



The Fitness Guy

Myths/Facts and Exercise Prescription

Author: Mark Croy ATC, CSCS

Myth: When beginning a weight training program you should start on weight machines

Fact:

The movement in your daily lives requires balance, stability and coordination. Using a weight training machine eliminates all of these healthy and important factors.

Free weight training increase the bodies ability to protect itself during dynamic movement because it cases the individual to use the core muscles, thus reducing the chances of injury.

Exercise Prescription:

Performing a proper sit-up (crunch).

I always get asked, "how do I train my lower abs" Well first of all you do not have a set of lower abdominals, it is all on muscle. What people are asking is how they can affect the lower part of the abdominal wall. The trick to accomplishing this is form and technique.

When performing a crunch there are some fundamental things you need to remember.

1. pull your toes back forcefully towards your shins. Do not point

them like a ballerina..

2. Keep your elbows pulled back and your arms flat at all times. Do not let your elbows get close together.
3. Hold your stomach tight and push it towards the ground on the way up and



most importantly on the way down.

4. Perform your repetitions slow, do not speed through them.
5. Perform a variety of crunches.
6. Shoot for 100 repetitions per work out

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Exercise Points of Interest:

- ⊙ Make sure when you perform your cardio workout that you change your mode (treadmill, bike, elliptical trainer) and intensity frequently to avoid boredom.
- ⊙ Eat a simple carbohydrate 1/2 hour before workout to maintain a high energy level during training.
- ⊙ Make sure to eat a full meal within 2 hours after your workout for quick recovery and manage weight.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new prod-

uct.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So,



Caption describing picture or graphic.

when you're finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or

an editorial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message



Caption describing picture or graphic.

you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are

also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

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Kirkwood Community College Wellness News

1920 Rock Island Dr
Ely, Iowa. 52227

Phone: 319-329-3466
Fax: 319-848-9021
Email: mcsportfit@southslope.net

Fitness First



This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

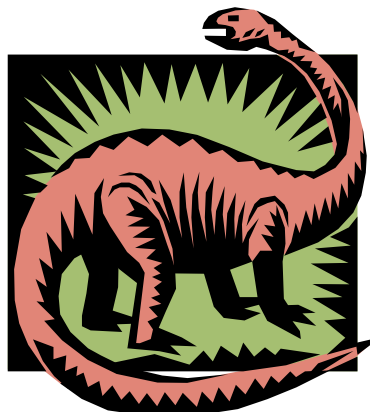
A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all

employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a bi-annual charity auction.



Caption describing picture or graphic.

If space is available, this is a good place to insert a clip art image or some other graphic.