



SHARI BERKOWITZ & THE VERTICAL WORKSHOP

The Vertical Workshop Pilates Teacher Intensives

Intensives

Thank you for requesting information.

The missing link in Pilates teacher education is missing no longer.

The Vertical Workshop Pilates Teacher Intensives are here!

Boston begins in Nov. 2013 and NYC in Jan. 2014

No matter which city, the layout and fees are the same. This packet should give you answers to your questions.

Of course if you have more questions email Shari at info@TheVerticalWorkshop.com



WHAT YOU'VE BEEN WAITING FOR

For teachers of all styles:

- who have been searching for "more" but haven't been satisfied
- who know that their training was only a foundation for their teaching and need more
- who want to understand the human body, the value of each exercise and the Pilates method as a whole
- who want the confidence to teach various types of clients with different abilities and limitations, multiple ailments and whoever needs their help
- who want the ability to answer their own questions and develop resources for learning more
- who want to be the best teacher possible

What's involved:

- One 3-day seminar every 4 months (at host site)
- Weekly homework (at your own location)
- One 2-hour group Skype/streaming video meeting every month (at your own location)
- A remarkable manual and set of workbooks
- Continual access to Q&A with Shari Berkowitz
- All of your necessary PMA CECs
- Testing is optional

Boston dates:

November 15-17, 2013
March 21-23, 2014
July 18-20, 2014
November 21-23, 2014
March 13-15, 2015



New York City dates:

January 31, February 1 & 2, 2014
May 16-18, 2014
September 19-21, 2014
January 20 & 31, February 1, 2015
March 22-24, 2015



Request an information packet:
info@TheVerticalWorkshop.com

See full details at:
www.TheVerticalWorkshop.com



About Shari Berkowitz & The Vertical Workshop

The Vertical Workshop:

The Vertical Workshop provides continuing education for Pilates teachers and fitness professionals worldwide.

Created by Shari Berkowitz in 2004, The Vertical Workshop was an actual brick and mortar studio in Beverly Hills, California. The studio housed many elements. It was a full studio for clients to train, a center where Pilates teachers would continue their education in sessions and workshops, a training facility for a full teacher training program...it was a hub of education where people enjoyed working to learn...a real workshop buzzing with energy and discovery.

Now, free from a studio location, The Vertical Workshop still provides sessions, workshops and training programs however, it has new aspects, too: continuing education products (videos, webinars, books) for teachers to continue their education from all over the world. Unattached to a studio, Shari has the ability to travel all over the world to teach and share ideas working with teachers and clients alike.

The name The Vertical Workshop says it all:

1 – As Shari is well known to teach people to focus on the lift of the spine...the vertical component of our bodies...The Vertical Workshop was a localized studio and is now an international studio of sorts where we all practice the essence of human movement and structure...the vertical lift of the spine. Staying upright and mobile is the name of the game towards health.

2 – In Pilates, as in life, we must direct our efforts into deeper understanding and appreciation of what we have. More "stuff" or exercises is not always The Way. More understanding is closer to that path. Let's work vertically developing profound layers of appreciation.

3 – The workshop aspect of The Vertical Workshop and what Shari seeks to provide is essential. Learning is exciting! Physical and intellectual learning are continual practices. In Shari's view, a studio is a workshop; a place to create. Fail and succeed...it's all part of the process of growth. A studio must not be a performance space. There is no performance or perfect repetition, exercise or session. Let's be excited by the growth and development!

The Vertical Workshop is more than a studio or one person. While Shari is the creator of The Vertical Workshop, it encompasses an entire ideology as well as the product of Pilates and continuing education. Movement, study, enjoyment in learning and growth...

Shari Berkowitz:

A biomechanics specialist and Pilates Teacher of Teachers, Shari works to move scientific theories forward into practical application. Through her company, The Vertical Workshop, Shari researches, writes The Pilates Teacher Blog, creates Pilates continuing education products/tools, teaches workshops and sessions. While Shari's exercise vocabulary is Classical Pilates, her tools, workshops and sessions are for everyone of every style of Pilates and modality of exercise. Though originally Pilates certified by Romana Kryzanowska and formerly Power Pilates' Lead Teacher Trainer and Director of West Coast Education, Shari's teaching crosses all boundaries of style. Her varied background from a foundation of physics to her successful career as a professional dancer/singer/actress and extensive work with scientists, doctors and physical therapists gives her a rich base from which to teach.

"Intensives" are different than "Bridge"

There is a sincere distinction between "Intensives" and "Bridge" programming.

The Vertical Workshop Pilates Teacher Intensives are continuing education in the effort to create a fully successful and confident career for Pilates teachers of all styles.

The Vertical Workshop Pilates Teacher Intensives are dedicated to professional teachers. There are no apprentices or non-teachers in the seminars. They are completely designed for the Pilates professional who has considerable experience teaching.

Seminars, homework, interactive meetings are designed to seamlessly connect your new education with your current business and lifestyle.

Bridge participation is generally a quick study of a different style of Pilates. It is usually incorporated into an apprentice program with the focus on the apprentice. There is often little to no guidance for the bridge participant on how to intermingle their new education with their current style because they have limited, if any, observation hours, weekly meetings and testing. If participants have no tools to combine their current and new styles...they are left with information that is unusable.

Are successful Bridge programs possible? Of course they are. They just take a dedicated program from a source. Can we do that at The Vertical Workshop. Yes. Do you need it? I have created The Vertical Workshop Pilates Teacher Intensives as all that you need and more.

Shari's Goals for The Vertical Workshop Pilates Teacher Intensives:

It concerns me that so many wonderful Pilates professionals find teaching a struggle. Most blame themselves. However, I suggest that most were not given the best tools to succeed.

There are ways to be a confident and thereby joyful teacher. It takes effort, of course, but does not need to be a struggle.

Your well-meaning teacher-training programs were limited in their abilities to teach you what you need. You learned exercises with more or less precision. You learned a bit about some common ailments of the human body. You may or may not have learned how to work around ailments. You likely did not learn much about how the body really works or how the client's mind works so that teaching can be effective. Perhaps you did learn some tools to teach with...but are you still using them? Were you taught the value of them? Did your teachers understand? Are you surrounded by teachers who have limited tools? Do you feel influenced by their habits?

Again, not intentionally limited programs or teachers. Well-meaning. Just not enough in the right places.

It is OK...to a point.

The Pilates world exploded remarkably quickly. A considerable amount of desperation and, every once in a while, greed drove the teacher training world into existence. This atmosphere is not one where great education thrives. It is where the least possible prevails.

What about "the most possible"?

What about a true understanding?

What about confidence?

I have been thrilled to be a resource for teachers all over the world of all styles of Pilates. As many who are reading this know, I love to share information and share ways of learning more. I can help more if we spend a concentrated amount of time learning how to develop your skills. We have many resources...our best one can be ourselves. I can teach you this.

We all have great opportunities for learning and success in all ways. The Vertical Workshop Pilates Teacher Intensives makes teaching, learning and working...enjoyable!

- Shari

What's Involved:

- One 3-day seminar every 4 months at the host studio
- Weekly homework including interaction with your fellow participants and Shari Berkowitz from your own location
- One 2-hour group Skype/streaming video meeting every month (this is at your own computer/smartphone/tablet, etc.)
- A remarkable manual and set of workbooks
- Continual access to Q&A with Shari Berkowitz and all of her resources
- All of your necessary PMA continuing education credits
- Optional testing

What you'll receive:

- Teaching Tools to confidently address any situation you encounter in the Pilates studio
- A strong, modern biomechanics and functional anatomy education with the ability to apply this to your teaching
- A complete understanding of the method of Pilates
- Exposure to Joseph Pilates actual method of exercises

What this gives you:

- The correct education for what you need now
- Confidence
- Career Longevity
- More enjoyment, less stress, stable clientele...

Intensives Layout:

Weekend #1 – Perspective

How you think and what you know colors everything you do. Weekend #1 is all about how the body really works. How the mind really works. How students learn and how teachers must teach for the most effective work

Homework – Full integration of material. Weekly themes, projects and workbooks related to our previous weekend and in preparation to the next weekend.

Skype Meetings – monthly meetings (on computer or mobile device)

Weekend #2 – Session Tools (Teaching)

Beginners are the most important clients you have. When you get a beginner...you've got to "hook" them. You must learn to understand each person's individual needs and apply your knowledge. Weekend #2 works to learn and apply teaching tools on the Beginner client. Evaluate, teach, plan a future. Study and practice how to teach new exercises in the most effective ways. Correct actions must be taught correctly the very first time. Make sure what you're teaching is effective. Your client will imprint it. Make sure you're teaching in an efficient way for you, too. Your energy is precious. We will review the technique and purpose of Beginner System of Joseph Pilates' exercises.

Homework – Full integration of material. Weekly themes, projects and workbooks related to our previous weekend and in preparation to the next weekend.

Skype Meetings – monthly meetings (on computer or mobile device)

Weekend #3 – Advancing & Progressions

While Beginners are most important to "hook", Intermediate clients are the heart and soul of your business. Weekend #3 practices all the tools to advance clients by understanding how the body progresses. Applying your understanding of the body and the exercises in the Intermediate level, you can pick new exercises wisely with great confidence. Then you can layer cues with ease making genuine changes in your clients' bodies and minds. Advancement through a well constructed understanding. We will review the technique and purpose of the Intermediate System of Joseph Pilates' exercises.

Homework – Full integration of material. Weekly themes, projects and workbooks related to our previous weekend and in preparation to the next weekend.

Skype Meetings – monthly meetings (on computer or mobile device)

Weekend #4 – Success in the Studio

Teaching Pilates is more than private session. You have studio dynamics, client personalities, limited numbers of hours in a day... Weekend #4 both continues with discovering the depth of Intermediate education and works to ensure that you create a solid business by learning how to teach extremely effective and successful group classes on all apparatus, semi-privates of mixed levels, use tools to mark your client's progress, better navigate the dynamics and challenges of the Pilates studio and more. There are techniques to creating a successful day and successful career.

Homework – Full integration of material. Weekly themes, projects and workbooks related to our previous weekend and in preparation to the next weekend.

Skype Meetings – monthly meetings (on computer or mobile device)

Weekend #5 – Beyond the Normal Healthy Client

It's one thing to teach an active person who has no aches and pains, but clearly another thing to teach a person with one or multiple ailments. Your confidence is everything. Weekend #5 focuses on how to achieve confidence when there are many unknowns. You will review how to work around ailments, but we must go beyond. You will learn how to self-study and apply your education to teaching your clients. Comfortably apply information. You need greater confidence with clients with painful or unusual imbalances. You need a method to study and apply. You need resources.

Homework – Full integration of material. Weekly themes, projects and workbooks related to our previous weekend and in preparation for optional testing and future teaching.

Skype Meetings – monthly meetings (on computer or mobile device)

Testing

Not everyone will want to test; however, if you do, we will add testing to the end. What are the benefits of testing? Feedback. I will give you feedback all through our weekends, but our work together is not over at the end of Weekend #5...we have a lifetime together. Let's see where you are after the weekends and plan for the future.

In addition, in the future of The Vertical Workshop, if a full teacher training program launches, I will be seeking out Teacher Trainers. Only those who have taken The Intensives and have passed the testing will be eligible to train as a Teacher Trainer.

Tuition and Payment Plans:

Tuition: \$7500

That is relative to \$100/week + \$300 manual

Upon your acceptance, and before your first weekend of the Intensives, your first payment is required. Refunds and cancellations will be discussed in your acceptance contract.

Payment Forms:

Wire Transfer no additional fee

Credit Card 2.75% additional fee if swiped card

3.5% + 15 cents additional fee if no swipe of card

Payment Plans:

Of course, you are welcome to pay the entire tuition in one payment; however, it is understandable that paying in portions is often necessary.

We can set up payment plans in either form of payment listed above in 2,3,4 or 5 installments. Additional fees apply as stated above.

2 installments = \$3750 + applicable fees /installment

3 installments = \$2500 + applicable fees/installment

4 installments = \$1875 + applicable fees /installment

5 installments = \$1500 + applicable fees /installment

Eligibility Requirements:

- Proof of Completion of Teacher Training Program on all apparatus
- or
- Proof of 3 years teaching Pilates for 20 or more hours/week.
- Completed Application (included in this packet)
- Video (described below)

Video Portion of Application:

Why a video?:

Throughout the Intensives, we will use the exercises Joseph Pilates created at the "Beginner" and "Intermediate" levels. It is necessary that I know you know these exercises. I am not interested in a performance of these. This is not about how "well" you do these exercises...but that you are well-familiarized with this repertoire. You may or may not teach this style. All fine. However, during the seminars, we are working on increasing your level of teaching...rather than basic learning of these exercises. I just want you to be comfortable with this vocabulary so that you can get the most out of this program.

Interested in the program, but don't know Joseph Pilates' vocabulary of exercises? Please reach out to me at info@TheVerticalWorkshop.com so that we may discuss many options for learning this material.

What to video?:

A video (from your computer, phone or tablet is just fine) of your doing Joseph Pilates' "Beginner" and "Intermediate" exercises on the Mat and the Reformer + 2 exercises on 2 other apparatus (i.e. Cadillac, Wunda Chair, Spine Corrector, etc.) + 1 upright/standing exercise to finish. The list of mat and reformer exercises is included in this packet just before the written application.

Only 3-5 repetitions of each exercise, please. Of course, many exercises have up to 10 repetitions, but I am only looking to know that you know the technique (and apparatus set ups) of these exercises.

The additional apparatus other than mat and reformer are your choice. I'd like to see that you choose exercises that are appropriate for your needs and challenges. I'm not looking for the most advanced...I'm looking for the right choices for you as your own student.

***Please note...if you do full repetitions, I will send it back to you and ask for minimal repetitions.

Application for The Vertical Workshop Pilates Teacher Intensives

Name: _____

Email Address: _____

Home Address: _____

Desired City to Participate in: _____

Mobile Number: _____

Pilates Program(s) where you received your teacher training:

Month and Year of completion of your first teacher training program: _____

PMA certified?

PMA Member Number: _____

Year you began taking Pilates: _____

Why did you start taking Pilates? (Please be brief. No more than 3 sentences.)

Why did you start teaching Pilates (Please be brief. Again, no more than 3 sentences.)

***Please note that if your answers are more than 3 sentences I will send this back to you to edit.

What are your teaching strengths? (Please be brief. No more than 3 sentences.)

What do you wish to improve in your teaching? (Please be brief. No more than 3 sentences.)

What would you like to get out of your Intensives? What are your expectations and needs? (Please be concise enough that you can keep your statement to the space below this question only. Please do not add additional pages or write/type on the back, etc.)

Thank you for applying to The Vertical Workshop Pilates Teacher Intensives,

– Shari Berkowitz

Application Check List and Manner of Disbursement:

Complete Application

Scan and email to info@TheVerticalWorkshop.com

If you do not have a scanner, get the application "JotNot" and use it to scan and send the application.

Questions? Email info@TheVerticalWorkshop.com

Copy of your Teacher Training certificate or proof of your 3 years of teaching. Scan and email to me at information listed above.

Video Portion with limited repetitions

Email it to info@TheVerticalWorkshop.com with a subject line of "TVW PTI Video Application"

You will receive an email notification when your full application (all 3 sections) has been received.

Mat Exercises for Video Portion of Application

The Hundred

The Roll Up

Single Leg Circles

Rolling Like a Ball

Single Leg Stretch

Double Leg Stretch

Single Straight Leg Stretch

Double Straight Leg Stretch

Criss-Cross

Spine Stretch Forward

Open Leg Rocker

The Corkscrew

The Saw

The Swan Preparation

Single Leg Kicks

Double Leg Kicks

The Neck Pull

The Shoulder Bridge

Jack Knife

Side Kicks (Front/Back only)

Swimming

Leg Pull Down

Leg Pull Up

Side Bend

Seal

Push Ups

Reformer Exercises for Video Portion of Application

The Footwork (Toes, Heels, Arches, Tendon Stretch)

The Hundred

The Short Spine

Coordination

Archival Rowing/Seated Arms (If you know them. If you don't know them, I will teach them to you)

Pull Straps I & II

Backstroke

Teaser

Short Box Series:

Round

Flat

Twist/Reach

Tree

Side Sit Ups

Long Stretch

Down Stretch

Up Stretch

Elephant

One-Legged Elephant

Long Back Stretch

Stomach Massage Series (Round, Reach Back, Reach Up, Twist)

Semi-Circle

Leg Circles/Frogs

Knee Stretch Series (Round, Arched, Knees Off)

Running

Pelvic Lift

Front Splits part III (the thigh stretch portion)

Do you have more questions?

Email your questions to Shari Berkowitz at
info@TheVerticalWorkshop.com

Thank you!