



SESSION HANDOUT

H2O: The Future of Fitness

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Aquatic Exercise Association (AEA)

Presenters

Mark Grevelding & Julie See

Schedule

Introduction – 10 minutes

Review of aquatic fitness industry – 15 minutes

Reasons to expand your aquatic horizons – 15 minutes

Benefits of aquatic exercise – 15 minutes

Differences between land and water exercise – 15 minutes

How you can be part of the future of fitness and Q & A – 20 minutes

Session Objective

- 1) Review of aquatic fitness industry: past to present
- 2) Expanding your aquatic horizons: Why?
- 3) Benefits of aquatic exercise
- 4) Examine the differences between water and land exercise
- 5) Aqua Zumba and beyond: How you can be a part of the future of fitness

Review of Aquatic Fitness Industry: Past to Present

PAST...

What did aquatic fitness look like 25 years ago?

- Aquatic group exercise was in its infancy as an industry; AEA was initially established as a networking opportunity and clearinghouse for information
- Aquatic fitness equipment was very limited, leading to milk jugs for buoyancy and other “home made” options showing up in the pool
- Aquatic classes were often “one size fits all” with limited formats

15 years ago?

- Kickboxing was taking studios and eventually pools by storm
- Choreography was becoming more popular in aquatic fitness formats; step classes were being taught with specialty benches
- Spinning hits the pool as Hydridorider introduces their water cycles

10 years ago?

- Aquatic personal training and small group programming gain popularity
- Mind and body formats (Pilates & yoga) are being implemented as more warm water pools are built
- Therapeutic and specialized aquatic programming - such as Watsu, AiChi, pre-natal, arthritis, MS and more become commonplace on aquatic schedules

5 years ago?

- Aqua Zumba debuted at the International Aquatic Fitness Conference (IAFC)
- Boot camp formats were all the rage on land and soon to be in water
- Emphasis on core training with shallow & deep water, vertical & horizontal training

PRESENT...

What does aquatic fitness look like now?

IAFC 2014 featured:

- Acquapole
- Aqua Trampolines
- Aqua Cycling & Trekking
- Aqua Zumba Master Classes
- Aqua HIIT programs, including Tabata

Expanding Your Aquatic Horizons: Why?

The Aging Population: Following The Trail Of The Boomers

- In 2011, the first of the baby boom generation turned 65
- Boomers will be turning 65 at a rate of about 8,000 a day over the next 15 years (AARP)
- An American turns 50 every 7 seconds - more than 12,500 every day (U.S. Census)
- By 2015, those aged 50 and older will represent 45% of the U.S. population (AARP)
- By 2030, the 65+ population will double to about 71.5 million (U.S. Census)
- Baby Boomers outspend other generations by an estimated \$400 billion each year on consumer goods & services (US Govt. Consumer Expenditure Survey)

Cross-Training Athletes In Water: It's Not Grandma's Exercise Anymore

- HIIT training is popular and effective in the water. Tabata and other interval programs yield big results
- Boot camp/circuit formats using various equipment options can provide specialized sports-specific training opportunities for athletes

Personal Training: Taking It To The Water

- With the aging population, aquatic personal training will be in high demand
- Specialized programming for obesity, diabetes, MS, arthritis, post-op and more allow aquatic professionals to establish a niche clientele

Benefits of Aquatic Exercise

- Reduced impact on joints – exercising safely.
- Immersion helps improve heart function with improved blood flow return to heart, allowing for exercise at a reduced heart rate.
- Hydrostatic pressure also puts pressure on rib cage; simply breathing immersed in water can improve respiratory function (caution pre-existing).



- Improvements in circulatory and respiratory function, as well as lowered body core temperature from the cooling factors of the water can also translate into a more restful slumber. You sleep better!
- Resisted movement in all directions – muscle balance due to working muscles in pairs.
- 44 million Americans (68% women) have osteoporosis (10 m) or osteopenia (34m). Shallow water exercise can maintain, and can even build, bone mineral density.
- Research studies have shown that caloric expenditure in water is similar to land, with 9.8 calories per minute. A typical 35-minute cardio session would burn 343 calories and a one-hour class would typically burn 400-500 calories. It appears that the water's resistance makes up for the loss of workload due to reduced weight bearing from the water's buoyancy.
- The water's viscosity provides support – enabling increased range of motion and improving balance.
- Decompression of spine occurs in deep water, helping decrease back pain.

The Difference Between Land & Water Exercise

Viscosity & Density

- The friction of molecules makes water more viscous or “thicker” than air
- Water is 775 times more dense than air
- Water provides more resistance than air depending upon velocity & surface area

Buoyancy

- A body immersed to neck level bears around 10% of body weight
- A body immersed to chest level bears around 25-35% of body weight
- A body immersed to waist level bears around 50% of body weight

Inertia

- Total Body Inertia
- Water's inertia
- Limb inertia

Acceleration

- Force applied to the water
- Force applied to the pool bottom

Action/Reaction

- The actions of the arms and legs assisting and impeding each other

Surface Area

- Hand positions
- Body surface area (frontal resistance)
- Lever

Aqua Zumba® & Beyond: How YOU Can be a Part of the Future of Fitness!

Stay connected with like-minded people. AEA Membership provides:

- A subscription to *AKWA* – the world’s only magazine dedicated exclusively to everything and anything regarding aquatic fitness
- Discounted professional education and networking for AEA and AEA provider events and conferences; as well as discounts in AEA’s online *AKWA* Shop for DVDs, equipment, books, apparel and more
- Members Only area of the AEA website features education, training ideas, videos, an industry directory and more

Get certified with world’s most widely respected aquatic fitness organization

- Zumba Fitness recommends that all Zumba instructors leading Aqua Zumba classes should be AEA certified
- An AEA certification demonstrates that you are qualified to lead aquatic fitness training. It is the best \$325.00 you will invest in your fitness career

Stay Educated

- Never stop learning. Go to workshops and conferences. Complete online ed courses.
- AEA branded education, featuring cutting edge aquatic fitness applications is designed to supply AEA certified instructors with continuing education, and also provides non-certified instructors with ideas to expand programs

Promote The Aquatic Experience

- Share your stories, your classes and your successes by writing articles or blogging. AEA is always looking for authors with information to share.
- Promote your aquatic experiences on social media.
- Like the AEA Facebook page at www.facebook.com/aeawave

Be An Aquatic Ambassador

- Advance aquatic fitness in your own community by organizing aquatic awareness events, fundraisers, pool parties and more
- Offer “Why Water” seminars in your club or facility, educating members and the community on why they should take their workouts to the pool

Share Your Gift Of Teaching

- Want to take your fitness career a step beyond? Consider becoming a continuing education provider and sharing your skills with other instructors
- If you are interested in finding out more about becoming an AEA Continuing Education Provider, email Dee Yeats at dee@aeawave.com
- Mentor new instructors, offer encouragement and an opportunity to team teach with you, pay it forward

Log on to www.aeawave.com and start exploring your aquatic horizons!