

S. T. E. P. S.
Inc.
Personal Fitness Training

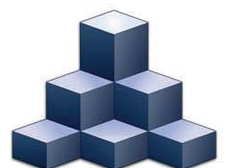
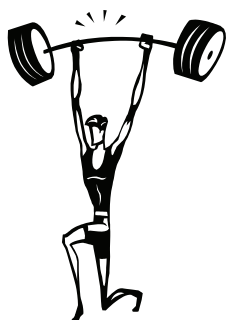
Fit Happens

Purpose-Driven Exercise



Inside this Issue:

- Sweat or starve?
- Corporate punishment
- The Whole-istic approach
- Manageable turkeys



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This is the 20th Anniversary issue of S.T.E.P.S., Inc.'s FitHappens. It could easily be used to talk about how wonderful an experience it's been to have been able to help and, better still, to learn from such great and wise clients as I and any trainer have over the years of working in this profession; how exciting and humbling to work with such amazingly creative, intelligent, personable professional trainers; and how honored I am to have been able to share in the growth of this profession and to have learned so much about business, management, and even life during these past years...but I'd be just saying what you would expect to hear upon such a momentous occasion. Rather, in typical Irv style, I'm going to go nerdy on you and use this front page to discuss what's on everyone's mind at this time of year: weight management. Not our weight management plan, and not even holiday weight management ideas. Rather, on a controversy that will, surprisingly, alter your perception of how weight management is bandied about in the fitness world.

A couple of months ago, TIME magazine had a large article on the perils of exercise for those trying to lose weight. The writer actually contended, with the support of exercise physiologists and some journal articles, that exercise may actually lead to excess caloric intake and may merely support weight maintenance if not weight gain. Needless to say, the fitness industry, including some of the leading organizations – the American College of Sports Medicine (ACSM) and the American Council on Exer-

cise (ACE), went bananas (high glycemic index, moderate glyce-mic load). The ACSM sent out an e-blast suggesting members contact all kinds of leaders and media people to dispel the falsehoods of the article. Mind you, the article simply pointed out that exercise is absolutely good for you in all respects, even for weight management after weight loss. But it posited the anathematic idea that you can't lose weight on exercise without decreasing caloric intake. In fact, the ACSM's talking points did not even argue that you could lose weight with exercise; it merely highlighted its value in controlling weight and boosting overall health.

There is good research that supports the exercise-can't-help-you-lose-weight without dietary restraint. Even elite cardio athletes, who are very thin and whose thinness is attributed to exercise, don't eat enough calories to support all their physiological needs. It is a full time ordeal to try to get in so many calories – it was reputed that Olympic swimmer, Michael Phelps, consumed 12,000 calories per DAY (and that alone would be a full time job). Besides, how many who need to lose will be willing to engage in hours of intense cardio exercise to see similar results??? Also, many studies have compared weight loss from exercise, from diet, and from diet and exercise combined, only to find that diet or diet plus exercise offers the best results. Furthermore, in large population-based studies

comparing the effects of a variety of diets, where Weight Watchers wins over the long haul – two years, the average weight lost was a measly 5-7 pounds. Two years, and after the large initial losses those first several months, that's all they lost; no wonder people give up so easily.

So, what's the bottom line on diet and exercise for weight loss? I know you're all waiting to hear my opinion (based on years of study), so here it is: exercise for health; eat to support activity, health, and enjoyment; and pick the right parents. The message after 20 years is pretty much the same, so here's to a happy, healthy holiday season.



Analyze This

This semester, two classes of Vandy undergrads took on a competitive assignment from their professor, Cherrie Clark (Vandy BA, Dartmouth MBA) to design a corporate wellness program that STEPS could offer to small businesses. Their assignment included a thorough market analysis and "best demonstrated practices" phase and a final presentation with a specific marketing strategy and program options. Their efforts have entailed many one-on-one and team meetings that has demonstrated to me exactly how smart these kids are and how much creative energy they have. They have also demonstrated to me how much work needs to be done by me and my team in order to implement whatever elements of the final programs I choose to incorporate into STEPS' small business corporate wellness programs. While I am excited to be able to introduce said programs to local organizations, I am doing so fully aware that the amount of effort to get me this plan was enormous and hard fought. For all their hard work, I am grateful. And for all their professional interest and output, I am obliged to see this through. So, as the new calendar turns a page, all I can think about is, whew, I sure am glad to be out of school.

Did You Know?

Every human being spent about half an hour as a single cell.

Turkey Tenderloins with Apple and Dried Cranberry Stuffing

Stuffing: 1 tsp canola oil, 1/2 cup chopped peeled apple, 1/4 cup finely chopped shallot, 1/4 cup dried sweetened cranberries, 1/4 cup apple cider, 1 tsp dried thyme leaves, 1/4 tsp salt, 1/8 tsp pepper

Turkey and sauce: 1 lb turkey tenderloins, 1 tsp dried thyme leaves, 1/4 tsp salt, 1/8 tsp pepper, 2 tsp canola oil, 1 1/4 cup apple cider, 2 Tbsp cider vinegar, 2 tsp cornstarch mixed with 1 Tbsp water, 1 1/2 tsp Dijon mustard

To make stuffing: Heat oil in medium nonstick skillet over medium heat. Add apple and shallot; cook, stirring, until softened, 1.5-2 min. Add dried cranberries, cider, thyme, salt and pepper; cook until most of the liquid has been absorbed, 2-3 min. Transfer to plate and let cool.

To prepare turkey and sauce: Using a small, sharp knife, create a small pocket in each tenderloin by making a horizontal slit along one side. Divide stuffing among tenderloin pockets. Press tenderloins closed and secure by tying with butcher's twine at 1 inch intervals. Mix thyme, salt and pepper and sprinkle over tenderloins.

Heat oil in large nonstick skillet over medium-high heat. Add tenderloins and cook, turning from time to time until browned all over, 3-5 min. Add cider and vinegar to pan; bring to a simmer. Cover and reduce heat to low. Simmer until an instant-read thermometer inserted in turkey registers 170 deg F, 20-25 min. Transfer tenderloins to a clean cutting board; tent with foil and keep warm. Continued below...

Increase heat under skillet to medium-high. Boil cooking liquid for 5 min. to intensify flavor. Add cornstarch mixture and cook, stirring, until slightly thickened. Stir in mustard. Remove string from tenderloins. Carve tenderloins into 1/2 inch-thick slices and serve with cider gravy. Serves 4.

Per serving: Cal: 251; Tot fat: 6g; Sat fat: 1g; Chol: 57mg; Sodium: 383mg; Carb: 23 g; Prot:25 g



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Healthy Shakes at STEPS

STEPS was the first training facility, other than the Titans', to offer whole body vibration (WBV) back in 2005. When we were approached with the idea of teaming up with a start up company that wanted to focus on WBV, I was concerned that the science behind it - after all, scientific training is part of the name of our business - was sketchy and scarce and that would mitigate against my enthusiasm for it. However, there was convincing evidence that it had merit in stimulating bone density in osteopenic/osteoporotic women. Despite the fact that no precise prescription - another word in our business's name - was determined as of yet to get optimal results, enough information was available to allow me confidence that reasonable and rational use of that technology was worth investing in. And so, we began offering WBV. Lately, of the few clients who use WBV to increase bone mass density, most have seen negligible results, but for reasons not derogatory of WBV; most studies suggest at least thrice weekly sessions for at least 10 minutes of weight bearing exercises or positions, and few have taken such advantage of it here. While many do use it twice a week, the only client we know of who did use it three times a week did get surprisingly remarkable bone density gains, moving her from the osteoporotic back to the osteopenic category.

Nonetheless, more and more studies are being published in peer reviewed journals that clearly support WBV for more than just bone density. Four recent ones in the strength and conditioning literature have narrowed the prescriptive qualities for gaining strength or power using WBV. Study design matters, so two of these produced contradictory results. One suggested you need to use 30 Hz (frequency of vibration) while the other suggested, for power production, 50 Hz is better. Of course, not many of our clients are using it for strength or power per se, but the results do cross over for those using it for bone density. In other words, you can get stronger and more powerful without doing heavy loads by training on a WBV machine. Furthermore, one study showed that 1-2 minutes rest between exercises - remember, studies have tighter controls than do training sessions - yield optimal benefits for power production. To test this conclusion, I actually had the opportunity to do a one-person test on an elite Vandy basketball guard. He did a dynamic warm up followed by a few maximal vertical leaps. Then he did a 1-minute static squat on the WBV, rested a minute, and repeated the jump. With two eyewitnesses, myself and a client, he clearly got an extra 2 inches in height; a minute later, he added another inch plus to his original jump. The fourth study looked at using WBV to alleviate post-exercise delayed onset muscle soreness (DOMS), the kind that occurs the next day. It found that stretching on a WBV machine after a workout that would otherwise produce DOMS can minimize it by 22-61%. That's good news for the hard-working trainee.

A Serious Thanks Giving

At this time of year, 20 years ago, I and my colleague in pretentiousness, Kathy Alexander, undertook what was then our "field of dreams": to build a personal fitness training studio in the heart of the South, when what few existed were in NYC or LA, or maybe Chicago, in hopes that they - the clients - will come. And so, STEPS the idea, was built - with blood, sweat, and tears - into brick and mortar.

My knee doc and friend, John Bruno, referred a few clients to me early on (1986), thinking I was smarter than I was/am. From then on, it's been a fun ride. We opened up in 1989 and had to recruit several trainers hoping there would be clients for them. Today, many are still training, if not at STEPS, elsewhere. Whereas Kathy and one of the only other trainers in town, Bill Nagel, had been doing this kind of work prior to STEPS, today there are hundreds of trainers in town, and thousands of people who've hired trainers both here and elsewhere. This testifies to the truth of the vision that we believed in then, and our trainers today still believe: that exercise is good, if not the best, medicine for the body and mind. And that well-trained, educated, and motivated personal fitness trainers are instrumental to the health and wellbeing of Nashville's finest friends. It is to those friends that I offer my heartiest Thanks...for your support and your encouragement all these years.

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www.stepsfitness.com

STEPS FITNESS MENU

Solo Training: Traditional one-hour sessions of cardio, strength, stability, and flexibility: **12 Sessions.....\$730**

Solo + Power Plate Training:
a one hour session that incorporates Whole body Vibration and other technologies to enhance bone density, muscle strength, power, Agility and balance. **12 Sessions.....\$790**

Half Time: You do cardio for 30-45 minutes, then work with a trainer for the strength, stability, and flexibility portions of your workout: **15 Sessions.....\$670**

Duet: You and a friend for one hour with your trainer: **12 Sessions.....\$890**

Biometrics: A successful approach to long-term weight management, balancing healthy eating with strength training. This 6-week program includes **19 sessions, menu plan, 2-month cardio membership and initial assessment...\$1250**



**Initial consultation required for all new clients.*