

Webinar Information Sheet

Webinar Title: Old Age is Not Contagious: Ageism and the Fitness Industry

Course Description: Ageism, (discrimination based on someone's age) is so pervasive in the fitness industry that you may not even be aware of it. Ageism in fitness is often overt: "Old people are so grouchy," but it can also be subtle: "I hope I'm that active when I'm his age." It even has it's own vocabulary: (Using words like "Crotchety" or "Spry".) Whether ageism in fitness is overt or subtle, if we define our clients by their age we are making it harder for them to reach their full potential. This brand new webinar will teach you how to identify ageism in the fitness industry and you'll learn how to begin the process of seeing your older clients as individuals not simply as "old people." Are you an older trainer? Discover how older adults are often among the very worst ageists!

Objectives:

- After viewing this webinar, you will be able to:
 - Identify ageist behaviors and speech in fitness class, personal training, and fitness facilities.
 - List types of vocabulary and language individuals use that can contribute to ageism.
 - Develop a plan to decrease age discrimination in your facility.
 - Explain how to properly plan seniors' training programs and classes.

Target Audience: Fitness Professionals, Strength and Conditioning Specialists, ATs, PTs, PTAs, LMTs.

Schedule and Format: Self-paced recorded webinar.

Registration Fees: See our website for details: www.exerciseetc.com

Cancellation/Refund Policy: After you get your home study course you have three days to change your mind and ask for a full refund. Just notify us within the three day window and then return the book to use in saleable condition. That's it. No questions asked.

Course Developer and Presenter Credentials:

Guy Andrews, MA, CSCS

Guy is the Executive Director of Exercise ETC. He is a Certified Strength and Conditioning Specialist through NSCA as well as a Senior Fitness Specialist and a Performance Enhancement Specialist, both through NASM. He has worked in the fitness field since 1983 as a boot camp instructor, group fitness instructor, group fitness Instructor, group fitness director, personal trainer, fitness director, and general manager. He earned his bachelor's and master's degrees from Florida Atlantic University in Boca Raton, FL and holds multiple fitness certifications. Over the years, Guy has worked with many population groups; he currently teaches senior fitness for the City of Wilton Manors and has taught memory management programs at the Edgewater Assisted Living Community in Boca Raton, FL.

Contact Hours/CEUs/CECs: See our website for details: www.exerciseetc.com

Sponsors: N/A