

STORM FITNESS HEALTH & FITNESS NEWSLETTER: 7/06; Q3

"A Health & Fitness Newsletter filled with Insider Tips On How to Stay Looking and Feeling Your Best at Any Age"

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IN A HURRY? DON'T HAVE TIME TO READ THE NEWSLETTER RIGHT NOW? JUST PRINT THE NEWSLETTER OUT, TAKE IT HOME WITH YOU AND READ IT BEFORE BEDTIME THIS EVENING!

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Greetings Clients and Friends,

Summer has arrived! I don't know about you, but I have really been enjoying the outdoors and trying out new activities...Even with the humid weather we have been experiencing!

A few weekends ago my husband and I along with our dog Calvin (our best pal), went hiking up in the Shenandoah Mountains. If you've never taken the drive along skyline drive, I highly recommend it. There are some fabulous trails in the Shenandoah Park of varying difficulty and many of them lead to beautiful views and waterfalls. We spent the night in the town of Washington and went on another hike the next day. It's a great weekend trip and quite a nice getaway!

I hope that all of you have been out there enjoying the summer, getting your exercise in and drinking lots of water of course! The trainer in me just had to sneak that sentence in! There's some great stuff in the newsletter this quarter so don't miss a thing...Happy Reading!

Yours in Health and Fitness,
Jessica Storm & the Storm Fitness Team

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"Storm Fitness Highlights":

Jessica Storm was recently recognized by IDEA as a Master Level Personal Fitness Trainer. There are only 3 "Master Level Trainers" in the Northern Virginia Area. You can view her profile page by clicking here:
<http://www.ideatrainers.com/jessicastorm/>

The following article was published on Jessica in the Reston Connection Newspaper:

"Local Fitness Trainer Receives Master Level Recognition"

Jessica Storm, owner of Storm Fitness, LLC recently received Master level recognition from IDEA Health and Fitness Association. This is the highest recognition a trainer can receive and recognizes Jessica as a leader in the personal fitness industry. IDEA's membership encompasses more than 19,000 health and fitness professionals in over 80 countries. IDEA has a Personal Trainer Recognition System which recognizes specific benchmarks for personal trainers who have demonstrated their commitment to education and/or certification and the highest ethical standards. There are four different recognition levels for personal trainer with "Master" being the highest level a trainer can achieve. In the Northern Virginia area, there are only 3 other IDEA members at the master level.

Jessica Storm was also recently certified as an Advanced Sports Nutritionist through NFPT and as a Corrective Exercise Specialist through NASM which enables trainers to successfully work with clients suffering from

musculoskeletal impairments, imbalances or post-rehabilitation concerns.

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"Healthy Habits Jump Start Challenge":

Are you ready to take on a do-able plan that will revamp your eating and lifestyle habits? Are you ready to kick start your body into the best shape it has ever been in? If so, then read on! Here's what you are going to do starting TODAY...you are going to incorporate one new healthy habit each week and stick with it. Each week you will build on your new habits so that within 12 weeks you will be properly hydrating, eating right, working out and taking valuable time for yourself.

These new habits will make you feel so great you will be hooked for life. So, jump on board and take the Healthy Habits Jump Start Challenge. And remember, I would love to hear all about your results along the way and of course if you run into any valleys (which we all do at some point) be sure to pick up the phone or email and I will help to get you on the right track again.

Week 1: Start Your Cardio Program - Start working out today. Do anywhere from 10 minutes to an hour (you can split up your hour into three 20 minute segments throughout the day if you need to). Aim for 60 minutes if possible even if you go slowly. Then, over the next 7 days do cardio daily - no excuses! Remember, you're trying to start a habit, 7 days in a row is not something you do over a lifetime.

Week 2: Eat Every 3 Hours - That's 3 meals and 2 healthy snacks in one day. The trick: each meal should contain a palm sized serving of protein, two fist sized servings of veggies and a fist size serving of healthy carbs. For snacks, mix protein with fruit. Try 12 raw nuts and a fistful of grapes.

Week 3: Prepare Healthy Meals For The Entire Week - This sounds tough be it can be the answer to getting your eating habits nailed down. Each week choose out several healthy meals to make for the week. Go to the grocery store and get the ingredients you need. Spend the next 1-2 hours preparing the meals and store them in airtight containers

in the fridge. You will have all your meals ready to take to work with you, so when you get hungry you won't be tempted to reach for the junk food.

Week 4: Add in Strength Training - While cardio is essential for losing fat, strength training will accelerate your efforts. Strength training builds muscle which burns more calories at rest than fat tissue. Begin with 1-2 sets of 12-15 reps of light to moderate weight twice a week on non consecutive days. Already lifting at an advanced level? Use heavier weights and do more challenging moves.

Week 5: Drink Water - Lots of it, to flush out bloat and puffiness from excess sodium. Water also helps aide in weight loss and makes you feel full. Aim for at least 64 oz of water a day.

Week 6: Take a Multi Vitamin as Extra Insurance - Sometimes we just don't get all the vitamins we need from our daily food in take. Taking a multivitamin is just a little extra insurance that our body is getting everything it needs.

Week 7 Add in Stretching - Start by doing 3-5 minutes of very gently stretching in the morning. Finish the day with gentle stretches too, especially if you've been sitting behind a desk all day. Most importantly, do a full stretching routine after your cardio workout when your muscles are warm.

Week 8: Floss - Study after study shows that daily flossing will increase your life span and reduce the risk of heart disease...need I say more?

Week 9: Portion Size Check - If you've been eyeballing the amount of food you put on your plate you must go back to day 2 and follow the guidelines for portion amounts. If you've been hungry at any point then examine your plate and make sure you haven't been opting for white flour carbs instead of heartier choices that keep you feeling fuller longer such as oatmeal.

Week 10: Get 7 or more hours of Sleep - There is endless research that shows the benefits that 8 or more hours of sleep can bring to your body. Your mind and muscles recover during this period and robbing them of this essential sleep time can lead to a breakdown in your body along with weight gain.

Week 11: Use Sunscreen Daily - Yes, even in the winter time! We've all heard it, but do we do it? Now we are making it a habit! Just find a moisturizer with SPF 15 or higher and put it on your face every day, even when it's raining outside.

Week 12: Posture Check and Reflect - Remind yourself at least twice a day to stand and sit tall. Spend just a few minutes and look at yourself in a mirror. Draw your shoulders back, press down your shoulder blades, lift your chest, pull in your abs...and try to maintain this good posture while you breath normally.

Lastly, reflect and add something restful too your life - whether it's a bath, massage, or just kicking your feet up on the couch. Give yourself a pat on the back for a job well done!

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"BIG FAT LIES":

You can lose 30 pounds of fat in 30 days
LOSE 10 POUNDS THIS WEEKEND!

Do any of these ads sound familiar? Sure they do, you see ads like these all the time, and they sure are enticing! They play on our emotions and our desires for instant gratification. But the real question...can you really drop pounds that quickly?

The answer is YES. It is quite possible to lose 30 pounds in 30 days or 10 pounds over the weekend. But that's not the question you should be asking. The question YOU should ask is, "How can I lose 30 pounds of FAT healthfully and permanently?"

Remember, NEVER confuse WEIGHT loss with FAT loss! Your body is 70% water, so it's easy to lose pounds quickly. Any diet that dehydrates you will register quick, dramatic loss on the scale.

Want to lose 10 pounds over the weekend? That's easy! Just stop drinking water! Of course that would not be very smart and it would also be very dangerous, but that's what you're doing when you drop pounds too fast (you're simply

dehydrating yourself - or worse - you're losing lean body mass too!)

The American College of Sports Medicine (ACSM), one of the largest and most respected health, medical and exercise organizations in the world, has established guidelines for healthy rates of weight loss. In their position statement on "Proper and improper weight loss programs," the ACSM recommends losing at a rate of no more than two pounds per week.

These two pounds per week guideline has become recognized as the standard rate for safe weight (fat) loss. Time after time I see people get impatient and they attempt to violate this rule, only to lose muscle, slow their metabolisms and eventually gain all the fat back and more!

Weight loss is not something to be rushed if you want to do it properly. You can lose 30 pounds of weight in 30 days, but you'll NEVER lose 30 pounds of fat in 30 days; nature just didn't intend it to be that way. There are virtually no limits to what you can achieve in the long run. However, you must be patient. There are definite limits to how quickly you can safely achieve fat loss.

Get on a good, solid, no-gimmick program that includes regular exercise and watching your calorie intake via portion control and limiting all junk foods. You will absolutely astonish yourself at how much you can achieve in 3 months, 6 months, and 12 months.

Look at it this way; if you think it's going to take too long to do it the safe healthy, natural way, then just remember... the time is going to pass anyway. When 3, 6, 12 months rolls around where will you be? I can promise you that 8-12 weeks from now, you will have seen major progress and 6 -12 months from now, you could look and feel like an entirely different human being... never to go back to your old self. So, don't get started tomorrow, get started today.

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"Client Spotlight": Danielle Franco

Last year Danielle participated in the 3-Day Breast Cancer walk in Boston, Mass., to raise money for research into the cure for breast cancer. This year Danielle will be raising

money for The Leukemia & Lymphoma Society as a participant in their Team in Training by training for and running the Marine Corps Marathon in Washington, DC, on October 29th.

Each donation Danielle receives helps to accelerate cures for leukemia, lymphoma and myeloma and brings hope to the patients and families who are on the front lines of the battle against these diseases. You can learn more about her efforts and make a donation by visiting the following Web site:

<http://www.active.com/donate/tntnca04/tntncaDFranco>

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"Host a CPR Party":

If you're looking for a reason to have a get together with friends, consider hosting a CPR Party. You could help your friends and family learn how to save a life and all it takes is 22 minutes (so there's plenty of time for social fun after the learning is done)!

It's a GREAT time to learn CPR as the American Red Cross and American Heart Association recently updated their CPR guidelines.

Recently, I took the updated 4 hour CPR class and can say first hand that it's MUCH simpler now. You just alternate two breaths with 30 compressions for anyone, young or old, whose heartbeat or breathing has stopped. There's no need to check for a pulse and you don't have to guess where to push. Just go to the middle of the chest and press hard and fast - aiming for a rate of about 100 compressions per minute.

You can get the CPR Kit for \$30 at www.cpranytime.org (remember, I don't get \$\$ or anything in return for endorsements) I just mention things I think will be of value to my friends and clients. Or you can call the following number 877-242-4277. Apparently the kit has an inflatable mannequin, an instruction booklet, and a DVD that teaches you everything you need to know in 22 minutes.

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Motivational Quote:

"The quality of your fuel determines the quality of your body."

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HEALTH NEWS:

"The Magic Elixir for a long and healthy life":

So, what's the magic elixir for a long and healthy life? The answer, there isn't one! But, according to this month's issue of U.S. News and world report Exercise comes darned close!

The article went on to discuss that when it comes to exercise, everybody has an excuse. Despite all the well-documented health benefits of exercise, fewer than half of adults in the U.S. get the minimum amount necessary which is 30 minutes of aerobic activity 5 times a week. A quarter of Americans are sedentary and the older people get the less likely they are to exercise. The experts say that very few of the excuses people have to not exercise are valid. There are just not that many people who truly can't exercise.

Imagine the line outside the office of a doctor who is dispensing a treatment that shows it can help prevent chronic disease and early death? That's what a comprehensive review of medical research published in March in the *Canadian Medical Association Journal* said about regular physical activity. The authors found that there was "irrefutable evidence" that consistent exercise lowers the risk of illnesses including heart disease, cancer, osteoporosis, depression, high blood pressure, diabetes and obesity.

Sit down and really think about the excuse that you are using to not exercise - chances are it's not a valid one and you're missing out on your chance for the closest thing we have to that magic pill. Stop sitting around and waiting for something to happen -get out there and make it happen!

U.S. News and World Report - June 26, 2006.

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Healthy and Tasty Treats: Summer Cookout!

"Ginger-Lime Shrimp"

Prep Time: 25 minutes

Cook Time: 15 minutes

Yield: 4 servings

1 1/2 pounds large shrimp, shelled, deveined
Kosher salt and freshly ground pepper
4 teaspoons unsalted butter, cut into 4 pieces
1 1/2 teaspoons finely grated peeled fresh ginger
2 tablespoons fresh lime juice
1/2 teaspoon grated lime zest
10 mint leaves, julienned
10 basil leaves, julienned

Divide the shrimp between two 8 or 9 inch pie pans and pat them completely dry with a paper towel. Arrange the shrimp so they lay flat and are evenly spaced in the pans. Heat 2 large skillet over medium heat. Season the shrimp with salt and pepper; add a teaspoon of butter to each pan and turn the heat to high. When the foam subsides, invert a pie pan of shrimp over the skillet so they fall into the pan all at once. Repeat with the other pan of shrimp. Cook the shrimp, undisturbed, until they turn golden brown on the bottom, about 2 minutes. Add a remaining teaspoon of butter to each pan and turn off the heat. Turn the shrimp over with tongs and cook for 1 minute in the residual heat of the pans. Add half the ginger, lime juice and zest, mint, and basil to each pan, and shake to combine. Divide the shrimp among 4 plates or a serving platter and serve hot or at room temperature.
~2004 Television Food Network

"Grilled Vegetables"

Prep Time: 15 minutes

Cook Time: 25 minutes

Yield: 6 servings

3 red bell peppers, seeded and halved
3 yellow squash (about 1 pound total), sliced lengthwise into 1/2-inch-thick rectangles
3 zucchini (about 12 ounces total), sliced lengthwise into 1/2-inch-thick rectangles
3 Japanese eggplant (12 ounces total), sliced lengthwise into 1/2-inch-thick rectangles
12 cremini mushrooms

1 bunch (1-pound) asparagus, trimmed
12 green onions, roots cut off
1/4 cup plus 2 tablespoons olive oil
Salt and freshly ground black pepper
3 tablespoons balsamic vinegar
2 garlic cloves, minced
1 teaspoon chopped fresh Italian parsley leaves
1 teaspoon chopped fresh basil leaves
1/2 teaspoon finely chopped fresh rosemary leaves

Place a grill pan over medium-high heat or prepare the barbecue (medium-high heat). Brush the vegetables with 1/4 cup of the oil to coat lightly. Sprinkle the vegetables with salt and pepper. Working in batches, grill the vegetables until tender and lightly charred all over, about 8 to 10 minutes for the bell peppers; 7 minutes for the yellow squash, zucchini, eggplant, and mushrooms; 4 minutes for the asparagus and green onions. Arrange the vegetables on a platter. The key to getting those great grill marks is to not shift the vegetables too frequently once they've been placed on the hot grill.

Meanwhile, whisk the remaining 2 tablespoons of oil, balsamic vinegar, garlic, parsley, basil, and rosemary in a small bowl to blend. Add salt and pepper to taste. Drizzle the herb mixture over the vegetables. Serve the vegetables, warm or at room temperature.

~2003 Television Food Network

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Balanced Bodies Pilates Studio

If you haven't checked out Balanced Bodies Pilates Studio yet, I highly encourage you to do so. My good friend and the owner of the studio Carrie Smith is a highly experienced pilates instructor and has a beautiful studio located in Herndon. The Summer Sessions start next week and dates/times of the group classes can be found at the website: <http://www.bbodies.com/> or you can call 703-435-4553.

If you are new to pilates the beginner classes will be held on Tuesday and/or Wednesday - check out the site for rates and details. If you are still wondering what pilates is and the benefits it can provide for your body, check out this website for more information:
<http://www.pilatesmethodalliance.org/whatis.html>

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The 10 Most Common Mistakes Made While Strength Training

1. Focusing on demonstrating rather than developing strength: When you engage in a strength training program your primary goals should be to build strength, not show other people how much you can lift. Most likely you will end up getting injured in the process and your form will be compromised.

2. Not strengthening what you think you're strengthening: Specific exercises develop specific muscles. When designing your strength training program it's important that you select exercises that will enable you to achieve your training goals and correct any muscle imbalances. These imbalances can be easily detected and accessed by a qualified personal trainer.

3. Not controlling the speed of the exercise: The weight should always be raised and lowered under control. All ballistic movements such as jerking and bouncing should be avoided.

4. Not exercising through a full range of motion: To ensure that your musculature retains its natural elasticity and is developed to its fullest, you must perform every exercise in your strength training regimen through its full range of motion.

5. Not exercising opposing muscles: Your body has muscles that oppose each other (i.e. biceps and triceps; quadriceps and hamstrings). These pairs of muscles have a proportionate strength relationship that must be maintained in relative balance. If one becomes too strong for the other you risk injury to the weaker muscle.

6. Holding your breath while exercising: Holding your breath while exercising will lead to a substantial rise in pressure in the chest that could result in dizziness. Never hold your breath while strength training.

7. Not exercising at the right level of intensity: A muscle becomes stronger when a demand is placed on it. If you place less demand than your muscles can handle, you'll get less improvement than you are capable of achieving. On

the other hand, too much demand will either expose you to undue risk of injury or make the exercise too difficult to perform properly.

8. Not giving your muscles an appropriate recovery period: When you stress a muscle beyond what it can normally handle, some rest is needed for the muscle tissues, tendons, and ligaments to recover. If the recovery time is too brief, your muscle may be unable to make physiologic adaptations needed before being stressed again. Conversely, if you take too much time between workouts, your muscles will gradually return to their untrained level.

9. Doing too much too soon: Your strength training program should be progressive in nature. You should gradually increase the stress you place on your muscles as they are able to meet the imposed demand. Keep in mind that lifting too much too soon can lead to failure and injury.

10. Not performing the exercise properly: Only one proper way exists to perform a specific exercise. As such, you should always adhere to the correct technique when strength training. If you compromise the recommended mechanics for doing an exercise, you will compromise your results.

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Motivational Quote:

"What you did in the past, though it might have made you the person you are today, has absolutely no bearing on what you do in the future."

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Well gang, that's all for this quarter! We hope you enjoyed this edition of the Storm Fitness Newsletter. Thank you again for coming along for the journey with us and we wish you a very happy and successful summer season with all your health and fitness goals! Again, if you need anything at all we are always here to answer any questions you might have.

Yours in health and fitness,

Jessica Storm & the Storm Fitness Team

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Did you miss last quarter's newsletter? Now you can catch up! Read past newsletters in PDF format at the Storm Fitness website! www.stormfitness.com

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