

EAGA Business Builder

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Today's presentation was by Luis Alvidrez - Upward Motion Personal Training



Luis grew up in Las Cruces...and Socorro...and Belen...and Los Lunas...and Albuquerque. His father was in the National Guard and the family lived in various locations as a result. Luis was only 12 yrs old when his father died and his Mom moved the family to Albuquerque. From that very young age, Luis was certain that he wanted to be a personal trainer. Not long out of high school, he obtained two major national certifications that would become very important to his future career. The National Strength and Conditioning Association's CSCS (Certified Strength and Conditioning Specialist) verifies that he has been qualified to apply scientific knowledge to train athletes for the primary goal of improving athletic performance. His CPT (Certified Physical Trainer) specifies that he has been certified by the National Academy of Sports & Medicine. Humorously, he had to have a note from his mother to sign up for the CPT training because, at 17, he was not old enough to enroll in the course without parental permission. While studying for, and obtaining, the certifications, Luis was also attending UNM. When first starting at the "U", he thought he would like to be a teacher, but after analyzing the educational system in general, Luis decided there was a better way to teach and still be the full time personal trainer that he had dreamed of being. With a little plan modification, Luis graduated from UNM, with a Bachelor of Science degree in Exercise Science. Within a couple of months after leaving college, Mr. Alvidrez formed Upward Motion Personal Training, LLC at the first station of his life's workout circuit. The motto of Upward Motion is "We inspire lives to Health, Fitness and Happiness". His staff is taught that they should concentrate on the "inspire" part. If the staff is able to inspire a client to eat better or to live better, then the goal will be accomplished. Main areas for focus by Upward Motion are: weight loss, corrective exercise and athletic training. A majority of their clients come with the goal of losing weight. The three most important things that people need for losing weight: Diet; Diet and high intensity aerobic workout. Apparently nutrition is a very important part of losing weight. Luis notes: "You can't out exercise a bad diet". U.M.P.T. provides recipes, grocery lists and guidance programs for eating right. A slight change in diet can make even an existing training program yield substantially improved results. When you only have a small amount of time to work out (2 to 4 hours a week), strength training is the best form of exercise to compliment the good diet. Remember-Being the bigger man is not always a positive thing. The second focus of their company is corrective exercise. Upper extremity postural distortion and lumbar pelvic distortion are two technical names for issues that are most often caused by muscle strength inconsistencies. Luis and his crew will assist with exercises designed to work those muscles that best assist in correcting the specific individual's specific situation. Third area of focus is athletic training. Programs for this area involve exercises and programs designed for the particular athlete's sport and intended goal. Emphasis on: building endurance; improving the lactate threshold (no...not how much milk you can digest. It has to do with aerobic versus anaerobic results); and CO2 Max (improves oxygen intake). This all sounds complicated and confusing, but it is really just sophisticated and well planned exercise programs that are designed for the specific client. Then there is the Group Training stuff. Established for those individuals that want improvement in their physical condition, but can't afford a constant personal training program. The group programs consists of 25 minute sessions of circuit training involving High Intensity Training Principles. A combination of strength; high intensity cardio; low intense cardio, in a competition format. If you want a more clear picture of what the heck all this means and how Luis can set you up with a beneficial and results oriented program, give him a call 505-268-1231. They do get results. Last year's calculations totaled 948 pounds lost, and body fat reduction of 839%. Amazing how much more came into the building than left the building. Let Luis help you lose your share of excess baggage. He is knowledgeable, experienced and committed, and can make you feel much better as you become less of a person.

- ♦ At today's meeting, Past President, Pat Maloy was presented with a plaque expressing our appreciation for great service during his term. We all again thank Pat for the excellent job.
- ♦ President Nick Minetos provided his goals for the next 6 months: Grow membership; better food; many more leads; EAGA provided business education opportunities for members. Go get 'em Nick!
- ♦ Board of Director Meeting right after breakfast this coming Tuesday, January 12th.

Contact information for Executive Director: Mario Hernandez

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Business Leads:

BANK OF THE WEST is closing their "in-store" branch at Albertson's 6600 Central SW.

ORANGE THEORY FITNESS is opening at 6361 Riverside Plaza Lane NW

- Lionel Specter - Zeon Signs

Reciprocity:

Thank you to Damian Lusch - Rich Ford for the car I purchased.

Thank you to Bill Elliott - AAA Roofing for sealing my parent's roof.

Thank you to David Rodriguez for the seamless installation.

- Terry Roberts—Rocky Mountain RV

Thank you to

Bruce Hoover - Business Environments; Terry Roberts - Rocky Mountain RV; Mike Berezniak - ABQ Pipe for purchasing vehicles and to Phil Houser - Document Solutions for purchasing 2 vehicles.

- Damian Lusch - Rich Ford

◆ First announcement of prospective new member:

Shockwave Defense

Category: Self-Defense Training

Representative: Michael Johnson

Sponsor: Jack Zipper

If you have an objection to this company becoming a member, or if you have any information that you feel should be considered during the application review process, please contact Committee Chairman, Jack Zipper, (jdzipper@comcast.net - 505-259-5959), as soon as possible.

◆ Our website, eaganm.com has been revised and is functional again. In the process, user accounts were re-established, so you will have to reset your password. To access the site: Choose 'Membership Login' in the top right of the website page; A red log-in box will appear. On your first visit, just click the 'Lost your password?' phrase that is directly below the red box. Another box will appear where you will enter your user name (first initial of first name plus last name; no spaces) or email address of record, then click the 'Get New Password' box. You will be emailed a link that allows you to enter a personal password. Follow instructions received in the email. Once you have entered the site, you will have access to all the private data located there. The 'Directory' tab at the top right of the window, leads to a new, easy to view, list of members, including complete contact information.

◆ Printed Membership Directories will be available within the

◆ next two weeks.

Badge Board Greeters

Jan 12th Chuck Mitchell

Jan 19th Kevin Lorenzen

Jan 26th Mike Edwards

Upcoming Speakers

Jan 12th Michael Dennis & Kit Turpen - HUB International

Jan 19th

Jan 26th Round Table Discussion

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