

FitLifeBC

THE OFFICIAL PUBLICATION OF THE BCRPA FITNESS PROGRAM

V.10 / ISSUE 01 / WINTER 2018



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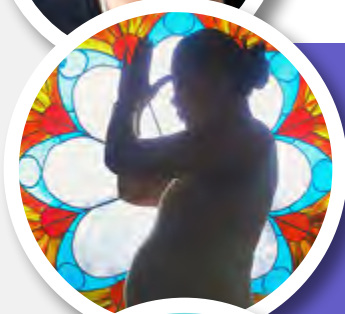
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THE BCRPA FITNESS PROGRAM:
THE ROLE OF THE BCRPA FITNESS PROGRAM IS TO IDENTIFY AND PROMOTE THE HIGHEST PROFESSIONAL STANDARDS FOR FITNESS LEADERS IN BC.

THE BCRPA IS THE SOLE PROVIDER IN BC OF THE NFLA NATIONALLY RECOGNIZED FITNESS LEADERSHIP PERFORMANCE STANDARDS AND REGISTRATION.



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BCRPA VISION:

Recreation and Parks are valued as essential to active, healthy, and connected communities, and to improving the quality of life of every British Columbian.

BCRPA PURPOSE:

To lead the enrichment of individuals and their communities through the power of recreation and parks.

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MESSAGE FROM BCRPA



REBECCA TUNNACLIFFE
CEO



CATHY PATERSON
Physical Activity Programs Manager

"Courage is what it takes to stand up and speak; courage is also what it takes to sit down and listen."

— Winston Churchill

Over the past two months we have taken time to carefully listen to Fitness Leaders and review the responses you provided to us through the **2017 Fitness Leader Satisfaction Survey**. Many of you also provided ideas and thoughts during our inaugural **Fitness Café at BCFit® '17**. We are listening and courageously working to deliver the highest standard of services and benefits to support their fitness practice to the benefit of all British Columbians seeking to increase their physical activity. Before we dive into the results of the feedback, let us take you 'behind the scenes' to appreciate the team that is listening and responding to the fitness industry. The Physical Activity Programs

department is one of three departments at BCRPA, together with Professional Development, and Communications. The PA department as we call ourselves is a highly committed team of 4 (2 full-time, 2 part-time). Serving the needs of 4000 registered Fitness Leaders across BC is no small feat. But our confidence comes from knowing we are well bolstered by hours and hours of expertise we receive from Fitness Leaders who volunteer their time and talent freely. Their support extends into so many areas: assistance with administration and inquiries, writing articles you enjoy in this magazine, supporting our BCFit conference, and being a voice of knowledge on our committees: the

Fitness Advisory, BCFit Planning, Regional Fitness Liaisons, and NFLA. BCRPA Registered SFLs and TFLs offer countless hours of their own time to ensure they deliver the highest standards of courses and professional development in the province. With the generosity of our collective fitness community, we are well supported to serve the province.

Now –to the survey results...

2017
FITNESS
LEADER
SATISFACTION
SURVEY
RESULTS



WITH THIS CLEAR FEEDBACK, WE ARE WELL UNDERWAY TO ADDRESS THE INDUSTRY'S INTERESTS AND NEEDS.

2017 FITNESS LEADER SATISFACTION SURVEY RESULTS

The Fitness Leader Satisfaction survey represents a critical measurement tool for us – a barometer to help guide us with feedback every year. It is particularly important for us to hear from those living outside of the Lower Mainland who may not be able to attend a conference or workshop in person. The online survey was sent to all BCRPA registered Fitness Leaders (FL) this past Fall 2017. We received a strong and statistically significant response rate, allowing us to feel confident that the feedback is representative.

This is what we heard and learned:

- **Respondents are a seasoned group committed to the field long term:**
 - 50% of FLs have been teaching for 10+ years
 - 20% for 6-10 years.
- 31% of **FLs instruct or train clients on a daily basis;** 44% do so twice a week
- **Where FLs work:**
 - 55% at recreation facilities
 - 42% 'other' which includes self-employed, private studios, YMCA, YWCA, and private clubs.

• **Reasons FLs choose registration with BCRPA:**

54% Employer requirement

38% High standards

30% BCRPA reputation

29% Leader benefits



• **The most useful services BCRPA offered are:**

73% Access to courses, workshops & webinars

27% Discounted conference registration

53% Discounted insurance

26% E-bulletins

41% Peer-to-peer communication platforms

22% Store discounts

30% Access to professional profile

• **Mentorship programs for new Fitness Leaders** were repeatedly suggested – the network of experienced Leaders is well poised to support new Leaders and we will support bridging these connections.

• **Additional services suggested that BCRPA could offer include:**

- Being an advocate for regulated pay scale
- Better customer service/ turnaround time/renewal reminders
- Support for SFLs & TFLs.

With this clear feedback, we are well underway to address the industry’s interests and needs. We know Leaders are seeking higher engagement opportunities with each other and this is the primary focus of our Regional Fitness Liaison Network – a newly established group of volunteer Leaders that will become the voice and a conduit to creating connections regionally. Stay tuned for more announcements to come! We also will be seeking expertise from the fitness community to

establish Standards Committees who will become the expert voice on issues that arise for Leaders in special areas of practice. Leaders supporting each other to help provide the highest standard of instruction for participants – this is what we are working on for you.

FITNESS CAFÉ FEEDBACK – PART TWO

With the success of the Fitness Café last fall at BCFit®17, we invite instructors and clients alike to join us at BCFit®18 to carry on

the dialogue. We are returning to North Vancouver and the beautiful Delbrook Community Recreation Centre! Mark your calendars:



BCFit®18

Sept. 14-16

NORTH VANCOUVER

Delbrook Community Recreation Centre

bcrpa.bc.ca/conferences/bcfit/



In the fall issue of FitLifeBC we shared feedback from the **Group Fitness Stream dialogue**. The following are highlights from the Personal Training Stream conversations.

CHALLENGES AS A PERSONAL TRAINER:

- Motivating & retaining participants
- Participant progression
- Keeping training diverse
- Confusion around nutrition & scope of practice
- Finding locations to train out of.

PROPOSED SOLUTIONS TO ADDRESS CHALLENGES:

- Find out from your clients "why" they are there. Go deep into this conversation
- Create a network of experts (nutrition, physio, etc.) and don't be afraid to refer
- Survey clients after training to see how they're doing with the instruction
- Create a specific timeline for accountability
- Network with other trainers
- Hide functional exercises in fun routines.

GAPS IN THE INDUSTRY:

- Lack of networking with peers
- Conflict of interest for TFLs who teach for ACE, ACSM, etc.
- Challenge of obtaining CECs
- Lack of support from employers (not paying for learning & upgrades)
- Different standards across PT governing bodies – need standardization/consistency
- Cost of insurance/lack of tax write-offs
- Lack of facilities for independent PTs to train out of.

PROPOSED SOLUTIONS TO ADDRESS GAPS:

- Create Facebook group/chat room (within BCRPA umbrella) as a regional network for trainers
- Give email/name within your radius & make use of Registry to connect with people in your area
- BCRPA lobby to government for tax breaks
- Finalize NFLA tiered system
- Promote BCRPA as an international designation, do print ads, tv ads, etc.
- Improve ICE evaluation
- BCRPA could help promote finding trainers who are properly certified.

We are in the midst of upgrading our Registry® of Fitness Professionals platform. This searchable database is an incredible opportunity for clients to find well qualified Fitness Leaders. Always remember to 'turn on' your profile to 'public' and share your credentials and personal story – it's there for you! We will also ensure that our system improvements include providing you with reminders when expirations are coming up, opportunities for online connections and dialogue as well as pro-d webinars, resources and workshops.

We hope you enjoy the articles that follow. Please share this publication and its authors by using your social media networks. Help spread expertise and motivation to get people active.

Sincerely,

Rebecca Tunnacliffe, CEO

Cathy Paterson, Physical Activity Programs Manager

YOUR FITNESS CLIENTS



BY KRISTY WARE

ATTRACT AND KEEP YOUR FITNESS CLIENTS

As Fitness Trainers & Group Instructors, we are inevitably at the mercy of our client base. In a time when fitness training is a very crowded marketplace, we need to set ourselves apart and offer better service than ever before.

Personally, I enjoy putting in the work to keep my current clients more than I do continuously expending energy to seek out new ones.

Although it is paramount in this service-based industry that we continue to attract new clientele, it is also important to provide a superior experience so our clients continue to see value in each and every interaction. I'm sure you will agree, our financial stability and business viability are 100% dependent on it.

When I first began my career in the fitness industry in 2007, I worked at a local community gym as a Fitness Technician. At the time, I was new to the industry and paid an hourly wage regardless of how many members I served. I did not fully understand the magnitude and importance of attracting ideal clients or retaining them.

For many years, I took on every type of person regardless of their goals. I had

no niche, I was not doing anything that set me apart, and I had no time boundaries. My focus was to make money and gain experience.

Fast forward ten years and after much educational upgrading, self-development, and far more confidence in my skills and boundaries with my time, my focus has shifted to attracting amazing clients and offering a service that keeps them excited and engaged. I am a big believer that people buy 'trainers' not 'training'. There has to be a personal connection and a common ground between you and the clients you attract in order for the relationship to grow and last.

This personal approach to training is not something that can be taught during a fitness certification or college

KRISTY'S FIVE TIPS

1. Be Attentive
2. Offer Value
3. Show Enthusiasm
4. Stand Out
5. Ensure Everyone Knows About You

program. I highly value upgrading and polishing my skill set as I know many other trainers do; but I also know being good at what I do is just as important as being good at what I offer each hour I train or teach.

Here are my five favourite ways to both attract and retain clients. You may have heard many of these ideas before, but it is good to remember that when you put what you know into practice and stay consistent, progress follows.

"I am a big believer that people buy 'trainers' not 'training'."

"Do a great job and make sure everybody knows." - Jonathan Goodman

1

BE ATTENTIVE

When a potential client approaches you, ensure that they have 110% of your focus and that you are interested in what they have to say. This means being a good listener, being attentive and reflecting back to them what you think they are looking for.

This type of service will help you strengthen your connection with this new person as well as build trust and respect. When you meet a new client, you are interviewing them as much as they are you. It is good to remember to be yourself so you attract the people that are best suited for you.

3

SHOW ENTHUSIASM

Capitalizing on the idea that people buy trainers not training, bring your best self each hour you train. Show up motivated, energized, organized and with enthusiasm — this is what people want and what people pay for.

Meeting your clients where they're at as far as energy, support and mood will help them trust and enjoy your time together. Consistently show them that you are there for them and interested in what they are doing, both in and outside your sessions.

Talk about their kids, hubby, fur-babies or whatever lights them up. Ask good questions and make each session so enjoyable that they can't imagine not having you a part of their week.

2

OFFER VALUE

Provide value beyond the session itself from the first hour you spend working together. If you are able to offer something unique, beyond a good workout, you will strengthen your client retention.

Whether your expertise is in muscle imbalance testing, building strength, or nutrition coaching; make sure that your client leaves each session coming for fitness training but leaving with much more. Simple things like sending them article links, podcast interviews, and fitness information that you know they will appreciate and support their goals will go a long way. Bonus points if they are articles you've written or interviews that you've done.

"I love it when someone goes above and beyond to make my experience amazing regardless if it's dinner out at a restaurant or the receptionist at a medical office. Fitness training needs to be approached in the very same way."

4

STAND OUT

You and I both know that if someone wants to lose weight they need to move more and eat less. It doesn't matter what form the movement takes, the point is that they need to do it. We don't need to create challenging and intricate workouts but we do need to offer something unexpected.

Some things you can try that will set you apart are bringing a coffee to your early morning client to kick-start their day, packing a few extra energy bars to give to your 5 pm client who is hungry and in need of a little boost or sending a birthday e-card or snail mail shows them you think of and care for them. By doing little things that are unexpected, not only will other people around notice but your current client will tell all their friends about their amazing trainer and boom, you suddenly get more great referrals.

5

ENSURE EVERYONE KNOWS ABOUT YOU

I am talking about staying top of mind.

When someone thinks of you, you want them to think trainer, fitness, health, etc. This marketing tactic is just that, using social media platforms and/or in-person connections that put you in front of potential clients as often as possible.

Easy ways to use top of mind marketing on social media are by posting something of value related to your business, health and fitness each day. Another great top of mind tool is reaching out to 5 friends through email, text or social media PM channel each and every day, with the intent of just staying in touch and having them think of you.

When doing your personal outreach, start a simple conversation with people. It could go something like this:

“Hey, Sally! How are you? I just listened to this great podcast on postpartum fitness the other day and it reminded me of our training together. Wanted to follow-up and see how things are going.”

The act of reaching out to former clients or potential leads reminds them you are there and you are the person they will think of when they or someone they know needs a trainer. If every person you know knows that you are the fitness expert and you provide a great service, you will attract leads and grow your business easily.

Finally, always remember to ask your clients for a referral.

Developing a great referral system is the best way to generate a list of leads that will build your network and help you attract clients you truly want to work with.

It's easy to forget why people seek out a fitness professional when you're the fit and energetic one. Step back every so often and evaluate what you are doing, how much value it provides to your clientele and how you could improve the experience; beyond just the exercise.

If you are anything like me, you appreciate good customer service, a lot! I love it when someone goes above and beyond to make my experience amazing regardless if it's dinner out at a restaurant or the receptionist at a medical office. Fitness training needs to be approached in the very same way.

When you train and treat your clients in a way that shows them you truly care about their progress, value their financial investment and are willing to support them 110%, your business will reflect it.

KRISTY WARE is a Strength Trainer, Nutrition Coach and Core Rehab Specialist. She motivates and inspires women to love their bodies while helping them regain their fitness and fabulousness. Kristy has worked in the fitness industry for the past 10 years and specializes in pre/postnatal fitness, pelvic floor & core rehab and older adult training.

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APPROACHING PRENATAL YOGA



BY JAIMEE STOKES

APPROACHING PRENATAL YOGA

Many yoga instructors know the standard precautions for instructing women throughout their pregnancies, but how many of us have really sunk our teeth into the focus and art of mental preparation for labour and delivery?

Ultimately, the thought of becoming a mother or adding to one's brood and how this may inevitably create change in the world of the mother-to-be is certainly important. It appears that many women are not attending prenatal yoga to be challenged through endless sun salutations or to lie on a mat with numerous bolsters propping their bodies into position. Instead, women are attending classes to find a safe place to connect with their ever-changing body and the incredible miracle growing inside of them. They are seeking a space that fosters that connection with their babe and also a space that helps them to overcome the natural anxiety and overwhelming emotions that come with labour and delivery preparation entering into motherhood.

Some of the common cues provided by instructors in any yoga class reference a focal point (or drishti) to concentrate focus or intention. Relaxation is encouraged for the muscles in the body: the jaw, forehead, hands, hips and so on. Students are also reminded to apply a conscious breathing pattern whether in stillness or throughout a movement. These areas of practice: i)

focus/intention, ii) muscular relaxation and iii) breath work follow the same key principles applied to labour and delivery preparation by any childbirth educator, midwife or doula.

The environment plays a critical part in the ability for Mom to let go -not only from outside distractions, but also from any inhibitions that may be holding her back internally. As my doula always says, "Our cervix dilates like our pupils... it likes the dark." So if the lights are on, the pupils constrict, but if the lights are dim, the pupils dilate. Imagine practising yoga in a fluorescent-lit hospital room. Compare that to a dimly-lit space. How would one's practice change? And during labour and delivery, how might one's birthing experience be altered as a result of this significant change in environment?

The focus of 'remaining on one's mat' may be tossed out of the window in a prenatal yoga class. Instructors are likely to find that enormously positive strides are gained in cultivating an environment that allows students to feel part of something larger than themselves. During my prenatal

yoga practice, I am encouraged and calmed by the thought of the other mamas-to-be in the room. I also reflect on every woman that has given and will give birth. Reminding our students that they are part of a large community of women, within practice but also throughout the world, that are embarking on the same journey into labour, delivery and motherhood is an approach that shifts the practice of oneness into being a space of inclusion and unity amongst many others.

As instructors, we must do everything we can to create the appropriate environment for our students. With light, music, props, scent (or lack thereof), and our own approach to greeting and showing up for our students, we can provide just this.

The body is being shared now, so encouragement to modify poses, as needed, should be provided throughout. This point is especially relevant in a multi-level class where there may be new and experienced yogi-mamas in various stages of pregnancy. Opportunities should be provided for students to safely explore their

"environment plays a critical part in the ability for Mom to let go - internally and externally"

threshold for discomfort. Much of this can be achieved by simply challenging students to remain in a posture that brings them to a point of gentle muscle fatigue. Some instructors choose to use more imagery in their instruction by having students visualize the duration of a challenging pose as a contraction in the labour process.

A common 'favourite' physical challenge seen in prenatal yoga is the toe squat. While it is a great stimulator of the lower body meridians, it can be very intense. The usual yin approach is to hold for 2 to 3-minutes which, for many of us, is far longer than we may like to be in this pose. Once again, however, the same can be said for contractions during labour! To assist students with managing in this pose, deliver a guided imagery incorporating breath work or add an eagle arm or cow face arm pose to help draw attention away from the feet. Students should be cautioned to exit the pose slowly and gently!

Following each challenging posture, some acknowledgement should be placed on successfully moving through the journey of discomfort. When we show ourselves what our body is capable of, we gain confidence in undergoing the same act over again. This is a phenomenal way to prepare for the act of birth.

Many instructors find that they can draw more from their students during asanas by having students look to the future: by visualizing the sense of joy and reward of meeting their little one.

Of course, the more physical benefits of yoga practice can be illuminated as well, such as the incredible preparation of the hips, pelvic region, perineum, core and lower body muscles for delivery itself.

Regardless of being pregnant or not, change is inevitable for all of us... but how do we view change? Do we fear it? Is it just something in life that we have come to accept? Every one of us is different and learning how to welcome and embrace change through acceptance is critical in our ability to endure situations of little to no control (such as labour, delivery and motherhood!).

In many ways, desiring something that is out of our control creates more pain for us to contend with. Acceptance does not mean that we like or enjoy it; it simply means that we understand that this is where we need to be in this moment. As we relate this concept to prenatal yoga and the preparation for a baby being born, we can say that birth is not something that many, if any, women "like" or "enjoy". However, if women understand that they need to be accepting in that moment, roughly 40-weeks after conception, in order to deliver and close the loop on the process of pregnancy there will likely be a better outcome. Thus, the process is accepted as well as the end result of the pregnancy continuum.

By applying acceptance, we open the mind and body to the process and can, in turn, create a situation which actually resembles one of great

empowerment. Remembering that acceptance is not a forever-choice; rather, it is a choice made in the present moment for the present moment.

Carl Jung says it best with his infamous quote, "What you resist persists."

This is the stage where breath work can often come in most handy. As we inhale, we promote acceptance and upon exhaling, surrendering to the process and/or situation we are in.

As Fitness Leaders, we are so fortunate to be a part of our students' and clients' milestone events including birth and wedding preparation as well as recovery from major surgeries and illnesses. We should seek to utilize every opportunity we have to support these events through physical and mental preparation and to take time to acknowledge them and find suitable ways to nurture their journey in the present moment.

.....
JAIMEE STOKES, BRM, Dip. Sport Science, E-RYT 200, has been a BCRPA Fitness Leader since 1999 and a Supervisor of Fitness Leaders since 2004. She is registered in Yoga Fitness, Group Fitness, Weight Training, Personal Training and Older Adults. Currently, Jaimee enjoys a diverse and rewarding career in municipal recreation as well as the fitness industries of BC and Alberta.
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to our dedicated volunteers.
Your efforts are greatly appreciated!

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HAPPY 35TH ANNIVERSARY LADYSPOORT!

As we celebrate BCRPA's 60th Anniversary we want to take this opportunity to celebrate the anniversary of a long-time supporter of the BCRPA and our Fitness Leaders – LadySport/FitFirst.

LadySport

LadySport opened in the Lower Mainland in 1983 and has been a close partner of BCRPA for the last 20 years! Fitness instructors, gym owners, personal trainers and all certified Leaders are key influencers in keeping British Columbian's active and healthy. Wearing quality apparel while they train and being informed about the correct footwear affects not only our Leaders but also the clients they deal with every day. LadySport has received awards and accolades from fitness and health care specialists for their product knowledge, making them a preferred partner for BCRPA.

LadySport's BCRPA Discount Program was developed by LadySport and their vendors in an effort to cooperatively provide a significant cost savings to our Leaders. Since the program's inception, Leaders can simply visit the store, get fit with the proper gear for their individual needs, and receive a 30% discount off the regular price!

This offer is exclusive to BCRPA registered Fitness Leaders and is a key benefit of registration with BCRPA.

LadySport also opened FitFirst Footwear in Burnaby four years ago allowing them to offer this program to both male and female members out of that store.

We would like to thank LadySport and now FitFirst for 20 years of BCRPA discounts and for providing the best in product knowledge.

Check out the **30% OFF BCRPA** program at either store and see why they remain a key partner with BCRPA. For more information, visit www.ladysport.ca and www.fitfirst.ca

BECOMING A 'FIT'PRENEUR



BY SHERINA CHANDRA

BECOMING A 'FIT'PRENEUR – Effectively Market Yourself and Establish Your Brand using Social Media



Fitness professionals are in high demand and many are starting up their own businesses - by becoming 'FITpreneurs'. Today, social media has become a relatively free and effective way of positioning your brand, advertising your services and acquiring potential clients. Furthermore, social media is an easy and successful way of gaining clients because fitness professionals can reach a lot people in a short period by building a positive rapport.

There is a wide range of social media applications available such as: Instagram, Facebook, Twitter and Pinterest to aid with branding and marketing your fitness business. Instagram is highly recommended for fitness. Since first impressions are made within three seconds, Instagram provides an effective way to post pictures, visuals and infographics that can quickly draw attention to your feed.

As a marketer and a fitness professional, I have come up with the acronym, '**EXERCISE**' that outlines steps to take when coming up with a social media plan to promote yourself and/or your business.

ESTABLISH YOUR BRAND Spend some time designing a logo, establishing your brand colours and writing a vision and mission statement. Note that a vision statement is your long-term outlook and your mission is a short statement outlining your core purpose and how you plan

on fulfilling it daily. Social media can enhance your brand because you can either put a picture of yourself or your logo as your profile picture and to enter a caption. This is where you can insert your website, your certification(s), and your area of training. An example of my branding is:

My brand is the name and colours that I have chosen. 'Uplift' indicates a happy and healthy vibe. I have chosen the colour turquoise because it represents 'lifestyle and balance.' My vision is: 'To become well integrated into my community and make a positive impact on lifestyles of many through fitness. My mission is: 'To motivate, inspire and encourage individuals to become more active and live a fit and healthy lifestyle.'



X - AMINE YOUR TARGET MARKET

Determining your target market is essential; especially since anyone can go through your social media page. Naturally, all sorts of people will begin to follow you and like your posts; however, it's important for you to know what types of clients you are trying attract and how to gain their attention. Spend some time sending out surveys, getting to know behaviours, interests and attitudes of your intended audience/clients by doing research. Before you begin posting, go through your feed and read what your current followers are posting about, what do you think some of their needs are pertaining to fitness? For example, if someone is posting about their busy work life, you may want to post easy at-home workouts in the form of an infographic, or even some motivational quotes that will get people inspired to take-action steps towards their fitness goals. Go through

The acronym 'EXERCISE' outlines a social media plan to promote yourself and/or your business.

the accounts of fitness professionals that you share a similar vision with and get an idea of the types of content your target audience wants to see and to know about. Although attracting many followers is great; the type of your fitness business can become misleading. There is a potential of attracting the wrong type of clients if your posts don't directly speak to the intended target group that you are trying to attract. i.e. prenatal clients – posts should share information and pictures about pregnancy and fitness.

EXPLORE TYPES OF SOCIAL MEDIA AND ITS EFFECTIVENESS

Any form of social media is effective because they all allow you to post information, videos, pictures and write captions. As previously mentioned, Instagram is recommended for fitness because people can instantly view pictures of workouts, fitness professionals and exercises without having to go through countless words and searches. However, any online tool is effective: e-mails with weekly newsletters and a subject line, 'This week's fat burning workout.' This can also be an Instagram posted an infographic with the workout and quick instructions in the caption area. Facebook can incorporate this same information with a video post of the fat burning workout. You can also tweet this out, as 'Free fat burning workout' and post a link to your website to generate traffic to your site. Essentially, you can use all of these social media applications and more, but my advice is to start with one, gain

a good handle on it and then begin to expand your social media presence.

REVEAL YOURSELF – SHOWCASE YOUR SKILLS, KNOWLEDGE AND LIFESTYLE

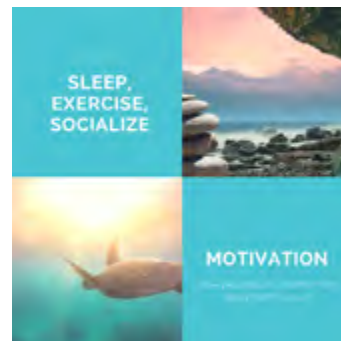
Today, people like it when fitness professionals share their lives with their clients. People like to see how fitness can easily be incorporated into their lifestyles by becoming inspired. This is a good way to share your knowledge and your areas of expertise within fitness. Lastly, you can post short 1- minute video clips to demonstrate an exercise.



Above is an example of a picture of me promoting my fitness lifestyle and my #hashtag

CONNECT AND CAPTURE

After you make a few posts revealing yourself, further connect with your audience by incorporating motivational quotes, and capture their attention by writing a caption or sharing information and knowledge about health and fitness under a picture. People LOVE free health and fitness information with visuals!



INTEGRATE HASHTAGS

Once you become comfortable using social media and making timely posts, begin to incorporate hashtags (#). A hashtag is a word or phrase preceded by a hash mark used within a caption to attract the intended target. For example, with prenatal patients, you can use #prenatalfitness. Be careful not to depend on hashtags to attract attention to your page. Although hashtags are an efficient and effective way to drive attention to your page by your intended target audience, it can also harm your reputation. If you constantly use many hashtags it can create a perception that you are only trying to gain popularity and profit; you may not get an organic reach and your content may get

"When you receive comments or questions under your posts, or receive a direct message - reply!"

lost in the world of hashtags. Three to five hashtags are recommended and try to incorporate hashtags outlining your geographic region. For example, #vancouverprenatalfitness or #yvrfitness

SOCIALIZE

When you receive comments or questions under your posts, or receive a direct message - reply! People like to be acknowledged, even if it is with an appropriate emoticon. This also shows potential clients that you care and that you are actively reading and appreciating their comments. Also, visit other people's pages and post positive comments. You may not gain clients immediately, but you will build your reputation and over time people will inquire on becoming your clients.

And yes, you will receive messages from internet trolls, (a well-known term coined for people leaving negative messages). Don't reply to these and resist the urge to comment as it may work against your brand.

EMPOWER AND EXPAND

People looking to get into fitness want to feel empowered. Continuously build your fitness brand over social media by consistently posting, updating, inspiring and motivating! Once you get comfortable using social media as a marketing tool, get creative; conduct polls, post daily challenges, donate your services by asking your followers to tag a friend on your post. By using social media, the possibilities are endless and free to expand your brand in the fitness industry.

Now, go build your brand by incorporating EXERCISE on social media!

.....
SHERINA CHANDRA is Personal Trainer and a high school Marketing Teacher who resides in the Tricities. She has been a BCRPA Fitness Leader since 2015 and specializes in endurance based training. She provides both online and in-person training and lifestyle coaching as well as business advice to fitness professionals. Sherina frequently provides fitness and healthy living workshops at various events throughout the Lower Mainland and she has written e-books on fitness and lifestyle. Contact hello@uplifitfitnessandlifestyle.com or Instagram @sherinachandra



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A FITNESS LEADER'S TRANSITION



BY RYOKO DONALD

A FITNESS LEADER'S TRANSITION FROM DARKNESS TO LIGHT

I grew up in Japan, dark-skinned and chubby. Society expected girls to be skinny, cute and fair-skinned. I was none of these. I was constantly bullied. I didn't like myself. I wanted to be accepted. I started smoking at age 19 and developed bulimia when I was 20, trying to fill the constant sense of emptiness with massive amounts of food every day. I weighed 180lbs and within a year had lost 70lbs. I struggled with physical injuries and mental health issues.

I remember waking up one morning and noticing a quarter-sized bald spot on my head. The next day I woke up with 20 more. I realized that my body was screaming for help. In fact, I realized how powerful my mind was: it was capable of manifesting disease. Fast forward to 2007. I'm 33 years old, living in Canada and have two children. I have quit smoking. A friend who teaches group fitness suggested that I attend her class. The moment I stepped into her class for the first time, my life was changed.

My gym routine quickly became an everyday occurrence and I gained a newfound positivity and happiness. When my favourite fitness instructor recommended that I become an instructor; I knew I had found my career.

My classes quickly grew so popular that there was a waiting list to get in. I became obsessed with core and glute exercises; I taught my classes

repeatedly with these exercises. My one class a week soon became 4 to 6 which soon became 10 to 15. I heard other instructors could teach 20 classes a week; I was certain I could do the same. I was driven to perform and teach more: high-intensity, high repetition, high speed.

I soon became so drained from my own routine that my new found positivity and happiness began to disappear. I started to notice my own injuries and listened more intently to my participants talking about their injuries. I had ignored my body's signs and my participants' signs. I also realized change needed to come from me and

my attitude towards my body and towards my style of teaching.

Working out every day to discharge my insecurity had led to exhaustion; many call this "burnout". I realized I had to make some dramatic changes to how I trained and how I taught.

Fast forward to today. After adjusting my teaching style, I've noticed healthy changes in myself and my participants, which have led to amazing results. I am injury and pain-free, I have more muscle definition and less body fat and I spend way less time at the gym. Above all, I'm happy.

After adjusting my teaching style, I've noticed healthy changes in myself and my participants, which have led to amazing results.

"We need to understand that work without recovery is not healthy."

Does this sound familiar? Maybe you're reminded of someone you know –or of yourself? Here are some of the changes that I made in my transition from darkness to light:

LEAD YOUR CLASS

It's their workout not yours. We don't get paid to work out. We are there to help participants get stronger and to be healthier and happier.

IT'S NOT NECESSARY TO WORK OUT EVERYDAY

Fit trainers can lift heavier weights at a slower pace, perform with mild intensity in the cardio and stretch components. Meditation is often the most important part of the routine.

PLAN CLASSES TO IMPROVE PARTICIPANT POSTURE AND THEIR DAILY PERFORMANCE

Include work on inner muscles: the core, rotators and stabilizers. Be picky about participant alignment.

EDUCATE AND ENCOURAGE QUALITY OF EXERCISE OVER QUANTITY

Choose slower movement and more eccentric/isometric contraction. Activate muscles by cueing body awareness, alignment and breathing.

INCORPORATE BALANCE

Many group fitness exercises are front-body dominant. Balance this out by working on postural muscles and stabilizers. Challenge stability by changing contact points (eg. one-leg bridge with a one-arm chest fly).

DON'T BE AFRAID TO SLOW DOWN

Demonstrate at slower speeds with awareness on posture, alignment and breathing. Slowing down and holding movements, even with light weights, can be challenging. Add speed or dynamic movement only as a progression.

SUPPORT YOUR BEGINNERS

If you offer a progression, stick with the starting option as an instructor. This will give beginners and participants with injuries/limitations permission to stay low-impact without feeling intimidated.

ENCOURAGE INQUIRY AND SELF-REFLECTION

Your participants may be over-exercising or pushing themselves despite injury. Maybe instead of "push harder", they need to hear "how are you feeling?" Let your participants know it's okay to back off if they need to.

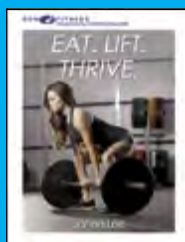
As Fitness Leaders, we need to understand that work without recovery is not healthy; We need to focus on healthy, balanced training. You are the light in your participants' lives – and you deserve to be happy and healthy too.

Namaste.

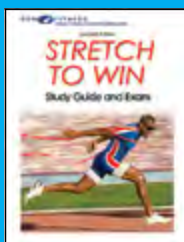
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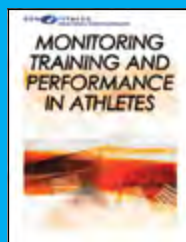
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ANDREA MCDONALD NUTRITION

RECIPE CORNER

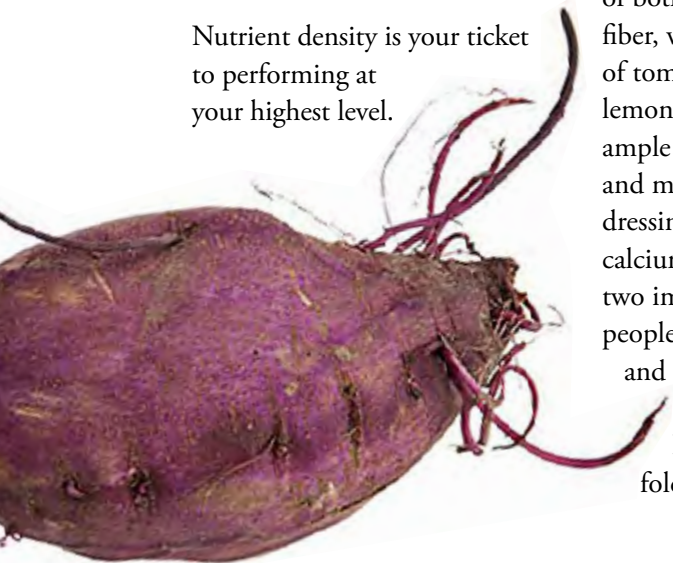


BY ANDREA MCDONALD

PLANT-BASED LUNCH BOWLS FOR THE WIN!

I RECENTLY ESCAPED the Vancouver rain for a four-day road cycling training camp in Palm Desert, Calif., with my women's road cycling team. Much welcomed sunshine! We logged 400 kms of climbing, sprinting, and synchronized pace-lining as a team. And our camaraderie continued at our kitchen HQ, where we shared our culinary talents and knowledge and enjoyed relaxing post-recovery poolside lunches — where it became evident that it's all about the plant-based lunch bowl!

Nutrient density is your ticket to performing at your highest level.



Active people require high quality macro- and micro-nutrients for preparing for and recovering from moderate to high intensity exercise and endurance sport. I'm a fan of plant-based bowls for this very reason.

The Black Bean and Sweet Potato Lunch Bowl packs a powerful punch of protein, complex carbohydrates and dietary fiber that will help you build strength, sustain energy and recover faster from your workouts. One cup of cooked black beans provides 15grams of both protein and dietary fiber, while the combination of tomatoes, sweet potatoes, lemon and cilantro provide ample antioxidant-rich vitamins and minerals. The tahini-based dressing provides a healthy hit of calcium, while the garlic checks two important boxes for active people — balancing blood sugar and controlling inflammation.

Lunch bowls are easy to fold into a Sunday big-batch

meal prep for simple grab-and-go options throughout the week. Planning ahead is your key to success. And find yourself a nice big mason jar to pack your bowl-to-go.

Want more protein? Use 1/2 cup of cooked quinoa as your bowl base. Need more greens? Build from a base of peppery arugula or fresh spring mix. Shake it up by adding raw grated beet or carrot, or substitute black beans with chickpeas. Add some healthy fat by topping it off with 1/4 sliced avocado.

Our Palm Desert lunch bowls started out with a recipe but our collective creativity took us on a tantalizing four-day lunch bowl journey that kept us satisfied, restored, and revved up for our next challenge on the bike.

.....
ANDREA MCDONALD, R.H.N. is a Vancouver-based sports nutritionist. Follow her on Instagram and Facebook @andreamcdonaldnutrition



BLACK BEAN AND SWEET POTATO LUNCH BOWL

- 2 SWEET POTATO**
(DICED INTO 1/2 INCH CUBES)

- 2 TBSPS EXTRA VIRGIN OLIVE OIL**

- 1 TSP CUMIN**

- 1/2 TSP CINNAMON**

- 1/2 TSP PAPRIKA**

- 1/4 CUP TAHINI**

- 1/2 LEMON** (JUICED)

- 2 GARLIC** (CLOVES, MINCED)

- 2 TBSPS UNSWEETENED ALMOND MILK**

- 2 CUPS BLACK BEANS**
(COOKED, DRAINED AND RINSED)

- 2 CUPS CHERRY TOMATOES**
(HALVED)

- 1 CUP CILANTRO** (CHOPPED)

- SEA SALT & BLACK PEPPER**
(TO TASTE)

DIRECTIONS

1. Preheat the oven to 400°F. Line a large baking sheet with parchment paper.
2. In a large mixing bowl, combine diced sweet potato, olive oil, cumin, cinnamon and paprika. Transfer to baking sheet and bake for 25 minutes or until tender.
3. Meanwhile, make tahini dressing by whisking together tahini, lemon juice, minced garlic and almond milk. A blender also works well. Too thick? Add water or almond milk to desired consistency.
4. In the mixing bowl, combine black beans, tomatoes, chopped parsley and sweet potato. Drizzle with your desired amount of dressing. Season with salt and pepper to taste.

NOTES

Makes approx. 8 servings and can be stored in the refrigerator for 3-5 days. Mix it up by substituting black beans for lentils or chickpeas. Add more protein by serving on 1/2 cup cooked quinoa. Increase greens by serving on a bed of peppery arugula or spring mix. Top with a few slices of avocado for more healthy fat content. Add grated raw beet or carrot for variety.

One cup of cooked black beans provides 15grams of both protein and dietary fiber.



KRISTY WRIGHT SCHELL

LIQUID YOGA/LIQUID FIT ON THE AQUAMAT PART I



Yoga and fitness on water? Yes, you heard it right! The newly developed inflatable yoga mats now allow us to take our yoga and fitness from the gym to the pool. These inflatable mats offer participants the opportunity to challenge their body in a new and fun way – while getting the best possible core body workout.

Taking fitness to the water will awaken our fast twitch muscles which rarely get asked to fire on solid ground. The instability under your feet means your body is continuously being challenged to find balance, or a place to rest. Just sitting, kneeling or standing on the mat pushes your body to find balance.

TABLE TOP is a position that can be accessible to all levels using opposite arm and leg extensions. The nice thing about this movement is it offers a range of challenges to all participants BUT keeps you low enough to the mat with the option to touch down with fingers and toes at any time. I suggest 3 breaths for each movement, with pauses in between to reset to a proper table top and connect to the breath.

LEVEL 1 From all fours extend your right leg and place tucked toes at the back of the mat and press down until you feel your lower abdominals engage. Slide your left hand forward onto tented finger tips. Follow your breath in and out for 3 counts.

LEVEL 2 From level one simply lift the extended leg and arm to float. You will feel the mat providing feedback to your core and may start to see ripples in the water. Often students start to laugh because the mat almost jiggles beneath them – I encourage it because laughter helps students reconnect to their breath and it's also a great core workout.

LEVEL 3 From level two add Inhale extending arm and leg. Exhale and curl the spine and bring the knee and elbow closer together – eventually to touch.

LEVEL 1



LEVEL 2



LEVEL 3



HANDOUT COURTESY OF BCRPA

LIQUID YOGA / LIQUID FIT ON THE AQUAMAT PART I CONTINUED.

NOTE: THIS IS NOT A SUBSTITUTE FOR MEDICAL ADVICE.

HANDOUT COURTESY OF BCRPA



LEVEL 1

SIDE TO SIDE SLIDE

When it comes to Liquid Fitness sessions, more dynamic movements are incorporated both on and off the mat. The Side to Side Slide is one that everyone enjoys!

Getting students up to their feet simply standing can be challenging enough. The key elements are: soft knees and water in the joints. This keeps the muscles above and below the joints engaged and ready to 'catch' you.

NOTE:

After each of the above exercises, come back to standing tall with softness in the joints to maintain balance. NEVER lock the knees.



LEVEL 2

LEVEL 1 From a standing (or kneeling position) feel how the mat wants to move below your feet as you sway your hips; almost like standing on ice or a slippery floor with wool socks. Move from the hips finding the fluid in the middle body, start slowly with small shifts to avoid big recovery movements.

LEVEL 2 Bend your knees into a low squat – hands out to assist with balance. Practice getting low with even pressure on both feet – make less ripples.



LEVEL 3

LEVEL 3 Bend one knee and press on the opposite side and begin to tip the board left to right – this will engage some bigger muscles like glutes, quads and calves – as you increase the speed you increase the heart rate. **MAKE SOME WAVES** for your neighbours – 30 seconds to 1 minute fast then **STOP** and try to maintain the low squat until the mat levels and waves subside. Keeping hips low in transitions and during this activity will create more stability for you.



KRISTY WRIGHT SCHELL is the owner of Just Add Water Yoga Ltd. and a Stand Up Paddle Instructor Trainer & Athlete. Kristy teaches this program in Vancouver at the Westin Bayshore Hotel and offers Instructor Trainings across Canada to support facilities in creating a powerful program that caters to all levels.

For more details on Liquid Yoga and Liquid Fit Instructor Training or regular classes please contact: Kristy@standuppaddlevancouver.com

Photo Credit: Moonrider Pro & The Westin Bayshore

CEC ARTICLE

QUIZ

THE FOLLOWING CEC QUIZ IS BASED ON THE ARTICLE:

“BECOMING A “FIT”PRENEUR ” BY SHERINA CHANDRA

Please note that questions may require you to apply information from the article and not simply recall it. This page is for reference only. The quiz itself is to be completed using the online form - click the button on the right. Deadline: May 14, 2018. CEC credits earned will be inputted directly into The Registry® of Fitness Professionals by May 31, 2018, NOT PRIOR. This quiz is worth 1.0 BCRPA renewal credit. A passing grade of 80% (8/10) must be achieved. CECs are only available to currently registered Fitness Leaders.

TAKE THE
ONLINE QUIZ

1. Sherina Chandra's acronym, “EXERCISE”, is used to:

- a) Describe each tool currently used in social media.
- b) Explain different aspects to consider when posting a photo on Instagram.
- c) Outline steps to take when creating a social media plan.
- d) Suggest what to consider when reaching out to your clients

2. Social media is a great tool for:

- a) Showcasing your skills.
- b) Connecting with potential clients.
- c) Positioning your brand.
- d) All of the above.

3. This article defines “mission statement” as:

- a) Your long-term outlook.
- b) A short statement outlining your core purpose and plans to fulfill them daily.
- c) A concise list of goals.
- d) Your business motto.

4. This article highlights these social media platforms in particular as they can incorporate text and photos/video:

- a) Instagram and Facebook
- b) Facebook and Flickr
- c) LinkedIn and Twitter
- d) Pinterest and Snapchat

5. Instagram is recommended for fitness professionals in marketing their business because:

- a) It allows you to post a 140-character message and personalize it to your clients.
- b) It does not include captions, so your photos can speak for themselves.
- c) Instagram is effective for posting pictures, visuals and infographics.
- d) The article recommends that fitness professionals stay away from Instagram.

6. Sherina Chandra's choice of turquoise and the name “Uplift Fitness” are examples of:

- a) Branding
- b) Marketing
- c) Theme
- d) Design

7. Which of the following is true about hashtags?

- a) You should only use them on Facebook.
- b) It's important to use as many hashtags as possible to drive traffic to your page.
- c) You can request a report of your most popular hashtags, which will help you determine which ones are working to your advantage.
- d) They help you reach your target audience.

8. When beginning to work with social media, this article suggests:

- a) Choosing one platform and becoming comfortable with using it first.
- b) Starting with Instagram, because it's the most effective in fitness marketing.
- c) Using several platforms right away to expand your reach.
- d) Avoid posting photos until you are comfortable with hashtags.

9. True or false: when potential clients comment on your posts, you should not respond as it may be perceived as crossing professional boundaries.

- a) True
- b) False

10. “Internet trolls” are described as:

- a) People who follow you on social media but don't know you personally.
- b) People who leave negative messages.
- c) Other users who take your photos and post them as their own.
- d) Followers who post their own hashtags on your photos.

QUIZ ANSWER KEY

Fall 2017 Quiz 1 – Creating a Body-Positive Culture

1. B 2. D 3. D 4. B 5. B 6. C 7. D 8. A 9. C 10. D

Fall 2017 Quiz 2 – Chronic Inflammation

1. B 2. A 3. C 4. B 5. D 6. D 7. B 8. C 9. D 10. D

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The Registry[®] of Fitness Professionals showcases the *talent, qualifications, certifications—and experience* of BCRPA registered fitness professionals who have met the highest and most stringent provincial and national professional standards. It also helps employers and clients find you.



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Promote Yourself.

Two new social media icons for **The Registry[®]** help put the public in touch with you. BCRPA registered Fitness Professionals can use these two social media icons on email signatures, web pages and other social media sites. The icons can be linked directly to a Leader's public profile to:

- Help employers and clients match the right professional with the right job
- Promote and validate the status of registered BCRPA Fitness Professionals

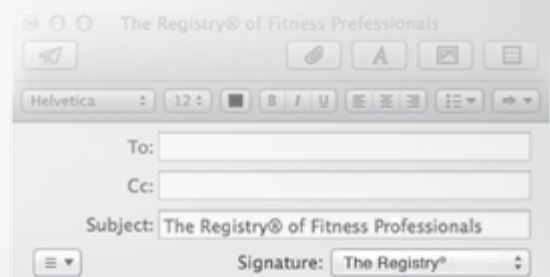
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