

MARCH 2011

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9S Skill & Style Sneak Peek

*"Athletic performance may be described in terms of a complex interaction of many movements, so that the **fundamental phenomenon** underlying all sports tasks is **movement**. Sport then becomes a **problem-solving activity** in which **movements** are used to produce the necessary solutions." – Dr. Mel Siff*

Movement, specifically better movement, is the focus of every Z-Health course.

And, as you probably already know, **Z-Health is not a static system created in the past**. It's a set of principles and methods continually informed by the latest scientific research. It's also a culture of intelligent, curious trainers, coaches, and leaders committed to continuous improvement. That includes our own materials. Some of the newest research is highlighted in our newest course:

Introducing 9S: Skill & Style

The newest course in the 9S Athletic Development Series. We will be teaching the course December 1-4, 2011, in Phoenix, AZ.

Two of the many concepts that will give Z trainers the unfair advantage in helping their clients are:

Pattern Recognition

In high level sports research, there is a growing emphasis on what some people call "motor primitives." The concept behind this is that there are basic motor schemes that are broadly applicable to movement in almost every realm.

Course participants will learn to isolate them, train them, learn how to teach them, and in doing so demystify the skill acquisition process. The net: high-level athletic movement becomes accessible to everyone AND the 10,000 hour rule now becomes the 10,000 hour MYTH.

High Speed Motor Learning Practice

Theory is great, but physical training is also essential. The course will cover several different approaches to high speed motor learning so participants will be equipped to perform and coach the technical aspects of almost any sport.

What sports? Soccer/Football, American Football, Baseball, Tennis, Volleyball, Golf, Basketball, Hockey/Field Hockey, Combat Sports, and an Endurance Sports "Sampler" (Running, Swimming, Cycling).

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Events Calendar

Be sure to check [our website](#) regularly for updates.

Essentials of Elite Performance

- **San Diego, CA**
March 4-6
- **Seattle, WA**
April 8-10
- **Denver, CO**
April 15-17
- **Boston, MA**
June 3-5
- **Cleveland, OH**
June 10-12
- **Oakland, CA**
June 24-26
- **Bayville, NJ**
July 15-17
- **Minneapolis, MN**
July 22-24
- **Chicago, IL**
August 26-28
- **Legnano, Milan, Italy**
September 16-18
- **Dallas, TX**
September 16-18
- **Philadelphia, PA**
September 23-25

R-Phase

- **Bridgeport, CT**
February 11-13 & March 18-20
- **Los Angeles, CA**
February 18-20 & March 25-27
- **Copenhagen, Denmark**
March 7-12
- **Orlando, FL**
April 8-10 & May 13-15

We believe that the following quote by Dr. Moshe Feldenkrais best exemplifies what this course is about: "*Make the impossible possible, the possible easy, the easy elegant...*"

Which, of course, in many ways is the point of the whole Z-Health System.

P.S. If you are an S-Phase level trainer (or will be by December) we'll be sending you more information about the course later this month. However, **since the course is already 50% full** you might want to call the office ASAP to make the \$300 deposit that will hold your spot.

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Keyboard Athletes™ Guide to Pain Relief and Prevention

If you – or your clients – make your living in the hours you spend in front of a keyboard, then you are a Keyboard Athlete.

If you share the same aches and pains as many Keyboard Athletes, then recovering management consultant and [Master Trainer Jen Waak](#) has a great product in the works for you.

Keyboard Athletes Guide to Pain Relief and Prevention is a nuts and bolts, "just the facts, ma'am" book specifically designed by a Keyboard Athlete FOR Keyboard Athletes to address THE most common aches and pains that come from sitting too long at a computer.

- Headaches
- Neck Pain
- Back Pain
- Shoulder Pain
- Wrist and Hand Pain
- Hip Pain
- BONUS: Computer Eyes

The soon-to-be-released illustrated guide helps you figure out which exercise or exercises to start with, and then follows that up with step-by-step written instructions, illustrations, and troubleshooting tips for each exercise.

We'll be releasing it in both print (a pop-up desk version) and ebook format for the ultimate in both at-your-desk usability as well as travel portability.

You can [download a free sample chapter here](#).

P.S. As we get closer to releasing the book we'll be sharing more details, including a Keyboard Athletes Q & A, so be sure to watch your inbox for that information.

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Z-Health Expanding to Italy

Expanding Our Horizons

Z-Health is continuing its global expansion – this time into beautiful Italy. In September of this year, we will be teaching our Essentials of Elite Performance workshop in Legnano, in the province of Milan. (Yes, we will be teaching it in English.)

Essentials of Elite Performance

The 3-Day Elite Performance World Tour is a high-intensity workshop for the "muscle" in your body that requires more energy than any other muscle: your brain.

Although your other muscles will be enlisted for some focused,

- **Phoenix, AZ**
May 13-15 & June 10-12
- **Seattle, WA**
June 24-26 & July 29-31
- **Denver, CO**
July 15-17 & August 19-21
- **Oakland, CA**
July 22-24 & August 26-28

I-Phase

- **Bridgeport, CT**
May 19-22
- **Los Angeles, CA**
June 16-19
- **Copenhagen, Denmark**
June 16-19
- **Orlando, FL**
July 28-31
- **Seattle, WA**
September 29 - October 2

S-Phase

- **Copenhagen, Denmark**
September 1-4

T-Phase

- **Phoenix, AZ**
March 31-April 3
-

concentrated exercises, it's your brain that will receive the most intense workout. You'll acquire a new lens to see the world through – revolutionizing your personal development and your work with your clients.

On top of the irreversible performance improvements, you can earn \$79 (plus additional Z-Bucks for the life of the client) for everyone you refer to the course.

Join Us on the Z-Health European Tour

September is an awesome time to be in Europe.

If you want to do a couple of back-to-back Z-Health weekends, we have a 3-week European tour scheduled for September:

- **S-Phase**, September 1-4, Denmark
- **NIKE Convention** (where Dr. Cobb is speaking), September 9-11, Copenhagen, Denmark
- **Essentials of Elite Performance**, September 16-18, Legnano, Italy

Interested in attending any or all of them? Contact the office at info@zhealth.net or 888-394-4198 to register.

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World Record Attempt in Strength Endurance to Raise Money for Earthquake Victims

Z-Health Practitioner Dean Jolly is attempting a world record in strength endurance as a means of raising funds for a local school affected by the earthquake in New Zealand in February.

Dean, and everyone affected by the tragedy in New Zealand, would love your support. You can spread the word or donate [here](#).

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Announcing the Newest Z-Health Master Trainer

I wanted to take a quick moment to let you all know that Shannon Oitker has completed all of her outstanding work to be recognized as having full Z-Health Master Trainer status.

Please join me in congratulating Shannon in achieving the designation of Z-Health Master Practitioner!

Keep Moving, Dr. Cobb

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Newsletter Archive

Did you miss an issue of the Newsletter? Our regular newsletter is filled with interviews, articles, reviews, and all of the goodness that is Z-Health Performance.

Are you receiving our Training Tips? These brief training nuggets will be sure to enhance all of your activities.

Catch up on all of [our back issues](#) on the Z-Health web site or click on the "Manage your Subscription" link on the bottom of this email to ensure you are getting the latest news.

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Become a Fan on Facebook

Z-Health is on Facebook, and right now it's the ONLY place where you can see photos of the Z-Health Performance Training Center and recent certifications.

If you are already on Facebook, [become a fan](#), write on our Wall, or ask a question on our Discussion board. We'd love to hear from you.

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Learn More on YouTube

Interested in the science and theory behind Z-Health?

Want some athletic performance tips and tricks?

Check out our growing video library on [YouTube](#). Our most popular clips include:

- [Hamstring vs. the Running Shoe](#)
- [Jump Landing Training](#)
- [Z-Health in 3 Minutes](#)

Enjoy!

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