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| American Society of Exercise Physiologists |

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| **Issue: #4** | **April 2011** |  |

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| **Dear Exercise Physiologists,** Thank you for being part of our community. **ASEP is the specific voice for (historically under-represented) Exercise Physiologists.** Please use this Newsletter as a link to ASEP resources from scientific journals to professional papers, to employment and related opportunities. And be sure to click on "More On Us" at the left for the ASEP-Newsletter's parent web site.Yours in health, -Lonnie Lowery and Jonathan Mike, ASEP-Newsletter Editors  |

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| **Editor's Corner** |  |
| editorial**Collaborate, Coordinate!**Recently I spoke to some cardiac rehab-focused undergraduates who seemed to have an elevated opinion of what their future clinical role will be. I explained to them that healthcare is dominated by licensed professions and that their likely role will simply be supportive of these other fields. Further, their visions of substantial salaries, acting in such a supportive role, will not be large. Associating one's self with medicine does not in itself equal pay on par with (or anywhere near) the cardiologist (or nurse) in charge. But at least in portions of the U.S., cardiac rehabilitation Exercise Physiologists (EPs) do still have a chance at steady work. How can they break into a licensed medical setting without a license themselves? Here are some suggestions. 1. Network extensively where you intern. Collaborate on any projects you can. It's not merely an academic learning experience but a foot in the door at some sites.
2. Attend medical grand rounds and approach the speaker after the lecture. Introduce yourself and volunteer for any activities they mention: research, community projects, assisting in some way, anything.
3. Follow up on any initial introductions or communications. Use both phone and email.
4. Realize that if you move after graduation, that new locale may have its own system of interns getting funneled into the clinical jobs - and you may be an outsider making "cold sales calls" when it comes to interviews.
5. Join the American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR). Attend workshops and meetings not just to learn (important) but to network.
6. Get on the email newsletter of the hospital or center where you have interest. Check the facility's job boards twice weekly.
7. Stay abreast of peer-reviewed and even newsletter-based literature in your field. Be sure to speak intelligently (including grammar), knowledgeably (using proper terminology) and professionally when you chat with existing clinical professionals.

In fact, by formulating and scheduling a plan like this that involves the people you want to work alongside, you can probably make headway as an EP in a variety of settings (bariatric surgery rehab, musculoskeletal rehab, strength coaching, etc.).  By coordinating an employment strategy you not only make yourself better and increase your odds of employment, you also serve your entire profession. Yours in health,Dr. Lonnie LoweryCo-Editor, ASEP-Newsletter      |
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| **Ask the EP** |  |
| **Q: Guru's vs. Experts: Is There a Difference?**I always hear in our industry about the terms Guru and Expert. There seems to be an equal amount of either self-proclaimed Guru's and self-proclaimed Experts; this, that, and the other. So what is the real truth? Where do you stand? First off, we must establish a definition of a Guru vs. Expert. These terms are used interchangeably in our industry as so many of us are aware. What is a Guru?  A leading authority in a particular field. What is an Expert? Having, involving, or demonstrating great skill, dexterity, or knowledge as the result of experience or training. I have been fortunate enough to learn from some of the greatest minds in the exercise and nutrition field, especially those with experience both "under the bar & with the battle of the knife and fork", as well as those within academia doing great research.  They represent the definitions above, thus having great knowledge in their field AND as a result of direct experience and training. However, today these titles no longer carry the same value. This is due, in part to all the self proclaimed "guru" or physical training/nutrition "experts" that have accumulated online, spreading like a wildfire. I find it laughable (and disturbing) how many self proclaimed experts and gurus one can find while surfing the internet. It has become an epidemic. For example, a quick search on Google provided the following results. 1. Exercise Expert -> 3,290,000 results
2. Exercise Guru -> 737,000 results
3. Nutrition Expert -> 4,110,000 results
4. Nutrition Guru -> 780,000 results

  Of course, this is just  a short list. Nonetheless,  I don't think many of these individuals genuinely fit the definitions stated above. It might be safe to say that individuals need AT LEAST 12-15 YEARS experience of actively studying and applying a giving skill before they can be considered to use this title. Others might say at least 20-25 years experience. However, even if you have this much experience, it still doesn't necessarily mean you fit the description. Many individuals fail to grow as a coach, educator,researcher, etc. Their knowledge and skill base is virtually the same as it was when originally entering the field. In addition, many individuals get into this field for the wrong reasons (money, fame, fortune). Often these self proclaimed gurus are great marketers but poor coaches. It disturbs me how hard self proclaimed training and nutrition gurus work at marketing themselves and their skills. It's a worthwhile skill only if one greatly desires to be famous or highly recognized. Some people work hard in order to further themselves; others work hard to better those around them. I work hard to educate/learn/seek for personal skill and growth so I can better assist those I work with on a daily basis. As I grow older, I hope individuals will say that I have positively contributed to this field as a coach, writer and educator, and researcher, NOT A SALESMAN! As we see numerous times, it's always "Revolutionary", or the "New Rules",  or this or that. Truthfully speaking, very few things are truly "new" in today's training industry.  At best, one is only slightly modifying an idea that someone else came up with years ago, or creating a well marketed version of circuit training, etc. Finally, self proclaimed experts and gurus tend to fill their websites up with more testimonials than Starbucks fills coffee cups. Ironically, the testimonials, proclaiming how great they are, often can't be traced back to real people. Rather they come from individuals referred to as:1. John S., amateur body builder
2. Jill C., fitness enthusiast
3. Rachel W., high school track athlete

 **A Common Trait in True Experts**In my experience, there is a common theme amongst those I consider to be experts in the human performance and exercise physiology field.  These individuals continuously seek more knowledge. The individuals I consider to be experts have a plethora of knowledge that has been built upon years of first hand learning, researching and training. In fact, the minute amount of knowledge that has slowly trickled out of their minds, on a given subject, is far greater than that which has entered the minds of most. Despite their already vast knowledge, they realize that more knowledge is out there for them to gain. Here are just a few examples: Dr. Kenneth M. Baldwin is a professor at the University of California- Irvine. He is a researcher with almost 40 years of experience in the field of exercise physiology. Recently he coauthored an article in the research journal Exercise and Sport Sciences Reviews entitled, "Research in the Exercise Sciences: Where We Are and Where Do We Go From Here -Part II." He notes there are at least 14 DIFFERENTAREAS in exercise physiology alone that still need further investigation. Dr. Lonnie Lowery, an assistant professor at Winona State, who in my opinion is one of the best applied sports nutritionist and exercise physiologist in the business. Dr. Lowery regularly attends conferences within the USA as well as internationally in order to further his knowledge as well as those he educates. He co-hosts [Iron Radio](http://r20.rs6.net/tn.jsp?llr=rfwe9acab&et=1105055659698&s=2&e=001JW5JC3Ig3D9FQkBf1Tei4PCURH30WGOWOdrwKO8-bZ9X-hn6ES3O4VvJsWHWPs9JNNoibY9sPK4X1RHb0xzNc9EKzidU8YDtsLT3-FH6UXA=) (www. ironradio.org) with the addition of myself and two others. Dr. Lowery is always displaying this quest for knowledge, discussing newly published scientific research and how it applies to one's training and/or nutrition. Lastly, despite the fact that I consider him a true expert, and a personal friend, he regularly refers to himself as an "anti-guru" which strongly contrasts with all of those self proclaimed training/nutrition gurus we see today. **Where do I stand?** I'm confident in my knowledge and always seeking to improve it. Although this marks my true 10 year period since I have started my journey into exercise physiology, and research, and athletic performance, I don't consider myself an expert yet, but am truely passionate and motivated to help those and improve our industry. More training, teaching, researching, coaching and active learning is still to come. **Final Thoughts** I don't claim to be anything more or less than stated above. I consider myself fortunate to have had many individuals share their knowledge with me; many of whom have taught me how to teach myself. It is this skill that has been given to me that I've tried to "pay forward" and recipricate to others, but don't claim to have all the knowledge in all areas of performance, exercise physiology, or research. However, I am what I am today because of them and all those that have influenced me to where I am today, and those in the future. The journey never ends, and the learning never stops. I hope to impact the lives of others the way so many have impacted mine.  Finally, a special thank you to Sean Casey at Case Performance ([www.caseperformance](http://r20.rs6.net/tn.jsp?llr=rfwe9acab&et=1105055659698&s=2&e=001JW5JC3Ig3D__O4IH5jAFB0e-wag2QlmP-kv9Nkq0gHSSqzeILYbnImzuBd01uI77Rr0RmsxdfmOMSQw35_-_JC0XI0GJhj06nIs9vszYEvM=)) for influencing me to use this article. It has been modified from it's original content. Jonathan Mike, MS, CSCS, USAW, NSCA-CPTDoctorate StudentCo Editor, ASEP Newsletter    |

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| Thank you for perusing our opinions, facts and opportunities in this edition of the ASEP-Newsletter.  **Sincerely,** Lonnie LoweryAmerican Society of Exercise Physiologists  |

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