## Feed for Speed: Sports Nutrition for Peak Performance

### Total Registration Fee:

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<th>Registrant Type</th>
<th>Early*</th>
<th>Regular</th>
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<tr>
<td>Single Registrant</td>
<td>$189</td>
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<td>2 to 4**</td>
<td>$179 ea.</td>
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<td>5 or more**</td>
<td>$169 ea.</td>
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*Registrations received 10 days prior to seminar date. **Price per person when registering at the same time.

I am registering and would like to order an audio set for $59 plus S&H $8US/$30CAN: □ audiotapes □ CDs

### Feed for Speed: Sports Nutrition for Peak Performance

Audio/manual package: $189 plus S&H $8US/$30CAN

No. of copies □ audiotapes □ CDs

TN residents add 9.25% state sales tax on audio products only.

### Method of Payment:

- □ Check Enclosed □ Purchase Order #
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### Key Learning Objectives:

- Recognize the importance of an effective nutrition program in exercise and sport
- Develop nutritional guidelines for athletes and active individuals
- Identify nutrition strategies for enhancing muscular development
- Develop and enhance nutrition strategies for enhancing muscular development
- Understand the performance nutrition needs of special populations, including women who are pregnant, children, adolescents and persons with diabetes
- Evaluate the effectiveness of popular nutrition supplements based on current scientific data
- Identify nutrition strategies for enhancing muscular development

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St. Louis, MO - August 6
Wisconsin, KS - August 5
Kansas City, MO - August 4
Wichita, KS - August 4
Nutritional Strategies for Athletes and Active Individuals

Athletes are inundated with nutrition information from various, and often unreliable, sources on a daily basis. Unfortunately, this impressionable population is not always able to discern credible advice from clever marketing. The desire to be better, stronger and faster continues to fuel this appetite for information. Moreover, proper nutrition and hydration are critical for optimal performance and for the health and safety of the individual. Professionals working with athletes and active individuals must be equipped with practical, reliable information in order to provide appropriate nutritional guidance.

This one-day seminar will provide you with fundamental sports nutrition information to help your clients achieve their performance goals. You will sort fact from fiction as it relates to performance nutrition. Attendees will examine the latest research regarding meal planning and nutrition supplementation for active individuals, including those who are vegetarians, those who are pregnant, children, adolescents and other special populations. This comprehensive seminar will equip you with valuable information to help your clients, whether they are weekend warriors or world-class athletes, safely and effectively achieve their goals of getting “bigger, stronger and faster.” Real-life, detailed case studies will be reviewed throughout the seminar so that you can begin to put theory into practice the same day.

Course Director

JON VREDENBURG, MBA, RD, CSSD, LD/N, HFS, is a Registered Dietitian with over 15 years of experience providing nutrition services to people in all walks of life. He consults for athletes and fitness centers throughout the state of Florida and recently served as the team dietitian for the NFL’s Jacksonville Jaguars. Jon also teaches healthy cooking classes and leads exercise programs for active adults in the north Florida area. He began his career as a clinical dietitian, working mainly in acute care settings from New York to Florida, and later expanded his experience into the field of performance nutrition.

Mr. Vredenburg is a Board Certified Specialist in Sports Dietetics—the highest certification given to sports nutritionists. He is a contributing writer to many local and national publications and has been featured on television, radio and the internet for his work with professional athletes. Mr. Vredenburg is a certified Health and Fitness Specialist through the American College of Sports Medicine and was recently appointed to the Florida Governor’s Council on Physical Fitness. He has received numerous awards for his conduct and leadership. He has been a featured speaker for countless community and professional organizations discussing the importance of good nutrition. Mr. Vredenburg’s command of the subject matter and engaging presentation style make him an ideal instructor.

What You Will Learn

- Review the metabolism of carbohydrate, protein and fat during physical activity
- Identify proper hydration guidelines for athletes
- Examine the vitamin and mineral requirements of active adults
- Identify key macronutrient requirements for athletes
- Summarize the scientific data concerning popular nutrition supplements
- Review meal planning guidelines for team sport athletes
- Outline appropriate weight management strategies for athletes
- Review sports nutrition concerns for special populations, including adolescents, diabetics and pregnant women

Who Should Attend

- Athletic Trainers
- Physicians and Nurses
- Physical Therapists
- Occupational Therapists
- Dietitians/Nutritionists
- Personal Trainers
- Strength and Conditioning Specialists
- Health and Fitness Specialists
- Exercise Physiologists
- Health and Fitness Instructors
- Other Health and Fitness Professionals

“Feed for Speed: Sports Nutrition for Peak Performance

“This is probably the best seminar I’ve attended with CCE. Very informative.”
Diane Regalbuto, ATC, MT
Fairfax, VA

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COURSE CONTENT

SPORTS NUTRITION OVERVIEW
◆ Brief history of sports nutrition
◆ Nutrition’s role in human performance
◆ Review of the essential nutrients
◆ Assessing nutritional status in athletes
◆ Dietary Guidelines for Americans
  - basic nutritional guidelines for all adults and how they can be applied to active adults
  - how government guidelines are created
◆ Influence of the marketplace
  - how advertising and testimonials shape certain behaviors
  - what you can do as a practitioner

EXERCISE AND METABOLISM
◆ Review of human energy systems
  - phosphagen system
  - anaerobic glycolysis system
  - aerobic system
◆ Muscle fibers and energy—metabolism as it relates to slow-twitch and fast-twitch muscle fibers
◆ Macronutrient metabolism during physical activity
  - glycogen storage
  - nitrogen balance
  - protein turnover

NUTRIENT REQUIREMENTS FOR ACTIVE ADULTS
◆ How to estimate calorie needs
◆ Communicating recommendations—the best way to explain requirements to clients
◆ Carbohydrates, fats and proteins—a review of the requirements for select athletic populations
  - power sports
  - endurance sports
  - high-intensity sports
◆ Vitamins and minerals—a review of the essential micronutrients and how activity can impact a person’s needs

PROPER HYDRATION
◆ Water—the various functions of water as they relate to physical activity
◆ Sweat composition—understanding hydration through a careful analysis of what sweat really contains
◆ Developing appropriate protocols
  - ideas you can use to develop program-wide hydration guidelines
  - review of the position stands on fluid and electrolyte replacement
◆ Considerations for managing hydration in extreme conditions
◆ Sports drinks vs. water—a comparison of the contents and how they should be used in competition
◆ Rehydration—often overlooked, but critical to performance

ENERGY BALANCE AND BODY COMPOSITION
◆ Body composition analysis
◆ Nutritional strategies for muscle development
◆ Appropriate weight management strategies
  - achieving sensible weight loss on an athlete’s competition calendar
  - referring to the appropriate personnel for weight management
  - critique of popular “fad diets”

MENU PLANNING
◆ General pre-exercise meal guidelines
◆ Recovery nutrition guidelines—The “what, when and how”
◆ Eating well on the road
◆ Practical meal-planning hints and strategies
◆ Additional sport-specific guidelines
  - team sports
  - endurance sports
  - “weekend warriors”

NUTRITION SUPPLEMENTS—WHAT EVERY ATHLETE NEEDS TO KNOW
◆ The “big three” considerations regarding supplements
  - safety
  - legality
  - effectiveness
◆ The Dietary Supplement Health and Education Act
◆ Marketing strategies to drive demand—the alarming practices some manufacturers use to help sell products
◆ Evaluating research quality—how to interpret available research and make an informed decision
◆ An Inside look—helpful resources for nutrition supplement evaluation
◆ Overview of popular supplements
  - caffeine
  - CoQ10
  - creatine
  - energy drinks
  - beta-alanine
  - glucosamine/chondroitin
  - HMB
  - arginine
  - quercetin
  - “fat burners”
  - meal replacement drinks
  - protein supplements
  - glutamine
◆ Practitioner guidelines—how to approach the topic of supplements when working with athletes and active adults

SPECIAL POPULATIONS
◆ Nutritional considerations for working with the following populations:
  - children and adolescents
  - pregnancy
  - diabetes
  - vegetarians
  - eating disorders

SPORTS NUTRITION HORIZONS
◆ Team approach to care of an athlete—how communication among disciplines is essential for quality care
◆ Working with coaches
◆ Future directions in sports nutrition
◆ Sports nutrition education methods and strategies

SAMPLE SPORTS NUTRITION CASE STUDIES
◆ High school football player
◆ Endurance athlete
◆ Collegiate soccer player
◆ Collegiate basketball player
◆ Professional football player
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Registrants will not receive a certificate until payment has been received and course has been successfully completed. If payment is not received ten (10) days prior to the seminar, the certificate may not be present at the seminar. If your payment is returned marked NSF it will be represented electronically and a processing fee will be charged as allowed by law.

Audio Products
Audio products include a comprehensive CD recording (audiotape available on request) and companion course manual. If you are registered to attend this seminar, you may order a set of tapes/CDs at a reduced fee. Pricing can be found on the registration form, along with shipping and handling. All pricing given in US currency; please call for international rates. You can order online at our website, by faxing or mailing the registration form on this brochure or by calling 800-397-0180 or 615-331-4422. All material is under copyright; any duplication is unauthorized without written consent from Cross Country Education. Supply may be limited; call for availability. Please allow 4 to 6 weeks for delivery.

Dates & Locations

WICHITA - August 4, 2010
Holiday Inn Select
549 S. Rock Rd., Wichita, KS 67207  316-686-7131

KANSAS CITY - August 5, 2010
Embassy Suites KCI
7640 N.W. Tiffany Springs Pkwy., Kansas City, MO 64153  816-891-7788

ST. LOUIS - August 6, 2010
Holiday Inn Airport
4505 Woodson Rd., St. Louis, MO 63134  314-427-4700

Course Hours
Registration begins at 7:30 a.m. The seminar begins at 8:00 a.m. and concludes at 3:30 p.m. Coffee/hot tea provided in a.m. One-hour break for lunch on your own. For late arrivals or early departures, please see amended certificate information under Continuing Education Credit.

Register online at express.CrossCountryEducation.com
Use Express Registration Number: 156475

Continuing Education Credit

Occupational Therapists, Occupational Therapy Assistants: Cross Country Education is an AOTA Approved Provider of continuing education. This course is offered for .6 AOTA CEUs. The assignment of AOTA CEUs does not imply endorsement of specific course content, products, or clinical procedures by AOTA. AOTA Educational level Introductory, Category 1: Domain of OT, 2: Occupational Therapy Process.

Nurses: Cross Country Education, LLC. is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation. This course is offered for 6 contact hours.

Cross Country Education is an approved provider with the Iowa Board Of Nursing, approved provider #328. This course is offered for 7.2 contact hours. Cross Country Education is approved by the California Board of Registered Nursing, Provider #CEP 13345, for 7.2 contact hours. Cross Country Education is an approved provider by the Florida Board of Nursing, provider #50-466. This course is offered for 6.0 contact hours.

Exercise Physiologist: The American College of Sports Medicine’s Professional Education Committee certifies that Cross Country Education meets the criteria for official ACSM Approved Provider Status from (2008-2011). Providership # 650699

Athletic Trainers: Cross Country Education is recognized by the Board of Certification, Inc. to offer continuing education for Certified Athletic Trainers. BOC Approved Provider # P3097 6 CEUs will be awarded.

Dietitians: This program has been approved for 6 CPE hours by the Commission on Dietetic Registration.

Certified Strength and Conditioning Specialists/Personal Trainers: NSCA Certification Executive Council approved 0.6 CEUs for CSCS and NSCA-CPT certificants attending this event. Aprv# D1035.

Physical Therapists: This program has been submitted to the Illinois Physical Therapy Association for approval of 6 credit hours.

Other professionals: This seminar qualifies for 6 continuing education hours as required by many national, state and local licensing boards and professional organizations. Save your course outline and certificate of completion, and contact your own board or organization for specific filing requirements.

Amended certificates: Please note that the credit hours listed above are offered by Cross Country Education and/or boards/associations for a full day’s attendance. In the event of late arrival and/or early departure, amended certificates indicating the actual number of credit hours earned will be provided upon calling Cross Country Education.

ADA: If you require ADA accommodations, please contact Cross Country Education at least two weeks before the seminar date so that arrangements can be made.