

PT NEWS AND LATEST RESEARCH

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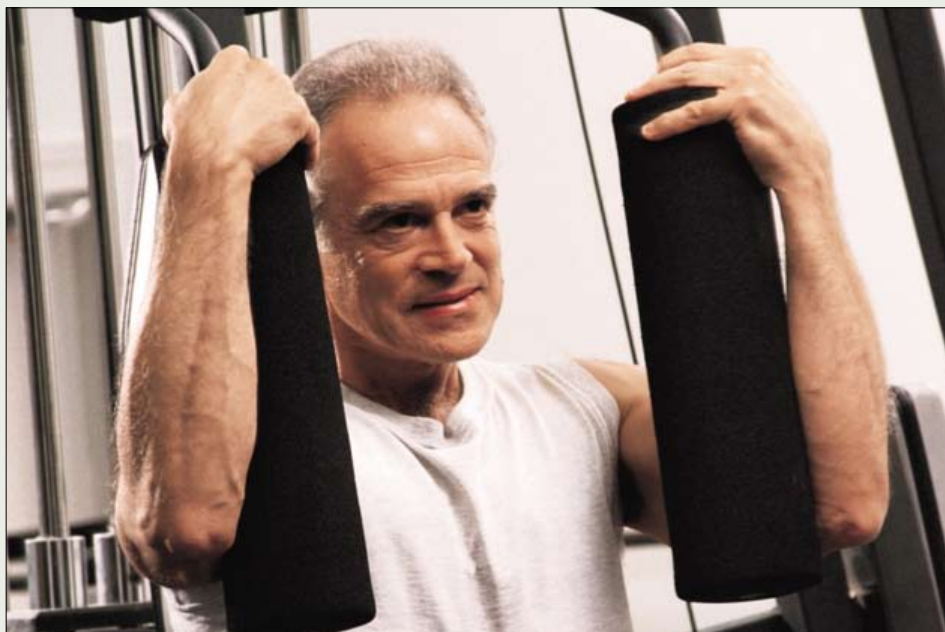
OLDER MEN MAINTAIN MUSCLE MORE EASILY THAN WOMEN

A new US study has found that older women have more difficulty than their male counterparts in maintaining muscle mass.

The research by US and British teams suggests that this is the case because it is harder for women to replace muscle that naturally decreases with age. The difference is not evident in younger men and women.

Twenty-nine healthy men and women aged between 65 and 80 took part in the study, which showed that the female participants had a lesser ability to build muscle mass through the use of protein. The researchers from the Washington University School of Medicine in St Louis and The University of Nottingham speculated that this difference in the way that the male and female bodies react to food may be due to women's menopause-related hormone changes, in particular, oestrogen, which is needed to maintain bone mass.

Professor of clinical physiology at the University of Nottingham, Michael Rennie, said, 'Nobody has ever discovered any mechanistic differences between men and women in muscle loss before. This is a significant finding for the maintenance of better health in old age, and reducing demand on health-care systems'.



The researchers said that because of the muscle building challenge experienced by older women, they should consciously eat more protein-rich foods and undertake strength training; 'Rather than eating more, older people should focus on eating a higher proportion of protein in their everyday diet. In conjunction with resistance exercise, this should help to reduce the loss of muscle mass over time. There is also a case for the beneficial hormonal effect of limited HRT (hormone replacement therapy), although

this has to be balanced against the other risks associated with such treatment' said Rennie.

After the age of 50, people lose up to 0.4 per cent of their muscle mass annually. The researchers noted that this decline in muscle contributes to the risk of falls, a major cause of early death in older adults, making the need for active strength training and muscle building even more important. ■

Source: *Public Library of Science One*

PT NEWS AND LATEST RESEARCH

HUMAN CONTACT MAINTAINS FAT LOSS

Recent research from the US has found that individuals who maintain contact with a weight loss professional are more likely to keep more weight off.

The weight loss industry is a huge one, but one which is often unable to provide evidence of longer term success.

Contact with interactive dieting websites was also found to be beneficial, but only for a limited time. After two years of online contact the benefits were found to wane.

Study lead author Dr Laura Svetkey, a professor of medicine at Duke University Medical Center, said, 'Two and a half years after weight loss, the personal contact group had gained less weight. The difference was only 3.3 pounds [between the personal contact group and the interactive technology group], but even small amounts of weight loss can improve health'.

Nearly 1,700 obese or overweight participants took part in the study, all of them also suffering from either high cholesterol, high blood pressure or both. More than a third of participants were male and nearly 40 per cent were black, factors which Svetkey highlighted because blacks and men tend to be underrepresented in weight-loss studies.

In the six-month weight loss program which formed the first phase of the study, dieters met weekly for group-based behavioural intervention treatment. Their goals were a reduced intake of calories, sensible approach to diet and three hours of exercise each week with the aim of losing one to two pounds per week. At the end

of this phase the average weight loss was nearly 19 pounds (8.6kg).

Phase two of the study saw participants being assigned randomly to one of three 'maintenance' groups – the personal contact group, the interactive technology group, and the self-directed group. Those in the personal contact group were contacted monthly by a counsellor (three times in person and nine times by phone). Those in the interactive technology group were given unlimited access to a custom-made weight-loss Web site and the self-directed group was urged to maintain their weight loss but received no further intervention.

Thirty months later, the group with personal contact had regained some weight, but an average of 8.8 pounds (4kg) less than the self-directed group. The interactive technology group also displayed weight regain, an average 3.3 pounds (1.5kg) more than that regained by the personal contact group.

Evaluating the findings, Svetkey said, 'I think that the tools we used in the weight loss phase and then tried to reinforce in the maintenance phase may have been easier to reinforce in an in-person setting. There's something about human contact that seems



to make a big difference'.

Medical director of St John Weight Loss Institute in Michigan, Dr Kelly Machesky commented, 'I believe the crux of [the personal contact group's success] has to do with someone else taking an interest in seeing the outcome. Change is possible. Truly, you can make a difference with simply reducing caloric intake and increasing energy expenditure'. ■

Source: Journal of the American Medical Association

CHOLESTEROL PROGRAM UNVEILED TO SAVE THOUSANDS OF LIVES

A new national initiative, the National Cholesterol Education Program of Australia (NCEPA), was unveiled in March to educate the Australian population about cholesterol and its effective management through diet and lifestyle, with the aim of reducing thousands of deaths from heart attack and stroke each year.

The NCEPA unites leading health care organisations, the Royal Australian College of General Practitioners, CSIRO Human Nutrition, Australian Atherosclerosis Society and The Dietitians Association of Australia, together with food and personal care company Unilever

Australasia in the fight against cholesterol.

Cardiovascular disease is currently the leading cause of death among Australians, causing more than 50,000 or one third of all deaths, each year. Raised blood cholesterol is one of the major contributing factors to cardiovascular disease. One in two Australian adults currently has a cholesterol reading above the recommended level, and many people with high cholesterol remain undetected.

At the launch, new research revealed that a ten per cent lowering of 'bad' LDL-cholesterol could save nearly 3,000 Australian lives each year. The research, conducted by The George Institute for International Health, indicated

that even small reductions in cholesterol can substantially reduce heart attacks and strokes. This occurs across a broad range of individuals, irrespective of age, sex or initial cholesterol level.

As cholesterol levels are significantly influenced by diet, consuming the right types of fat, more foods with plant sterols, soy proteins and soluble fibre would deliver significant health benefits to the Australian population. Leading nutritionist and consultant to Unilever Australasia, Bill Shrapnel said, 'Almost all Australian adults would benefit from dietary changes to lower blood cholesterol. It is now relatively easy to lower cholesterol through diet and the study clearly

PT NEWS AND LATEST RESEARCH

shows what a positive impact this would make, saving nearly 3,000 Australian lives a year'.

Unilever also announced its plan to raise awareness of cholesterol levels across the nation by providing free cholesterol tests at over 300 sites around the country in April and the NCEPA announced the launch of a new cholesterol information website www.ncepa.com.au and a program to raise awareness of cholesterol and its management through diet and lifestyle among Health Care Professionals. Associate Professor David Sullivan, president of the Australian Atherosclerosis Society said, 'The rates of heart attack and stroke in Australia have fallen impressively during the past three to four decades. This reflects improvements in both lifestyle and

treatment. Unfortunately, this improvement will not continue unless we do more to correct the underlying problems. Diet, including its effect on cholesterol, remains an area in which Australians can make life-saving changes that would prevent thousands of heart attacks and strokes'.

Associate professor Manny Noakes, research dietitian with CSIRO said, 'The impact of making a change to healthy diet and active lifestyle is often underestimated. Making better food choices not only may prevent thousands of deaths in the future but may also improve our health and wellbeing now'.

Executive director of the Dietitians Association of Australia (DAA), Claire Hewat

added that 'the Association and its accredited practising dietitian members were committed to raising awareness of the important role diet plays in reducing the risk of disease, including cholesterol management'.

The DAA is pleased to be involved in NCEPA and we hope that by working with other like-minded organisations we can have a real impact in reducing the cholesterol levels of many Australians' she concluded.

For more information on cholesterol, its impact on health and effective management through diet and lifestyle, visit www.ncepa.com.au. ■

Source: Pulse Communications

GROUP EXERCISE & MIND BODY NEWS

MEDITATE YOUR WAY TO WELLNESS

A new US study has shown that the qualities of compassion and kindness may be able to be taught via meditation classes.

Imaging technology has shown that individuals who participate in meditation focusing on kindness and compassion experience changes to areas of the brain that make them more empathetic to others feelings.

Study co-author Antoine Lutz, an associate scientist at the University of Wisconsin-Madison, said 'Potentially one can train oneself to behave in a way which is more benevolent and altruistic'.

However, Dr Louis Teichholz, medical director of complementary medicine and chief of cardiology at Hackensack University Medical Center in New Jersey, accepted the findings with caution, saying, 'I think there's no question that people can benefit from these practices. I think the question is how easy is it to get trained enough so that it will make a clinical difference, and I don't think this study answers that'.

Explaining the nature of the study, Lutz said, 'The main research question was to see whether some positive qualities such as loving-kindness and compassion or, in general, pro-social altruistic behaviour, can be understood as skills and can be trained'.

For the study, 16 Tibetan monks and lay practitioners with at least 10,000 hours of meditation experience each were compared with 16 'novice' control subjects who had only a basic introduction to compassion meditation.

Study participants in the control group were instructed to wish loved ones well-being and freedom from pain and then to wish these benefits to the whole of humankind.

'We looked at whether there were any differences between experts and novices in generating compassion with the idea that a central practice in this tradition [of meditation] is to cultivate these positive emotions. We wanted to see if there were any differences in the way the brain was reacting' said Lutz.

All of the participants were linked to an MRI (magnetic resonance imaging) during their periods of meditation and non-meditation. In each state, the subjects were played sounds aimed at producing a range of responses, including the sound of a woman in distress (negative), the sound of a

baby's laughter (positive), and the sound of restaurant background noise (neutral).

Lutz commented, 'We showed altered activation in brain circuitry that was previously linked to empathy and perspective-taking or the capacity to understand other's intentions and mental states and, more precisely, the insula was more activated, particularly in response to negative emotional sounds'.

The activation of this area of the brain was particularly heightened in the monks when they were subjected to the sounds of the woman in distress.

'The next step is to see if this works. If it works, then it can be applied to selective populations - for instance, depressed people or, more broadly, in education' said Lutz. ■

Source: Public Library of Science One



GROUP EXERCISE & MIND BODY NEWS

IYENGAR YOGA MAY HELP PREVENT FALLS

A new study has shown that specific yoga programs may be able to assist older people in improving their balance and stability.

The area of poor balance and falls risk is a very important one, and one which is gaining prominence in the fitness industry as a whole. The US Centers for Disease Control and Prevention reports that nearly a third of older adults suffer a fall of some type each year.

Twenty-four elderly females who took part in a nine-week Iyengar yoga program designed specifically for senior citizens, were found to have a faster stride, increased flexibility in the

legs, improved single-leg stance and more confidence in walking and balance.

The researchers, from Temple University's Gait Study Center, suggested that the risk of falling could be reduced by improving balance and stability with the aid of specific yoga training.

Principal study researcher and director of the Gait Study Center, Dr Jinsup Song, said 'We were very impressed at the progress our participants made by the end of the program. Subjects demonstrated improved muscle strength in lower extremities, which helps with stability. There was also a pronounced difference in how pressure was

distributed on the bottom of the foot, which helps to maintain balance'.

Iyengar yoga was selected as the technique to use in the study as it uses helpful props including belts and blocks which can help those with minimal yoga experience to develop their technique with confidence. 'In the past, similar studies have been done that look at gait and balance improvement in elderly females using a more aggressive form of yoga. For this study, we worked to create a very basic regimen that taught participants proper ways to breathe, stand and pose' said Song. ■

Source: HealthDay News

SPEND YOUR WAY TO HAPPINESS

A new Canadian study has shown that spending your money can buy you a feeling of happiness – and not only when you've just bought yourself that new pair of shoes.

In fact, the greater degree of happiness was recorded among those who spent their money on other people.

Elizabeth Dunn, lead study author and assistant professor of psychology at the University of British Columbia in Vancouver, said, 'It's tied to 'pro-social' spending. Most research has looked at the relationship of how much people make and how happy they are. We examined what they did with it. It's an obvious question but it hasn't been tackled'.

In the study, 632 American subjects were asked to rate their happiness, and to report their income and spending habits, including gifts and charitable donations. Those who

reported the highest degree of giving also recorded the higher levels of satisfaction.

The second part of the study involved 16 employees rating their happiness both before and after receiving a profit share windfall from their company. Of these employees, those who 'pro-socially' gave away more of their bonuses were also found to be happier.

The third stage of the study involved 46 participants being given set amounts of money (between \$5 and \$20) and randomly assigned to spend it on either something for themselves or something for someone else (including charitable donations). Again, those who spent their money on others recorded higher happiness levels.

Explaining the findings, Dr. Alan Manevitz, a clinical psychiatrist at New York-Presbyterian Hospital/Weill Cornell Medical

Center in New York City said, 'Reaching out and doing things for other people allows you to kind of create a community. Social networks, we know, make people happier. It's all about creating social networks and community ties and having a sense of self that you feel is worthwhile so money therefore can be used in service of that'. ■

Source: Science



NUTRITION NEWS

GREEN TEA

New research carried out at Alexandria University in Egypt has found that green tea can help antibiotics be up to three times more effective at fighting drug-resistant bacteria, including superbugs.

In a country like Egypt where green tea is commonly consumed by a large portion of the population, including those taking antibiotics, the researchers wanted to find out whether green tea would have any effect on the antibiotics and whether this effect would be positive or negative.

Mervat Kaseem, of Alexandria University's

pharmacy faculty, said, 'We tested green tea in combination with antibiotics against 28 disease-causing microorganisms belonging to two different classes. In every single case, green tea enhanced the bacteria-killing activity of the antibiotics. For example, the killing effect of chloramphenicol was 99.99 percent better when taken with green tea than when taken on its own in some circumstances'.

It was also discovered that green tea made 20 per cent of drug-resistant bacteria susceptible to cephalosporin antibiotics, to which new drug-resistant strains of bacteria have evolved resistance. In most cases, and for all types of antibiotics tested, it was found that

consuming green tea in tandem with taking antibiotics appeared to increase the action of the antibiotics and reduce drug resistance in bacteria. In some instances even low concentrations of green tea were effective.

Kaseem concluded, 'Our results show that we should consider more seriously the natural products we consume in our everyday life. In the future, we will be looking at other natural herb products such as majoram and thyme to see whether they also contain active compounds which can help in the battle against drug resistant bacteria'. ■

Source: Society for General Microbiology

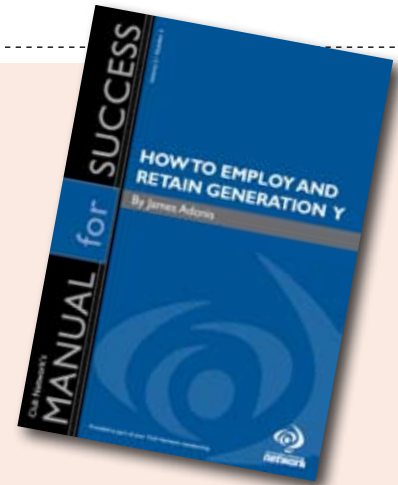
CLUB CORNER

NEW CLUB MANUAL FOR SUCCESS AVAILABLE NOW!

The new *Club Network's Manual for Success* is now available for download from www.fitnessnetwork.com.au

An invaluable quarterly publication produced specifically to help fitness facility owners and managers make the most of their businesses, the latest Manual is written by leading employee engagement and retention expert James Adonis and addresses the pressing topic of the moment, 'How to employ and retain Generation Y' in your fitness business.

Delivered as part of your Club Network membership in a convenient (and environmentally-kind) PDF format, the Manuals are written by experts in their fields, and comprehensively address issues of major significance to fitness clubs. Past topics covered include member retention, branding and risk management, to name just a few. All Manuals are available for downloading directly from www.fitnessnetwork.com.au – just log in and select Club Network's Manual for Success from the Publications drop-down menu on the homepage. ■



CUSTOMISABLE MEMBER NEWSLETTERS NOW AVAILABLE TO DOWNLOAD

Amended versions of Network's eNewsletters are now available for you to print or e-mail to your members and clients. Containing only the news relevant to them, the **Member Newsletters** are waiting for you in the Member Gymbag of Network's web site at www.fitnessnetwork.com.au. Simply insert your logo into these professionally designed Word documents, add in any customised information you want to announce, then print off or PDF and email them to your clients or members. Add professionalism and value to your service in no time and at no expense – brilliant! ■

ZEST SELLS 11 CLUBS TO MACQUARIE LEISURE TRUST GROUP

Health and fitness chain Zest Health Clubs has announced that it has agreed to sell part of its portfolio of health clubs in South Australia and Queensland to Macquarie Leisure Trust Group (ASX:MLE) for \$7.4 million.

Zest Health Clubs has agreed to sell to Macquarie Leisure four of its clubs in Queensland (Booval, Carindale, City 103, Cleveland) and all seven clubs in South Australia (Burnside, Royal Park, Glenelg, Modbury, McLaren Vale, Mitcham and the North Adelaide development site). The clubs will become part of Macquarie Leisure's Goodlife Health clubs.

Zest Health Clubs will retain all clubs in WA and five remaining clubs in QLD (Browns Plains, Logan, McDowall, Strathpine, Jindalee).

Zest Health Clubs CEO, Steve Dale, said, 'We are pleased to have reached an agreement with Macquarie. This planned sale is in-line with Zest's current business strategy and provides a significant opportunity to achieve our key business goals particularly in the strong WA market'.

'Zest Health Clubs will continue as one of Australia's leading health and fitness companies dedicated to providing total wellbeing solutions along with fun, affordable fitness to everybody' said Dale. ■

Source: Daemon Group Communications

IHRSA AND FITNESS FIRST OFFER AID AND SEEK SUPPORT IN AUSTRALIAN FITNESS INDUSTRY'S MUSIC LICENSING BATTLE

Threatened by the local association of record companies with 3,000 per cent increases in fees for playing music in group exercise classes, Fitness Australia is fighting back with the help of the International Health, Racquet and Sportsclub Association (IHRSA) and Fitness First Australia. Together, these two organisations have pledged US \$135,000 and are looking for Australian health clubs to match these funds in the fight to stop the music industry's attempts to raise the tariff charged to clubs.

'This could potentially have very damaging implications for our industry, not just in Australia, but globally' said Tony de Leede, managing director of Fitness First Australia and a member of the IHRSA board of directors.

At issue is the way music is valued. The current Fitness Class Tariff in Australia, which is paid to the Phonographic Performance

Company of Australia (PPCA), is AU \$0.986 per class with an annual cap of \$2,654. The PPCA has been studying how music is valued and is suggesting that the proposed fee either be increased to \$31.67 per class with no cap – an average increase of 3,172 per cent per club – or that clubs be charged a rate of \$26.08 per member per month.

'Either scenario would devastate the industry, and has serious implications for clubs in other countries since PPCA sister organisations around the world may well decide to restructure their fees in a similar way' said Joe Moore, president of IHRSA. 'For the sake of the global industry, we need to stop this issue in Australia'.

Fitness Australia is pursuing a strategy to challenge the model that the PPCA is using to value music in health clubs. PPCA has already been successful in increasing fees to the nightclub industry in excess of 1,400 per cent.

'The nightclub industry did not organise – they did not fight back' said Susan Kingsmill, president of Fitness Australia; 'We have no



choice; if we don't fight this, we won't have an industry left to fight for'.

This issue, and concern that other issues with global implications could arise, has spurred IHRSA to develop the Global Industry Leadership Council, which will raise funds from clubs worldwide to help protect the industry. Tony de Leede has been selected as chairman of the Council. Clubs, suppliers and individuals interested in contributing to the Global Industry Fund should contact Cathy McNeil, IHRSA Vice President of International Operations, at cmm@ihrsa.org or call +1 617 951 0055, extension 123. ■

Source: IHRSA

CLUB CORNER

US HEALTH CLUB INDUSTRY REPORTS STEADY MEMBERSHIP AND REVENUE GROWTH

IHRSA, the International Health, Racquet & Sportsclub Association, announced in March that data from an annual tracking study indicates that membership of US health clubs increased by three per cent in 2007, to 44.1 million. In the same time period industry revenues increased by five per cent to US\$18.5 billion. Health club membership in the US has more than doubled in the last decade, while total revenues have grown by 127 per cent.

IHRSA's *Profiles of Success 2007* report also indicates that clubs have increased their membership retention by three per cent, to 73 per cent, between 2005 and 2006.

The report also shows an increase in total revenue per member.

'As an industry, we aim to grow total membership year after year, and industry stability is in no small part dependent on customer satisfaction, membership retention, and increasing revenues per member' said IHRSA's president and CEO, Joe Moore. 'The dedication to customer service demonstrated by IHRSA members is clearly evident as this data shows an increase in total membership and member retention. IHRSA health club operators across the nation are providing their members with desirable and essential services – an essential component to running a high-quality business'.

Internal profit centres were also cited by the 'typical club' surveyed as being the source of nearly one-third (32.1 per cent) of

total revenues. Katie Rollauer, IHRSA's senior manager of research, said 'These profit centres provide evidence of the clubs' ability to develop programs and services that meet consumers' fitness and recreation needs'. Other study results found that clubs' steady improvements in revenue growth and membership growth contributed to an overall improvement in productivity and profitability. The 'typical clubs' also reported a 6.6 per cent increase in revenue per square foot, while overall club profitability improved by more than three per cent. 'These observations reflect a club's ability to control costs while generating overall growth' said Rollauer.

For more information visit www.ihrsastore.com ■

Source: IHRSA

BOOK REVIEW

Book title: Principles and practice of resistance training

Authors: Michael Stone, Meg Stone, William Sands

Reviewed by: Peter Lawler

RRP: \$119.95. Network members \$108.90 (if purchased online at <http://www.fitnessnetworkcentre.com/products/showproduct.cfm?isbn=0880117060>)

This formidable text presents material that 'challenges the postgraduate but remains coach friendly' (Preface, v). The co-authors are centurions of the strength industry and Meg is remembered as the gold medallist in the Discus Throw at the 1982 Commonwealth Games and a two time Olympian for Great Britain (then Meg Ritchie). Her husband Michael was once the head of Sports Physiology for the United States Olympic Committee, chair of sport at Edinburgh University and the author of 135 articles pertaining to adaptation to resistance training as well as a recipient of the NSCA Lifetime Achievement Award in 2000. William Sands is head of sports biomechanics and engineering for the US Olympic Committee, a gymnastics coach and former physiologist for track and field. As always, Human Kinetics engages outstanding calibre authors.

This academic text carries the obligatory intro-basics that populate all such

publications. The principles of training, muscle anatomy and function, the bio-energetic systems, recovery, metabolic cost of exercise, hormonal factors, nutrition and ergogenic aids and their ongoing issues that stimulate vigorous debate. As the trio of authors are all sports scientists/researchers, the reader must accept the tedious acknowledgement that permeates each statement, however basic:

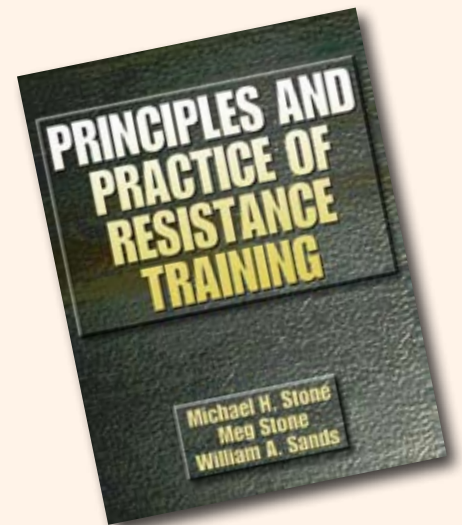
'... The training year is usually divided into two, rarely more, phases consisting of preparatory, competitive and transition periods (Bompa 1990a 1990b 1993; Siff and Verkoshansky 1993; Verkoshansky 1985)...' (7)

and;

'Training logs have been proposed and used by coaches and athletes for many years.' (Hopkins 1998a 1998b; Kellmann 2002c; Kentta and Hassmen 2002; Mackinnon and Hooper 1994; Sands 1990b 1991b 1991a; Sands Henschen and Schultz 1989.) (186)

Obviously, the authors have no desire to commit plagiarism – a heinous crime in academia – so you'll just have to tolerate the tedium and push on to the vital chapters.

The tedious stuff continues with Part III, Chapter 8 Verses 155 to 237, 'Adaptations and Benefits of Resistance Training'. The Stones and Sands contend that testing and monitoring are essential to evaluate the effectiveness of training programs.



Thus begins the beguine! There is genuine hard yakka in reading the gospels for testing. Following discussion about the 'tools of measurement' (which is easily comprehended with the assistance of a glass of merlot), the reader hits 'Statistical Analysis' on page 161. Here you'll need to swap the wine for a stiff whisky!

Let me quote:

'A correlation can have a value of 1.0, indicating a perfectly matched order of two variables, when the calculated covariance is as high as the highest possible covariance. A value of -1.0 is perfect negative covariation, in this case matching the highest positive values of one variable with the highest

BOOK REVIEW

negative values of the second variable.' (163)

There are multiple- pages of this complexity. I felt like picking up my passport and fleeing the country. You however, are expected to squat, read and absorb by osmosis.

'Part IV is the heart of this textbook.' (239) How true this is! As a reward for enduring the 'basic' science, potential adaptations and methods of evaluation, the remaining chapters are fantastic. Within the three chapters of Part IV, entitled: 'Modes of Resistance Training; The Concept of Periodization; and Developing Resistance Training Programs', coaches are offered a surfeit of empirical (and therefore trustworthy) information. Bound by research findings, scientists are very limited in their claims. Therefore many of the statements are profound but seem basic or mundane – 'much ado about nothing' Shakespeare might say. But these are the only claims to trust. Two examples will suffice – vibration training and unstable training. The text reads:

'Acute vibration has been shown to increase measures of power and velocity while at the same time increasing neuromuscular efficiency... additionally, acute effects of low frequency may include raised testosterone, decreased cortisol, decreased antagonistic inhibition and increased measures of strength and power.' (248)

It continues:

'As vibration is encountered daily, especially within an occupational setting, this constant exposure raises long term health concerns... long term exposure to high-frequency

vibration has been linked to joint and musculoskeletal problems as well as internal organ damage. Considering this information, one must use vibration devices associated with physical training with great care.' (249)

Compare this to the claims made by the manufacturers of vibration devices and make your own judgement.

And the second example:

'Training in unstable conditions has recently become popular, especially for 'core training.' The idea behind unstable training is that additional musculature will be brought into play, enhancing the training effect. However there have been few studies to compare stable and unstable training. It is known that unstable conditions reduce muscle activation of the primary movers and reduced external force production by as much as 70 per cent, depending upon the exercise... if one considers the concept of training specificity, one might argue that if the performance is on a stable surface, then most of the training should be stable' (250).

I applaud the blatant common sense of such statements.

Finally, periodisation appears and it's a must-read chapter. The authors claim:

'Despite the apparent popularity of periodization, some coaches and athletes still seem to struggle with the concept. Indeed, the concept often seems disconnected from other knowledge and experiences.' (260)

I am sure that many coaches in Australia would agree with the notion of 'struggle'. For those swimming against the tide of confusion, Chapter 13 is essential reading. The chapter has 3 goals; an explanation of the underlying mechanisms of periodization; a presentation of periodized models based on the principle of variation; and, a presentation of some examples of applied strategies. Throughout the many fruitful wholesome pages of discussion, the authors present cogent, sensible data devoid of hysteria that mocks this industry. Coaches are advised to read and reread then highlight with a Stabilo Boss yellow pen to understand the complexities and subtleties of periodization. Three levels or strategies are proposed. The basic-intermediate-advanced scheme discussed in this chapter is a continuum that a coach would work through as the athlete successfully adapts to the imposed work. The chapter is strong on variation of work instead of increased volume of work.

The final chapter is slim, offering a training program for an elite shot putter. This may disappoint many readers searching for a program relevant to their coaching discipline, but you cannot please all the people all the time.

In summary, this is a challenging, demanding text that is expensive but valuable. Coaches interested in advanced resistance training theory would be stimulated by 'Principles and Practice of Resistance Training.' ■

STRONGLY RECOMMENDED. AN ELITE TEXT.

ANNOUNCEMENTS

MELBOURNE CITY BATHS VOTED FITNESS CENTRE OF THE YEAR 2008

Melbourne City Baths has won the Fitness Victoria 2008 Industry Award for Fitness Centre of the Year.

This prestigious award was presented to the 'Fitness Business in Victoria' that met the following criteria:

- provided in 2007 outstanding and demonstrable customer service
- providing excellent professional development opportunities for staff
- demonstrated excellence in business management
- actively supported and contributed to the development of the fitness industry

The Lord Mayor, John So, said that Melbourne City Baths best met, and in many instances exceeded, the criteria.

'Congratulations to all involved for this marvellous result. It demonstrates the hard work and effort that has been put in over the last year by City of Melbourne staff. Melbourne City Baths is a full service club that offers members and visitors a fully comprehensive range of facilities and services. This award recognises Melbourne City Baths as the leader in its field and we would urge people to visit the baths to positively gain from the many health benefits that the facilities have to offer'.

Councillor David Wilson, Chair of

Community Services said: 'Melbourne City Baths promotes the benefits of a healthy lifestyle and provides a range of opportunities to enhance the health, fitness and wellbeing of the people who work, live, study and visit the City of Melbourne, and fits perfectly within the City of Melbourne's 'Active Melbourne' strategy.

For further information on 'The City Gym For City People' visit www.melbourne.vic.gov.au. Club Network members can check out the Club Profile of Melbourne City Baths in the recent Autumn/Winter 2008 issue of Club Network available online at www.fitnessnetwork.com.au ■

ANNOUNCEMENTS

FITNESS FIRST GLOBAL BUSINESS ACADEMY FOR FUTURE LEADER DEVELOPMENT

As part of its ongoing commitment to retaining and developing the very best talent in our business Fitness First has announced that from 10 to 13 November 2008 it will be holding its first *Fitness First Global Business Academy* at the Barcelona University in Spain.

The Fitness First Global Business Academy is designed to be an entire experience rather than a 'course', the day's events will go beyond the classroom and include lunches with delegates, faculty, dinners, club visits, tours, and team building activities. World class executive facilities and an attentive staff at the business school create a comfortable and accessible environment that facilitates learning.

Compared to other business schools worldwide, Barcelona University has been ranked by *Business Week* magazine as number one for custom education programmes; by the *Economist* as number one for MBA studies.

The week long Academy will be delivered by a combination of Fitness First senior executives, and Barcelona University lecturers. The faculty at the university is noted for its academic excellence and personal approach. The professors work regularly as consultants, solving real problems at top companies around the world, in a variety of sectors, ensuring superior quality teaching and cutting edge content.

DELEGATES WILL BE GIVEN:

- Cases Studies on other businesses to sharpen commercial acumen and business skills.

- Video and teamwork opportunities to enhance awareness of leadership abilities.
- A learning experience which offers the opportunity to work on professional development and participate in activities that foster meaningful exchange and networking.
- Tools and skills to help personal and team management.
- A follow-up 100 day monitoring plan to help put the processes into practice. Each delegate will have a Fitness First mentor assigned to them back at work.

For more information e-mail mardimundine@fitnessfirst.com.au ■



KINZIE HO'S FILEX SPECIAL

G'DAY TO ALL GROUP EX INSTRUCTORS!

This E-News edition is coming to you at the most appropriate time with 2008 FILEX Convention being just around the corner. For any last minute convention planners, here are some tips and solid reminders to guide you through the upcoming weekend.

BEFORE

- Pack sufficient change of clothes, especially if most of your sessions are workouts
- Bring along a good pen, highlighter and a note-pad
- Don't forget your business cards! Network-network-network!
- Traveling from out of town? Ensure you arrive early to settle into your accommodation, familiarise the surroundings and directions to the convention centre
- If your schedule is mostly group fitness sessions, make sure you stock up supplies of energy foods to keep your body fuelled and also a sturdy water bottle.
- Bring along any registration confirmation papers and your convention schedule as a back-up record upon registration.

DURING

- Know your schedule well so you can make the most of your time between breaks and get to sessions on time, especially if your schedule is spread out at different locations
- Ensure you eat a nutritious and healthy lunch and avoid feasting on junk food even if you are tight on time
- Visit the Expo through good planning skills; that is decide ahead when you intend to set aside time for your shopping spree. Also decide what booths you intend to visit, perhaps prioritise them based on your needs or interest
- Check the convention noticeboard regularly for changes to session times, business-networking opportunities or other announcements that may be relevant.

AFTER

- Summarise and collate all your session notes. A good filing system for past and future conventions will ensure an easy tracking system for retrieval.
- Make sure you fill out the CEC booklet in order to earn your additional professional credit points. Understand the requirements from the convention

organiser in filling out and submitting the booklet. Keep a copy of your answer booklet before your submission.

- Network with your new contacts by sending them a quick "HELLO" through e-mail.
- Retain all payment invoices from your purchases at the convention for tax purposes.
- Don't forget to take a REST!

On this note, I shall let you get packing and ready for the big weekend ahead. Until next E-News, wishing you a most memorable and rewarding FILEX experience. And stay healthy and happy to ya all GROOVY GROUP EX INSTRUCTORS! ■

Kinzie Ho

