

MAY 2009

The Master Trainer program is a very important part of Z-Health®. We are dedicating this issue to further explaining the program, updating you on the successes of our current Master Trainers, and announcing the 2010 class.

A New Profession

GRACE UNDER FIRE: 2009 MASTER TRAINERS

Z-Health Performance Solutions is both a company and a system. Our training programs allow professionals from ALL walks of life to utilize the Z-Health system in order to maximize their own health and performance as well as their clients.

The Z-Health system is designed to create health and fitness professionals in the top 1% of their respective fields. **It is the Z-Health Master Trainer who the top 1% should be looking to for inspiration, education, and coaching.**

In January 2009, ten exceptional individuals completed the first Z-Health Master Trainer Qualification event in San Diego, CA.

From that group, six have qualified for full **Z-Health Master Trainer** status:

- [Katie Bigelow](#) (Atlanta, GA)
- [Leah Davison](#) (Phoenix, AZ)
- [Lou McGovern](#) (San Diego, CA)
- [Mike T. Nelson](#) (White Bear Lake, MN)
- [Theresa Nesbitt](#) (San Diego, CA & Chicago, IL)
- [Zachariah Salazar](#) (Phoenix, AZ)

The other four are currently in provisional status as **Z-Health Master Trainers**:

- [Alisha Toombs](#) (Phoenix, AZ)
- [Kent Johnson](#) (Rancho Palos Verdes, CA)
- [Luis Hernandez](#) (Newton, MA)
- [Scott Peery](#) (Bend, OR)

The development of the Master Trainer program

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EVENTS CALENDAR

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

Conferences & Workshops

Minneapolis, MN

July 15-17 - Essential Secrets of Elite Performance (sponsored by DragonDoor Publications)

[Register Online](#)

R-Phase

Denver, CO

May 29-31 & July 24-26

San Diego, CA

June 15-20

Atlanta, GA

Aug 7-9 & Sept 25-27

Minneapolis, MN

Aug 14-16 & Sept 18-20

Denmark

November 2-7

I-Phase

Phoenix, AZ

May 14-17

Edinburgh, Scotland

May 21-24

represents a **landmark event** for Z-Health as a company and for these individuals.

Master Trainers will be helping Z-Health in its rapid growth throughout the world by;

- Teaching Z-Health Certification Courses with professionalism and passion
- Assisting in developing new products and materials to help clients and trainers use Z-Health to their greatest advantage
- Working as mentors and coaches of newer Z-Health Performance Solutions practitioners, and assist them with more involved clients and teams

The Z-Health Master Trainer program has helped fully establish the **Z-Health training system as a new profession** — one that is *separate from, but complimentary to*, all other health, fitness, and athletic development professions.

Z-Health Master Trainer candidate requirements include:

1. **A generally accepted body of knowledge.** The Z-Health Performance Solutions system is a combination of hard science, real world practical experience, world-class assessment skills, and mastery of the "art" of coaching others. As a result, the required body of knowledge to become a Z-Health Performance Master Trainer is extensive. Vital elements of both academic and physical skills from anatomy, physiology, kinesiology, sports performance training, and movement therapy — interwoven with an in-depth understanding of human neurology and neural plasticity — are required.
2. **Long and intense preparation.** The requisite skills to qualify as a Master Trainer were developed through years of hard work and success in applying the information contained in each Z-Health Performance Solutions certification. In most professions, this level of preparation includes either academic or physical skills. Z-Health requires BOTH. Z-Health Master Trainers have typically invested thousands of hours in training, practice, education, and application prior to obtaining the designation.
3. **A rigorous testing process and demonstration of knowledge through certification.** To become a Z-Health Master Trainer, each candidate has already invested significant time to obtain the first four Z-Health certifications. Additionally, each Master Trainer was required to participate in a 9-month testing process, culminating in a six-day live-testing event. During this process, candidates were tested on their academic and practical understanding and knowledge of the Z-Health system. They were continuously evaluated on professionalism, public speaking capacity, instructional competence, client assessment, and management, as well as rapid fire testing in which they were tasked with demonstrating and teaching any skill or concept from any Z-Health course chosen at random. Because we set exceptionally high standards in Z-Health, to earn the full designation of Master Trainer, a score of 90% or greater was required. Provisional standing was given to those scoring from 75-89.9%.
4. **Continuing education for life.** Z-Health is a life-long

Durham, NC
June 4-7

Denver, CO
October 8-11

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

learning process dedicated to the professional and personal growth of every individual in our programs. This means that our courses are continually evolving and improving as we learn more. Z-Health Performance Solutions Master Trainers are expected to participate in ongoing coursework, practice, and research each year — with their professional status subject to regular review.

5. **Conforming to ethical standards with a mechanism for enforcement.** The Z-Health Master Trainer program demands an exceptional level of professional conduct. As mentioned above, each trainer's status is subject to regular review (yearly at a minimum) which will lead to either retention or revocation of the credential.

The Z-Health Master Trainer Program incorporates numerous "character challenges" into its curriculum. The goal of the program is to ensure that academic and physical skills are being challenged, as well as individual motivation and stress management. Being a professional, world-class educator demands exceptional levels of skill in a variety of areas. However, the single most important one is **Grace Under Fire**. The Master Trainer program is specifically designed to test this attribute.

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Announcing the Newest Z-Health Master Trainer

I wanted to take a quick moment to let you all know that Katie Bigelow has just completed all of the tasks and testing required to remove her provisional standing, and be recognized as having full Z-Health Master Trainer status.

As a part of the Z-Health Master Trainer Program, anyone who received provisional status after the live training event in January was given a very demanding set of tasks, study and testing that would be required to attain full standing. Katie worked with extreme diligence to complete her assigned tasks that included: re-attending multiple certifications, assisting in teaching, additional certification material study, and intense rapid fire testing. I personally put Katie through over 2 hours of one-on-one rapid fire testing where her additional study and hard work were very evident.

Please join me in congratulating Katie on her well-earned full standing as a Z-Health Master Trainer!

Keep Moving, Dr. Cobb

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Lou McGovern: The San Diego Fitness Examiner

Congratulations to Z-Health Master Trainer Lou McGovern for his new column in The Examiner. Lou is San Diego's Fitness Examiner, covering topics ranging from the [effects of stretching](#) to the [benefits of pickle juice](#).

Join us in congratulating Lou and be sure to check out

[his writing.](#)

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2010 Master Trainer Program

The 2010 Master Trainer program kicked off on May 1st with 20 candidates eager to prove they have the stuff it takes to become a Z-Health Master Trainer. 9 months of intense study, calls, testing, and essays all culminate with a 6-Day Qualification event in January.

Among the reasons this year's candidates gave for applying were:

- The Z-Health System has not only changed my life, but has also changed the lives of all my clients and everyone I apply it to.
- I want complete understanding of the system...I sell the Z-Health system as an entirely new area of hope for the people that I work with.
- I love movement and training and want to dedicate my life to it.
- I want to inspire.

We wish the best for training and education to this year's class!

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Free Shipping

Enjoy free shipping* on all product packages. Our ever-popular product packages are even more affordable now. Take advantage of free shipping on the following product combinations:

- [Level 1 Package](#) (R-Phase & Neural Warm Up 1)
- [Level 2 Package](#) (I-Phase & Neural Warm Up 2)
- [R-Phase/I-Phase Package](#) (R-Phase & I-Phase)
- [Level 1/Level 2 Package](#) (R-Phase, Neural Warm Up 1, I-Phase, Neural Warm Up 2)

No coupon necessary, just add the product to your cart, and be sure to select the Free Shipping option at the time of checkout.

* Free Shipping applies to US addresses only. Non-US orders will receive \$15 off of their order at the time of checkout.

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New Calendar Dates — New Country

We have added two additional R-Phase Certifications later this year. We will be offering training in the Southeast of the US as well as a brand new European location in Denmark.

- Atlanta, GA. August 7-9 & September 25-27
- Denmark. November 2-7

You can register [online](#) or by calling the office Toll Free:
888-394-4198.
Toll: 480-706-3007.
Email: info@zhealth.net

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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>

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[Certification](#)