webster, Ph.D., CSCS, RKC

The “Girya” or Russian kettlebell has a long history in Eastern Europe. Its unusual design affords some unique advantages for developing strength, conditioning and overall resiliency in both high performance and recreational populations. In this practical/seminar based session we will discuss some of these advantages and you will learn how to safely incorporate kettlebells into the dynamic warm-up and training sessions of your clients and athletes.

SESSION 5A – GETTING OFF ON THE RIGHT FOOT: DEVELOPING PHYSICAL LITERACY AND HEALTHY LIVING DURING THE ACTIVE START (0-6) AND FUNDAMENTALS (6-9) STAGES.

Andrea Pask, BPE, CSCS

This practical/seminar based session will provide early learning facilitators, parents and coaches with ideas and examples of how to program and deliver physical activity in a fun, safe, and effective manner utilizing concepts from various Canadian Sport for Life programs such as Fundamental Movement Skills and Run Jump Throw.

SESSION 5B – BASIC STRENGTH TRAINING TECHNIQUE REVISITED

Matt Fisher, MSc Candidate, CSCS

Should I teach my client to squat below parallel? Is my instruction on the lat pulldown actually doing more harm than good? Is benchpressing the bar to the chest bad for the shoulders? This practical/seminar based session will discuss many of the common technique errors that both clients and their trainers are guilty of committing and ways to correct these simple problems to provide a safer, more effective workout.

EXPERT PANEL QUESTION AND ANSWER

Facilitator: Matt Fisher, Panelists: Andrea Pask, Chris Hinton, Sandeep Nandhra, Dana Agar-Newman

Come with questions in hand for 4 of PISE's Strength and Conditioning Coaches. This panel session is your chance to pick the brains of our team on any strength and conditioning related topic you might have in mind.

WINE & CHEESE RECEPTION FEATURING KEYNOTE ADDRESS BY DR. JOHN BERARDI

Dr Berardi has worked as a nutrition coach for a who's-who list of top athletes. From the Olympics, to the Stanley Cup, to the World Series, to UFC title bouts, Dr Berardi has learned quite a few surprising, and instructive, lessons about working in elite sport. And in this presentation he'd like to share some of those lessons, as well as provide some unique thoughts on where the field of coaching is today and how it'll evolve in the near future.

SUNDAY, APRIL 3RD

THE FUNDAMENTAL MOVEMENT SKILLS (FMS) INSTRUCTOR TRAINING

This will be a 1-day (8 hour) workshop that certifies participants with a trained status in Fundamental Movement Skills. This workshop, under the National Coaching Certification Program (NCCP), is to expose participants to a process that will teach and improve fundamental movement skills for children. The 12 unit workshop gives participants the opportunity to assess and improve their teaching of fundamental movement skills as well as leadership skills such as activity delivery and effective communication. Target participants include: High School Seniors (Gr 11/12) taking high school leadership and/or PE classes, Municipally-based recreation professionals working with young children, daycare professionals, sport camp leaders, and other community-based leaders delivering programs for young children.

PLAN YOUR SESSIONS

Please tick your choice of option for each session

SATURDAY APRIL 2, 2011

8:30 – 9:00am	Registration/Coffee/Muffins
9:00 – 9:30am	Presenter Introduction
9:30 – 9:45am	Break
<input type="checkbox"/> 9:45 – 10:45am	SESSION 1A Its All About Attitude
<input type="checkbox"/> 9:45 – 10:45am	SESSION 1B Help or Harm? Working Around Common Strength Training Injuries.
<input type="checkbox"/> 10:45 – 11:45am	SESSION 2 Nutrition and Injury Recovery
11:45 – 12:45pm	Lunch
<input type="checkbox"/> 12:45 – 1:45pm	SESSION 3A The Compliance Solution: How to Get Even Your Toughest Clients to Follow the Rules
<input type="checkbox"/> 12:45 – 1:45pm	SESSION 3B Harnessing the power of CrossFit: Applications to the training of athletes and clients.
<input type="checkbox"/> 1:45 – 2:45pm	SESSION 4A Strength Training for Teens
<input type="checkbox"/> 1:45 – 2:45pm	SESSION 4B The Russian Kettlebell - a tool for forging rounded and resilient athletes
2:45 – 3:00pm	Break
<input type="checkbox"/> 3:00 – 4:00pm	SESSION 5A Getting Off on the Right Foot: Developing Physical Literacy and Healthy Living During the Active Start (0-6) and Fundamentals (6-9) stages.
<input type="checkbox"/> 3:00 – 4:00pm	SESSION 5B Basic Strength Training Technique Revisited
4:00 – 5:00pm	Expert panel question and answer
5:00 – 5:30pm	Break
5:30 – 7:30pm	Wine & Cheese
6:00 – 6:45pm	John Berardi/Athlete/Key Note

SUNDAY APRIL 3RD, 2011

9am – 5pm	The Fundamental Movement Skills (FMS Instructor Training
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1 BCRPA CREDITS PER HOUR OF WORKSHOPS

PERSONAL INFORMATION

Name: _____

Organization: _____

Street Address: _____

City: _____ Province/State: _____

Postal/Zip Code: _____ Country: _____

Phone #: _____ Email: _____

PAYMENT INFORMATION

Cardholder's Name: _____

Card Number: _____

Expiry: _____ / _____ Signature: _____

CHOOSE YOUR PACKAGE

- April 2 & 3 – \$225 + HST
- April 2 (includes lunch, wine & cheese) – \$200 + HST
- April 3 only – \$55 + HST
- Reception and Key note only – \$45 + HST
- One session – \$50 + HST

HOW TO REGISTER

- Mail it in to the address on the back of this pamphlet.
- Drop-off in person at the PISE front desk on the 1st floor, 4371 Interurban Rd.
- Call PISE's front desk at 1 (250) 220-2510.
- Fill out the online registration form at www.piseworld.com



BOOK YOUR ACCOMMODATION

Please contact the follow hotels for special event rates:

HOTEL GRAND PACIFIC

463 Belleville Street
Victoria, British Columbia
Canada, V8V 1X3

\$119/Night (Single/double)
Group Rate: "PISE Conference"

Phone: 250-386-0450
Toll Free: 1-800-663-7550
reserve@hotelgrandpacific.com
www.hotelgrandpacific.com

ACCENT INNS

3233 Maple Street
Victoria, British Columbia
Canada, V8X 4Y9

\$82/Night (2 Queen beds)
Group Rate: "6034"

Phone: 250-475-7500
Toll free: 1-800-663-0298
accent@accentinns.com
www.accentinns.com



Pacific Institute
for Sport Excellence

4371 Interurban Road, Victoria, BC

For more information about our Programs
Tel 250.220.2510 or visit www.piseworld.com