

INTERNATIONAL SPORTS
SCIENCES ASSOCIATION

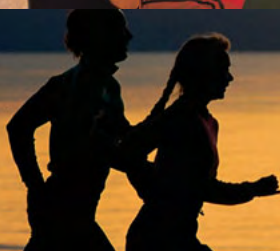
PERSONAL TRAINING CERTIFICATION



Building Strength

Building Health

Building Life™

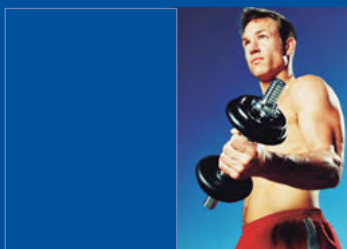


1.800.892.4772
www.ISSAonline.edu


International Sports Sciences Association™
The World Leader in Fitness Certification — Since 1988

Countless studies show that Americans today are in worse shape than at any other time in recent history. According to medical authorities, more than half of our population is overweight. In a recent *USA Today* article, Dr. Hugh D. Allen of Columbia Children's Hospital stated that 30 million of the 80 million kids alive today will die of heart disease as adults,

unless current trends change.



TAKING A STAND

In 1988, the most powerful team of fitness experts ever assembled joined together under the leadership of Sal A. Arria, DC, MSS, and Frederick C. Hatfield, PhD, MSS, to stem the tide of physical decline. Culled from the elite ranks of research, coaching, sports medicine, and sports and fitness science, these individuals decided to draw a line in the sand and turn the tide toward a more fit and healthy world. Together, they formed the International Sports Sciences Association with the mission of transforming the fitness of our planet.

Since that initial gathering in 1988, the International Sports Sciences Association

has catapulted to the forefront of the fitness community. ISSA is now recognized as the World Leader in Fitness Certification, having educated over 130,000 health and fitness professionals to date. ISSA acts as a teaching institution for fitness trainers, athletic trainers, coaches, physicians, chiropractors, physical therapists, and professionals in every field of health care. We have set new standards in exercise assessment, nutritional planning, fitness instruction, sports medicine practice, and post-rehabilitation training. ISSA courses are recognized worldwide, and our professional credibility is impeccable.



Our mission is to inspire students to positively impact the quality of life of each individual with whom they come in contact.

The International Sports Sciences Association believes that the health and fitness of our society can be significantly improved by our students' success as health, sports and fitness professionals. Our efforts to stem the tide of poor health and physical decline are multiplied exponentially as our graduates and members disseminate the ISSA principles and methods to their clients, peers and associates. Together with our members, the ISSA is committed to creating a stronger, healthier world.

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If you've ever considered a career in fitness, now is the time! Health clubs, diet centers, resorts, even hospital-based fitness facilities need you! Whether you want to work for yourself or for a club, qualified certified fitness professionals are in greater demand than ever before. The physical health of our nation is in a dire state. Children

have never been as obese as they are today. Older adults are weak and frail. Doctors and HMOs are realizing that fitness training is the future of health care. There are virtually limitless sources of new clients — people who need your help! And ISSA is unconditionally committed to helping you become a successful fitness professional.

CAREER IN FITNESS

International Sports Sciences Association
Since 1988



The *Los Angeles Times* published a survey indicating that Personal Trainers have the highest level of job satisfaction of any occupation in the US. For most of us who have a passion for fitness, earning a lucrative income while doing what we love would be a dream. Let us help you turn your dream into a reality!



The timing is right! According to a recent study, personal trainers' businesses have grown 100% in one year! Can you imagine doubling your income? Personal trainers had a record year and there is no end in sight! Health club membership in the US grew by 22% and even hospital-based fitness facilities have doubled in number over the past few years. It's no secret, fitness training has proven to help reduce medical costs, prevent most age-related maladies and improve the quality of life for those who work out just a few days a week. The problem is that there are just not enough qualified, certified fitness professionals to meet the demand of this growing field. Health clubs, diet centers, hospital fitness facilities and even health food stores need qualified individuals with a strong background in exercise, health and nutrition.

According to the American Sports Data Company, personal trainers can expect to earn \$22 to \$45 per hour doing training sessions at the gym. And many personal trainers with entrepreneurial spirits enjoy even higher hourly rates.

With ISSA behind you, success is just one step away! We'll teach you how to build a successful, rewarding, profitable business and how to get in better shape while helping others improve the quality of their lives! Join the many thousands of successful ISSA fitness professionals worldwide and have the most respected authorities in the fitness industry on your team!

"I want to take a few minutes and tell you about my experience with ISSA. One word would sum up my experience and that word is 'mad.' I'm mad at myself for not doing this sooner. ISSA was one of the best educational experiences that I have ever had."

~Steve Creech, CFT, EMT-Intermediate

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ADVANTAGE

International Sports Sciences Association
Since 1988



- ➔ ISSA is the *only* fitness organization to have earned national accreditation from a federally recognized agency—DETC.
- ➔ ISSA's team of experts are leaders in their respective fields. No other organization has such a diverse and knowledgeable team of scientists, researchers, and athletes.
- ➔ Over 130,000 students have enrolled in ISSA's nationally accredited fitness education programs and continuing education courses.
- ➔ ISSA certification programs qualify for Armed Forces Tuition Assistance and are listed in the DANTES Nationally Accredited Distance Learning Programs catalog.
- ➔ ISSA programs are widely accepted for continuing education credits by professional organizations such as chiropractic associations, physical therapy associations, and other fitness certification organizations.

- ➔ ISSA provides online, interactive learning, testing, and assistance.
- ➔ ISSA offers unlimited educational support, training guidance, and business advice for all active members—while you study *and after* you are certified!
- ➔ ISSA is internationally recognized with students in 85 countries including Canada, South Africa, Norway, Trinidad, Italy, India, Egypt, and the United Arab Emirates.
- ➔ ISSA is approved by the California Bureau for Private and Postsecondary Vocational Education contracted by the Veteran's Administration.
- ➔ ISSA has been granted Provisional Affiliation with the NBF. Individuals who complete ISSA's CFT program are eligible to sit for the National Boards exams.

If you're ready to make a change in your life or simply want to learn more about fitness, health, and nutrition, pick up the phone and call us right now. Our friendly staff of enrollment counselors will answer any questions you have about our programs and help get you started today.

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I just would like to congratulate you for being ahead of the game in your currently proven concept that weight training has cardiovascular benefits. For years, the medical profession has lived under false pretense that weight training offers no cardiovascular benefits. I also enjoyed taking the course offered by you.

~Alfonso L. Tiu, MD



Excellent Education

- ➔ 735-page course text and accompanying workbook
- ➔ *Fiscal Fitness* (ISSA's step-by-step guide to developing a profitable business)
- ➔ Founders, professors and advisors who are world-renowned experts and champions
- ➔ Dynamic, hands-on weekend seminar at a reduced student rate

Great Service

- ➔ FREE unlimited toll-free educational support (during **and after** course completion)
- ➔ FREE online educational support
- ➔ Internet, web-based, interactive learning (study online)
- ➔ Internet, web-based, interactive testing (test online)

Accredited Member DETC

ISSA is proud to be accredited by the Accrediting Commission of the Distance Education and Training Council (DETC), which is listed by the U.S. Department of Education as a nationally recognized accrediting agency, and is a recognized member of the Council for Higher Education Accreditation (CHEA).



I highly recommend the International Sports Sciences Association's program for fitness trainers. It has been my experience that graduates of ISSA provide the highest-quality instruction to their clients while demonstrating an excellent combination of technical knowledge and practical skill.

~Thomas G. Vaught, VP of Fitness USA Supercenters

COURSE CURRICULUM

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Since 1988



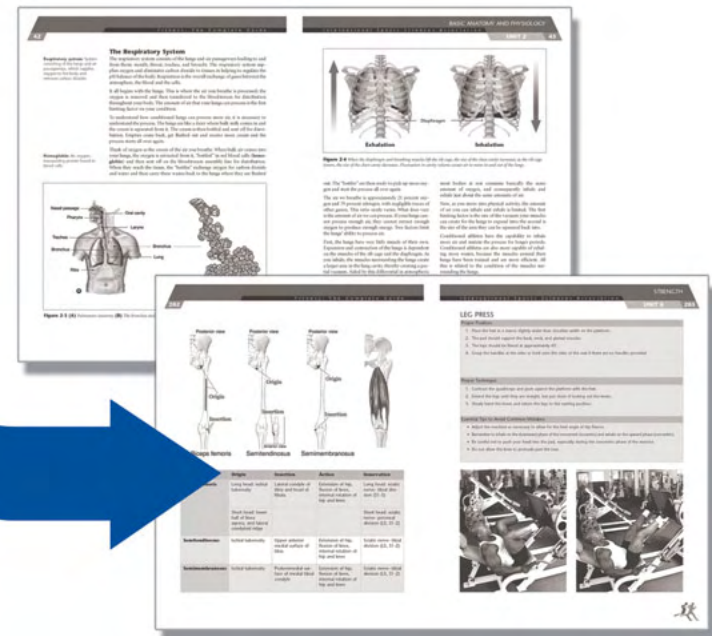
Years ago, Dr. Sal Arria and Dr. Fred Hatfield had a vision to pioneer a personal fitness trainer program that would combine science and practical application. Today that dream is a reality with the Certified Fitness Trainer Program. This acclaimed program features cutting-edge information on designing resistive exercise programs, nutrition, sports medicine issues, business and marketing skills, and much more. The program teaches you all the practical day-to-day skills necessary, as well as the theoretical knowledge needed to excel as a personal trainer.

**Tuition, texts, and ongoing educational support:
\$595 + shipping & handling**

Course Materials include: *Fitness: The Complete Guide*, CFT Workbook & Study Guide, and *Fiscal Fitness* business guide



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Take a Look Inside

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Fitness: The Complete Guide, the official text of the CFT program, devotes over 100 pages to strength training, outlining available technologies, comparing machines and free weights, and discussing exercise fundamentals. Illustrated pages assess in detail over 50 in-the-gym exercises that sculpt different areas of the body, focusing on proper position and technique. The acclaimed course walks you through the necessary steps of program development, from gaining new clients to program implementation. Sections dedicated to nutrition discuss the basics of sound nutrition, daily caloric expenditure calculation, and appropriate nutrient ratios. Sample menus, which take in to account gender, weight, body fat percentage, and activity level, show not only what to eat, but when. In ISSA's *Fitness: The Complete Guide*, you will find the practical day-to-day skills necessary as well as the theoretical concepts needed to transform lives.

STUDY OPTIONS

International Sports Sciences Association
Since 1988



- ➔ **HOME STUDY.** Home study is available for students who wish to complete their studies at their own pace. ISSA provides all students with unlimited access to our toll-free help line. This invaluable student support and assistance is available both while you prepare for your examination, and after you complete the course, free!
- ➔ **ONLINE STUDY.** ISSA offers well-organized and skillfully written courses online, which offer each student accessibility and adaptability. The greatest benefit of the ISSA online study program is convenience, as all learning takes place on the student's computer. Students who have jobs, a family, or both benefit from this study method. Online study also offers direct access to instructors via email or message boards.
- ➔ **CERTIFIED FITNESS TRAINER SEMINARS.** ISSA offers two-day seminars and proctored on-site examinations. Information students study in the course material is clarified, solidified, and brought to life by dynamic seminar instructors. The first day of the seminar consists of lecture, question-and-answer sessions and group learning activities. The second day covers practical application, taking a hands-on look at all aspects of training. Enrolled students are eligible to attend the seminar for a reduced fee of \$149. Call us today at 800.892.4772 or log on to ISSAonline.edu to find CFT seminars in your area.

TUITION, TESTING, AND COURSE COMPLETION

\$595 in course tuition includes all required textbooks, study guides, examination, and ongoing educational support. Shipping & Handling for the continental US is \$25. For all other locations, please call for exact Shipping & Handling costs.

You have two years from the date of enrollment to complete your certification. After passing your examination, you will be issued your certificate and wallet identification card.* ISSA certification is valid

for two years and is renewable by completing approved continuing education contact hours, and submitting an updated CPR/AED card and renewal processing fee. ISSA provides many specialized certification programs and individual CEU courses that meet ISSA's continuing education requirements.

Need help while you study or after you're certified? All ISSA students have unlimited access to our toll-free help line at **1-800-892-4772**.

** Adult CPR and AED training are necessary to any fitness career. Valid CPR/AED certification are required for completion of all ISSA courses. The Red Cross and other civic organizations offer certification in CPR/AED training. Call 800.892.4772 with questions.*

ENROLLMENT OPTIONS *Enrollment is easy with four options to choose from!*

Call

(800) 892-4772

It will just take a few minutes to process your application over the phone. Our courteous staff is always available to assist you.

Log on

www.ISSAonline.edu

Enroll online on our secure website. Access study materials, online resources, and technical support as soon as you submit your application!

Mail

application to:
**ISSA
1015 Mark Avenue
Carpinteria, CA 93013**

Your course materials will arrive within 5 business days of application processing.

Fax

application to:
(805) 745-8119

We will process your application as soon as we receive it. Your course materials will arrive within 5 business days of application processing.

Is a career or part-time job as a personal trainer

RIGHT FOR YOU?

PERSONAL TRAINING READINESS QUIZ

1. Does job satisfaction for you come mostly from helping people?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2. Are you often asked questions about effective exercise technique?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
3. Do you consider fitness to be a cornerstone of your health and wellness?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
4. Do you read publications about exercise and/or nutrition at least once a month?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
5. Has exercise been a part of your life for two or more years?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
6. Do you currently exercise more than 3 days per week?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. Do you consider yourself to be in good or excellent shape?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
8. Do you go out of your way to share your enthusiasm for fitness with others?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
9. Are you at least moderately knowledgeable in the area of nutrition?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
10. Do you know a considerable amount about various forms of exercise?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

If you answered yes to 5 or more of the questions above, you probably have the ability to succeed in this field, once you make a commitment to a personal training certification program. A higher score indicates an even greater readiness to embark upon a fulfilling career in fitness.



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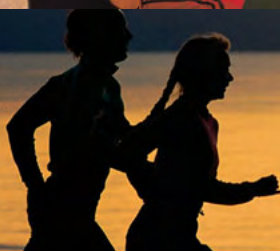
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Building Strength

Building Health

Building Life™



Gail Kasianowicz
ISSA Certified Fitness Trainer

The best decision I have ever made was to become a personal trainer. If you're like me and you enjoy staying in shape and helping others, this program is for you! I researched all the other certification organizations and *no one* comes close to what ISSA offers. They've helped me so much, personally and professionally. I never thought I could do it, but ISSA's educational support staff was always there for me. The books, seminars, and online learning made getting certified a wonderful experience. But what's more important is that I'm in better shape than I've ever been in my life! I use the information I've learned to help others, but it's also helped me learn how to get the results *I've* always wanted. If you're considering personal training, don't wait. It is without a doubt the *best* decision I have ever made!

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