

# The 2010 Midwest Performance Enhancement Seminar

**Date:** Saturday, August 28th

**Time:** 9 am - 6 pm

**Location:** Indianapolis Hilton  
Northeast



**Pricing:** \$149 Early Bird (registration prior to July 24th)  
\$199 (after July 24th and at the door)

**Continuing Education:** We've applied for .6 NSCA CEU's

The 2010 Midwest Performance Enhancement Seminar is sure to be a fantastic event. With six nationally and internationally known fitness professionals, this event is sure to take your knowledge of strength training, conditioning, and performance enhancement to the next level!

As well, we've also made it a goal to include something for everyone. Whether you're a personal trainer, strength coach, or a business owner, this seminar will give you information and knowledge that you'll be able to use and apply immediately.

**Register for this event by Saturday, July 24th and receive  
\$50 off your entry fee! See Back Page for Details.**

# About the Presentations

## **We're Killing Kids! Why Current Sports Performance Training Methods are Stupid**

Brian Grasso

We live in a world of 'stupid' when it comes to sports performance training for young athletes. Every fool with a whistle is claiming to be a 'world-class' Coach. Every idiot with a computer is creating a product and selling their 'Super Secret System' for training elite superstars.

That's not meant to be a shot at you. It's just a reality check.

Training young athletes is a systematic and progressive process that involves much more than just making kids work hard.

This introduction to the 'Athletic Development System' will open your eyes to how true and lasting conditioning methods are meant to be applied.

Brian Grasso is the Founder and CEO of the International Youth Conditioning Association.

A well-known, respected and outspoken leader in the youth athletic development industry, Brian has written feature articles for sport training magazines throughout North America including, Men's Fitness, Men's Health, SportingKid, American Track & Field and Personal Fitness Professional. Brian also contributes to the monthly British sport training publication, Successful Coaching.



## **How to Load the System for Functional Speed**

Lee Taft

We often try to coach speed through various methods that don't hold true function as the foundation. Athletes, in court and field sports, move based on tactical situation, anticipatory situations, and most importantly reactive situations. Come watch Lee breakdown the crucial foundational principles that never change about sports speed. When athletes are assessed and trained based off the principles of real functional speed they will have a huge advantage over those being artificially trained.

Highly respected as one of the top athletic movement specialist in the country, Lee is co-owner of Sports Speed, Etc., Inc. and President of Lee Taft Speed Academy, Inc. Lee earned his B.S. in Physical Education from Cortland State and his M.S. in Sports Science from the United States Sports Academy. He is certified by many top organizations including the National Strength and Conditioning Association (NSCA). For the past 2 decades Lee has dedicated his life to making a difference in the sport and fitness industries as a coach, trainer, clinician, and product creator. To learn more go to [www.SportsSpeedEtc.com](http://www.SportsSpeedEtc.com) or [www.LeeTaftSpeedAcademy.com](http://www.LeeTaftSpeedAcademy.com).



# About the Presentations

## **The Single-Leg Solution**

Mike Robertson

Which is better - unilateral or bilateral lifts?

This is a red-hot topic in both the performance enhancement and personal training communities. It seems as though every coach and trainer has their viewpoint as if (and when) unilateral training should be incorporated into a training program.

Mike will cover the benefits of both unilateral and bilateral training, as well as how to properly implement both into a program for maximum success.

Mike Robertson has helped clients and athletes from all walks of life achieve their strength, physique and performance-enhancement goals. Mike received his Masters Degree in Sports Biomechanics from the world-renowned Human Performance Lab at Ball State University.



Mike is the president of Robertson Training Systems, and the co-owner of Indianapolis Fitness and Sports Training, which was recently named one of America's Top 10 Gyms by Men's Health magazine.

## **Finding Hidden Opportunity in Your Fitness Business**

Pat Rigsby

Most fitness professionals have a very limited view of the avenues available to them to grow their businesses. Many fitness professionals are being forced out of the industry because of an inability to earn a significant income. This presentation will reveal 7 different opportunities to grow your business that are already available to you. You will leave this seminar with several actionable steps that will immediately allow you to add clients and revenue to your business.

Pat Rigsby M.S. is the co-owner of several businesses in the fitness industry including the Fitness Consulting Group and the International Youth Conditioning Association. He also serves as a health club consultant focusing on the development of profitable personal training departments and youth fitness programs. His coaching and products have helped hundreds of club owners and fitness professionals dramatically improve their personal training revenues and grow their businesses. Pat has been involved in virtually all aspects of the fitness industry, ranging from collegiate strength coach to health club owner. You can subscribe to his Fitness Riches newsletter at [www.fitnessconsultinggroup.com](http://www.fitnessconsultinggroup.com).



### **Discounted Hotel Rates Available through July 28th!**

We have reserved a small block of rooms at the Hilton for Friday night at a great rate. Please head to the "Services" page on our website to reserve your room ASAP!

# About the Presentations

## Energy System Training for Field Athletes

Bill Hartman

Energy is everything. Without properly developed energy systems, an athlete not only fails to demonstrate his or her physical abilities to the fullest but is also more prone to injury. In this presentation, Bill will introduce you to updated research and methods to properly prepare field athletes for competition. Information provided will include a current view of the three primary energy systems, how the systems interact, and how they can positively and negatively influence each other and performance. Examples from actual programming utilized by IFAST clients will show you how you can implement these concepts in your own programming to impact your athletes' training, recovery, and performance.

Bill Hartman, PT, CSCS, is the co-owner of Indianapolis Fitness and Sports Training, and the Clinical Rehabilitation Manager for Methodist Occupational Health Center. Bill is the author Men's Fitness Total Body Plan, and a Contributing writer for Men's Health magazine. Bill is a Strength and Conditioning Specialist within the NSCA, a Certified Sports Performance Coach with USA Weightlifting, and a Certified Active Release Techniques Practitioner.



## Kettlebell Basics: How to Integrate Kettlebells into Your Strength and Conditioning Program

Brett Jones

In any established Strength and Conditioning program, the addition of any new tool or program variable can mean that something else has to go. By focusing on just a few essential movements, kettlebells can enhance your program with effective power and stability moves.

Brett Jones, CSCS, Master RKC, CK-FMS is a Pittsburgh, PA based professional and International presenter with almost 20 years experience. His schooling includes a Bachelor of Science in Sports Medicine from High Point University, and a Master of Science in Rehabilitative Science from Clarion University. As well, Brett is a CSCS, a Master Instructor in the Russian Kettlebell Challenge program, and a National and International-level presenter for the Functional Movement Screen.



**This Seminar Sponsored In Part By:**



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## Schedule

8:30 - 9:00	Registration
9:00 - 10:00	We're Killing Kids! Why Current Sports Performance Training Methods are Stupid Brian Grasso
10:10 - 11:10	How to Load the System for Functional Speed Lee Taft
11:20 - 12:20	The Single-Leg Solution Mike Robertson
12:20 - 1:30	Lunch
1:30 - 2:30	Finding Hidden Opportunity in Your Fitness Business Pat Rigsby
2:40 - 3:40	Energy System Training for Field Athletes Bill Hartman
4:30 - 5:30	Kettlebell Basics: How to Integrate Kettlebells Into Your S&C Program Brett Jones

Don't delay! July 24th is the end of the early-bird registration -  
*this alone will save you \$50 off the regular price!*

To register, simply go to the web address below!

<http://RobertsonTrainingSystems.com/Services/Seminars>