>> LAURIE SCHALLER: Hi, everyone. Thank you for joining us today. The webinar "Exercise is for Everyone" will begin momentarily. Please note this webinar is being recorded and the materials including a transcript will be placed on the National Disability Institute Assistive Technology Loan Program site along with the other previously recorded spotlight webinars.

(Silence).

>> LAURIE SCHALLER: Thank you for joining our webinar session today. Captioning is provided during this webinar. The captions can be found by clicking the CC button in your Zoom controls at the bottom of your screen.

If you have questions or if you're having technical difficulties, for the questions and answers please use the Q&A box to post your questions you have during the webinar. And the presenter and myself will respond back to you. If you are listening by phone and not logged into the webinar, you may also ask questions by emails HPrice@NDI‑INC.org.

So today's presentation "Exercise is for Everyone" is being presented by National Disability Institute and the Assistive Technology Loan Program. So National Disability Institute or NDI, our mission statement is that we envision a society in which people who have a disability have the same opportunities to achieve financial stability and independence as people who do not have a disability.

And our mission is to collaborate and innovate to build a better financial future for people with disabilities and their families.

So the NDI Assistive Technology Loan Program services include outreach and promotional webinars like this presentation today. We provide financial education and guidance on spending plan development. We provide referrals to financial counseling or other programs that can help people get the assistive technology they need.

We received a grant for this program way back in 2014 through the U.S. Department of Education's Rehabilitation Services Administration.

So today we welcome Josh Grinstead, owner of GYMGUYZ ‑‑ I'm sorry, my slide deck is moving around on me. Owner of GYMGUYZ. And today's presentation will be recorded, so if you've got friends, family, customers who would benefit from hearing this presentation, please share that this will be available.

So Josh, you have lots of letters following your name. Can you tell us what all those letters mean and how you came to providing the services that GYMGUYZ offers?

>> JOSH GRINSTEAD: They're just a bunch of letters. I have a background in higher education, so I have a master of business administration is a part of it. Funnily enough, of course most of my income, it comes from what I've learned in health and fitness. So the CPT means certified personal trainer.

>> LAURIE SCHALLER: Great. And so can you tell us how you came to exercise and physical therapy and this whole arena?

>> JOSH GRINSTEAD: Sure. So I've been an active person and a health and fitness enthusiast all of my life. I was an athlete as a young man and stayed fit and active. I just loved it for the joy of it. And obviously as you get older, the necessity to stay active and maintain a healthy body takes more work and a little more commitment. And so I had to find a way to integrate it into my life as a busy professional and father and active person.

So I did that and I got into training and I saw the benefit of it. When you really do this on a personal level not just with myself but with people that I knew, one of the themes of today is we talk about how personal training is exercise science. It is an applied science of movement for better, healthier human bodies. Anyone can benefit from it. Everyone should be involved in it in whatever capacity that they can.

Part of our job as personal trainers is not really to build muscles and make super strong meaty guys and train serious athletes. But to help everyday people be the healthiest versions of themselves that we can.

>> LAURIE SCHALLER: That's great. So go ahead, Josh. Provide your presentation. We have lots to learn here today.

>> JOSH GRINSTEAD: Got it. First of all, thank everybody for the opportunity here. It is an honor and a privilege and it's something that we take quite seriously in our organization. GYMGUYZ is a national field based on‑site exercise and personal training company. We're actually in the U.S., UK, and Canada. International seems a little overstated, but we're spreading our wings a little bit.

Our whole mission is to provide customized fitness solutions to clients of all abilities at their location of choice. And we've been doing this for over 15 years nationally. We have a great reputation. We take it seriously and you can expect quality if you worked with a GYMGUYZ trainer. That's kind of what everything is branded on.

So the theme here today is that exercise really is for everyone. And as a professional in this field and a business owner, this is not an exaggeration. We have trained human beings from the age of 2 to 102. You know, to the point. Anybody ‑‑ you're not too young to start doing stuff and integrating movement into your life at the right level. And you're by no means never too old to do so either.

There is a program for everyone. As a service provider, we deal with extreme cases of medical fitness from people that are dealing with degenerative neurological conditions, brain disorders, muscular disorders, all the way to high‑functioning athletes and everything in between. So you really do see a scope and breadth of human beings as trainers and you need to be competent and capable of working with everybody across the board.

So personal training is applied exercise science. It's the art and science of using movement to help create a healthier, more functioning, independent person. For some people, that does mean muscles and looking great on the beach and the aesthetic part of it. But for others it's just being the healthiest, most high‑performing functioning person of themselves they can be. And that includes helping people coming out of rehabilitation. It includes adaptive fitness for people with different abilities and so on.

It's a broad definition of things and we kind of cover all the things with that. It's really not just about big guys with muscles helping other big guys with muscles. It is much more personal and customized than that. One of our theme taglines is we put the personal in personal training. And you can see here, the picture we have to embody this is a young client with a trainer beside her who's obviously right there with her helping her go through the motions, helping her be engaged, inspiring her, doing it with her, and making sure she's doing things the right way. That's the level of care one should expect from a good personal trainer. Particularly when you're dealing with somebody that's either post‑injury, medical in nature, or an adaptive client that needs a little bit of extra demonstration.

We're going to talk today about more what it is about the best practices of how to do it effectively. And a little bit about kind of our GYMGUYZ branded approach on it. More than anything else today, I would like everyone to have a clear idea as to the importance of exercise in their lives no matter what, no matter who they are, and also how you can make it happen for yourself. Because whether it's 15 minutes a day or an hour and a half, where there's a will there's a way. Please change slides.

All right. So this slide we're talking about how everybody can benefit from it. Again, we have a picture here of a young lady getting a customized fitness program. She is doing a groin area stretch by pressing her elbows on her inner thighs to open up her legs in the butterfly position. This is the kind of thing you can do in yoga or in standard training, wherever applicable.

Personal training is multidisciplinary so you can have a trainer who can help you with yoga moves, boxing‑oriented training, stretching. It covers a lot of ground and good trainers can do that for people.

So the main thing I would want everybody to know about this profession is it really is personal, and that requires customization. As a company, our approach is that no two clients are alike. And even if one of you has a twin, brother, sister, what have you, you're going to be trained differently because you have years of accumulated mileage to where you are now. And so your bodies are going to be different.

We're going to meet you at your level. We're going to apply the latest science and best practices towards the attainment of your goals to make it safe, to make it effective, and I dare say to make it fun. It's most important that you have a good, positive experience with a trainer who listens well, who's engaging, who cares, and who also explains to you why you're doing what you're doing and how it can help you get towards your goals.

People ask us all the time, why does a plank ‑‑ which is an exercise where you're on your elbows or hands basically forming like a push‑up without the pushing ‑‑ how does that help with weight loss? It strengthens your core, your oblique muscles, your lower back. It helps with muscle endurance and it burns calories while you're doing it also. So everything has a method to the madness when it comes to helps clients attain their goals.

Preparedness is super important with this. For example, in our company we document our sessions in advance. We do what's called a fitness evaluation or an assessment prior to onboarding any new client. And you put them through a series of basic exercises and body mechanics to look at how they move. Looking at things like posture, range of motion in different joints, the shoulder, the elbows, the hips, the knees. Stability in those areas. Core stamina, lower back stability.

Are they strong in their legs so they can support their knees? Do they have any weakness? How is the ankle stability? Stuff like that. So we're looking at different key areas of body mechanics literally from the toe to the top of the head and making sure we have a clear idea how the client moves before we put them onto more engaging training. It needs to be a safe space. You don't necessarily have to be in a multi‑million‑dollar huge gym to work out. Some of our clients have literally done this in walk‑in closet s with sizable space, mind you. But it needs to be a place where you can move safely with safe equipment and free to move and even if you're just using your body weight doing calisthenics, to be free and able to move for your exercise.

And lastly, effective training includes observation on a periodic basis and regular reassessment of progress. If you can't measure it, you can't manage it so you need to quantify what you're doing in some level or another to define your progress and make sure you're working towards those goals as best you can. Lastly, observation of your clients is super important. Trainers must be engaged. I'm sure a lot of folks here have at some point been in the gym and seen a trainer on their phone while they're with their client. If you see anybody like this while they're training somebody with their phone right here, run. Go away from those folks. The trainer needs to have eyes on the client the whole time.

You also have to teach why they're doing what they're doing, how the certain exercises are attaining their goals and making sure they can do it right on their own at some point. We strive to make our clients gym independent. So if they don't want to train with us indefinitely, they can stand on their own two feet in the gym and know how to use exercises safely and functionally. The real value of the trainer comes in coaching the progressions, motivation, and helping the clients get past some of their inner barriers to push through fatigue and things like that and be the slightly better version of themselves than they were the day before. Next slide, please.

Okay. So here's some statistics from some experts in the field of exercise. These particular stats come from the American Council on Exercise. And it's really good stuff that I hope will help everybody get a good understanding as to the proven validity of the impact that exercise as administered through a personal trainer in this instance can have on your life. It's much more effective than doing it on your own, hands down.

So according to the American Council on Exercise when working out with an exercise science professional also known as a personal trainer, the client can receive up to 54% more results. Based on 129 clients, 73% made significant progress after working with a personal trainer for ten weeks using a customized plan. Obviously that means 37% didn't make great progress. So the value of having the trainer there putting you through the right motions and the right sequence with the right intensity, the right engagement matters. It's a health care investment and we ‑‑ you know, the proof is in the pudding. It really does make a difference.

76% surveyed in this evaluation stated that they did not exercise at all on their own or they only exercised a few times when they wished they could. The accountability of having someone come to you is 50% of the battle. Woody Allen says 50% of life is showing up. We show up for you. You do the other 50% which is the hard work and sweating. We make sure you get there and do the things the right way. Candidly, the silence is proven. Investing in your health through exercise science works. Next slide, please.

Okay. So a little bit more information on this as it relates to the adaptive clients. Clients might need modification with training. In a study of over 700 autism families conducted by Arizona State University, exercise was the number one rated treatment overall to help clients improve their conditions.

According to the CDC, the Centers for Disease Control, significant health benefits can be obtained with a moderate amount of physical activity preferably daily. Additional health benefits can be gained through greater amounts of physical activity. So the thing here is do something every day whether it's with your trainer or on your own. Get off the couch, put the phone away, and move. That's the best thing you can do for your body.

We can teach you how to do things but you've got to be the one to get in there and break a sweat. People with disabilities should first consult a physician before beginning a program of physical activity, of course. But when you have a trainer there who is experienced and who is certified in the field and has worked with people with similar issues that you might have, having that guidance there is going to make it much safer and effective for you also.

Generally speaking for a variety of reasons, people with disabilities are often overlooked and less likely to engage in regular or moderate physical activity than people without disabilities. A lot of that is the environment that they're in. Yet they all have similar needs. I mean, everybody needs to move. Whether that movement is getting up and walking around. Whether it's doing chair exercises. Or whether it's really doing engaged calisthenics that you're going to feel sore and fatigued after. You have to do something that's outside of your comfort zone. It's you working to the best of your ability and gets you some cardiovascular impact. Next slide, please.

So a little bit more on the benefits here. You can see here a really great picture of a young lady that's a trainer with clients that are of different abilities. One young lady is in a chair and they're just sitting around having fun. Exercise should be a positive experience for everybody. Whether you're doing it one‑on‑one with a trainer or in a group class experience.

For everyone the benefits are it helps with cardiovascular health, high blood pressure under doctor supervision exercise is a great component towards that. It helps with colon cancer. It really helps with diabetes. It helps with acuity as you get older. A lot of our clients deal with degenerative muscle issues. It can help stave off the issues of that. Sometimes minor improvements, but nonetheless you're going to be able to maintain your independence and quality of life longer with exercise than without it.

It's great for mental health as well. It has a huge impact on anxiety and depression. It improves mood and promotes general feelings of well‑being. It's great with a joint mobility. It cannot necessarily improve upon arthritis, but you can continue to maximize the abilities that you have with your body while exercising. And obviously we talked about blood pressure. It's a huge help there. Next slide, please.

Again, we got a cute picture here of just some young people doing exercises there. Stretching. Stretching is hugely important. We'll talk about that more in a minute. I mentioned briefly how it's impactful for cognitive performance. A lot our clients are also seniors. And staying physically active really helps the mind stay engaged as we go through the aging process. And it's very important for clients of all abilities. You are more awake, more aware that the juices are flowing. Your hormones are engaged. You're just much more awake and engaged after exercise. We've all had that feeling of a high after a workout. It's a real thing. It's called catecholamines that release through your body. Generally speaking, obviously enhancements to mood and self‑perception are well documented.

It's well documented that happiness and well‑being is something that's well known. You will feel better and you will feel better about yourself. That's a little qualitative aspect of it, but it's pretty well documented and well known. When you're doing things where you're physically active whether you're one‑on‑one with a trainer or in a group class setting, people tend to be more confident and it helps them engage in social settings more. You know, when you are accomplishing goals, you feel better about yourself and you're more apt to get out and engage with the world. That's well documented.

The main thing is you're going to feel better. You can help increase your independence. Getting out of the house, less of a fall risk, for example. It's overall better quality of life. It can help keep you independent for years. It's the best thing, obviously in our opinion, anybody can do for themselves outside of eating well and having a good sense of life and sense of purpose in your work life. Exercise needs to be part of everybody's happiness strategy. Next slide, please.

So exercise for adaptive clients is a little bit different than, say, training a top‑level athlete or training somebody more for aesthetics. It's just more about customization for that purpose. Taking account any physical challenges that individual may have and helping them get the best experience they can possibly have as they go through the process. It is 100% different for every client and every group.

It doesn't mean you'll train less hard. You could in some instances train harder than LeBron James in this example, but you're going to train differently. And this is going to be the same with everybody it. Does require trainers with a little bit different experience who know how to help somebody that may have a limitation in, let's say, their lower body mobility or what have you. Maybe there's some challenges of a different order. You need some level of awareness from your trainer how to work with that.

In my company we have seen everything from hearing impaired clients, visually impaired clients, quadriplegics, people with different cognitive impairments and so on. We talked about some of the conditions that we dealt with. Cancer, MS, MD, you name it. You kind of see it all. And everybody has a unique challenge and our job as trainers is to first of all not exacerbate what their challenge is. Whether it's they just sprained their ankle or it's something that's a chronic condition.

We want to help them stabilize that while we're helping to maximize their strengths towards their overall goal attainment. Long story short for everybody, it is essential. It leads to a more independent life. It teaches discipline and rigor and detail orientation. One of the things that trainers are sticklers for is form. Doing things the right way.

I'm sure many of you might have been in a gym and seen or heard about somebody who is lifting crazy heavy weights and hurts themselves because they're doing the wrong thing in the wrong way. You can do more good for your body by lifting moderate weights in the right frequency and sequence and number of repetitions than lifting heavy and doing it poorly. We really teach how to do things the right way with that. There's a lot of myths out there that we try and help dispel also.

Make no mistake about this. Exercise science, personal training is health care adjacent. It's preventive health care. It's inclusive and covers a lot of ground. It's mind/bod connection also. That includes nutrition, meal support. It includes post‑injury recovery and things of that nature. It touches a lot of different things here. It picks up after trauma. It's medicine. In our estimation. And the impacts of it are well documented.

It's unfortunate that it's not a part of most people's strategy as they're going through trauma or different health issues and so on, because the health industry tends to be reactive in treating, you know, specific issues. But there's very little you can do more in your life to keep you well and fit and out of those situations than eating well and exercising well.

It does need to be professionally executed. We only employ certified trainers and we encourage that as well. You don't need somebody with a Ph.D. in exercise science, but you need somebody who's gone through a reputable certification program and with experience and with insurance and also with some references from people that might be similar to an individual client and their goals and maybe some of the challenges that they might have.

Again, it can be as simple as walking, movement. Or it can be as complex as training for a Crossfit or an obstacle course or training for a marathon. It can be gender specific. Some people prefer people of the same gender or the opposite gender. That's fine. Personal training is personal, but everybody can benefit from it. There's no debate there. Okay. Next slide, please.

All right. Here are some things that it's not. We got a cute slide here, cute picture, rather, of a couple of young ladies doing yoga. As I mentioned before, it's not guys with muscles making more guys with muscles. There's a commercial that's out from a big box commercial gym that's talking with a guy walking around going we pick things up and put them down. It ain't that. It's really somebody that's a guide and a teacher and a coach and a supporter of an individual or small group of clients to help them attain their goals in a safe, effective setting that's progressive, engaging, and positive. That's much more what personal training is.

It's also not just about vanity. Again, it's a health care level investment. It is not ‑‑ 100% it is not what you see on TikTok or Instagram. There's a lot of misinformation out there. Probably 90% of what's out there is either folks trying to sell you something or just misinformation. Good sources for that can be found through reputable medical sites or known fitness sites such as American Council on Exercise or an organization called NASM which is National Academy of Sports Medicine.

If you go to a trainer, expect them to work you. It's not necessarily going to be the same level of intensity every day, but their job is to help you move. Sometimes that means being a nudge. So we're going to do what we can to make that a meaningful expenditure of your time and energy with it. It can be play. It can include fun. It is not without challenges.

Part of this is to help people be the best versions of themselves. Sometimes it means helping them get out of their own way. And sometimes it means helping them do two more push‑ups when they couldn't do ‑‑ didn't think they could do, rather. Just things like that.

Every trainer is different. Styles are different. You ask a hundred trainers the same question, you'll probably get at least 50 answers. Different answers out of that. But they're probably going to be only a little bit different. Standards are not. Any trainer with that certification needs to have experience and needs to be punctuational, professional, organized, and be able to communicate to you why you're doing what you're doing, how it helps you attain your goals, and how it fills into the overall goal attainment like by a given date, for example. It's not something you should skip. Every day whether you're doing a 15‑minute walk with your dog or an hour‑and‑a‑half training session with your trainer, get out there and move. Next slide, please.

You can move forward with this one as well. We're going to talk about some best practices now in the industries. Some dos and don'ts that will help you get the best experience from your exercise. You need to go ahead and keep punching through. This has the brackets on it. Go back one slide, please. There we go.

Exercise science includes both private classes or one‑on‑one personal training, semiprivate classes one in our company means a small group of two, three, four, even five people. Class my definition is greater than six, but that's a little bit of a wiggle room with that. To what's a group and a class.

Before you ever exercise with a professional, unless you're joining a gym class, for example, where they teach Zumba, whatever. If it's anything that's one‑on‑one and engaged or you're dealing with a need for an adaptive program, if you're coming off an injury or you have specific goals, what have you, you're dealing with health conditions. You need to have an initial assessment before you get on that gym floor and break a sweat.

That initial assessment will include the completion of what's called a PARQ which is a physical activity readiness questionnaire. And a biometric screen, the attainment of measurable biometrics as muscle mass, body fat, obviously weight, height, age, resting heart rate in some instances. BMI, other metrics that help us know kind of where the client's overall health condition is.

Usually the metrics align with the story the client's telling you. If they're being forthcoming about their lifestyle and what they eat and all that kind of stuff. And we do want to do a health history on the person's pre‑existing systemic issues, health issues there. Injury history, exercise history both current and past. Diet and lifestyle is super important.

You cannot out‑exercise a bad diet, period. You've heard ‑‑ it's a bit of a... It's a generality, but they always say 80% of your health is what you eat. It's not far off that. And so even though we're in the exercise business, the nutritional component of it is critical to address within the guidelines that we can as personal trainers.

Our company, for example, we have a dietitian on staff. All of our clients that purchase individual packages have access to her. She creates ‑‑ she does a consultation, creates a nutritional profile for them, and creates a monthly meal program for everybody. So they have that also.

We also in some instances measure the client. If their goals tend to be aesthetic whether it's adding muscle or to burn fat. Sometimes you'll measure them around the shoulders. Sometimes you'll measure them around the core at the naval area. Sometimes you'll measure arms. Sometimes you'll measure glutes. Sometimes you'll measure thighs. It's really up to the client whether they want to approach things that way or not.

If you're someone who doesn't want to know how much you weigh, that thing can be skipped all together or you can look the other direction when we're attaining the metrics. It really is about the client in that regard. It's also important to do a fitness evaluation. In this instance, you complete a series of exercises that are designed to assess the client's exercise readiness. It tends to be a little clinical in nature because it's an evaluation. And we're going to look at what you can do and how well you can do it.

It's not so much about how fast you run a 40 yard dash in most cases. It's about your body mechanics. How do you move from the top vertebrae in your head to the bottom of your toes. Everything that goes on there. Our example for most clients, we're going to look at shoulder mobility, hip mobility, ankle and knee stability. We're going to look at tightness in the upper back, neck range of motion. We're going to look at lateral range of motion literally turning from side to side. A forward bend with a straight leg as you go. A bodyweight squat, an overhead squat with the hands overhead while doing a squat position. Lunges can be involved. Other things we do ‑‑ gosh. Planks. We do sometimes push‑up evaluations, have them do things like bicep curls or shoulder presses. Stuff like that.

But it's much more about how they can move with some additional resistance rather than it is how much weight they can push or how many reps they can do that first session. I've been doing this so long, I can look at people and identify them within the first five minutes of the training modality we're going to have for them. After that initial consultation, a trainer will be able to tell you how long it will take to attain your goals, given a specific training regimen, what you should do when you're not with them. How you're going to feel after two weeks, four weeks, six weeks, and so on and go from there.

It's up to the client to decide the level of commitment they have. You know, maybe they don't want to train four days a week. Maybe they can only do two. Okay. That just changes the structure of it a little bit. You adapt the program from there. But there is a program for everybody. And before anybody signs up with us, they're going to have a clear idea as to the expectations for that. Any trainer should be able to instruct their client that way before the client comes aboard.

A waiver is required in all instances. You should expect that. You should be comfortable with the trainer both on their job knowledge base as well as their communication skills. They should be able to explain to you the strategy behind what they do. You should like them. You don't have to love them. I have some introverts on my staff as trainers who are exceptional professionals. And they're not the chattiest bunch when with their trainers, but they're very analytical and they get results.

So it's got to be the right person for you. Every trainer is different. If you've had one in the past, probably this person is going to not train you the same way and also like all sciences, modalities change all the time in terms of best practices. You want to be with somebody that makes you comfortable, long story short. They also should re‑evaluate you periodically for quality assurance.

As a company after we onboard anybody, we're going to check with you in the first week. And we're going to reassess your performance within the first four to six weeks in most instances. Variety is also critical. You will not make much progress if you're doing the same thing every day even if you make minor adjustments. You need to be able to do different things with different levels of intensity and different sequences over time. Variety is the spice of life and it gets results. It's important you have that into it.

You need to have the right equipment. But you don't need to be able ‑‑ you don't need to join a 10,000 square foot gym with $2 million of equipment in it. You will be amazed what you can do with a mat, a pair of bands, and maybe a couple of free weights. Or even if you're in a chair, same kind of stuff. Gravity is a great exercise tool, as is your own body through calisthenics and resistance.

Some of the best trainers that first couple of sessions, they show up with nothing. The client is like where's the equipment. It's like, just wait. There's a lot you can do with very little. You'll be amazed. Just think back to the Jane Fonda and Richard Simmons videos from the '80s in which people would lose hundreds of pounds standing in front of their TV sweating to the oldies and things like that. It really can work.

Progressions, of course, are important. You need to be able to make progress as you go both in your performance and your endurance. Services that can be covered in these modalities include obviously personal training, nutrition coaching, stretching should be part of everybody's regimen, by the way. Rehabilitative exercise or post‑injury exercise. Medical‑oriented fitness dealing with people with different conditions. Things like yoga, pilates, Zumba, athletic training, sports‑specific training like if people want to be a great hockey player.

And lastly, martial arts like tai chi, even muay thai, boxing, all that stuff is a lot of fun. We've got a great picture of one of our classes. This is my location. One of my trainers there in the middle with a group of seniors he trains. These ladies are awesome. They're all over 75 and all these ladies do is work out five days a week, two hours a day. They're rock stars. It's awesome. It's inspiring. Next slide, please.

>> LAURIE SCHALLER: And Josh, we've got a question that came in. So in both New York state and New Jersey and really across the United States now, there are what are called home and community‑based waiver programs. They're like self‑directed so the person chooses what activities are important to them. Do you have folks that are participating in your programs and services who have that approved through a home and community‑based waiver program?

>> JOSH GRINSTEAD: That's a great question. Yes, we do. We're very prominent in New York state, particularly in that. There are other states across the country as well that allow that. New Jersey is a little particular about what they approve for self‑direction funding. I think it's called DDD in New Jersey. But yeah. We're very immersed in that. We are ‑‑ in fact, I got connected with NDI through a presentation with an organization in the state of New York that's also affiliated with OPWDD. So yes, we are.

>> LAURIE SCHALLER: Great.

>> JOSH GRINSTEAD: All right. Back to the slide. Again, it's about the right workout, the right frequency, the right sequence, and good communication with the client. Best practices here, meet the client at their level. That is so important. The stories are countless of people that have had bad experience with inexperienced trainers who treat them all as if they're trying out for the Olympics.

It's got to be your level, your body, meeting you where you are to progress you to where you want to be. And you cannot come in like a drill sergeant screaming at people expecting them to give you one more push‑up when they shouldn't even be doing them to begin with. It is just ‑‑ I can't underscore it enough. You have to meet the client where they are. Period. Doesn't matter whether they're a young athlete, a senior, an adaptive client. It's all about meeting them at their level and helping them get to the best version of themselves.

To start, simplicity is important. Doing things the right way. Form is everything. Repetition ‑‑ we talked about variety a minute ago. Variety ultimately matters a lot, but repetition, doing things in sequence is also critically important. You need to set milestones. You're going to have a goal, a long‑term goal and need to have short‑term goals and even weekly and daily goals to get you there. So you get the sense of accomplishment and movement and progress. That's important to set that for your clients no matter what their level is.

Sometimes the goal is just to get through the session. You know? And that's okay. It's whatever it needs to be to keep the client moving and motivated. Session documentation is important. In our company, we document our sessions through something called the GYMGUYZ app. You can document on paper. You can document in the notes section of your iPhone. There's a lot of ways that trainers do this. But it has to be documented, because they need to be able to go back and tell the client what they did when. It's a liability risk also for trainers to not document stuff. What if somebody says they're injured on May 3rd of 2023 for doing too many squats and then you look at your exercise and say we didn't do squats that day so that injury might have occurred in another way.

But more than anything else, you want to be able to look back and see what your clients were doing so you can plan for the next goal, the next goal, the next goal. We talked about measuring progress. Again, that's different for everybody. That's the customization part of it. Create wins is super important also for your clients. Just being able to get up off the floor sometimes can be the goal. If that happens to be the case, that's what you're shooting for.

Building rapport and trust is really, really important. Again, personal training is personal. You should feel like your trainer is engaged. And they have to make sure they're putting the time and the effort towards the relationship‑building part of this as well. It should be a journey that you feel really comfortable with.

You also have to have a good EQ as a trainer. Sometimes their engagement is here. Sometimes it's here. Why is it less? Are they losing interest? Did they break up with their girlfriend? You know, is their blood sugar low? You have to kind of develop a radar for that kind of stuff. It's super important to being a good trainer. Having good energy with one another is super important. Creating something for their off‑day which could be something from your workout you're doing or something different.

Lots of times we give steady state card owe which is on your off days, get an elevated heart rate walking for half an hour. Get on the elliptical machine for 20 minutes. In your chair, just run in place. Do arm raises. Whatever it takes to get you where you want to go. Here in front of us, you can see a couple pictures of your clients doing some class activities and so on. We always try and make things super positive and engaging for everybody. That's part of our brand as well.

Music is a great motivator. It should be the client's favorite music, for sure. And obviously making sure it's fun and positive and safe is always the right workout. Next slide, please.

>> LAURIE SCHALLER: And Josh, we have another question. So does this apply for people who are blind as well?

>> JOSH GRINSTEAD: Can you repeat the question? I'm sorry.

>> LAURIE SCHALLER: Yes. So this person is asking do you provide these services to individual who is are blind?

>> JOSH GRINSTEAD: We have had many visually impaired clients over the years as well. You just meet them at their level and help them learn to work out to be the best version of themselves they can be.

>> LAURIE SCHALLER: Thanks, Josh.

>> JOSH GRINSTEAD: Pleasure. So here's some examples on the page of just what right looks like. You know, you can see different clients of different abilities here. There's a gentleman on the left who has a prosthetic. There's a group class, adaptive class on the lower left‑hand side. And we're going to play a short video for you which is an example of GYMGUYZ adaptive training.

Now, candidly, this video happened to be shot during the pandemic, so you'll see them wearing masks. Masks are optional now. So if somebody could play the video, please. Waiting for it to catch up. You should get a good idea of what it looks like in the field. Calisthenics being done here. With and without weights. You'll notice this is all in the field. You don't need a gym membership. The world is your gym.

(Music)

Your body and a few fitness toys will get you wherever you want to go.

(Music)

Stretching. It's acute in some instances. A lot of times we pick up after physical therapy. The insurance has run out for it and we continue some of those modalities. Working on form, safety. Lateral raises, making sure her form is good and she's supported. This is just a few clients listed. You can stop the video at any time.

Thank you so much. So what I would want everybody to take from this is the level of engagement that good training looks like. Nobody was on their phone. They weren't talking to their girlfriend or flirting with somebody across the gym floor. It's them and their client. That's what right looks like. Next slide, please.

>> LAURIE SCHALLER: And Josh, we had a great question that just came in. Tell me about muscle memory. I have MS and workout hard with weights to rebuild my loss of muscle. Can muscle memory get me back to normal?

>> JOSH GRINSTEAD: Everybody's capability is different when it comes to MS. We have a few clients with MS. When we have clients that are dealing with that particular condition, we assign them to advanced trainers. Some of our staff that are advanced in that field are also physical therapists, and they train with us as part of it. They're not doing physical therapy on us but they've got experience to help the client in those instances.

Depending upon how far along this individual is with that, that would impact their strategy towards it. The main thing that we know about MS is obviously it doesn't go away. And one of the best things about exercise is that it can help people be independent and stave off some of the impacts of that by having muscles that are more mobile, that are stronger and have better endurance so that they don't get fatigued quite so easily and stuff like that.

And joint mobility can be a big part of that as well. Core strength, lower back strength. And helping to stabilize the legs and so on to just help the person maintain independence. So muscle memory means different things to different people. Usually that's used in an athletic sense, but by training both slow twitch and fast twitch muscle fibers differently, you can help that person maximize their ability. Which I'm guessing is kind of what they're referring to as muscle memory. And I hope I answered that question okay.

>> LAURIE SCHALLER: Great. Thanks, Josh.

>> JOSH GRINSTEAD: Next question. Or we should go to the next slide, I guess.

>> LAURIE SCHALLER: Okay.

>> JOSH GRINSTEAD: Let's keep moving.

>> LAURIE SCHALLER: My clicker is not working.

>> JOSH GRINSTEAD: Taking its sweet time here.

>> LAURIE SCHALLER: Okay.

>> JOSH GRINSTEAD: All right. Got to go back one, please. All right. So this is pursuant to the question asked earlier about working with self‑direction funding. GYMGUYZ is a national company throughout the U.S., and we work with many sources of funding for exercise programs for people with disabilities, adaptive fitness, and so on. If an individual qualifies in their state and their state approved exercise science classes, there's a chance ‑‑ a good chance they can work with a GYMGUYZ trainer.

Usually in this instance it has to be something that's open to the public and obviously the company has to have published pricing and stuff like that and the individual has to be approved for it and have it in the budget. We know how to walk folks through the steps with that. We can't help you get approved, but we know how to walk through steps with that. We know how to help people that are approved make this work for them. And again, this is a great part of who we are in our identity and just a pleasure to work with clients that are dealing with different health challenges as they're going through this.

The basics here, you see the guy here who's dealing with some physical challenges. He's got a leg prosthetic and we deal with folks like that all the time. We have a quadriplegic right now that we're working with right now who's working on increasing his upper body mobility. You know, we've seen many people of all across the spectrum in terms of things that come easy and things that come with a lot of difficulty get results.

There's a variety of paying modalities. We do direct billing with source funding of this nature. Everything is overseen by what's called a special strong certified manager, which means somebody on our staff will evaluate the client and make sure we set them up for success with the appropriate trainer and ensure that the exercises being applied are the right exercises that is they go through it.

We as a company always guarantee quality assurance. Any new client that comes on board with us or if there's any change in trainer, the first two weeks full refund, no questions asked. We recognize that this is a health care investment and we want everybody to feel super comfortable and safe working with us. And that's important for us to have that kind of guarantee. As a company, we are fully insured and everybody you work with should have workers comp and general liability insurance as a company, any trainer as well, individual trainer.

We're OSHA compliant meaning we're employing workplace safety and health standards. You want to be with somebody that's reputable, experienced, and proven. In our organization we have tons of references we can provide somebody. And others could, as well, if you want to look into them. Next slide, please. There we go.

So a little bit about us. We are not the only game in town, but we're the best game in town. I can tell you that confidently. Our success record speaks for itself. GYMGUYZ was founded 15 years ago in Long Island by another gentleman named Josh. He's still the active CEO of the company. We are New York based. We are all over the northeast and as I mentioned earlier, we're throughout the country, the UK, and Canada.

We're in over a thousand cities. All GYMGUYZ staff are certified, experienced, and well vetted. We go through a lot of resumes to get to good trainers, I can tell you that. And what you can expect from a GYMGUYZ trainer is obviously professionalism, preparedness, a level of job knowledge that's above the mean and quality and care and good communication and workouts that are going to help you get results.

We do have nutrition coaching available where applicable. You can get down to counting calories and grams of protein you intake and so on. Or learn how to do it from a best practices stand point. Everybody is different in that regard. We do seminars, obviously you're kind of experiencing a version of that right now. We do corporate sessions, individuals, groups, and classes. They're open for people of all abilities as well. We cover a lot of ground. We do sports training, kids, athletes, prenatal, post‑injury recovery, chronic medical clients, all kinds of things. So we got you covered. No worries. Next slide, please.

Just to brag for a second ‑‑ got to go back one. Go back one slide, hold on, everybody. There we go. So locally we've had a lot of success and we're one of the top GYMGUYZ locations in terms of volume of client west serve and qualitative experience. I've been grateful to able to hire really good staff and have an area that's been open and supportive of what we do.

So our success has been community success. We were lucky enough to be awarded the International Franchisee of the Year Award in 2022. So that's a nice recognition of what we do. It's not based on revenue or anything like that. It's on the quality of care and embodiment of excellence we try to attain to. We've been open 8.5 years locally. I mentioned our quality assurance before. A lot of great reviews out there about our company. We take it seriously.

We really do put quality first. As a business owner, it might take you longer to get where you want to go, but you're going to get there better and you're going to be able to sleep well at night knowing that your clients are in excellent hands and your staff is in excellent hands also.

Here you have one of our trainers smiling at us from behind the GYMGUYZ van which every trainer doesn't use this, but it's kind of a big part of our identity. That van is chock‑full of fitness toys. Everything from stability balls to free weights and benches and plyometric boxes and bands and all types of fitness toys for clients to play with.

Again, I'll tell you this. You don't need a ton of things, but we have a ton of things available to help you attain your goals. On the left we have some of our clients. These are all reputable adaptive schools and institutions and municipalities of which we are engaged throughout New York and New Jersey. It's just such a pleasure to be part of this community and to be a service provider for it.

I'm all about gratitude, and we can't be grateful enough to have been invited and just a part of helping this community of people become the best versions of themselves and be independent, thriving human beings. Next slide, please.

Here are some reviews. I won't read you the details of them. If we could go back one slide. Long story short, these are from program directors that are involved with adaptive programs, either schools or adult care locations. Things like that. And again, it's just such a joy to do this. We do individuals, small groups, as well as classes within the adaptive populations. And it's ‑‑ the privilege is ours. Next slide, please.

And lastly, if you want to find us, here are our locations. Our website is GYMGUYZ.com. And from there you can enter in your zip code to find the location nearest to you. You can also Google GYMGUYZ in your area. Just GYMGUYZ and your town's name and the closest location should come up there. You can look for reviews on your local service provider also. Our reviews rock, so we're proud of them.

There's a couple pictures here of our team. You can see they're a handsome bunch of healthy and fit hooligans, but they're wonderful people. And I'm blessed to have them part of our journey. They're really good at what they do. Our values as an organization are determination and instilling determination in our clients where applicable. Respect for every body, all abilities, all people. Integrity in what we do and how we do it. Integrity is often defined as what you do when no one's watching. And we strive to put that front and center. Versatility. Being able to serve people of all abilities and ages and backgrounds and goal orientations and stuff like that. And on top of that, of course, excellence. Be excellent at what we do. It doesn't mean perfect. It means be really, really, really good at it. And that's certainly the expectation we set of ourselves.

And that, my friends, concludes my presentation. I didn't think I was going to be able to fill an hour. But it looks like I'm verbose enough to have done that. Thank you to everybody for the opportunity to present the meaningful impact of exercise for everyone. If I may leave you with one parting concept, it's that everyone can benefit from it. Everyone needs to do it. And there's something in it for every body.

If going to the gym isn't for you, have a trainer come to you even if it's for a short time to teach you how to exercise in your own home. And get out there and make an effort. There's no bad exercise unless you're doing something unsafe. Thank you for the opportunity to meet you all. And happy to take any questions.

>> LAURIE SCHALLER: So thanks, Josh. I'm not seeing any questions at this time. I just wanted to let people know that if they receive SSI and/or SSDI and they need to engage in an exercise program so that they can work to their fullest ability, they could submit the cost for that program to Social Security Administration and ask that that be considered an impairment‑related work expense. Because we understand that regular exercise can improve a person's performance overall. And that can help a person work to their fullest ability.

And also, this can be covered by the Medicaid waiver budgets from state to state for the home and community‑based waivers. And then if a person who has a disability that began before age 26, has an ABLE savings investment account and family and friends can deposit money into that ABLE account, they can use those funds as well for personal training. So I think that can help people get to where they want to be.

So in terms of this loan program, if a person ‑‑ let's say, sticking with the topic of exercise, if you need adaptive recreational equipment and you're not able to find a grant or other funding for it, give me a call. We'll see what we can do. If we can't find a grant, we offer loans up to $45,000 to residents of New Jersey and New York. The interest rate is 4%. So for that 18‑year‑old or older individual who has maybe no credit history, by paying this loan on time each month, they have the opportunity to build a positive credit history as well. With one of our loans.

So we have all kinds of resources. We're updating this information all the time. GYMGUYZ will be posted as a resource for those who want physical therapy exercise training and it's so great to see the wide assortment that you offer of options. And these are the links to our AT resource guides that are posted on our website.

I know we have a couple questions for our participants and Hope, if you could put those questions up. This is how to get in touch with me. My number is 202‑449‑9521. We welcome you to join us for our next webinar that will be February 16th in the evening from 7:00 until 8:00. So we can work with everyone to put together a spending plan and you can write down your effort is to afford exercise on a regular basis. That would be great. Or whatever other personal goals you have in mind.

And then you can decide where you're going to spend your money and you have a self‑calculating sheet that you can take away with you. And you can use that throughout your year for your goals, your financial goals, and share it with your circle of support which could be case managers and things of that nature.

So in today's webinar, what information was most helpful? Question two, do you need help finding a job? We have a program here at NDI to help with that specifically for individuals who receive SSI and/or SSDI. What type of assistive technology would you like more information about so that we can schedule more presentations like this that meet your needs for information?

And do you want to schedule a presentation for your agency or community organization? And thank you so much. That's our questions for today. Thank you for joining us and have a great day. Thank you, Josh, Cara, Hope, Tracy, and Chryst, and DeeLayne.

>> JOSH GRINSTEAD: Thank you very much. It was a pleasure and an honor.

>> LAURIE SCHALLER: Thank you.

>> INTERPRETER: Thanks so much.