



March Newsletter

March 9, 2009

Volume 3, Number 3

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Quote of the Month

"Continuous effort -- not strength or intelligence -- is the key to unlocking our potential" Liane Cardes

Did You Know?

- The number of Americans classified as obese now outweighs the number of people defined as overweight according to a National Nutrition Examination Survey.
- 34.3% of U.S. adults are obese (used to be 24%), 32.7% are overweight, and 5.9% are classified as extremely obese.
- A Fifty percent increase in diabetes deaths over the next ten years is predicted by the World Health Organization. Poor nutrition and obesity must be addressed to avoid these figures.

VERT FIT WARS

The definition of motivation is the psychological feature that arouses an organism to action toward a desired goal; the reason for the action; that which gives purpose and direction to behavior. Here at VERT we are constantly attempting to keep you on track towards achieving the goals which keep you motivated.



A challenge is defined as a demanding or stimulating situation, a call to engage in a contest or fight. Our training staff works hard in making sure that you are always challenged and that you never feel that the workouts are getting easier. We challenge you daily with many different exercises. For example our timed and work sets push you all to better your last result. During our First Annual VERT Bowl there were many different functional exercises that gave you the daily motivation to help you achieve your goals. One of the main reasons you keep on coming back for more each and everyday is the challenge of it. Well get ready for your biggest challenge yet from us. FIT WARS is coming to your friendly neighborhood VERT center.

FIT WARS is going to be a combination of team and individual competition. All clients will be divided into teams of eight. The objective of FIT WARS is to see which team and individual's lose the most weight, gain the most lean body mass, and decrease in body fat the most. The two main categories that will be counted are total weight loss and total body fat reduction. Teams can also earn points to help reduce these numbers not just by what the scale says, but also by completing weekly events and homework assignments.

There will be four weigh-ins taking place over a three month span. Every client will be weighed in ASAP in March. This will be a baseline for the rest of the competition. The next weigh-ins will take place on or around the 15th for the next three consecutive months. The competition will end on June 15th, just in time for beach season and the summer months. There will be a total of 54 monthly prizes given out and 4 main grand prizes given to individual winners as well as team winners.



Now you may be saying that, "I do not want people knowing my weight". We assure you that your individual weights will not be disclosed. Only the overall weight loss, and percentage of body fat lost will be disclosed not your actual weight. That number will be only for your eyes to see. Everyone will be weighed on our Tanita scale here at the center.

Winners will be determined by total weight loss and body fat percentage reduction. There will a team winner and individual winner for each category at each weigh in. The whole Fitness Staff here at VERT will be keeping tabs on your progress.

With the summer months coming fast, some of you may be hitting walls that block your path to goal achievement. We feel strongly that this competition is just what you are looking for. It will be hard and frustrating at times, but always remember we are here for you every step of the way. Motivation is the key to your success. Keeping you physically, mentally, and emotionally asking for more is our job.

We challenge you every time you walk through the door. Now we want you to challenge

- According to the National Osteoporosis Foundation Osteoporosis is a major health threat for 44 million Americans (55% of people 50 or older). 34 Million have low bone density which is often due to lack of activity.

VERT Physical Therapy & Rehab

- Come in and learn about injury prevention

Massage Therapy & Holistic Services at VERT

- We are glad to welcome Yamil Sarabia as her company Healthy Living Therapeutic Spa will be providing massage services on-site at VERT
- She is offering \$15 off your first massage - 30, 50, or 80 minute session. Also VERT members will receive 10% off all future sessions
- Contact our front desk to make appointments or for details

Nutrition Consultation

- Be sure to take advantage of a free initial nutritional consultation with our new nutritional consultant Leslie Berezow - Ask us for details

yourselves and each other. Work towards the common goal and always keep in mind the best for your team. In the long run, it is not one of the 54 prizes you can win that will make this all worth it, but a life of health, happiness, and a self assurance that you can do anything if you put your mind to it.

It was once said "you may have to lose the battle, in order to win the war". We know you will take this challenge head on. We strongly believe that you all will gain numerous positive results from this experience over the next three months. Most importantly, everyday out give us your best and when you walk out the door give yourself the best. May the best team win. Battles will be lost, but who will win the FIT WAR?

VERT Fit Star of the Month



Richard Lambert

Occupation: Owner & President of Prime Mechanical Systems, commercial HVAC contracting and servicing

Favorite VERT Exercise: Leg Extension

Favorite Health Food: Well prepared fish

Fitness Goals: To erase that last 10 years of diminished general health due to lack of exercise and good nutrition

Fitness Achievement Highlight: Richard has lost **35 pounds of fat, along with 17.7 inches**, and gained **13 pounds of lean muscle**. His resting heart rate has improved from **75 bpm to 63 bpm** which means it beats 720 less times per hour, 17,280 per day, 6,307,200 per year. Richard's results certainly don't blow hot air as his body is now running optimally.

Impression of VERT: "All the trainers are great. They each have their own personal training and motivational styles which help keep the workout fresh even on the toughest days".

VERT Positive Impact: "Friends and family are all pleased to see with my regained health and fitness".

Soft Drinks: Time to Tax

By Michael Jacobson, Ph.D., Center for Science in the Public Interest

The good news: following decades of increase, soft drink consumption has declined by 7 percent since 2000. The bad news: in 2007, the soda industry still churned out 526 12-ounce serving of "liquid candy" for every American. That's 49 gallons a year - about 1 1/2 cans a day!

More bad news comes from researchers who are finding that soft drinks are especially good at making people gain weight. In fact, soft drinks are the only beverage or food that has been linked to a greater risk of obesity. Adding to the problem is the dizzying array of fruit drink, sports drinks and other non-carbonated soft drinks. (Almost one-third of sodas are now diet drinks. True, they contain acids that could erode teeth and artificial sweeteners like aspartame that might cause an occasional cancer. But at least they don't have 150 calories in every 12-ounce can.)

The obesity epidemic is raging. More than 34 percent of American adults are obese and another 33 percent are overweight. The picture is just as gloomy for kids. Roughly 32 percent of children aged 2 to 19 are overweight or obese. Because of that, some experts



VERT Online Nutrition Program

- Please ask us for details to get started with this FREE service for our clients

Arbonne

- New Product – Sea Scrub Detox Line - Ask for details
- Check out the only skin care line we were impressed with enough to offer our clients.
- It is all botanical, hypoallergenic, and uses essential oils vs. mineral oils. Their nanosphere technology (born from cancer research) targets those skin cells that need it most.
- Ask for a sample kit and experience how much better this is for your skin than anything else out there.

VERT Referral Program

- Remember to take advantage of the VERT referral program and receive 1-4 weeks of free training for anyone that signs up based upon their package.

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project that the current generation of kids will have a shorter lifespan than their parents.

Like many states, New York is faced with a daunting budget deficit. Governor David A. Paterson has proposed an 18 percent sales tax on soft drinks. Other states, like Washington, New Mexico and California are also pushing for taxes. Currently, more than a dozen states (and Chicago) tax soft drinks (and sometimes snack foods). Together they raise about \$1 billion per year, but little of that money is earmarked to promote health.

Though some of the taxes and proposed levies involve a sales tax, far more effective would be a flat per-ounce (or per-teaspoon-of-sugar) tax. A federal tax of 7 cents per 12-ounce serving, for example, would raise about \$10 billion per year to fight obesity.

Thus, start to wean yourself off soft drinks, fruit drinks, sport drinks and other non-carbonated soft drinks and drink more plain old water. It will help you reduce your waistline and not your wallet!

VERT Exercise of the Month – Power Clean and Press

Main Muscle Worked: Shoulders

Beginning Position

Start with the barbell either on the ground or low on a squat rack. Assume a shoulder-width stance with arms outside hips, feet flat on floor. Squat down, the bar should be in front of you and close to shins while positioning shoulders over the bar with a flat back position. Grasp the barbell (dumbbells) with a pronated grip (palms down) slightly wider than shoulder width.



Upward Movement: Pull into Catch and Press

Begin by coming out of a squat, extending knees and move hips forward while lifting the bar. When bar is at hip height, continue to lift bar straight up utilizing shoulders and trapezius (similar to Upright Row). Keep bar close to the body with elbows high during pull until bar is just below your chin.



Rotate elbows around and under the bar. Elbows should now be below the bar with the bar resting on palms of hands at shoulder height resting on the anterior deltoids. Continue to stay in athletic stance with torso erect, flexing hips and knees to absorb weight of the bar.



Continue exercise by pressing the bar overhead (shoulder press) until arms are fully extended. Make sure you are exhaling during the sticking points on the way up.

Downward Movement

After the lift is completed, lower the weight back to anterior deltoids, rotate elbows around and above the bar, then lower the bar back to hip height. This exercise can then be fully completed by squatting to touch the floor and then beginning the next repetition.

For a slightly modified exercise without the squat, the exercise is complete with the barbell at hip height. From this position continue into the next repetition.

