



August Newsletter

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Quote of the Month

"If you don't have confidence, you'll always find a way not to win". – Carl Lewis

Did You Know?

- If a person is genetically programmed for a long life, being sedentary increases the odds that they will die before their time. This is based upon the shortening of Telomeres which are at the ends of chromosomes and serve as a marker for aging. Active people have longer ones according to the Archives of Internal Medicine.
- Experts recommended that you intake 40 Grams of Whey or Casein in a post workout shake to boost muscle growth.

8/8/08 - The Olympics begin... And, VERT is using the Month of August to Celebrate!



The promotional campaign for the 2008 Olympics is "The Best of Us". The objective of the IOC's 2007/8 promotional campaign is to communicate the key Olympic values of Excellence, Friendship and Respect to a global youth audience. The theme of the campaign is a simple, powerful idea that transcends cultures and borders, motivating young people around the world to participate in sport; by proving that sport can bring out the best of them.

VERT Fitness wants to have fun with the Olympic theme in order to bring out the best in all of our members. With that in mind, one of the following VERT Olympic events will take place within your VERT session. Each day a different event will take place in order for all members to have a chance at competing in all events. A scoreboard will be kept and displayed for all to view and challenge.

The following is a list of VERT Olympic events and how they will be performed:

1. **Humpty Dumpty on the Ball** - Sit on stability ball, use core muscles to stabilize balance and lift feet off ground. Team members are 4 feet apart. Toss 4 lb. ball between members until someone's foot (or any other part of body) touches ground.
2. **Sit-ups** - Maximum number of sit-ups within a minute. Feet held, knees up, hands behind head with the beginning of the sit-up with back to the floor and then sit-up with elbows to knees.
3. **Obstacle Course** - Best time for 5 Hurdles (sideways)/20 Jumping Jacks/Ladder (in/out)/10 Body Squats on red discs/Run back to start in order to finish.
4. **Team Declines** - Timed 35 seconds, members switching every 10 seconds. 2 members will team and strategize for a maximum number of repetitions. (90/90)
5. **Team Jumpsquats** - Timed 35 seconds, members switching every 10 seconds. 2 members will team and strategize for a maximum number of repetitions. (80/300)
6. **Shuttle Run** - Minimum time to gather 2 reaction balls individually, run to end line and return to start. Begin at edge of green flooring, run to other end picking up ball and running it back to start, run back to pick up second ball. Continue run by racing back to pick up balls individually and return to start. Times up.
7. **SciFit** - One component of the SciFit routine will be chosen daily for average Watts produced. Members must hand in printed sheets after workout in order to be recognized for competition.

At the end of the month, recognition will be given to the Bronze, Silver and Gold winners for both men and women.

VERT Physical Therapy & Rehab

- Come in and learn about injury prevention

VERT Online Nutrition Program

- VERT has launched it's complete online nutrition program
- Please ask us for details to get started with this FREE service for our clients

Nutrition Consultation

- Be sure to take advantage of a free initial nutritional consultation with Dr. Marchetti
- Dr. Marchetti can go beyond most other nutritionists as he not only covers diet plans but also he review your blood work and identify any vitamin or nutrient deficiencies

Nutropia

- Nutritious Gourmet food delivered fresh daily (never frozen). To be featured in People Magazine.
- This is the first food program that passes Dr. Marchetti's requirements, and we have asked him about many other programs.
- Sign up and mention that VERT referred you and lock in for only \$31 per day (3 meals 2 snacks per day).
- Ask us for more details in the center

However, remember that the Olympics are all about being a participant, motivating others to participant and bringing the "Best of Us" to the game!

Good luck to all participants!



VERT Fit Star of the Month



Portia Lack

Occupation: Police Officer

Favorite VERT Exercise: Decline Press along with Keiser machines

Favorite Health Food: Homemade Whole Wheat Pizza

Fitness Goals: Reduce body fat, increase strength and flexibility

Fitness Achievement Highlight: In 12 weeks she has lost **21 pounds of fat** and put on over **13 pounds of lean body mass muscle**. Her flexibility has improved by **11 inches**. The only citation she is writing is for good health Go to VERT.

Impression of VERT Trainers: "Outstanding! I find all of the trainers well prepared, motivating and knowledgeable".

VERT Positive Impact: "I feel strong, I'm in great shape which brings a different air of confidence in everything I do. I wish I had something like this during my college athletic career, as well as when training for the Olympics in 1988 and 1992".

Back to the Basics: The Push-Up

By James Cardo

The push-up is the gold standard for upper body strength. It is used in nearly all physical fitness exams to test individual's upper body strength in the frontal plane. The mastery of the push-up is essential to the development of chest (Pectoralis major), front shoulder (Deltoideus, anterior part) and triceps (Triceps brachii). The utility of this simple exercise is boundless, and can be executed in a cubicle, field, gym, hotel room, or nightly at the commercial breaks of your favorite program.



Like all exercises, there is a learning curve involved with executing the proper technique, and modifications will be discussed to allow for proper technique when strength may hamper progression.

Hand position will always remain the same. Place hands shoulder width apart, so that when your torso is lowered to the floor your shoulders will be directly above your hands.

Arbonne

- New Product – Sea Scrub Detox Line - Ask for details
- Check out the only skin care line we were impressed with enough to offer our clients.
- It is all botanical, hypoallergenic, and uses essential oils vs. mineral oils. Their nanosphere technology (born from cancer research) targets those skin cells that need it most.
- Ask for a sample kit and experience how much better this is for your skin than anything else out there.
- Interested in saving significantly off the retail price and exploring a simple additional revenue stream? Ask us how you can become an Arbonne Consultant.

VERT Referral Program

- Remember to take advantage of the VERT referral program and receive 1-4 weeks of free training for anyone that signs up based upon their package.

Contact Us

516-334-8378

jericho@vertcenter.com

<http://www.vertfitness.com>

Hands should be positioned so that thumbs are pointing towards one another, and middle fingers are pointing in the same direction as the crown of your skull. The pits of your elbows should be facing forward over your middle fingers, allowing elbows to point back towards your feet.



Hand position is the most complicated portion of the form, however the proper hip/back position is most effectively learned with a full length mirror, in order that you can see and feel what proper position is like. Some analogies that may assist in finding proper position in that mirror are: A single line should be able to be drawn from ankles to hips to shoulders, or a 2x4 should be able to be rested across your back side and not lose contact with heels, hips or shoulders in the initial position or during the up-down motion.

Modifications:

When struggling to complete reps of standard push-ups we can modify these in three very effective ways: dropping to your knees, elevating your hands, or combining both modifications. Hand position remains the same for all three modifications.

The proper form for the knee drop, you start in standard push-up position on your toes then drop knees to the ground lifting feet at a 45° angle from related to the ground, keeping the shoulders-hips-knees posture intact. When lowering to the ground it is important **not** to buck hips up thrusting your bottom into the air. It is proper to lower your body flat to the floor even partially allowing hips, stomach, and chest to slightly touch the floor.

What Price for Tubiness?

By Arlene Weintraub, Business Week

Given the medical problems associated with obesity, it's safe to assume that overweight workers drive up employer health-care costs. Now, using data provided by nine large companies, Thomson Healthcare, a unit of data provider Thomson Corp. has come up with some figures. Among its findings: A severely obese employee typically runs up a tab of \$5,695 a year in medical care and pharmacy costs—75% more than a worker of normal weight. Thomson based its calculations on anonymous health-assessment surveys filled out by more than 54,000 employees as part of workplace wellness programs. The self-reported data—on height, weight, and blood pressure—was linked with medical-claims information from the same companies. The incidence of circulatory and metabolic diseases such as diabetes was three times higher in obese workers, who also had more arthritis, back pain, and injuries. Might obese applicants eventually find it tougher to get a job? Says Elizabeth Dudek, a Thomson vice-president: "Prudent employers will have policies to prevent discrimination."

