



# Personal Training CERTIFICATION

## Q & A

What you need to know  
to begin your career as a  
fitness professional.

[www.nafconline.com/](http://www.nafconline.com/)

[info@nafconline.com](mailto:info@nafconline.com)

226 South Bridge St.

Sheridan, OR 97378

800-324-8315

## Welcome to the National Association for Fitness Certification!

The NAFC, established in 1992, is one of the fastest growing fitness certification organizations in the United States. The NAFC is dedicated to a higher education in applied biomechanical science. We provide a scientifically based, standards-focused education.

Our mission is to educate you in becoming a critical thinking “Movement Specialist” in your career as a Group Fitness Instructor, Personal Trainer, and Wellness Consultant. ***Don’t take chances with your career!*** Get a job in fitness, guaranteed. NAFC will educate and certify you for success, then help you secure a job. We prepare you to be your best while supporting you every step of the way.



Group Fitness Instructor



Personal Trainer



Wellness Consultant

**The NAFC credential is the promise of credibility.** The NAFC was established by a forward-thinking group of fitness professionals, representing expertise in fields including:

- Exercise Physiology
- Adaptive Physical Education
- Medicine
- Nursing
- Professional Coaching
- Nutrition

Their desire is to enhance current fitness certification standards by providing access to convenient and comprehensive, yet practical and affordable, education and skills.

**“When the NAFC certifies you, we teach you how to train. We train you in knowing how to move bodies. We train you to be successful.”**

**National Accreditation:** The NAFC is nationally accredited, recognized and approved as a full affiliate of the National Board of Fitness Examiners. **NBFE** assures credibility for the fitness industry by setting a national standard of practice in our field. Go to the **NBFE** website for details, <http://www.nbfe.org/>



## What is a Personal Trainer?

A Personal Trainer is a person who designs customized training programs and monitors fitness progress for individuals and small groups.

A good Personal Trainer effectively communicates proper form, purpose, and intention behind each exercise so the client can achieve optimal results. A Personal Trainer works with individuals of various age groups, ethnicities, and special needs, and will hone the skills necessary to be able to adapt to working with people from all walks of life.

## Where do Personal Trainers work?

Most people think Personal Trainers only work in gyms. However, a highly qualified NAFC trainer is limited only by his or her imagination! Consider the possibilities:

**Resorts • Hotels • Country Clubs • Corporations • Senior Homes • In-home Training • Cruise Ships • Private Studios • Vacation Fitness Spas and more.**

Some trainers prefer the simplicity of subcontracting with a health club; others prefer independence and open their own studios. Pay attention to overhead costs and fees! Others work at various locations if there is a non-compete agreement made. (Be sure you get everything signed and in writing to avoid unnecessary miscommunication.)

## What type of career advancements are available for Personal Trainers?

A successful NAFC Personal Trainer has many options for advancement through continuing education certifications and specializations. Knowledge from the NAFC courses such as *Lifestyle Coaching*, *Wellness Coaching*, or *Nutritional Coaching* is in great demand and can help clients get results! There are also opportunities such as personal training managerial positions, becoming an owner of your own studio/facility, or working in hospitals or other healthcare facilities. ***There are no limits to your potential!***



## **What is the future of Personal Training?**

### ***Is the demand growing or shrinking?***

According to CNN MONEY list of *Best Jobs in America*, Personal Training ranked #2 with a 29% growth rate over the next 10 years due to fitness conscious baby boomers as well as companies that are beginning to incorporate fitness into their corporate wellness programs. Research has shown that folks are continuing to spend money taking care of themselves, and placing less emphasis on “having things.” More and more, people are getting wise in realizing that a \$50 monthly gym fee is minimal compared to a potential \$50,000 hospital bill. Therefore, the need for health clubs and wellness centers remain constant.

### **Does it matter who I get certified through?**

Yes! Look for certifications, education and programs approved by accrediting agencies such as the NBF and the NCCA. It's also wise to look for a certification that educates you on applied biomechanics and practical application by offering live events and workshops.

### **How long does it take to get certified?**

Because you are able to study at your own pace, attaining certification can range from three months to a year, depending on the certification. Because health and fitness is and has been a fast-growing industry that continues to evolve and to change, it is imperative that trainers seek out the continuing educational courses that emphasize applied practical workshops where trainers receive important hands-on training every year or two.

### **How much does a personal trainer make?**

The median pay for a full-time personal trainer is \$52,600 ranging up to \$136,000. This will vary with demographics and whether the trainer has chosen this path as a career or if he/she has chosen it as a hobby. Remember, the average trainer DOES NOT know how to do this as a full-time career. Look for Continuing Educational courses that will teach you how to make this endeavor into a successful business, not just a hobby.





## How much does certification cost?

Certification can range from a couple of hundred dollars to thousands of dollars. However, the price tag of a certification does not always indicate the quality of education you will be receiving. Be leery of the quick one-day or weekend “deals” that would allow any Joe Blow to go out and train after they receive a “stamp of approval.” Shop around and find the organization that best suits your budgetary as well as career needs.

The **NAFC** offers the best dollar for dollar value. Along with on-line manuals that allow you to study at your own pace, and a full curriculum to give you every advantage towards your success, the **NAFC** adds the hands-on advantage in our three day practical workshops to make theory practical and real. The **NAFC** advantage is a formula for success.

## What kind of work schedule does a Personal Trainer have?

One of the biggest benefits of being a personal trainer is the ability to have a flexible work schedule depending on your needs and those of your client. The average trainer meets four to five clients a day. The professional, motivated trainer can build a lucrative (and fun) career training eight to twelve clients per day. A focused trainer will write down specific goals and go for it!

## Does being certified guarantee I will make a living?

Most certifications available today will provide you with the same amount of education on training a client once you have a client, but they will not educate you on how to obtain and retain a client. Statistics show that the rate of attrition in most health clubs is climbing to 80 plus percent. This is a major concern to gym/facility owners whose desire is to keep operations intact and training departments successful while facing a tenuous economy. These owners/managers will need to find and keep the most qualified, well-trained fitness professionals!

Trainers who are certified through the NAFC are fully equipped with the skills necessary to build a successful business as a professional trainer, as well as given the educational tools to retain their clients on a long-term basis.



## How Do I Choose a Personal Training Certificate?

When selecting a personal training certificate, take time to find a course that:

- Is accredited through the NBFCE or other credible organization
- Offers continuing educational opportunities
- Includes hands-on training and workshops
- Provides you with a caring customer support staff



IN THE END,  
YOUR SUCCESS WILL  
BE DETERMINED BY WHAT  
YOU PUT INTO IT.



# Top 10 Reasons to Get Certified Through the NAFC



- 1.** The NAFC evaluates each certification program from textbooks through exams on an annual basis, updating the materials as needed. Selected tests are thus ensured to include the most accurate and current information in the industry.
- 2.** The NAFC follows guidelines established by ACSM, the American College of Sports Medicine, emphasizing practical information with respect to a comprehensive knowledge base.
- 3.** The theoretical components of NAFC Certifications are comprehensive. Students must complete a mandatory workbook, practical (performance) exam, as well as comprehensive written exams with a minimum of 80% accuracy to earn NAFC Certification.
- 4.** NAFC practical exams emphasize skills necessary for effective leadership in specific areas of instruction. Examples include body alignment, exercise technique, safety awareness, exercise testing, muscle groups and actions, execution of proper form and techniques of alignment during muscle isolation exercises.
- 5.** The NAFC is dedicated to a focus upon practical application and to developing critical thinking fitness professionals. If your area of study is Personal Training, the NAFC will teach you how to move the human body with an in-depth knowledge of body mechanics and an understanding of corrective movement.
- 6.** Not only will you learn the skills to train a client but you will also learn how to build and retain your client base.
- 7.** The NAFC offers continuing education opportunities as well as additional certification opportunities to further benefit you and your clients such as Nutrition, Wellness Consultant, Pilates Coach, Group Fitness Instructor and more.
- 8.** Earn on average income of 20% or more than less practically trained trainers.
- 9.** Enjoy a rewarding career helping others achieve their personal fitness goals.
- 10.** Be one of the select few who can say they are NAFC-Certified!

# Top Reasons People Seek Personal Training



## To Lose Weight

People often seek a personal trainer because they want to lose weight and work out regularly, but are unfamiliar with the gym and procedures, or need help pushing past a plateau.

## To Gain Weight

Some people often won't see results on their own and seek a personal trainer to get the results desired.

## Don't know where to begin.

Knowing how to set up a complete exercise schedule that includes all the activities you need to do: cardio, weight training and flexibility can be overwhelming. Add the time and knowledge it takes to choose exercises, weights, reps and sets and you may quit before you even start. This is where a personal trainer can be the biggest help. He or she can help you maximize your time while keeping you within your own limits so you don't overdo it. He/she can also help you set goals and map out a specific schedule so you know when, how and where you fit in your workouts.

If you are an experienced exerciser, maybe you haven't considered working with a personal trainer. However, it can be a great choice if you need some variety in your workouts. A trainer can bring a fresh perspective and new ideas to challenge both your body and your mind. Even if you just do a few sessions or meet every few weeks, you'll find it refreshing to have new workouts and new exercises to play with. **We invite you to visit [www.nafconline.com/](http://www.nafconline.com/) to learn more.**



**Build your health-fitness career with NAFC.  
We don't just certify trainers...we partner with  
you to develop your career path.**

## Certifications

- Personal Trainer Certification
- Group Fitness Instructor
- Nutrition Coach Foundations
- Wellness Consultant
- NAFC Yoga 200 Certification
- Pilates Coach Mat 1
- Pilates Coach Reformer 1

## NAFC PowerCerts

- Indoor Cycling
- Core X System
- Transformations
- Power Rebounder
- TrueBar
- NoBarreRequired
- Alzheimer's Disease
- Breast Cancer
- Chronic Disease
- Personal Training in Water
- Performance Nutrition and sports Supplement Coach
- Pilates Coach Mat 2
- Pilates Coach Reform 2

Sign up today at [www.nafconline.com/](http://www.nafconline.com/).



## Governing Board

NAFC was established by a group of forward-thinking fitness professionals, representing expertise in fields of Exercise Physiology, Adaptive Physical Education, Medicine, Nursing, and professional Lifestyles and Nutrition Coaching. Their desire was to enhance current fitness certification standards by providing access to a convenient, comprehensive, yet practical and affordable fitness education. The Governing Board is comprised of individuals who are assets to NAFC due to their various backgrounds and expertise. They advise, govern, and oversee the policies and direction of the organization.

The Board will at all times be comprised of at least a President, Vice President, Secretary and Treasurer. The Board is comprised of the founding members of NAFC, and members of the administrative staff who jointly oversee the activities of NAFC with the collective goal to carry forth the mission of our organization to the general public.

NAFC has established a structure to ensure appropriate stakeholder involvement by clearly defining responsibilities and boundaries respective to each position within NAFC governance regarding the representative positions held by members of the governing body. This consortium rotates on an annual basis for the assurance of the balance of the program.

As an independent and autonomous organization, NAFC will not permit any individual to participate on the governing board if they are stakeholders in any other fitness certifying organization thus ensuring no inappropriate influence by any outside body.



### **Mike LeBoss**

#### **Executive Director and President**

Mike LeBoss has been involved in pioneering the fitness industry for over 35 years, and was instrumental in developing the “self-start” philosophy in approaching athletic training to maximize his clients’ self-actualization in their sport training programs. He has rigorously upheld the principles of correct Body Mechanics and proper form throughout his career as a leading fitness consultant and educator.

Mr. LeBoss is the founder of MeFit™ Fitness Centers in Portland, Newport, and Sheridan, Oregon, and currently holds the position of Executive Director for the National Association for Fitness Certification (NAFC), after serving as an NAFC master course presenter for over 12 years. He is co-author of a training manual on Bio-Mechanics for the National Board for Certified Sport Trainers (NBCST), targeted at educating trainers about the importance of risk/benefit training and applied Body Mechanics.

Behind his full-time commitment to spreading wellness in his professional endeavor, Mike is a NBCST Master Instructor, NAFC Certified/NAFC Master Instructor, NASN Licensed Sports Nutritionist, SPIN Instructor, and is Madd Dog Athletics Certified.



## **William Singer, Ph.D.**

### **Executive Director NAFC Non-Profit & Institutional Affairs**

William Singer, Ph.D., earned his Doctorate in Counseling Psychology from Oregon State University. Dr. Singer was awarded the Washington State Governor's Award for Outstanding Volunteer Community Service, having completed his internship training at Community Psychiatric centers in Seattle, Washington. He has held faculty undergraduate and graduate professorships at The University of Puget Sound and City University in Seattle. He was also awarded a Graduate School teaching appointment at Oregon State University.

Dr. Singer's clinical, private practice has spanned 37 years, coaching and counseling families, couples, individuals and children. He is Nationally Board Certified Counselor and a National Board Certified family therapist with a special interest and experience in motivational, Sports Psychology. Dr. Singer has provided direction for athletes seeking a path to increased athletic and personal performance. He is the Executive Director for Institutional Affairs & NAFC Non Profit, serving as mentor and advisor for individuals, professionals and organizations.

Dr. Singer's practice combines inspiration, motivation and a blueprint for life-balance between professional effectiveness, vocational and personal growth. His experience and knowledge as therapist, teacher, coach and business developer have afforded him insights into a broad range of life's issues which he passionately shares with others.

Behind his full-time commitment to spreading wellness in his professional endeavor, Mike is a NBCST Master Instructor, NAFC Certified/NAFC Master Instructor, NASN Licensed Sports Nutritionist, SPIN Instructor, and is Madd Dog Athletics Certified.



## **Amanda Hockema**

### **Director of Operations & Treasurer**

Amanda Hockema is NAFC's Director of Operations, managing the full range of administrative, logistical and operational duties in a wide variety of program areas, including human resources, budgetary oversight and providing operational leadership for NAFC's core and consumer business. Amanda develops and directs programs designed to meet the needs of the organization and staff.

Ms. Hockema brings more than 10 years of experience in the management of private corporate enterprises. She has an extensive formal education and training background in fitness, including fitness center management, sales, group fitness instruction and personal training.



## Advisory Board

NAFC has a highly educated and professional group of Advisory Board members who bring their vast amounts of fitness and wellness industry experience and knowledge to our organization. Advisory Board members are selected for their individual, professional expertise in their respective practices/specialties, as they relate to purpose, mission and activities of NAFC in the field of health and fitness. Members represent expertise in the fields of Exercise Physiology, Adaptive Physical Education, Medicine, Nursing, and professional Lifestyles and Nutrition Coaching. We are committed to enhancing current fitness certification standards by providing access to a convenient, comprehensive, yet practical and affordable fitness education. The advisory board provides feedback and advice to the Governing Board. All members of the Advisory Board are approved by vote of the Governing Board.

You can read more about the Advisory Board on our website at <https://www.nafconline.com/>.

### **June Chewning, BS, MA**

June Chewning has been serving in the fitness industry since 1978 as a fitness instructor, personal trainer, master trainer, content creator/provider, education service provider, fitness editor, and domestic and international presenter. She taught elementary physical education for 6 years before completing her Master's Degree in Exercise Physiology and Health Enhancement. ([Read more online.](#))

### **Steve Chewning, BSEE**

Steve Chewning has over 40 years of experience in computer engineering and information technology. He holds a Bachelor of Science in Electrical and Computer Engineering. He started his career with Hewlett Packard developing desk top computers and has held several technical and management positions including Vice President of Engineering at Penril Datacom, Director of Product development at Digital Communication Associates, and Director of Integration Services at American Modern Insurance. ([Read more online.](#))

### **Kristie Smith, MBA**

Kristi Smith holds an MBA and is an authority on sustainable, healthy growth in organizations and Lean Enterprise implementation. Her focus is in sustainability and scalable growth allowing for stable implementations that are built to last. Kristi has 20 years of results managing people and projects, developing and facilitating training programs, and optimizing business processes and operations. ([Read more online.](#))

### **Josh Lyons**

Josh Lyons and his wife, Stacy opened their first physical therapy clinic in 2004-Pinnacle Physical Therapy. By 2009 the operation grew to three clinics with nearly 50 employees. In 2009 Josh oversaw the company transition to that of a "medical wellness" company as it adopted the service lines for medical fitness, nutrition, and massage. ([Read more online.](#))

## **Tammy LeBoss**

Tammy LeBoss writes and edits for the National Association for Fitness Certification (NAFC). Since 1998 Tammy has been instrumental in the successful development of several successful Gyms, Yoga, and Pilates studios. In addition to managing nutrition and training departments, she is a certified Exercise Specialist, Yoga and Pilates teacher, an educator, and a published writer on related health, fitness, anatomy, weight training, and nutrition topics. ([Read more online.](#))

## **Marisol Baltazar Nava**

Director of NAFC Latin America and Founder of NAFC Power Rebounder™

International Course Presenter for NAFC in Latin America, Asia, and the United States, Marisol is also an international representative of IDEA Health and Fitness Association's WORLD in Mexico. Marisol has been in the fitness industry since 1995 with 15 years of experience working abroad in England, Asia, and Central and South America. She has several primary and specialty certifications in the fitness industry. ([Read more online.](#))

## **Liz Toppen**

Originally from England, Liz has been involved in the fitness industry for over 30 years, 15 years of which has been focused on teaching Pilates.

Having taught various fitness formats over the years, Liz found herself dealing with low back pain, knee issues and a torn shoulder, which continued to drive her deeper into the world of Pilates. Her understanding of deep anatomy was increased exponentially by attending NAFC's cadaver school hosted at Axis Research and Technologies in Irvine, CA. She has immersed herself in rigorous Pilates trainings through NAFC. ([Read more online.](#))

## **D. Michael Johnston**

D. Michael Johnston is a self-employed statistician, math tutor and consultant. Originally from Northern California, Mr. Johnston spent 5 years in the United States Army, including 2 years studying at the United States Military Academy at West Point, NY before returning to active duty before exiting the Military Service in 2012. ([Read more online.](#))

## **Leslee Bender**

Leslee Bender has been in the fitness industry for over 25 years, and has been selected as one of the candidates for 2010 instructor of the year by IDEA. Leslee is the original creator of Safe Pilates, utilizing the Pilates Coach mini ball (now the Bender Ball). Leslee has produced over 25 DVDs illustrating these methods, and has presented in over 20 countries worldwide. Leslee's certifications are from ACE, AFAA, ACSM, NASM, and she holds a B.A. from the University of Nevada, Reno, and is now enrolled in the Gray Institute GIFT program. ([Read more online.](#))

### **Bach MacCloud, D.O., N.D., Ph.D., OMMF, FAAPM, LC**

Dr. Bach MacCloud's mission has been "empowering people in overcoming health challenges to free them from health-imposed limitations and achieve their goals for a healthy, successful life." Dr. MacCloud holds numerous specialty and sub-specialty designations and honors. He has founded several successful multi-disciplinary wellness and medical centers, with a focus on Nutrition, Regeneration, Anti-Aging, Bio-Oxidative, Non-surgical Orthopedics (Musculoskeletal), Weight Management, Rehabilitative Integrative and Performance Enhancement Medicine). ([Read more online.](#))

### **Vince Andrich**

Vince Andrich has over twenty years of sports nutrition business experience at the executive level in the areas of general management, sales, marketing and product development.

His work is his passion. Vince has managed and built several industry leading sports nutrition brands, but is well known for his ability to "re-invent" existing product lines. ([Read more online.](#))

### **Alex McKechnie**

Alex McKechnie is the creator of the CORE X SYSTEM. Alex has more than 40 years of knowledge, experience and innovation in sports training and strength & conditioning training.

Alex Spent over ten years as the Athletic Performance Coordinator for the Los Angeles Lakers basketball team where he was part of five NBA championship teams, and is now the Director of Sports Science for the Toronto Raptors of the NBA. Alex joined the Raptors in July 2011 to oversee all athletic training, rehabilitation and strength and conditioning for the franchise. ([Read more online.](#))

### **Dr. Brian Stenzler**

Dr. Stenzler is the co-founder of DREAM Wellness and opened DREAM Wellness centers in Pacific Beach and Del Mar in 2006. He has held positions on the Board for the NY Chiropractic Council, including President of Nassau County and was a member of the Executive Board. He is Immediate Past President of the California Chiropractic Association in San Diego and is presently Vice President of the entire State Association, and will begin his tenure as President of the CCA in June 2014. ([Read more online.](#))

### **Dr. Brook Azie-Rentz, ND**

Dr. Brooke is a Primary Care Physician with a specialty in women's health and Bio-identical Hormones. Due to her undergraduate training in Physical Therapy, she also specializes in musculoskeletal system disorders. Dr. Brooke employs many modalities to treat her patients including diet and lifestyle changes, nutritional and hormonal supplementation, hands on manual therapies and various rehab modalities such as therapeutic ultrasound, IFC/TENS, hydrotherapy, trigger point injections and therapeutic exercise. Going beyond just symptomatic fixes, Dr. Brooke educates her patients about their health and promotes not only optimal healing but the importance of prevention-based medicine. ([Read more online.](#))