Can you describe what it is that you do within the fitness industry and how long you have been active in this role?
For the past two and a half decades, I have devoted my professional career to completing research that bridges the gap between theory and fitness. I strive to conduct evidence-based research and scientific literature reviews that advance the fitness industry with better ways to train and stay healthy.

What do you love about what you do?
I feel so fortunate. I totally relish teaching Exercise Science classes to students who are thrilled to learn about the body. I thrive in working with graduate students on developing studies and authoring research reviews. And, I am thrilled to present practical application findings at fitness conferences to enthusiastic delegates.

What is the biggest mistake you have made and how have you learned from it?
Wonderful question. I remember it well. Years ago, when I was working on my doctorate I was invited to do a 'Research Update' at a national conference in San Diego, California. At the start of my presentation, I spent way too much time talking about the statistics in the studies. Looking at the audience I could tell I was really losing their interest. Fortunately, I pivoted my presentation and laser-focused my talk on the practical applications of the research. What a great lesson. To this day, with every conference presentation, I always reflect and ask myself, "Is this the best possible content for delegates to utilize in their profession."

What types of transformations have you made because of COVID and how has it changed you as a fitness professional?
I have gone through a metamorphosis. I went from teaching face-to-face lecture classes at the University and conferences for many years to becoming an online teacher. I can now readily create and deliver multimedia online lectures. Surprisingly, the skills learned from online teaching have made me a much better face-to-face educator, too.

What do you believe sets certain fitness professionals apart from the rest?
As teachers, our profession is unique because our success is dependent on how well we interact and positively influence our clients. Each one of us has a level of passion, charisma, authenticity, and humor that impacts how our clients experience a class or training session. Great professionals have what I call the three 'C' words of teaching. First, and foremost, they sincerely CARE about their clients and students. Second, they are CREATIVE in how they develop exercise programming. Third, they are CONSISTENT in motivating and inspiring clients to not only meet, but to exceed their health and fitness goals.

What advice can you share to those new to the field to be successful?
I would like to focus my answer to those professionals who strive to be national and international presenters. Here are my thoughts.

1) None of us can be the best at everything, but all of us can be the best at one thing.
Find your 'niche' in the fitness industry and develop it to the max. Many years ago, when I was breaking into the fitness world of conference presenting, I developed Group X classes that engaged more men participants. Amazingly, I was invited all over the world to share these ideas. Throughout your career continue to evolve and develop new 'niche' that fill gaps in the industry.

2) Brand Yourself. Let me expand this by telling a story. As an educator/scientist having just earned my PhD, I went to many educational and scientific conferences to learn more. One of my favorite presenters was this brilliant scientist. He always dressed in a sharp coat and bright tie, and his presentations were filled with outstanding graphics and incredible content. This scientist was truly a role model for me. As many canfitpro delegates know, I definitely have branded my look. I always wear a Southwestern bolo tie with a colorful shirt when I teach and present. And, in regards to content, I strive to develop and deliver dazzling multimedia presentations that inform, motivate, and educate.

3) Step OUT of your comfort zone. This takes confidence and time for all of us. However, my philosophy on confidence is: "if you can believe it, you can achieve it."