

DAVE AVERY

'the kettlebell enthusiast'

Personal Trainer Specialist
Sports Nutrition Specialist
Medical Exercise & Post Rehab Specialist
Kettlebell Level II Instructor
FAME Trainer of the Year 2009 & 2010
Canfitpro Fitness Professional of the Year 2011 Finalist
Natural Fitness Event Producer
Competitive Bodybuilder and Fitness Model
WNSO Judge
Devoted Husband and Dad

905.376.1175

wireus@sympatico.ca

www.teamavery.ca

PASSIONATE, DRIVEN, LOYAL

QUESTIONS FOR THOUGHT

With kettlebell quickly becoming so popular, how do you take the 'trend' aspect out of it, and make all take you seriously?

Even though they are just beginning to come into the spotlight; Kettlebells have been used by bodybuilders and fitness gurus for hundreds of years. Kettlebells originated in Russia, and the first recorded mention of them was in 1704 within a Russian dictionary. The Russian word for Kettlebells is "girya". Kettlebell is really just another way to incorporate functional training in a different way with real life applications that incorporates strength, cardiovascular and flexibility all in one tool. I think that it's easy to see why this lifestyle and exercise style go far beyond trend setting and deserves the respect and recognition as a true elite piece of exercise equipment .

How do you propose to teach people your methods and ideology even if after working with you, they will never step foot in a gym, fitness facility, or even 'attempt your workouts again'?

I always approach training from of an education point of view. Ensuring the client understands fully "the what and the why". Really explain muscle origin and insertion and the importance of some exercises over others as well as pit falls and common errors that take place in the gym. Paying attention to ensure client full understands the importance of focusing on muscle imbalances and creating a symmetrical physique that is designed for all aspects of life .

What would you change about the fitness industry?

I would love to see training taken from a more physiological perspective. With goals based on overall muscular balance and enhancement for achievement of overall health and life betterment. This can only be achieved through personalizing a workout regimen. As opposed to be locked into one position on a machine that is a "one size fits all" approach. These types of machines/exercises can do more harm then good.

Do you believe in bootcamp training?

I believe in almost ANY kind of training! Moving is better than sitting still – period. I do not believe in quick fixes, but a calorie burned is a calorie burned!

Most annoying act displayed by trainers around you?

I have witnessed time and time again, the boundary between trainer and client being crossed. This undermines the reputation of all trainers, and is completely unacceptable and unprofessional.

How do you instill motivation when client struggling with commitment?

Fear. Lol Just Kidding. It's all about goal planning, staying positive, and helping clients see how far they've come as opposed to how far they have to go. I have found that a few confidence building exercises thrown in to the routine can really boost their focus, and is a really great technique.

What is the biggest challenge facing you as a trainer?

As a dedicated natural trainer, I am constantly bombarded and fighting a battle against illegal sports enhancements. I have had to take a hard-line stance, which has subjected me both professionally and personally to make some pretty tough decisions. In the end, I go with my conscience and have no regrets. – You train natural, or you don't train with me.

Most important lesson you've learned during your training career?

Be open –minded! Just because something “isn't your thing” doesn't mean it doesn't have value. I have been pleasantly surprised many times by innovative equipment and techniques that I was a little apprehensive of even trying.

How do you stay above and beyond the rest?

I only worry about what I am doing. I cannot change anyone else's behavior, etc., only my own. If I stay positive and passionate, the rest takes care of itself. I consider it the equivalent to not looking back in a race, if you're ahead you'll get over-confident, if you're behind you'll get anxious. Just run your own race.

Do you work in conjunction with any other professionals for the benefit of your client, is it done enough, do you think more trainers need to do the same?

As a medical exercise specialist and post rehab professional it is common to coordinate with an entire health care team for one client. This is best case scenario. I have worked with several chiropractors, MD's, RMT's and Physiotherapists. Using other professional's knowledge bases for the pursuit of a common goal (the health and rehab of a client), gives your client the best chance for success – as all services coordinate to complement each other.

What specific area of training would you consider yourself an expert, and list why that is?

I consider myself an expert in Kettlebell training. I am level two certified, and extremely passionate about Kettlebell's unique ability to transform the human body from head to toe.

How is it exactly that training makes you a stronger person in your day to day life?

Every day I am surrounded by positive, inspiring people, pushing past what they thought they were capable of. This constant flow of positive energy in my life has impacted everything from my marriage to my family – I am truly blessed.

WORDS TO LIVE BY...

*“ If you don't stand for something,
you'll fall for anything ”*