



NEWS FOR FITNESS PROFESSIONALS

WINTER 2006



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CORNER

by Carol Scott

PRESIDENT ECA WORLD FITNESS
CAROL'S CORNER

I wake up each day counting my blessings, recognizing that whatever travails come my way will pale in comparison to the struggles endured by so many. As recent world events demonstrate, today's world is fraught with so much despair we can easily succumb to the sheer weight of it all.

That is why ECA has chosen to bring attention to how we can affect change for the better, both for the world at large and we as individuals. This year, we have invited one of the most talented and truly enlightened spirits, Seane Corn to be one of our featured Yoga Instructors for the ECA/NYC 2007 Fitness Convention and Trade Show. Her dedication to spreading the messages of love and understanding, optimism and light is truly inspirational. And although ECA does not feature a key note, we are offering a special Friday night workshop with Seane to provide a vehicle for such a spiritual journey. In addition, we are dedicating some of the proceeds to the N.R.D.C. (Natural Resource Defense Council) to help contribute to the preservation of our planet.

This year's NYC event is dedicated to the ways in which we can change our behaviors to create sustainable solutions for the survival and perpetuation of our planet and it's people.

As I stated, I am at heart an optimist and also an activist. I believe professionals in the fitness industry are uniquely positioned to spread love and compassion, hope and community to so many, and as ECA, we hope to provide these same opportunities and journeys for you as individuals.

ECA will continue to offer this type of understanding and call to action at our conventions and now we are offering newly expanded services and products along with a re-designed web site in an effort to deliver information and optimism in new and useful ways.

Our events are meant to be a means to enhance community and growth. In addition to our dedication to intellectual and creative stimulation, we hope to provide a forum for spirituality, camaraderie, and celebration. The more joy we can experience, the more joy we can impart.

"What the world needs now is Love, sweet Love" may never have been more true. In this issue, you will see the common thread of change. Change in the way we think, in the way we act, change in ECA's offerings, and change as a method toward growth.

I am a "glass is half full girl" and change to me is positive. I believe all of you are powerful advocates of such positive change. It is thrilling when we come together at one of our events and actually see the energy come alive.

I hope to see and hear from all of you about our upcoming changes and initiatives. I hope you view the changes as positive and worthwhile.

In general, I hope.....

CAROL SCOTT, PRESIDENT ECA WORLD FITNESS



Seane Corn Interview

By Susan Kasper

ECA World Fitness has the opportunity to bring into focus new trends, presenters and ideas each year to their conventions. This year, ECA brings Seane Corn, celebrated yoga teacher, new to many within the fitness field, but with a message that is old and steeped in its traditions and background.

Seane offers an insight into her teachings that reminds us that each part of ourselves, our mind, body and spirit should operate as one. And to take it a step further, we are all part of that network as ONE in mind, body and spirit.

I was asked by Carol Scott to interview Seane because, in her words, "I want people to see how brilliant she is." Seane is on our NYC 07 cover and she is going to be one of our presenters in New York City in March 2007. She's presenting a workshop on Friday evening called: Beyond Vinyasa: Personal Evolution Through Movement, Breath and Self Investigation.

This program is important because whatever our personal circumstances, age, or where we are in our lives, we are all experiencing a shift. We are consistently moving and changing. And Seane's teachings bring us back to what she maintains is the truth.

ECA: How did you begin your journey with yoga?

SC: At the age of 19, I was working as a waitress in New York City at the Life Café with fellow waitress, Sharon Gannon. David Life owned the café and with Sharon, opened the Jivamukti Yoga Centers. I was introduced to the practice at 19, but it wasn't until I was 24 that I understood the spiritual level of yoga, its philosophies, and how it applies to various aspects of my life.

ECA: Who influenced you and still does today? And why?

SC: The first is Maty Ezraty. She developed and started a yoga school in California that I became involved with when I moved out west. When she started Yoga Works in Southern California, there was nothing like it's kind anywhere. Maty is responsible for the training of instructors like myself and Shiva Rea, and she also brought in many top teachers from around the country. Maty also has a brilliant business mind. Chuck Miller is another person who influenced me. He assisted Maty in opening Yoga Works and in making it a premier yoga establishment.

When it comes to modern spirituality, I am influenced by Caroline Myss, Marianne Williamson and Anodea Judith. And Sri Aurobindo and his teachings are a strong influence on me spiritually.

ECA: What is the connection you attempt to make when you teach?

SC: I come into class without expectations. Each week, I go to a different area of yoga, and see people have different experiences. It's important to create a space where people feel empowered, and not feel limited or that they have failed. I am there to show them the balance yoga has to offer, how to become more self aware of their body and spirit and help them make the necessary adjustments and show modifications.

ECA: What adjustments do you make when teaching in a video venue?

SC: In a video, I describe exactly what is happening, and show every modification there is. It's important for people to learn, memorize and be able to follow along with the breath and develop their own home practice.

ECA: How has the media influenced yoga?

SC: The media has hyped up yoga and made it more mainstream. The stigma is now off practicing yoga, and it is easier for people to adapt it into their lives and not feel self-conscious. Hopefully people learn that yoga is a wonderful practice that they incorporate it into their lives.

ECA: How has yoga influenced the fitness media?

SC: For many years, people who use impact training have created an imbalance within themselves. Yoga strengthens then tones, it is its own workout. It uses the stability within the body to achieve balance.

ECA: What are some of the lessons you learned that you would like to share with us.

SC: I feel that teaching is a service. I feel committed to inspire the students and help them learn how to live a healthy fulfilling life. I take my role as a teacher humbly. There is a projection in the class, and try to have them not buy into the hype. The best lesson is to serve and support and to keep it simple.

Recommended reading:

- > "Light on Yoga" by BKS Iyengar
- > "The Heart of Yoga" by TKV Desikachar
- > "A Return to Love" by Marianne Williamson
- > "Eastern Body, Western Mind" by A. Judith
- > "Anatomy of the Spirit" by Carolyn Myss

ECA: What is your recommended thought?

SC: The practice of yoga is to unite and recognize that there is no separation between body, mind and spirit. We are all one. My job is not to teach but to have this shared experience and to remind people of what they already know and that the true teacher lies within.



The Only Thing Constant is Change

by Carol Scott

“Who Moved My Cheese?” is a best seller all about our willingness or lack of it to deal with change. Therefore, I must assume that most people are somewhat reticent about change. However unpleasant or pleasant change is to you, change is inevitable and constant. Nothing ever stays the same.

I like change, I thrive on it, and I find it exciting! It allows for the opportunity to grow and expand, and to try new things. Sometimes the changes we make don't work, most of the time they do. The great thing about change is just that, if something doesn't work, we can change it again!

SO WITH THIS IN MIND, ECA IS MAKING SOME CHANGES! WE ARE GOING TO EXPAND OUR OFFERINGS.

We decided to incorporate regional education into our program. We will be launching a six to eight city tour featuring expanded educational workshops covering the art and skill of teaching. The tour will also feature some of our headliner presenters and most popular sessions along with our Children's Specialty Certification. Some of the cities planned are Boston, Philadelphia, Washington D.C., Dallas, Chicago, Minneapolis, and San Francisco. Our San Francisco program will debut on January 18th and 19th, 2007 in conjunction with Yoga Journal's conference at the Hyatt Regency on Embarcadero. The full program is available on our web site right now at www.ecaworldfitness.com.

Speaking of our web site, we have also changed our web site. If you haven't seen us lately, take a look. We hope to have streamlined the browsing process and made it easier to locate what you are searching for. We have added more content and more is on the way.

ECA will also be adding more products. We will be carrying some of our most popular presenter's DVD's and products along with our own, including the debut of our commemorative DVD featuring live choreography notes from five of our presenters from the Miami 06 event. Look for additional information on this on the web site under products and services and in a separate e-mail blast. (If we don't have your current e-mail address, now would be a good time to contact us and let us know what it is).

ECA also has new ECA apparel and our own branded Yoga Mat! The mats are in the traditional red eca color with a white ECA logo. The apparel features new tanks, T's and thermals with your choice of either the eca logo or the OBOW logo along with our belief messages; “fitness with a conscience” and “Community - Creativity -Education - Innovation - Transformation”. The clothing and the yoga mats are available on our web site under products and services. As always a portion of the proceeds is donated.

ECA's membership benefits have increased as well. If you go to our web site, click on “community” for an update of what ECA now offers you as a member.

ECA's beloved red circle has changed! Our ECA/NYC 2007 convention and trade show will feature a GREEN logo. This is to bring attention to global warming and the idea of sustainability and environmentalism. The way we think, act, and live will now need to change if we intend to keep this planet healthy for future generations, so we are doing our part to encourage change in a green direction.

At ECA, we embrace change; we like to think of ourselves as open minded and willing. So if there is something not offered, drop us a line, we are sure to consider it.

RECOVERY

by Scott Josephson

Can you relate to this?

You are finishing a really hard workout and the primary thought in your mind as the workout winds down is “now I’m going to relax”. So once the workout is completed, that’s exactly what you do. Once you’ve finished training, you’re still not finished with training! How well you recover today will be a huge factor in how well you perform tomorrow. You must consider the recovery process as part of the training process. If you give equal emphasis to the recovery part of your training as you do the actual training, you will enhance your performance tremendously and keep yourself as healthy as possible. We’ve all heard about the “window of opportunity” that’s present immediately after a workout. Optimally, an athlete needs to take advantage of helping the body “refill the tank.” Your body will adapt to the training you’re putting it through by storing more glycogen, its primary fuel source. This adaptation process, is allowing you to put your system through another strenuous training session and be more prepared by having a reservoir of available fuel. It makes perfect sense to replenish essential nutrients shortly after a workout when the body’s supplies have been depleted. This information can create some recovery guidelines of what to use, when to use it and how much to use. Intense exercise can make you feel totally exhausted. If you don’t recover properly, you will not be ready to perform well during the next training period or competition. A failure to recover adequately can eventually lead to overtraining.

Optimally, you want to rid your muscles of lactic acid and other waste products. Recovery is the process of returning to a state of performance



readiness, restoring nutrients, getting rid of lactic acid and refueling energy storage. Intense physical activity is likely to lead to a severe depletion of carbohydrate stores (glycogen) and to dehydration. It’s important to start replenishing carbohydrates very soon after exercise. Glycogen synthase, the enzyme that controls glycogen storage, is highly active immediately after exercise when muscle glycogen stores are low. A high-glycemic blend of maltodextrins, dextrose and sucrose will speed recovery. Carbohydrates are an absolute must. The amount and type of carbohydrate will depend on various circumstances, but there are advantages to liquid forms. Carbohydrates, vitamins and minerals all play important roles in recovery. Many foods that contain carbohydrates, protein and a small amount of fat, are excellent for helping to recover. By taking in ample amounts of carbohydrates immediately after training and again within the next three hours, an athlete gets a head start on re-fueling their muscles after workouts. Carbohydrates are essential in rebuilding muscle cells and boosting the production and release of insulin from the pancreas. Insulin is an anabolic hormone that has a positive impact on protein synthesis in muscles, and tends to suppress protein breakdown. The value of the combination of protein and carbohydrate to amplify the recovery process is that the increased insulin secretion with carbohydrate and protein may result in a greater stimulus for muscle glycogen storage. Optimizing the muscle glycogen storage has important implications for athletes that are exercising

NUTRITION

intensely. Since the purpose of post-exercise feeding is to replace the muscle glycogen and protect lean body mass, athletes must replace adequate calories that were lost. The amount needed depends on the size of the athlete, the degree of carbohydrate depletion, and the severity of fluid loss. Overall, carbohydrates eaten immediately post-exercise are rapidly stored in the muscles as glycogen. These carbohydrates give stressed muscles the fuel needed to speed up the recovery process. Electrolyte replacement is also crucial. Athletes can replace these electrolytes by consuming sport drinks, fruits, vegetables and other foods and beverages. Electrolytes help control the energy used for normal bodily function including muscle contractions. Replacing electrolytes is an extremely important part of nutrition recovery, as performance can be severely altered if adequate levels of electrolytes are not present. The solution for proper electrolyte replenishment during intense exercise is to do it gradually so it does not override normal body mechanics. Don't try to replace all the fluids at one time. This can lead to hyponatremia (over diluted blood sodium levels) or too little salt. Electrolytes are beneficial by maintaining a proper balance of sodium, potassium and magnesium that help prevent muscle cramps during and after exercise.

PROTEIN CAN BE BENEFICIAL FOR RECOVERY.

When protein is considered a premium protein, and can be used after intense workouts to enhance the recovery process. Whey also has the highest percentage of essential amino acids. Your body does not produce these protein building blocks, so they

need to be obtained through food. Leucine, isoleucine and valine are essential amino acids that play an important role in muscle tissue repair. Evidence suggests that there may be benefits from taking protein immediately after exercise to help the process of building and repairing muscles. Research indicates that very small amounts of protein may be effective. For example, six grams of protein are just as effective as larger amounts at stimulating protein synthesis after exercise. You can obtain all of the essential amino acids and proteins by consuming a variety of foods. Proteins containing all the essential amino acids are complete (high quality) proteins. These can easily be obtained in eggs, milk, meat, fish, cheese and poultry. Many athletes consume excess quantities of proteins or amino acids. It is likely that most, if not all, of any benefits derived from consuming large amounts of protein (more than 1.5 grams of protein per kilogram of body weight) and/or amino acids, can be attributed to the role these supplements play in helping athletes meet their caloric needs rather than their protein needs. If athletes consume sufficient calories in their diets, they are most likely getting more than enough protein and amino acids.



SCOTT JOSEPHSON, M.S.,

Is the Director of Fitness and Dietician at Hunters Run in Florida. Scott is an Exercise Physiologist and practicing dietician and specializes in healthy weight achievement and overall wellness. He is a contributing writer for "Fitness Management" Magazine and "The ECA News".

GRAPEVINE

ECA World Fitness will join Yoga Journal and be part of their conference on January 18th and 19th 2007 in San Francisco. ECA will sponsor twelve programs over the weekend, including a two-day Children's Specialty Certification that will concentrate on exercise guidelines, nutrition, the Sports Education model and child psychology. You can register for this event online at www.eca-worldfitness.com or call 516-432-6877 for a brochure or more information.



BODY BAR SYSTEMS.
INNOVATIVE FITNESS PRODUCTS AND EDUCATION

Body Bar has created a Body Bar Exchange program

where they will send you new Body Bars at a discounted rate if you return your used Body Bars. While Body Bars are designed to last forever, certain components will naturally wear out, including the rubber sleeves, end caps and labels. Call Body Bar Systems at 1-800-500-2030 for more information on this new exchange program.

Congratulations to Off the Curb, and creator Jackie Henderson! Off the Curb is now officially its own non profit organization. Started 14 years ago, Off the Curb is dedicated to building confidence and esteem in youth through the power of dance, and use dance as an alternative to drugs and violence. This newly created non-profit organization is in Newport, RI. For more information, see www.offthecurb.com.

Power Systems, a nationwide supplier of specialty fitness and sports performance training equipment has named Monty Kilburn as Vice President of Marketing and Robert Lindsey as Director of Education. Kilburn will oversee all marketing initiatives, including advertising, catalog and Web promotion and Lindsey will direct Power Systems' newly formed education department that will promote product knowledge and fitness/sports performance programming through industry conferences and seminars.

ECA has hired Danielle Marciano to research and write grants for children's physical education programs that ECITS will be involved with. She is also an educator within the New York City public school system.

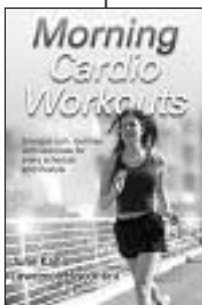
BOOKS/VIDEO/PRODUCT REVIEW

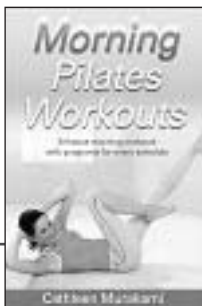
This year Power Systems introduces three new catalogs in addition to its Fitness Professionals and Sports Performance catalogs. The new 104-page comprehensive catalog combines the Fitness and Sports catalogs into one convenient resource book. Also available is the new Strength Supplement, which contains select machines, weight racks and other heavy weightlifting equipment not featured in the main product catalog. To request a catalog, place an order, or request more information about Power Systems products and programs, visit www.power-systems.com or call 800-321-6975



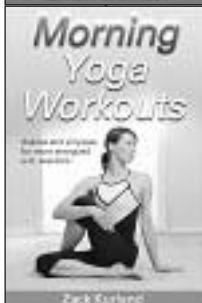
Carpe diem, or "seize the day," is the motto of Human Kinetics in this issue with these four new publications:

Morning Cardio Workouts by June Kahn and Lawrence Biscontini. Morning Cardio Workouts allow you to customize a program that fits your needs and your schedule. The activities include outdoor walking and running and indoor activities such as stair stepping, elliptical training, and swimming. You'll learn how to combine activities for recovery, injury prevention, and cross-training. Nutrition information offers advice on how to optimize morning eating and hydration to maximize energy upon waking. Tips to improve your fitness environment are also included to make workouts even more effective and enjoyable. Contact either www.findlawrence.com or www.humankinetics.com.

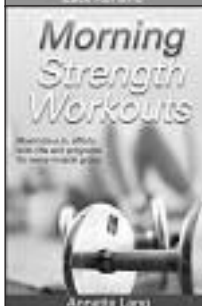




Morning Pilates Workouts by Cathleen Murakami. Morning Pilates Workouts is ideal if you are searching for a variety of postures and routines to bolster or reinvigorate your workouts. Offering variations on classic Pilates moves, the workouts transition from one pose to the next with ease. Basic anatomy and physiology are explored for a functional understanding of Pilates. Nine routines incorporate proper breathing technique and body alignment, allowing you to make the most of your morning workouts. Contact www.humankinetics.com.



Morning Yoga Workouts by Zack Kurland. Morning Yoga Workouts embodies the thinking of the ancient yogis, who believe that people are more open to receiving the full benefits of yoga during the morning hours. This book covers a full range of traditional yoga postures (asanas), yoga sequences (vinyasas), and breathing techniques for building strength and flexibility, improving postural alignment, and stabilizing the inner core. Visualization and meditation mantras are also provided to reinforce the mind-body connection. Contact www.humankinetics.com.



Morning Strength Workouts by Annette Lang. Morning Strength Workouts provides the guidance you need in order to increase body strength and add variety to your workouts. It provides 20-, 30-, 45-, and 60-minute workouts designed for endurance, size, strength, and power so that you can choose the right workout based on your fitness goals and available time. Free weights, machines, tubing, and body-weight exercises are all covered in depth for both gym and home use, giving you the ability to change workouts as often as you desire. Contact www.humankinetics.com.

Dance Yourself Thin by Prevention Fitness Systems

This video was described by the person who reviewed it as fun, lively and upbeat. The workout was neither basic nor the moves advanced. The instructor introduced new moves a bit quickly, then built onto the choreography without fully explaining some of the exercises prior to performing them. This video is distributed by Rodale Press.

Super Body Boot Camp with Tracey Mallett

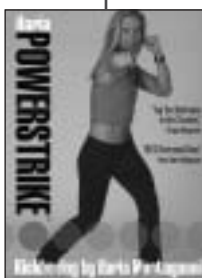
This video was engaging and motivating according to the person who reviewed this video. She felt that anyone could gear it toward his or her fitness level and liked the points given to tone down the workout. To order, visit www.razorfitness.com.

Ripped to the Core with Jari Love

The person who reviewed the video learned one or two new exercises in this video. She liked the combinations that featured hitting two body parts with one move, and noticed that the core was engaged during most of the video. To order, visit www.razorfitness.com

Powerstrike by Ilaria Montagnani

Our reviewer loved this dvd! She felt it was informative, challenging and a great teaching tool. Ilaria teaches the correct and effective way to perform jabs, crosses, hooks, uppercuts, karate punches, and blocks as well as front push, roundhouse and crescent kicks. The DVD gives great progressions and technique and doesn't sacrifice the workout. Ilaria shows the progressions and teaches you how to teach the combinations from the ground up, building the complexity. The combinations are interesting and fun to perform and her teaching style is effortless. The DVD is one hour in length and every bit a nonstop workout. Go to either www.ecaworldfitness.com to the products page, or directly to www.powerstrike.com for purchase.



Dance Off The Inches Fat Burning Jam with Michelle Dozois

This DVD is designed for the consumer and may be a bit too basic for a fitness professional. That being said, our reviewer thoroughly enjoyed the workout. Michelle is engaging and fun and is a fantastic mover. What a fitness professional can learn from this DVD is how to teach, how to motivate and make a workout fun. The choreography is easy to follow, the progressions flawless and Michelle moves you from basic to more complex choreography effortlessly. The DVD is well produced and very professional. Michelle is a fabulous instructor and her back up team is perky and fun. For more information or to order www.anchorbayentertainment.com/fitness.

