

# BIG *Fitpro's* NAMES

Our contributor panel contains the finest in the industry. Our experts bring you the latest research and thoughts on training methods, exercise science, psychology, business skills, nutrition and health. Here are this issue's big names.



**TONY LYCHOLAT**

**Back to the future p24. Pilates –where is the science p34. Tai chi and falls prevention p42.**

Tony is a coach, coach educator and high performance scientist, with degrees in sport science and sports medicine. He has worked with Olympic and elite professional sportsmen and women for over 25 years, and has been the technical editor at Fitness Professionals since 1993.

## UNDER THE SPOTLIGHT

**WILLIAM SUKALA**

**Body fat – our worst enemy? p48**

William is a clinical exercise physiologist, diabetes researcher, and international presenter, writer, and consultant to the industry. He holds degrees in exercise physiology and nutrition, and is currently finishing his PhD with a focus on metabolic diseases.

### Q & A

**I do 40 minutes of cardio five times per week but can't seem to lose weight.**

**What else can I do?**

Even if you exercise regularly, your hard work can be "undone" by excessive sitting the rest of the day (i.e., desk job, watching telly). For a 70kg person, adding two (cumulative) hours per day of light movement to your regular routine can translate to an extra 15kg of weight loss per year. Bottom line: waste energy at all times.

Walk to the bus stop, stand on the train, take the stairs, use a

standing workstation, or swap the shopping trolley for a hand basket. Every little bit counts. The small changes you make today equate to big changes tomorrow.



**LINCOLN BRYDEN**

**Improving your professional status p12**

Lincoln has been a presenter for 15 years, and an instructor for 20. He also runs [www.fitnesstrainingdownloads.com](http://www.fitnesstrainingdownloads.com), which provides choreography downloads to group exercise instructors.



**JANE CHINERY**

**So you want to teach dance? p16**

Jane has been teaching for 10 years with a background in dance and performance, running her own dance and fitness business. She is a master trainer for Gymstick International and a presenter for Group X Training.



**JAYNE NICHOLLS**

**Jayne's say p27**

Jayne has had a huge impact on freestyle fitness in the UK. She is the creator of Freestyle Fitness Yoga ([www.freestylefitness.com](http://www.freestylefitness.com)) and director of Group X Training Ltd, which provides ongoing training through national tours and DVDs.



**SELAINE SAXBY**

**Get some support p30**

Selaine is a leading authority on sports bras having founded LessBounce 10 years ago when unable to find a good sports bra herself. As a full time aerobics instructor of 15 years she realised she was not alone.



**CHERRY BAKER**

**Pilates for older adults p38**

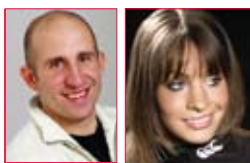
One of the UK's longest standing presenters, Cherry is renowned for her user-friendly, approach. When not lecturing or presenting around the country, she can be found teaching at The Studio in Derbyshire.



**PAUL MEDICOTT**

**Need a massage? p40**

Paul is a sports massage practitioner working with physiotherapists, osteopaths and chiropractors. He holds an MBA from Loughborough University and is vice chairman of the Sports Massage Association, and proprietor of the Commons Practice.



**PETE COHEN AND SUSAN CASS**

**Losing at losing weight p46**

Pete is a motivational speaker and the resident life coach on GMTV. He is also the creator of a unique weight-loss programme ([www.petecohen.com](http://www.petecohen.com)). Susan runs a London-based personal training company ([www.wellness-advisor.com](http://www.wellness-advisor.com)).



**JUDY DAME**

**Seasonal sensations p50**

After studies in psychology, food as medicine and macrobiotic cooking, Judy founded The Food Coach, a healthy eating personal training service, in Australia ([www.thefoodcoach.co.uk](http://www.thefoodcoach.co.uk)). She is also a columnist, author of two books and a popular cooking presenter.



**LINDSEY ORMOND**

**Some additional extras p52**

Lindsey is a nutritionist with four years' experience both in industry and as a freelance. Having completed the IOC's diploma, she specialises in sports nutrition, and also has qualifications in sports science and public health nutrition.

# DON'T MISS

November and December's places to go and people to meet



MAUREEN HAGAN

### The last word p58

Maureen is an award-winning group fitness instructor and programme director. She has been teaching fitness classes, training instructors and presenting at fitness conventions for over 25 years. Maureen is also a licensed physiotherapist, and an anti-ageing specialist.

## 3-6 NOV



### SIBEC EUROPE

Come together with over 200 other delegates, including some of the leading manufacturers and suppliers, and the most important operators in the UK and Europe. Meet suppliers of fitness equipment and programming, flooring, free weights, and health and wellness. More info at [www.sibec.co.uk](http://www.sibec.co.uk)

## 20-21 OCT



### 2ND ANNUAL APPI PILATES CONFERENCE

The Annual APPI Pilates Conference is a unique event, open to all Pilates instructors, enthusiasts, health professionals, and rehab instructors. A number of institutes and educators will come together to engage the Pilates community and share their knowledge at the Royal College of Physicians in London. Visit [www.ausphysio.com](http://www.ausphysio.com)

## 5 DEC

### CARDIFF SANTA JOG 2010

If dressing up as Santa is your thing, combine it with your love for fitness with this charity fun run. Suitable for all ages and abilities, Santa's can walk, jog or run the 5k course around Bute Park in Cardiff. If this is too far from you; Santa Jogs are on all over the country. Check [www.bhf.org.uk](http://www.bhf.org.uk) for your nearest event.



## Industry updates

### FitPro Fundraising week a huge success

A charity fundraising week has raised hundreds of pounds for Access Sport. Staff took part in five days of activities, paying £3 for each, including Les Mills BODYCOMBAT® and Vew-Do Extreme (see pages 19-21 for the Vew-Do review). Kishan Dave, events and education co-ordinator at FitPro would like to thank all staff and volunteers who gave up their time and money to help. "Access Sport is a very worthwhile cause, providing children in disadvantaged areas with access to sporting facilities." For more info, visit [www.accesssport.co.uk](http://www.accesssport.co.uk)

### PPL licence shake-up

PPL, the music licensing company which represents performers and record companies, has launched a consultation exercise in partnership with the Fitness Industry Association (FIA) to determine a fair and equitable tariff for the use of recorded music in exercise classes.

As the industry representative, the FIA has secured a commitment from PPL to set an equitable industry rate for the playing of "sound recordings" in public places. This will reflect the actual use of recorded music in the fitness industry – as opposed to a tariff set by comparison with perceived peer industries. The consultation process requires input from operators and instructors alike. If you've received your (confidential) questionnaire, please complete it and return to the FIA or email it to [musiclicensing@fia.org.uk](mailto:musiclicensing@fia.org.uk)  
More info can be found

Happy  
20<sup>th</sup>  
anniversary  
Fitpro

