



FITNESSEXPERTSINC

Fitness is a lifestyle!



Fitness Experts at a Glance

- Our trainers have the knowledge to ensure your fitness goals are set and met. We promise a team of dedicated professionals, who are experts in the field of personal training.



Michael Koprach – Owner of Fitness Experts Inc.

Fitness Certifications

- American Council on Exercise
- Canadian Personal Training Network
- TRX Certification
- Canadian Society for Exercise Physiology - Fitness Consultant
- TRC - Spin Instructor
- Ontario Sports Center - National Coaching Certificate
- Twist Conditioning - 5 certifications
- American Council of Exercise - 11 certifications
- DSW Fitness - 6 certifications
- IDEA Fitness - 5 certifications
- Sheridan College - Olympic Lifting Coach
- 20 Years of experience as a personal trainer

Michael Koprich – Owner of Fitness Experts Inc.

- Accounting
- I attended Sheridan college to complete the following:
- B.B.A Accounting (August 2018)
- Accounting Diploma
- Business Certificate
- Financial Certifications
- I completed the following financial certifications:
- Investment Funds in Canada
- Canadian Securities Course
- 16 Certificates from Canadian Securities Institute



Michael Koprich – Owner of Fitness Experts Inc.

Creativity and Problem Solving

- Sheridan College Undergraduate Certificate (August 2018)
- Undergraduate Certificate in Creativity and Creative Problem Solving (State University of New York College at Buffalo)

Dog Training

- Universal Class - Dog Training All-In-One: Beginner to Advanced Techniques



Our Mission Statement

Our mission is to have a positive impact on our client's lives by creating a memorable fitness experience.

We will deliver the best possible fitness and nutrition solution to our customers' needs through fun, challenging, appropriate and effective programs thereby being recognized as a unique and respected fitness resource for our community.



FITNESSEXPERTSINC

A woman in a black athletic outfit is performing a battle rope exercise in a gym. She is holding a thick, braided rope with both hands, and the rope is arched in the air. The background is a white brick wall. A large, dark circular overlay is on the left side of the image, containing the text 'Our Core Value' and a list of five bullet points.

Our Core Value

- Do the right thing all the time.
- Always under-promise and over-deliver.
- Be responsive to a customers' concern.
- Treat customers with respect. Do not exaggerate expected results.
- Program design is based on science and fact and is appropriate for the individual or group.



Proven Results – Boxing Title

Client: Samuel V.

- Michael worked with Samuel for eight weeks on preparing for him for the Canadian NCC Welterweight Championship fight.

His story:

- Samuel came to Michael and needing assistance with developing a meal that would help support his energy requirements and for high-level training. The first four weeks were spent on training five days a week working on correcting any muscular imbalances, improving his range of movement and developing functional strength.
- Then five weeks out we worked on his anaerobic power conditioning for four weeks to make sure he was peaking the correct energy system prior to his fight.
- One week out we made sure he had the necessary recovery for his body to be able to perform at 100% on the night of his fight. The focus was on myofascial self-release, flexibility, and some light core work. He was selected as an underdog and he managed to shock the boxing community by winning the N.C.C. title belt. He demonstrates that with the right program and focus, you can accomplish anything.



Proven Results - Hockey

Client: Ty Ennis

- Michael worked with Ty on a hockey-specific training program

Ty's Story:

- When Ty came to see me his coach's goal was for him to gain 10-lbs of muscle over the summer. I analyzed Ty's meal plan and discovered that he was not intaking enough calories and we needed to double his caloric intake to help him with his performance and allow him to build the muscle he required for his sport.
- I worked with Ty four to five days a week and mapped out a detailed program which helped Ty obtain his goals over a four-month period and he was able to make the Canadian Junior Hockey team.



Proven Results – 120 lbs. Weight Loss

Client: Marcy N.

- Michael worked with Marcy for one year on assisting her in reaching her weight loss goal.

Her story:

- Michael worked with Marcy in Mississauga four days a week and we focused on making sure that her program was constantly changing as her fitness levels improved to prevent any plateaus with her program. The program started with a few very simple small goals, which assisted with her having a positive experience and made her more committed to her overall goal of losing the 120 lbs.
- 80% percent of people fail in the first eight weeks because they will select the wrong program for them and end up overtraining or getting injured. My goal is to provide each of my clients with programs that are designed backed by the latest research. I am constantly upgrading my certifications which allows me to provide a program that yields great results and keeps all my client's safety paramount.

Steps to Success

- Fitness Assessment (4-8 weeks)
- Nutritional Assessment
- Goal Setting
- Personalized Strength, Cardio, Flexibility Program
- Reassessment



| Dysfunctional Fitness

Dysfunctional Fitness - stems from poor posture and doing exercises incorrectly with external resistance.

When a client exhibits limited stability and mobility, this can change movement patterns. Even though your goal is to increase muscle mass, beginning with weighted resistance before addressing the muscular imbalances may worsen and the existence of dysfunctional fitness and could lead to long term injuries.

Why Warm-up

This method of warm-up has too many benefits to skip; it will improve performance, reduce the chance of an injury and produce better results from the program.

Step 1. Wake up – 5-10 minutes

Lie on a mat with your knees bent. Inhale for 4 seconds, hold your breath for 2 seconds and exhale for 6 seconds. 4 Reps

Benefit – You makes you mindful and prepares you for the workout.

Foam roll – Calf's, hips, upper back, and quads. 10 seconds on each muscle, 20 seconds on sore muscles.

Benefit – Will help with mobility and prevent injuries.

Step 2. Warm up – 5-10 minutes

Dynamic Stretches – 8-10 exercises (refer to YouTube)

Benefit – Prevention of injury, improved performance, mind-body connection, increase core temperature.

Drills – A-Skips, High Knees, Butt Kickers, Carioca, Free Flow, Partner Tap (ab plank)

Benefit – Prevention of injury, improved performance, mind-body connection, increase core temperature.

Step 3. Workout – Strength, and Cardio

The Five Basic Laws of Strength Training

Law	Law Number One: Develop Joint Flexibility <ul style="list-style-type: none">•Prevents strain and pain around the joints
Law	Law Number Two: Develop Tendon Strength <ul style="list-style-type: none">•Without proper anatomical adaption, vigorous strength training can injure the joint
Law	Law Number Three: Develop Core and Hip Strength
Law	Law Number Four: Develop the Stabilizers (Balance Training)
Law	Law Number Five: Train Movement, Not Individual Muscles (Functional Training)

Functional Fitness

- **Dynamic Warm** - This reinforces and maintains good movement patterns, and creates mobility and stability and provides muscular preparation before applying load in the exercise session.

Strength programs should consist of:

- Bend and lift
- Single leg movement
- Push
- Pull
- Rotating

Fitness Test – Delta Fitness Test

Body Composition

- BMI, Body Fat, Hydration, Girth Measurements

Strength Test

- Wall-Sit, Push-Up, Ab Plank, Grip Strength,

1 Mile Test

Flexibility

- Reach forward test

Blood Pressure and Resting Heart Rate

Resting Metabolic Rate (Nutrition)

Periodization

Simply stated PERIODIZATION is a training calendar which provides the proper mix of WORK AND RECOVERY to OPTIMIZE TRAINING BENEFITS. You work all the way through and get results.

Why use periodization? In fact, periodization has proven more effective than standard progressive resistance protocols in increasing strength and power. Applying the proper patterns of work and recovery can reduce the incidence of overtraining syndrome, decrease injury levels, improve training efficiency and increase neuromuscular gains and exercise compliance through variations in training stimuli.

Increases in intensity and volume that induce training adaptations may also cause: reduction in performance due to fatigue and tissue damage.

Optimal performance gains cannot occur unless periods of recovery are included in training prescription, since the increases in intensity (load and speed) and volume (repetitions and sets) that induce training adaptations also cause reductions in performance due to fatigue and tissue damage.

The number one reason for exercise-related visits to the sports medicine clinic for recreational athletes and exercise is not acute injury. It is OVERUSE INJURY

How Fitness Experts Can Help You

Improved body composition (decrease body fat, increase lean muscle)

Increase energy

Mobility and posture

Athletic performance goals

Flexibility

Nutrition – Personal meal plans

Olympic lifting

Functional strength

Kettlebell training

Fitness Experts Services

Private Personal Training

- 60-minutes with a trainer one-on-one

Semi-Private Training

- 60-minutes with a trainer sharing the appointment with one other person

Executive Fitness

- 30-minutes with a trainer one-on-one

Group Fitness

- This is for a group 4-10 individuals for 60-minutes

Nutrition

- One hour fitness consultation with a personalized meal plan

Fitness Evaluation

- 60-minute fitness test





Anaerobic Training



Training Phases

- **High-Intensity (HIT):** working sets performed to at least positive failure.
- **Hypertrophy:** Is chiefly concerned with increased muscle mass.
- **Strength Phase:** 5-8 Reps producing excellent returns with lead to better power
- **Power:** Ability to perform an explosive movement
- **Reactive Power:** Ability to generate the force of jumping immediately after landing
- **Agility:** Complex combination of speed, coordination, flexibility and power.
- **Mobility:** Agility and flexibility combined.
- **Endurance:** ability to maintain and repeat.
- **Balance Training:** plays a vital role in every part of sport and everyday movement.

Food is the
most abused
anxiety drug.
Exercise
is the most
underutilized
antidepressant.

Fitness
Experts

Suggested Guidelines for Rest

Load percent	Speed of performance	Rest Interval (minutes)	Applicability
> 105 (eccentric)	Slow	4-5	Improve maximum strength and muscle tone
80-100	Slow to medium	3-5	Improve maximum strength and muscle tone
60-80	Slow to medium	2	Improve muscle hypertrophy
50-80	Fast	4-5	Improve power
30-50	Slow to medium	1-2	Improve muscular endurance

Intensity

Relative	Outcome	% of 1 Rep Max	Reps	Set	Rest
Super Light	Endurance		25-50	1-3	No Rest
Light	Endurance (technique)	60%	15-20	1-3	20-30
Light	Endurance (tone)	70%	12-15	1-3	20-30
Moderate	Hypertrophy, Strength	70-80%	8-12	1-6	30-120
Heavy	Maximum Strength	80-90%	5-8	1-5+	2-5 Min
Heavy	Power	90-100%	1-5	1-5+	2-5 Min
Heavy	Eccentric	100-140%	10	1-2	None

Program Design

Delta	Charlie	Bravo	Alpha
Functional	Health	Fitness	Performance
Phase 1	Phase 2	Phase 3	Phase 4
Stability and Mobility Training	Movement Training	Load Training	Performance Training
Aerobic-base training	Aerobic-efficiency Training	Anaerobic-endurance Training	Anaerobic-Power Training



Phases

Delta Program - Phase 1 - Improve joint stability and movement (4-8 weeks)

- To improve function - this is done by functional training - this corrects imbalances which improves joint stability and mobility.
- **Cardio** – is just developing an aerobic base - this helps improve cardiorespiratory function

Charlie Program - Phase 2 – Movement Training (8 weeks)

- Focus is to move towards better health.
- To development of efficient functional movement patterns before offering external load
- **Cardio** - introduce intervals to improve aerobic efficiency

Bravo Program - Phase 3 – Load Training (24 weeks)

- Clients move to higher levels of fitness by introducing load training to the functional and resistance training.
- **Cardio**- the development of anaerobic-endurance through aerobic respiratory training.

Alpha Program - Phase 4 - Performance Training (Advanced Training)

- Focuses on improving performance based on speed, agility, reactivity, power training through functional movements components.
- **Cardio** - working on Anaerobic-Power training



Cardiovascular Training

Phase 1	Aerobic-base training	To improve health and to create positive exercise experiences.
Phase 2	Aerobic-efficiency Training	Looks to build aerobic cardiovascular respiratory fitness.
Phase 3	Anaerobic-endurance Training	Helps with overall fitness or competitive goals.
Phase 4	Anaerobic-power Training	For individual look to for near maximal speed or competitive sport.

Cardiovascular Training: Program Progressions

Program Progressions

Ventilation Threshold 1 - Where breathing starts to get difficult and increase use of carbohydrates.

Ventilation Threshold 2 - Is where breathing is difficult and hard to speak. Short work sessions and lactic acid starts to build.

- **Zone 1** - Is below VT1
- **Zone 2** - is above VT1 and below VT 2
- **Zone 3** - is above VT2
- **Rate of Perceived Exertion**
- **Zone 1** - 1 to 4
- **Zone 2** - 4 to 7
- **Zone 3** - 7 to 10
- **Rate of Perceived Exertion**
- 3-4 -> Moderate to somewhat hard
- 5-6 -> Hard
- 7-10 -> is very hard to extremely hard
- **Talk test is a good marker of level of intensity.**
- Phase 1 - Level of difficulty should be kept below the VT1 marker
- Phase 2 - Level of difficulty should be kept below the VT2 marker
- Phase 3 - Level of difficulty should be kept above the VT2 marker
- Phase 4 - Level of difficulty should be kept above the VT2 marker

Phase 1 – Delta Program

If you can't complete 30-minutes of cardiovascular activity, then should start in phase 1. This is common starting point. We want you to establish positive exercise experience. This will help you with A.A. Phase and achieve goals and reduce stress and increase energy. You should be able to talk during the exercise and once the you are able to complete 30-minutes of exercise they can move to the next level just below the talk test threshold, it's time to move to phase 2.



A person wearing a black cap, a black vest over a white shirt, and black shorts is performing a rope pull exercise in a gym. They are crouching and pulling a thick rope that is attached to a metal frame. The gym has large windows and various pieces of equipment in the background.

Phase 2 – Charlie Program

Phase 2

This is the phase is focusing improving aerobic capacity and being able to improve intensity, frequency and time with the session. Zone 2 intervals are introduced. A submaximal talk test should be perform at the beginning of phase 2. This assessment should be done every 4 weeks.

Phase 3 – Bravo Program

Phase 3

This phase is appropriate for clients that have endurance goals. The volume, intensity and rest will be important for peak performance. You don't need to be an elite athlete to train in this phase.

The submaximal test should be performed at the beginning to find the VT1 and VT2 threshold. Focused on Anaerobic endurance so clients can reach higher effort peaks at and near VT2, resulting in speed, power, agility and performance.



Phase 4 – Anaerobic Power Training

Phase 4 - Anaerobic Power Training

Assessment for submaximal work for VT 1 and VT 2 to be performed before starting this program and determine heart rate at VT 1 and VT2.

The intervals are performed at or near maximal intensity. This is important especially for athletes with peak performance goals. Some people may never train in this phase due to the high level of intensity.





Healthy Foods


Nutrition



Effects of Body Fluids on Performance



% Body Weight Loss	Physiological on Performance
1-2 %	Thirst some fatigue, some strength loss, power loss, decreased endurance
3-4%	Decreased aerobic endurance, decreased thermoregulation
5-6%	Decreased concentration and focus, decreased cardiac output, nausea, chills, hyperventilation
7-10%	Dizziness, muscle spasms, poor balance, delirium, potential for cardiac



How Sugar Affects Your Body

The average North American consumes roughly 47 pounds of cane sugar and 35 pounds of high-fructose corn syrup per year. Not only does the average person underestimate just how much sugar they consume, many assume that sugar's effect on the body is purely weight-related. In truth, weight loss and weight management are just two reasons to decrease sugar in diet. The key to understand exactly how sugar, both simple table sugar and high-fructose corn syrup, affects the human body for head to toe.

How Sugar Affects the Body

Brain Impairs Memory: Researchers at UCLA have found that fructose may actually damage memory and slow learning. While the study also found that omega 3s can help negate those effects.

Circulatory System: Increase risk of heart disease. Over years, saturated fat has earned notoriety as a cause of heart disease, but new research is showing that sugar can have a huge impact on heart health as well.

Brain Stomach: Increase Appetite. While its true that sugar is little more than empty calories that have a tendency to add up to extra pounds on the scale, researchers are also finding that it may trigger you to eat even more calories!

Mouth: Creates a Breeding Ground for Bacteria. Even if you brush, floss, and rinse if you eat sugar you may be doing some serious damage to your teeth and gums. Eating sugar increases the acidity in your mouth creating a perfect environment for bacteria.

How Sugar Affects the Body

Heart, Joints: Increase joint inflammation. Chronic inflammation caused by processed sugars and other refined carbohydrates has been shown to have various negative effects on the body from increased risk of heart disease to muscle and joint pain.

Entire Body: Affects Energy Levels. Simple carbohydrates, like sugar, are processed quickly by the body and cause the blood sugar to spike and then crash. As blood sugar crashes, so does energy. On the other hand, complex carbohydrates, like whole grains, are processed slower by the body for steady and long lasting energy.

Pancreas: Increased risk of developing Diabetes. The effect of sugar on the body may seem like a no brainer, but until recently there was limited evidence that sugar played a direct role in diabetes. Scientist found a direct correlation between rising levels of sugar in the food supply and rising rates of diabetes, independent of obesity rates.

Testimonials

- When I met Mike the owner, I was working a high stress job, raising 2 young children and not managing my health very well. My workouts were one dimensional and relegated to some cardio on the treadmill or the elliptical trainer. I was bored and lethargic. I decided to try Fitness Experts for a few weeks thinking he would kick-start me into being more consistent. I'm still training with him over a year later. Mike constantly challenges me and motivates me to push harder without fear of burning out. His focus on proper form has helped me to avoid injury and has strengthened my core. None of his workouts are ever the same except for the fact that I get a good sweat going after a session with him. Training with Mike helped me to gain enough strength and endurance to complete the Iron girl Triathlon last year with a time that exceeded my expectations. I still have the high stress lifestyle but his workouts and his guidance with my food and water intake have helped me to manage it a lot more effectively. Michelle **ARZAGA**
- "Training with Michael is the perfect way to get out of a slump! He pushed me to limits I would have never attempted on my own, he held me accountable to my goals, and still managed to make each workout FUN! I would highly recommend Fitness Experts to help anyone improve their strength and achieve their goals!" **Jen Estall**
- Michael takes personal training to the next level. His knowledge of fitness, nutrition and general well being is unparalleled. Michael has a subtle way of feeding you knowledge that slowly changes your attitude towards fitness creating motivation from within. I would recommend Michael to anyone who is looking for real lasting fitness **Danielle Barich**
- Mike is great!! and is constantly monitoring my progress and pushes me to cross the limits to help achieve my goal to stay fit. Awesome always smiling :) **Amit Nayyar**
- I've been training with Mike for around four months now and I've seen a huge increase in my fitness level. He's friendly, knows his stuff, and is a great motivator. I always look forward to my sessions each week because I know I will get results. **Philip Parsons**
- I have been training with Mike now and not only is he a great trainer, he's a great guy! I asked him to sculpt my body and I can really see this happening. He pushes me hard and I appreciate that, so I get the results I want. He's still got a lot of work to do yet on this old body!!! LOL, Sorry Mike you're stuck with me. ;) **Amanda Wakfer**

24-Notice Policy

Fitness Experts wants to thank you for your interest in pursuing a higher level of fitness. This memo is a friendly reminder to inform a personal training clientele that due to the nature of our service and industry, there is a 24 hour cancellation policy for missed and / or rescheduled appointments. If you are unable to attend your scheduled appointment time, please advise Fitness Experts and your trainer as soon as possible. Any appointment missed or rescheduled without 24 hour notification will result in a charge. The charge is one session debited from the total sessions remaining that you purchased in you Personal Training agreement.

This policy has been put into effect to improve booking and availability time for Personal Trainers. Personal Trainers base their business and income entirely on appointments.

Social Media

Website

www.michaelkoprich.com

LinkedIn

Facebook