

APRIL 2009

See our New Look!

If you have been to a Z-Health certification over the past few months, you may have seen Dr. Cobb, Kathy, staff, and some of our Master Trainers sporting a new logo and a new look. Over the winter, we have been working to better define our brand and get better at telling our story - that work now has a public face through our updated [web site](#) that launched over the weekend.

In addition to an updated look, we've added:

- Tons of new content about the Z-Health system, including in-depth information about every level of [certification](#) — even our 9S: Core Athletic Development model
- A new [blog](#) by Dr. Cobb. You'll want to check back regularly for ongoing insights in to the diverse disciplines that have shaped and continue to shape the Z-Health system
- Better information to help you [find the Z-Health practitioner](#) that is right for you
- Our [store](#) has been expanded to allow you to sign up for any level of certification online
- Search. Our site is now fully indexed to help you more quickly find the exact information you are looking for
- Newsletter archive. Catch up on [back issues](#) of the monthly newsletter and weekly training tips
- And, of course, our [Certification Calendar](#)

We're delighted to share it with you, and hope you'll take time to check out the new face of Z-Health. Bookmark the site, check in on the blog regularly, and visit us often.

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You Have the Body You've Earned

"You Have the Body You've Earned." Agree or disagree?

Dr. Cobb makes this statement during every R-Phase certification, and about half the room is usually taken aback by the statement...until they think it through.

It's actually true.

You may not have the body you want, but you have the

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EVENTS CALENDAR

Be sure to check [our website](#) regularly for updates.

Conferences & Workshops

Santa Clara, CA
Apr 15-19 - Body, Mind, Spirit Conference

Minneapolis, MN
July 15-17 - Essential Secrets of Elite Performance (sponsored by DragonDoor Publications)
[Register Online](#)

R-Phase

San Diego, CA
Mar 20-22 & Apr 24-26

Denver, CO
May 29-31 & July 24-26

San Diego, CA
June 15-20

Minneapolis, MN
Aug 14-16 & Sept 18-20

I-Phase

Phoenix, AZ
May 14-17

Edinburgh, Scotland
May 21-24

Durham, NC
June 4-7

Denver, CO
October 8-11

body you've earned. It's just as true for the Olympic-caliber athlete as it is for the soccer mom. And it applies to sports performance just as it does body composition.

The average free throw percentage over the past 50 years has been right around 75% in the NBA, and about 69% for men's NCAA ball (women's statistics are similar). The percentage has varied by a point or two over the past 50 years, but it hasn't really moved. However, you look at college Division 1 School Southern Utah, their free throw percentage is over 80%. They are more than 10% higher than the college basketball average. Why is that? Practice. Utah doesn't have special uniforms that make them more accurate or basketballs with laser sights built in to them. The only way to get better at free throws is to work at it. And, they do.

Southern Utah is a great example of how hard work yields results. But, most of us aren't at D1 schools on scholarship with coaches lining us up for free throws, so what can we do? It's about creating an environment of deliberate practice and earning your results. Here are a few ideas:

- Weekend golfer? The typical 18-hole course has a par of 72, or 18 drives off tee and 54 "other" shots. Even if you are a par golfer, at least 3/4 of your shots are NOT going to be off the tee, so don't spend your practice time at the driving range. Play the odds and practice the stroke you use the most.
- Looking to lose weight? Not every plan is for every person, and we all metabolize food differently. Try a different plan, or if you suspect a metabolic syndrome get it checked. Many of us also have a strong emotional connection to food, and willpower only goes so far.
- Your current training goals don't extend past "getting in shape"? Lack of direction oftentimes means lack of results. Find concrete goals that are meaningful to you in everyday life (e.g. being able to easily help an aging parent out of bed) and train specifically for those results. Or find a professional athlete whose body you admire, and find out how they train, and build your training program based upon those elements.

Remember, the definition of insanity is doing the same thing over and over and expecting a different result. So, if you aren't getting the results you want, what are you going to change?

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Workshop: Essential Secrets of Elite Performance

With the success of last year's workshop, we've again partnered with DragonDoor Publications for the Essential Secrets of Elite Performance.

This three-day workshop compresses 14 days worth of certification material in to 3 movement-and-information filled days. You will walk out with a host of skills and drills, in an immediately usable format, that will supercharge your training and active lifestyle.

Minneapolis, MN

San Diego, CA

November 12-15

Minneapolis, MN

November 19-22

S-Phase

Phoenix, AZ

June 25-28

Phoenix, AZ

December 3-6

T-Phase

Phoenix, AZ

October 22-25

9S: Sustenance

Phoenix, AZ

July 8-12

Friday, July 17, 2008 - Sunday, July 19, 2008

Friday: 9:00am–12:30pm & 2:00pm–6:00pm
Saturday: 9:00am–12:30pm & 2:00pm–6:00pm
Sunday: 9:00am–12:30 pm & 2:00pm–6:00pm

To register, contact Dragon Door at
www.dragondoor.com/wz02.html or call 1-800-899-5111.
Workshop Code: WZ02

Workshop Reference: Z-Health Seminar: The Essential
Secrets of Elite Performance, Minnesota, April 2009

Tuition: \$697, or \$497 if you register by March 31st.
Other early registration discounts exist.

Here are a few of the many rave reviews of this three-day
course:

*"The best student/teacher ratio I have ever
experienced at a workshop put this
experience as the best fitness industry
workshop I have attended. This component
was the key to why I learned so much.
Attention was given to all the attendees,
and plenty of it." — John Rock, RKC II,
Personal Trainer; Arden Hills, MN*

*"This is the absolute best investment I have
ever made. This has opened my mind to a
new level of training. To be a trainer without
this knowledge severely limits that trainer's
ability to be effective. I have always been
asked to train other people, but I have been
hesitant to do so. I knew the knowledge I
previously held was not sufficient to be
ethical and effective, therefore I rarely
trained others Not anymore!" — Lucas Guili,
St. Louis Park, MN*

*"I think it is the best possible introduction to
levels 1-3, providing powerful tools for
everyone. The principles are clearly
presented with lots of demos and practice
to back it up. Dr. Cobb did an amazing job.
A fantastic general public course and will
give anyone who attended an unbelievable
jumpstart in to the certification process.
Really, really well done." — Jennifer Waak,
RKC Seattle, WA*

[Detailed syllabus as well as photos and reviews from last
year.](#)

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Trainer Workshops

Integrating Hardstyle Kettlebell Concepts with Z- Health Principles

Join T-Phase trainer Sara Cheatham and RKC Phil
Scarito for a 6-hour introduction to kettlebells, Z-Health,
and the application of Z-Health in to kettlebell training.

When: 1 Aug, 2009

Where: Devon, PA

How Long: 6 hours

How much: \$175 early reg., \$200 at the door

For more details and to sign up:

www.DV8Fitness.com/workshop2009

*Limited spaces

Z-Health Assessments

See T-Phase trainer Sara Cheatham for 1/2 hour Z-Health assessments.

When: 18 Apr, 2009

Where: Wilmington, NC

Hours: 10am - 5pm

Those interested can contact Shawn Manning at:
shawn@headstrongathletics.com or 910-231-5011

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Newsletter Archive

Did you miss an issue of the Monthly Newsletter?

Delivered on the 15th of every month, the newsletter is filled with interviews, articles, reviews, and all of the goodness that is Z-Health Performance Solutions.

Are you receiving our Weekly Training Tips? Delivered to your inbox every Sunday, these brief training nuggets will be sure to enhance all of your activities.

Catch up on all of [our back issues](#) on the Z-Health web site or click on the "Manage your Subscription" link on the bottom of this email to ensure you are getting the latest news.

<http://www.zhealth.net>

[Affiliate](#)

[Calendar](#)

[Certification](#)