

Derrick Price, MS, CPT, PES, CES

Derrick Price is a Personal Trainer, Author and Educator in the Health and Fitness Industry. For over a decade he has trained people from all walks of life, having developed specialties in training the obese, elderly, those in pain and even youth athletes. Derrick's true passion lies within the education realm. Always a student of the human being and how we function, he has had the opportunity to share his experiences in many avenues, whether in the academic world or on the training floor.

Once a Master Instructor for the National Academy of Sports Medicine and Adjunct Faculty for the California University of Pennsylvania Exercise Science program, Derrick has since moved on to become Faculty with the Personal Training Academy (PTA) Global and the Institute of Motion (IoM). With a passion to learn and share the latest science and application in exercise, human movement and personal training, he has also become a Master Trainer for ViPR, Power Plate, Technogym, Core-Tex and Hyperwear. In the academic realm, he has become Adjunct Faculty for the UC San Diego Extension Personal Training Program and monthly Guest Lecturer at the Professional Fitness Institute in Las Vegas. When not travelling the globe facilitating workshops, mentorships and other live education events, Derrick continues to reach out, having been an Author for PtontheNet.com and IDEA Fitness Journal. With Society's health on the decline and an ever-increasing rate of injury in our young athletes, Derrick realizes he can influence the masses by reaching out to the thousands of professionals in our industry and share the latest in human movement science and behavior modification strategies.



Derrick Price
DP@instituteofmotion.com
858-405-0282

EDUCATION: University of California, at Santa Cruz
B.A Biology
2002

California University of Pennsylvania
MS Exercise Science and Health Promotion
2005

CREDENTIALS:

National Academy of Sports Medicine, Certified Personal Trainer March '03
National Academy of Sports Medicine Corrective Exercise Specialist
National Academy of Sports Medicine Performance Enhancement Specialist
PTA Global, Bridging + Advanced Courses, since November 2009

Career HIGHLIGHTS:

PTA Global Faculty Member, Nov '10-Present

- Educate the fitness industry through social mediums and live via, online-teaching, lecturing, conferences, workshops, and mentorships worldwide using PTA Global content.

Institute of Motion Faculty, May '12- Present

- Lecture IOM methodologies
- Programming Officer responsible for creating content for IoM App, Workshops and Mentorships

Personal Trainer at Function First, Jan '11 - Present

- Develop and execute Personal Training programs
- Facilitate Small Group Training Programs
- Assess and create Corrective Exercise Programs utilizing both Anthony Carey's methodologies

Instructor for Professional Fitness Institute, Aug '10-Present

- Monthly presentations on 3-Dimensional Movement, Functionally FUN Fitness, and ViPR Whole-Body Integrated Training
- Mentoring students in their process.

Technogym Master Trainer, Nov '11-Present

- International Fitness Conferences, seminars/workshops/tradeshows
- Technogym LIVE workshop

ViPR Global Master Trainer, Nov '10 - Present

- Conduct workshops for ViPR
- Consult for the ViPR Group Training Program that is currently in development
- Host product demonstration
- Fitness Conferences workshops and booth demos
- Create Workshops and New Content for ViPR

Power Plate Master Trainer March '10-Present

- International Fitness Conferences, seminars/workshops/tradeshows
- Power Plate Level 1 Academy workshop

PTontheNet Contributing Author, January 2012-Present

- Monthly blogs, quarterly articles, and video submissions

IDEA Fitness Journal Author

- Whole-Body Strength Training using Myofascial lines: Eight practical keys to understanding and training connective tissue. (April 2012)
- Challenge Play: Connecting Exercise and Fun (March 2013)
- The 3D Booty: Training the glutes for both form and function (Jan 2014)

Conference Presenter

- IDEA World 2012 and 2014
- IDEA PTI East 2014
- China Fit 2013

Presentation Specialties- Derrick Price

- Institute of Motion's 4Q Programming Solutions
- Institute of Motion's Loaded Movement Training
- Institute of Motion's Warding Patterns
- Institute of Motion's Ground to Standing
- Institute of Motion's Shift: The New Lift
- PTA Global's 3DC – System of utilizing 3-Dimensional movement
- PTA Global's i3D-ME – System for creating and implementing an interactive Experience
- PTA Global's PDQ – Strategies for Motivating and Connecting with the Client
- PTA Global Myofascial Lines – Science and application of training the Myofascial lines
- Technogym Kinesis Training powered by PTA Global
- Technogym's Omnia Training powered by PTA Global
- Whole-Body Integrated Training using the ViPR
- ViPR Movement Prep
- ViPR Lift and Shift
- Tired of Working Out? Time for a PLAYout
- Whole-Body Vibration using Power Plate
- The 3D Booty – Training the Glutes for Form and Function
- Variability Training – Intelligent Programming

Institute of Motion's 4Q Programing Solutions(lecture or workshop)

Description: We've come to understand how effective cross training is to enhance the human body on many levels however we've been incomplete in our understanding of what elements are required to train the body effectively. This seminar will explore the Institute of Motion's 4Q Programming Solutions , an all-inclusive training model designed to identify deficiencies and to systematically create a well-rounded training program

Institute of Motion's Loaded Movement Training (lecture or workshop)

Description: Lifting weights and growing muscle has long been the tradition for making the body stronger. However, we are still incomplete in our understanding of how gym strength translates into real life application. This lecture will explore the concept of Loaded Movement Training: combining an external load with specific, task oriented motion to strengthen the body in ways that we don't get with traditional weight training.

Institute of Motion's Warding Patterns (lecture or workshop)

Description: Core training has been a common topic for decades in the fitness training and if we scrutinize our current strategies to enhance the core, we'll find that many of the solutions involve stabilization but with minimal mobility and the body positioned horizontal to gravity. With Warding Patterns, we'll learn how to enhance the core in a standing position while concurrently creating stability and mobility .

Institute of Motion's Ground to Standing (lecture or workshop)

Description: We all know the infamous ground to standing exercises such as Burpees and Turkish Get ups. While we know the numerous benefits to these exercises, there are also a myriad of exercises in this category of Ground to Standing that can enhance our clients in many ways. We'll explore numerous ground to standing exercises and provide the benefits of them for a wide range of clients.

Institute of Motion's Shift: the New Lift

Description: The benefits of Lifting (moving a mass against a field of gravity) are well documented and it's a necessity to maintain or even enhance the body for life and sport. What we also need to consider is how to Shift mass, in other words how to move a mass THROUGH a field of gravity. We'll explore how to safely and effectively introduce Shifting Patterns into an exercise regimen as well as discuss numerous ways on how the body benefits from these exercises.

PTA Global's 3DC (lecture or workshop)

Description: The human body has the capability of moving in 3-Dimensions. This lecture and hands on workshop discusses the PTA Global's 3DC (3-Dimensional Checkpoints), an organized system for regressing, progressing, creating or modifying any exercise to enhance movement and function. (PTA Global Workshops and Mentorships, Professional Fitness Institute)

PTA Global's i3D-ME (lecture or workshop)

Description: Gone is the trainer that sits idly by and counts reps. With only 20% of the population participating in regular physical activity, Personal Trainers must generate a motivating and life changing experience. Creating an ultimate training session begins with meeting the client where they need to be met and becoming immersed in their session. PTA Global's i3D-ME system allows a trainer to create a powerful interactive experience based off the client's personality and exercise profile. (PTA Global Workshops and Mentorships, Professional Fitness Institute)

PTA Global's Program Design Questionnaire (PDQ) (lecture or workshop)

Description: Exercise Program Design begins with understanding who the client is, what motivates them and why. PTA Global's Program Design Questionnaire (PDQ) is both a motivational tool incorporating "Motivational Interviewing" and a way to gather vital information regarding a client's goal, preferred style

of training and what exercise level they should most likely begin. This allows a Personal Trainer to not only train the human body, but more importantly, the human being. (PTA Global Workshops and Mentorships)

PTA Global's Training the Myofascial Lines (lecture)

Description: Connective tissue has been undervalued and misunderstood in regards to its role in human movement and function. Thanks to Thomas Myer's *Anatomy Trains*, we now have a more complete understanding of Fascia, the connective tissue that allows us to mitigate force and make us biomechanically efficient. This hands on lecture explores various myofascial lines and how to incorporate this science in a personal trainer's practice to enhance movement (PTA Global Workshops and Mentorships)

Technogym Kinesis Training powered by PTA Global (workshop)

Description: Technogym's Kinesis One and Kinesis Stations are some of the most versatile and easy to use exercise machines to date. This workshop uses Technogym's Aspirations, a questionnaire that helps the professional understand what type of training their client may enjoy, and match that with the right exercise selection using PTA Global's 3DC to create the ultimate Kinesis experience for the client. (Technogym Workshops)

Technogym Omnia Training powered by PTA Global (workshop)

Description: OMNIA™ is a new functional training offer that maximizes members' interaction. As suggested by the Latin origin of the word ("all things"), OMNIA™ offers infinite possibilities in all kinds of training modalities - strength, endurance, stability, flexibility, coordination and speed - and satisfies the widest range of user needs, abilities, and aspirations in a small group setting. Using PTA Global's Group Training Solutions, we'll explore how to create powerful small group sessions with the Omnia (Technogym Workshops)

Whole-Body Integrated Training using ViPR(Workshop)

Description: Whole-Body Integrated Training is a unique style of exercise that is truly Whole-Body in nature and improves the body's ability to move 3-Dimensionally under load. Utilizing ViPR's 6 step approach to Program Design, fitness professionals will explore how to use ViPR and its immense versatility to create the ultimate training experience for their clients, whether it's for Vitality, Performance or Re-conditioning. (ViPR Workshops, Professional Fitness Institute)

Whole-Body Vibration Training using Power Plate(Workshop)

Description: Power Plate offers a completely unique method for introducing force into the body: Whole-Body Vibration. This workshop explores not only the science that supports how Whole-Body Vibration works for improving Strength, Power, Regeneration, Bone Density to name a few outcomes, it also delves into the practical application of using the Power Plate in any training program. (Power Plate Workshops)

Tired of Working Out? Time for a PLAYout (lecture/workshop)

Description: Smiling, laughing and giggling are not often associated with exercise. How powerful might you become if you can influence your clients with the idea that they can PLAY instead of work for their exercise? Learn how to introduce play into your workouts. Get a four-step system that helps you create your own PLAYouts! (IDEA World Convention, Professional Fitness Institute)

The 3D Booty: Training the Glutes for Form and Function (Workshop)

Description: When it comes to training the glutes, we've evolved from using machines to focusing on movements such as dead lifts, squats and lunges. However, the story is still incomplete as these movements are performed repetitively in a uniplanar fashion when the glute complex is three-dimensional in nature. This session will explore specific strategies that improve both form and function to give your clients the booty they've always desired! (IDEA World, PTI East and IoM)

Variability Training – Intelligent Programming(Lecture or workshop)

Description: People who participate in repetitive physical activities such as running or weight lifting tend to accumulate numerous injuries and eventually plateau. To maintain or improve function of the body, we've

learned that the entire human system (muscles, nervous system, joints, fascia, etc.) requires variability in force, movement and application of certain variables. This lecture will explore the reasons why the body needs variability in training to function optimally, and will demonstrate how to develop intelligent programs to meet our clients' needs. (IDEA PTI East, IoM)

Industry Contributions- Derrick Price

Articles-

Biofeedback and the De-conditioned Weight Loss Client (PTontheNET) Sept 2011

<http://www.ptonthenet.com/articles/biofeedback-and-the-de-conditioned-weight-loss-client-3402>

The screenshot shows the PTontheNET website interface. At the top, there is a navigation bar with links for HOME, CONTENT, EXERCISE, EDUCATION, COMMUNITY, and SHOP. Below this is a search bar and a 'powered by Fitpro' logo. The main content area features the article title 'Biofeedback and the De-conditioned Weight Loss Client' by Derrick Price, dated 13 Sep 2011. The article text begins with: 'At the end of the day, everything we do as personal trainers is a guess. From the exercises we select, to the programs we come up with for our clients, to how we perceive our clients' mental/emotional states, everything we do is essentially an educated guess. We hope that the core exercise we choose will prevent low back pain or that exercising on an elliptical for 30 minutes will aid in achieving the goal of weight loss and improved cardiovascular health. We validate our choices with anecdotal and scientific evidence, but even this evidence is never 100% conclusive, as we come to realize that each and every individual responds to exercise uniquely.' The article also includes a 'Step 1: Assess' section and a list of 'These tests can:' which includes: 'accurately distinguish which gear the client is in at various intensities', 'provide a clearer understanding of the maximum heart rate than we can get by guessing using a formula such as 220-Age', and 'determine the anaerobic threshold, which is very important for our weight loss client'. On the right side of the page, there is a 'Related content' section with several article links, including 'The Best Training Frequency for Fat Loss' by Craig Bellamyne, 'Cardio Circuit Training for Weight Loss' by Paul Robbins, and 'Heart Rate Monitoring, Part 2: Getting a Psychological Edge with Biofeedback' by Hayley Hollander.

Whole-Body Strength Training using the Myofascial Lines (IDEA Fitness Journal) April 2012

<http://www.ideafit.com/fitness-library/whole-body-strength-training-using-myofascial-lines>

Whole-Body Strength Training

Using the Myofascial Lines

Eight practical keys to understanding
and training connective tissue.

Fascia has been enjoying the limelight in the fitness industry as one of the hottest topics in recent conference programming, workshops and publications. However, after the dust has settled, will fitness professionals still be scratching their heads and wondering, "Okay, great, it's important, but what do I do with it? How does this affect my training? How do I apply this with my clients?"

A great place to start is with the writings of Thomas Myers, whose April 2011 article in *IDEA Fitness Journal* titled "Fascial Fitness: Training in the Neuromyofascial Web" provides the fitness pro with an arsenal of research and ideas on how to train the fascial web. If that whets your appetite for further study, see Myers's 2001 book *Anatomy Trains: Myofascial Meridians for Manual and Movement Therapists* (Churchill Livingstone 2001), which offers a unique perspective on the body's internal design and has sparked research into fascia (or

connective tissue) and its role in human movement and function.

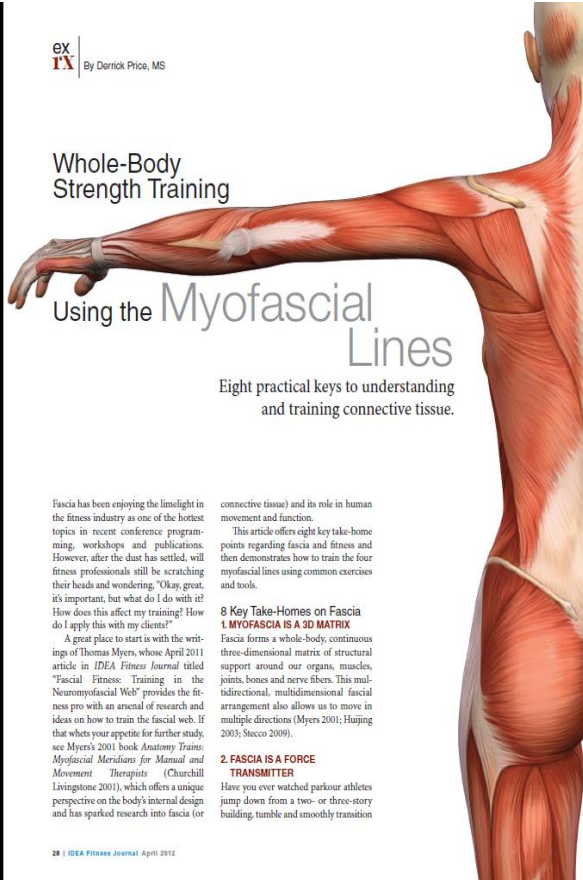
This article offers eight key take-home points regarding fascia and fitness and then demonstrates how to train the four myofascial lines using common exercises and tools.

8 Key Take-Homes on Fascia

1. MYOFASCIA IS A 3D MATRIX
Fascia forms a whole-body, continuous three-dimensional matrix of structural support around our organs, muscles, joints, bones and nerve fibers. This multidirectional, multidimensional fascial arrangement also allows us to move in multiple directions (Myers 2001; Huijing 2003; Succo 2009).

2. FASCIA IS A FORCE

TRANSMITTER
Have you ever watched parkour athletes jump down from a two- or three-story building, tumble and smoothly transition



Challenge Play: Connecting Exercise and Fun. (IDEA Fitness Journal) March 2013
<http://www.ideafit.com/fitness-library/challenge-play-connecting-exercise-and-fun>



Challenge Play: Connecting Exercise and Fun

Turning exercise into a game turns clients into players who have much more motivation to stay fit.



We all know this client's story: Mary is a 40-plus, career-oriented woman with two kids and with 40 extra pounds she'd like to lose. Mary knows how to overcome her obesity—at least temporarily. She's done it before. But she always gains even more weight back when she falls off her strict exercise and nutrition regimen.

Mary is caught in an ongoing struggle with weight, self-image, vitality and overall well-being. Her strategies for losing weight and becoming healthier may indeed work, but they offer only a short-term, partial solution. What can keep Mary on the exercise wagon?

So far, she has relied on external goals, which are easy to set but hard to sustain. Psychologists know that internal, intrinsic motivators—things people do purely out of enjoyment—are much more effective at driving change that lasts. What can trigger Mary's deep-down desire to be healthier?

The answer is making exercise fun again—it needs to become play. Stuart Brown, MD, a leading researcher on play and the co-author of *Play: How It Shapes the Brain, Opens the Imagination and Invigorates the Soul* (Avery 2009), defines play as "an absorbing, apparently purposeless activity that provides enjoyment and

a suspension of self-consciousness and sense of time" (Brown & Vaughan 2009). Exercise, on the other hand, is traditionally defined as a physical activity that serves a purpose, typically with an extrinsic motivation: for example, losing weight, adding muscle or improving health.

Most people hire a personal trainer to achieve a goal, not to play. Clients who experience change, so failure to make change is seen as a failure in service. One way to bridge this gap is to marry the concepts of exercise and play. As trainers, we can foster an environment where clients experience physical, mental and emotional transformation while enjoying an atmosphere that allows them to become lost in the moment. Think of it as "challenge play."

Creating a Challenge Play Environment

"Play" is a relative term, as Brian Sutton-Smith describes in his book *The Ambiguity of Play* (Harvard University Press 2001). One person's play can be somebody else's tedious hard work. Therefore, the psychological aspects of a client are just as important to understand as the physical aspects. >>



INTRINSIC VS. EXTRINSIC MOTIVATORS

Understanding what motivates people is essential to seeing the value of challenge play. Psychologists divide motivation into two broad categories:

- **Extrinsic motivation** encourages us to attain an external goal. While extrinsic motivation can be strong enough for achieving a goal, it's often not strong enough for sustaining the achievement.
- **Intrinsic motivation** encourages us to do things because we want to, not because we feel that we have to. People naturally enjoy playing, so adding play to an exercise regimen can encourage adherence.

Understanding Extrinsic Motivation

Most exercise uses extrinsic motivation, which psychologists divide into two varieties that fall on a continuum: controlled and autonomous.

Controlled extrinsic motivation—Controlled extrinsic motivation is based on an external pressure (Gagne & Deci 2005).

- **Pressure** The client exercises for a better-looking body or to reward himself with food.
- **Love** The client exercises to become more attractive to a spouse.
- **Control** A doctor tells the client to start exercising or suffer the consequences.

While controlled extrinsic motivation may push an unmotivated person to exercise, it does not last very long. If used too much, it can lead to a decrease in mental health and well-being (Vansteenkiste et al. 2004).

Autonomous extrinsic motivation

On the other end of the spectrum, autonomous extrinsic motivation happens when people seek an outcome because they have determined it has value (Gagne & Deci 2005). For example, many of us experience the health benefits of exercise, so we work out regularly to get these benefits.

Another example may be joining a group class for the chance to socialize. These benefits are

extrinsic, yet they resonate with our internal beliefs.

Of these two types of extrinsic motivation, autonomous is more powerful and long-lasting because it represents somebody making a value judgment they believe in. Our challenge is the time it takes to get people to find value in exercise. Those who are very deconditioned, for example, may not initially see the value of exercise, because their first experiences may be painful and uncomfortable. An understanding of autonomous extrinsic motivation can make it easier to help our clients experience the benefits of stress that we reap every day.

Finding Intrinsic Motivation

Many people find they are unable to stick with an exercise regimen because it is not intrinsically motivating. They may see various extrinsic motivators because they see exercise as daunting, tedious and devoid of enjoyment or novelty. Intrinsic motivators represent things people really want to do. For an activity to be intrinsically motivating, it has to satisfy three

psychological needs (Ryan & Deci 2000a):

- **Competence** The ability to perform a given task.
- **Autonomy** The freedom to choose a desired activity.
- **Relatedness** A sense of resonating or connecting with the activity.

It is often said that an intrinsically motivated person needs no motivation to get something done. While intrinsic motivation is arguably the most powerful variety, the key challenge lies in sustaining it for the long haul. To help with this, we need to create an environment that provides

(Sugerman 2011) clients with the ongoing challenge of mastering tasks or activities. Playing golf is a great example: It's easy to learn the game, and to make good progress, but mastery remains a lifetime challenge. Novelty and variety are crucial for sustaining intrinsic motivation. Furthermore, we avoid pain to seek pleasure, and the more pleasurable an experience is, the greater the chance we will want to repeat it.

The 3D Booty: Training the Glutes for Form and Function

Multidirectional movements offer a fresh approach to toning the butt.

Butt, hips, glutes and ramps. Our fascination with enhancing our posterior spans the training spectrum, from the aesthetic-focused client to the performance-driven athlete. Yes, we want our backsides to look better, but we also need them to function more effectively, judging from the increasing number of knee and low-back injuries (Hoy et al. 2012).

Our current approach to the lumbopelvic-hip complex—emphasizing concentric muscle activation and linear movement patterns—provides an incomplete picture of how the hip joint and surrounding myofascia receive and transmit a variety of forces. This article will explore some unique kinesiological and biomechanical principles to widen our perspective on how the glutes function in many of our favorite exercises. After that, you'll find exercise strategies to give your clients the butts they've always wanted and the hip function they require to move optimally.

The Need to Move Multidirectionally

As we peel back the layers of the buttocks, we find an abundance of myofascia running multidirectionally around

the pelvis, sacrum and femur, allowing the hip to be one of the body's most stable and mobile joints. The short distances between the origin and insertion points of the various gluteal and hip-rotator muscles also provide good leverage and power for hip propulsion and stabilization. The multidirectional orientation of these muscles allows us to absorb and transmit force in a variety of directions, but only if we train the body accordingly.

Traditional squats, lunges and deadlifts transmit a predominantly large and unidirectional force, typically in the sagittal plane through the hip-glute complex, allowing us to greatly load the body in that direction. The toning and hypertrophy benefits gained here, however, may come at a cost to the surrounding connective tissue as it becomes less resilient at handling multidirectional force (Price 2012).

Luckily, there is more than one way to promote hypertrophy of a muscle. It's been shown that multiplanar movements recruit more muscle fibers to be stimulated for mechanical stress at intensities as low as 30% of a one-repetition maximum, so long as the movement is done to failure (Burd 2012; SA

Promoting multidirectional movement in our squat- and lunge-type patterns:

- stimulate more glute fibers exposed to mechanical stress (muscle tone);
- promote connective-tissue health of multidirectional movements;
- enhance the nervous system's sensitivity to multidirectional movement;
- maintain or even improve stability of the hip, knee and spine;
- progressively add more external volume (mechanical stress) to multidirectional movements for hypertrophic gains.

Back to Kinesiology School

Conventionally, we think the primary function is to create hip flexion, external rotation and abduction. As a result, we select popular exercises such as floor bridges and prone leg raises, side-lying clams, prone leg raises and cable hip extensions because of their high muscle-activation potential for these motions. While this conventional approach is still warranted, it doesn't only how the glutes and hips function

relative to gravity.

When we expose the upright body to the forces of gravity and ground reaction, and then couple them with pelvis-on-femur motion, we find the glutes will actually turn "on" during their eccentric phase and, relatively speaking, turn "off" during the concentric phase, using the concept of "load to unload" (Lorenz 2011; Komi 2000). For example, the glutes will turn on during the deceleration of an anterior walking lunge but turn off as we stand up and propel ourselves forward onto the other leg.

Coupling eccentric muscle contraction with loading/lengthening of the fascial web helps us maximize our energy potential, following the principle of energy conservation (Komi 2000). Thus, the glute complex receives the energy of gravity and ground reaction as the hip moves into flexion, relative internal rotation and relative adduction—motions opposite to those we usually associate with glute activation (Wolf 2011). The

interplay of the neuromuscular systems and their timing in promoting optimal hip, knee and lumbar motion are vital for maintaining the integrity of our joints and for enhancing performance (IOM 2012).

This perspective increases our understanding of why squats, deadlifts and lunges are great glute exercises, and it provides a path to helping clients improve the appearance of their butts. How so? Well, performing these exercises multidirectionally allows us to truly take advantage of the glutes' responsibility to stabilize and create multiplanar motion at the hip, while also sending more mechanical stress into the gluteal complex. >>

TABLE 1. CONVENTIONAL VS. PROGRESSIVE APPROACH TO GLUTE FUNCTION

Perspective	Conventional	Progressive
focus point	muscles	muscles, connective tissue, nervous system and joint motion
activation	concentric	eccentric and isometric
force profile	gravity	gravity plus ground-reaction force
hip motion	femur on pelvis	pelvis on femur
muscle actions	accelerates hip extension, abduction, external rotation	decelerates hip flexion, relative abduction and relative internal rotation
position and direction	horizontal and sagittal	vertical and multidimensional

