

HEALTHLINES

CHAD'S

Winter 2010



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Happy New Year! I am glad 2010 has finally arrived! The long, drawn out recession seems to be heading in a more positive direction. I know our business has been slightly affected by the economic downturn, not by much though, and I would like to thank you for helping us weather the storm. Your loyalty to our service and commitment to your well being is to be applauded.

We recently added a video testimonial section to bodysymmetry.com. It was a lot of fun to videotape some of our clients and trainers. Thanks to Joan Casper, Josh Vehovic, Bryce Slablotny, Keith Wichterman, Neil Rooke, Matt Shelton, Justin Knoedler and Ryan O'Malley for their time and wonderful testimonials! The video interviews with each of our trainers document each of our unique training styles and personalities. Go to our web site and watch them. They actually are quite good and everyone had something very thoughtful to say. Finally, Brian Crowdsen, the videographer that shot and edited the video footage, did a tremendous job. I would highly recommend Brian to anyone in need of any type of video project. He is a true professional!

I love to visit different health clubs around the country and over the holidays I had an opportunity to visit a major chain facility while staying at my mom's home in Kansas City. The club was HUGE and had tons of equipment! I looked on the company web site and saw that their average facility has 400 pieces of equipment and is over 100,000 square feet. My son Quinn and I were astonished at the abundance of equipment! Quinn and I both agreed it actually was too much of a good thing. The floor space was limited, training areas were crowded and virtually no one was doing any type of functional movements. In this edition of Healthlines, I decided to write an article on what I witnessed at this club, "Movement That Matters". I think the article will explain why I feel it is so important to not solely rely on machines to exercise.

We are getting ready to do a small marketing campaign. I like to call it more of an awareness campaign to let people know we exist. Traditional marketing, however, has never been high on our list of things to do. I much prefer word-of-mouth referrals from satisfied clients and other professional sources, like physical therapists, massage therapists and physicians. These types of referrals tend to be more committed and aware of the value we offer as a fitness training service.

Thanks to you if you have referred a friend, patient, or family member in the past. We truly appreciate your trust!

Yours in Health,

Chad Marschik



Exercise Spotlight

Skateboards

1. Balance one foot on the edge of a stable, elevated platform/box of your choice (the size of the platform/box is typically 6"-24").
2. With the other foot dangling in the air above the ground, slowly perform a squat until your foot almost touches the floor.
3. Keep your balance leg stable and your knee in alignment with your hip and foot. You may hold on to something stable should you not have the ability to safely and correctly perform this movement.

Best iPhone Apps to Keep Fit



1. Lose It!

Allows you to set goals and establishes a daily calorie budget based on these goals. Stay on track each day by recording your food and exercise and staying within your budget. Price: Free!

2. iPump Total Body

Delivers a set of nine total body workouts complete with videos and instructions. Includes sets, reps and weight, per exercise, per workout.

Price: \$2.99

3. iFitness

Exercise database with over 115 detailed exercises. Create a custom workout or use a preset workout routine, and use daily logs to track your progress. Price: \$1.99

4. RunKeeper Pro

Use the built-in GPS feature of your iPhone to track all of your outdoor fitness activities. Save your activity history to monitor your progress and use the auto-sharing features to send your results to Twitter and Facebook. Price: \$9.99



Movement That Matters

By: Chad Marschik CSCS, ACSM HFS

The body truly is an amazing machine. We have the ability to move in 360 degrees, bend, stoop, squat, pull, push, climb, jump, shimmy, shake, etc....Have you ever watched world-class athletes in motion? They are so fluid and graceful! Their movements almost seem effortless to the untrained eye. This is far from the truth though. Many years and hours upon hours of practicing their respective sport, coupled with even more hours of conditioning made them the athlete you see at the professional level. World-class at anything does not happen overnight or without an incredible, even super-human commitment, to a single goal of being the best.

In human locomotion, the body is very similar to a symphony in how it works. Each section of a symphony is responsible for contributing to a musical piece, just as the muscles in your body work together to create movement. Sometimes, you may have isolated instances where one muscle is doing most of the work, just as a violinist might perform a solo in a musical piece.

Movement occurs all over the place, meaning multiple directions (think any sport), often times in uneven environments (think climbing stairs) and at varying degrees of amplitude (think chasing a 5-year old). Therefore, when it comes to strengthening and conditioning your body, your training should incorporate a lot of "all over the place" exercises. Multi-directional movements are considered functional exercises because they best prepare your body for the demands of real life situations. Regardless of the activity or demands of a particular sport, functional exercises can help prevent injury, enhance performance, improve posture, minimize faulty movement patterns and decrease muscle imbalances.

The majority of strength training machines you find in gyms and elsewhere, isolate individual muscles and work your body in one plane of movement (usually the sagittal/median plane). The worst non-functional aspect of using these machines is that you typically must sit in them in order to perform the exercise. There aren't too many demands in life that require you to sit, besides reading, writing, browsing the Internet, playing video games, working a desk job, eating or watching television. None of those activities are particularly demanding, so why rely on a machine when exercising? Exercise machines for strength training are tools in the tool box; they have their place in a fitness regime (best for isolating and building muscle). Unless you are a body builder concerned with building lots of muscle, machines should be used sparingly.

Functional exercises can be performed without any exercise equipment and with limited floor space. No money for gym memberships or exercise equipment required! This is nice, because it makes it available for everyone. Now, if you want to add a little spice to your functional training, you can with lots of relatively inexpensive tools, such as exercise balls, tubing, medicine balls, dumb bells, foam rollers, etc.....

Most people should devote at least half of their exercise time to functional movements. Functional movements, stimulate your central nervous system, promote far greater caloric expenditure than isolated exercises and help keep the ravages of aging at bay by allowing you to perform more of the daily tasks you want to do throughout your life.

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Jalapeno Corn Bread

- Combine 1 cup low-fat buttermilk, 1/4 cup canola oil, 3 tablespoons sugar, 1/2 teaspoon salt, and 2 large eggs in a large bowl, stirring with a whisk.
- Sprinkle 4 teaspoons baking powder over batter; whisk until blended.
- Fold in 1 cup yellow cornmeal, 4.5 oz (about 1 cup) all-purpose flour, and 1 chopped jalapeno pepper (do not remove seeds).
- Spoon batter into a 10-inch cast-iron skillet coated with cooking spray.
- Bake at 450 degrees for 20 minutes or until lightly browned.

Ingredients:

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- 1/4 cup canola oil
- 3 tablespoons sugar
- 1/2 teaspoon salt
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