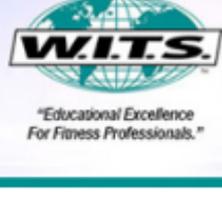




# Bridging The Skills Gap!



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## Trainer's Lunchbox: Tools for Managing Your Clients' Nutrition

by Michelle Matte, MSEd, CSCS

Fitness and Forks Challenging and effective exercise programming is the foundation of fitness. But for optimal performance and successful weight management, nutrition plays a critical role. As the saying goes, you cannot out-train a bad diet. In a perfect world, you would be present to monitor every morsel of food >



[READ MORE!](#)



## Nothing is Prettier Than Our NEW Website!

It is up, so enjoy! Here is alumni...Faster, cleaner & user friendly! Check out the grad log in to get all kinds of extras. Have you seen our new 2 CEC business programs? You should and do it soon. Lots of ways to make your business pop and get you to the next level.

[VISIT OUR NEW SITE NOW!](#)

## Digital Badges: W.I.T.S. Leads the Fitness Industry

As a leader in fitness education and certification, W.I.T.S. is excited to announce that we are now offering digital badges for select courses and credentials. Digital Badges are important because they show potential employers, clients, and colleagues how invested you are in your education and your profession. It is also a vital tool in verifying certifications or other specialty skills are kept current. Digital Badges cannot be tampered with or changed other than by the hosting educational organization. By proudly displaying your digital badges in social media venues, you are letting people know that you have successfully completed & maintain the rigorous requirements of a particular course or certification program.

### DIGITAL BADGES FAQ

#### What are Digital Badges and What Can I Do With Them?

Digital Badges are a way to recognize the learning that happens anywhere and share it in the places that matter. Think of the piece of paper that you've when you earned a certification, degree, or diploma. You could frame it, hang it on the wall, or include it in your portfolio. Digital Badges are simply a digital form of that paper certificate. It is an electronic representation and recognition for skills and credentials earned, which you can showcase in a variety of settings.



Your Badge is portable, so it can go just about anywhere! You can share your badge through social media platforms (LinkedIn, Facebook, Google, and Twitter) and your Badge becomes part of your public profile in Canvas. You can add it to your blog, e-newsletters, email subject line, website or any marketing materials to distinguish you from your competitors.

#### Why are Digital Badges Important?

Digital Badges are important because they show potential employers, clients, and colleagues how invested you are in your education and your profession. By proudly displaying your Digital Badges, you are letting people know that you have successfully completed the rigorous requirements of a particular course or certification program. Employers and clients will see that you are current and involved in your professional development. Badges cannot be tampered with or expired certification qualifiers changed unless given by the hosting educational organization.

#### Why is W.I.T.S. Offering Digital Badges?

Digital Badges are becoming increasingly recognized in most industries and professionals. According to the MacArthur Foundation, use of Digital Badges is expanding nationwide, and over the next three years one million K-12 and college students and one million workers will be able to use Digital Badges to advance their academic progress or further their career goals by being able to demonstrate acquired skills and learning. W.I.T.S. has always been a leader and innovator in the fitness industry; and wants to ensure that our students and graduates continue to acquire valuable training and credentials. While Digital Badges are not currently widely known in the fitness industry, W.I.T.S. expects that to change and we will lead that change.

#### Why is W.I.T.S. offering Digital Badges Only for Specific Courses?

Digital Badges represent the demonstration of competence and skill mastery. Courses that are part of our rigorous certification courses and meet the highest Standard through our International Association for Continuing Education and Training (IACET) will earn Digital Badges. Eventually, all courses will be reviewed and possibly revised to ensure that they are appropriately rigorous and meet the Standard set for Digital Badges.

#### What Will My Badge Look Like and What Information Will It Include?

#### How Do I Earn My W.I.T.S. Digital Badges?

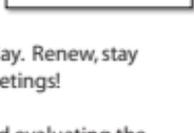
Each course will have its own requirements for earning your Badge. All requirements and instructions are included in those course modules.

[FOR MORE INFORMATION ON DIGITAL BADGES CLICK HERE!](#)

## UPDATE: NCCA Accreditation Is On The Horizon

W.I.T.S. in conjunction with Alpine is putting together the data and application to have W.I.T.S. add another great credential to our stellar group. We asked Alpine to send out a survey that allows us to get in the field perspectives of what a personal trainer is and does. [DONT WAIT, Please fill out the survey today.](#) It closes out Friday March 13, 2015. Help us help you with this extra credential.

Yes, we have college credits by the highest group in the US with the American Council on Education, (ACE). We do have the international standard approved provider status for continuing education with the International Continuing Education and Training Association, (IACET). We have approvals for athletic trainers, occupational therapists and massage therapists too. W.I.T.S. is here for you and getting better every day. Renew, stay current and help people change their lives as you grow your career!! Greetings!



W.I.T.S., in conjunction with Alpine Testing Solutions, Inc., is reviewing and evaluating the current Certified Personal Fitness Trainer exam against the body of knowledge needed to meet the expectations of a credentialed individual.

This is a second reminder to request your input. Your individual responses will be anonymous; however these responses will be combined with the input from other fitness professionals and used to determine any changes to the current blueprint for the Certified Personal Fitness Trainer exam.

For your time and effort in completing the survey, you may enter your name in a drawing to win one of the following:

- (1) Winner will receive (1) round trip airfare and (1) conference registration to attend the Club Industry Show in Chicago, IL Oct 7 - 9, 2015;
- (3) Winners will receive free tuition for a live Personal Trainer certification course at a local college (transferrable, textbook not included); or
- (5) Winners will receive 12 months of free access to the W.I.T.S. online business, management, marketing and staff development courses (13 courses total).

To be eligible for the drawing, you must complete the survey and submit your name and contact information after your responses have been submitted. Incomplete entries will not be eligible to win.

The survey should take approximately 15 - 20 minutes to complete. The deadline for completing the survey is Thursday, March 12, 2015 at 11:59 pm PT.

This link is uniquely tied to this survey and your email address. Please do not forward this message.

For assistance with the survey tool, please send an email to: [erica.brown@alpinetesting.com](mailto:erica.brown@alpinetesting.com)

Thank you for your time and attention to this request.

Best regards,  
Jay DeVecchio  
W.I.T.S. President & CEO



"Educational Excellence For Fitness Professionals."



## Heat Up Your Spring

### With Our Special Offer!

Buy one of our New 2 CEC/CEU Specialized Mini Courses for only **Only \$59.95** and get 1 Free!

**ADDITIONAL Bonus Offer!** Buy 1 W.I.T.S. Foundational Course and get 1 Free!



Contact Us:   
Devon Lewis  
(888)330-9487  
[dewis@witseducation.com](mailto:dewis@witseducation.com)

Offer expires March 28, 2015.



"Educational Excellence For Fitness Professionals"



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You can cancel at anytime if you are not satisfied. Annual membership is \$99 after trial.