



AND



ARE PLEASED TO ANNOUNCE. . .

KETTLEBELL CONCEPTS INSTRUCTOR TRAINING: LEVEL 1 INTRODUCTION TO KETTLEBELL LIFTING

MIND .
MOVEMENT .
MUSCLE .



...and others!

KettleBell Concepts is the **only** kettlebell training organization to be recognized by the leading fitness education institutes such as **NSCA, BOC, ACE, AFAA, NASM, ISSA, NCSF, NFPT** and others. KBC is dedicated to education based on cutting-edge science and research. Instruction is geared solely toward currently practicing and properly credentialed fitness and allied health professionals.

Body Tech Fitness
80 Lambert Lane
Lambertville, NJ

March 24-25, 2012

Day 1: 9-6pm Day 2: 9-5pm

Click below to register and to learn more!

<http://bitly.com/giCyPt>

"You may train for a long time, but if you merely move your hands and feet and jump up and down like a puppet, learning karate is not very different from learning a dance. You will never have reached the heart of the matter; you will have failed to grasp the quintessence of karate-do."

-Gichin Funakoshi. Founder of Shotokan karate.

Our point? Don't swallow the hype swirling around KB's. Dig deeper. It's more than just "the moves." There's much, MUCH more to this discipline. With KBC you'll begin learning the "why's" behind the "how's" and you'll do so **safely** and **effectively with science and research needed to back it up.**

This is the tip of the iceberg. With ongoing education, training, practice, time and patience, you'll become fantastic with KB's! Most importantly you'll be able to effectively aid your clients in getting to where they need to be...and you'll know **WHY** you're doing what you're doing. Designed specifically for the fitness professional, our multi-tiered programming offers kettlebell training for Performance & Health, Mind/Body practitioners, and Group Fitness instructors. This course is geared specifically for the personal trainer/fitness professional looking to implement kettlebells into their workout protocol within the one-on-one or in a small group/semi private environment. **The Performance & Health Track, Level 1 course awards 1.6 CEC/U's.** Among many other things, participants will:

- Learn kettlebell training from a neurophysiological, biomechanical, kinesiological, and motor learning/control perspective.
- Be able to effectively teach the basic/intermediate kettlebell lifts for improved skill acquisition and context-dependant functional transfer.
- How to safely and progressively program design for maximum gains.

Full price: \$449
See Kendra at Body Tech for a VIP code!
Call 800-876-6090 x711 (9-5pm EST) to register or go here:
<http://bitly.com/giCyPt>

