



Pinnacle Training Systems

THE SCIENTIFIC APPROACH TO YOUR SUCCESS

A proposal for:

City of Fresno

Bid 073015

August 4, 2015

Section A: Executive Summary

August 4, 2015

City of Fresno
Purchasing Division
Attn: Gary Watahira, Purchasing Manager
2600 Fresno Street, Room 2156
Fresno CA 93721

RE: Proposal for Annual Fitness/Wellness Evaluations

To Whom It May Concern:

On behalf of Pinnacle Training Systems, LLC (PTS), it is my profound privilege to present our proposal packet to the City of Fresno in response to the RFP for annual fitness/wellness evaluations for the Fire Department. We appreciate the opportunity to describe in detail how our team of professionals, specifically trained and educated in preventative medicine and kinesiology, can assist the City by providing physical fitness training services for your department employees. We have reviewed the requirements of your fitness/wellness evaluations, and we are confident that we can provide services that will allow your department personnel to maintain an ongoing level of physical fitness throughout their career with the City.

Throughout our proposal, we will describe how PTS is uniquely qualified to provide fitness/wellness evaluations that meet and exceed your expectations. Our mission is to help individuals and organizations reach their health, fitness and athletic goals. At PTS, we apply scientific principles to each and every program and service offered, giving individuals and organizations of all shapes, sizes and abilities a clear way to identify and achieve their goals. We are confident that the following key attributes of our company will compliment and support your efforts to improve overall department fitness, prepare employees for required fitness tests, and mediate on-duty injuries related to poor fitness levels.

The Scientific Approach: Many businesses purport to offer science-based programs, but lack the knowledge and education to back their claims. PTS distinguishes itself by hiring well-educated scientists with advanced degrees in health-related fields. Our fitness and wellness approach can be described as scientifically-based, cost-efficient and effective.

Physical Fitness Services Based on Sound Science: We understand that the City of Fresno Fire Department seeks to provide a comprehensive fitness service to all department employees and strives to support employees along their journey to optimal health. We pride ourselves on our ability to develop structured fitness programs and nutrition support that deliver meaningful outcomes for the City. PTS is owned by a former professional athlete with a doctoral degree in exercise metabolism and nutrition. Our company's in-depth understanding of individual behavior change, group dynamics and nutrition positions us to deliver personalized coaching, instruction and group exercise programs that will prepare your employees to perform one of the toughest jobs in the nation.

PTS has a history of working with various public safety personnel throughout the State of California. We have been successful in saving lives, as identified by irregular EKG traces and in reducing workers compensation claims and as a consequence, saving these departments money. We have extensive experience conducting the fitness and wellness evaluations outlined in the RFP.



Furthermore, all of our testing services are mobile and thus, PTS is able to provide these through various locations throughout Fresno.

Reliable Account Management Team: PTS is dedicated to providing our clients with prompt customer service and problem resolution. We are 100% privately owned, controlled and operated which allows us to ensure that our clients have direct and immediate access to our company's owner and lead decision-maker. Additionally, the City will have a dedicated PTS team to give your account the specific attention and service it deserves.

We are committed to delivering the services you seek and we are well prepared with staffing and resources to begin services on the dates mutually agreed upon by the City and PTS. Should you have any questions about our proposal, please feel free to contact me directly by phone at (559) 977-1739 or by email at fgomez@pinnacletrainingsystems.com. Thank you again for your time and consideration. I look forward to speaking with you further about PTS and how we can work with together to achieve success.

Sincerely,



Felicia Gomez, Ph.D.
Founder/CEO
(559) 977-1739
fgomez@pinnacletrainingsystems.com



Section B: Primary Contractor Information

Point of Contact:

Felicia Gomez, Ph.D.
726 W Barstow Ave, Suite 116. Fresno CA 93704
559 977 1739
fgomez@pinnacletrainingsystems.com

Company Background/History:

At PTS, we take great pride in having a highly educated and qualified staff. With a Ph.D. in Exercise Metabolism and Nutrition, our founder Dr. Felicia Gomez, has taught in the field of exercise physiology, health and wellness for over 20 years. In addition, Dr. Gomez is a former professional athlete, and intimately understands the needs and concerns of high performing individuals – and as tactical athletes (which includes fire fighter personnel), many times that aspect of training is often overlooked by other health and wellness companies. Dr. Gomez has completed the Tactical Strength and Conditioning (TSAC) Facilitators Course conducted by the National Strength and Conditioning Association. This 3-day course involved hands-on and lecture-based material which taught a practical, scientifically-based approach to training tactical operators. Dr. Gomez has learned how to evaluate the needs of tactical operators and how to properly implement appropriate training techniques into a training program which will improve the performance of emergency responders. Since 2010, Dr. Gomez has applied this scientifically-based approach to all aspects of the training she provides for tactical operators to improve performance, promote wellness, and decrease injury risk.

With over two decades of experience in the fitness and wellness field, Dr. Gomez has unparalleled expertise in transforming personal health. Dr. Gomez's passion for fitness developed from her successful career in elite sports as a professional cyclist and duathlete. Having competed at the World Championships for two separate sports and named as an alternate for the Canadian Olympic Road Cycling team in 2008, Dr. Gomez has a unique combination of academic knowledge and practical experience in applying these principles to sport and fitness performance, and has expanded her business to include employee health and wellness programs. Her passion for helping others improve their health and wellbeing is evidenced by the high success rate, and positive results experienced by her clients. Dr. Gomez's sporting history, practical experience, and educational background makes her uniquely qualified to provide the highest level of service to her clients. PTS is one of only a few health and wellness companies who specialize in this very specific health arena – fitness training for emergency responders – and PTS has a proven record for improving the health and wellness of the men and women in law enforcement and fire departments.

At a minimum, our support staff holds Bachelor's degrees in Kinesiology or related fields, and most have advanced degrees and certifications. It is our commitment to bring only highly qualified individuals to our team. PTS has an employee based model. Dr. Gomez selects undergraduate and graduate level students with strong academic backgrounds in kinesiology, exercise science, and nutrition and provides them with any additional training and accreditation needed to become valuable members of PTS staff. PTS has created a unique employment model that is dedicated to providing jobs and internship opportunities to the best and brightest students from local colleges and universities. This model allows us to establish key personnel within the organization to meet growth and evolutionary needs while giving us a deep pool of educated and experienced part-time and PRN staff to utilize according to program needs.



A. HEALTH SCREENING AND PHYSICAL FITNESS TESTING

We are quite familiar with contemporary physical fitness trends and key training methods to optimally prepare a fire fighter with the physical stamina, strength and endurance to meet fitness standards and the daily demands of the job. We recognize that health and fitness are extremely important areas of concern to leaders in this line of work, and our focus at PTS is to work with the department and the City to create a supportive pathway to maintain physical fitness standards, and an effective fitness program at minimal cost to taxpayers.

As an integral part of our fitness and wellness consulting work with our clients, we have reviewed and evaluated the latest fitness trends relative to fire service. Our fitness services are designed to promote sustainable lifestyle changes that lead to improved fitness, better nutrition, and enhanced job performance. PTS has leveraged The Cooper Institute (CI) framework which outlines the importance of health and wellness within emergency responders.¹ The CI concludes that fitness relates to the ability of emergency responders to perform essential functions of the job, as well as: a) minimize the risk of excessive force situations; b) minimize the known health risks associated with the public safety job; and c) meet any legal requirements to avoid litigation and have a defensible position if challenged in court. We understand fitness assessments and standards, and the value of strengthening, flexibility and balance exercises that are key to injury prevention. Furthermore, our efforts are designed to mediate coronary risk factors and lifestyle-related diseases including obesity, cancer, diabetes, hypertension, dyslipidemia, and arthritis associated with low fitness and other lifestyle choices.

Not only does PTS conduct fitness testing, we also believe health screening is a vital component to an overall fitness/wellness evaluation. Thus, PTS is prepared to provide the following for the City of Fresno Fire Department:

- Resting blood pressure
- Aerobic capacity test
- Resting and exercise electrocardiogram
- Exercise blood pressure
- Body composition
- Flexibility
- Bench press
- Leg press
- Vertical jump
- Sit up test

A variety of blood tests will also be provided

- Blood Lipids
- Prostate antigen
- HPV
- C-Reactive Protein
- Fasting Glucose

¹ The Cooper Institute. www.cooperinstitute.org

INDIVIDUAL FITNESS PLANS

The services provided by PTS are intended to strengthen emergency responders so that their physical capabilities are exceedingly robust to withstand the demands of emergency services. We understand that the job of a fire fighter requires reasonable levels of cardiopulmonary endurance, muscular strength, and muscular endurance. We also believe that good nutrition is key to preparing public safety personnel for the vigorous physical and mental demands of the job. As such, because lifestyle-related diseases account for a significant portion of the causes of mortality, morbidity and disability in the United States, and fire fighter personnel are not excluded from this group, we compliment individual fitness plans with a lifestyle-intervention program. This program is designed to mediate the onset or progression of lifestyle-related diseases associated with low fitness and other lifestyle choices through wellness coaching, prevention and lifestyle management.

While PTS was established as a business entity in 2009, Dr. Gomez has been helping people of all physical abilities achieve their fitness and wellness goals through the development and implementation of individualized programs for over 20 years. We believe that each person is unique, thus we provide customized plans that fit within the reality of each client's life so needs are met and goals are achieved. We use data to track progress and provide consistent feedback to ensure our clients stay on track and reach their personal potential. Through structured exercise sessions and exercise plans established through scientific principles, our fitness plans provide our clients with easy-to-understand scientifically based education, support and accountability which enhance their chances at success.

Each fire fighter will receive an action plan based on the results of their most recent fitness test. Utilizing a proven coaching model, PTS will assign a Fitness Coach to each of your department personnel to develop individual action plans and accountability. Our Fitness Coaches will work with your department personnel in the following ways:

- Individual consultation will be provided remotely, either by email or phone, or face-to-face; During the consultation, the Fitness Coach will address any concerns or questions the fire fighter may have;
- A comprehensive action plan including recommendations on physical activity, nutrition and other pertinent health information relating to the fire fighters needs and concerns will be developed; and
- Additional consultations will be delivered (by phone, email or face-to-face) to address the lifestyle changes the department personnel has made, as well as goal assessment and progress.

B. LARGE GROUP FITNESS CLASSES

PTS has designed and implemented numerous fitness and group exercise programs for a variety of fitness levels, from new exercisers to elite athletes. In all cases, individuals are encouraged to work at their own level and not compete with others in the class. Due to the specific training that PTS instructors have, they are well versed in being able to adapt the exercises to any limitations a participant may have. For example, if an individual needs an adaptation to a strength training exercise that the group is doing due to an injury or biomechanical issue, PTS instructors are able to do this safely and effectively. PTS instructors create a safe and fun exercise environment, adapt exercises to accommodate participants' abilities and limitations, and vary content to maintain participant interest.



We utilize the latest research to design fitness classes that increase cardiovascular fitness and endurance, increase muscle strength, increase flexibility, lower blood pressure, lower stress, facilitate weight loss and body fat reduction. We strive to offer physical fitness training services that enhance the client's ability to perform physical activities, such as job tasks, with enough energy reserve for emergency situations and to enjoy normal activities when off-duty. PTS will design on-site fitness classes that focus on health-related components of physical fitness and job-related duties. These classes will use existing department gym equipment as well as TRX resistance straps which have been adopted by the military, law enforcement and emergency responder agencies to enhance the fitness of their employees with the intent of enhancing overall health and the job performance. Although physical fitness improvements may be best accomplished at a gym or facility equipped with an array of weights and fitness machines, PTS can deliver fitness instruction that require little or no equipment.

C. FITNESS-BASED NUTRITION PLAN

Proper nutrition is essential for all emergency responders as it helps to keep the individual both physically and mentally prepared for the vigorous tasks of the job. A healthy diet can decrease the changes of injury and illness during training, and reduce the risk of chronic conditions such as diabetes, cancer and cardiovascular disease. Dr. Gomez and her staff do not believe in diets or supplements (unless medically indicated), instead we teach people how to think about food differently and provide tools to use so every type and kind of food can fit into a daily calorie budget. An individual can have the best coach, genes, training plan or equipment, but it can all come apart without the proper nutrition.

If the City chooses this service, PTS will work with department personnel to enhance training and performance through the science of *Pinnacle Nutrition*, tailored specifically for the tactical athlete. Currently, PTS is working closely with the Clovis Police Department providing nutrition workshops and seminars that are specifically designed to address the unique challenges and barriers facing law enforcement.

Prior Experience:

Over the years, our team at PTS has provided physical fitness, health promotion and injury prevention for a range of individuals, athletes and organizations. An increasing portion of our work has involved occupational health and safety programs. A majority of our work in this arena has been with law enforcement and specifically fitness training, health screening and fitness testing, as well as nutrition counseling. In addition to the Clovis Police Department (since 2012), we have tested officers at the Central Marin Police Authority and the Red Bluff Police Department. In 2014, we also conducted health screening and fitness testing identical to the services in this RFP with the Clovis Fire Department.

Specific examples of work we have done within the last three years in the health and fitness field include:

Clovis Police Department – We have worked with this client since 2012 to provide fitness testing, health promotion, nutrition education and injury prevention for law enforcement located in Fresno County, California. Specifically, PTS has worked closely with Clovis Police Department to implement a comprehensive employee Fitness Program including: a) fitness testing; b) lifestyle modification; c) individualized exercise programs; d) group fitness classes and e) education and accountability. This partnership has resulted in significant reduction in workers compensation claims, time off for disability, increased fitness levels and reduction in cardiovascular disease risk indices. All fitness



testing and group exercise classes are conducted on-site and in collaboration with administration to minimize overtime costs to the department.

This client has reported that its workforce is the fittest they have been in 26 years, and in 2013 had every employee meet or exceed the fitness standards on the first attempt. The client has attributed these results in part to the fitness classes provided by PTS, individual fitness coaching delivered on-site by PTS, and organizational culture change that has facilitated the adoption of healthier food options at the police department. Employees have become fitter, more accountable for their personal health and have made significant improvements in their nutritional habits.

PTS has also worked with members of various law enforcement agencies within Fresno County providing a customized training and nutrition program for their Baker to Vegas Team. This team took 66 min off of their previous time and placed 3rd in their division in 2014 and 2nd place the following year. This demonstrates the success of our fitness and nutrition programming.

Our comprehensive protocol for the Clovis Police Department includes resting and EKG monitoring. In 2012 and 2015, we identified an abnormal exercise EKG and referred the officer to his physician. In each case, our identification of an abnormal EKG saved the officers life.

Clovis Fire Department – PTS took over this contract in 2014 due to our flexibility in scheduling in addition to our mobility (personnel were tested onsite). The testing protocol was identical to the one requested for the City of Fresno Fire Department. PTS worked with administration to provide testing on days that were best for the work schedule of the fire fighters minimizing overtime pay and thus reducing the overall cost to the Department. In an unsolicited letter of reference, the Battalion Chief in charge praised PTS for their professionalism and ability to accommodate the Department's varied work schedules. We will continue our work with Clovis Fire Department in 2015.

Red Bluff Police Department – PTS travelled to Red Bluff in 2015 to test their sworn and non-sworn personnel. This was the first year this department had implemented such testing and despite the volunteer nature of this testing program, there was 100% participation by all sworn officers. A comprehensive health screening and fitness testing protocol was used on sworn officers while a basic health screening was provided for non-sworn personnel. PTS has received continuous feedback from the Chief and other officers on the positive impact this program has had on their Department as a whole in addition to individual officers.

Central Marin Police Authority – Upon hearing Dr. Gomez give a key note seminar on the importance of health and wellness for police officers, PTS was contacted by the Central Marin Police Authority to provide comprehensive health screening and fitness testing to their Department. This first year was a pilot program offered to 10 officers. In 2015 they plan to expand the program to the entire Department. Once again, PTS was applauded for their professionalism and their ability to accommodate their personnel throughout the process.

Fresno Unified School District – While not a public safety entity, we highlight this client due to the size and varied scope of services we provide. We have worked with this client since 2013 to implement a comprehensive wellness program for school district personnel (25,000 eligible personnel). The core components of the client's wellness program include group fitness instruction and our proprietary employee wellness portal which is utilized to manage an online health risk assessment, biometric screening data, and wellness coaching. All services are delivered on-site at various district worksites (over which there are over 130). Our partnership with the school district began during the first year of the district's wellness program and we have played a primary role in delivering targeted health interventions.



Section C: Methodology and Schedule

PTS is uniquely qualified to ensure ultimate success of your City's fitness program for fire fighter personnel and overall health of your employees. We are delighted to discuss how our services, designed to promote sustainable lifestyle changes that lead to improved fitness and comprehensive wellness among your workforce, will be managed during the duration of the agreement. If selected, PTS would perform the full scope of services related to the delivery of physical fitness testing services for the City.

PTS believes to be an effective physical fitness testing service provider we need to do more than just offer structured fitness instruction, nutritional guidance and education. Our ultimate goal is to improve the health of your employees. We plan to support the department's programs throughout the year in a number of areas in order to provide the best possible results for you and your employees:

A. Approach and Methodology:

PTS utilizes a HIPAA-compliant on-line portal which allows tested personnel to access their results quickly and efficiently. We provide an on-line version of a health risk assessment questionnaire as well as a hard copy for any personnel who may not be technologically savvy. Our first point of contact with the fire fighters is during the testing period. Upon completion, wellness coaches will review results in person and will provide follow up coaching within 4-6 weeks. This creates trust and builds a relationship between the fire fighters and PTS. Furthermore, we are a constant and continued resource for the employees throughout the duration of the contract.

B. Meetings and Interviews

Dr. Felicia Gomez and Katelyn Gilliam will serve as the primary point of contact for City of Fresno Fire Department, and will responsible for strategic program design and implementation of the physical fitness program within the department. Our overall goal is to provide expert consultation and results for your department and the City. We are committed to visiting the Fire Department facilities and will meet with City Administration as necessary.

At PTS, we are committed to helping our clients engage in behavior modification that is sustainable. At a minimum, each fire fighter will have two wellness coaching meetings. However, if requested by an employee, a PTS staff member will follow up on a monthly basis. PTS will work closely with your department and the City to manage the program in a way that your employees can be easily accommodated. We will combine face-to-face fitness training, nutrition counseling and coaching to drive wellness behavior changes among your workforce. We offer flexible scheduling, day or night, to best meet the needs of your department.

C. Reporting of Information

PTS is committed to maintaining the confidentiality of participant data and records. We comply with all aspects of the Health Insurance Portability and Accountability Act (HIPAA). PTS has built a customized HIPAA compliant portal where fire fighters can access their results of their fitness tests and health risk assessments at any time.

PTS will establish routine reporting parameters in partnership with the Fire Department and City, and will provide an aggregate summary report within 4-6 weeks upon completion of testing. Aggregate



data will be compiled and used to identify trends and problematic areas of performance that need to be addressed by the physical activity training program, nutrition consultations and/or health education. We are dedicated to working with the Fire Department to sustain the program's ongoing progress and we use data analysis and reporting tools to demonstrate the effectiveness of programs and services.

D. External Research

As a business founded on scientific principles, we rely primarily on objective data and client outcomes to measure the quality and effectiveness of our services. PTS sets benchmarks based on national outcomes for health and wellness. We evaluate individual physiological changes such as decreases in blood pressure, blood lipids, body fat percentage, and increases in lean muscle mass and compare them to national norms and standards established by the Centers for Disease Control and Prevention. Additionally, we engage in a continual literature review to determine trending and outcome determination to ensure that we are up-to-date with the latest normative data and research-based outcomes. When possible, recommendations by the IAFF and WFI are utilized.

E. Assignment of Tasks

All fitness services and health education will be conducted on-site at the City's facility of choice. PTS will assume responsibility for the scheduling, implementation and evaluation of fitness testing and wellness evaluations. All equipment can be provided by PTS and are mobile from site to site. All tasks outlined in the RFP will be performed by PTS. We will work with the City to determine optimal scheduling times and dates in addition to sites for testing.

F. Schedule of Meetings

If PTS were to receive the bid award, we would begin communication with the City of Fresno Fire Department to determine available sites for testing and scheduling of personnel. PTS is committed to working with the City to ensure testing be initiated as soon as possible and carried out in the most efficient manner.

G. Feedback to City

PTS will establish routine reporting parameters in partnership with the Fire Department and City, and will provide an aggregate summary report within 4-6 weeks upon completion of testing. Aggregate data will be compiled and used to identify trends and problematic areas of performance that need to be addressed by the physical activity training program, nutrition consultations and/or health education. We are dedicated to working with the Fire Department to sustain the program's ongoing progress and we use data analysis and reporting tools to demonstrate the effectiveness of programs and services.

H. Proposed Deliverables

PTS will conduct the tests listed below and deliver the following:

- Resting Blood Pressure
- Aerobic Capacity test
- Resting and Exercise EKG
- Exercise Blood Pressure
- Body Composition Analysis
- Flexibility Testing



- Upper Body Strength Testing via Bench Press
- Lower Body Strength Testing via Leg Press
- Vertical Jump Test
- Timed Sit-Up Test
- Blood Tests for the following:
 - Blood Lipids
 - Prostate Antigen
 - HPV
 - C-Reactive Protein
 - Fasting Glucose
- Onsite Wellness Coaching
- Follow-up Wellness Coaching
- Individual reports to all personnel (via HIPAA-compliant portal of U.S. mail)
- Aggregate Report to the City
- Additional Fitness/Nutritional Training upon approval by the City such as:
 - FITNESS CLASS INSTRUCTION

PTS' fitness instruction is based on sound scientific principles. Our classes are designed to be safe and effective, relying on guidelines and recommendations of the American College of Sports Medicine (ACSM). PTS is committed to having well-educated and trained fitness instructors with accreditation from the ACSM or other reputable fitness organizations.

PTS instructors create a safe and fun exercise environment, adapt exercise to accommodate participants' abilities and limitations, and vary content to maintain participant interest. To best meet the needs of your workforce, PTS would be willing to administer an employee interest survey specific to your department personnel to determine which classes would be most desirable to your employees in addition to recommendations based upon the results of the aggregate report.

Our expected outcomes are increased cardiovascular fitness, lower blood pressure, lower stress, weight loss and body fat percent reduction, increased muscle strength and endurance, and increased flexibility; outcomes are dependent upon the class structure and purpose.

- HEALTH EDUCATION

Risk prevention and lifestyle education can direct your employees to be more aware of the health consequences of their decisions, and to accept their responsibilities for health. By providing your employees with health promotion education, your department and the City is supporting personal and social development, and enhancing life skills. Your employees, in turn, strengthen their skills to exercise more control over their own health, over their environments, and to make choices that are conducive to health. The purpose of the health improvement and disease management component of the program is to educate your workforce through informational classes on various health-related topics. Courses are facilitated discussions that provide your employees with evidence-based, current and practical information. While there are general scientific principles related to nutrition and fitness that apply to all populations, our seminars are adapted to address the unique needs to tactical operators, providing practical information that can easily be applied.



I. Proposed Schedule

PTS will work closely with the City of Fresno Fire Department to determine the best scheduling days and sites to provide testing. Based on the time line used by the City of Clovis Fire Department, PTS estimates the ability to test 12-14 fire fighter personnel each day. This number is an estimation only and once awarded the bid, a reasonable and efficient timeline will be determined in conjunction with administration.

PTS is also available to provide group nutrition and/or fitness classes on an as needed bases to fire fighter personnel.

Section D: Subcontractor Information

Atherotech is a diagnostics lab utilized by PTS for blood draws. We have worked with them for the past two years and for all our public safety contracts. The blood lipid test we recommend is a VAP test which has been demonstrated to identify more atherosclerotic variables compared to a traditional blood lipid profile. Furthermore, fasting is not a pre-requisite for accurate results. A phlebotomist is available to be on-site for all blood draws making this part of the testing process efficient for personnel being tested.

Melissa Navarro
Territory Sales Manager
7061 Nn Whitney Ave, Suite 101A
Fresno, CA 93720
559 385 9341
Melissa.navarro@atherotech.com

Section E: Representative Resumes

All resumes of key personnel are available in Attachment A



Section F: Cost Proposal

The following items comprise the price for the proposed programs. Following the cost summary is an explanation of the role of each item in the overall project. All cost projections are based upon a test population of 300 fire fighters. The actual invoice will reflect the number of fire fighters tested and the blood work completed.

Fitness Test Battery with Health Promotion Program

- 1. Fitness Testing Personnel\$75,000.00
- 2. Wellness Coaching Personnel \$15,000.00
- 3. Administrative Support Personnel \$6,000.00
- 4. ECG Equipment (paper, electrodes, razors, etc.) \$3,200.00
- 5. ECG review by licensed physician \$2,000.00
- 6. Laboratory Blood Work \$24,000.00*

*quote based on all fire fighters participating in all blood tests

Total amount for all employees (with blood): \$125,200.00

Total amount per employee: \$417.33

Total amount for all employees (without blood): \$101,200.00

Total amount per employee: \$337.33

Line item descriptions:

- 1. This line item reflects the cost of all salary and benefits to Pinnacle employees and independent contractor. The company Owner, Operations Director, or Programming Coordinator will be responsible for all planning and supervision or test personnel and are certified in Advance Cardiac Life Support.
- 2. The line item reflects the cost of all salary and benefits of the Pinnacle Wellness coaches. These wellness coaches will have 2 personal appointments with each emergency responder. They will also assist in developing the individual goals and action plans.
- 3. This line item reflects the cost of developing, planning and organizing all testing and coaching appoints. This cost also reflects the time of the programming coordinator to develop all written material, test protocol, waivers and other forms.
- 4. This line item reflects the cost of electrodes, ECG trace paper, disposable razors, alcohol preps and other various materials needed during the fitness testing.
- 5. This line reflects the cost of employing a licensed physician to review ECG traces, for everyone over the age of 40 as well as those whom appear to have abnormalities. This is based on the estimate of 10 hours of physician's time, at \$200 per hour.
- 6. This line reflects the cost of the blood draw, lab requisitions and reports through Atherotech.



Additional Services which can be added to the above proposal:

Educational Seminars

All educational seminars will be given by Dr. Felicia Gomez or Katelyn Gilliam on a quarterly basis on topics of interest such as:

Topic 1: Hands-on workshop with emergency responders covering the applicability of speed, agility and plyometric training to job duties.

Topic 2: Mental and Psychological Aspects of Emergency Responders

Topic 3: Practical Workouts to Maintain Fitness Requirements of an Emergency Responder

Topic 4: Nutrition and Supplement needs of Emergency Responders

Total Cost \$200 per hour

Total Cost of Project Not To Exceed \$135,000.00



Section G: References

1. City of Clovis Police Department

Deputy Chief Vince Leonardo.
1233 5th St Clovis, CA 93612
559-352-6882

Annual health screening and fitness testing for sworn officers. Periodic health and wellness seminars and workshops. Weekly fitness classes

Date of Service: 2011-present

Approximately: \$40,000

2. City of Red Bluff Police Department

Chief Kyle Saunders
555 Washington St # B, Red Bluff, CA 96080
530-527-3131

Annual health screening and fitness testing for sworn officers and basic health screening for non-sworn personnel

Date of Service: June 2015

Approximately:\$12,000

3. City of Clovis Fire Department

Battalion Chief Richard Cadigan
1233 5th St Clovis, CA 93612
559-324-2200

Annual health screening and fitness testing for fire fighting personnel

Date of Service: 2014-present

Approximately: \$30,000

4. Fresno Unified School District

WellPath Director: Brianne Jackson
4498 N. Brawley Ave, Fresno CA 93722
559-801-7781

Health screening for employees, domestic partners, retirees. Wellness challenges. Monthly seminars/webinars. Weekly fitness classes.

Date of Service: 2013-present

Approximately: \$250,000



Attachment A

Felicia Gomez, Ph.D.

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(Office) 726 W. Fallbrook Ave, Suite 116, Fresno, CA 93704

(Email) fgomez@pinnacletrainingsystems.com

Educational Experience:

1994-2000 University of Guelph Ph.D.
Dept. of Human Biology and Nutritional Sciences
Guelph, Ontario Canada
N1G 2W1

1992-1994 Queen's University M.Sc.
Dept. of Physical and Health Education
Kingston, Ontario Canada
K7L 3N6

1988-1992 University of New Brunswick B.P.E.
Faculty of Kinesiology
P.O. Box 4400
Fredericton, New Brunswick Canada
E3B 5A3

Professional Experience

Pinnacle Training Systems;

www.pinnacletrainingsystems.com

Founder and Owner, (2009-present)

A health and wellness company which provides scientific based training and services to a wide variety of clientele. We provide one on one coaching for all levels of athletes and individuals, nutritional consulting and coaching focusing on lifelong healthy eating, based on personalized goals and needs. We conduct physiological testing to assess current levels of cardiovascular fitness and progress to training. We also provide corporate wellness services throughout California. Health screening and fitness testing to public safety personnel.

California State University, Fresno, Fresno, CA
Associate Professor, August 2002-April 2014

Courses Taught

- Physiology of Exercise (lecture/lab)
- Advanced Exercise Physiology II: Cardiovascular and Respiratory Physiology (lecture/lab)
- Fitness Development (lecture/activity)
- A&A Fitness (lecture/practical experience)
- Exercise, Nutrition and Body Composition (lecture/lab)
- Fitness and Wellness (lecture/lab)
- Humanistic and Integrative Aspects of Exercise Science (lecture)
- Performance Related Fitness (lecture/lab)
- Advanced Exercise Physiology (lecture/lab)
- Lifetime Fitness and Wellness (lecture)
- Research Methods
- Independent Study

Ohio University, Eastern, St. Clairsville, Ohio
Assistant Professor, (1999-2002)

Courses Taught

- Principles of Physical Activity and Aging (lecture/service learning)
- Principles of Human Movement and Fitness (lecture/lab)
- Human Dynamics of Sport (lecture)
- Physiology of Exercise (lecture/lab)
- Fitness Testing (lecture/lab)
- Exercise Prescription I (Healthy Populations) (lecture/lab)
- Exercise Prescription II (Special Populations) (lecture/lab)
- Introduction to Nutrition (lecture)
- Resistance Training (lecture/lab)
- Introduction to Coaching (lecture)
- Coaching of Track and Field (lecture/activity)
- Sport Science Practicum

Queen's University, Kingston, Ontario Canada
Lecturer, (1997-1999)

Courses Taught

- Work Physiology (lecture/lab)
- Physiology of Aging (lecture/service learning)
- Physiology of Training (lecture)
- Introduction to Exercise Physiology (lecture/lab)
- Independent Study
- Introduction to Nutrition

Certificates:

Certified Exercise Physiologist
ACLS
Tactical Strength and Conditioning Facilitator

Publications (Refereed):

- F.A. Greer and L.A. Wolfe. Chronic exercise effects on subcutaneous adiposity in pregnancy. *Medicine and Science in Sports and Exercise*. 26: 663, 1994.
- F.A. Greer, D. Friars and T.E. Graham. The effect of theophylline on endurance exercise performance and muscle metabolism. *The Physiologist*. 39: A-55, 1996
- F.A. Greer, T.E. Graham and L.E. Nagy. Characterization of adenosine receptors in rat skeletal muscle. *Canadian Journal of Applied Physiology*. 22: 23P, 1997
- F.A. Greer. The endurance athlete: a series of weak links-substrate utilization. *Canadian Journal of Applied Physiology*. 23: 482, 1998
- F.A. Greer, R. Hudson, R. Ross and T.E. Graham. Adenosine receptor antagonism decreases glucose disposal in humans. *Clinical and Investigative Medicine*. 83 (Supplement), 1998
- F.A. Greer, R. Ross, R. Hudson and T. Graham. Caffeine ingestion decreases glucose disposal during hyperinsulinemic euglycemic clamp in humans. *Medicine and Science in Sports and Exercise*. 32: S291, 2000
- F.A. Greer, L. Nagy, T. Graham and A. Bonen. The presence of adenosine receptors in skeletal muscle. *The Physiologist*. 43: 347, 2000.
- J.L. Tarr, R.W. Galbreath, C.M. Gormastic, J.P. Metz, F. Greer. The cardiovascular-pulmonary effects of weight supported treadmill ambulation utilizing various harness applications. *Journal of the American Physical Therapy Association*. 83:9, 2003
- J.O. Morales, F. Greer, B. Pugh, M.G. Coles. Fatigue incurred during short-term, high power cycling is not related to surface EMG frequency variables. *Medicine and Science in Sports and Exercise*. 36: S118, 2004
- Coles, M.G., Jones-Harvey, V.N., Greer, F.A., & Gilbert, W.D. Effect of sports massage on range of motion, peak torque, and time to peak torque. *Medicine and Science in Sports and Exercise*. 36: S264, 2005
- F. A. Greer, J.O. Morales, M.G. Coles. Wingate Performance and Surface EMG Frequency Variables are Not Affected by Caffeine Ingestion. *Medicine and Science in Sports and Exercise*. 37: 5, S43, 2005.

Papers:

F.A. Greer, C. McLean and T.E. Graham. The effect of caffeine on repeated Wingate exercise tests. *Journal of Applied Physiology*, 85: 1502-1508, 1998.

F.A. Greer, D. Friars and T.E. Graham. Comparison of caffeine and theophylline ingestion: exercise, metabolism and endurance. *Journal of Applied Physiology*. 89: 1837-1844, 2000.

F.A. Greer, R. Ross, R. Hudson and T.E. Graham. Caffeine ingestion decreases glucose disposal using a hyperinsulinemic euglycemic clamp in sedentary humans. *Diabetes*. 50: 2349-2354, 2001.

F. Greer and J. Gilbert. Standards-Based Activities for Elementary Physical Education. *Journal of Teaching Physical Education*. 2006.

F. Greer, J. Morales and M. Coles. Wingate Performance and Surface EMG Frequency Variables are Not Affected by Caffeine Ingestion. *Applied Physiology, Nutrition and Metabolism*. 31(5): 597-603, 2006.

J. Kemp, F. Greer and L.A. Wolfe. Acid base regulation following maximal exercise testing in late gestation. *Journal of Applied Physiology*. 83: 644-651, 1997.

T. Graham, P. Sathasivam, M. Rowland, N. Marko, F. Greer and D. Battram. Caffeine ingestion elevates plasma insulin response in humans during an oral glucose tolerance test. *Canadian Journal of Physiology and Pharmacology*, 79: 559-565, 2001.

B. Reger, L. Cooper, S. Booth-Butterfield, H. Smith, A. Bauman, M. Wootan, S. Middlstat, B. Marcus and F. Greer. Wheeling Walks: A community campaign using paid media to encourage walking among sedentary older adults. *Preventative Medicine*. 35: 285-292, 2002.

F. Greer, V. Rondero-Hernandez, P. Sutton and K. Curtis. Obesity and Physical Inactivity Among Children and Adolescents in the San Joaquin Valley. October 2004.

F. Thong, J. Lally, D. Dyck, F. Greer, A. Bonen and T. Graham. Activation of the A₁ receptor increases insulin-stimulated glucose transport in isolated rat soleus muscle. *Applied Physiology, Nutrition and Metabolism*. 32: 701-710, 2007.

C. Cabrera, J. Morales, F. Greer, and R. Pettitt. Exercise bouts at three different intensities fail to potentiate concentric power. *International Journal of Exercise Science*. 2(1); 38-47, 2009 .

Sunderland K, Greer F, and Morales J. VO₂max and ventilatory threshold of trained cyclists are not affected by 28-day L-arginine supplementation. *J Strength Cond Res*, 25(3), 833-7, 2011.

Conference Presentations: (past 5 yrs)

- 2014 Fresno-Madera Police Chief's Conference, Pismo Beach, CA
Leading in Health and Wellness, Your Role as a Chief
- 2013 Central California Women's Conference, Fresno CA
Healthy Living for the Busy Family
- Saint Agnes Medical Center Diabetes Symposium, Fresno CA
Taking Control of Your Diabetes Through Weight Management: The Role of Nutrition and Physical activity
- Women in Leadership Law Enforcement Conference, San Jose, CA
Leading in Health and Wellness, Your Role as a Woman
- California Association of Health Underwriters Annual Conference, Fresno, CA
Worksite Wellness: Why Invest?
- 2012 NCNCA Women's Cycling Conference, Berkley, CA
Training Principles for Women Cyclists
- Diabetes Educator Conference, Fresno CA
Taking Control of Your Diabetes Through Weight Management: The Role of Nutrition and Physical activity
- 2010 Agricultural Personnel Management Association Annual Retreat: Human Resource and Safety Roundtable. Santa Barbara, CA
Health, Nutrition and Fitness: As it applies to your work and wellbeing.
- Southwest American College of Sports Medicine, San Diego. Starting Your Own Business. The Pinnacle Story; Colloquium.
- Southwest American College of Sports Medicine, San Diego, CA. B. Ferguson, J. Morales, T. Anderson, F Greer. Effects of short term sodium bicarbonate supplementation with acute caffeine ingestion on 3-km cycle performance.
- Southwest American College of Sports Medicine, San Diego, CA. G. Matias, J. Morales, T. Anderson, F. Greer. A Method to Determine Cardiovascular and Power Output Equivalence in a Hyperthermic vs. Thermoneutral Environment in Trained Cyclists.
- Southwest American College of Sports Medicine, San Diego, CA. A. Quesada, C. Jackson, T. Anderson, F. Greer. Effect of chronic L-arginine supplementation on upper body muscular strength in body builders

Southwest American College of Sports Medicine, San Diego, CA. Z. Torak, J. Morales, T. Anderson, F. Geer. The effect of creatine and/or caffeine ingestion on repeated bouts high-intensity exercise performance

Invited Presentations: (past 5 yrs)

2011

- Clovis Police Department – Defensive Tactics Training .The Importance of Fitness and Wellness to the Tactical Operator, June
- Clovis Police Department – Training Seminar, Physical Fitness and Nutrition Principles for the Tactical Operator, October
- Fresno Community Hospital Physician Grand Rounds, Health, Nutrition and Fitness: as it applies to your work and your wellbeing, November

2012

- Central California Children’s Hospital, Health Cooking for the Family, June.
- Der Manual Insurance, Worksite Wellness: Why Invest? July
- JG Parker Insurance, Worksite Wellness: Why Invest? July
- Fresno Unified School District, General Nutrition for Overall Health and Wellness, September

2013

- Hanford Cycling Club, Nutrition for Athletes, February
- Ronald McDonald House, Health Eating for the Busy Family, May
- Women’s Chamber of Commerce (Fresno), Health Eating for the Busy Family, October

2014

- O’Neils Winery – On-Site Safety Meeting, Creating a Healthier Workplace Through On-Site Wellness Programs
- VWR International, Healthy Eating for the Busy Family. Visalia, CA
- Wellness and Fitness in Law Enforcement: “The Tactical Athlete” BCJPIA, Pleasington, CA
- Worksite Wellness and Fitness Sacramento Safety and Health Summit. Sacramento, CA

2015

- Preventing Fitness Training Injuries Central San Joaquin Valley Risk Management Association, Ripon CA
- Wellness and Fitness for Police Central San Joaquin Valley Risk Management Authority Regional Forum
- Wellness and Fitness for Police, Clovis CA NCCSIF Risk Management Committee, Lincoln, CA
- Worksite Wellness: Why Invest? Skyline Scaffolding Safety Summit. Sacramento, CA

Professional Affiliations:

2007-2009	Member at Large for Development. Executive Committee Southwest American College of Sports Medicine
2002-Present	Southwest American College of Sports Medicine
1993-Present	American College of Sports Medicine (ACSM)
1992-Present	Canadian Society of Exercise Physiology

Athletic Achievements:

2012	US Masters Road Cycling Champion (female 40-44)
2005-2008	Member of the Canadian National Cycling Team (World Championships 2005&2008) Alternate for 2008 Beijing Olympic Road Cycling Team

Katelyn Gilliam

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Clovis, CA 93612

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Education

Notre Dame De Namur University- August 2007- May 2009
Bachelor of Arts in Psychology

Cal State University Fresno:
Bachelor of Science in Kinesiology-Exercise Science: August 2011-May 2013

Masters of Arts in Kinesiology-Exercise Science: August 2013-May 2015

Experience

Pinnacle Training Systems: February 2012-Present

Corporate Health and Wellness Instructor:

Instructor of Nutrition for Athletes, Nutrition for Weight Loss, Nutrition for Life, Fit Camp, Greatest Loser Challenge. Developed course outline which consisted of weekly topics and homework sheets, created powerpoint presentations for lectures, body composition and girth measurements. Class sizes consisted of 10-65 individuals. Class instruction took place onsite or online.

Worksite Wellness Operations Director:

Corporate account implementation and data management support including reporting, evaluation and analysis; coordination of biometric and fitness testing; management of health and biometric screening clinics and fitness testing for tactical operators, involvement in hiring, training, and supervision of program staff. Wellness coach for onsite biometric and fitness testing events. Conduction of corporate challenges including course outline, powerpoint presentations, and onsite or online instruction. Presenter of educational and hands on seminars that relate to wellness and/or exercise physiology. Onsite fitness class instruction and program implementation for the corporate or tactical client.

Strength and Conditioning Coach/Personal Trainer:

Exercise programming, fitness evaluation, and one-on-one sessions for individual clients that range from weight loss individuals to the athlete. Programs are based on goals of the client and scientific principles of kinesiology. Work to improve performance for specific sport and or occupational demands. Work to improve body composition, fitness and overall health. Conduction of weekly onsite fitness classes/programs for local police and fire department.

Wellness Coach:

Individual consultations based upon client's needs. Includes nutritional and exercise consulting and biometric analysis. Overall goal to improve wellness based on scientific principles. Provide nutritional analysis, exercise programming, assessment of risk factors associated with cardiovascular and cardiovascular related diseases

Half/Full Marathon Group Trainer & Program Coordinator:

Organization and marketing of group training programs. Educational seminars on proper training techniques and implementation of training principles. Participants were given training programs based on level of fitness with the overall goal to improve anaerobic threshold and endurance. Weekly training tips and weekly supervised training runs.

St Agnes Cardiac Rehabilitation Internship:

Assist cardiac rehab patients in electrode placement for EKG monitors during exercise. Multiple blood pressure and heart readings for patients before, during and after exercise. Assist patients in proper exercise technique, exercise program progression, and cool down/stretching techniques. Assist nurses and/or exercise physiologists.

Basketball Coach: 2009-2013

Head basketball coach for age groups junior high to high school. Practice itineraries constructed around fundamental work, competition and team objectives. Individual and team fundamental skill work to improve performance. Taught/camp leader for basketball program camps and little hoopsters for the elementary level.

Accomplishments

- CSU Fresno State – Graduate with Honors 2013
- Dean's list, CSU Fresno State: Fall 2011, Fall 2012
- Dean's list, Fresno City College: Fall 2009, Spring 2010, Fall 2010, Spring 2011
- Dean's list, Notre Dame De Namur University, four consecutive semesters: Fall 2007, Spring 2008, Fall 2008, Spring 2009
- Athletic Scholarship NDNU
- Academic Scholarship NDNU
- Top 25 of Graduating High School Class
- Scholar Student: 2003- 2007
- Scholar Athlete: 2003-2007
- CSF Life Member Award: 2007
- Bani Brith Student Athlete Award of 2007

Certifications

- Completion of CBEST Examination
- ACLS
- USAW Sports Performance Coach
- Training For Warriors – Level I Coach
- CSCS-NSCA (In Progress)

Haylee Koch

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Kingsburg, CA 93631

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559-577-5426

EDUCATION

Reedley College
Associates Degree of Science
Graduated: May 2013

California State University, Fresno
Bachelors of Exercise Science, Kinesiology
Graduated: May 2015

California State University, Fresno
Masters of Exercise Science; in progress
Estimated graduation: May 2017

CERTIFICATIONS

Personal Trainer
Action Certification and Training Commission

Exercise is Medicine
American College of Sports Medicine

American College of Sports Medicine Member

EMPLOYMENT

Corporate Wellness Coordinator (Oct. 2014-present)
Pinnacle Training Systems

- Conduct health screenings, schedule staffing, wellness coach, conduct fitness classes, schedule instructors
- Personal trainer
- Assist in fitness testing and health screening for public safety personnel (police and fire)

Swim Instructor (2008-Present)
Self-Employed

- Instructed children of various ages on swim technique
- Scheduled swim appointments

Workouts Unlimited (June 2015-present)

- Fitness classes instructor

STEPHEN WOLF

1608 EAST MENLO AVE. FRESNO, CA 93710

(559)269-5198 • sawolf86@gmail.com

Education

California State University, Fresno

Degree in Progress: MA in Kinesiology – Exercise Science

4.0 out of 4.0 GPA

Degree Obtained: BS in Kinesiology – Exercise Science

3.5 out of 4.0 GPA

Relevant Coursework: Physiology, Anatomy, Exercise Weight Control and Nutrition, Human Motor Control, Exercise Physiology, Biomechanics, Sport and Exercise Psychology, Fitness Development, Strength Training, Conditioning and Resistance Training

Related Work Experience

Pinnacle Training Systems

Exercise Physiologist, Coach

June 2014-Present

Wellness coach for corporate wellness clients including Fresno Unified School District, Clovis Police Department, Grundfos, and Betts Spring Company

Cycling coach

Barrows Physical Therapy

Physical Therapy Aide

July 2012-Present

Set up and teach exercises to patients as part of their rehabilitation process

Self Employed

Professional Motocross Racer and Coach

2002-2011

Provide professional motocross coaching and motocross specific training programs

Activities and Interests

Integrity Racing Cycling Team – Category 2 Racer and Team Captain

Fresno State Bulldog Cycling Club – Administrative Vice President

References

Paul Purviance

Physical Therapist

6049 N. 1st Street Suite 104 Fresno, CA 93710

(559)438-0355

Dr. Tim Anderson

Professor of Kinesiology

5275 N. Campus Dr. Fresno, CA 93740

(559)278-2016

Dan Geery

Sponsorship Coordinator Fox Racing Shox

(831)682-2835

DISCLOSURE OF CONFLICT OF INTEREST
Annual Fitness/Wellness Evaluation
 PROJECT TITLE

		YES*	NO
1	Are you currently in litigation with the City of Fresno or any of its agents?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2	Do you represent any firm, organization or person who is in litigation with the City of Fresno?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3	Do you currently represent or perform work for any clients who do business with the City of Fresno?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4	Are you or any of your principals, managers or professionals, owners or investors in a business which does business with the City of Fresno, or in a business which is in litigation with the City of Fresno?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5	Are you or any of your principals, managers or professionals, related by blood or marriage to any City of Fresno employee who has any significant role in the subject matter of this service?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6	Do you or any of your subcontractors have, or expect to have, any interest, direct or indirect, in any other contract in connection with this Project?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
* If the answer to any question is yes, please explain in full below.			

Explanation: _____

Felicia Gomez
 Signature

2015 08 04
 Date

Felicia Gomez
 (Name)

Pinnacle Training Systems
 (Company)

726 W Barstow Ste 116
 (Address)

Fresno CA 93704
 (City, State and Zip)

Additional page(s) attached.