

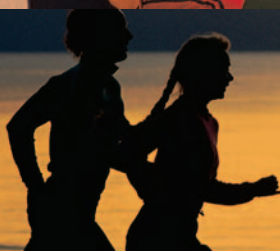
INTERNATIONAL SPORTS SCIENCES ASSOCIATION PERSONAL TRAINING
CERTIFICATION



Building Strength

Building Health

Building Life™

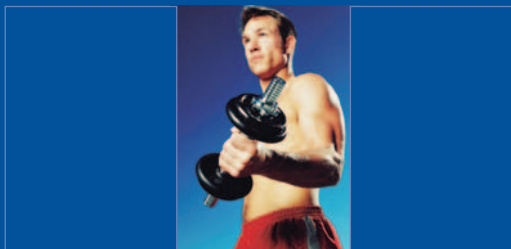


1.800.892.4772
FitnessEducation.com


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.



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

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 65,000 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.

ISSA was organized in response to the public's need for professional guidance, inspiration, and a strong foundation built of scientific knowledge and practical understanding. Our efforts are multiplied exponentially as our graduates take the principles and practices they learn from our programs and disseminate this information to their clients.

We have established and continue to promote standards of professionalism that redefine the fitness industry.

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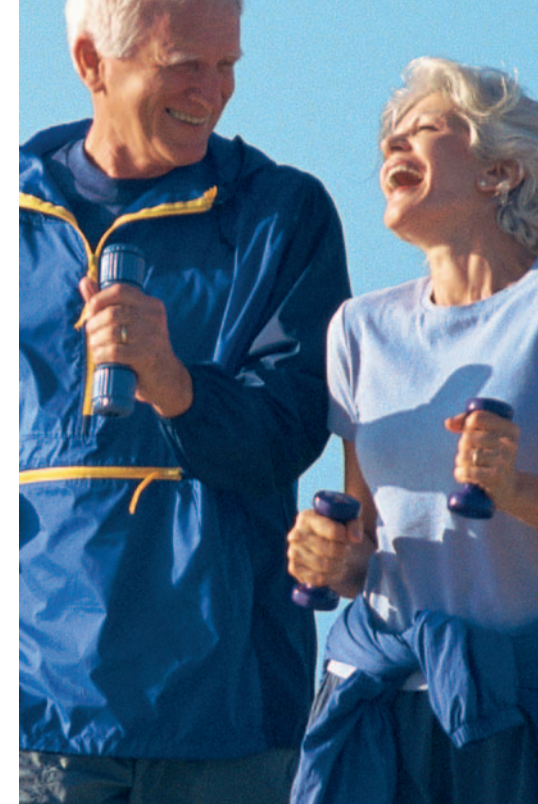
If you've ever considered a career in fitness, now is the time! Health clubs, diet centers, resorts, even hospital-based fitness facilities need you! Whether you want to work for yourself or for a club, qualified certified fitness professionals are in greater demand than ever before. The physical health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

Personal trainers earn between \$35 to \$750 or more a session! Those earning the latter will usually be working for celebrities or major athletes, but an average fee for a session ranges from \$50 to \$200! Most other careers with this kind of earning potential require years of study and tens of thousands of dollars for tuition.

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!

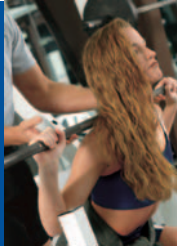
“I want to take a few minutes and tell you about my experience with ISSA. One word would sum up my experience and that word is 'mad.' I'm mad at myself for not doing this sooner. ISSA was one of the best educational experiences that I have ever had.”

~Steve Creech, CFT, EMT-Intermediate

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A DVANTAGE

International Sports Sciences Association
Since 1988



- ➔ 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.
- ➔ More than 65,000 people have enrolled in ISSA's fitness programs and continuing education courses.
- ➔ All members can access cutting-edge information on strength training, aerobic conditioning, proper nutrition, flexibility, and a positive outlook on life.
- ➔ ISSA programs are widely accepted for continuing education units by professional organizations such as chiropractic associations, physical therapy associations, and other fitness certification organizations.

- ➔ ISSA offers unlimited educational support, training guidance, and business advice for all active members—while you study and after you are certified!
- ➔ ISSA provides online, interactive learning, testing, and assistance.
- ➔ ISSA is internationally recognized with offices in the United States, South Africa, Norway, Iceland, Italy, India, Egypt, the United Arab Emirates, Australia, and Singapore.
- ➔ ISSA is approved by the California Bureau for Private and Postsecondary Vocational Education contracted by the Veteran's Administration.
- ➔ ISSA has been propelling the fitness industry forward since 1988.

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)
- ➔ No charge for re-examination (if necessary)



NBFE Provisional Affiliate

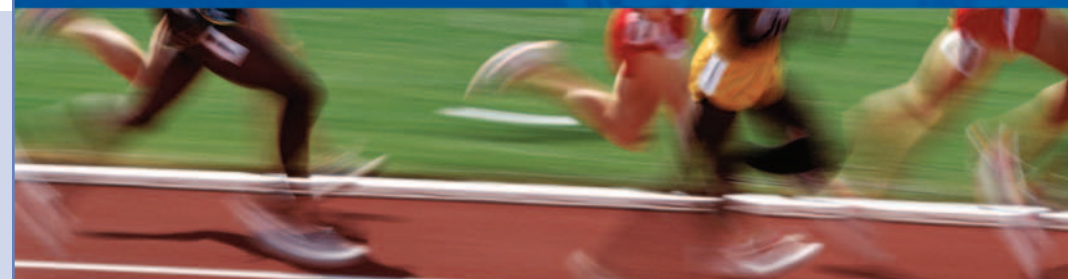
The National Board of Fitness Examiners was founded to define scopes of practice and establish national standards for personal trainers. ISSA has been granted Provisional Affiliation with the NBFE.

Individuals who complete ISSA's CFT program are eligible to sit for the National Boards exams.

Visit www.NBFE.org.



Provisional
NBFE
AFFILIATE



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

International Sports Sciences Association
Since 1988



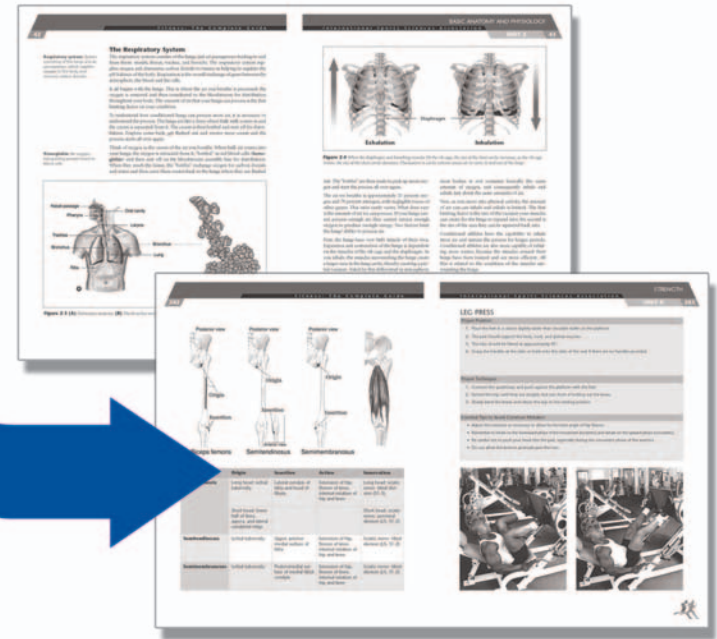
Years ago, Dr. Sal Arria and Dr. Fred Hatfield had a vision to pioneer a personal fitness trainer program that would combine science and practical application. Today that dream is a reality with the Certified Fitness Trainer Program. This acclaimed program features cutting-edge information on designing 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.

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

ISSA 30-Day, Money-Back Guarantee*

You have 30 days to review ISSA's Certified Fitness Trainer course. If you are not completely satisfied with the course, simply return it for a refund.

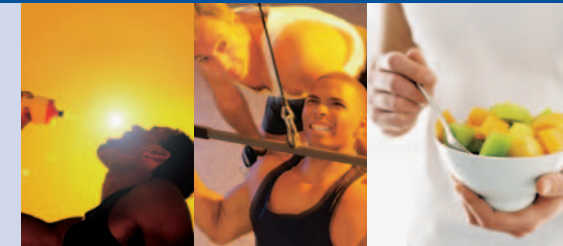
* See "Please Note" section of the application form for terms and conditions.



Take a Look Inside

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- Fad Diets
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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



- ➔ **INDEPENDENT STUDY.** Independent 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 \$99. Call us today at 800.892.4772 or log on to FitnessEducation.com to find CFT seminars in your area.

TUITION, TESTING, AND COURSE COMPLETION

Tuition for the course includes the cost of all required textbooks, study guides, ongoing educational support, and testing. There is no extra charge for retaking an examination, if necessary.

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

tion is valid for two years and is renewable by completing approved Continuing Education Units (CEUs), and submitting a \$75 processing fee and updated CPR card. ISSA provides many specialized education programs 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 is a necessary part of any fitness career. Valid CPR certification is required for completion of all ISSA courses. The Red Cross and other civic organizations offer certification in CPR. 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 FitnessEducation.com

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.

APPLICATION FOR ENROLLMENT

Student Information

Last Name _____ First Name _____ Middle _____

Street Address (Please note: because we ship FedEx, we cannot ship to a PO Box.) _____ Phone (day) _____

City _____ State _____ Zip _____ Phone (eve) _____

Email _____

Age _____ Sex _____ How did you hear about ISSA? _____

Would you like to attend a seminar? (Y/N) _____ Location (log on to FitnessEducation.com or call 800.892.4772 for locations near you) _____

Tuition Information

Certified Fitness Trainer (CFT) \$595

Includes: All textbooks, study guides, examination, and unlimited access to ISSA's toll-free and online technical and educational support.

Certified Fitness Trainer Seminar \$99*

Includes: Two full days of dynamic, hands-on learning with world-renowned instructors. The seminar also serves as a proctored testing site for your CFT examination.

Shipping Costs: Continental US: \$20; Outside the continental US: please call for exact amount

*To enroll in a Certified Fitness Trainer Seminar, you must enroll in the Certified Fitness Trainer course.

Payment Information

COST OF COURSE _____

SEMINAR (optional) _____

SHIPPING & HANDLING _____

TOTAL _____

Money Order Check# _____

VISA MasterCard AMERICAN EXPRESS Discover

Credit Card Number _____

Expiration Date _____

Signature _____

ISSA Contact

Please Note

The IRS allows an income tax deduction for educational expenses—including registration fees, travel costs and lodging—incurred to maintain or improve skills required in one's employment, or to meet the express requirements of an employer.

Prices are in US dollars. All prices are subject to change without notice. All seminar dates are subject to change without notice.

Refunds granted within 30 days of date of purchase by written request, provided that all course materials are still in new condition. A \$50.00 administrative fee plus shipping costs will be deducted from all refunds. If materials are damaged or written in, material costs will also be deducted from refund.

TO ENROLL, CALL 1.800.892.4772 (805.745.8111 outside the U.S.);

fax application to 805.745.8119;

mail application to: ISSA • 1015 Mark Avenue • Carpinteria, CA 93013;

or visit www.FitnessEducation.com

INTERNATIONAL SPORTS SCIENCES ASSOCIATION
The World Leader in Fitness Certification — Since 1988



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 technical support staff was always there for me. The books, video, 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!

800.892.4772
FitnessEducation.com

ISSA • 1015 Mark Avenue • Carpinteria, CA 93013 • 805.745.8111

