

About ISSA

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 fitness science, these world-champion athletes and scholars 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, ISSA has catapulted to the forefront of the fitness community. ISSA is now recognized as the World Leader in Fitness Certification, having educated more than 80,000 health and fitness professionals to date. The ISSA acts primarily as a teaching institution for fitness trainers, athletic trainers, coaches, physicians, chiropractors, physical therapists, and professionals in every field of allied health. ISSA has set new standards in exercise assessment, nutritional planning, fitness instruction, sports medicine practice, and post-rehabilitation training. Having recognized the role fitness professionals play in the healthcare system, ISSA was the first to create over ten specialized educational programs. Successfully completing any of the ISSA specializations gives you the opportunity to live and teach a lifestyle of fitness wherever you choose to reside. In addition to lending you professional credibility and a valuable education, ISSA will continue to provide support even after you have completed your course. ISSA

understands your needs and is committed to helping you succeed. ISSA programs are recognized universally and our professional credibility is impeccable.



Dr. Sal A. Arria



Dr. Fred Hatfield



The World Leader In Fitness Certification — Since 1988

Student Information

Name date

Address

City State Zip

Phone day eve

Email

Organization

How did you hear about ISSA?

Cost of the Program

Total Tuition \$595.00*

Shipping & Handling \$20.00*

Group discounts are available. Call for details.

Payment Information

Money Order Check# _____

VISA MasterCard AMERICAN EXPRESS DISCOVER

Credit Card #

Exp. date Total to be charged to card

Cardholder

Signature

Complete and Return to

ISSA • 1015 Mark Avenue

Carpinteria, CA 93013

Fax: 805.745.8119

* All prices are in US dollars and are subject to change without notice. The \$20 shipping and handling fee applies to the continental US only. For all other areas, please call for exact shipping cost. 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. The cost of materials will also be deducted if materials are damaged or written in.



Teach your clients to
GROW WELL
not old.



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



By the year 2030, the number of Americans over the age of 65 will grow to over 63 million. This group now constitutes the fastest growing segment of our population. We live in a time that is incredibly exciting for these individuals. At present, medical knowledge is doubling every three years. Research on anti-aging has brought about a profound understanding of the aging process that, for the first time, gives us a choice as to how we age. Expanded knowledge of nutrition, hormone replacement therapy, and environmental hazards has given us a means to retard and actually reverse the negative effects of aging. At the core of virtually every approach to extending the quality and length of life is exercise.

Each year, hundreds of men and women in their seventies, eighties and nineties participating in marathons and triathlons dispel the old belief that sickness and deterioration are a necessary part of the aging process. Scientific evidence accumulates daily, proving that with regular exercise, older adults can experience good health and vitality for the duration of their lives. Unfortunately, only one out of four older adults regularly exercises, making now the most opportune time in history for fitness professionals to make a real impact.

Study after study has shown that older adults are not only capable of strenuous exercise, but can vastly improve their health, strength, mobility and independence, using exercise as a tool. Most of the chronic conditions that afflict older adults stem from inactivity and muscle loss. Science has proven that resistance training is one of the most important factors in reversing these conditions. To be able to restore the capacity to perform ordinary daily activities such as climbing stairs and unloading groceries, is incredibly empowering to both the client and the trainer.

Now, after several years of intensive preparation, the ISSA has brought together some of the finest minds in fitness science to create a breakthrough fitness certification program for trainers who wish to work with older adults. While this burgeoning segment of the personal training market constitutes a lucrative opportunity, the real value is in the joy you'll experience in changing people's lives. If your life is really about making a contribution to others, you'll want to seize this opportunity!

SPECIALIST IN FITNESS FOR OLDER ADULTS

Section I: Age and Exercise

- Chapter 1: Introduction
- Chapter 2: Biomarkers of Aging
- Chapter 3: Physiology of Aging
- Chapter 4: Aging & the Positive Influence of Exercise

Section II: Chronic Conditions

- Chapter 5: Cardiovascular & Pulmonary Conditions
- Chapter 6: Neurological & Other Chronic Conditions
- Chapter 7: Sensory Disorders

Section III: Programming

- Chapter 8: Programming for Strength
- Chapter 9: Programming for Flexibility
- Chapter 10: Cardiovascular Programming & Assessments
- Chapter 11: Controversial Exercises: Do's & Don'ts

Section IV: Motivation and Teaching

- Chapter 12: Motivating the Older Adult
- Chapter 13: Effective Teaching
- Chapter 14: Marketing

Improving the quality of life.



International Sports Sciences Association

Study Options

Independent Study: Independent study allows students to complete their studies at their own pace. ISSA also provides all students access to our tollfree help line. This invaluable student support and assistance is available while you prepare for your examination, and after the course has been completed — free!

Interactive Learning: Study online. ISSA now offers interactive programs and continuing education courses online to make learning more immediate, convenient and enjoyable.

Tuition Information

The tuition for each of our courses includes the cost of all required textbooks, study guides and testing. There is no extra charge for retaking an examination, if necessary. After passing your examination, you will be issued your professional certificate and wallet identification card. ISSA certificates are valid for two years and is renewable by completing approved Continuing Education Units (CEUs) and paying a \$75 renewal fee.

With ISSA behind you, success is just one step away. We'll teach you how to build a successful, rewarding, and profitable business, get in better shape, and help 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!

Other ISSA courses

- Certified Fitness Trainer (CFT)
- Specialist in Performance Nutrition (SPN)
- Specialist in Sports Conditioning (SSC)
- Fitness Therapy™ (FT)
- Youth Fitness Trainer (YFT)
- Endurance Fitness Trainer (EFT)
- Specialist in Martial Arts Conditioning (SMAC)
- Water Fitness Trainer (WFT)

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