

THE TRAINING

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EDGE

WINTER 2014

New Year New Goals

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YOUR CLIENTS**

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**DON'T
MISS
THE
NEW
RUNNING
BOOM**
**PLUS: THE TOP
WORKOUT
FOR RUNNERS**

**WORKING
WITH THE
OBESE**

THE (SURPRISE) RISE OF

RUNNING

You might be overlooking one of the largest fitness markets in the United States. Here's what runners need from you.

BY BRIAN FISKE

A LOOK AT THE NUMBERS SHOWS WE'RE IN THE MIDST OF A NEW RUNNING BOOM.

According to Running USA (runningusa.org), a nonprofit group for the running industry, participation in running has increased each year for the last five years and is now at an all-time high, with more than 50 million people lacing up their running shoes last year alone. There are more runners than there are cyclists, golfers, swimmers, or hikers. Even more impressive: There are signs that the number of serious runners is increasing as well. Half-marathon participation, for example, has grown 10% or more a year since 2006; it's now the most popular race distance.

And we're raising a new generation of runners: According to the National Federation of State High School Associations, running is the No. 1 high school participatory sport for boys and girls.

What does all this mean for you? Opportunity—and lots of it.

WHERE YOUR TRAINING FITS

Ron Arroyo, NASM-CPT, USA Triathlon Level I Coach, coach with the Arizona State University Triathlon Club, and owner of Arroyo Racing (arroyoracing.com) in Scottsdale, Ariz., says that running clients usually come to him for one of three reasons. They either want to get faster; they want to go longer (and maybe train for a marathon); or they want to start running and just can't seem to get going. But no matter the reason, Arroyo thinks that the best place to start is with an assessment to determine structural issues or imbalances—and that's where NASM's Optimum Performance Training™ (OPT™) model gives you a true advantage.

“Especially when they're starting out, I'll say, ‘We're not going to run right now, we're going to look at you structurally,’” Arroyo explains. “People have all kinds of

disconnect issues in their body—leg-length discrepancies related to muscle problems, shoulders and neck or head forward, those kinds of things. They don't know why they have pain in their knees, hips, back, or shoulders. Structurally they are just not straight.”

The overhead squat assessment is a great place to start. “You can immediately see when people have issues with their ankles, hips, shoulders, everything,” Arroyo says. “It can help avid runners, too. A lot of people run with constant nagging pain that they don't know they could alleviate if they'd address the area.” Once you assess those issues, you can develop a program to overcome most imbalances—and help your clients reach all-new levels of performance.

Even seasoned runners benefit from a path away from pain and injuries.



REASONS THEY'RE RUNNING /// health benefits /// social

HOW TO REACH OUT

Arroyo, who is also a USA Cycling Level 2 Coach, connected to runners and running through his personal interest in triathlons: Clients and other trainers would come to him for help. “A lot of trainers know about strength training, but not many know about strength training for runners, and even less understand the cardio side of it,” he explains.

Jason Karp, PhD, trainer, coach, author of *Running a Marathon for Dummies*, and owner of Run-fit.com, adds that while running has its own set of skills, getting involved with the sport and connecting with runners might be as simple as starting a running club at your gym.

Before you do that, however, both Arroyo and Karp say that there are some essentials to know and important connections to make. Here are five keys to keep in mind with your running clients.

■ **Adapt your standard training style.** “Running is very goal-oriented,” Karp

says. “Your regular clients may not be training for specific events on specific days.” But runners often are—especially those interested in working with a trainer. You might also need to vary your approach and be less (or more) hands-on with their training, depending on their needs. For example, after working through structural issues, Arroyo might see some clients only periodically as they work through an online plan; others might have that plan and continue to see him a few times a week for strength training (check out the runner's total-body workout on p. 26) and time together on the road. Bottom line: Be willing to work how your client wants to work.

■ **Focus on the foam roller.** “People would avoid, I would say, 90% of their injuries if they dedicated themselves to getting on the foam roller,” Arroyo says. Know how to explain the use of a foam roller to a client, and keep emphasizing

the benefits—not just for the legs but for the whole body. Time on a foam roller can help lessen the muscle knots and lesions that inhibit movement, and in a high-impact, high-repetition activity like running, that can make the difference between peak performance and a nagging injury.

■ **Go slow.** Two of the biggest mistakes trainers make, says Karp: They increase mileage too quickly and push people too



The focus on assessment in the OPT model gives runners a strong start toward their goals.



pace. Over the course of two or three weeks, you can cut back on walking and add more running, but the overall time shouldn't increase by more than 10% each week. "That doesn't seem like a lot," Arroyo says, "but your body really needs time to adapt." Two possible warning signs of too much, too soon: plantar fasciitis and shin splints.

■ **Brush up on your cardio training.** NASM's continuing education courses on Cardio for Fitness and Cardio for Performance are a good start. Then, talk to experienced runners about programs that work for them. Also, read popular running resources like *Runner's World* magazine (in print or online), and look into ways the training programs they discuss might work for your clients.



BOOST YOUR SKILLS

Guide to Balance, Strength, and a Stronger Stride

NASM's Corrective Exercise Specialist (CES) credential gives you advanced skills to address issues ranging from the tight hip flexors and rounded posture of runners who work at desks all day to the imbalances between muscle groups (quads versus hamstrings, calves versus anterior tibialis) that runners often face. New and longtime runners can both benefit from corrective exercise. Learn more at nasm.org/ces, or call 888-595-7596.

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hard. Arroyo agrees. "I like to start new runners with a walk-run, where they run one minute and walk one minute, for 20 or 30 minutes, then start building up." Note the focus on time instead of distance and the relatively easy

■ **Connect with some outside help.** Introduce yourself to the experts at your local running store. The best stores can provide you with insights big and small, from being able to judge when someone's running shoes are worn out ("if

you see creases or wrinkles on the sides of the soles, you probably need new shoes," Arroyo says) to offering services such as gait analysis to help your clients overcome foot problems.

"Local stores tend to have a more knowledgeable staff than the big-box stores," Arroyo says. "Just tell them who you are and what you do and that you want to be able to send your clients to them for some help." In the end, the connection may go both ways, with store personnel sharing your name and training events with potential new clients.

MEET OUR EXPERTS



RON ARROYO, NASM-CPT, is a former triathlete who has a love/hate relationship with running. "Before training for tri, I wouldn't run across the street unless I was chased."



JASON KARP, PH.D., was on the USA Masters half-marathon team that won the silver medal at the 19th Maccabiah Games in Israel in July 2013.