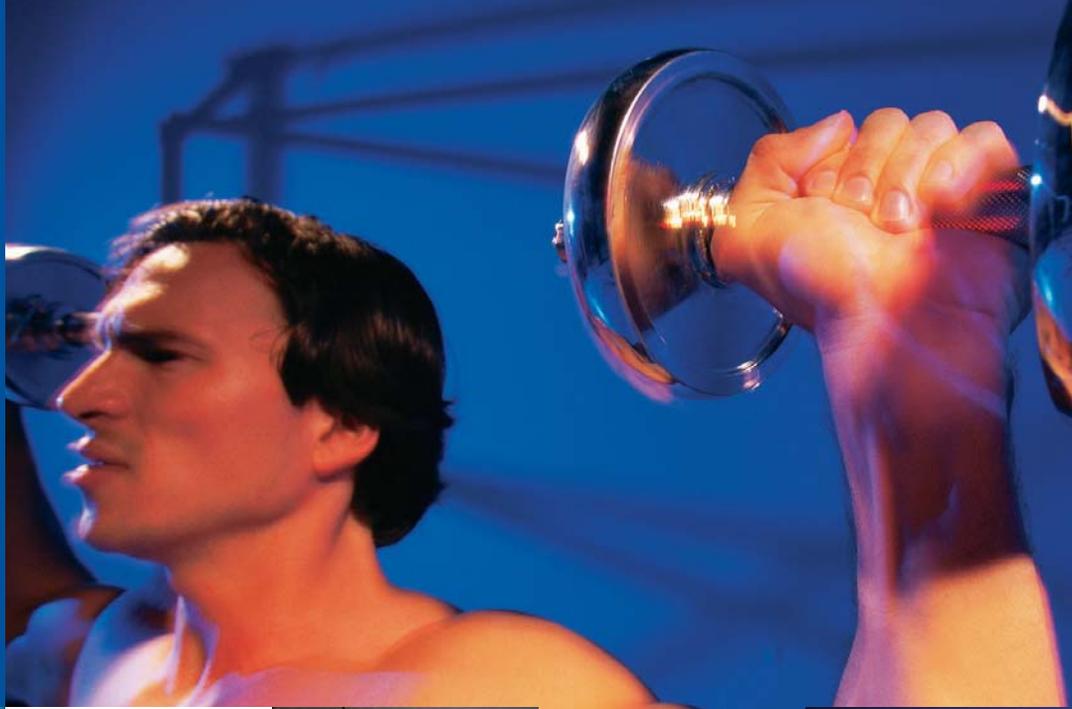


Building Strength

Building Health

Building Life™



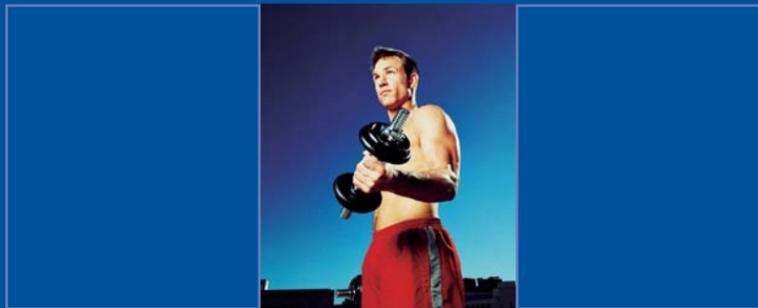
The World Leader in Fitness Certification

INTERNATIONAL SPORTS SCIENCES ASSOCIATION



Countless studies show that Americans today are in worse shape than at any other time in recent history. According to medical authorities, more than half of our population is overweight. In a recent *USA Today* article, Dr. Hugh D. Allen of Columbia Children's Hospital stated that 30 million of the 80 million kids alive today will die of heart disease as adults,

unless current trends change.



At ISSA, our mission is to inspire our students to positively impact the quality of life of each individual with whom they come in contact.

TAKING A STAND

In 1988, the most powerful team of fitness experts ever assembled joined together under the leadership of Sal A. Arria, DC, MSS, and Frederick C. Hatfield, PhD, MSS, to stem this tide of physical decline. Culled from the elite ranks of research, coaching, sports medicine, and sports and fitness science, these individuals decided to draw a line in the sand, and turn the tide toward a more fit and healthy world. Together they formed the International Sports Sciences Association with the mission of transforming the fitness of our planet.

Since that initial gathering in 1988, the International Sports Sciences Association has catapulted to the forefront

of the fitness community. ISSA is now recognized as the World Leader in Fitness Certification, having provided certification and continuing education for more than 50,000 health and fitness professionals to date. ISSA acts as a teaching institution and certification agency for fitness trainers, athletic trainers, coaches, physicians, chiropractors, physical therapists, and professionals in every field of health care. We have set new standards in exercise assessment, nutritional planning, fitness instruction, sports medicine practice, and post-rehabilitation training. ISSA certifications are recognized universally, and our professional credibility is impeccable.

ISSA was organized in response to the public's need for professional guidance, inspiration and a strong foundation of scientific knowledge, and practical understanding in the area of fitness. Our efforts are multiplied exponentially as our graduates take the principles and practices they learn from our programs and disseminate this information to their clients.

We have established and continue to promote standards of professionalism that are now recognized throughout our industry.



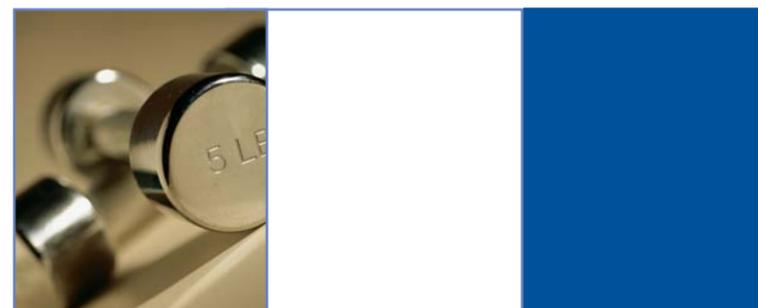
CREDIBILITY

International Sports Sciences Association
Since 1988

The International Sports Sciences Association acts as a teaching institution and certification agency for fitness trainers, athletic trainers, aerobic instructors, and medical professionals in every field of health care. ISSA hosts seminars in most states, as well as numerous countries around the world. Our organization has set new standards in exercise assessment, nutritional planning, fitness instruction, sports medicine practice, and post-rehabilitation training.

I highly recommend the International Sports Sciences Association's certification program for fitness trainers. It has been my experience that graduates of the ISSA provide the highest quality instruction to their clients while demonstrating an excellent combination of technical knowledge and practical skill.

~Thomas G. Vaught, VP of Fitness USA Supercenters



I spent a lot of time researching fitness training certifications before I selected ISSA. Based on my experience over the last year, I am confident that I have chosen the best certification program available and I am proud to be affiliated with ISSA. Now that I am certified, I look forward to working with ISSA for continuing educational and business opportunities.

~Wade D. Aumiller, PhD

Comprised of the "who's who" in fitness education, ISSA's team of founders, professors, advisors, and authors is second-to-none. Never before have so many world-renowned professors teamed together with one organization to provide high-quality fitness education. The ISSA team does not only boast academic excellence, its members are also world-class athletes. Our elite faculty and advisors include: Dr. Stephen Gordon, PhD; Dr. William J. Kraemer, PhD; Dr. Michael Yessis, PhD; Dr. Stephen Seiler, PhD; Dr. Thomas Fahey, EdD; Dr. Frank Katch, PhD; Dr. Victor Katch, PhD; Dr. William McArdle, PhD; and Dr. Priscilla Clarkson, PhD — to name a few.

Program Advantages

Founders, professors, and advisors who are world-renowned experts and athletic champions.

Access to cutting-edge information on strength training, aerobic conditioning, proper nutrition, flexibility, and a positive outlook on life.

Impeccable professional credibility.

Comprehensive presentation of the knowledge and skills needed to effectively train others and create lasting results.

Ongoing support and guidance from ISSA, the "World Leader in Fitness Certification."

Online, interactive learning, testing, and technical assistance.

F FOUNDATION

International Sports Sciences Association
Since 1988



Sal A. Arria, MSS, DC



Frederick C. Hatfield, MSS, PhD

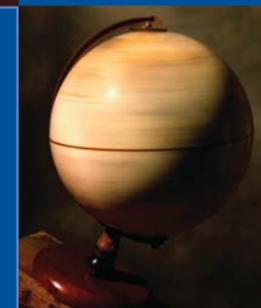
Sal A. Arria, MSS, DC, is the Co-founder and Executive Director of the ISSA. A member of the Sports Medicine committee for the US Powerlifting Federation since 1985, Dr. Arria served as a team doctor for three USPF World Championships. He also served as a team doctor for the US Track and Field team at the 1984 Olympic Games. Dr. Arria continues to advise many Olympic and professional athletes. Director of the Santa Barbara Chiropractic and Sports Medicine Clinic for nearly 20 years, Dr. Arria was recently appointed as a Special Advisor to the Governor's Council on Physical Fitness. Achievements in his personal athletic career include winning the California State Powerlifting championships three times and ranking in the top three in the USA in the 220-pound and 242-pound divisions. He has appeared on numerous national television shows airing on CNBC, ESPN, and the Family Channel and was the Executive Director of the American Institute of Health Education's 1996 TELLY AWARD winning show *The Five-Step Back Solution*. Dr. Arria was also the Fitness Program Designer for Kathy Ireland's abdominal training video, *ABSolutely Fit*.

Frederick C. Hatfield, MSS, PhD, is Co-founder and President of the ISSA. Dr. Hatfield, (aka "Dr. Squat") won the World Championships three times in the sport of powerlifting, and performed a competitive squat with 1014 pounds at a body weight of 255 pounds (more weight than anyone in history had ever lifted in competition). Dr. Hatfield's former positions include an assistant professorship at the University of Wisconsin—Madison and Senior Vice President and Director of Research and Development for Weider Health and Fitness, Incorporated. Dr. Hatfield was honored by Southern Connecticut State University when they presented him with the 1991 Alumni Citation Award. He has written over 60 books (including several best-sellers) and hundreds of articles in the general areas of sports training, fitness, bodybuilding, and performance nutrition. He has been coach and training consultant for several world-ranked and professional athletes, sports governing bodies and professional teams worldwide. Dr. Hatfield qualified for the 1998 World Championships in Olympic Lifting and competed in the Masters Division.



I just would like to congratulate you for being ahead of the game in your currently proven concept of weight training having cardiovascular benefits. For years, the medical profession has lived under false pretense that weight training offers no benefit from the cardiovascular standpoint. I also enjoyed taking the course offered by you.

~Alfonso L. Tiu, MD



- ➔ ISSA's team of experts are leaders in their respective fields. No other organization has such a diverse and knowledgeable team of scientists, researchers, and athletes.
- ➔ ISSA Certifications are widely accepted for continuing education units by professional organizations such as chiropractic associations, physical therapy associations, and other fitness certification organizations.
- ➔ More than 50,000 people have enrolled in our fitness certification and continuing education courses.
- ➔ ISSA is internationally recognized with offices in the United States, South Africa, Norway, Iceland, Italy, India, Egypt, the United Arab Emirates, Australia, and Singapore.
- ➔ ISSA is approved by the California Bureau for Private and Postsecondary Vocational Education contracted by the Veteran's Administration.
- ➔ ISSA has been in existence since 1988.



LEADERSHIP

International Sports Sciences Association
Since 1988

Leadership is essential to any organization. Our team of directors, authors, and advisors are leaders in their respective fields.

Accomplished educators, researchers, professionals, and athletes combine to create a dynamic force striving for excellence.

ISSA'S TEAM OF EXPERTS

ISSA'S TEAM OF EXPERTS

Dr. Jack Barnathan, DC

ISSA DIRECTOR OF FITNESS SCIENCES

Dr. Jack Barnathan is an award-winning Sports Doctor and ISSA Master of Fitness Science recognized internationally as a leading authority on strength development and its dramatic impact on health and human performance. A lifelong strength athlete, Dr. Barnathan serves as both a pro judge and attending physician for the International Federation of Bodybuilders (IFBB) which sanctions Pro and Olympic Bodybuilding and Women's Pro Fitness worldwide. Dr.

Barnathan has been officially recognized as bodybuilding's "Strength Doctor" acknowledging his use of strength training principles and techniques in patient care. ■ His Strength & Performance seminars are featured at some of the world's most exclusive events including Arnold Schwarzenegger's VIP Training Seminar, The Olympia Fitness Expo, the annual Fitness Physicians Summit in New York City and the Private Palm Beach Club 'Mar-a-Lago', owned by Donald Trump.

Priscilla M. Clarkson, PhD

Priscilla M. Clarkson, Professor of Exercise Science and Associate Dean for the School of Public Health and Health Sciences (SPHHS) at the University of Massachusetts, Amherst, has published over 100 scientific research articles and presented the results of her research at numerous national and international scientific conferences worldwide. Her major research focus concerns exercise-induced muscle soreness and damage. In the field of Sports Nutrition, she has studied the effectiveness of nutritional supplements on

weight loss and weight gain. Professor Clarkson served as Editor for the International Journal of Sport Nutrition and Exercise Metabolism from 1994 to 2002. She is a Fellow in the American College of Sports Medicine (ACSM), served as a member of the ACSM Board of Trustees, President of the New England Regional ACSM Chapter, Vice-president of the National ACSM, and President of the National ACSM (2000).



Bob Delmonteque, ND

ISSA DIRECTOR OF SENIOR FITNESS

For the past 50 years, master trainer Bob Delmonteque has helped tens of thousands of people achieve proven, dramatic results with his celebrated training method that combines expert training advice and sound nutritional counseling. Bob's no-nonsense approach to physical conditioning and weight loss has worked miracles for Hollywood stars such as John Wayne, Errol Flynn, and contemporary stars, including Matt Dillon. Bob also trained the original Apollo astronauts.

■ Bob has owned/operated over 500 health clubs and is currently the technical advisor to some of the most renowned names in the fitness industry. He is also the senior model and technical advisor for California's largest health club chain. ■ Bob Delmonteque's name has become synonymous with fitness for older adults and he is America's premier fitness consultant. Bob is in his mid-70's and still runs marathons, cycles 120 miles at a time, and bench presses over 250 pounds.



Thomas D. Fahey, EdD

ISSA DIRECTOR OF YOUTH FITNESS

California State University Professor of Physical Education and track and field coach Thomas Fahey, Ed.D. received his Doctorate from University of California, Berkeley, specializing in exercise physiology and motor development. In addition to his current position at CSU, Dr. Fahey has taught at many colleges and universities, including Stanford School of Medicine, San Jose State University, and De Anza College. ■

A college All-American track and field athlete, Dr. Fahey continued to pursue athletic excellence after graduation and succeeded as a six-time US masters national champion in the discus (1998-2003), two-time gold medal winner in Master's World Games, and two-time silver medal winner in Master's World Track and Field Championships. ■ Dr. Fahey has authored 15 books on exercise physiology, wellness, and strength, and has contributed to hundreds of scientific journals and bodybuilding and fitness magazines.



Jane Frederick, MS

ISSA DIRECTOR OF WOMEN'S FITNESS

Jane Frederick, the head Strength and Conditioning coach at the University of California Santa Barbara, has been helping the student-athletes in their quest to be the best for the last five years. One of this country's greatest athletes, Frederick was the United States recordholder in the pentathlon/heptathlon from 1972-1985. The eleven-time national champion was also a two-time Olympian, competing in the 1972 and 1976 Olympic Games. A graduate of the University of

Colorado, Frederick has a long and varied background in athletics. From 1989-1992 she was first assistant Track and Field coach at the University of Texas where she coached numerous athletes to become national champions. In addition she has served as a consultant to the United States Olympic Committee and USA Track and Field. She is a member of the University of Colorado Hall of Fame, as well as of the Nike Walk of Fame.



Dan Gastelu, MS, MFS

ISSA DIRECTOR OF NUTRITIONAL SCIENCES

Dan Gastelu serves as Director of Nutritional Sciences for the International Sports Sciences Association. Mr. Gastelu developed and co-authored the ISSA's Specialist in Performance Nutrition certification program and course book, which is used to certify doctors, physical therapists, fitness trainers, strength coaches and nutritionists. He brings to the ISSA a combination of academic, research, and industry experience. Mr. Gastelu is a graduate of Rutgers University, where he

taught science courses from 1980 to 1984. Currently, he creates and teaches CE courses about nutrition and dietary supplements for pharmacists and the ISSA. During the past two decades Mr. Gastelu has developed many health care products, including: dietary supplements, sports nutritionals, nutraceuticals, and OTC drugs.



Frank I. Katch, PhD

Retired Professor of Exercise Science at the University of Massachusetts, Amherst, Dr. Frank Katch has made great contributions to the world of exercise physiology. Teaming up with William McArdle and his brother Victor, Katch has authored or co-authored 12 books, including *Exercise Physiology: Energy, Nutrition, and Human Performance*, 5th edition, first prize winner in the Medicine Category at the 2002 British Medical Association Medical Book Competition. Dr. Katch has 83 research abstracts along with hundreds of

articles published in scientific journals. He has consulted with professional football (Dallas Cowboys, New York Jets, Miami Dolphins, New Orleans Saints, Washington Redskins), professional baseball (Boston Red Sox), NBA, and US Olympic Teams. Dr. Katch currently participates in UCLA's Extension Education Program.



Victor L. Katch, PhD

Victor L. Katch is a Professor of Kinesiology and Associate Professor of Pediatric Cardiology at the University of Michigan, School of Medicine. He is also the director of the Applied Physiology and Body Composition Laboratory and the Advanced Fitness Training Center at the University of Michigan in Ann Arbor. Dr. Katch is a member of the American Academy of Kinesiology (less than 100 members worldwide) and the American College of Sports Medicine. He is a past president of the Physical Fitness Council of the

American Alliance of Health, Physical Education and Recreation. Dr Katch is a co-author of eight books about exercise physiology and nutrition. He reviews for numerous scholarly journals and has published hundreds of journal articles. Dr. Katch is a former consultant to United States and Venezuela Olympic Committees, Dallas Cowboys, New Orleans Saints, New York Jets, Boston Red Sox, World Business Council, and numerous other corporations.



William J. Kraemer, PhD

Dr. William J. Kraemer is currently a full professor in the Department of Kinesiology and the Human Performance Laboratory as well as the Director of Research in the Dean's Office of the Neag School of Education at the University of Connecticut. He also holds appointment as a full professor in the Department of Physiology and Neurobiology along with an appointment as a Professor of Medicine at the UCONN Health Center and Medical School. He is a past president of the National Strength and Conditioning Association (NSCA) and was honored by the NSCA with both their Outstanding Sports Scientist Award

in 1992 and the NSCA's highest award, the Lifetime Achievement Award in 1994 for his contributions of bringing science into the field of strength and conditioning. Dr. Kraemer has authored and co-authored over 250 manuscripts in the scientific literature related to sports medicine and sports science. In addition, he has authored or co-authored five books in the areas of sports medicine, strength training and physiology of exercise.



Karl Knopf, EdD ISSA DIRECTOR OF ADAPTIVE FITNESS

Dr. Knopf is the co-author of the ISSA Specialist in Fitness for Mature Adults Certification program. He began his teaching career at Foothill College in Los Altos, California, in 1976 as the coordinator of Adapted Physical Education. Dr. Knopf has been instrumental in developing programs for mature adults, persons with arthritis and chronic pain, disabilities, and the developmentally delayed. He has written three books: *Water Workouts*, *Fitness Over Fifty*, and most recently, *ISSA's Specialist in Fitness for Mature Adults*. ■ Dr. Knopf has been

writing, consulting and speaking professionally throughout his career and is a frequent guest on television and radio talk shows. Since 1986, he has been a consultant with Stanford School of Medicine for older adult research projects and he is a recent recipient of the respected NISOD, Excellence in Teaching Award.

ISSA'S TEAM OF EXPERTS



E.J. "Doc" Kreis, EdD
ISSA DIRECTOR OF SPORTS SCIENCES

E.J. "Doc" Kreis is co-author of the ISSA Specialist in Sports Conditioning Certification. Doc is the head strength and conditioning coach at UCLA. ■ Kreis, age 45, was named the National Collegiate Strength Coach of the Year for 1994-95 by the Professional Football Strength and Conditioning Coaches Society, the second time he has been afforded national honors in his career. ■ Kreis was also named the recipient of the 1995 Stan Jones Award. He met the stringent criteria for this award in six areas, including the performance of Colorado University's athletic teams (placing in the top 10 of the Sears Director's Cup Standings).



Bill Pearl
ISSA INTERNATIONAL FITNESS ADVISOR

Bill Pearl is one of the greatest bodybuilders of all time. He is a former Mr. California, Mr. America and four-time Mr. Universe. Pearl began lifting weights at 11 years of age, and owned and managed world-renowned bodybuilding gyms in Southern California for over 30 years. In the 1980's, Bill and his wife Judy (also a bodybuilder) self-produced a remarkable book, *Keys to the Inner Universe*. It is by far the most complete bodybuilding book ever written. It has 638 pages, weighs 5 pounds, and contains 1500 weightlifting exercises. In addition, he wrote *Getting Stronger* and co-authored *Getting in Shape*. ■ He travels all over America, Europe and Japan, speaking to those interested in physical fitness. Bill is over 60 years old and looks at least 10 years younger. He is a testament to the virtues of physical fitness and sound nutrition.



Tom Platz, BS, MFS
ISSA DIRECTOR OF BODY BUILDING SCIENCES

Tom Platz is the ISSA Director of Bodybuilding Science. Tom holds a Bachelor of Science Degree in Physical Education and Nutrition from Wayne State University in Detroit. ■ Tom is a retired bodybuilder superstar, winning the Mr. Universe competition several times. He now uses the expertise gathered from many years of professional bodybuilding to teach and certify ISSA fitness trainers at seminars throughout the United States. His skills and dynamic teaching style have inspired thousands of fitness trainers to achieve new levels of excellence.



John Schaeffer
DIRECTOR OF POWERLIFTING SCIENCES

John Schaeffer is a dedicated lifetime athlete who has competed in football, wrestling, soccer, track and field, baseball, martial arts and also in other various sports while serving in the United States Army. ■ John is a 242-pound National- and World-Champion powerlifter. Competing nationally and internationally, he has set 19 world records, including Best Squat at 850, Best Deadlift at 740, and Best Bench at 633 pounds. John was one of the first men in the 242-pound weight class to bench 600 pounds. He was a 1990 and 1991 National Champion, and a 1991 and 1992 World Champion at 242 pounds. John was a two-time member of the World Powerlifting Alliance Team U.S.A.



William McArdle, PhD

William McArdle, distinguished researcher and scholar, earned his PhD at the University of Michigan in 1965. His total grant support has approached one million dollars, mostly from the Office of Naval Research for basic research in the cardiovascular, metabolic, and thermal responses to water immersion. Dr. McArdle's research efforts provide a wealth of theoretical information, yielding practical offshoots about thermal protection and survival in the cold water environment. Recently retired from Queens College, he currently serves as the exercise physiologist (and member of the Scientific Advisory Board) for Weight Watchers International, consultant for Shape-Up America Weight Watchers Health and Fitness magazine, Time-Life Books Health and Fitness series, reviewer for six publishing companies, and member of five professional organizations. He is a Fellow of the Research Consortium of AAHPERD, and Fellow of the American College of Sports Medicine, American Academy of Kinesiology, and Society of Sigma Xi.



Stephen Seiler, PhD

Stephen Seiler is an associate professor at the Institute of Health and Sport, Agder College, Kristiansand, Norway, and also is employed as a consultant/researcher for a private research foundation. At Agder College, he teaches muscle physiology, training theory, and basic sports biomechanics to undergraduates. He also teaches and advises masters students in sport science, with a focus on endurance training methodology, and cardiovascular and skeletal muscle function. At Agder Research Foundation his primary work is population health/living standards research and studies addressing the role of increasing population physical activity as a public health measure. Dr. Seiler has published research in *The American Journal of Physiology*, the *Journal of Applied Physiology*, *Free Radical Research*, *Medicine and Science in Sports and Exercise*, *Aging: Clinical and Experimental Research*, and *The Journal of Strength and Conditioning Research*.



Michael Yessis, PhD

Dr. Michael Yessis is president of sports Training, Inc., a diverse sports and fitness company. Dr. Yessis is also Professor Emeritus at California State University, Fullerton, where he was a multi-sport specialist in biomechanics (technique analysis), kinesiology, and sports conditioning and training. In his work, Dr. Yessis developed many unique specialized strength and explosive speed-strength exercises and training programs. After years of practical experience, he has developed the Yessis System of Improving Performance. He has been a training and technique consultant to Olympic and professional sports teams such as the L.A. Rams and L.A. Raiders football clubs, Natadore Diving Team, and the U.S. Men's Volleyball Team. Dr. Yessis writes monthly features in Joe Weider's *Muscle and Fitness* magazine. His "Training Note Book" column has been the number one article read. Other topics include sports medicine, bodybuilding, and sports training.



“After spending many years in college studying for a degree in Sports Medicine, I had the misfortune of sustaining a disabling back injury. My life hopes and dreams were tragically challenged. My first step towards overcoming this tragedy was becoming an ISSA Certified Fitness Trainer. ISSA provided me with an educational, business, and practical foundation to launch my career. Perhaps just as critical as the tools ISSA provided was the support, encouragement, and belief by the entire ISSA staff that my vision for creating a successful training business could become a reality. Today I own and operate one of the most successful training facilities in the country. Additionally, I have been ranked among the top three ISSA professional fitness trainers in the United States. With the information and support of ISSA, my dreams are now a reality.”

~Brian Theiss, Theiss Institute of Health and Fitness

CONNECTIONS

International Sports Sciences Association
Since 1988



- ➔ Better Business Bureau
- ➔ National Professional Group
- ➔ Club Industry — Primedia
- ➔ Bill Pearl Enterprises
- ➔ Human Kinetics
- ➔ Power Systems
- ➔ Pro Power
- ➔ Aquasana
- ➔ Lift for Kids
- ➔ Fitness Today
- ➔ Pro Trainer Elite
- ➔ Smart Fuel
- ➔ International Federation of Bodybuilders (IFBB)
- ➔ International Health Racquet and Sports Association (IHRSA)
- ➔ Health Club Technologies
- ➔ Health Clubs of America
- ➔ Liberty Science LLC
- ➔ Millennium Fitness
- ➔ Muscle Magazine
- ➔ Training and Conditioning Magazine
- ➔ Santa Barbara Chamber of Commerce
- ➔ Elite Fitness Center
- ➔ EAS

AFFILIATIONS

International Sports Sciences Association
Since 1988



“My thoughts of ISSA were already high but they have reached new peaks by the simple fact that you emailed me to check in and see how things were going. It just goes to show that you do care about the people that you have in your organization and that the money is not the only thing that you care about. Again, it is an honor to be a part of your organization and I will, without a doubt, recommend you to anyone who possibly considers a career as a personal trainer.”

~Jason M. Davila, CFT

Professional and Health Care Organizations That Have Approved ISSA Courses for Continuing Education Credits

- ➔ Aerobic Fitness Association of America (AFAA)
- ➔ APEX
- ➔ Athletic Performance Center
- ➔ Beyond Fitness
- ➔ Cooper Institute
- ➔ C.O.R.E.F.I.T
- ➔ Desert Southwest Fitness
- ➔ EMPOWER Training Systems, Inc.
- ➔ Exercise Etc.
- ➔ Future Fit
- ➔ GMP Fitness
- ➔ National Academy of Sports Medicine (NASM)
- ➔ National Athletic Trainers Association (NATA)
- ➔ New York Strength
- ➔ Paul Chek Seminars
- ➔ Phil Kaplan Fitness
- ➔ SportBallet Consulting
- ➔ SupplementWatch, Inc
- ➔ The New York Wellness Institute
- ➔ Total Performance Sports
- ➔ The Xercize Corp
- ➔ Z-Health Performance Solutions
- ➔ Physical Therapy Board of Delaware
- ➔ Physical Therapy Board of Florida
- ➔ Physical Therapy Board of Kansas
- ➔ Physical Therapy Board of Maryland
- ➔ Physical Therapy Board of Nevada
- ➔ Physical Therapy Board of Ohio
- ➔ Physical Therapy Board of Texas
- ➔ New York Chiropractic College and other state Chiropractic Associations*
- ➔ California Bureau for Private and Postsecondary Vocational Education

* Contact New York Chiropractic College for a list of approved associations.

ORGANIZATIONS

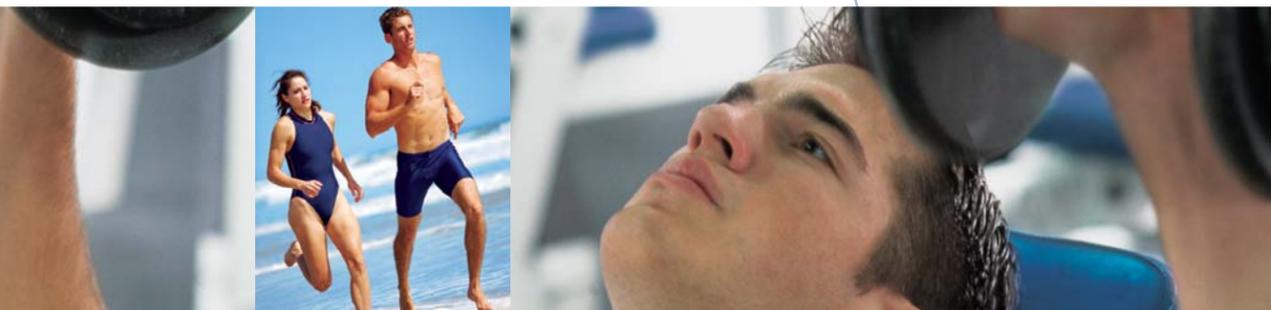
International Sports Sciences Association
Since 1988

“I want to take a few minutes and tell you about my experience with ISSA. One word would sum up my experience and that word is “mad.” I’m mad at myself for not doing this sooner. ISSA was one of the best educational experiences that I have ever had.”

~Steve Creech, CFT, EMT-Intermediate

CERTIFICATIONS

International Sports Sciences Association
Since 1988



Educational Study Options

- ➔ **INDEPENDENT STUDY.** Independent study is available for students who wish to complete their studies at their own pace. ISSA provides all students with access to our toll-free 800 Help Line. This invaluable support and assistance is available both during the certification process, and after the course has been completed, free! In addition, students who enroll in the independent study course are invited to attend any seminar for practical application or to fulfill CEU requirements.
- ➔ **ONLINE STUDY.** ISSA offers a well-organized and skillfully written course online, which offers each student accessibility and adaptability. The greatest benefit of the ISSA online study program is convenience, as all learning takes place in front of the student's computer, at his or her own pace. This has huge implications for students who have jobs, a family to take care of, or both. Online study also offers direct access to instructors via email or message boards.
- ➔ **SEMINAR STUDY.** ISSA offers two-day certification seminars and proctored on-site examinations. All of the information students learn on their own from mandatory course materials is clarified, solidified, and brought to life by our dynamic seminar instructors. The first day of the seminar consists of lectures, question-and-answer sessions and group learning activities. The second day encompasses practical application, taking a hands-on look at all aspects of training.

CFT

CERTIFIED FITNESS TRAINER

International Sports Sciences Association
Since 1988

The ISSA has proudly offered its “flagship” certification program for health and fitness professionals since 1988. A world-renowned staff of researchers, scientists, sports medicine specialists, and world-champion athletes created ISSA's Certified Fitness Trainer curriculum. The program teaches the theoretical knowledge, as well as all of the practical day-to-day skills necessary to excel as a fitness professional. This acclaimed program features cutting-edge information on designing resistive exercise programs, nutrition, sports medicine issues, business and marketing skills, and much more.



- ➔ Anatomy
- ➔ Kinesiology
- ➔ Physiology
- ➔ Biomechanics
- ➔ Performance Nutrition and Supplementation
- ➔ Fitness Assessment and Body Composition
- ➔ Exercise Program Design and Implementation
- ➔ Instructional Techniques
- ➔ Motivational Skills
- ➔ Safety Issues
- ➔ Professional Responsibilities



- ➔ Carbohydrates
- ➔ Proteins and Amino Acids
- ➔ Lipids
- ➔ Water and Oxygen
- ➔ Vitamins
- ➔ Minerals
- ➔ Digestion and Absorption
- ➔ Body Composition and Metabolism
- ➔ Enhancing Athletic Performance
- ➔ Performance Nutrition Assessment
- ➔ Program Design



ISSA's Specialist in Performance Nutrition certification program was developed to meet the tremendous demands placed on fitness professionals in the specialized area of nutrition. The Specialist in Performance Nutrition program offers a comprehensive overview of every nutrient vital to performance. The information in this course is presented in a concise and practical manner. The Specialist in Performance Nutrition series includes information on the myriad of nutritional supplements on the market today, including bioenergetic nutrients, antioxidants, and nutrients for bone and joint support.



SPN

SPECIALIST IN PERFORMANCE NUTRITION

International Sports Sciences Association
Since 1988

SAF

SPECIALIST IN ADAPTIVE FITNESS

International Sports Sciences Association
Since 1988

The Specialist in Adaptive Fitness is perhaps the most challenging and certainly the most rewarding of our programs. The course helps fitness professionals to tailor exercise programs to meet the very specific individual needs of people with disabilities, from the most severely disabled to the wheelchair athlete. Because people with physical limitations are often unable to perform basic activities like walking, their autonomic functions, such as circulation, respiration, and digestion, are more susceptible to the ravages of inactivity. The Specialist in Adaptive Fitness addresses all the aspects necessary to reach maximum functional fitness at any age or with any chronic condition. ISSA's focus is on what the physically adapted person can do, rather than what he or she cannot do.

Program Development for:

- ➔ Cerebral Palsy
- ➔ Parkinson's Syndrome
- ➔ Muscular Dystrophy
- ➔ Multiple Sclerosis
- ➔ Amputation
- ➔ Paralysis from Injuries
- ➔ Acquired Brain Injury
- ➔ Amputations
- ➔ Arthritis
- ➔ Asthma
- ➔ Spinal Cord Injuries

Assessment and Programming:

- ➔ Muscular Strength
- ➔ Muscular Endurance
- ➔ Flexibility
- ➔ Cardiovascular Endurance
- ➔ Gait Improvement
- ➔ Perceptual Motor Skills
- ➔ Posture
- ➔ Adapted Aquatics



YET

YOUTH FITNESS TRAINER

International Sports Sciences Association
Since 1988

ISSA's Youth Fitness Trainer Program is an outstanding certification course designed to provide fitness professionals with the credentials to reduce liability issues and all the essential tools to train kids and teens. The Center for Disease Control warns that the number of overweight youth has increased substantially in past decades and continues to rise. Since schools across the nation continue to spend less money on physical education programs, ISSA feels that fitness professionals are in an ideal position to provide a solution. This comprehensive program offers the knowledge and credibility necessary to effectively instruct young people. With a certification in ISSA's Youth Fitness Trainer course, fitness professionals can become experts in the field of youth fitness, able to transform our children into a healthier, stronger generation.



- ➔ Basics of Exercise Physiology
- ➔ Growth and Development
- ➔ Temperature Regulation
- ➔ Obesity in Children
- ➔ Measuring Body Composition
- ➔ Designing Training Programs for Children
- ➔ The Psychology of the Young Athlete
- ➔ Sports Nutrition
- ➔ Children and Athletic Injuries
- ➔ Injury Prevention
- ➔ Fitness Assessment in Children



- ➔ Anatomy and Physiology
- ➔ Athlete Assessment
- ➔ Training principles
- ➔ Flexibility Training
- ➔ Plyometrics
- ➔ Periodization Concepts
- ➔ Sports Medicine
- ➔ Sport-Specific Ideologies
- ➔ Nutrition for Athletic Performance
- ➔ Sports Psychology
- ➔ Injury Prevention



Sports are big business. Professional and amateur athletes at all levels—from grade-school club teams to the National Football League—need the assistance of expert personal trainers. Until recently, most people believed that power athletes were born and not made. That's changed. Modern training techniques can make anyone faster, stronger, and more powerful. ISSA's Specialist in Sports Conditioning program has been designed to provide the knowledge, expertise, and specific training techniques necessary to enable athletes to expand the capacity of their bodies to perform the most difficult athletic feats, while remaining strong and free from injuries. Written by professor and champion athlete Thomas D. Fahey, PhD, ISSA's SSC program equips trainers to properly and effectively train athletes and open the door to an extremely profitable client base.

SSC

SPECIALIST IN SPORTS CONDITIONING

International Sports Sciences Association
Since 1988



- ➔ Age and Exercise
- ➔ Biomarkers of Aging
- ➔ Physiology of Aging
- ➔ Healthy Aging and the Positive Influence of Exercise
- ➔ Cardiovascular and Pulmonary Conditions
- ➔ Neurological and Chronic Conditions
- ➔ Sensory Disorders
- ➔ Programming for Strength
- ➔ Programming for Flexibility
- ➔ Cardiovascular Programming and Assessment
- ➔ Controversial Exercises: Do's and Don'ts
- ➔ Motivating the Older Adult
- ➔ Effective Teaching



Currently the fastest growing segment of the population in the United States is the age group including individuals 65 years of age and older. By the year 2030, the number of Americans over the age of 65 will grow to over 63 million. Unfortunately, only one out of every four older adults participates in regular physical activity. Study after study has shown that older adults are not only capable of strenuous exercise, but can vastly improve their health, strength, mobility and independence using exercise as a tool. ISSA has brought together some of the finest minds in fitness sciences to create a breakthrough fitness certification for fitness professionals who wish to work with older adults.



SFOA

SPECIALIST IN FITNESS FOR OLDER ADULTS

International Sports Sciences Association
Since 1988

FT FITNESS THERAPY

International Sports Sciences Association
Since 1988



One of the biggest gaps in the health care industry today is the one that exists between rehabilitation and fully restored fitness. The ISSA Fitness Therapy program offers health and fitness professionals an opportunity to fill this gap by providing detailed instruction on how to integrate strength training for individuals who have suffered from common conditions, injuries, and disorders. ISSA's Fitness Therapy program takes the best technologies from both the health care and fitness realms, and combines them into a potent synthesis of optimal holistic treatment. This course curriculum includes information on how to train people contending with diabetes, osteoporosis, cardiovascular ailments, hypertension, cancer, total hip replacements, ACL reconstruction, lower back pain, arthritis and many other common medical conditions.

- ➔ Basics of Fitness Therapy
- ➔ Post-Rehabilitation Orthopedic Exercise
- ➔ Metabolic Aspects of Fitness Therapy
- ➔ Specialized Applications of Fitness Therapy
- ➔ Common Drugs used in Sports Medicine
- ➔ Sports Medicine and Health Care
- ➔ Therapeutic Flexibility
- ➔ Current Issues of Medical Nutrition
- ➔ Legal Issues of Fitness Therapy
- ➔ Insurance Reimbursement Strategies



SMAC SPECIALIST IN MARTIAL ARTS CONDITIONING

International Sports Sciences Association
Since 1988



The ISSA has designed a unique solution in its certification program for martial arts instructors. While the martial arts are an area of athletic competition that requires incredible skill, teaching technique is only half of the formula for success. Like any sport, the other half of the formula is physical conditioning, which consists of developing strength, stamina, agility, quickness, and flexibility. The ISSA's Specialist in Martial Arts Conditioning is the world's first to address the specific needs of martial arts professionals.

- ➔ Injury prevention and Management
- ➔ Fat Loss and Lean Muscle Gain
- ➔ Periodization and Planning
- ➔ Improving Flexibility and Mobility
- ➔ Integrating Conditioning and Skill Training
- ➔ Performance Nutrition and Supplementation
- ➔ Mastering Principles of Sport Training
- ➔ Competition Readiness
- ➔ Martial Artist Resources
- ➔ Career Advancement in the Martial Arts

- ➔ Understanding Aerobic Fitness
- ➔ Physiology of Aerobic Exercise
- ➔ Exercise Assessment and Testing
- ➔ Aerobic Exercise and Special Population Needs
- ➔ Aerobic Dancing
- ➔ Cycling
- ➔ Jogging
- ➔ Power Walking
- ➔ In-Line Skating
- ➔ Rowing Machines
- ➔ Treadmills
- ➔ Cross Training



ISSA's Endurance Fitness Trainer certification course focuses on outdoor cardiovascular conditioning activities, such as cycling, power walking, triathlons, and cross training. This program addresses all the techniques necessary to reach maximum cardio conditioning at any age, or with any chronic condition. An aerobic program must place the appropriate demand on the cardiovascular system. It also must be designed in such a way that the client will not grow bored and stop exercising. ISSA's Endurance Fitness Trainer certification program addresses both criteria. Not only will students learn terms, phrases, principles, and concepts of aerobic training, but they will also learn how to motivate clients to stick with their programs.

- ➔ Anatomy and Physiology
- ➔ Kinesiology and Biomechanics
- ➔ Strength and Fitness Theory
- ➔ Benefits of Aqua Training
- ➔ Flexibility Development
- ➔ Aqua Training Technology
- ➔ Exercise Programming for Special Populations
- ➔ Special Topics in Aqua Fitness Training
- ➔ Sports Medicine
- ➔ Clinical and Sports Medicine Applications
- ➔ Professional Responsibilities



The ISSA Water Fitness Trainer program serves as an abundant instructional resource for classical water exercise, water rehabilitation, water aerobics, and strength training programming. The course allows instructors to expand their horizons in applying fitness principles to water training. This Water Fitness Trainer program also extends the role of the fitness professional to that of post-rehabilitation aquatic instructor and enables trainers to deal with a more diverse population that can benefit from exercise in the water environment. The course curriculum offers information on the application of water to increase strength, improve posture, and change aspects of physiology through proper training. It also provides instruction on the use of water to heal injured sites and act as a powerful active rehabilitation device.



EFT ENDURANCE FITNESS TRAINER

International Sports Sciences Association
Since 1988



WFT WATER FITNESS TRAINER

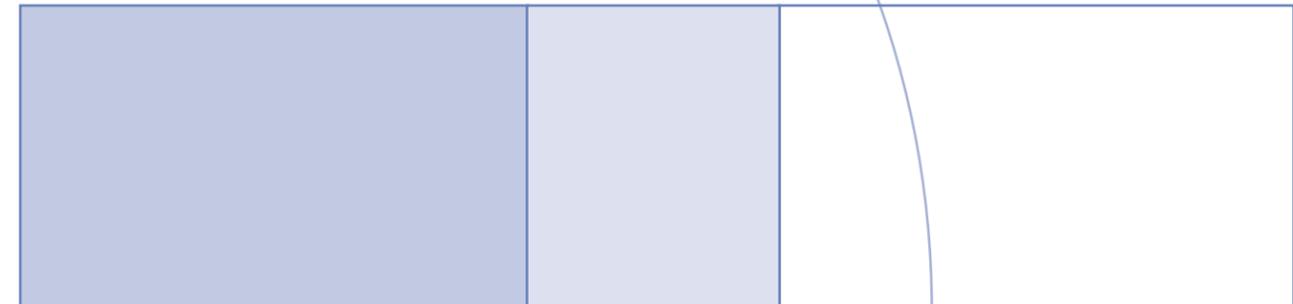
International Sports Sciences Association
Since 1988

TECHNOLOGY

Students retain 10% of what they read, 20% of what they hear and 70% of what they say.* ISSA's interactive question board fosters peer-directed learning, allowing fellow trainers and students to respond to posted questions along side ISSA's knowledgeable technical support staff. *source: D.G Treichler Research

International Sports Sciences Association
Since 1988

Study
Ask
Research
Test
Online



Author Subject: Gaining new clients

James O'Neill

Posted: 01 December 2003

I've seen a few posts that recommend writing a 2-minute testimonial. It sounds like a really good idea but my question is, is this something you memorize and relay to people when the opportunity arises, or do you have copies on paper to hand out to your contacts? If you recommend the latter, what is a good way to present the information without seeming to sales-like?

Author Response

Patrick Gamboa

Posted: 02 December 2003

James, we recommend that you take the time to write the testimonial because it helps to bring your thoughts together and solidify your thought process. Once you have a good 2-minute testimonial, take the time to memorize it and, if you have access to a video camera, videotape yourself giving the testimonial. You can assess your body language, facial mannerisms and make sure that your speech does not look contrived. This will really help when you have the opportunity (and everywhere you go can be an opportunity) to gain new clients.

The International Sports Sciences Association was the first certification to offer Internet-based fitness education programs. ISSA is committed to providing high-quality educational tools through the Internet. Members can read the text online, study using our interactive tutorials, and take practice exams. Our state-of-the-art website is updated on a daily basis, offering information vital to anyone with an interest in health and fitness.

- ➔ **ONLINE TECHNICAL SUPPORT.** On ISSA's Question Board, members can post questions about curriculum, training, and other fitness-related issues. Along with ISSA's technical support team, fellow trainers and students can also respond to questions.
- ➔ **INTERACTIVE MUSCLE TUTORIALS.** Within the ISSA Members section, students increase their comprehension and retention of the biomechanics, anatomy, and physiology of human muscles.
- ➔ **ONLINE PRACTICE EXAMS.** Online exams prepare students for the independent study, online study and seminar study examinations.
- ➔ **AUDIO GLOSSARIES.** Audio pronunciation helps students pronounce and familiarize themselves with key terms, phrases and definitions pertinent to fitness and health professionals.
- ➔ **VIDEO EXERCISES.** Powerful video clips assist students with safety, spotting, and proper formation of various exercises.
- ➔ **EXERCISE OF THE DAY.** A new exercise is posted daily to help students retain knowledge on proper form of exercises.
- ➔ **ARTICLE OF THE DAY.** A daily article keeps students informed of the most current issues in the fitness and health industry.
- ➔ **ISSA TRAINER LOCATOR.** ISSA trainers can be listed on our trainer locator, which assists clients in finding ISSA trainers in their area.
- ➔ **DOWNLOADABLE FORMS.** ISSA members are presented with a myriad of free downloadable forms, including client release forms, health history assessment questionnaires, exercise history questionnaires, dietary worksheets, ISSA logos, examinations, and brochures.