

**Welcome to The 2006 Staley Training Systems
Annual Training Summit!**

“Charles Staley's "boot camps" are fast becoming the must-attend events of the year, right up there with the Society of Nymphomaniacs annual convention in Maui.

Not only is the boot camp itself enlightening, the people you meet are just as cool. It's nice to be in a roomful of motivated individuals with the same interests as you. If you find yourself looking around your gym and losing faith in humanity, then these seminars are like a trip to Iron Mecca.”

- Testosterone magazine

October 14th & 15th, 2006

**Fischer Sports Physical Therapy And Conditioning
4050 E. Cotton Center Blvd, Ste 60
Phoenix, AZ 85040**

MAP:

[http://www.mapquest.com/maps/map.adp?formtype=address&addtohistory=
&address=4050%20E%20Cotton%20Center%20Blvd&city=Phoenix&state
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Phone (602) 437-5055

AGENDA

SATURDAY

10:00am to 11:00am: Registration

11:00am to 11:50am: Charles Staley: System Design

12:00pm to 12:50pm: Dr. Lonnie Lowery: (Title TBA)

12:50pm to 2:00pm: LUNCH

2:00pm to 3:00pm: Stragglers, sales pitches, cushion time, etc

3:00pm to 3:50pm: Brian Grasso: The Art Of Coaching

4:00pm to 4:50pm: Chris Shugart: Gym Psychology 101

5:00pm to 5:50pm: Lou Schuler ("Translating Sports Science Into Practical Advice: My Life as a Journalist.")

7:00pm: GROUP DINNER TBA

SUNDAY

8:00am to 8:50am: Dr. Lonnie Lowery: Preparing Fast & Healthy Breakfast Meals

9:00am to 9:50am: Keats Snideman: Outrunning The Posture Police

10:00am to 10:50am: Joe Micela: Why Olympic Lifting Isn't Just For Olympians.

11:30pm to 12:20pm: Charles Staley & Keats Snideman: Core Competency

12:30pm to 1:20pm: Meg Stone: Training Women VS Men

Presentation Summaries & Presenter Bios

Translating Sports Science into Practical Advice: My Life as a Journalist

By Lou Schuler, CSCS

If you tried to follow all the advice in health and fitness magazines, you'd end up ...

- Eating a low-calorie, low-fat diet consisting mostly of pomegranates and yogurt;
- Exercising an hour a day with a combination of cardio, weights, yoga, Pilates, and core conditioning, all while training for a marathon;
- Changing your entire approach to exercise every four weeks; and
- Wondering why you never get the results you're supposed to get, only to be told by the magazines' experts that your biggest problem is a lack of consistency.

In this entertaining and mostly calorie-free presentation, magazine veteran Lou Schuler explains why the priorities of health and fitness publications are often at odds with those of their readers, and how you can read between the lines to use the best information and ignore the rest.



Lou Schuler is a certified strength and conditioning specialist and the author of *The Men's Health Home Workout Bible* and *The Testosterone Advantage Plan* and coauthor of *The Book of Muscle* (with Ian King) and *The New Rules Of Lifting* (with Alwyn Cosgrove). A health and fitness journalist since 1992, Schuler has worked as a fitness editor at *Men's Fitness* and fitness editor of *Men's Health*.

Systems Design: Orchestrating Your Training For Consistent, Predictable Results

By Charles Staley, B.Sc., MSS, Staley Training Systems

“Charles Staley is the quintessential teacher. He has a keen eye for what's truly relevant to success in weight training as opposed to what's just spit and polish. In hindsight, I wish I would've known of Charles Staley back when I picked up my first weight as a teenager. I swear he would've saved me a good five years worth of snail-paced progress.” - Bryan Krahn

Is your training systematic or chaotic? Is your periodization strategy at the whim of the latest training article from your favorite guru? When you don't have a system, you're forced to reinvent the wheel every workout. Learn how to apply TRUE systems design strategies to your current training approach for dramatically more consistent and quantifiable results.



Charles Staley, B.Sc., MSS: His colleagues call him an iconoclast...a visionary...a rule-breaker. His clients call him “The Secret Weapon” for his ability to see what other coaches miss. Charles calls himself a “geek” who struggled in Phys Ed throughout school. Whatever you call him, Charles' methods are ahead of their time and quickly produce serious results. His counter-intuitive approach and self-effacing demeanor have lead to appearances on NBC’s *The TODAY Show* and *The CBS Early Show*.

Training the Female Athlete - Suggestions For The Training Program

By Meg Stone

The talk will include a discussion on the Physiological, Psychological, Biomechanical, and Hormonal aspects of training the female athlete. Comparisons will be drawn between coaching the male and female athlete... Issues such as Body Composition, ACL Injuries and training program design will be highlighted in this talk. Hormonal issues such as training the female athlete and the menstrual cycle and the female triad will also be discussed.



Meg Stone is a two time Olympian competing in the discus for Great Britain and she was a gold Medal winner in the 1982 Commonwealth games. Meg competed in track and field for the University of Arizona and still holds the NCAA shot and discus collegiate record. Meg took the

position of Head Strength and Conditioning Coach at the University of Arizona in 1984, the first woman to hold such a position. She moved into the same position at Texas Tech in 1994. Meg returned to Track and Field in 1996 as the Associated Head Track and Field Coach at Appalachian State University. In 1999 she returned to her native Scotland to become the National Track and Field Coach, the first woman in Europe to hold a National coaching position. Meg has coached several international level athletes including 4 Olympians (throwers, jumpers and sprinters) in both the United States and Great Britain. While working in the University system she also coached many athletes later playing in the NBA, MLB and NFL. Meg has also worked extensively with road cyclist and paralympic groups through Carmichael Training Systems in Colorado Springs. Before moving to ETSU Meg was a Coaching Manager at the USOC in Colorado Springs.

Critical Mass

By Dr. Lonnie Lowery

Hard gainer? Not anymore. There are times of the day in which you have windows of opportunity to gain muscle mass beyond what you thought possible. This talk describes these critical periods and what is happening biochemically in your body. Sure endocrinology and genetics matter but nutrients interact with hormones and genes in ways that can set you on the road to the mass you crave.



Dr. Lowery holds advanced degrees in exercise physiology *and* in nutrition. He has attended Kent State University, the University of Akron, Eastern Michigan University and San Diego State University in the completion of his current credentials. He currently possesses more than twice the coursework accomplishments of most Ph.D.s. Shortly prior to obtaining his doctorate in exercise physiology, he took a position as

Assistant Professor of Nutrition at Kent State University, which continued for a number of years before he moved on. Now his research builds upon those lab experiences in sports nutrition and athletic recovery. Dr. Lowery received teaching and mentorship awards for his student interactions and has brought this rapport directly to the public via his business. In 2002 he established *Nutrition, Exercise and Wellness Associates*, which is primarily involved in the creation of lay, academic, and scientific writing and lecturing. He currently operates his company while working as a university professor and NCAA-level sports nutritionist. He has provided material for many major fitness publications (*Muscle and Fitness (-Hers)*, *Men's Health*, *Testosterone*, *Flex*, etc.) and a number of textbook publishers (*Lifestyles Changes*: Washington Press, 2003; *Sports Supplements*: Lippincott Williams & Wilkins, 2001; multiple nutrition titles for Wadsworth/Thomson, 2002-2004; *Essential of Sports Nutrition & Dietary Supplements*: Lippincott Williams & Wilkins, 2006). Dr. Lowery is a registered and licensed dietitian specializing in sports nutrition, a member of the Board of Directors for a national exercise physiologist association, the co-editor of a professional national newsletter for exercise physiologists, and is the current President of his state's exercise physiology organization.

Outrunning The Posture Police

By Keats Snideman, CSCS, LMT, Staley Training Systems

An exploration into the often bizarre and confusing world of client/athlete postural assessment. Topics covered will include:

- * Postural Assessment- How important is posture and how can you assess it in a practical way? How to avoid “paralysis by analysis.” The myth of perfect posture.
- * Flexibility/Mobility Continuum- How to assess mobility issues in a practical and relevant way. How to assess for Hypermobility.
- * Stability Assessment- What is Stability anyway and how do you assess it?
- * Dynamic Movement Assessment- How does your client move?
- * Muscle Imbalances- What are they and how can you identify them?
- * What to do with what you see- Interpretation of assessments and how to integrate findings into your program design. When to refer out.

This informative talk will cover the myths and misconceptions of client assessment. Practical, real-world assessment strategies will be demonstrated that give you solid information to apply to program design.



provided treatment to a variety of clients, including athletes from the NFL, NBA, MLBA, USA Track & Field as well as athletes from both the collegiate and high school levels.

Keats Snideman, B.S. CSCS, LMT, NMT currently serves as Technical Content Director for Staley Training Systems. As a competitive sub-masters sprinter (100 & 200m dashes), Keats specializes in the enhancement of athletic fitness, including improvements in speed, explosive-strength and dynamic flexibility. He has coached and

The Velocity Diet and the Psychology of Food

By Chris Shugart

The obesity rate is soaring. Even fitness enthusiasts and athletes have a hard time resisting unhealthy foods and escaping excess body fat. "Eat less and exercise more" just isn't working. Chris Shugart believes that to solve the problem you have start on the inside: at the psychological level. In this presentation, he'll discuss the behavioral side of food intake and other areas of nutritional psychology. He'll also present information on his Velocity Diet, an eating plan that not only leads to rapid fat loss (triple the standard rate of body fat reduction) but acts to short circuit negative eating habits and implant healthy ones. The battle for low body fat and optimal health begins on the inside. In this presentation, Chris will help you and your clients win that war!



Chris Shugart is a feature writer and editor for T-Nation.com. Over the years, he's published hundreds of articles, essays, interviews, and exposés. Chris has traveled to Thailand and Mexico as a journalist to write investigative reports on the drug scene. He's also consulted with television producers and has appeared on HBO's *Real Sports* as well as several national radio programs. If you had to put a label on him, you could call Chris an expert in hard-hitting motivation and the psychological aspects of fat loss and hypertrophy.

Core Competency: High Concept Ab-Training For Everyday Athletes

By Charles Staley and Keats Snideman, Staley Training Systems

Summary: Few muscles command as much attention and generate as much confusion as the abs. From situps to crunches to Swiss ball stabilization exercises to goofy infomercial gadgets, the abs are a magnet for myths, misconceptions, and bad training decisions. Charles Staley and Keats Snideman leverage their over 35 years of combined experience to help you sort fact from fantasy as you create your own best ab-training program. Whether your goal is improved appearance, enhanced performance, or injury prevention, you'll find this talk to be invaluable.

Why Olympic Weightlifting Isn't Just For Olympic Lifters

By Joe Micela



Coach Micela has coached athletes in the sport of Olympic Weightlifting to National and International Competitions, and was recently picked as the 15 & Under Pan American Games Coach for 2006 for his outstanding development of young talent in the southwest. His duties include Head Coaching the Junior National and Senior National Teams, promoting events, educating coaches and athletes, and recruiting talented athletes for the sport of Olympic

Weightlifting. Prior to these jobs Coach Micela was the Interim Head Strength and Conditioning Coach at Northern Arizona University, Assistant Strength and Conditioning Coach at Arizona State University, and a Regional Manager for the Valley's largest Independent Personal Training Company (Results Training and Nutrition).

Coordination Development & The Art of Coaching: What You Don't Know... But Need To Learn

By Brian J. Grasso, International Youth Conditioning Association

In today's world of fitness and sport training, we focus on all the wrong stuff. That is not a criticism of any particular coach or training methodology, it is an indictment on our industry at large.

We argue over sets and reps...

We disagree on load variances and velocity...

We ponder the efficacy of power versus Olympic lifts...

We bicker at the true definition of terms...

We haggle over the need and worth of elaborate assessment tools...

We have lost sight of the most important and critical element that actually matters –



Brian Grasso is considered one of the premier experts on youth athletic development in the world.

Formerly Director of Athlete Development for the Sports Academy Northwest in Chicago, Brian currently serves as Executive Director for the International Youth Conditioning Association (IYCA). The IYCA is a group of sport training and sport medicine professionals from across North

America who have recently released the first and only certification with respect to youth athlete development. Visit www.IYCA.org for more information.

Over the past decade, Brian has held several highly esteemed positions in the youth sporting industry. He served as a Conditioning Coach and later the Director of Football Development for the well-regarded High Performance Specialists in Toronto and also spent two years as Director of Conditioning for SportScience International. Additionally, Brian served as Director of Operations for the International Sport Performance Center in Crystal Lake, Illinois.