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To Whom It May Concern:

Let it be known that the health/fitness professional presenting you with this letter has attended our **advanced kettlebell training: Kettlebells for Metabolic and Neurological Adaptation** and has gained 1.6 CEU's for their efforts.

What's a CEC/CEU? .1 CEC/U (Continuing Education Credit/Unit) is equivalent to 1 contact hour of actual instruction for the allied fitness professions. As any doctor or other licensed health professional must adhere to very stringent continuing education requirements, so do all fitness professionals in order to maintain their professional certification. Any trainer that holds credentials from any of the major certifying bodies (American Council on Exercise, National Academy of Sports Medicine, National Sports and Conditioning Association, American College of Sports Medicine, and many others) is required to accrue a given number of CEC/U's per year in order to maintain current accreditation. These CEC/U's test various academic knowledge and make sure trainers keep abreast of a variety of subjects in an always changing and rapidly evolving field. Fitness professionals can earn CEC/U's by taking online tests, mail in exams from industry publications, attending symposia, college courses, internships, or hands-on workshops like our kettlebell course your trainer has just completed.

What did your fitness/health professional just accomplish? Before being admitted to our course, a fitness professional must hold a degree in a related field, or hold a nationally recognized certification from one of the following organizations: NSCA, ACSM, NASM, USSA, ISSA, ACE, NCSF, NFPT, USAW, NATA, NPTA and select others. By successfully negotiating this course, s/he has earned 1.6 CEC/U's. Generally speaking, larger certifying bodies tend to require anywhere from 1.5-2.0 CEU's over the course of two years. Considering that many CEC/U courses are quite short and only grant anywhere from .1 to .6 CEC/U's, fitness and health professionals must ensure all CEC/U's are completed in the allotted time. The longer a CEC/U course is, the higher the price tends to be. Therefore, the KBC advanced course consists of approximately 16 hours of theory and practice along with a written essay exam and practical exam on which s/he is tested on their performance and instruction of the lifts. In addition, the course offers graduate level material in the fields of biomechanics, motor learning and control, anatomy, neuromuscular physiology, and safety considerations. Your fitness professional has just made a significant time and monetary commitment to keeping his/her skills and knowledge up to date and should be recognized as such.



Why is this important? It is imperative for you to understand that, due to costs and time involved, many fitness professionals might not keep their CEC/U requirements current. If this occurs, their initial certification from any of the above bodies will lapse. The individual you're working with has taken out time from his/her busy schedule to spend an entire weekend with us learning a new set of skills they can bring to you if they deem appropriate. KBC prides itself on the top-notch, peer-reviewed, university research we draw from in our manuals as well as the thorough training we provide for our course attendees.

So what? This was an advanced course. Your fitness professional already has sound knowledge of KB techniques. They have, however, taken it upon themselves to continue to study the modality. KB training has no "end." It can be compared to martial arts, yoga, Pilates, and other similar disciplines. Some instructors, however, feel the need to (regardless of discipline) only take one course and "that's it." This is very much not the case with your fitness professional. S/he has made the monetary commitment to continue their education and you, as his/her client are now reaping the benefits of their education.

By taking an entire weekend to learn these skills, supporting academics, and sound scientific learning principles prevalent in the use of KB lifting, has proven her/himself as not only a dedicated professional, but also as one who sees real value in learning how to use this proven, highly effective tool and consequently bring it to bear in your routine. Kettlebells are still not widely known in this country, even though they have been around in Eastern Europe for quite a long time. They are, however, making an explosive comeback.

If you haven't already experienced the phenomenal workout a KB can provide when used in capable hands of a top notch fitness professional, prepare to sweat and be sore!

KBC wishes you all the best success in attaining your fitness goals. *We have complete confidence that you will greatly enjoy your KB workout and that, when used properly and implemented in a progressive, challenging, program design, you will see significant fat loss, increased muscle tone, increased strength, agility, and flexibility like you've never imagined!!*

If you have any questions about KBC and what your trainer has accomplished with us in the advanced course, please do not hesitate to contact us.

Best Regards,

David Ganulin
Kettlebell Concepts
CEO & Founder