



## Member Newsletter

July-August 2014



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### FRESH & NEW!

Summer is a great time to plan fresh ideas for your fall classes. It can be as simple as adding a few new moves to your routine or developing a few nutrition facts and releasing healthy bits throughout your session. This issue of the ESA Newsletter introduces a few recent movement and nutrition trends. Take some time to freshen up your class by sharing something new. Stand apart from other instructors and break out of your summer pod with a smile.

### FEATURE MEMBER: CARRIE MCNEISH & ARIZONA LINEDANCERCISE



Carrie McNeish, an ESA STAR certified instructor since 1995, grew up in and currently resides in Arizona where she teaches classes and is an ESA STAR America Trainer. She created a popular class based on line dancing and has taught her program not only in Arizona but also in Washington State and Texas. Her wide range of students and clients include military personnel on an air force base, adults at community centers, children in an after school program, residents at an apartment complex, personnel of an in-house corporate fitness program, and members in various fitness clubs. In 2006, Carrie presented her line dance choreography in a series of ESA training workshops, and she regularly offers training preparation for ESA certification examinations as a mentor, in small groups, or one-on-one. She focuses on the individual and tailors her classes to their needs.

In a recent interview with ESA, Carrie said, “Line Dances have been around for a long time (think *Electric Slide* and *Hustle* from the 1970s), but my program, which I call *Linedancercise*, is organized in a cardio-based format that elevates line dancing to exercise. Basically, a group of individuals are arranged in lines and step-out simple thirty-two count patterns per song that continuously repeat and move in an individual squared pattern that faces all four walls,



one at a time. Think of a cross word puzzle. The workout is for both body and mind because memorizing the patterns works the brain. The continuous rhythmic movement makes it aerobic and provides a safer alternative to higher impact formats by greatly reducing or eliminating stress on joints comparable to walking. Yet, the energy level raises the heart rates into a training zone that last a minimum of thirty minutes.

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Carrie further explains, “Unlike traditional line dancing, the goal is to keep the heart rate in a training zone throughout the class, and the format includes a warm-up and cool down. I teach in a variety of styles to meet the group fitness level and use many different types of music such as Latin, oldies, pop, disco, rock, and funk, and in addition to country. The work-out can be performed outdoors as well as indoors, the exercise class is comfortable for people who feel uncomfortable wearing form-fitting workout clothes, and yes, *real-men* line dance too.



**To try a sample routine, go to Carrie’s website**  
[www.dancemeetsfitness.net](http://www.dancemeetsfitness.net)

## FIT BITS



## EXERCISE TRENDS

Six new trends this year present a twist on established fitness programs; three of them introduce a new type of equipment. The Exercise Safety Association is not endorsing any of these programs, but simply presenting them to inspire your creative spark. As with all exercise, the ESA SAFE Certified Instructor should determine the appropriateness for the group or individual and evaluate the biomechanics of movements, the speed, the intensity, and movement transitions.

**BOKWA®** - If you have not heard of it yet, you will! It is one of the fastest growing programs. Paul Mavi, a group fitness instructor, dancer, and musician, from Los Angeles developed a high energy workout in which participants draw letters and numbers with their feet to the beat of pop music. See it to understand it at [www.bokwafitness.com](http://www.bokwafitness.com).

**PILOXING®** - This workout uses weighted gloves and combines boxing with standing Pilates. Created by Viveca Jensen, it is a fast paced program that engages Pilates Core with a lot of boxing movements. To learn more go to [www.piloxing.com](http://www.piloxing.com).

**TABATA™** - This high-intensity, anaerobic, interval system was developed in Tokyo based on the research of Dr. Izumi Tabata using the equation  $20/10 \times 8 = 4$ . The 20 corresponds to seconds of work, 10 to seconds of rest, 8 to number of sets, and 4 to total minutes. A muscular conditioning exercise like the push up is performed during the 20 second work interval. After 10 seconds of rest, the set is repeated for another 20/10 seconds. This continues until eight sets are completed. The total time spent exercising equals 4 minutes. After a brief rest, a different conditioning exercise such as squats are performed using the same formula for another 4 minutes.

### TABATA FORMULA

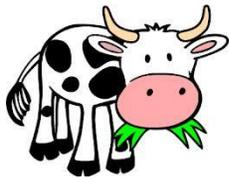
$$20/10 \times 8 = 4$$



**THE SLOW FOOD MOVEMENT** - More people are becoming environmentally conscious and concerned about the depletion of natural resources throughout the world. The United Nations declared 2014 the *International Year of Family Farming*, bringing attention to supporting “sustainable, rural development,” and in the United States there is a growing movement to support family farms. The number of people purchasing produce directly from the local farmer is increasing as evidenced by the rising popularity of co-ops, farm markets, and roadside farm-stands. Even, some large chain grocery stores like Ohio’s Giant Eagle Market District feature produce and meat from local farms in special sections of their stores. A natural outcome of this movement is learning to eat seasonally as the local produce is available and includes being less reliant on exotic imports of food from places far away. It is called the *Slow Food Movement* and focuses on food that is fresh, sustainable, and local, and originally began as a reaction to the “fast food” restaurant business that rapidly developed in the 1980s. However the movement also addresses the future of food on the planet. An organization called *Slow Food USA* is comprised of a network of volunteers in local chapters and food communities, who believe that “a better, cleaner and fairer world begins with what we put on our plates and our daily choices determine the future of the environment, economy, and society. Their mission is “good, clean, and fair food for all.” For more information go to [www.slowfoodusa.org](http://www.slowfoodusa.org).



**GRASS FED BEEF & FREE RANGE FARMING** - A movement away from *factory farming*



toward *grasslands farming* is becoming increasingly popular. *Factory farming* fattens animals in feedlots on soy, grain, and supplements, treating them with drugs, growth hormones, and antibiotics while *grassland farming* allows animals forage in high quality grass pastures on their native diet. As a result, the animals are less stressed, healthier, and consequently healthier for people because they are lower in cholesterol, saturated fat, and calories and higher in vitamin E and omega-3-fatty acids. Although, *factory farm* raised animals are cheaper, they create more environmental pollution, animal abuse, unnecessary use of drugs, loss of small farms, and less nutritious food. The animals are raised on unnatural diets that often include waste such as garbage and chicken feathers, designed to boost their weight. In addition, the majority of meat, eggs, poultry, and dairy products in the grocery stores come from animals raised in “Confined Animal Feeding Operations” (CAFOs). Free range farming allows animals to roam freely getting movement and sunshine rather than 24 hour a day confinement. Proponents of free range and grass fed animal production believe that they are decreasing environmental destruction, improving animal welfare, helping the small rancher, and increasing nutritional value. For more information: [www.americangrassfed.org](http://www.americangrassfed.org) and [www.freerangefarmers.com](http://www.freerangefarmers.com).

## EMAIL ADDRESS



### DOES ESA HAVE YOUR CURRENT EMAIL ADDRESS?

Have you sent ESA your email address? Is it the current one? Since ESA is no longer sending notices by the United States Postal System, all correspondence will be posted on the website or sent to your email address.

If we have your email address, watch for ESA notices and check your SPAM folder because sometimes mail gets automatically directed there even though ESA is not a SPAM sender. Providing ESA with your email address will assure that you receive the latest updates and information.

## DOES YOUR CERTIFICATION EXPIRE IN 2014?



### RENEW BEFORE SETEMBER 30th

If your certification expiration year is 2014, you must call ESA (407-246-5090) to renew before September 30<sup>th</sup>. For a significant savings, complete a multiple year renewal (up to 4 years) rather than one year. You will also need to provide .6 CECs per year of renewal and a current CPR certification. If your CPR has expired, order the CPR review course at the time of renewal.

For best results be prepared and don't wait until the last day. To avoid playing telephone tag with ESA, make an appointment by sending ESA an email requesting two different days and times that you would like a certification advisor to call you. Your email will be returned, confirming ONE of those days. Submit your email request a minimum of 24 hours before you want to be called and do not make appointment choices for the same day that you make the email request.

Maintaining a current certification demonstrates professionalism. Remember: "it remains the certified instructor's responsibility to keep accurate records of continuing education hours/credits, to know certification expiration dates, and to take the appropriate steps to keep the certification current/valid" (ESA web site).

**GOT CECs? GO TO ESA .1CEC ARTICLES**

## A CALL TO ESA MEMBERS



### WHAT MAKES YOU SOAR?

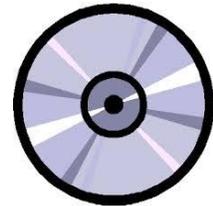
### WHAT DO YOU DO IN THE FITNESS PROFESSION?

Share your fitness or leadership activity with other members in an upcoming newsletter **FEATURE MEMBER** column. Tell us about your fitness passion by emailing a document attachment. Include a photo or several photos and detailed information about what makes you soar. We love talking

to members too; so, if you prefer call ESA (407-246-5090). ESA is enthusiastic about sharing your fitness activity, teaching ideas, or leadership initiatives with other ESA members.

## FITNESS VIDEO REVIEW REQUESTS

Do you have a favorite fitness workout on DVD? Email ESA ([askesa@aol.com](mailto:askesa@aol.com)) if you would like it reviewed and rated for safety. We want suggestions from members to fill our .1 CEC Video Review page with articles about popular videos that are of interest to you. Include the name of the DVD, publisher (if available), and key performer(s). Be sure to include your name and a line about why you want the DVD reviewed. An ESA expert or educational advisor will review the DVD and provide feedback based on current safe exercise recommendations, leadership principles, and biomechanical and scientific information.



### ESA MEMBER CHECK LIST

       I "CHECKED-IN" with my EMAIL ADDRESS to ESA