

SCW

*Dallas*  
**MANIA**<sup>®</sup>  
FITNESS PRO CONVENTION  
AUGUST 28-30, 2015

[www.scwfit.com/mania](http://www.scwfit.com/mania)

## LETTER FROM SARA KOOPERMAN, JD

### CEO, SCW Fitness Education



Dear Fitness Industry Professional,

Thank you for registering for SCW Fitness Education's Dallas MANIA® convention! Dallas MANIA® will be an inspirational weekend with over 200 sessions available to fitness professionals. We are very excited about our new programming and thankful for all of our new and long-term sponsors! This year, we will offer a

plethora of Barre, Personal Training, High Intensity Interval Training, Aqua, Sports Conditioning, Boot Camp, Yoga, and Cycling sessions!

For over 28 years, SCW Fitness Education has been working hard to ensure that you have the opportunity to receive the most up-to-date information in the fitness industry.

We know that you are as passionate about fitness as we are! We are certain that after a weekend of MANIA®, you will be re-energized with the commitment to bring all that you learn back to your clients and classes.

Please be sure to visit the EXPO and get all of the bands, bars, music, DVDs, books, shoes and workout wear that you need to ensure you are well-equipped for 2015!

Yours in fitness,

Sara Kooperman, JD  
CEO, SCW Fitness Education

## SCW FITNESS EDUCATION WE'RE A FAMILY



is an internationally recognized education body that provides hands-on and online certifications and continuing education courses and conventions to fitness

professionals in multiple disciplines nationwide. For the past 28 years, since 1987, Personal Trainers, Group Exercise Instructors, Small Group Training Leaders, Aquatic Exercise Professionals, Cycling Teachers, Mind-Body Experts, Sport Specific Training Educators and many more get trained through SCW.

This outstanding Family of Leaders also supports Managers, Directors and Owners of clubs and facilities nationwide. As the largest conference leader in the world, MANIA® offers eight Professional Training Conventions in Philadelphia, California, Florida, Atlanta, Dallas, DC, Midwest (Chicago), and Boston.

SCW now serves over 10,000 health and wellness professionals at face-to-face convention and 90,000 in virtual connections.



## DALLAS MANIA® CONVENTION

August 28-30, 2015

## CERTIFICATIONS

August 26-27, 2015

## LOCATION

Fairmont Dallas Hotel  
1717 N. Akard Street  
Dallas, TX 75201

## WHAT IS MANIA®?

MANIA® is a three-day Fitness Education Conference, running 15 sessions every hour on the hour, featuring world-renowned Fitness Educators leading over 200 sessions on topics such as:

- Personal Training
- Group Exercise
- Nutrition
- Boot Camp
- Cycle
- Aqua
- Business
- And Much More!

MANIA® is more than just a Fitness Convention; it's the place where the fitness community goes to be inspired, recharged and learn! MANIA® is affordable and is perfectly suited for the budding exercise professional to the seasoned fitness veteran. Rub elbows with your favorite presenters (Local & International), shop the Expo and celebrate being part of a greater health and wellness community. It's a shot of adrenaline to your fitness career that keeps you coming back for more!

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# ROCK IT.

200+

SESSIONS &  
CERTIFICATIONS

70+

TOP FITNESS  
PRESENTERS

21

CEC & CEU  
HOURS

18

SESSIONS  
EVERY HOUR

## PREMIERE SPONSORS

**SPRI**

**water<sup>in</sup>  
motion**

## CO-SPONSORS



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**Savvier  
Fitness**



**ZUMBA**

## ASSOCIATE SPONSORS

ACTIVMOTION BAR



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MINDBODY  
LOVE YOUR BUSINESS

Moi cycle

PILOXING

POWER MUSIC



SURGE

TRIGGERPOINT  
PERFORMANCE

U-JAM  
Fitness

URBANKICK

WaterRower GX  
ENDURO ROW SHOCKWAVE

WERQ

yes!  
connect music

[www.scwfit.com/mania](http://www.scwfit.com/mania)

## TRAVEL & HOTEL INFO

**NEW  
LOWER  
HOTEL  
RATE**



### LOCATION:

**Fairmont Dallas Hotel**  
1717 N. Akard Street  
Dallas, TX 75201

(800) 441-1414 reservations only  
(214) 720-2020

Rooms are \$163 Single-Double, \$173 Triple-Quad – (regularly \$229 a night.) WOW – what a savings! (pay as little as \$43.25 per night when you share a room with three others!)

**Cut-off Date:** August 4, 2015



### PARKING

Secured Parking available: \$13 for less than 6 hours (inclusive of tax) with no in-and-out privileges and \$19 for more than 6 hours (inclusive of tax) with no in-and-out privileges, payable by cash or credit card. Additional unsecured lots within walking distance are also available for approximately \$5 -10 a day. Valet: \$25 per day.



### AIRPORT TRANSPORTATION

Transportation is available from Dallas-Ft. Worth International Airport to the Fairmont Hotel through Super Shuttle. Online reservations can be made at [www.supershuttle.com](http://www.supershuttle.com). Upon arrival, collect your luggage and go to Ground Transportation. Board in the baggage claim area and dial 006. Proceed to the shared ride area on the upper level and look for the orange signs that read Super Shuttle. Regular rate is approximately \$17 each way. *\*It is strongly recommended that reservations be made in advance.*



### TAXI

Cost is approximately \$50 each way from the airport to the hotel.

# OWN IT.

## MOST POPULAR WAYS TO SAVE ON MANIA®



### BE A STAFF ASSISTANT...SAVE \$160 WHILE EARNING UP TO 21 CECS/CEUS!

SCW needs energetic, outgoing, flexible fitness professionals to help run this event. Become a Staff Assistant for only \$99, saving \$160 off the regular \$259 price. Go behind the scenes at the country's premier fitness education conference. As a Staff Assistant, you'll receive a FREE event t-shirt, an invitation to the SCW Staff dinner party, 2 FREE evening Masterclasses, 50% off SCW certifications, a FREE one-year SCW membership with 20% off all SCW products while earning up to 21 CECS/CEUs!

For further details or to register, please visit [www.scwfit.com/staff](http://www.scwfit.com/staff), E-mail [staff@scwfit.com](mailto:staff@scwfit.com), or call Denise Johnston at (678) 901-9642.



### REFER-A-FRIEND DISCOUNT - EASY TO SAVE BIG!

Save \$60 off your registration! Learning is always more fun when you have a friend by your side! It's even more exciting when you can both save money! Take advantage of our Refer-a-Friend discount and pay only \$199 for the full three-day convention. That's a savings of \$60 each off the regular \$259 early-bird price. Use the Refer-a-Friend code when registering: FRIEND15. It's that easy to save big!



### SAVE EVEN MORE WITH OUR GROUP RATE:

Groups of 10 or more can achieve an even greater discount, paying only \$189 per person for ALL THREE DAYS of MANIA®! All group registrations must be submitted together with one contact name and one contact phone number. Remember, for your group to be processed, all members of your group must fill out a registration form with their home address, cell phone number, email address and completed class selections. Register online at [www.scwfit.com/mania](http://www.scwfit.com/mania) or send your completed registration forms in one packet to:

SCW Fitness Education  
ATTN: SCW Group Rate  
3675 Commercial Avenue  
Northbrook, IL 60062

If you have any questions, give us a call at (847) 562-4020. We look forward to seeing your group at Dallas MANIA®!



### YMCA DISCOUNT RATE

Save \$80 off your registration as a YMCA staff! For our friends at the YMCA, we offer a special discount of \$179 when you use our special YMCA discount code: YMCA15. All Group Exercise Instructors, Personal Trainers, Aqua Instructors, Cycle Instructors, and Management Staff receive this special discount. Please know we are required to check and confirm your affiliation with the YMCA.



### WEEKEND WARRIOR SPECIAL!

Take charge with our weekend warrior special! Attend any two-day combination and pay only \$199! Including one free Saturday evening Masterclass, this offer maximizes your MANIA® dollar! Use discount code: WEEKEND15 when registering.



### WATCH FOR TEXT MESSAGE UPDATES

SCW will send text messages regarding updates and discounts so watch your cell phones! Feel free to go to [www.scwfit.com/address](http://www.scwfit.com/address) and update your contact information.

# VALUABLE MANIA® AND SCW FITNESS EDUCATION INFORMATION



## EARN 21 CECS/CEUS IN ONE WEEKEND - WOW!

MANIA® Conventions supply you with up to 21 Continuing Education Credits/Units during the three-day convention and pre-convention certifications. SCW, AFAA, ACE, NASM, ACSM, AEA and others accept MANIA® CECS/CEUs. SCW is committed

to offering the maximum number of Continuing Education Credits possible and therefore utilizes only certified presenters or presenters with fitness-related graduate and undergraduate degrees. Please check with your certifying body to determine the exact number of CECS/CEUs required for credential maintenance. All courses are subject to CEC/CEU approval by the corresponding education body.



## OUTLINES ONLINE - PRINT AT YOUR LEISURE

All session outlines are housed on the web for your convenience. Outlines are NO LONGER PRINTED or provided on-site. Simply go to [www.scwfitness.com/outlines](http://www.scwfitness.com/outlines) and select the desired MANIA® event. The outlines will remain online 30 days

after the close of MANIA® making it easier for you to retain this important information. To receive your CECS: watch for a final evaluation email at the end of the event to receive your certificate.



## PROSTATE CANCER RESEARCH CHARITY RAFFLE & RECEPTION

Join SCW Fitness Education for our reception and Charity Raffle for fabulous fitness equipment and resources donated by our generous exhibitors and sponsors. The Charity Raffle supports

the Prostate Cancer Research Foundation and will take place Friday evening from 5:30pm-6:30pm in the EXPO area.



## ONE EXCELLENT EXPO!

You're going to love the great deals on Ryka shoes, fitness equipment, exercise DVDs, clothing, music, nutrition, fitness resource books, and Home Study Certifications. The EXPO is FREE and open to the public. If you are interested in exhibiting

at, advertising with or sponsoring MANIA®, go to [www.scwfitness.com/exhibit](http://www.scwfitness.com/exhibit) or [www.scwfitness.com/sponsor](http://www.scwfitness.com/sponsor), email [exhibit@scwfitness.com](mailto:exhibit@scwfitness.com) or call Cheryl Vincent at (708) 612-7599.



## REGISTRATION HOURS

Wednesday, August 26:	7:30am - 6:30pm
Thursday, August 27	7:00am - 7:30pm
Friday, August 28:	6:00am - 7:00pm
Saturday, August 29	6:00am - 7:45pm
Sunday, August 30	6:30am - 1:30pm



## EXPO HOURS

Thursday, August 27	5:00pm - 7:00pm
Friday, August 28	8:45am - 10:15am
	11:15am - 2:30pm
	5:30pm - 6:30pm
Saturday, August 29	9:30am - 11:15am
	12:15pm - 3:30pm
	4:30pm - 6:30pm
Sunday, August 30	10:00am - 1:15pm



## EXHIBITOR | ADVERTISE | SPONSOR

Would you like to be a sponsor or exhibitor at the country's best fitness convention?

If you are interested in exhibiting at, advertising with or sponsoring MANIA® go to [www.scwfitness.com/exhibit](http://www.scwfitness.com/exhibit), or [www.scwfitness.com/sponsor](http://www.scwfitness.com/sponsor), email [exhibit@scwfitness.com](mailto:exhibit@scwfitness.com) or call Cheryl Vincent at (708) 612-7599.

## CERTIFICATIONS OFFERED AT MANIA®

### SCW FITNESS EDUCATION CERTIFICATIONS & WORKSHOPS

- SCW Aquatic Exercise Certification
- **NEW!** SCW Ballet Barre Certification
- **NEW!** SCW Foundations of Kettlebell Movements
- SCW Group Exercise Certification
- SCW Group Strength Certification
- SCW Small Group Training Certification
- SCW Lifestyle and Behavioral Coaching Workshop
- SCW Pilates Matwork Certification
- SCW Personal Training Certification
- **NEW!** SCW Training with Kettlebells Certification
- SCW Sports Nutrition Certification
- SCW Weight Management Certification
- SCW Yoga I Certification
- SCW Yoga II Certification

### SPONSORED CERTIFICATIONS & WORKSHOPS

- Barre Above™ Certification
- **NEW!** Jillian Michael's BODYSHRED™ Workshop
- Moi Level 1 Cycling Instructor Certification
- **NEW!** 3D XTREME™ Certification
- Schwinn® Cycling Instructor Certification
- RealRyder® Certified Instructor Training
- Tabata Bootcamp™ Certification
- **NEW!** MOTR™ Training: Core, Cardio and More
- Trigger Point® Myofascial Compression Techniques: The Evolution of Foam Rolling
- **NEW!** URBANKICK® Instructor Certification
- **NEW!** WATERinMOTION® Aquatic Certification
- ZUMBA® Basic Skills Level 1 Instructor Training
- **NEW!** Moving to Happiness® Coaching Method
- Functional Flexibility And Fascia Fitness Certification

## BECOME A MEMBER!

### PAY ONLY \$79 FOR ONE YEAR OR \$129 FOR TWO YEARS AND ENJOY THE FOLLOWING:

- Pay as little as \$179 for the full 3-day MANIA® Event!
- FREE MANIA® Masterclass!
- First Choice MANIA® Class Selections GUARANTEED\*!
- 20% discount on products purchased online and at SCW MANIA® booth!
- For more information visit [www.scwfitness.com/membership](http://www.scwfitness.com/membership)

\*As space and equipment permit.  
Attendee must register before the initial deadline of August 3, 2015



# OUR SPONSORS BRING IT.

## SPRI®



SPRI® Products, Inc. is the leading manufacturer and distributor of rubberized resistance exercise products for the health and fitness industry. SPRI® designs and produces innovative rubber resistance exercise products and has led the way in popularizing rubberized resistance workouts. As the pioneer of this simple but effective method of strength training, toning, and building lean muscle tissue, SPRI® has remained on the cutting edge of today's exercise trends. SPRI® continues to expand into related markets as new applications are discovered and professional and consumer interest builds. As the fitness industry continues to evolve and move toward convenience and affordability, our line of products has grown to include educational materials, instructional manuals and videos, fitness equipment and accessories. Visit [www.spri.com](http://www.spri.com) for more info.

## water<sup>in</sup> motion®



WATERinMOTION® is the new wave in aquatic fitness. This vertical exercise system is pre-choreographed and designed to effectively, efficiently and profitably utilize the most expensive piece of equipment in your health club: your pool! Incredible music, invigorating movement, and magnificent marketing are the pillars of this amazing program. Land instructors smoothly and easily transition into the pool. WATERinMOTION® is a systemized, turn-key program that improves and retains quality control in your aquatic fitness department. Aquatic programs show increases in staff retention and membership usage. For licensing information go to [www.waterinmotion.com](http://www.waterinmotion.com), contact [water@scwfitness.com](mailto:water@scwfitness.com) or call 847-562-4020.



BOSU® products are known industry-wide for training balance, building strength, fine tuning skills for sport, enhancing flexibility, and delivering killer cardio workouts. The BOSU® Balance Trainer, BOSU® Ballast® Ball, and BOSU® product accessories and DVDs challenge the entire body with integrated, multi-joint movement that requires muscle groups to work together. Proudly made in the U.S.A. For certification and workshop information, including 3D XTREME™, and to pre-order demo equipment, e-mail [sales@bosu.com](mailto:sales@bosu.com), call (800) 810-6528, or visit the booth!



The Kamagon Ball's® patented, Hydro-Inertia™ technology adds up to 13 pounds (9" size) or 45 pounds (14" size) of fluid resistance to exercises and enables users to burn more calories than traditional, static weight training with the same amount of resistance. The Kamagon Ball® is a versatile, functional training tool that recruits more muscle fibers and teaches the body to stabilize while performing exercises. Available in two sizes and three colors (pink, blue, and grey), includes a workout DVD, and proudly made in the U.S.A. For certification and workshop information and to pre-order demo equipment, please e-mail [info@hedstromfitness.com](mailto:info@hedstromfitness.com), call (800) 810-6528, or visit the Kamagon® booth!



Surge® is a water-filled, cylindrical tool that imposes top-down instability with quickly-changing, fluid dynamics to replicate unstable demands on the body, and incite "think-react" muscle actions. The product measures 42" L and 8.5" in diameter, weighs approximately 11 pounds (without water), holds up to 65 pounds of water, features two sets of handles (for a variety of grip options), includes an introductory workout DVD, and is proudly made in the U.S.A. For certification and workshop information and to pre-order demo equipment, e-mail [info@hedstromfitness.com](mailto:info@hedstromfitness.com), call (800) 810-6528, or visit the Surge® booth!



For over 25 years, Rykä has been innovating athletic footwear exclusively for women. Rykä shoes fit the shape of a woman's foot perfectly with a narrower heel, roomier forefoot, increased instep volume and a more secure footbed. The result is a high-performance athletic shoe with unsurpassed fit, comfort, cushioning and control. Rykä is dedicated to supporting the needs of the fitness industry through our fitness professional discount program, Ryka Fit. The program offers 20% off footwear and apparel, special promotions throughout the year and a referral program. Visit our booth to sign up, or contact us at [rykafit.com](http://rykafit.com) or 888.834.7952.



With 80 plus years of combined industry experience, the RealRyder® International team engineered a superior performance studio bike to meet the needs of the elite cyclist for training and performance, to inspire the indoor cyclist, and literally recast the indoor cycling workout from what was essentially a cardio building exercise to an overall fitness program. For more information, visit [www.realryder.com](http://www.realryder.com) or call 800-976-6280.



Join the tens of thousands of successful indoor cycling instructors worldwide who are Schwinn Cycling Certified! You too can attend the industry's most comprehensive training program by registering now to join us for the Schwinn Cycling Instructor Certification on Thursday at this SCW event. Then, take the education back to your club to certify your team! MANIA® attendees receive a 20% discount off the regular club certification price. For this offer and other show discounts on Schwinn® Indoor Cycling Bikes, visit us in the Schwinn Cycling room or call (360) 823-1906. You can also visit us online at [www.SchwinnEducation.com](http://www.SchwinnEducation.com) or find us on Facebook at [www.Facebook.com/SchwinnIndoorCycling](http://www.Facebook.com/SchwinnIndoorCycling) and on Twitter @SCHWINNtraining.



WaterRower GX is excited to bring its internationally-renowned fitness programs, Indo-Row and ShockWave, back for a sixth year to the SCW convention schedule. If you are looking to bring one or both of these renowned fitness programs to your facility, or you simply want to add another weapon to your personal training arsenal or juice up your circuit classes, don't miss out on the opportunity to take home our American-Made rowing machine with its unique WaterFlywheel resistance. As our show machines are limited, you cannot miss out on this chance to purchase the WaterRower GX Studio from the show for \$795.00 (a \$400.00 savings)! Lock in our best pricing of the year by contacting us at [gx@waterrower.com](mailto:gx@waterrower.com) or simply call us at 800-618-3730.



Through time and expertise, MOi Cycle (pronounced MOY) has developed a style, an influence, and a mojo that defines the MOi Cycle ride and the MOi Cycle training. Developed by the MOi Cycle team in Aspen, Colorado, our culture is a culture that creates one's desire to ride and become strong while at the same time keeping a smile on our participants' faces. The MOi Cycle program is a turnkey program allowing for quick implementation into a class schedule to enhance and generate new excitement within any cycle program. MOi = Mind Over intensity! For more information, visit [www.moicycle.com](http://www.moicycle.com) or call 703-929-3153.

# PRE-CONVENTION CERTIFICATIONS & WORKSHOPS

## SCW CERTIFICATIONS

WEDNESDAY, AUGUST 26

### SCW PERSONAL TRAINING CERTIFICATION

**Keli Roberts**

**Wednesday, August 26, 9:00am-6:00pm**

**\$159 MANIA® Attendees / \$199 Non-Attendees**

This Nationally Recognized Personal Training Certification is led by only the top Presenter/Trainers in the country. Combining lecture and activity, this workshop addresses academic foundations, training principles, and hands-on program design to provide students with the skill sets and critical knowledge required to guide individuals to achieve their health-fitness and performance goals. The essentials of exercise physiology and kinesiology, health-risk assessment, physical evaluations, programming alternatives for cardio, strength and flexibility advancement, and an introduction to facilitating behavior change along with basic business and marketing skills are all addressed in this day-long course. *Manual will be emailed from SCW Fitness Education. Price includes training manual and testing fee (\$89 value). "Strength Training Anatomy" by Frederic Delavier is recommended but not required, \$24.95 (pick-up on-site). CPR card not required. SCW (8.0), AFAA (6.75), AEA (4.0), ACSM (8.0), NASM (0.8).*

### SCW YOGA I CERTIFICATION

**Manuel Velazquez**

**Wednesday, August 26, 8:30am-6:00pm**

**\$159 MANIA® Attendees / \$199 Non-Attendees**

This Nationally Recognized Certification is the number one Yoga Certification in the U.S. offering the most comprehensive theoretical and practical approach to hands-on yoga instruction. Experience different Hatha yoga postures suitable for varying clientele - young, old, competitor, injured or recovering athlete, and advanced or deconditioned participant. Research, postures, program design and cueing techniques are addressed in a passionate and systematic approach. Participants leave qualified to lead a successful yoga class or yoga-inspired cool down regardless of their previous teaching experience. *Manual will be emailed from SCW Fitness Education. Price includes training manual and testing fee (\$89 value) CPR card not required. SCW (8.0), AFAA (7.0), ACE (0.8), AEA (4.0), ACSM (8.0), NASM (0.8).*

THURSDAY, AUGUST 27

### SCW AQUATIC EXERCISE CERTIFICATION

**Manuel Velazquez**

**Thursday, August 27, 8:00am-5:00pm**

**\$159 MANIA® Attendees / \$199 Non-Attendees**

Drawing on over 100 years of combined expertise in the aquatic fitness industry, this Nationally Recognized Certification serves as an important first step into the field of teaching water exercise. This comprehensive course addresses practical skill mastery while reinforcing the benefits of aquatic exercise in the unique environment of water.

The principles of aquatic training as they apply to general anatomy, kinesiology, water depth, movement plans, practical cueing skills, musical usage, and special population adaptations are thoroughly addressed. The need for professionalism, leadership skills, and legal considerations are reinforced. Practical on-site coaching of teaching skills is included. *Manual will be emailed from SCW Fitness Education. Price includes training manual and testing fee (\$89 value). CPR card not required. SCW (8.0), AFAA (8.0), ACE (0.7), AEA (8.0), ACSM (8.0), NASM (0.8).*

### SCW GROUP EXERCISE CERTIFICATION

**Irene Lewis-McCormick, MS**

**Thursday, August 27, 8:00am-5:00pm**

**\$159 MANIA® Attendees**

**\$199 Non-Attendees**

Learn class sequencing, warm-up progressions, musical phrasing, proper cueing techniques, choreography development and all the practical skills required to teach your best class, every class. Leave this Nationally Recognized Certification with confidence in your ability to lead and demonstrate proper group teaching skills. Understand cardiovascular training, muscular endurance and flexibility training techniques with one of our industry's finest. The balance of theoretical and practical training produce this cutting-edge Group Exercise Certification perfect to prepare you for the newest variety of fitness programming - Hi/low impact, muscle sculpting, HIIT programming, and more. *Manual will be emailed from SCW Fitness Education. Price includes training manual and testing fee (\$89 value). CPR card not required. SCW (8.0), AFAA (5.0), AEA (4.0), ACSM (8.0), NASM (0.8).*

### SCW PILATES MATWORK CERTIFICATION

**Abbie Appel**

**Thursday, August 26, 8:00am-5:00pm**

**\$159 MANIA® Attendees**

**\$199 Non-Attendees**

This Nationally Recognized Certification introduces a progressive series of exercises and modifications based on the methods of Joseph Pilates. The principles of core stabilization, Pilates matwork, and physical therapy techniques create the foundation for this intensive combination of theoretical and practical training. Proper execution of form, technique, and programming are explored as they apply to training the young, old, athletic, sedentary, and even those rehabilitating from injury. *Manual will be emailed from SCW Fitness Education. Price includes training manual and testing fee (\$89 value). CPR card not required. SCW (8.0), AFAA (7.0), ACE (0.8), AEA (4.0), ACSM (8.0), NASM (0.8).*

### SCW SPORTS NUTRITION CERTIFICATION

**Fabio Comana, MA, MS**

**Thursday, August 27, 9:00am-3:30pm**

**\$159 MANIA® Attendees / \$199 Non-Attendees**

Sports Nutrition and weight-loss continue to enjoy robust growth in response to consumer demands topping \$25.8 billion in sales; comparable in size to the entire fitness industry (\$26 billion). This growth is fueled, in part, by

changing trends towards exercise that include increased opportunities for competitive-type events, the rising popularity of shorter, more-vigorous exercise programs, and expanding research connecting effective nutrition and hydration with improved exercise performance. This specialty certification delivers the knowledge and applications of sports nutrition and key supplements needed by fitness professionals to successfully educate, coach and drive clients and athletes to success. *Manual will be emailed from SCW Fitness Education. Price includes training manual and testing fee (\$59 value). CPR card not required. SCW (6.5), AFAA (6.0), ACE (0.6), AEA (6.0), ACSM (6.0), NASM (0.6).*

### SCW SMALL GROUP TRAINING CERTIFICATION

**Keli Roberts**

**Thursday, August 27, 9:00am-5:00pm**

**\$159 MANIA® Attendees / \$199 Non-Attendees**

Small Group Training not only offers clients an affordable option to Personal Training but also more than doubles a trainer's hourly earning potential. Learn how to implement Small Group Training programs that guarantee client results utilizing a variety of simple equipment options. With hands-on practical application, participants learn valuable coaching skills that enhance critical body alignment and motor learning for all skill and fitness levels. Review how to apply the science behind program design for coaching multi-level workouts. *Manual will be emailed from SCW Fitness Education. Price includes training manual and testing fee (\$89 value). CPR card not required. SCW (7.0), AFAA (6.5), ACE (0.7), AEA (3.5), ACSM (7.0), NASM (0.7).*

### SCW TRAINING WITH KETTLEBELLS CERTIFICATION

**Brook Benton**

**Thursday, August 27, 9:00am-4:00pm**

**\$159 MANIA® Attendees / \$199 Non-Attendees**

Kettlebells provide a complete cardio, strength, and power workout. This equipment can be beneficial for clients of all ages and abilities and not just advanced lifters. Empower your clients by teaching them how to train with this great tool. In this certification, you will learn:

- Sample programs for your Level 1, 2, and 3 clients
- Kettlebell class design
- How to choreograph kettlebell to music
- Hard, soft, and fluid-style Swings
- Circuit-style versus Continuous Cardio Kettlebell

This certification is designed for personal trainers and group fitness instructors. *Manual will be emailed from SCW Fitness Education. Price includes manual and testing fee (\$89 value). CPR card not required. SCW (7.0), AFAA (4.75), ACE (0.6), AEA (3.0), ACSM (6.0), NASM (0.7).*

### SCW GROUP STRENGTH CERTIFICATION

**Irene Lewis-McCormick, MS**

**Thursday, August 27, 5:30pm-9:30pm**

**\$99 MANIA® Attendees / \$129 Non-Attendees**

Building upon the SCW Group Fitness Instructor Certification and the SCW Personal Trainer Certification, this four-hour Group Strength Certification explores the skills necessary to teach safe, unique and effective large and small group

strength training classes. Explore the benefits of resistance training, equipment options, class design, and ways in which to progress, regress and modify exercises. This hands-on program is the perfect companion to evolve your teaching techniques to accommodate the growing variety of fitness programming that involves group strength training. *Manual will be emailed from SCW Fitness Education. Price includes training manual and testing fee (\$89 value). "A Woman's Guide to Muscle and Strength" by Irene Lewis-McCormick, MS is recommended but not required (\$19.95 + s/h). CPR card not required. SCW (4.0), AFAA (2.75), ACE (0.4), AEA (2.0), ACSM (4.0), NASM (0.4).*

## SCW LIFESTYLE AND BEHAVIORAL COACHING WORKSHOP

**Fabio Comana, MA, MS**

**Thursday, August 27, 5:30pm-10:00pm**

**\$99 MANIA® Attendees / \$129 Non-Attendees**

Join this workshop and learn how to engage individuals by effectively building rapport, igniting their passion for change, and empowering them to success and self-sufficiency. Learn the art forms for rapport-building, motivational interviewing, overcoming ambivalence and resistance, personality indexing, neuro-linguistic programming and behavioral change. Become an innovator and combine your science of programming with the art of behavioral change, coaching and communication. *Manual will be emailed from SCW Fitness Education. Price includes training manual (\$24.95 value). CPR card not required. SCW (4.0), AFAA (4.0), ACE (0.4), AEA (4.0), ACSM (4.0), NASM (0.4).*

## SCW YOGA II CERTIFICATION

**Manuel Velazquez**

**Thursday, August 27, 5:30pm-9:30pm**

**\$99 MANIA® Attendees / \$129 Non-Attendees**

Take a deeper look into the fundamentals of Yoga instruction from an authentic, fitness-appropriate perspective. This condensed course serves as the next level of the Hatha Yoga postures discussed in Yoga Fundamentals I addressing the eight limbs of yoga, detailed pranayama study, partner yoga, inversions, chanting, and chakras. SCW Yoga Fundamentals I is recommended but not required. *Manual will be emailed from SCW Fitness Education. Price includes training manual and testing fee (\$89 value) CPR card not required. SCW (4.0), AFAA (2.75), ACE (0.4), AEA (2.0), ACSM (4.0), NASM (0.4).*

## SPONSOR CERTIFICATIONS

### BARRE ABOVE™

**Leslee Bender**

**Wednesday, August 26, 10:00am-6:00pm**

**\$199 MANIA® Attendees / \$229 Non-Attendees**

Join Barre Above™ for an eclectic and progressive method of barre training for all bodies. Learn the essentials and how to implement, launch, and run a successful and in-demand barre program. Whether you have barres or chairs, this education fits all needs for clubs, studios, and independent instructors. Barre Above is based on applied science to create strength, flexibility, and balance in the body. With flexible programming and progressions and regressions for all fitness levels, you will acquire the ability to teach a fun, effective, and efficient barre workout for all fitness levels. *Includes two DVDs, Instructor Manual, Bender Ball*



& Gliding Discs (items a \$125 Value). No additional fees once certified. CPR card not required. SCW (7.0), AFAA (7.0).

## WATERinMOTION® ORIGINAL & WATERinMOTION® PLATINUM AQUA EXERCISE CERTIFICATION

**Connie Warasila**

**Wednesday, August 26, 9:00am-6:00pm**

**\$159 MANIA® Attendees / \$199 Non-Attendees**

This WATERinMOTION® Certification is the perfect program for beginner to advanced water instructors to take their classes to the next level. This cutting-edge course includes an effective FREE five-part preparatory home study course addressing the principles of water exercise, the WATERinMOTION® RIPPLE teaching method, verbal and visual cueing, and active aging principles. The live full-day practical training utilizes memorized choreography routines to enhance your class sequencing, musical phrasing, teaching skills, and choreography development. Leave with the skills to teach your best class, every class! *Includes a FREE downloadable choreography video, one-hour music CD, educational materials, choreography booklet, flash cards, memorization notes, and Video assessment (\$109 value). Club discounts available. Fully integrated website with ongoing marketing and educational support included. Instructor licensing not required. SCW (9.0), AEA (9.0), ACE (0.9), ACSM (9.0), NASM (0.9).*



## 3D XTREME™ CERTIFICATION POWERED BY BOSU

**Helen Vanderburg**

**Thursday, August 27, 10:00am-4:30pm**

**\$99 MANIA® Attendees / \$149 Non-Attendees**

3D XTREME™ is a pre-formatted solution to maximize usage of BOSU® Balance Trainers in your club. This unique, high-intensity, team-oriented workout program combines functional total body training with calorie-blasting cardio, intense core, and interactive team challenges to get XTREME results. The secret is the three-dimensional impact of Triplex Training that fuses cardio, conditioning and core and utilizes the BOSU® Balance Trainer to improve overall fitness. The exercises challenge you, the pace drives you, and the team energy inspires you! Get certified to bring this program to your club and watch your participants build muscular strength, cardiovascular power and flexibility. *Participants receive the 3D XTREME™ Instructor Training Manual and DVD. CPR card not required. SCW (6.0), AFAA (6.0), ACE (0.6), AEA (4.0), ACSM (8.0).*



## MOTR™ TRAINING: CORE, CARDIO AND MORE

**Erika Quest**

**Thursday, August 27, 9:00am-5:00pm**

**\$199 MANIA® Attendees / \$229 Non-Attendees**

Learn to teach super fun, effective and challenging group exercise and small group personal training classes on the MOTR™, the most powerful and versatile piece of exercise equipment available. Combining core work, resistance training and aerobic conditioning with the rounded surface of a roller creates a unique and incredibly effective workout for the mind and the body. This course includes a detailed manual, DVD and programs for group exercise, personal training and post rehabilitation settings. *CPR card not required. CEC's pending.*



**Erika**

## SCHWINN® CYCLING: INSTRUCTOR CERTIFICATION

**Jeffrey Scott & Doris Thews**

**Thursday, August 27, 8:00am-5:00pm**

**\$199 MANIA® Attendees / \$229 Non-Attendees**

Get certified in the industry's most respected and progressive indoor cycling course. In one power-packed day, get the tools you need to become a successful, sought-after instructor on any bike. This certification is based on the newly updated Coach's Pyramid™, a system that makes teaching incredible classes simple. Learn bike fit, cycling science, class design, music, communication and motivation techniques and more. Join us for the one certification that is always innovating, which makes it worth repeating to refresh skills and inspire your teaching. Plus, ride Schwinn's newest bike + power console combination and discover how measurement turns-up rider motivation! *Take home exclusives include the Schwinn Cycling Workout DVD, your choice of Power Music Schwinn Cycling Signature Music Mix CD, a comprehensive resource manual with eight complete class designs, and a Certificate of Completion. Coffee provided midday. CPR card not required. SCW (9.0), ACE (9.0), AFAA (8.25).*



## REALRYDER® INDOOR CYCLING CERTIFIED INSTRUCTOR TRAINING

**Douglas Brooks, MS & Adam Reid**

**Thursday, August 27, 8:00am-5:00pm**

**\$195 for MANIA® Attendees / \$225 Non-Attendees**

This certification is for any instructor regardless of the indoor bike you teach on. The bike that is "Made to Move" is setting the industry on fire with a fresh and innovative approach. Light your class up with stellar cueing, inspirational coaching, motivating music and a ride they won't forget. Enjoy greater biomechanical and metabolic benefits while capturing the fun of 'real' outdoor riding as you turn, lean and balance on a fully functional indoor cycle. Learn how to match the song to the terrain, organize class plans and playlists efficiently, coach off the bike and correlate BPM and cadence. *Course includes the RealRyder® Indoor Cycling Training Program Manual (\$49.95 retail value), Session notes, Masterclass playlists and ride profiles, and a Certificate of Completion. CPR card not required. SCW (8.0), AFAA (7.25), ACE (0.8), NASM (0.8), ACSM (8.0).*



## TABATA BOOTCAMP™

**Mindy Mylrea**

**Thursday, August 27, 8:00am-5:00pm**

**\$199 for MANIA® Attendees / \$229 Non-Attendees**

Tabata Bootcamp™ is a turnkey program, which provides all the tools needed to be the best trainer you can be and help clients achieve results while generating revenue. This is more than just a workout program! You'll learn the latest techniques in HIIT research, metabolic profiling, perfect exercise programming, body assessment, and motivational coaching skills for creating positive healthy habit forming behaviors including the Take 3 Eating method, which is a behavioral science approach that will change the way your clients eat forever. This is the perfect program for group exercise, small group training and personal training. *Certification includes: two manuals, figure-eight tubing, over 140 Online Workouts/Nutritional Support Videos, and fully integrated website with complete ongoing support. No licensing fees, no monthly dues, and no cost to attend*



future trainings. Participants receive discounts on all Tabata Bootcamp equipment. CPR card not required. SCW (9.0) ACE (0.9) AFAA (9.0), NASM (.8).

## MYOFASCIAL COMPRESSION TECHNIQUES: EVOLUTION OF FOAM ROLLING



**Britny Fowler**

**Thursday, August 27, 9:00am-5:00pm**

**Additional \$175 MANIA® Attendees**

**\$225 Non-Attendees**

Take your knowledge beyond foam rolling! This Level 2 course utilizes the TriggerPoint line of products designed to increase mobility and performance with an overall improvement of one's biomechanics. This eight-hour training is hands-on, focusing on the practical application of TriggerPoint education backed by scientific research. You will leave this course with an in-depth knowledge of how to use and teach MCT to increase the performance and training results for each of your clients. CPR card not required.

## ZUMBA® BASIC SKILLS LEVEL 1 INSTRUCTOR TRAINING



**Eric Aglia & Kelly Bullard**

**Thursday, August 27, 8:00am-5:00pm**

**\$225 Early bird registration**

This training is the first step to becoming a Zumba® Instructor, and it teaches you the foundation and formula to teach Zumba® classes! You will learn the steps to the four basic Zumba® rhythms (merengue, salsa, cumbia, and reggaeton), and then you will learn how to put these steps together into a song!

Pre-con fee includes: Cardio Party and Live Class DVD, 20 Minute Express Workout DVD, 4 Basic Rhythms Review DVD, Cardio Party Music CD, The Zumba Instructor's Manual, and Zumba Certificate of Completion. CPR card not required. SCW (8.0), AFAA (5.5), ACE (0.7).

## FUNCTIONAL FLEXIBILITY AND FASCIA FITNESS CERTIFICATION

**Leslee Bender**

**Thursday, August 27, 5:30pm-9:30pm**

**\$99 MANIA® Attendees / \$129 Non-Attendees**

In this workshop, you will experience the benefits of specific pressure point fascia techniques on the lower extremities with functional flexibility exercises guaranteed to improve the body's ability to move pain free. Simplistic tools such as a tennis ball and roller are used to make dramatic changes to the body.

- Leave with ideas and techniques to increase flexibility and strength in all clients
- Learn to perform a functional assessment
- Understand why each client is an individual
- Work with athletes or weekend warriors and increase their performance level
- Discover that flexibility creates stability in the body through specific techniques

CPR card not required. SCW (4.0), AFAA (4.0), ACE (0.4), AEA (4.0), ACSM (4.0), NASM (0.4)

## MOVING TO HAPPINESS® COACHING METHOD

**Petra Kolber**

**Thursday, August 27, 9:00am-5:00pm**

**\$149 Early Bird MANIA® Attendees / \$179 N/A**

**\$179 MANIA® Attendees / \$209 N/A**

Long missing in the fitness industry have been the steps to learning a psychological approach to dealing with behavioral change. Often times we know what muscles to train and recommendations to make, but nobody prepares

fitness professionals with the secrets of life lasting change, which include the psychology of relating to clients based on their happiness factor. Learn the tips and tools to transform into a positive psychology thought leader who trains clients to evolve into their strengths. "Moving to Happiness" consists not only of the science behind movement-based therapy but teaches how to emotionally get them "moving towards their happiness."

SCW (8.0), ACE (0.7), AFAA (7.25), RYT (8.0), AEA (8.0)

## URBANKICK® INSTRUCTOR CERTIFICATION



**Shane Barnard, JD & Miwa Natsuki**

**Thursday, August 27, 8:00am-5:00pm**

**\$189 MANIA® Attendees / \$249 Non-Attendees**

UrbanKick® is an innovative and athletic workout that combines sports conditioning HIIT drills with kickboxing for a total body workout. Using punch and kick sequences, UrbanKick® expertly blends steady state cardiovascular training with metabolic training so you constantly develop strength, power, agility, flexibility and balance. UrbanKick® is designed with a "puzzle piece" format and language which allows creative license for the instructor to create their own class while never teaching the same class twice! This is an all levels format perfect for any demographic. No License or Subscription Fees. CPR card not required. SCW (7) ACE (.9) AFAA (6.8)

## SUNDAY POST-CONVENTION

### JILLIAN MICHAELS BODYSHRED™ WORKSHOP



**Mark Shipman**

**Sunday, August 30, 9:00am-6:00pm**

**\$199 MANIA® Attendees / \$199 Non-Attendees**

This nine-hour course is designed to systematically prepare you to teach/coach a high-intensity, metabolic driven Jillian Michaels BODYSHRED group class. You will be introduced to new concepts, teaching tools, and a motivating delivery style that will change the way you view teaching fitness, which will set you apart from other fitness professionals. Your course includes the science that embodies BODYSHRED along with interactive, practical applications of the methodology and creative experience of the moves and programming. You are required to pass a practical exam at the end of the training and written exam within two weeks after the workshop. Includes a Study Guide and Instructor Manual. SCW (8.0), AFAA (7.5), NASM (.8), NESTA (.5).

### SCW BALLET BARRE CERTIFICATION



**Abbie Appel**

**Sunday, August 30, 9:00am-4:00pm**

**\$159 MANIA® Attendees / \$199 Non-Attendees**

This one-day Nationally Recognized Certification does not require a dance background and enables each participant to teach Barre to his or her clients and implement programming in any type of facility using a fixed ballet barre. Barre training combines the core conditioning of Pilates with the flexibility of Yoga while increasing stability by using isometric exercises. Leave with an easy-to-follow, flexible, choreographed routine for a 60-minute Barre

class that includes a plethora of variations enabling you to discover creative ways to structure your own Barre workouts for months to come. Equipment options include light dumbbells, flat resistance bands, and mini-balls. Manual will be emailed from SCW Fitness Education. Price includes training manual and testing fee (\$89 value). No club or instructor licensing fees. Video and music support available quarterly. CPR card not required. SCW (6.0), AFAA (6.0), ACE (0.6), AEA (6.0), ACSM (6.0).

### SCW FOUNDATIONS OF KETTLEBELL MOVEMENTS



**Brook Benten, MEd**

**Sunday, August 30, 12:00pm-4:00pm**

**\$99 MANIA® Attendees / \$129 Non-Attendees**

If you plan to incorporate kettlebells into your sessions or classes, you cannot afford to miss this certification. Teach your clients to train safely and effectively using basic body postures that are the foundation of various kettlebell exercises. Change the way you train, your perception of the way you see others train, and build a platform to safely spread the love and enjoyment of training with kettlebells. The four hours spent in this course will cement your foundational knowledge of kettlebell movements. Manual will be emailed from SCW Fitness Education. Price includes training manual and testing fee (\$89 value). SCW Training with Kettlebells Certification is recommended but not required. CPR card not required. SCW (4.0), AFAA (4.0), ACE (0.4), AEA (4.0), ACSM (4.0).

### SCW WEIGHT MANAGEMENT CERTIFICATION



**Fabio Comana, MA, MS**

**Sunday, August 30, 9:00am-3:30pm**

**\$159 MANIA® Attendees / \$199 Non-Attendees**

Weight loss is identified as a leading reason why individuals aged 25 - 55 join health clubs. Yet, for those striving to lose weight, diet and exercise are viewed as traditional practices but both generally involve less-than-enjoyable experiences. Although fitness professionals seek simple, time-efficient and accurate energy-balance solutions (i.e. calories in versus calories out), emerging research and trends point beyond individual factors to include environmental influencers. This course provides the knowledge on macronutrient structure and function to drive healthier dietary choices and quantitative and simpler qualitative strategies for effective weight loss. Manual will be emailed from SCW Fitness Education. Price includes training manual and testing fee (\$59 value). CPR card not required. SCW (6.0), AFAA (6.0), ACE (0.6), AEA (6.0), ACSM (6.0).

### MOI CYCLE INSTRUCTOR CERTIFICATION LEVEL 1



**MOi Cycle Team**

**Sunday, August 30, 8:00am-12:00pm**

**\$99 MANIA® Attendees / \$149 Non-Attendees**

MOi Cycle training is an intense one-day dynamic and comprehensive educational experience. The curriculum is designed to enhance an instructor's resume, skill set, knowledge of cycling physiology and increase his/her appeal as a desirable trainer! As importantly, MOi Cycle training teaches you how to transfer your enthusiasm for the ride to your class participants so that they return again and again. After successfully completing the MOi training, each MOi coach gets five new rides every month so your classes will always feel fresh, and the rides you coach will be innovative, exciting, and challenging for your students. SCW (4.0) AFAA (4.5), ACE (0.4). Other CEC's pending.

# MANIA® COURSE DESCRIPTIONS

## FRIDAY, AUGUST 28

**FR1**
**7:30am-9:00am**

### DANCING FOR JOY

**Petra Kolber**

Join Petra in a non-stop, choreography packed and easy to replicate dance workout that is Monday morning ready. Learn how to teach to your students' strengths and have everyone leaving your classes feeling successful. Discover how to utilize the latest techniques from the world of positive psychology in your classes, so every time you will move your students into a happier mindset, have your students smiling and leave them wanting to come back for more.

**FR1A Friday, 7:30am-9:00am**

### ROPES GONE EXTREMELY WILD!™

**Brian Nunez**

Just when you thought rope training could not get any more intense, SPRI® Ropes Gone Extremely Wild creates the ultimate metabolic conditioning workout. This unique ropes-only training session develops core stabilization, authentic strength, and metabolic endurance with unique cutting-edge battling rope moves. Improve movement performance, burn lots of calories, leave no muscle untouched, and have fun in this high intensity team building session. Come and get Wicked Wild!

**FR1B Friday, 7:30am-9:00am**

### STEEL PILATES

**Jeff Howard**

This Pilates inspired workout is designed to improve strength, endurance and definition for the entire body. Steel Pilates is a class with emphasis on new ideas, progressions and regressions making your workouts all-encompassing and user friendly. This workout is ideal for group exercise and personal training professionals

**FR1C Friday, 7:30am-9:00am**

### ACTIVMOTION BAR: DISRUPTIVE TRAINING

**Derek Mikulski**

Resistance that moves inside a bar will shake you to the core. The Activmotion Bar creates the necessity to engage, activate and lock into muscle control increasing the ability to progress strength gains immediately. Learn


ACTIVMOTION BAR

an innovative approach to strength training using more than just static weight. Disruptive Training™ provides the true foundation for all functional and integrated movement.

**FR1D Friday, 7:30am-9:00am**

### BOSU® HIIT - THE METABOLIC CHALLENGE


**Helen Vanderburg**

Get maximum benefits in record time while improving cardio capacity and muscular strength and endurance! Metabolic interval training is a great way to increase fitness, and this will raise your heart rate, challenge your muscles, and push the limits on FUN! Learn high octane pyramids to push your fitness to new levels!

**FR1E Friday, 7:30am-9:00am**

### MASHUP™ 5X REAL RESULTS

**Jamie Zacharias & Stacy Redwine**

Revolutionizing fitness with the only non-choreographed format that can be done in as little as 15 minutes and is 5X more effective! Join in on a 45 minute Mashup™ that is a scientific formula showcased by Dr. Mercola! Attract yogis, athletes, and novices, uniting Mind/Body, Agility and Strength, and High-intensity intervals for three different fitness levels. Mashup has exciting, dynamic music and has been featured at the American Music Awards gifting suites!

**FR1F Friday, 7:30am-9:00am**


### STEREO HEARTS

**Brook Bente, MED**

Gone are the days when you have to choreograph your workouts to 32-count music. Music, to you, shouldn't just be playing in the background as you work out. Music is the heartbeat of the workout. This session will teach you how to find the right songs, rhythms, and tempo changes for several different modes of group fitness, from yoga to strength to HIIT! Also, learn the legal and ethical issues pertaining to broadcasting radio music in your classes.

**FR1G Friday, 7:30am-9:00am**

### DEEP WATER DANCE PARTY

**Karen Westfall, MS**

Deep water exercise doesn't have to be all cross country skis and jogging. Learn fun and innovative dance moves in the deep water accompanied by the best music from the past six decades. Yes, it's Fun and it's a Workout - what more could you ask for?

**FR1H Friday, 7:30am-9:00am**

### AGELESS AQUA

**Jessica Pinkowski**

Discover aqua movement at any age! This session mainly focuses on wellness for the active aging adult in the water. This session enables students to increase their range of motion, decrease pain, and improve their activities of daily living. The water environment is perfect for every student to feel safe and welcome. It also provides an opportunity to modify land based activities and postures that all can be successful.

**FR1I Friday, 7:30am-9:00am**


### SCHWINN® CYCLING: PIMP MY PLAY LIST!


**Jeffrey Scott**

Get hip, get updated, and get ready to upgrade your music know-how! Whether you have been teaching for days or decades, this workshop will show you how to develop a rockin' playlist, use music for maximum motivation, and navigate cutting-edge music technology that will elevate your skills as a coach. All new and complete play list and class design sheet included.

**FR1J Friday, 7:30am-9:00am**

### REALRYDER®: ADRENALINE RUSH


**Leslee Bender**

Join us for this indoor cycling, progressive, heart pumping, leg thumping mixed terrain session. Learn to plan your workout to highlight the highs and optimize recovery "lows" leaving your riders feeling exhilarated and proud of destroying old physical and mental roadblocks. Learn how to build crescendos into your ride profile through different coaching styles and use of music, at just the right times, to keep your pack of riders totally engaged.

**FR1K Friday, 7:30am-9:00am**

## PETRA KOLBER

Petra is a columnist for Spry Living Magazine. Her column is called The 2015 Happiness Challenge and is delivered to 9 million homes each month. Petra is the spokesperson for Yes! Fitness Music, and has consulted for companies such as Reebok, California Walnuts Health Magazine and Adidas. She has been awarded 2000 canfitpro International Presenter of the Year, 2001 IDEA Instructor of the Year and is a 4-time winner of ECA Best Female Presenter.



**METABOLISM, FAT, ABS, BUTT & THIGHS****Fabio Comana, MA, MS**

As a population obsessed with weight loss, the mere thought or mention of 'metabolism', 'fat', 'abs', 'butt' and 'thighs' grabs attention. Due to rising popularity, mass confusion exists surrounding the proper methods to successfully train for these goals. Join this session to learn the facts, differentiate myth from reality, and learn to educate and implement effective programs to achieve the elusive 'metabolic boost', 'fat burn', and 'firm thighs, abs and butt'. (LECTURE)  
**FR1M Friday, 7:30am-9:00am**

**WOMEN, MUSCLE, AND STRENGTH****Irene Lewis-McCormick, MS**

Get the body you want in no time. Explore fitness myths and understand the top 10 strength training exercises for women. Discover why resistance training and increased lean mass is the way to improve your appearance and lose weight! Walkaway armed with knowledge to help your female clients get what they want from a fitness program. (LECTURE)  
**FR1N Friday, 7:30am-9:00am**

**LEADERSHIP & MANAGEMENT SKILLS THAT INSPIRE EXCELLENCE****Michele Melkerson-Granryd, MEd**

Achieving consistent employee performance can be challenging especially in a fitness world populated by Divas! Learn how to develop a team that is collaborative and focused on the best for your business.  
**FR1O Friday, 7:30am-9:00am**

**EXERCISE & AGING: BEST PRACTICE PROGRAMMING****Sara Kooperman, JD**

By the year 2030, the fastest growing segment of the population will be the 85+ individual. There will be 70 million 65 year olds and older. This staggering shift in societal demographics promises to have tremendous impacts on our economic, social and physical well-being. Both land and water programming for group fitness professionals and personal trainers alike will be addressed. (LECTURE)  
**FR1P Friday, 7:30am-9:00am**

**TOP TRENDS IN GROUP FITNESS****Donna Cyrus**

Take an in-depth look at the top trends in the group fitness industry today. The industry constantly changes, evolves and grows, which is often a result of trends in the fitness marketplace or in the world around us. Trends have created classes, started fitness revolutions and developed some of the most edgy and innovative programming in use today. Learn how to identify trends, implement them into a group fitness program, and use the results to increase class participation. (LECTURE)  
**FR1Q Friday, 7:30am-9:00am**

**BODHI SUSPENSION SYSTEM CSI: CIRCUIT SUSPENSION INTERVALS****Erika Quest**

Suspension training is a great way to get an intense, whole body workout in a short time.



Learn suspension sequences you can use alone, add to your circuit classes or combine for a full suspension blast!

**FR1R Friday, 7:30am-9:00am****FR2****10:00am-11:30am****BEST OF BOOTCAMP™ 2015****Mindy Mylrea**

When was the last time you called your workout intense, crazy, creative, and off the charts? This workshop will help you bring that sensation back to challenge your hungry crowd. Using the toys found around even the cheapest of gyms you will learn crazy kick butt choreography, experience an interval workout that is an explosion for the sweat glands, and go home with more drills, skills, and games than you could possibly imagine.  
**FR2A Friday, 10:00am-11:30am**

**HOP, SKIP & JUMP PLYO TRAINING****Jonathan Ross**

This fun, yet intense, lower body focused circuit training session features the SPRI Qube™ Soft Plyobox and is sure to fire up your muscles and push your metabolism to the max. In this session, you will work in pairs and small groups motivating each other, inspiring greatness, and building team spirit with a combination of line drills, speed cord bounding and plyobox jumping. So leap and bound your way into fitness with this fun and intense conditioning class.  
**FR2B Friday, 10:00am-11:30am**

**YOGA WITH A TWIST****Sara Kooperman, JD**

Enjoy this rhythmic yoga class, which focuses on yoga poses that rotate. Put to eight-count music, this non-traditional yoga program mixes classic poses with a fluid array of position variations to leave both beginning and intermediate instructors with a fun, new twist. Leave this session with choreography that you can use in your classes on Monday morning.  
**FR2C Friday, 10:00am-11:30am**

**MASALA BHANGRA: LIGHTS, CAMERA, DRAMA... IT'S BOLLYWOOD!****Gail Barranda Rivas**

Get your Bollywood groove on! Torch your core, burn crazy calories, and sweat yourself silly as you find the Bollywood goddess or hero within you! Transport yourself to a Bollywood film as you tell a story with your eyes, expressions and through your body. Lose yourself in the music and this easy-to-follow fitness format as you find your inner Bollywood diva!  
**FR2D Friday, 10:00am-11:30am**

**BOSU® ON THE MINUTE****Keli Roberts**

On The Minute tests fitness levels against a timer. The format presents a reward trade-off, which is go harder to gain more recovery or pace it and pay the price with shorter rest intervals. This intense workout features unique movement complexes designed to



provide a total body workout and is scalable for group classes, small group and one-on-one programming.

**FR2E Friday, 10:00am-11:30am****PILOXING® KNOCKOUT®****Jordan Ballard**

PILOXING® KNOCKOUT is the ultimate test of athleticism and the latest release by the fitness brand, PILOXING. Push yourself through six Rounds, consisting of one 3-minute Base and one 2-minute Drill. Each Base will take you through a new way of performing high intensity core-strengthening exercises influenced by boxing, functional training, cardio and plyometrics. This power workout includes a warm-up, cool-down and the raw energy that made PILOXING famous. It's sure to - KNOCK you OUT!  
**FR2F Friday, 10:00am-11:30am**

**TOTAL BODY CORE TRAINING****Pete McCall, MS**

Effective core training should integrate all muscles to work effectively around the center of gravity. Traditional core exercises have clients lying on the ground moving in a single plane, which does not prepare the muscles for the forces they will experience during upright, ground-based movement. Disruptive Training with various equipment, including the ActivMotion Bar, will help you design a core training program that prepares the body for the way it is designed to work in a three-dimensional environment.  
**FR2G Friday, 10:00am-11:30am**

**POWER, BALANCE & STRENGTH****Craig Stuart**

Experience the power of liquid resistance and take your shallow water training to a new level. Discover how to challenge the body with more complex movement patterns. Learn how to use water's progressive overload to enhance postural stability, improve balance and increase functional strength.

**FR2H Friday, 10:00am-11:30am****HORIZONTAL & VERTICAL DYNAMIC AQUA CORE TRAINING****Manuel Velazquez**

Resistance training using core stabilization: the water is the perfect medium to explore and improve dynamic balance, strength, agility and coordination. We'll take advantage of water properties in this workout using buoyancy and drag without equipment. Learn how to use training intensity, alignment, muscle involvement and muscle integration in this efficient core and total body workout.

**FR2I Friday, 10:00am-11:30am****SCHWINN® CYCLING: RHYTHM REVIVAL****Skip Jennings**

Want to know what the experts are saying, playing, and doing in their classes? Here's your chance! Join L.A.'s original Fitness Preacher for a unique and memorable ride filled with empowering beats and spirited coaching. Bonus: a complete ride walk thru and a class design sheet breaking down every stage!

**FR2J Friday, 10:00am-11:30am**

**REALRYDER®: PRECISION TRAINING****Douglas Brooks, MS & Casey Stutzman**

Learn to coach like the pros in RealRyder's NEW Performance Training Series (PTS). "Why am I doing this?" is the question behind every ride profile. Learn why recovery is as important as hard work and how often you should push the limits. Remove the guesswork with Lactate Threshold Heart Rate (LTHR) using a simple eight-minute test. Create a fun, challenging ride that is the right balance of "too hot," "too cold" and "just right" based on individual riders' LTHR zones.

**FR2K Friday, 10:00am-11:30am****MOI CYCLE: ENDURANCE RIDE****MOi Cycle Team**

RPM and Music BPM match perfectly to ensure a rhythmic and results-oriented ride. Following a short lecture, your endorphins fly as your aerobic system reaches steady state and your intensity level is pushed higher. MOi (Mind Over Intensity) will assist you when your body wants to give in. Conquer longer distances and time as your breathing and legs become more controlled.

**FR2L Friday, 10:00am-11:30am****BEST BODY COUNTDOWN****Sohailla Digsby, RD, LD**

Are your clients' fitness efforts thwarted by what they put in their mouths between workouts? What can you do to ensure that the hard work they do with you shows-up in their body fat percentages, Facebook "selfies," and medical charts? Learn strategically designed steps to get your class participants and clients to reach their very Best Bodies...in just 52 days! (LECTURE)

**FR2M Friday, 10:00am-11:30am****3D FLEXIBILITY & STRENGTH****Leslee Bender**

This Gray Institute® session will dramatically enhance how you think and what you do with all of your patients/clients. Traditional flexibility techniques simply "don't cut it" and may, in fact, be setting our clients up for disaster. Applied Functional Science® allows practitioners to understand and apply the truths of how the body functions in three planes of motion. This session will discuss and demonstrate tri-plane lengthening (motion) and strengthening (stability) techniques throughout the body for authentic "mostability!"

**FR2N Friday, 10:00am-11:30am****MARKETING STRATEGIES THAT WORK****Jenee Hall**

To effectively market your training business, you need a strategic approach and a passion to keep going. What you don't need to do is break the bank! This entertaining session will show you how to spread the word about your business on any budget. You'll discover the most effective and affordable guerrilla and online marketing techniques that help you promote your business, generate new clients and keep them coming back again and again. (LECTURE)

**FR2O Friday, 10:00am-11:30am****INTRODUCTION TO THE MOVING TO HAPPINESS® COACHING METHOD****Petra Kolber**

Years in the making, Petra's new coaching method is the first of its kind in the industry to change lives with the psychological link of positive psychology research that's been missing in the fitness space until now. By transforming both our view and our client's perspective of exercise, we shift into a mental and physical strength-based model that is built on a foundation of happiness. Come and experience a taste of Moving to Happiness®.

**FR2P Friday, 10:00am-11:30am****GO THE DISTANCE****Irene Lewis-McCormick, MS**

What impact do you have on your clients and classes? How does your energy and expertise inspire and challenge them? This session explores the characteristics of leadership in personal training, fitness instruction and coaching. Determine your leadership style and how you can harness your strengths to go the distance while guiding your clients to achieve sustainable, long-term success.

**FR2Q Friday, 10:00am-11:30am****BODHI SUPENSION SYSTEM CHISELED SUSPENSION TRAINING****Nico Gonzalez**

Define, delineate and detail your physique using the Bodhi Suspension System from Balanced Body. Learn moves and sequences to target every part of your body and create classes that truly change how the body looks, feels and performs.

**FR2R Friday, 10:00am-11:30am****FR3 11:45am-1:15pm****Lunchtime Session 1****(If You Choose This Session, Then 1:15pm-2:15pm****Will Be Your Expo And Lunch Break)****BODYSHRED™****Mark Shipman**

Join Mark as he leads you through a Jillian Michaels BODYSHRED™ class! This revolutionary 30-minute interval workout consists of three minutes of strength, two minutes of cardio, and one minute of core work. Each exercise in each category lasts 30 seconds and the full circuit is repeated until you hit 30 minutes. There are no recovery breaks, so get ready for the ultimate sweat session!

**FR3A Friday, 11:45am-1:15pm****SHOCKWAVE****Doris Thews, Josh Crosby & Skip Jennings**

The media has dubbed ShockWave "The Most Efficient Total Body Workout in the World" and instructors are raving about this high-intensity circuit that builds community, competition and retention. Come get new ideas for bootcamp and circuit workouts designed to amplify team spirit, push limits and maximize the fun-factor. Come experience this easy-to-teach, simple-to-do, minimal equipment format that includes ShockWave's

jaw-dropping "secret sauce" and ideas for recreating this experience in your classes.

**FR3E Friday, 11:45am-1:15pm****BARBELL STRENGTH: STRONG FOR LIFE, RIP®****Kristen Livingston, MEd**

You and your participants are after the same things - physical results, safe and motivating exercises, great music to drive the workout, and the thrill of the group atmosphere. In this session, every movement plane is attacked using weights and bodyweight. Learn what, why and how to deliver a scientifically researched, off-the-charts RIP class that you can implement immediately, which is license-free and customizable.

**FR3G Friday, 11:45am-1:15pm****AQUA ZUMBA®: WET N WILD!****Kelly Bullard**

Zumba Fitness lovers are die-hard party people, so putting Zumba movements into the water was a 'no-brainer'. Create something that everyone can do and still be challenged physically by doing it. This refreshing, invigorating Zumba Pool Party will include many different Latin and International dance rhythms. This unique workout complements all the muscles and allows those who are fit as well as those with physical limitations to join in the Zumba experience!

**FR3H Friday, 11:45am-1:15pm****GENTLE AQUA****Irene Lewis-McCormick, MS**

This low impact, non-rebounding water workout is an excellent choice for persons who cannot withstand the constant repetition of rebounding in water classes. The hopping, jumping and running movements prevalent in most aqua classes are replaced by the muscle specific, precise movements performed through a full range of motion using yoga and Pilates-based exercise techniques. This workout includes an abundance of ideas for flexibility and non-impact, shallow water toning. Improve your strength, flexibility, and posture without the splash or rebound.

**FR3I Friday, 11:45am-1:15pm****SCHWINN® CYCLING: CLASS DESIGN CRUNCH TIME****Jeffrey Scott**

Every instructor knows that great classes come from preparation and planning; every great instructor knows how to develop that class in a pinch! This workshop is all about working smarter, not harder, to put great rides together. You'll learn multiple tricks of the trade and leave with a library of 25 stages you can use immediately to create a ride from scratch or re-energize a well-loved workout. All new play list and class design sheet included!

**FR3J Friday, 11:45am-1:15pm****REALRYDER®: THIS IS HOW WE RYDE!****Douglas Brooks, MS & Adam Reid**

The introduction of the RealRyder® Indoor Cycle has changed indoor bike technology forever. Our bike captures the movement and fun of 'real' outdoor riding while riders

experience the benefits of turning, leaning and balancing. This workshop builds on the history of indoor cycling, giving instructors a glimpse into the RealRyder® teaching system as well as experiencing a fun-paced "century" ride. The future of indoor cycling is here. Take the Training Wheels Off!

**FR3K Friday, 11:45am-1:15pm**

### OPTIMAL PROTEIN STRATEGIES FOR BODY COMPOSITION

**Mike Roussell, PhD**

Have you ever wondered how much protein you really need to look and perform at your best? Can you eat as much as you want? Are you eating too much? Does the timing of protein matter? How does exercise or the type of protein impact needs? Dr. Mike will reveal the science behind these questions and more. He will show you how to optimize the protein intake of your clients to maximize body composition changes at any age. (LECTURE)

**FR3M Friday, 11:45am-1:15pm**

### ADVANCED PROGRAM DESIGN STRATEGIES

**Pete McCall, MS**

Do you have clients who want to lose weight or improve athletic performance? Disruptive Training can help clients work towards fitness goals by improving coordination and movement skills as well as increasing caloric expenditure. Learn why it's important to design exercise programs as a function of movement patterns as opposed to isolated muscle actions. This lecture will provide you with program design strategies to help keep your clients moving towards their goals and avoiding the negative consequences of over training. (LECTURE)

**FR3O Friday, 11:45am-1:15pm**

### USING SOCIAL MEDIA TO UP YOUR GAME

**Chris Freytag**

Do you have clients who want to lose Social media marketing is no longer trendy, it's necessary! It's the most cost-effective way for health and fitness professionals to build their brand, engage participants, gain referrals, and increase retention. In this session, we will discuss Facebook, Twitter, Instagram, Pinterest and YouTube. Chris will explain each platform and discuss how to decide, which will benefit your business the most while focusing on best practices, expert tips and tricks, and tactics on growing a community of followers. (LECTURE)

**FR3Q Friday, 11:45am-1:15pm**

ACTIVMOTION BAR

## FR3 12:30pm-2:00pm

### Lunchtime Session 2

(If You Choose This Session, Then 11:30am-12:30pm Will Be Your Expo And Lunch Break)

### CHAIN REACTION

**Abbie Appel**

Your body is only as strong as its weakest link. Experience muscle activation that you never thought possible with the SPRI360 reactive trainer. Train muscles to move more freely and efficiently using a step by step Re-ACTIVE training method; Move, React, Repeat. Use as an effective workout or incorporate into any workout as a dynamic warm up, active-rest, or post-workout recovery. Come join us and let's get that body linked, synced, and activated!

**FR3B Friday, 12:30pm-2:00pm**

### BALANCED BODY® FIT: HIGH INTENSITY MEETS MINDFUL MOVEMENT

**Erika Quest**

Are you striking a balance in your workouts? Be inspired to create multi-dimensional high intensity programming incorporating both strength and power while weaving in mindful movement strategies. Using versatile Balanced Body® equipment, you will learn athletic, total body exercises and sequences to functionally strengthen the body from head to toe combined with a variety of mind/body movement moments. Don't miss this chance to get the best of both worlds!

**FR3C Friday, 12:30pm-2:00pm**

balanced body

### BENDER BOOTCAMP 2015

**Leslee Bender**

This program gives you the hottest new barre exercises to take your class to the next level. When you utilize bands, balls and Gliding™ Discs, you have a totally new and challenging workout to be used on and off a barre. Learn and experience three dimensional, full range of motion (and never tucking) exercises that teach you to train your body authentically! You will feel your muscles and the purpose of each exercise that enhances strength, balance and flexibility!

**FR3D Friday, 12:30pm-2:00pm**

Savvier Fitness

### HOT LATIN CARDIO

**Manuel Velazquez**

Turn up the attitude and MOVE!! Experience the energy of a hot south of the border sun! Latin jazz, hi/lo and salsa abound. Cardio will never be the same!

**FR3F Friday, 12:30pm-2:00pm**

VIDEO

## SPRI

### MOI CYCLE: INTERVAL RIDE

**MOi Cycle Team**

RPM and Music BPM match perfectly to ensure a rhythmic and results-oriented ride. Join us for a lecture followed by an energized ride aimed at working with both intervals of time and challenge combined with recovery periods to increase strength and stamina. Our interval ride allows you to train harder and longer. Ride with passion - Ride with MOi!

**FR3L Friday, 12:30pm-2:00pm**

MOi

### CORE ESSENTIALS IN EXERCISE SCIENCE

**Fabio Comana, MA, MS**

For many, the key exercise science concepts and principles you learned are a distant memory and perhaps antiquated. Yet, how often do we need to call upon this knowledge to explain or refute myths, misconceptions and ideologies like morning exercise in a fasted states? Perhaps you're due for an exercise science refresher on various topics. This session reviews current research and provides practical applications to ensure you deliver the best-in-class information and programs to your clients. (LECTURE)

**FR3N Friday, 12:30pm-2:00pm**

### THE PERFECTION DETOX®

**Petra Kolber**

Striving to be perfect kills dreams and robs you of joy and purpose. As leaders in the fitness industry, we have mistakenly thought that to be a perfect leader is a great leader. However, it is impossible to inspire or connect with others when we show up without flaws. It is in our imperfect moments that the magic and motivation happen. Discover how you can move away from the pursuit of perfection and toward results.

**FR3P Friday, 12:30pm-2:00pm**

## FR4

2:15pm-3:45pm

### BODY WEIGHT BOOT CAMP

**Mindy Mylrea**

No equipment, well almost no equipment. Using the best tool you own, your body, you will experience a bootcamp like no other. Mindy is the best at creating super cool, creative, challenging, and off the chart skills and drills for any type of bootcamp. Enjoy an

Savvier Fitness

## ABBIE APPEL

is an international fitness expert and educator. She is a Rykå Ambassador, a Group Fitness Manager for Equinox Fitness Clubs in Miami Beach and a Master Trainer and Consultant for Activmotion Bar™, Body Bar®, Schwinn® and SPRI® products.

As an honored SCW faculty member, she has designed fitness programs and contributed to certifications, videos, magazines and journals and possesses multiple certifications and awards.



interval workout that is an explosion for the sweat glands and go home with more ideas, tips, tricks, and games than you could possibly imagine.

**FR4A Friday, 2:15pm-3:45pm**

## **ROPES - THROUGH THICK AND THIN**

**Chris Freytag**

This session includes an intense, interval training session that combines SPRI Training (Battling) Ropes and Jump Ropes. Perform successive one-minute training rounds consisting of 20 seconds of Training Rope work, 20 seconds of Jump Rope activity and 20 seconds of rest. Develop core stabilization, authentic strength, and metabolic endurance with this varied intensity conditioning class. This training session is sure to wake up every muscle in your body, burn plenty of calories, and leave you breathless.

**FR4B Friday, 2:15pm-3:45pm**

## **DISRUPTIVE TRAINING**

**Pete McCall, MS**

The more we learn about the myofascial system, the more we realize that all muscles are interconnected. However, many exercises are designed to work on only one muscle group or body part at a time. This session will introduce the science behind Disruptive Training and how various equipment and the ActivMotion Bar can provide specific strategies that will focus on true functional training benefits to prepare clients for anything life throws at them.

**FR4C Friday, 2:15pm-3:45pm**

## **INDO-ROW®: THE TEAM**

### **ATTACK ON TOTAL BODY TRAINING**

**Josh Crosby & Doris Thews**

Whether you are a veteran rower or brand new to the crew, this session brings out your personal best through team energy! In this workshop, you'll learn about the fascinating team culture of rowing, then experience the total-body, calorie burn of Indo-Row through challenging interval drills based on time, distance, power, team synchronicity and overall passion for an invigorating no-holds-barred workout. Get ready to attack and race with your team to the finish!

**FR4D Friday, 2:15pm-3:45pm**

## **BOSU® DIMENSIONAL CORE TRAINING**

**Helen Vanderburg**

Advance your core training techniques by taking a global approach as you explore multi-dimensional methods to effectively produce power and improve core function. Learn a series of integrated core exercises to mobilize, stabilize and strengthen the core giving you greater ability to access the core for optimal function. Dimensional core training delivers results!

**FR4E Friday, 2:15pm-3:45pm**

## **ZUMBA®: LET IT MOVE YOU!**

**Eric Aglia & Kelly Bullard**

Dozens of exhilarating rhythms, one amazing experience! A high-energy Zumba workout with choreography that will take you on a journey of the exotic sounds from African, French Reggaeton, cutting edge hip hop, and sexy Latin



rhythms. Learn new choreography techniques to a non-stop, get-down-and-dance, calorie burning, high energy workout! Feeling the music and getting fit never felt so good! Take your body, mind and soul on a full-blown fitness journey.

**FR4F Friday, 2:15pm-3:45pm**

## **DISQ™: MOBILE POWER & STRENGTH**

**Robbert Boekema**

Strap on, step in, and move like a machine in this cardio strength class using the DISQ, a mobile fitness device designed to add resistance to functional movements. The DISQ's adjustable and constant resistance lets you work out at your own level to provide a total body workout that will transform you. The DISQ was developed by a group of speed skaters and is one mobile device that gives you the freedom to train whenever and wherever you want.

**FR4G Friday, 2:15pm-3:45pm**

## **BEATING AQUA BURNOUT**

**Sara Kooperman, JD, Chris Henry, Connie Warasila, Jessica Pinkowski & Manuel Velazquez**

Do you need new choreography... and quickly? Come to this session and leave with comprehensive choreography notes to Beat your Burnout! Burnout comes in three flavors: emotional, mental and/or physical exhaustion. Knowing the warning signs can help keep aqua classes fresh and your participants engaged. WATERinMOTION® Wave 21 will teach you how to catch the signs of burnout and start making positive changes. Leave with eight new patterns perfectly outlined for you to take home and use Monday morning.

**FR4I Friday, 2:15pm-3:45pm**

## **SCHWINN® CYCLING: GOT LACTATE?**

**Keli Roberts**

Want to know what the experts are saying, playing, and doing in their classes? Here's your chance! Join industry icon, Keli Roberts, in a unique and memorable ride based on the art and science of lactate threshold training. Bonus: a complete ride walk thru and a class design sheet breaking down every stage!

**FR4J Friday, 2:15pm-3:45pm**

## **REALRYDER®: PRECISION TRAINING**

**Casey Stutzman & Douglas Brooks**

Learn to coach like the pros in RealRyder's NEW Performance Training Series (PTS). "Why am I doing this?" is the question behind every ride profile. Learn why recovery is as important as hard work and how often you should push the limits. Remove the guesswork with Lactate Threshold Heart Rate (LTHR) using a simple eight-minute test. Create a fun, challenging ride that is the right balance of "too hot," "too cold" and "just right" based on individual riders' LTHR zones.

**FR4K Friday, 2:15pm-3:45pm**

## **MOI CYCLE: STRENGTH RIDE**

**MOi Cycle Team**

RPM and Music BPM match perfectly to ensure a rhythmic and results-oriented ride. Our Strength ride is packed with hills and challenging terrain along with smooth recoveries teaching the rider



how to become strong and efficient with climbing technique. Following a short lecture, prepare to blast your heart, lungs, and legs in a 55-minute fun, exhilarating, and successful ride. Get yourself MOi'd!

**FR4L Friday, 2:15pm-3:45pm**

## **CREATING & MANAGING TRUE CUSTOMER LOYALTY PROGRAMS**

**Blair McHaney**

Blair will help you discover the essentials of creating "buy-in" with your teams around creating and managing a true customer loyalty and experience program. (LECTURE)

**FR4M Friday, 2:15pm-3:45pm**

## **LIFESTYLE CHOICES AND YOUR BRAIN**

**Terry Eckmann, PhD**

Neuroscientists around the world are involved in cutting-edge research that supports the many positive effects of lifestyle choices on the brain. Throughout the lifespan, exercise, healthy eating, stress management, socialization, mental stimulation, spiritualization, and positivity can sharpen thinking to improve learning, lift moods to help prevent or manage depression, boost memory, balance hormones, reduce anxiety and achieve overall better brain health. The implications for professionals working with people at all ages and stages of life are exciting! (LECTURE)

**FR4N Friday, 2:15pm-3:45pm**

## **MAKING YOUR CLUB BULLET PROOF: THRIVING IN THE COMPETITIVE FITNESS INDUSTRY**

**Chris Stevenson**

The good news: the fitness industry is growing like crazy. The bad news: there is new competition opening every day. In order to have a long-term thriving fitness business, creating brand loyalty is essential. In this session, review the state of the fitness industry and learn how to build a brand and mission statement that makes a difference. Leave with tangible tools to elevate the club's customer service and receive program ideas to get members more engaged.

**FR4O Friday, 2:15pm-3:45pm**

## **CREATE A SERVICE CULTURE THAT IS PROVEN TO RETAIN YOUR MEMBERS**

**Lisa Gorsline**

Join Lisa as she guides you through the process to keep your service culture, service standards and core values in perspective and fun at the same time. Gain insight on how to create a new service culture while learning how to develop department service standards that work. Understand the importance of creating core values for your club and discover the importance of holding your team accountable.


**FR4P Friday, 2:15pm-3:45pm**

## **SELL & RETAIN USING GROUP EX**

**Karen Woodard**

In most clubs, centers and studios, we do not utilize the power of selling and retaining memberships through Group Exercise. Review the type of integration, education

AUG. 26-27

<b>WEDNESDAY AUGUST 26 PRE-CONVENTION EVENTS</b>	SCW Yoga I Certification 8:30am-5:00pm Velazquez Mats Page 8	SCW Personal Training Certification 9:00am-6:00pm Roberts Page 8	WIM Aquatic Certification 9:00am-6:00pm Warasila Page 9	Barre Above™ Certification 10:00am-6:00pm Bender Page 9			 <b>watermotion</b> <b>AQUATIC CERTIFICATION</b> with Connie Warasila Wednesday 9:00am-6:00pm		
<b>THURSDAY AUGUST 27 PRE-CONVENTION EVENTS</b>	SCW Small Group Training Certification 9:00am-5:00pm Roberts Page 8	SCW Sports Nutrition Certification 9:00am-3:30pm Comana Page 8	SCW Group Exercise 8:00am-5:00pm Lewis-McCormick Page 8	SCW Aquatic Exercise Certification 8:00am-5:00pm Velazquez Page 8	SCW Training with Kettlebells 9:00am-4:00pm Benten Page 8	SCW Pilates Matwork Certification 8:00am-5:00pm Appel Page 8	SCW Group Strength Certification 5:30pm-9:30pm Lewis-McCormick Page 8	SCW Lifestyle and Behavioral Coaching 5:30pm-10:00 Comana Page 9	Yoga II Certification 5:30pm-9:30pm Velazquez Page 9

<b>A</b> BOOT CAMP & GROUP TRAINING	<b>B</b> GROUP TRAINING & HIIT	<b>C</b> MIND/BODY	<b>D</b> SPECIALTY TRAINING	<b>E</b> FUNCTIONAL TRAINING & STRENGTH	<b>F</b> DANCE & GROUP EX	<b>G</b> KETTLEBELLS & CIRCUIT TRAINING	<b>H</b> AQUA (ACTIVITY)
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<b>FR1 7:30am-9:00am</b>	Dancing for Joy Kolber Page 11	Ropes Gone Extremely Wild!™ Nunez Page 11	Steel Pilates Howard Page 11	ActivMotion Bar: Disruptive Training Mikulski Page 11	BOSU® HIIT: The Metabolic Challenge Vanderburg Page 11	Mashup™: 5X Real Results Zacharias & Redwine Page 11	Stereo Hearts Benten Page 11	Deep Water Dance Party Westfall Page 11
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EXPO OPEN : 8:45am - 10:15am

<b>FR2 10:00am-11:30am</b>	Best of Boot Camp 2015 M. Mylrea Page 12	Hop, Skip & Jump Plyo Training Ross Page 12	Yoga with a Twist Kooperman Page 12	Masala Bhanga™: Lights, Camera, Drama...It's Bollywood! Rivas Page 12	BOSU® On The Minute Roberts Page 12	Piloxing® Knockout Ballard Page 12	Total Body Core Training McCall Page 12	Power, Balance and Strength Stuart Page 12
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EXPO OPEN : 11:15am - 2:30pm

<b>FR3 SESSION 1 11:45am-1:15pm</b>	<b>FR3 SESSION 2 12:30pm-2:00pm</b>	Jillian Michael's BodyShred™ Shipman Session 1 Page 13	Chain Reaction Appel Session 2 Page 14	Balanced Body® Fit: High Intensity Meets Mindful Movement Quest Session 2 Page 14	Bender Bootcamp 2015 Bender Session 2 Page 14	Shockwave Thews, Crosby & Jennings Session 1 Page 13	Hot Latin Cardio with Velazquez Session 2 Page 14	Hot Latin Cardio with Manuel Velazquez Session 1 Page 13	Aqua ZUMBA® Bullard Session 1 Page 13
<b>FR4 2:15pm-3:45pm</b>		Body Weight Boot Camp M. Mylrea Page 14	Ropes - Through Thick and Thin Freytag Page 15	Disruptive Training McCall Page 15	Indo-Row®: The Team Attack on Total Body Training Thews & Crosby Page 15	BOSU® Dimensional Core Training Vanderburg Page 15	ZUMBA® Let it MOVE YOU! Aglia & Bullard Page 15	DISQ™ Mobile Power & Strength Bookema Page 15	
<b>FR5 4:00pm-5:30pm</b>		Relax and Restore Foam Roller Training Lewis-McCormick Page 18	Move Free Ross Page 18	TriggerPoint: Myofascial Compression™ Techniques For Injury Prevention Fowler Page 18	Balanced Body Barre™: Strong Core, Toned Arms Karley Page 18	Exercise for the Fountain of Youth McCall Page 18	ZUMBA® Diva Nation Aglia & Bullard Page 18	Kettlebell Butts & Guts Benten Page 18	Awake! Flexibility in the Water Pinkowski Page 18

EXPO OPEN : 5:30pm - 6:30pm

<b>FR6 6:30pm-7:30pm</b>	Battle with the Bands Nunez Page 19	U-JAM Powell Page 19	Tabata Yoga Howard Page 19		The M.I.X. 3D! Kimmel Page 19	WERQ Like a Boss Stone Page 19			
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EXPO OPEN : 9:30am - 11:15pm

<b>SA1 7:00am-8:30am</b>	Strength Circuit Ramping Freytag Page 19	HIIT Parade M. Mylrea Page 19	Speed of Light, Medium, and Heavy Nunez Page 19	Balanced Body Barre™: Long, Lean Legs! Karley Page 20	Shockwave Thews, Crosby & McLean Page 20	Masala Bhanga™: Bhanga Amplified Rivas Page 20	Cardiopump Fusion Benten Page 20	Fluid Fusion Velazquez Page 20
<b>KEYNOTE 8:45am-9:45am</b>	Believe in Yourself Kooperman Page 20							
<b>SA2 11:00am-12:30pm</b>	New for 2015: Tabata Bootcamp™ Express Workout M. Mylrea Page 20	Kick and HIIT - Urban-Kick® HIIT Kickboxing Barnard & Natsuki Page 21	Yoga Touch Kooperman Page 21	Indo-Row®: The Perfect Calorie Burn Crosby & Thews Page 21	Out of Bounds Brooks & M. Mylrea Page 21	Crunch® Live Flexen Page 21	Speedball Feinberg Page 21	WATERinMOTION® The Ripple Effect Warasila, Henry, Kooperman, Velazquez, Layne Page 21

EXPO OPEN : 12:15pm - 3:30pm

<b>SA3 SESSION 1 12:45pm-2:15pm</b>	<b>SA3 SESSION 2 1:30pm-3:00pm</b>	Real World Plyometrics Ross Session 1 Page 22	Strength Overload M. Mylrea Session 1 Page 22	MMA Conditioning: Battle Obesity with WAR Livingston Session 2	Yogi Barre Bender Session 1 Page 22	Kamagon® Kore Roberts Session 2	Choreography WERQshop Stone Session 1 Page 22	Kettle Body by Brook Benten Session 1 Page 22	Aqua ZUMBA® Bullard Session 1 Page 22
<b>SA4 3:15pm-4:45pm</b>		Quickies: Get More Done in Less Time M. Mylrea Page 23	Cardio Interval Ramping Freytag Page 23	Balanced Body: MOTR™ = Movement Magic! Quest Page 23	Piloxing® Ballard Page 23	BOSU® Plyo Power Brooks Page 23	ZUMBA® Cardio Blast! Aglia & Bullard Page 23	Mashup™: 5X Real Results Zacharias & Redwine Page 24	


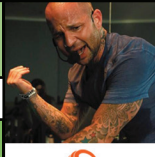
EXPO OPEN : 4:30pm - 6:30pm

<b>SA5 5:45pm-7:15pm</b>	Jillian Michael's BodyShred™ Shipman Page 24	Reactive Overload Appel Page 24	TriggerPoint: Myofascial Compression™ Techniques for Multi-Sport Training Fowler Page 24	Balance Now! Mikulski Page 24	FXP Fitness™ Total Body Sculpt Pecenk Page 25	ZUMBA® Step To The ZUMBA® Beat Aglia Page 25	DISQ™ Mobile Power & Strength Bookema Page 25	Deep Water Core & More Westfall Page 25
<b>SA6 MASTERCLASSES 7:30pm-8:30pm</b>	Core Amour Appel Page 25	U-JAM Powell Page 25	Drishti Beats Lowell Page 25	Camp Gladiator Murphy Page 26		The M.I.X. 3D! Kimmel Page 26		

FRIDAY, AUGUST 28


SATURDAY, AUGUST 29

SUNDAY, AUGUST 30

<b>SU1 7:00am-8:30am</b>	Ballapalooza Freytag Page 26	Surge® Advanced Core Training Stutzman Page 26	Piloxing® Barre Ballard Page 26	Recess Lab Lewis-McCormick Page 26	BOSU® Balance Basics and Beyond - Keys to Anti-Aging Quest & O'Brien Page 26	Trifecta Fitness Velazquez Page 26	Athletic Step Conditioning with POWER STEP® Livingston Page 26	Tab-Aqua Power Howard Page 26
<b>SU2 8:45am-10:15am</b>	Roll, Regenerate, Revitalize Ross Page 27	Kick and HIIT - Urban-Kick® Kickboxing Class Barnard & Natsuki Page 27	FXP® Fitness Core Flow Pecenk Page 27	 BALLET BARRE CERTIFICATION with Abbie Appel 7:30am-4:00pm Page 8	Balanced Body® Fit: 20 is Plenty, Intense Interval Training Karley Page 27	 JILLIAN MICHAELS BODYSHRED® with Mark Shipman 9:00am-4:00pm Page 8	Step Expressions Henry Page 27	Moms In Motion Aqua Lewis-McCormick Page 27
<b>SU3 11:15am-12:45pm</b>	TriggerPoint: GRID® Lock Fowler Page 28	Speedball Core Feinberg Page 28	Mashup™: 5X Real Results Zacharias & Redwine Page 28		The M.I.X. 3D! Kimmel Page 28			Aquatic Programming for Seniors & Special Populations Howard Page 28
<b>SU4 1:00pm-2:30pm</b>	Get Centered: Dance, Tai Chi & Yoga Fusion Kolber Page 29	No Equipment, No Problem Velazquez Page 29	20X3 Howard Page 29		Balanced Body: MOTR™ = Get Your MOTR Running! Quest Page 29		FOUNDATIONS OF KETTLEBELL MOVEMENTS with Brook Benton 12:00pm-4:00pm Page 8	Deep's Abs Lab Stuart Page 29



# DALLAS MANIA® *Schedule at a Glance*

ZUMBA® Basic Skills Level 1 8:00am-5:00pm Agila & Bullard Page 10	Tabata BootCamp™ 8:00am-5:00pm M. Mylrea Page 9	Schwinn® Cycling Instructor Certification 8:00am-5:00pm Scott & Thew Page 9	RealRyder® Certified Instructor Training 8:00am-5:00pm Brooks & Reid Page 9	BOSU® 3D XTREME™ Certification 10:00am-4:30pm Vanderburg Page 9	MOTR™ Training: Core, Cardio and More 9:00am-5:00pm Quest Page 9	Trigger Point® Myofascial Compression Techniques 9:00am-5:00pm Fowler Page 10	URBANKICK® Instructor Certification 8:00am-5:00pm Barnard & Natsuki Page 10	Functional Flexibility Certification 5:30pm-9:30pm Bender Page 10	<b>MOVING TO Happiness</b> with Petra Kolber Thursday, 9:00am-5:00pm • Page 10 	
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I AQUA (LECTURE)	J SCHWINN® CYCLING	K REALRYDER® CYCLING	L MOI CYCLING	M NUTRITION LECTURE	N EXERCISE SCIENCE & NUTRITION LECTURE	O PERSONAL TRAINING LECTURE	P BUSINESS & EXERCISE SCIENCE	Q BUSINESS LECTURE	R SUSPENSION & CIRCUIT TRAINING
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Agless Aqua Pinkowski Page 11	Schwinn® Cycling: Pimp My Play List! Scott Page 11	RealRyder®: Adrenaline Rush Bender Page 11		Metabolism, Fat, Abs, Butts & Thighs Comana Page 12	Women, Muscle and Strength Lewis-McCormick Page 12	Leadership & Management Skills That Inspire Excellence Melkerson-Granryd Page 12	Exercise & Aging: Best Practice Programming Koopman Page 12	Top Trends in Group Fitness Cyrus Page 12	Bodhi Suspension System CSI: Circuit Suspension Intervals Quest Page 12
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EXPO OPEN : 8:45am - 10:15am

Horizontal & Vertical Dynamic Aqua Core Training Velazquez Page 12	Schwinn® Cycling: Rhythm Revival Jennings Page 12	RealRyder®: Precision Training Brooks & Stutzman Page 13	MOI Cycle: Endurance Ride MOI Team Page 13	Best Body Countdown Digsby Page 13	3D Flexibility and Strength Bender Page 13	Marketing Strategies That Work Hall Page 13	Introduction to the Moving to Happiness® Coaching Method Kolber Page 13	Go the Distance Lewis-McCormick Page 13	Bodhi Suspension System Chiseled Suspension Intervals Nico Gonzalez Page 13
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EXPO OPEN : 11:15am - 2:30pm

Gentle Aqua Lewis-McCormick Session 1 Page 13	Schwinn® Cycling: Class Design Crunch Time Scott Session 1 Page 13	RealRyder®: This is How We Ryde! Brooks & Reid Session 1 Page 13	MOI Cycle: Interval Ride MOI Team Session 2 Page 14	Optimal Protein Strategies for Body Composition Russell Session 1 Page 14	Core Essentials in Exercise Science Comana Session 2 Page 14	Advanced Program Design Strategies McCall Session 2 Page 14	The Perfection Detox® Kolber Session 2 Page 14	Using Social Media to Up Your Game Freytag Session 1 Page 15	
Beating Aqua Burnout Warasila, Henry, Koopman, Pinkowski & Velazquez Page 15	Schwinn® Cycling: Got Lactate? Roberts Page 15	RealRyder®: Precision Training Brooks & Stutzman Page 15	MOI Cycle: Strength Ride MOI Team Page 15	Creating & Managing True Customer Loyalty Programs McHaney Page 15	Lifestyle Choices and Your Brain Eckmann Page 15	Making Your Club Bullet Proof: Thriving in the Competitive Fitness Industry Stevenson Page 15	Create a Service Culture That is Proven to Retain Your Members Gorsline Page 15	Sell and Retain Using Group Ex Woodward Page 18	Bodhi Suspension System Pilates Meets Suspension Nico Gonzalez Page 18
Water Cardio and Core Warasila Page 18	Schwinn® Cycling: Rock Stars, Preachers & Party People Scott, Jennings & Thews Page 18	RealRyder®: Fun & Functional Group Training Brooks & Reid Page 19		Making Sense of Current Food Trends B. Mylrea Page 19	Fitness Facility on FIRE Digsby Page 19	Workplace Wellness Programs Velazquez Page 19	Identifying Critical Points of Customer Service McHaney Page 19	How To Exceed Members Expectations Gorsline Page 19	Balanced Body Fit: Suspension Meets Circuit Training Nico Gonzalez Page 19

EXPO OPEN : 5:30pm - 6:30pm

				State of the Industry Panel Discussion Comana, McHaney, Koopman, Ross, McCormick Page 19					
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EXPO OPEN : 9:30am - 11:15pm



Hydro Boost! Stuart Page 20	Schwinn® Cycling: Leave'em Breathless! Scott Page 20	RealRyder®: Influencing The Influencers - Women! Bender Page 20		Metabolism Makeover Digsby Page 20	Protein for Power Play Layne Page 20	5 Ways Software Will Grow Your Business Hall Page 20	Brain Boosters Eckmann Page 20		Bodhi Suspension System CSI: Circuit Suspension Intervals Nico Gonzalez Page 20
Aqua HIIT Westfall Page 21	Schwinn® Cycling : Ride the Total Body Trends with Circuits Vanderburg Page 21	RealRyder®: Cardio Games Reid Page 21	MOI Cycle: Endurance Ride MOI Team Page 21	Sugar vs. Fat: Which is Worse? Comana Page 21	Nutrition Nuggets Digsby Page 22	3D Core Assessment & Programming Bender Page 22	How Great Companies Build Loyalty McHaney Page 22	Marketing and Selling S.M.A.R.T. Scudder Page 22	Bodhi Suspension System: Chiseled Suspension Intervals Karley Page 22

EXPO OPEN : 12:15pm - 3:30pm

Tab-Aqua Boot Camp Howard Session 1 Page 22	Schwinn® Cycling: Hot Topics in the Saddle McLean Session 2 Page 23	RealRyder®: This is How We Ryde! Brooks & Reid Session 2 Page 23	MOI Cycle: Interval Ride MOI Team Session 1 Page 22	Burn Calories & Boost Fat Metabolism Kravitz Session 1 Page 22	Surviving the 3 S's During Menopause: Stress, Sleep & Sugar Layne Session 2 Page 23	The Trainers Triangle Le Cara Session 1 Page 22	Tips and Trends For 2015 Koopman Session 2 Page 23	Financing Options For Your Business Bosley Session 2 Page 23	Bodhi Suspension System: Pilates Meets Suspension Session 2 Nico Gonzalez Page 23
WATERinMOTION® Platinum 2 Warasila, Henry, Koopman, Velazquez Page 24	Schwinn® Cycling: Girl Power Appel, Stone & Thews Page 24	RealRyder®: Time-Crunched & Off Course Reid Page 24	MOI Cycle: Endurance Ride MOI Team Page 24	Women, Hormones, Metabolism and Energy Kravitz Page 24	Inspire Your Staff to Excellence Hymer Page 24	Successful Small Group Personal Training Comana Page 24	Differentiating Through All-Star Customer Service Stevenson Page 24	Give & Receive Feedback Woodward Page 24	Balanced Body Fit: Suspension Meets Circuit Training Nico Gonzalez Page 24

EXPO OPEN : 4:30pm - 6:30pm

Aqua Zen Warasila Page 25	Schwinn® Cycling: Nothing But The HIITs! Roberts Page 25		MOI Cycle: Strength Ride MOI Team Page 25	Heart Rate Variability and Overtraining Kravitz Page 25	Nutritional Needs During Menopause Layne Page 25	Personal Training, Small Group & Group Exercise Melkerson-Granryd Page 25	Group Fitness: A Retention Tool Henry Page 25	Trends: Use 'Em to Fine-Tune Your Business' Strategies Scudder Page 25	
				Using Social Media to Up Your Game Freytag Page 26					

H.E.A.T. Waves Henry Page 27	Schwinn® Cycling: Start a Revolution M. Mylrea Page 27	RealRyder®: Cardio Games Brooks & Reid Page 27		Diet Fads and Facts Digsby Page 27	Maximizing Muscle Strength Kravitz Page 27	Healthy Aging Survival Kit Eckmann Page 27	Graciously, Professionally and Systematically Producing Referral Business Woodward Page 27	Personal Training: Competing with Free Group Classes Osborne Page 27	Bodhi Suspension System CSI: Circuit Suspension Intervals Nico Gonzalez Page 27
Barre-A-Cuda Water Workout Koopman Page 27	Schwinn® Cycling: How to Rock a Theme Ride Thews Page 28	RealRyder®: Influencing The Influencers-Women! Bender Page 28	 		Circuit Training Extravaganza Kravitz Page 28	Training During the Menopausal Years Layne Page 28	Cultural Excellence Through Employee Engagement Stevenson Page 28	The Ultimate PT Experience System Osborne Page 28	Bodhi Suspension System: Chiseled Suspension Intervals Nico Gonzalez Page 28

EXPO BREAK : CLOSE OUT SALES 10:00am-1:15pm

Keeping Your Cool at the Pool Warasila Page 28	Schwinn® Cycling: Tabata Tantrum M. Mylrea Page 28			Caffeine, Creatine and Coconut Layne Page 29	50+ Customers: How to Get Us, Serve Us and Keep Us Scudder Page 29	Sales Training for Trainers Who Don't Like Sales Melkerson-Granryd Page 29	Leadership to Increase Results, Retention and Revenue Woodward Page 29	Motor Control: How Does it Affect My Training? Le Cara Page 29	Bodhi Suspension System Pilates Meets Suspension Nico Gonzalez Page 29
Anchor Down Henry Page 29				Carbohydrates Layne Page 29	Building A Great Team Of Personal Trainers Osborne Page 29				

and conversation that needs to occur to fully access this valuable sales tool. Address the Group Exercise Director, Sales Staff and Participant communication that will fill your classes and keep your members coming back.  
**FR4Q Friday, 2:15pm-3:45pm**

### **BODHI SUSPENSION SYSTEM PILATES MEETS SUSPENSION**



**Nico Gonzalez**

Suspension training goes mind body in this core centered class combining the refinement and detail of Pilates with the athleticism and strength of suspension. Sequences for core training, stability, balance and flexibility are the focus of this unique take on Suspension Training from Balanced Body.  
**FR4R Friday, 2:15pm-3:45pm**

**FR5 4:00pm-5:30pm**

### **RELAX AND RESTORE FOAM ROLLER TRAINING**



**Irene Lewis-McCormick, MS**

Foam rollers can be used to release muscle tension and increase range of motion at the soft tissue level, which is part of recovery and performance enhancement. Learn to addresses posture and spinal alignment in your clients while helping them to identify muscle restrictions and body awareness. Using foam rollers and tennis balls, create effective programming with results that are immediate and long-term.

**FR5A Friday, 4:00pm-5:30pm**

### **MOVE FREE**

**Jonathan Ross**

Move Free! Moving well requires the body to be balanced, symmetrical and free from restriction. Efficient movement demands optimal joint "mobility", connective tissue "stability", and muscle "activity". In this session, you will learn a series of isolated and integrated Mobilization Stabilization Activation movement patterns using SPRI Strands for better movement, better workouts, and a better life. Come in tight and leave feeling just right!

**FR5B Friday, 4:00pm-5:30pm**

### **TRIGGERPOINT: MYOFASCIAL COMPRESSION™ TECHNIQUES FOR INJURY PREVENTION**



**Britny Fowler**

Injuries occur due to the muscles' inability to tolerate the demands placed upon them. See how you can make an impact on your clients'

biomechanical function and injury profile with Myofascial Compression Techniques (MCT). This method was created to provide an advanced approach to myofascial release. MCT improves the body's ability to move efficiently as an integrated unit, preventing injury and preparing the body to perform at its best.

**FR5C Friday, 4:00pm-5:30pm**

### **BALANCED BODY BARRE™: STRONG CORE, TONED ARMS**



**Joy Karley, MA**

Learn how to create dynamic, fun and effective core and upper body sequences for Balanced Body Barre classes using bands, weights and SmartBells. Learn the Balanced Body Movement Principles for the core and upper body and experience several lively sequences you can teach on Monday. Exercises and sequences can be incorporated into any Barre or group exercise class. Detailed choreography and music notes included!

**FR5D Friday, 4:00pm-5:30pm**

### **EXERCISE FOR THE FOUNTAIN OF YOUTH**



**Pete McCall, MS**

Do you work with clients over 40? Do they want to slow down the aging process or reverse the effects that getting older has on their body? Disruptive Training with equipment can be the fountain of youth. Learn how exercise can help clients turn back the clock and maintain their youthful appearance. You'll explore specific techniques for developing a program that improves the resiliency of the myofascial system and improves the mind-muscle connection helping clients find their fountain of youth.

**FR5E Friday, 4:00pm-5:30pm**

### **ZUMBA® FITNESS: DIVA NATION**



**Eric Aglia & Kelly Bullard**

Embrace your inner Diva (or Divo) and strut your stuff to the music of icons like Beyonce, Whitney, Aretha, Janet, and more. This session is dedicated to the fierceness inside each of us and will get your heart pumping and booty shaking. You'll walk in an instructor but walk out a Zumba Diva. You'll be able to take choreography you learn in this session to your classes back home and show your students that strong and powerful can be sexy!

**FR5F Friday, 4:00pm-5:30pm**

### **KETTLEBELL: BUTTS & GUTS**

**Brook Benten, MEd**

This is an extremely intense workout designed for the fitness enthusiast seeking a higher level in human performance. Kettlebell: Butts

& Guts trains power, cardio, and strength and delivers one enormous kick in the pants in all three categories. This session concludes with a sweet finish: learning the RKC High Bridge Turkish Getup!

**FR5G Friday, 4:00pm-5:30pm**

### **AWAKE! FLEXIBILITY IN THE WATER**



**Jessica Pinkowski**

Discover how to incorporate stretching techniques in the pool for the older adult. The water environment is perfect for every student to feel safe and welcome. This session enables clients to increase their range of motion, decrease pain, improve their activities of daily living and improve their quality of life.

**FR5H Friday, 4:00pm-5:30pm**

### **WATER CARDIO AND CORE**



**Connie Warasila**

It's time to rev up your heart rate and tighten up your center. Combine fast-paced cardio moves with snippets of core-focused exercises to create a class that helps clients identify what challenging, aerobic exercise really feels like. Plus, you will enhance your kinesthetic understanding of the core and discover how to fire it up. It's a two-fer! Finish with a plan you can implement at your next class.

**FR5I Friday, 4:00pm-5:30pm**

### **SCHWINN® CYCLING: ROCK STARS, PREACHERS AND PARTY PEOPLE**



**Skip Jennings, Doris Thews  
& Jeffrey Scott**

Welcome to the new era of indoor cycling where to teach an unforgettable ride, you must be more than a good coach. To be an addictive, inspirational instructor, you must discover and amplify your personal style in order to bring maximum charisma to every class you teach. Join Schwinn's top Master Trainers for a ride that feels like a concert, revival, and all-nighter rolled into one. All new play list and class design sheet included!

**FR5J Friday, 4:00pm-5:30pm**

### **REALRYDER®: FUN & FUNCTIONAL GROUP TRAINING**



**Douglas Brooks, MS & Adam Reid**

This indoor cycling session is a must for trainers or club managers who want to capitalize on indoor cycling with a biomechanically smart, fee-based, Small Group Training Business. Learn the science, value and benefits of integrating multi-planar exercises with multi-planar cycling. Experience a 20-minute small group functional training circuit that will leave you inspired to think outside the box. Get the tools and best practices to turn an ordinary training session into an extraordinary one!

**FR5K Friday, 4:00pm-5:30pm**

### **BRIAN NUNEZ**

has over 10 years of fitness education experience and is the owner and creator of the FNS Training Center in Santa Clara, CA. Brian earned his degree in Kinesiology from San Jose State University and is certified through NASM as a Personal Trainer and Performance Enhancement Specialist. Brian is a Holistic Lifestyle Coach through the CHEK institute and a Master Trainer for Ignite Performance Training as well as a favorite MANIA® presenter.



## MAKING SENSE OF CURRENT FOOD TRENDS



**Bruce Mylrea**

Soy is good; soy is bad. Organic is a must; organic means nothing. Kale may save my life; kale may kill me. We are bombarded with conflicting information related to food, and we may feel overwhelmed in a world of contradiction. Armed with the latest research based information, Bruce will sift through the noise and uncover myths and truths about what we eat and how it will affect our energy, immunity, and well-being. Not everything on the internet is true! (LECTURE)

**FR5M Friday, 4:00pm-5:30pm**

## FITNESS FACILITY ON FIRE

**Sohailla Digsby, RD, LD**

Can you picture everyone who wears your logo tank sporting their very Best Bodies underneath? Imagine the energy and success that would come from everyone having the same agenda for eight weeks: to reach their very Best Bodies regardless of their starting fitness level or weight. In this session, you will be systematically prepared for an eight-week facility-wide campaign that will set your center on FIRE! (LECTURE)

**FR5N Friday, 4:00pm-5:30pm**

## WORKPLACE WELLNESS PROGRAMS

**Manuel Velazquez**

Health and fitness professionals work to help others to adopt long-term healthy habits. However, the multiple expectations of workplace wellness programs are often unclear, making it difficult to measure their success. Let's open a healthy discussion about why, what, where and how different approaches reach more participants than others and which substantial evidence supports a better comprehensive implementation and follow through. (LECTURE)

**FR5O Friday, 4:00pm-5:30pm**

## IDENTIFYING CRITICAL POINTS OF CUSTOMER SERVICE

**Blair McHaney**

Member Journey is the new buzz word in the fitness industry. Blair will take you through a standard daily procedure in your club, from the member's perspective, to help you discover what is working and what needs improvement. (LECTURE)

**FR5P Friday, 4:00pm-5:30pm**

## HOW TO EXCEED MEMBERS EXPECTATIONS

**Lisa Gorsline**

Join Lisa as she explains how to put "fun" back into your club. She will teach you how to gain insight on how to create a culture of caring, learn how to train your employees to deliver exceptional customer service and understand the importance of how to acknowledge your employees through simple and inexpensive programs. (LECTURE)

**FR5Q Friday, 4:00pm-5:30pm**

## BALANCED BODY FITNESS SUSPENSION MEETS CIRCUIT TRAINING



**Nico Gonzalez**

The intensity of suspension using the Bodhi system from Balanced Body is a great addition to a high intensity circuit class. Combine suspension, Smartbells and other small props to create dynamic circuits for your classes or small group training.

**FR5R Friday, 4:00pm-5:30pm**

**FR6**

**6:30pm-7:30pm**

## BATTLE WITH THE BANDS

**Brian Nunez**

Little Equipment with Big Results. Whether you are working with one on ones, small groups, or boot camps, this workout is sure to take your clients' performance to the next level. Become Battle tested and challenge your body to increase strength, stamina and core strength. A circuit-based class using SPRI superbands, braided tubing and cuffs that incorporate corrective, flexibility, resistance, core and partner exercises. Burn a little rubber & lot of fat!

FREE MASTERCLASS. NO CECs.

**FR6A Friday, 6:30pm-7:30pm**

## U-JAM

**Lauren Powell**

Experience U-JAM, the high-energy, heart-pumping dance workout driven by world beats with an urban flavor. This format features dance moves that are funky and easy to follow, but will have you working up a sweat and burning down the calories! Come ready to sweat and learn from one of the industry's best dance fitness choreographers.

**FR6B Friday, 6:30pm-7:30pm**

## TABATA YOGA

**Jeff Howard**

Tabata utilizes alternating work and rest for periods of time in a sequence of eight repetitions. This practice lends itself to yoga; holding a pose for 20 seconds, then resting for 10 seconds and repeating brings one to nirvana. Experiencing the link between yoga poses and Tabata will add to your existing yoga practice.

**FR6C Friday, 6:30pm-7:30pm**

## THE M.I.X. 3D!

**Carolyn Kimmel**

Movement occurs in three dimensions! Learn to design functional, layered exercises that students can choose from to increase intensity! Give your class a little TLC with a 3D personal training feel! Design each class to be playful and challenging but never duplicated. Movements are not flat; therefore, your workouts should be in 3D.

**FR6E Friday, 6:30pm-7:30pm**

## WERQ LIKE A BOSS

**Haley Stone**

WERQ Dance Fitness choreographer, Haley Stone, will lead this wild cardio dance WERQout and judge which team gets turned up the most to earn the #WERQLikeABoss title. Team Diva will represent mega pop artist icons like Britney and Beyonce. Team Hip Hop



will represent the swagger stars of hip hop like Drake and Nicki Minaj. Dancers, divas, players, movers and shakers of all dance abilities are welcome to WERQ Like A Boss!

**FR6F Friday, 6:30pm-7:30pm**

## STATE OF THE INDUSTRY ADDRESS - PANEL DISCUSSION

**Fabio Comana, MA, MS, Jonathan Ross, Sara Kooperman, JD, Blair McHaney & Irene Lewis-McCormick, MS**

In this new format for 2015, meet with industry experts regarding the future of group fitness, personal training, nutrition and club operations as they discuss where our industry is now, the challenges we are facing in today's market, and where our future lies. Questions will be asked to the group to stimulate unified answers and differing opinions. An open forum will follow where you can address the experts and hear first-hand the best practices that exist today. (LECTURE)

FREE MASTERCLASS. FREE WINE & CHEESE PROVIDED.

**FRM Friday, 6:30pm-7:30pm**

## SATURDAY, AUGUST 29

**SA1**

**7:00am-8:30am**

## STRENGTH CIRCUIT RAMPING

**SPRI**

**Chris Freytag**

Turn up your strength with SPRI's Slanted Riser. This circuit style class focuses on functionally integrated exercises to strengthen your body as an entire unit instead of muscle by muscle. You'll be bending, reaching, pulling, pushing, and lunging while using your body weight, weighted bars, dumbbells, and the slanted Step platform. Discover how functional your body really is and learn to create and coach participants through circuits and progressions. Gather new ideas on how to get strong, motivated, and ripped.

**SA1A Saturday, 7:00am-8:30am**

## HIIT PARADE

**Mindy Mylrea**

You hear the terms Fartlek, Tabata, Little 30-20-10, 12-8, positive recovery, negative recovery, longer intervals, and shorter intervals. Do you use them or not? With so many options and so little time, what is a trainer to do? Trust Mindy to hold your hand and guide you through the HIIT Parade. Learn the science, then strategically put HIIT training to the test. Formulate progressions and principles for success and retention and create training sessions that matter.

**SA1B Saturday, 7:00am-8:30am**

## SPEED OF LIGHT, MEDIUM AND HEAVY

**SPRI**

**Brian Nunez**

Rediscover the lost art of eccentric load training fused with alternating tempo (speed) training. In this partner-based workout session, rubber resistance will be used to regulate and modify both load and tempo creating a series of tri-set superset training routines that will activate and stimulate the



muscles like never before. These routines may be put together for a full workout or incorporated into shorter, more intense training sessions. Join us and get Jacked!

**SA1C Saturday, 7:00am-8:30am**

### **BALANCED BODY BARRE™: LONG, LEAN LEGS!**



**Joy Karley, MA**

Learn several fun, sexy sequences for toning the hips and thighs with Balanced Body Barre™. Using barres, body weight and great choreography, learn to work your lower body for maximum effect using the Balanced Body Movement Principles and inspirational music. Sequences taught can be used in any Barre or group exercise class. Detailed choreography and music notes included!

**SA1D Saturday, 7:00am-8:30am**

### **SHOCKWAVE**



**Doris Thews, Josh Crosby & Alex McLean**

Repeat session. Complete session description located on page 13.

**SA1E Saturday, 7:00am-8:30am**

### **MASALA BHANGRA®: BHANGRA AMPLIFIED**



**Gail Barranda Rivas**

Amplify the intensity of your cardio workout with this high-energy dance class. Infectious bhangra and hip-hop beats will fuel your endurance as you set your thighs and shoulders on fire. Masala Bhangra® takes this celebratory Indian dance and amps it up to make it a challenging and athletic workout that anyone willing to give it to the burn will love!

**SA1F Saturday, 7:00am-8:30am**

### **CARDIOPUMP FUSION**

**Brook Benten, MEd**

This is the workout for fitness professionals who want a little bit of everything. Cardiopump Fusion blends Power Yoga, Sports Drills, Kick Boxing, Plyometrics, Bootcamp, and Kettlebell all into one session! Excite your mind, challenge your body, and lift your spirits in this fresh and innovative "variety show". The first portion of this session is a choreographed fusion workout. The second portion is a Tabata, athletic blend of kettlebell and body weight exercises ideal for small group personal training.

**SA1G Saturday, 7:00am-8:30am**

### **FLUID FUSION**

**Manuel Velazquez**



Fluid Fusion is an aqua interval training workout designed to maximize your benefits by using the unique properties of water. The workout flows between anaerobic bursts to increase your cardiovascular capacity and active rest periods that focus on functional strength. Enjoy this fluid workout that will increase and improve muscle strength and facilitate muscle and joint performance all while enhancing your cardiovascular system. Learn more about how water exercise can open the door to fitness for a variety of participants.

**SA1H Saturday, 7:00am-8:30am**

### **HYDRO-BOOST!**

**Craig Stuart**

Gear up, get wet and discover a variety of new and exciting HITT formats designed to boost cardio training in deep water. Learn how to maximize buoyancy and resistance to push fat burning systems into high gear and optimize metabolic training benefits.

**SA1I Saturday, 7:00am-8:30am**

### **SCHWINN® CYCLING: LEAVE 'EM BREATHLESS II**



**Jeffrey Scott**

Sports Psychology + High Intensity Training = Explosive Results! Get ready for a second dose of the fitness industry's hottest topic paired with the mind/body tools. Experience an all-out, explosive sweat session plus the science, skills, and electric coaching you can take back to your classes to leave 'em breathless...again!

**SA1J Saturday, 7:00am-8:30am**

### **REALRYDER®: INFLUENCING THE INFLUENCERS - WOMEN!**



**Leslee Bender**

Every instructor wants a packed room! Learn how to recognize and address the issues that support the most critical demographic in your cycling room – women. Engage on a meaningful level with women, and they'll recruit their friends, husbands, boyfriends, and sons. Teach a class that meets women's physical, emotional and motivational needs using the only indoor cycle that offers greater core integration. Learn to attract and retain the most influential group with the highest purchasing power.

**SA1K Saturday, 7:00am-8:30am**

### **METABOLISM MAKEOVER**

**Sohailla Digsby, RD, LD**

Do you feel sluggish and wish you had more energy to make it through the day strong? Are you and/or your clients at a plateau and frustrated about "those last \_\_\_ pounds?" Need more energy? This class will cover ways to boost your metabolism right as you wake up and even throughout your night's sleep. (LECTURE)

**SA1M Saturday, 7:00am-8:30am**

### **PROTEIN FOR POWER PLAY**

**Melissa Layne, MEd**

It's the macronutrient with the highest thermic effect and the reputation for "building muscle" but how else can we use it to our body's best advantage? Do we really need to think of it only as lean chicken, beef and buffalo? Where do protein powders and branched-chain supplements come into play? Can we overeat protein? All of your questions will be answered plus more. (LECTURE)

**SA1N Saturday, 7:00am-8:30am**

### **5 WAYS SOFTWARE WILL GROW YOUR BUSINESS**



**Jenee Hall**

Pen and paper, Excel spreadsheets, and appointment calendar books; if you're using these to run your business, you're wasting valuable time that could be spent focused on your clients and growing your business. This insightful presentation reviews the

marketing tools and mobile apps that boost client engagement as well as the online management tools that can help you attract more clients and increase your revenue. A must-attend session for new business owners. (LECTURE)

**SA1O Saturday, 7:00am-8:30am**

### **BRAIN BOOSTERS**

**Terry Eckmann, PhD**

As the aging population grows, researchers are exploring best practices for better brain health throughout the lifespan. Learn how to identify 20+ brain boosters and learn how they contribute to improving brain function and affect the physiology of the brain. In this session, you will participate in and take home 20+ easy-to-implement brain booster activities and discuss how to implement them in your personal and professional life. (LECTURE)

**SA1P Saturday, 7:00am-8:30am**

### **BODHI SUPENSION SYSTEM CSI: CIRCUIT SUSPENSION INTERVALS**



**Nico Gonzalez**

Suspension training is a great way to get an intense, whole body workout in a short time. Learn suspension sequences you can use alone, add to your circuit classes or combine for a full suspension blast!

**SA1R Friday, 7:00am-8:30am**

## **KEYNOTE**

**8:45am-9:45am**

### **BELIEVE IN YOURSELF**

**Sara Kooperman, JD**

Join Sara Kooperman, an icon in the fitness industry with three decades of experience, as she uncovers insights into living life to the fullest. Sara shares both professional and personal history and addresses how a balance of work, home, and health along with a belief in yourself will lead you to the exploration and achievement of your life goals. Leave inspired, motivated, and recharged to return from MANIA® with a new direction and dedication to both you and your clients. Understand how the greatest gift you can give your family, friends, and clients is to just BE YOU!

**Room A Saturday, 8:45am-9:45am**

## **SA2**

**11:00am-12:30pm**

### **NEW FOR 2015: TABATA BOOTCAMP™ EXPRESS WORKOUT**



**Mindy Mylrea**

Tabata Bootcamp™ is a revolution in HIIT training and wellness coaching. Mindy introduces you to the Tabata Bootcamp™ workout, Tabata Express, and shows how an amazing 30 minutes can lead participants to embark on a full wellness journey for real change. Using the 20-10 timing protocol with max intervals, mixed intervals, and quickies and our unique signature foundational moves timing of 40-30-20 and 30-20-10, you will experience a total new way to excite and challenge your students for maximum sustained success.

**SA2A Saturday, 11:00am-12:30pm**

**KICK AND H.I.I.T. - URBANKICK  
H.I.I.T. KICKBOXING CLASS**

URBANKICK

**Shane Barnard, JD & Miwa Natsuki, MA**

Your muscles are only as strong as the structure and nervous system that support them. Experience peak muscle activation, definition and performance with the SPRI360 reactive trainer. Its unstable flat-platform surface, combined with body weight, rubber resistance and weighted resistance exercises stimulates muscles to respond and develop using a progressive Re-ACTIVE training method; Contract, React, Repeat. Come learn a series of intense strength-conditioning routines designed to help you reach your peak performance goals!

**SA2B Saturday, 11:00am-12:30pm****YOGA TOUCH****Sara Kooperman, JD**

Enjoy this yoga class, which balances strength and stretch, earth and sun, power and grace. Learn valuable techniques to touch your students physically and verbally. Using body weight and light manual touching, experience ways to connect with your students to motivate them to better posture, proper alignment and greater challenge all within the effective environment of a yoga class.

**SA2C Saturday, 11:00am-12:30pm****INDO-ROW®:****THE PERFECT CALORIE BURN****Josh Crosby & Doris Thews**

Sometimes, it's best not to mess with perfection. Dubbed "the perfect calorie burn", Indo-Row is a one-of-a-kind workout and the hottest fitness trend in full-body training. You'll work in teams, partners and as one crew to finish together, breathless and begging for more. Give your clients or group exercise participants the high-intensity, energizing workout they want without the impact and with no experience required.

**SA2D Saturday, 11:00am-12:30pm****OUT OF BOUNDS!****Mindy Mylrea & Douglas Brooks**

This fast-paced workshop takes you out of your comfort zone and beyond your limits! Using a variety of functional training equipment, your heart will race, legs will burn, core will scream and arms will pump! This athletic-based circuit format works with different types of equipment and training goals. Embrace challenge and go Out of Bounds!

**SA2E Saturday, 11:00am-12:30pm****CRUNCH® LIVE: THE ATHLETE'S  
WORKOUT & ATTACK THAT CORE****Justin Flexen**

Crunch Live: The Athlete's Workout & Attack that Core - Experience Cunch's most dynamic workouts in this two in one action packed session. The Athlete's Workout: Designed for the athlete in all of us! This athletic based workout focuses on speed, agility, and power, all necessary components for every athlete. Attack that Core: This workout will attack your core from every angle using targeted abdominal and back exercises designed show you how to create a great core class with no equipment!

**SA2F Saturday, 11:00am-12:30pm****SPEEDBALL****Steve Feinberg**

Speedball is intense, NON-STOP multi-directional conditioning utilizing the medicine ball. Progressions to increase ROM or add impact are available to challenge the conditioned athlete, but the base techniques are SAFE and FUNCTIONAL for any fitness level including the active aging population. The methodology combines cardio, muscular endurance, core stability and demands you to Think. Move. Be.

**SA2G Saturday, 11:00am-12:30pm****WATERinMOTION® 23****THE RIPPLE EFFECT****with Connie Warasila, Chris Henry, Sara Kooperman, JD, Manuel Velazquez, Melissa Layne**

The keys to a stellar aqua workout include outstanding leadership. The RIPPLE Effect focuses on six elements used to enhance WATERinMOTION® teaching techniques that apply to every program. Remember your choreography, Instruct verbally, Perform physically, Personalize the workout, Lead the group and Excite the people. Leave with eight segments of 64 count choreography notes. This blend of theoretical and practical skills makes this workshop a must see!

**SA2H Saturday, 11:00am-12:30pm****AQUA H.I.I.T.****Karen Westfall, MS**

High intensity interval training, strength training and plyometric drills combine for an invigorating and challenging workout. Skeptics often remark that aquatic exercise is just for the old, overweight, or injured. This workout will prove them wrong and challenge even the elite athlete. Simple, yet effective, choreography is designed to develop endurance, agility, coordination, speed, power, strength and burn fat remarkably fast.

**SA2I Saturday, 11:00am-12:30pm****SCHWINN® CYCLING:  
RIDE THE TOTAL BODY TREND  
WITH CIRCUITS****Helen Vanderburg**

Wait, weights on the bike? In this workshop, learn how to deliver the new indoor cycling class promise of a "Complete Workout" while staying authentic to both the strength work and the ride. Come experience the most effective and efficient way to get a total-body workout in your cycling classes - an electric ride combined with off-the-bike circuits that do more than follow the trend, they set the standard!

**SA2J Saturday, 11:00am-12:30pm****REALRYDER®:  
CARDIO GAMES****Adam Reid**

Match indoor cycling and cardio training with high-energy interaction that keeps riders engaged and accountable. Learn how competition, coaching and psychology result in motivation that guarantees results and enhances fun. What works best? Trash talk, positive reinforcement, or friendly competition? Learn to guide group ladders, solo leads, sprint pyramid builds, teammate tag and coach, pedal with the pack, and follow the leader. You'll leave with six new interactive game formats you can implement in classes tomorrow. Let the games begin!

**SA2K Saturday, 11:00am-12:30pm****MOI CYCLE:  
ENDURANCE RIDE****MOi Cycle Team**

Repeat Session. Complete session description on page 13.

**SA2L Saturday, 11:00am-12:30pm****SUGAR VS. FAT: WHICH IS WORSE?****Fabio Comana, MA, MS**

Recent media and medical emphasis is shifting public attention from fats to sugars but which is worse? How much, what type, and which is healthy versus unhealthy? Confused? Rest assured, most people are including the experts. This session will examine the roles, intakes, and potential negative and positive consequences of both food groups to help make sense of it all. Walk away from this session with a clearer understanding of each so you can provide credible information to your clients. (LECTURE)

**SA2M Saturday, 11:00am-12:30pm****MINDY MYLREA**

is the 2015 PFP Trainer of the Year, 2013 canfitpro Specialty Presenter of the Year, 2008 Fitness Presenter of the Year, 2004 canfitpro International Presenter of the Year, 1999 International Fitness Instructor of the Year, a National and World Aerobic Champion, a Gatorade sponsored athlete, and a five star presenter. Mindy is an advisory board member for Oxygen Magazine, an international presenter, author, motivational speaker, video personality, and CEC provider for SCW, ACE and AFAA.



**NUTRITION NUGGETS****Sohailla Digsby, RD, LD**

You will hardly believe these simple nutrition myths heard repeatedly in nutrition consultations! This session exposes the simple “nuggets” that are the barriers to the results you and your clients are after! If you only knew! Learn the facts so you can set them straight. (LECTURE)

**SA2N Saturday, 11:00am-12:30pm****3D CORE ASSESSMENT & PROGRAMMING****Leslee Bender**

This Gray Institute® session will discuss what constitutes the core and how best to assess and train for better function. There is a huge difference between the “traditional” core versus the “functional” core. The Principle-Strategy-Technique Process of Applied Functional Science® is introduced and leveraged for proper assessment and programming with participants learning more “by doing” an incredible core workout. Various positions and actions to functionally feed the core in all three planes of motion will create an unforgettable session!

**SA2O Saturday, 11:00am-12:30pm****HOW GREAT COMPANIES BUILD LOYALTY****Blair McHaney**

Operational Customer Experience Management (OCEM) is not new for other industries but remains elusive in the fitness industry where wild increases in profitability occur with small increases in loyalty. Blair explains how companies view customer experience and what that looks like for the fitness industry. He brings expertise and proven strategies from his own operations and from Medallia's Fortune 500 portfolio. Blair takes broad concepts in OCEM and makes them consumable for independent club operators. (LECTURE)

**SA2P Saturday, 11:00am-12:30pm****MARKETING AND SELLING S.M.A.R.T.****Michael Scott Scudder**

The sales process in the fitness business has been “show and tell” and produces lesser results each year. Learn why present sales methods in 90% of clubs are outdated and how current techniques restrict production of personal training sales and ancillary income. Find out why most clubs doom themselves to 40% or higher member attrition during the sales process and how clubs can sync sales efforts with consumers' needs. Michael will demonstrate a “modern method” of selling using advanced-but-simple technology. (LECTURE)

**SA2Q Saturday, 11:00am-12:30pm****BODHI SUPENSION SYSTEM CHISELED SUSPENSION TRAINING****Nico Gonzalez**

Define, delineate and detail your physique using the Bodhi Suspension System from Balanced Body. Learn moves and sequences to target every part of your body and create classes that truly change how the body looks, feels and performs.

**SA2R Saturday, 11:00am-12:30pm****SA3****12:45pm-2:15pm****Lunchtime Session 1**

(If You Choose This Session, Then 2:15pm-3:15pm Will Be Your Expo And Lunch Break)

**REAL WORLD PLYOMETRICS****Jonathan Ross**

Plyometrics are for everyone, but how can you start using plyometric exercises successfully and safely with any population? Discover three ways to use plyometric exercises with anyone to keep the quality high, the intensity at the right level, and provide a challenge that engages the mind and challenges the body - for anybody. Leave with fascinating new exercises and ways of using plyometrics in all your training programs.

**SA3A Saturday, 12:45pm-2:15pm****STRENGTH OVERLOAD****Mindy Mylrea**

Break free of the traditional strength training workout and go into Strength Overload. Using Gliding Discs, stability balls, and only body weight, you will experience combo workouts targeting lower, upper, and core in flowing grounded patterns and dynamic explosive patterns. Learn progressions and regressions that allow all levels of fitness to feel successful.

**SA3B Saturday, 12:45pm-2:15pm****YOGI BARRE****Leslee Bender**

This session combines the discipline of yoga and barre and is dynamic, functional and effective to strengthen the body for life. The body is meant to move authentically without tucking the pelvis or over-utilizing the hip flexors, which is common in many barre classes. You will flow from one exercise and posture to the next with a purpose while never compromising safety. This class leaves you feeling every muscle with strength and flexibility exercises designed to improve form and function!

**SA3D Saturday, 12:45pm-2:15pm****CHOREOGRAPHY WERQSHOP****Haley Stone**

WERQ Dance Fitness choreographer, Haley Stone, gives you the secrets behind designing stellar dance fitness choreography. Set up basic movement patterns, define movement inspiration, decode the art of transitions, and learn how to seamlessly string dance fitness choreography together to build a scalable combo. WERQ it out during the group practice portion and leave with new dance combos to plug into your next cardio class.

**SA3H Saturday, 12:45pm-2:15pm****KETTLEBODY BY BROOK****Brook Benten, MEd**

Kettlebell workouts deliver intense cardio, strength, and power. The kettlebell is a great tool for shocking the body. However, if we continually beat the body down through extremely vigorous workouts every day, we get fatigued and frustrated. Kettlebody by Brook is a program that combines a cardio kettlebell workout, yoga-derived workout,

**SPRI****Savvier Fitness****Savvier Fitness**

and a bell/body weight muscular endurance workout. In this session, you'll experience cardio, strength, power, flexibility, and a deeply relaxing finish.

**SA3G Saturday, 12:45pm-2:15pm****AQUA ZUMBA®: WET N WILD!****Kelly Bullard**

Zumba Fitness lovers are die-hard party people, so putting Zumba movements into the water was a ‘no-brainer’. Create something that everyone can do and still be challenged physically by doing it. This refreshing, invigorating Zumba Pool Party will include many different Latin and International dance rhythms. This unique workout complements all the muscles and allows those who are fit as well as those with physical limitations to join in the Zumba experience!

**SA3H Saturday, 12:45pm-2:15pm****TAB-AQUA BOOT CAMP****Jeff Howard**

Come experience Tabata in the water. This exciting exercise strategy is sweeping the country and includes alternating bouts of short intense anaerobic exercise with less intense recovery periods. Experience this exhilarating workout in the comfortable environment of the pool. Use this program as cross-training for athletic land-based performance or as a buoyant alternative to land Tabata training. Big results combine with little time to push your participants to the max.

**SA3I Saturday, 12:45pm-2:15pm****MOI CYCLE: INTERVAL RIDE****MOi Cycle Team**

RPM and Music BPM match perfectly to ensure a rhythmic and results-oriented ride. Join us for a lecture followed by an energized ride aimed at working with both intervals of time and challenge combined with recovery periods to increase strength and stamina. Our interval ride allows you to train harder and longer. Ride with passion - Ride with MOI!

**SA3L Saturday, 12:45pm-2:15pm****BURN CALORIES AND BOOST FAT METABOLISM****Len Kravitz, PhD**

Join Len in one of the most comprehensive lecture's ever explaining the detailed physiological and metabolic aspects of caloric expenditure and fat metabolism. Participants will learn, from a molecular perspective, the ten major pillars to maximize calorie burning through an understanding of fat metabolism pathways, the hormonal regulation of lipolysis during exercise, optimal exercise calorie burning intensities, the effect of exercise on lipolysis, the effect of the glycemic index on fat metabolism, and uppermost exercise intensities for post-exercise energy expenditure. (LECTURE)

**SA3M Saturday, 12:45pm-2:15pm****THE TRAINER'S TRIANGLE****Ed Le Cara, DC, PhD**

Ed discusses the lifecycle of a personal training or group fitness client from initial screening, baseline assessment, and the



shared responsibility of programming.  
**SA30 Saturday, 12:45pm-2:15pm**

## SA3 1:30pm-3:00pm

### Lunchtime Session 2

(If You Choose This Session, Then 12:30pm-1:30pm  
 Will Be Your Expo And Lunch Break)

### MMA CONDITIONING: BATTLE OBESITY WITH WAR

**Kristen Livingston, MEd**

With an emphasis on mixed martial arts (MMA), WAR incorporates all planes of motion, varying lever lengths and peripheral heart action (PHA) in every class to give your clients the most lean muscle and highest caloric expenditure possible. Learn how to punch effectively, kick safely, and perform hooks and uppercuts like the pros utilizing the music to foster motivation. This is a WAR worth fighting.

**SA3C Saturday, 1:30pm-3:00pm**



### KAMAGON KORE®

**Keli Roberts**

Integrated movement requires effective recruitment of core musculature and a balance between stability and mobility to produce or reduce force. Using the Kamagon® Ball, learn progressive programming and tri-planar movement sequences that enhance core function. Experience functional training with an emphasis on Hydro-Inertia® and leave convinced that you'll never need to do another crunch!

**SA3E Saturday, 1:30pm-3:00pm**



### SCHWINN® CYCLING: HOT TOPICS IN THE SADDLE

**Alex McLean**

Whether in your classes or in the media, people are talking about these indoor cycling issues - resistance, leg speed and muscle hypertrophy, total body strength work during the ride, heart rate training versus training with wattage, and coaching with display technology. Come hear Schwinn's take on these hot topics, coupled with the science to clear-up myths and misconceptions. Then experience a ride that only Schwinn can offer, filled with dynamic interaction, motivation and music.

**SA3J Saturday, 1:30pm-3:00pm**



### REALRYDER®: THIS IS HOW WE RYDE!

**Douglas Brooks, MS & Adam Reid**

The introduction of the RealRyder® Indoor Cycle has changed indoor bike technology forever. Our bike captures the movement and fun of 'real' outdoor riding while riders experience the benefits of turning, leaning and balancing. This workshop builds on the history of indoor cycling, giving instructors a glimpse into the RealRyder® teaching system as well as experiencing a fun-paced "century" ride. The future of indoor cycling is here. Take the Training Wheels Off!

**SA3K Saturday, 1:30pm-3:00pm**



### SURVIVING THE 35's DURING MENOPAUSE: STRESS, SLEEP AND SUGAR

**Melissa Layne, MEd**

As our female body changes, so does our stress, sleep and nutritional patterns. This session covers the how's and why's to hormonal changes that affect our training recovery patterns as well as our daily lives. Together, we will review the research on surviving the stress when our bodies change with some practical and proven modifications. (LECTURE)

**SA3N Saturday, 1:30pm-3:00pm**

### TIPS AND TRENDS FOR 2015

**Sara Kooperman, JD**

This entertaining presentation examines the common threads in society that will drive our health and wellness businesses to success in 2015. Customer experience, technological advancements and electronic influences are the keys to our fitness future. To unlock our potential, we will examine implementation, experimentation and systematization of both fads and trends. Review the best practices of various companies both within the fitness industry and beyond. (LECTURE)

**SA3P Saturday, 1:30pm-3:00pm**

### FINANCING OPTIONS FOR YOUR BUSINESS

**Paul Bosley**

This 90-minute seminar is designed to teach attendees methods of securing financing for their businesses. During the first half of the class, the attendees will learn how to prepare for underwriting, which is a relatively standard process used by all lenders and investors. The second half of the class reviews all potential sources of securing debt and equity financing available in the current marketplace. The last 10-15 minutes is reserved for questions and answers.

**SA3Q Saturday, 1:30pm-3:00pm**

### BODHI SUPENSION SYSTEM PILATES MEETS SUSPENSION

**Joy Karley**

Suspension training goes mind body in this core centered class combining the refinement and detail of Pilates with the athleticism and strength of suspension. Sequences for core training, stability, balance and flexibility are the focus of this unique take on Suspension Training from Balanced Body.

**SA3R Saturday, 1:30pm-3:00pm**



## SA4 3:15pm-4:45pm

### QUICKIES: GET MORE DONE IN LESS TIME

**Mindy Mylrea**

The number one reason for not working out is lack of time. Let's get more done in less time. Mindy excites every sense in your body with an integrated approach to fitness. Explore mini workouts that incorporate a total body challenge by addressing strength, cardio, and HIIT. Experience workouts that are short and sweet and continue the conversation long after the workout is over by lighting the fat burning engine. Attend this workshop - you owe it to your clients.

**SA4A Saturday, 3:15pm-4:45pm**



### CARDIO INTERVAL RAMPING

**Chris Freytag**

Ramp-up your cardio training with the SPRI Slanted Riser. This interval style class will challenge your heart rate while incorporating sports-inspired drills and skills. Experience several types of intervals like HIIT and Pyramids using your bodyweight, light weights, balance and power moves to burn calories and strengthen your heart. Learn new ideas, move in multiple planes, and use the slanted Step platform surface to bring FUN back to fitness.

**SA4B Saturday, 3:15pm-4:45pm**

## SPRI

### BALANCED BODY: MOTR™ = MOVEMENT MAGIC!



**Erika Quest**

Move, groove and feel how the MOTR enhances every exercise when combined with the magic of music in this dynamic workshop. The MOTR combines the challenges of a roller with the refinement of a pulley resistance system to create endless choreographic possibilities. Come and see how MOTR can make your classes magic!

**SA4C Saturday, 3:15pm-4:45pm**

### PILOXING®

**Jordan Ballard**

PILOXING® is an exciting fitness program that blends the best of Pilates, Boxing and Dance into a high-energy interval workout. Using the most current science, PILOXING® incorporates formats such as interval and barefoot training to burn maximum calories and increase stamina. In addition to Pilates and boxing movements, the exercise incorporates the use of weighted gloves, which add to the workout by toning the arms and maximizing cardiovascular health.

**SA4D Saturday, 3:15pm-4:45pm**



### BOSU® PLYO POWER

**Douglas Brooks, MS**

Quick, explosive movement is essential for developing athleticism. BOSU® Plyo Power focuses on total body plyometric progressions, which can be appropriate for most clients and athletes. Learn drill mechanics, progressions and coaching cues to successfully implement plyo training into fitness and sport programs. Challenge yourself with advanced training techniques and optimize results!

**SA4E Saturday, 3:15pm-4:45pm**



### ZUMBA® CARDIO BLAST

**Eric Aglia & Kelly Bullard**

"What's intense, easy-to-follow and a fantastic workout?" Revolutionize your cardio workout and feel the Latin Heat with exotic world rhythms in red-hot, never-before-seen ways. This class will challenge and inspire you at the same time! Learn how to make your routines really 'pop' with hits from multi-platinum Latin artists: Pitbull, Jennifer Lopez, Shakira, Enrique Iglesias and more. So come on! "Walk in and Dance Out"!

**SA4F Saturday, 3:15pm-4:45pm**



**MASHUP™: 5X REAL RESULTS****Jamie Zacharias & Stacy Redwine**

Revolutionizing fitness with the only non-choreographed format that can be done in as little as 15 minutes and is 5X more effective! Join in on a 45 minute Mashup™ that is a scientific formula showcased by Dr. Mercola! Attract yogis, athletes, and novices, uniting **Mind/Body, Agility and Strength**, and **High-intensity intervals** for three different fitness levels. Mashup has exciting, dynamic music and has been featured at the American Music Awards gifting suites!

**SA4G Saturday, 3:15pm-4:45pm****WATERinMOTION® PLATINUM 2****Sara Kooperman, JD, Chris Henry,****Connie Warasila & Manuel Velazquez**

Platinum is a shallow-water, low-impact aqua exercise experience that offers senior citizens and deconditioned participants a fun workout improving cardiovascular endurance, agility, balance, strength and flexibility. This customized exercise system provides easy-to-teach and learn choreography, fantastic marketing and scientifically designed program and education. Catch the wave!

**SA4I Saturday, 3:15pm-4:45pm****SCHWINN® CYCLING: GIRL POWER****Abbie Appel, Haley Stone & Doris Thews**

Who runs the world? In this workshop, Schwinn's top female trainers give you an overview of must-knows for coaching female riders plus five ways to win with women in fitness and keep them coming back for more. Experience a complete workout filled with power (and empowerment!), measurement and motivation that is fabulous, fierce, and the perfect fit for this audience.

**SA4J Saturday, 3:15pm-4:45pm****REALRYDER®: TIME-CRUNCHED & OFF COURSE****Adam Reid**

Learn how to coach indoor cycling and teach like the pros in RealRyder's NEW Performance Training Series (PTS). Distinctly different! Are your riders not getting the results they want? Don't let them give up on their goals because they are crunched for time. This session is designed to maximize results and minimize your time investment. Learn the keys to efficient program design. Get the most for your riders' precious time investment and make every workout count!

**SA4K Saturday, 3:15pm-4:45pm****MOI CYCLE: ENDURANCE RIDE****MOi Cycle Team**

RPM and Music BPM match perfectly to ensure a rhythmic and results-oriented ride. Following a short lecture, your endorphins fly as your aerobic system reaches steady state and your intensity level is pushed higher. MOi (Mind Over Intensity) will assist you when your body wants to give in. Conquer longer distances and time as your breathing and legs become more controlled.

**SA4L Saturday, 3:15pm-4:45pm****WOMEN, HORMONES, METABOLISM AND ENERGY****Len Kravitz, PhD**

This lecture summarizes recently published research on the physiological effects of hormones, metabolism and energy expenditure in women. A comprehensive review of fat metabolism, body composition, endocrinology, caloric expenditure and female physiology related to exercise is discussed. Len will showcase 20 great exercise ideas and some excellent training programs for your female clients.

**SA4M Saturday, 3:15pm-4:45pm****INSPIRE YOUR STAFF TO EXCELLENCE****Jenny Hymer**

Jenny will help you find easy and manageable ways to inspire your staff to excellence in their customer service delivery. How do they handle complaints? How do they handle compliments? Is this a job or are your staff a part of your culture?

**SA4N Saturday, 3:15pm-4:45pm****SUCCESSFUL SMALL GROUP PERSONAL TRAINING****Fabio Comana, MA, MS**

Group, once a taboo term in personal training, is trending as Small Group Personal Training (SGPT) continues to explode out of the group fitness room and into just about every venue imaginable. This session examines key benefits of SGPT and discusses key strategies to successfully implement SGPT. Learn how to effectively use space, equipment and training formats to design effective group training workouts. (LECTURE)

**SA4O Saturday, 3:15pm-4:45pm****DIFFERENTIATING THROUGH ALL-STAR CUSTOMER SERVICE****Chris Stevenson**

Customer service is an often overlooked aspect of health and fitness businesses. In this session, we examine the why, what, when, who and how of all-star customer service. Attendees will leave with very tangible practices and tools that can be immediately implemented to bring customer service to an all-star level.

**SA4P Saturday, 3:15pm-4:45pm****GIVE & RECEIVE FEEDBACK****Karen Woodard**

Sometimes, we feel like we are on egg shells when we need to give or receive feedback. In this session, we discuss why and how to eliminate the egg shells along with the differences and detriments of a "culture of nice". Review how to give and receive feedback so it is helpful and not perceived as a personal attack. This session will breathe new life into your professional and personal conversations.

**SA4Q Saturday, 3:15pm-4:45pm****BALANCED BODY FIT: SUSPENSION MEETS CIRCUIT TRAINING****Nico Gonzalez**

The intensity of suspension using the Bodhi system from Balanced Body is a great addition to a high intensity circuit class. Combine suspension, Smartbells and other

small props to create dynamic circuits for your classes or small group training.

**SA4R Saturday, 3:15pm-4:45pm****SA5****5:45pm-7:15pm****JILLIAN MICHAELS BODYSHRED™****Mark Shipman**

Join Mark as he leads you through a Jillian Michaels BODYSHRED™ class! This revolutionary 30-minute interval workout consists of three minutes of strength, two minutes of cardio, and one minute of core work. Each exercise in each category lasts 30 seconds and the full circuit is repeated until you hit 30 minutes. There are no recovery breaks, so get ready for the ultimate sweat session!

**SA5A Saturday, 5:45pm-7:15pm****REACTIVE OVERLOAD****SPRI****Abbie Appel**

Your muscles are only as strong as the structure and nervous system that support them. Experience peak muscle activation, definition and performance with the SPRI360 reactive trainer. Its unstable flat-platform surface, combined with body weight, rubber resistance and weighted resistance exercises stimulates muscles to respond and develop using a progressive Re-ACTIVE training method; Contract, React, Repeat. Come learn a series of intense strength-conditioning routines designed to help you reach your peak performance goals!

**SA5B Saturday, 5:45pm-7:15pm****TRIGGERPOINT: MYOFASCIAL COMPRESSION™ TECHNIQUES FOR MULTI-SPORT TRAINING****Britny Fowler**

Learn the Myofascial Compression™ Techniques (MCT) used by many of the best triathletes in the world to stay injury-free. Whether it's running, swimming, or cycling, improper biomechanics will ultimately lead to lack of tissue tolerance and eventually, injury. Examine the simple foundations of hydration, movement, and MCT to restore normal tissue mobility and eliminate the opportunity for overuse injuries.

**SA5C Saturday, 5:45pm-7:15pm****BALANCE NOW!****Derek Mikulski**

Improving balance abilities at any age is about removing uncertainty, building confidence and increasing functional strength. Using a bar with internal rolling resistance creates an immediate feedback tool for recognizing the need to stabilize and engage the core bracing system. Learn new, innovative, fun and progressive ways to help your active agers and clients of all fitness levels build better mind-muscle connectivity, balance and core strength using the science-backed ActivMotion Bar.

**SA5D Saturday, 5:45pm-7:15pm**

## FXP FITNESS™ TOTAL BODY SCULPT



**Niece Pecenka**

This workout is a low impact, high energy fusion class that utilizes the versatility of the specially designed and weighted FXP Hula Hoop® and incorporates High Intensity Interval Training coupled with the precise moves of Barre work, the core-centric moves of Pilates and yoga inspired stretches. Get ready for a revolutionary way to get fit with a dynamic series of moves that are guaranteed to keep you motivated all while having fun!

**SA5E Saturday, 5:45pm-7:15pm**

## ZUMBA® STEP TO THE ZUMBA® BEAT



**Eric Aglia**

Take lower body workouts and calorie burning to new heights with Zumba® Step, the newest Zumba® program. Tone and strengthen glutes and legs with a gravity-defying blend of Zumba routines and step moves. Bring your students maximum results without losing the easy-to-follow fitness-party!

**SA5F Saturday, 5:45pm-7:15pm**

## DISQ™: MOBILE POWER & STRENGTH



**Robbert Boekema**

Strap on, step in, and move like a machine in this cardio strength class using the DISQ, a mobile fitness device designed to add resistance to functional movements. The DISQ's adjustable and constant resistance lets you work out at your own level to provide a total body workout that will transform you. The DISQ was developed by a group of speed skaters and is one mobile device that gives you the freedom to train whenever and wherever you want.

**SA5G Saturday, 5:45pm-7:15pm**

## DEEP WATER CORE & MORE

**Karen Westfall, MS**

Challenge your core without the crunch! New research indicates "bracing" while moving the limbs under resistance is a more effective technique to strengthen the core than the traditional crunch or curl-up. Master the techniques of bracing the core while powering the limbs through the deep water. You will learn various unilateral moves that will improve coordination, strength and challenge the core.

**SA5H Saturday, 5:45pm-7:15pm**

## AQUA ZEN

**Connie Warasila**



Slip into the pool and experience a relaxing blend of ancient movement forms (yoga and Tai-Chi) and more contemporary mind/body movement (Ai-Chi, Pilates, dance, aqua movement). You will journey to a place of deep physical and mental relaxation while practicing breathing techniques, centering, balance, core control and free-flow forms. Come; wash away the day's tension and stress. You will float away refreshed, renewed and calm.

**SA5I Saturday, 5:45pm-7:15pm**

## SCHWINN® CYCLING: NOTHING BUT THE HIITS!



**Keli Roberts**

High Intensity Interval Training has found its way into every workout modality. Here, we explore why these training systems show proven results and how to fold them into your indoor cycling rides. Up your teaching game with the science, then get the inspiration to deliver a workout that goes beyond Tabata to bring your riders Nothing But the HIITS! This session includes a full workout complete with detailed class design notes.

**SA5J Saturday, 5:45pm-7:15pm**

## MOI CYCLE: STRENGTH RIDE



**MOi Cycle Team**

Repeat session. Complete description located on page 15.

**SA5L Saturday, 5:45pm-7:15pm**

## HEART RATE VARIABILITY AND OVERTRAINING

**Len Kravitz, PhD**

Heart rate variability (HRV) is a non-invasive assessment of the autonomic regulation of heart rate in real-life conditions. It can be used to assess autonomic changes associated with endurance training in exercise and high-performance training. HRV is also a diagnostic marker of overtraining. This session will present cutting-edge research on HRV physiology and overtraining and provide several evidence-based applications to optimize performance in clients. (LECTURE)

**SA5M Saturday, 5:45pm-7:15pm**

## NUTRITIONAL NEEDS DURING MENOPAUSE

**Melissa Layne, MEd**

Women, it will happen. The body changes with the rise and fall of estrogen. Estrogen affects the oxidation of food and the more we know affects choices we make and teach our clients to make. This session covers the physiological changes to our body and how proper nutrition can aid in maintaining a healthy menopausal being, both mentally and physically. (LECTURE)

**SA5N Saturday, 5:45pm-7:15pm**

## PERSONAL TRAINING, SMALL GROUP & GROUP EXERCISE

**Michele Melkerson-Granryd, MEd**

Frustrated by the competition between your Personal Trainers and Group Ex Instructors? Learn how to strategically interweave and schedule your trainers and group exercise instructors creating a system where Group Ex classes prepare and encourage your participants to move into personal training and group training sessions to drive increased revenues and retention. (LECTURE)

**SA5O Saturday, 5:45pm-7:15pm**

## GROUP FITNESS: A RETENTION TOOL

**Chris Henry**

In this session, we'll review best practices for being a strong force in group ex management. Are you using information you may already have to improve your program? From talent search, instructor development, effective program planning and deciphering member feedback, we'll explore ways that will give your

club a competitive edge and build a powerful retention tool for your club. (LECTURE)

**SA5P Saturday, 5:45pm-7:15pm**

## TRENDS: USE 'EM TO FINE-TUNE YOUR BUSINESS STRATEGIES

**Michael Scott Scudder**

Trends are not just iconic representations of what has happened, they point the way to future occurrences and help you to more expertly manage your fitness business. Learn how to distinguish trends from fads and what the top current trends are in the fitness industry. Know the difference between emerging and fading trends. Walk away from this seminar understanding the consumer needs and behaviors underneath trends and how your club can capitalize on trend information. (LECTURE)

**SA5Q Saturday, 5:45pm-7:15pm**

## BALANCED BODY FIT: SUSPENSION MEETS CIRCUIT TRAINING



**Nico Gonzalez**

The intensity of suspension using the Bodhi system from Balanced Body is a great addition to a high intensity circuit class. Combine suspension, Smartbells and other small props to create dynamic circuits for your classes or small group training.

**SA5R Saturday, 3:15pm-4:45pm**

**SA6**

**7:30pm-8:30pm**

## CORE AMOUR

**Abbie Appel**



This core-focused workout that is divided evenly into three segments with three unique focuses is sure to challenge your group participants. First, use a small weightless ball to activate the core and develop new movements and learn how to co-contract the deep stabilizers. Next, transfer those newly found skills and enhance staple bodyweight exercises that apply lever changes and dynamic movement. Lastly, have fun adapting the movements to the stability ball to challenge balance and strength.

**MASTERCLASS**

**SA6A Saturday, 7:30pm-8:30pm**

## U-JAM

**Lauren Powell**



Experience U-JAM, the high-energy, heart-pumping dance workout driven by world beats with an urban flavor. This format features dance moves that are funky and easy to follow, but will have you working up a sweat and burning down the calories! Come ready to sweat and learn from one of the industry's best dance fitness choreographers.

**SA6B Saturday, 7:30pm-8:30pm**

## DRISHTI BEATS: A MUSICAL YOGA JOURNEY

**Lori Lowell**

This class delivers flawless movement patterns with amazing beats, hip hop, DJ mixing, live voice and percussion interspersed with beautiful language, guidance and instruction. Take your yoga practice to new levels incorporating yoga with live music. Drishti Beats is fun and enlightening while

working through all components of Vinyasa Flow sequencing. Drishti is a Sanskrit term meaning "a concentrated and focused gaze". Where your focus goes, your energy flows.

#### MASTERCLASS

**SA6C Saturday, 7:30pm-8:30pm**

#### CAMP GLADIATOR



**Mason Murphy**

The Camp Gladiator experience is sure to be one like you have never experienced before. Camp Gladiator the leader in Outdoor adult fitness combines a fun and energetic workout environment with the intensity that you need to challenge yourself to new levels. Camp Gladiator workouts promise to push your physical abilities to the max while allowing you to have more fun than you ever thought you could working out.

**SA6D Saturday, 7:30pm-8:30pm**

#### THE M.I.X. 3D!

**Carolyn Kimmel**

Movement occurs in three dimensions! Learn to design functional, layered exercises that students can choose from to increase intensity! Give your class a little TLC with a 3D personal training feel! Design each class to be playful and challenging but never duplicated. Movements are not flat; therefore, your workouts should be in 3D.

**SA6F Saturday, 7:30pm-8:30pm**

#### USING SOCIAL MEDIA TO UP YOUR GAME

**Chris Freytag**

Do you have clients who want to lose Social media marketing is no longer trendy, it's necessary! It's the most cost-effective way for health and fitness professionals to build their brand, engage participants, gain referrals, and increase retention. In this session, we will discuss Facebook, Twitter, Instagram, Pinterest and YouTube. Chris will explain each platform and discuss how to decide, which will benefit your business the most while focusing on best practices, expert tips and

tricks, and tactics on growing a community of followers. (LECTURE)

**SA6M Saturday, 7:30pm-8:30pm**

## SUNDAY, AUGUST 30

**SU1**

**7:00am-8:30am**

#### BALLAPALOOZA

**Chris Freytag**

Throw it, catch it, toss it, slam it - nothing is off limits. Experience a variety of integrated total body conditioning weighted ball moves with this progressive variable intensity training program. Learn a series of fun and unique partner training routines using a lighter weight oversized ball for volume moves, a slightly smaller and higher weight ball for strength moves, and top it off with an ultra-dynamic weighted ball move. Come prepared to work hard and play hard!

**SU1A Sunday, 7:00am-8:30am**

#### SURGE® ADVANCED CORE TRAINING



**Casey Stutzman**

A strong core is the key to success in sport performance and daily life. Learn to use the properties of water for dynamic resistance and develop a high functioning core. Discover new core training methods to transfer force, link whole body movement, stabilize, initiate or resist rotation, and maintain core function under fatigue. Build a core that works!

**SU1B Sunday, 7:00am-8:30am**

#### PILOXING® BARRE



**Jordan Ballard**

PILOXING® Barre is an exciting new fitness 'Barre' workout utilizing the same fundamental disciplines from the already world-renowned fitness craze, PILOXING®. PILOXING® Barre is a comprehensive, well-rounded workout that is low-impact, yet intensity building. This program creates full-body awareness using a Ballet Barre throughout the class while both standing and grounded.

**SU1C Sunday, 7:00am-8:30am**

#### RECESS LAB

**Irene Lewis-McCormick, MS**

Join Irene in this session, which will be packed with ideas on how to help kids, ages 9-12, fill their days with quality movement. Additionally, you will learn ways to make educating them about nutrition more fun. Come and experience and age-appropriate movement and exercise experience along with an engaging and interactive nutrition lecture so that you can assist our future generations

flourish.

**SU1D Sunday, 7:00am-8:30am**

#### BOSU® BALANCE BASICS & BEYOND - KEYS TO ANTI-AGING



**Erika Quest & Bernadette O'Brien**

Balance training and functional strength are key components to improved performance and successful activities of daily life at any age. While moving through the body's functional positions, explore how you can enhance balance training with games and sequences that improve strength, challenge proprioception and promote efficient movement through the entire kinetic chain! Get new ideas for workouts that make balance training empowering and fun!

**SU1E Sunday, 7:00am-8:30am**

#### TRIFECTA FITNESS: HIIT - CARDIO - STRENGTH



**Manuel Velazquez**

The fusion of the three planes of movement: sagittal, frontal, and transverse in one functional interval workout! Place your Cardio class into the 21st century playing and changing movement planes and levels. Add toys like Gliding Discs and med balls to create a very sweaty and FUN-ctional workout. Challenge your body and your mind with fresh ideas finding your way to very FUN-ctional Cardio-Strength training!

**SU1F Sunday, 7:00am-8:30am**

#### ATHLETIC STEP CONDITIONING WITH POWER STEP®



**Kristen Livingston, MEd**

Step into the future of fitness. This session includes functional athletic training while incorporating a platform for cardio, power, strength, balance and agility training. Learn how the kinetic chain unfolds using the step and surrounding floor space and dive into the physiology behind the athleticism. The step gives you a chance to reinvent yourself and your workouts to draw new clients to your classes while providing the chance to move vertically, horizontally and diagonally.

**SU1G Sunday, 7:00am-8:30am**

#### TAB-AQUA POWER



**Jeff Howard**

Take two current training techniques, Tabata and powerful muscle conditioning, and fuse them together to max out your effort and gain amazing results! Take your current aquatic class, add a pinch of power coupled with a dash of dynamic sculpting, all set to Tabata timing, and leave with a workout to propel you through 2015! Six simple rules applied to your existing workout will give you more ideas and moves to push your class to the next level!

**SU1H Sunday, 7:00am-8:30am**

## CHRIS FREYTAG

is a health and fitness expert, blogger, author and motivational speaker. She has been teaching fitness classes and personal training for over 20 years. She is a contributing editor for Prevention Magazine, the fitness contributor for the NBC affiliate in Minneapolis, and Chairman of the Board of Directors for ACE. Chris has authored five books, created fitness DVDs, is a trainer for Exercise TV, and sells her line of healthy kitchen and fitness products on QVC.



**H.E.A.T. WAVES****Chris Henry**

H.E.A.T. waves (High Energy Aquatic Training) is a non-traditional water exercise experience offering unconventional drills, which utilize water resistance to challenge participants. Take your class to another level by incorporating movements that challenge the entire body and really get your heart pumping! With 360 degrees of resistance, water is the best equipment of all. We'll use basic water exercise moves for warm-up and rhythmic limbering of muscles and joints, then hold on tight. It is a wet and bumpy ride!

**SU1I Sunday, 7:00am-8:30am****SCHWINN® CYCLING: START A REVOLUTION****Mindy Mylrea**

As fitness professionals, we know that an hour on the bike is only the beginning of real health and wellness. Come to this session for a true-to-form inspirational Mindy Mylrea indoor cycling workout and to learn how to Start a Revolution in your classes! Through research-based coaching, cueing and discussion that you can bake right into the ride, Mindy will show you how to create a connection with your students that ignites positive behavioral change for life.

**SU1J Sunday, 7:00am-8:30am****REALRYDER®: CARDIO GAMES****Douglas Brooks, MS & Adam Reid**

Match indoor cycling and cardio training with high-energy interaction that keeps riders engaged and accountable. Learn how competition, coaching and psychology result in motivation that guarantees results and enhances fun. What works best? Trash talk, positive reinforcement, or friendly competition? Learn to guide group ladders, solo leads, sprint pyramid builds, teammate tag and coach, pedal with the pack, and follow the leader. You'll leave with six new interactive game formats you can implement in classes tomorrow. Let the games begin!

**SU1K Sunday, 7:00am-8:30am****DIET FADS AND FACTS****Sohailla Digsby, RD, LD**

Overwhelmed with the many diets and weight loss options out there from Paleo to Gluten Free? Are your clients and class participants frustrated and confused? Do you know the fads from the facts? Learn from a registered dietician and fitness instructor who works on the front lines. She will teach you just exactly what works and why. (LECTURE)

**SU1M Sunday, 7:00am-8:30am****MAXIMIZING MUSCLE STRENGTH****Len Kravitz, PhD**

Using cutting-edge computer-technology, Len will clearly show you the latest advances on the intricate eye-opening mechanisms involved in muscle force production for strength and hypertrophy. Many questions about muscle will be addressed regarding specific training applications including: muscle metabolism, motor unit recruitment, hypertrophy pathways, and fatigue resistance. This groundbreaking lecture will include the newest research AND real life training

program designs for improving muscular strength and hypertrophy. (LECTURE)

**SU1N Sunday, 7:00am-8:30am****HEALTHY AGING SURVIVAL KIT****Terry Eckmann, PhD**

Embrace the many demands and challenges of your personal and professional life with a perspective that can enhance your working environment and personal life. Survive the ups and downs of your world with tools and strategies that make every day a great day. Dr. Eckmann will share thoughts and action plans that can make a difference in making your life journey happy and healthy! This session is "you time"! A presentation based on a foundation of health and happiness research.

**SU1O Sunday, 7:00am-8:30am****GRACIOUSLY, PROFESSIONALLY AND SYSTEMATICALLY PRODUCING REFERRAL BUSINESS****Karen Woodard**

This session will provide a planning format as well as gracious referral tools and conversations to increase leads and sales for your business. (LECTURE)

**SU1P Sunday, 7:00am-8:30am****PERSONAL TRAINING: COMPETING WITH FREE GROUP CLASSES****Nick Osborne**

Owners and Managers face a depressing statistic: only 5% of their members buy personal training! They are frustrated because they cannot determine how to reverse this trend. This session will teach you what clients need and want, examining the reasons why, then supply a roadmap directing you how to successfully change your program to penetrate 12% - 15% of your existing members. Once you know the secrets, you can take control and make serious revenue from your personal training program. (LECTURE)

**SU1Q Sunday, 7:00am-8:30am****BODHI SUPENSION SYSTEM****CSI: CIRCUIT SUSPENSION INTERVALS****Nico Gonzalez**

Suspension training is a great way to get an intense, whole body workout in a short time. Learn suspension sequences you can use alone, add to your circuit classes or combine for a full suspension blast!

**SU1R Saturday, 7:00am-8:30am****SU2****8:45am-10:15am****ROLL, REGENERATE, REVITALIZE SPRI****Jonathan Ross**

Bring your tight, sore and knotted muscles to this session. Learn a very effective soften, lengthen and strengthen method for regaining joint mobility and muscle flexibility. With the use of foam rolling, stick rolling, ball rolling, and strap stretching and muscle resetting, you will release chronically tight muscles and break up restrictions. Also, learn unique and creative exercises to enhance your warm-ups, workouts, and postural training. Walk in tight, leave feeling right!

**SU2A Sunday, 8:45am-10:15am****KICK AND H.I.I.T. - URBANKICK® KICKBOXING CLASS****Shane Barnard, JD & Miwa Natsuki, MA**

Repeat session. Complete session description located on page 20.

**SU2B Sunday, 8:45am-10:15am****FXP® FITNESS CORE FLOW****Niece Pecenka**

The FXP Fitness Hula Hoop® Core Flow workout is a fresh, new approach to group fitness! This class utilizes the specially designed and weighted FXP Hula Hoop. Based on the core-centric principles of Pilates, a powerful vinyasa yoga flow, and the specific movements of ballet barre techniques, this fun and effective class will sculpt your muscles into a lean, long physique while burning calories and strengthening your core!

**SU2C Sunday, 8:45am-10:15am****BALANCED BODY® FIT: 20 IS PLENTY- INTENSE INTERVAL TRAINING****Joy Karley, MA**

Get maximum benefits in record time while increasing cardio capacity and improving muscular strength and endurance! Interval training is one of the best ways to improve fitness, and this workshop is guaranteed to raise your heart rate, challenge your muscles, and push the limits on FUN + FUNCTION! Walk away with plug and play workouts you can teach and do immediately using versatile and cutting edge Balanced Body® equipment. Get ready to shake things up!

**SU2E Sunday, 8:45am-10:15am****STEP EXPRESSIONS****Chris Henry**

In this session, participants will do self-examinations of who they are as instructors. We will utilize music to facilitate certain aspects of the breakdown as well as the choreography. During the session, you will review and discuss how to implement your individual personality and flair to each and every class making it more dynamic and personal. Express yourself!

**SU2G Sunday, 8:45am-10:15am****MOMS IN MOTION AQUA****Irene Lewis-McCormick, MS**

Exercise during pregnancy can be safe, effective and fun! Research has shown that there are numerous advantages associated with water exercise that offer both short and long term benefits to both the fetus and mother. This low impact, water workout is an excellent choice for pregnant participants because much of the hopping, jumping and running movements so prevalent in land-based classes are replaced by neutral position movements performed through a full range of motion.

**SU2H Sunday, 8:45am-10:15am****BARRE-A-CUDA WATER WORKOUT****Sara Kooperman, JD**

Based upon the newest trend in land exercise, enjoy creative water exercise sequences that use a noodle as a ballet barre for both stability and challenge. This ballet-inspired barre aqua workout utilizes the principles of dance, functional strength training and Pilates to lengthen and strengthen your arms, legs and



core. Experience small isometric movements and full range-of-motion exercises to tone and fatigue the muscles of the entire body set to motivational music for an intergenerational cutting-edge program.

**SU2I Sunday, 8:45am-10:15am**

### **SCHWINN® CYCLING: HOW TO ROCK A THEME RIDE**



**Doris Thews**

When teaching consistently from week to week, top-notch instructors know how to create impact by shaking it up now and then with a theme ride. This workshop walks you through a grab-bag of theme ideas proven successful in an indoor cycling setting along with the tips, tricks and tools to pull them off. Come learn how to develop and deliver rides based on holidays, celebrations, music, and special intentions that will get the entire facility buzzing about the experience!

**SU2J Sunday, 8:45am-10:15am**

### **REALRYDER®: INFLUENCING THE INFLUENCERS- WOMEN!**



**Leslee Bender**

Every instructor wants a packed room! Learn how to recognize and address the issues that support the most critical demographic in your cycling room - women. Engage on a meaningful level with women, and they'll recruit their friends, husbands, boyfriends, and sons. Teach a class that meets women's physical, emotional and motivational needs using the only indoor cycle that offers greater core integration. Learn to attract and retain the most influential group with the highest purchasing power.

**SU2K Sunday, 8:45am-10:15am**

### **CIRCUIT TRAINING EXTRAVAGANZA**

**Len Kravitz, PhD**

There has been a recent surge in innovative circuit training research including new HIIT protocols. Join Len for a comprehensive review of the physiological processes that drive short-burst exercise and athletic performance. Controversial questions about anaerobic exercise, muscle acidosis, metabolic stress, extreme conditioning, fatigue, and substrate utilization are addressed. Participants will leave with NINE anaerobic training circuits (each circuit with five great exercises). (LECTURE)

**SU2N Sunday, 8:45am-10:15am**

### **TRAINING DURING THE MENOPAUSAL YEARS**

**Melissa Layne, MEd**

As women, we strive to maintain a healthy body composition. Then comes "the change" and our training theory needs to change also. This session covers the hormonal happenings, how these happenings affect our body composition and how we can train smarter before, during and after menopause. (LECTURE)

**SU2O Sunday, 8:45am-10:15am**

### **CULTURAL EXCELLENCE THROUGH EMPLOYEE ENGAGEMENT**

**Chris Stevenson**

Employees can make or break a facility. In this session, learn how to ensure that staff is making and not breaking the facility! Attendees will leave with the knowledge and tools to create a mission statement and core values that have meaning, use proper interview techniques and utilize training protocols. Attendees will also receive tips for recognizing and promoting peak employee performance and how to do evaluations that actually reflect the company mission statement. (LECTURE)

**SU2P Sunday, 8:45am-10:15am**

### **THE ULTIMATE PERSONAL TRAINING EXPERIENCE SYSTEM**

**Nick Osborne**

Systems are the reasons why some training departments and health clubs are extremely profitable and others still struggle to break through the 3% - 5% barrier of their members using personal training. In this session, owners and managers will learn the "How's" and the "Whys" of systematizing every aspect of their personal training department and how to manage it once these systems are in place. (LECTURE)

**SU2Q Sunday, 8:45am-10:15am**

### **BODHI SUSPENSION SYSTEM CHISELED SUSPENSION TRAINING**



**Nico Gonzalez**

Define, delineate and detail your physique using the Bodhi Suspension System from Balanced Body. Learn moves and sequences to target every part of your body and create classes that truly change how the body looks, feels and performs.

**SU2R Saturday, 11:00am-12:30pm**

**SU3 11:15am-12:45pm**

### **TRIGGERPOINT: GRID® LOCK**

**Britny Fowler**

Are you ready to ramp-up your training? Get on the GRID and discover integrated movements that strengthen and stabilize the entire core including the erector spinae, glutes, abdominals and obliques. Then, learn exactly how to coach your clients through this comprehensive core training session. Walk away with the tools you need to help anyone create a stronger core, boost agility and increase flexibility, all while improving your client's back health.

**SU3A Sunday, 11:15am-12:45pm**

### **SPEEDBALL CORE**

**Steve Feinberg**

Speedball is intense, NON-STOP multi-directional conditioning utilizing the medicine ball. The methodology combines cardio, muscular endurance, core stability and utilizing the medicine ball. We balance mobility and stability incorporating interactive partner training with manual resistance. The program can be performed in an existing conditioning class or seamlessly inserted into a personal training session.

**SU3B Sunday, 11:15am-12:45pm**

### **MASHUP™: 5X REAL RESULTS**



**Jamie Zacharias & Stacy Redwine**

Revolutionizing fitness with the only non-choreographed format that can be done in as little as 15 minutes and is 5X more effective! Join in on a 45 minute Mashup™ that is a scientific formula showcased by Dr. Mercola! Attract yogis, athletes, and novices, uniting Mind/Body, Agility and Strength, and High-intensity intervals for three different fitness levels. Mashup has exciting, dynamic music and has been featured at the American Music Awards gifting suites!

**SU3C Sunday, 11:15am-12:45pm**

### **THE M.I.X. 3D!**

**Carolyn Kimmel**

Movement occurs in three dimensions! Learn to design functional, layered exercises that students can choose from to increase intensity! Give your class a little TLC with a 3D personal training feel! Design each class to be playful and challenging but never duplicated. Movements are not flat; therefore, your workouts should be in 3D.

**SU3E Sunday, 11:15am-12:45pm**

### **AQUATIC PROGRAMMING FOR SENIORS & SPECIAL POPULATIONS: S.P.A.**



**Jeff Howard**

This session will apply published research studies over the last ten years to aquatic programming for the senior population. We will also play with some progressions for the arthritic and obese. Learn what seniors fear most and how to address that in the pool!

**SU3H Sunday, 11:15am-12:45pm**

### **KEEPING YOUR COOL AT THE POOL**

**Connie Warasila**

Leading fitness activities in a hot and humid environment can present a hazard to your health. The pool environment isn't so cool and can add to your risks of heat related illnesses. Learn what happens to your body while exercising in the heat, the signs of heat related illnesses and strategies to prevent overheating so you can keep your cool in the pool

**SU3I Sunday, 11:15am-12:45pm**

### **SCHWINN® CYCLING: TABATA TANTRUM**



**Mindy Mylrea**

Want to know what the experts are saying, playing and doing in their classes? Here's your chance! Join Mindy for a unique ride with Tabata intervals and more of your favorite HIIT training. Bonus: a complete ride walk thru and class design sheet breaking down every stage!

**SU3J Sunday, 11:15am-12:45pm**

### **CAFFEINE, CREATINE AND COCONUTS**

**Melissa Layne, MEd**

Three of the hottest topics in nutrition but only a sampling of what we will discuss in this workshop. Which supplements are actually ergogenic aids and how and when can they be used to your advantage? What about the negative side effects? Are they worth it? Come armed with your clients' myths, misconceptions and questions. (LECTURE)

**SU3N Sunday, 11:15am-12:45pm**

## 50+ CUSTOMERS: HOW TO GET US, SERVE US, AND KEEP US

### Michael Scott Scudder

Join Michael as he teaches you how to fully understand the size of the 50+ market in fitness facilities, now and in the near future. The revenue value of this market will exceed all other member demographics. Learn how to attract this market to a facility including a sample ad that can be used immediately. You will take away why this market can become your most active referral source. (LECTURE)  
**SU30 Sunday, 11:15am-12:45pm**

## SALES TRAINING FOR TRAINERS WHO DON'T LIKE SALES

### Michele Melkersen-Granryd, MEd

This session is designed for both Personal Trainers and their supervisors. You will learn the skills and systems that lead to a consistently booked schedule without high pressure tactics. (LECTURE)  
**SU3P Sunday, 11:15am-12:45pm**

## BODHI SUPENSION SYSTEM PILATES MEETS SUSPENSION



### Nico Gonzalez

Suspension training goes mind body in this core centered class combining the refinement and detail of Pilates with the athleticism and strength of suspension. Sequences for core training, stability, balance and flexibility are the focus of this unique take on Suspension Training from Balanced Body.  
**SU3R Saturday, 11:15am-12:45pm**

**SU4 1:00pm-2:30pm**

## GET CENTERED: DANCE, TAI CHI & YOGA FUSION

### Petra Kolber

There is immense power that comes from living in the present. It sounds so simple yet it is one of the hardest lessons to master. Get Centered brings the mind and body into alignment through breath awareness and a fusion of movements inspired from the worlds of Dance, Yoga and Tai Chi. This session will also discuss the power of gratitude and how to be a benefit seeker in work and life.

**SU4A Sunday, 1:00pm-2:30pm**

## NO EQUIPMENT, NO PROBLEM

### Manuel Velazquez

The exercises are sequenced together to get your body to work as one unit through all planes of motion (sagittal, frontal, and transverse). Working through total-body exercises is the most efficient and effective way to train and the best way to integrate more muscle fibers, which translates into metabolic rate enhancement. Learn how to train hard with the one and most accessible piece of equipment: YOUR BODY!  
**SU4B Sunday, 1:00pm-2:30pm**



## 20X3

### Jeff Howard

This one-hour workout combines three 20-minute segments to feed a challenged-hungry crowd. Come experience three of the



hottest fitness trends united into a full hour of excitement. The first 20 minutes is a heart-pumping Tabata workout. The second 20 minutes is a multi-repetition program using integrated explosive exercises, and the last 20 minutes is traditional body conditioning segment used as a recovery cycle. 20X3 is truly a workout for the new millennium!  
**SU4C Sunday, 1:00pm-2:30pm**

## BALANCED BODY: MOTR™ = GET YOUR MOTR RUNNING!



### Erika Quest

Do you want to try something new? Experience the excitement of a dynamic, full bodied workout using the MOTR™. Combine core, cardio, resistance training and balance into a powerful and versatile fitness adventure. Enjoy a true mind body fitness experience backed by the Balanced Body Movement Principles.  
**SU4E Sunday, 1:00pm-2:30pm**

## DEEP ABS LAB

### Craig Stuart

Experience an energetic combination of abdominal and core strength exercises in deep water. This workshop goes in-depth and explores creative options for targeting and challenging the deepest muscle layers in the body using simple and effective buoyancy equipment.  
**SU4H Sunday, 1:00pm-2:30pm**

## ANCHOR DOWN

### Chris Henry

This aquatic exercise session focuses on grounded/anchored movements often omitted or overlooked in traditional exercises classes. In this course, we'll focus on the benefits of these isolated exercises that can increase core strength, stability, power and flexibility as well as compliment other exercise regimens. Come for a surprisingly challenging workout!  
**SU4I Sunday, 1:00pm-2:30pm**

## CARBOHYDRATES

### Melissa Layne, MEd

There is truth in advertising: everything you ever wanted to know about carbohydrates. Why are carbs our prime energy source, and which systems can't operate without them? Learn about their chemical structure, how we use them, our body's Plan B if we don't have any, why America loves a low carb diet and more. We will also put the end to some myths, misconceptions and misinformation. (LECTURE)  
**SU4N Sunday, 1:00pm-2:30pm**

## BUILDING A GREAT TEAM OF PERSONAL TRAINERS

### Nick Osborne

Owners and Managers do not know why they end up with personal trainer drama. They try to build a team out of people who don't know how or why to work as a team. We will uncover the seven major personality types of trainers based on the Enneagram Personality Inventory. You will learn how to uncover the "right types" during the interview, learn which ones to keep, and learn to communicate and motivate all of your personal trainers. (LECTURE)  
**SU4O Sunday, 1:00pm-2:30pm**

## LEADERSHIP TO INCREASE RESULTS, RETENTION AND REVENUE

### Karen Woodard

This session will detail the imperative skill sets of creating vision, accountability, communication, and professional boundaries for your organization while maintaining a results-focused daily mission. (LECTURE)  
**SU4P Sunday, 1:00pm-2:30pm**

## MOTOR CONTROL: HOW DOES IT AFFECT MY TRAINING?












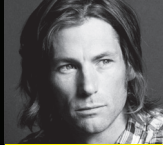











































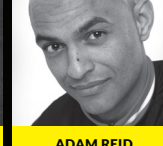



















### Ed Le Cara, PhD

There has been a lot of emphasis in fitness lately on joint mobility and how to fix it. Ed discusses ways to evaluate if the problem is not a mobility issue but a stability issue and strategies to help your client unlock tight areas for better movement by training the brain. (LECTURE)  
**SU4Q Sunday, 1:00pm-2:30pm**

## SEE HOW MANIA® STACKS UP AGAINST THE COMPETITION

Compare the Value	CECs & CEUs	Sessions Per Event	Sessions Per Hour	Registration Price	Presenters	Events Per Year	Hotel
IAFC	21	200	7	\$499	80	1	\$101
EMPOWER FUSION	20	158	11	\$199-\$289	30	1	\$120
DCAC	19	195	13	\$179	48	2	\$140
ECA	20	189	10	\$229-\$329	62	2	\$260
<b>MANIA®</b>	<b>21</b>	<b>200</b>	<b>15</b>	<b>\$199-\$249</b>	<b>70</b>	<b>8</b>	<b>\$129-\$175</b>
EMPOWER	12	60	4	\$209	12	8	\$120
IDEA PT	13	80	10	\$439	56	2	\$129
IDEA WORLD	21	360	25	\$489	180	1	\$232

# Mania<sup>®</sup> PRESENTERS

 <b>ERIC AGLIA</b> ZUMBA®	 <b>ABBIE APPEL</b> SPRI® / SCW / SCHWINN®	 <b>JORDAN BALLARD</b> PILOXING®	 <b>SHANE BARNARD, JD</b> URBANKICK®	 <b>LESLEE BENDER</b> GRAY INSTITUTE® / REALRYDER® SAVIER® FITNESS	 <b>BROOK BENTE, MED</b> SCW	 <b>ROBERT BOEKEMA</b> CRUNCH®	 <b>PAUL BOSLEY</b>
 <b>DOUGLAS BROOKS, MS</b> REALRYDER® / BOSU®	 <b>KELLY BULLARD</b> ZUMBA®	 <b>FABIO COMANA, MA, MS</b> SCW	 <b>JOSH CROSBY</b> WATERROWER GX	 <b>DONNA CYRUS</b> CRUNCH®	 <b>SOHAILA DIGSBY, RD, LD</b>	 <b>TERRY FEREBEE ECKMANN, PHD</b>	 <b>STEVE FEINBERG</b> SPEEDBALL FITNESS
 <b>JUSTIN FLEXEN</b> CRUNCH®	 <b>BRITNY FOWLER</b> TRIGGERPOINT®	 <b>CHRIS FREYTAG</b> SPRI®	 <b>ASAF B. GOLDFRID</b> MOI CYCLE®	 <b>LISA GORSLINE</b>	 <b>NICO GONZALEZ</b> BALANCED BODY®	 <b>JENE HALL</b> MINDBODY®	 <b>CHRIS HENRY</b> WATERINMOTION®
 <b>JEFF HOWARD</b>	 <b>JENNY HYMER</b>	 <b>SKIP JENNINGS</b> BOSU® / WATERROWER GX / SCHWINN®	 <b>JOY KARLEY, MA</b> BALANCED BODY®	 <b>CAROLYN KIMMEL</b>	 <b>PETRA KOLBER</b>	 <b>SARA KOOPERMAN, JD</b> SCW / WATERINMOTION®	 <b>LEN KRAVITZ, PHD</b>
 <b>MELISSA LAYNE, MED</b>	 <b>EDWARD LE CARA, DC, PHD</b>	 <b>IRENE LEWIS-McCORMICK</b> SCW	 <b>KRISTEN LIVINGSTON, MED</b> POWER MUSIC®	 <b>JEREMY LOWELL</b> MOI CYCLE®	 <b>LORI LOWELL</b> MOI CYCLE®	 <b>PETE MCCALL, MS</b> ACTIVMOTION BAR®	 <b>BLAIR MCHANEY</b>
 <b>ALEX McLEAN</b> SCHWINN® / WATERROWER GX	 <b>MICHELE MELKERSEN-GRANRYD, MED</b>	 <b>DEREK MIKULSKI</b> ACTIVMOTION BAR®	 <b>BRUCE MYLREA</b> SAVIER FITNESS®	 <b>MINDY MYLREA</b> SAVIER FITNESS® / BOSU® / SCHWINN®	 <b>MASON MURPHY</b> CAMP GLADIATOR	 <b>MIWA NATSUKI, MA</b> URBANKICK®	 <b>BRIAN NUNEZ</b> SPRI®
 <b>BERNADETTE O'BRIEN</b> BOSU®	 <b>NICK OSBORNE</b>	 <b>NIECE PECENKA</b> FXP FITNESS®	 <b>JESSICA PINKOWSKI</b> WATERINMOTION®	 <b>LAUREN POWELL</b> U-JAM FITNESS®	 <b>ERIKA QUEST</b> BALANCED BODY® / BOSU®	 <b>STACY REDWINE</b> MASHUP®	 <b>ADAM REID</b> REALRYDER®
 <b>GAIL BARRANDA RIVAS</b> MASALA BHANGRA®	 <b>KELI ROBERTS</b> SCW / BOSU® / SCHWINN® / WATERROWER GX / KAMAGON®	 <b>JONATHAN ROSS</b> SPRI®	 <b>MIKE ROUSSELL, PhD</b>	 <b>JEFFREY SCOTT</b> SCHWINN®	 <b>MICHAEL SCOTT SCUDDER</b>	 <b>MARK SHIPMAN</b> BODYSHRED®	 <b>CHRIS STEVENSON</b>
 <b>HALEY STONE</b> SCHWINN® / WERQ®	 <b>CRAIG STUART</b>	 <b>CASEY STUTZMAN</b> REALRYDER® / SURGE®	 <b>DORIS THEWS</b> SCHWINN® / WATERROWER GX	 <b>HELEN VANDERBURG</b> SCHWINN® / BOSU®	 <b>MANUEL VELAZQUEZ</b> SCW / WATERINMOTION®	 <b>CONNIE WARASILA</b> WATERINMOTION®	 <b>MOI WERTZ</b> MOI CYCLE®
 <b>KAREN WESTFALL, MS</b>	 <b>KAREN WOODARD</b>	 <b>JAMIE ZACHARIAS</b> MASHUP®	<b>SEE THE FULL MANIA<sup>®</sup> PRESENTER BIOGRAPHIES AT</b> <a href="http://www.scwfit.com/dallas">www.scwfit.com/dallas</a>				

## 1: ATTENDEE INFORMATION

If you are mailing or faxing in your MANIA® registration, begin here and complete steps 1-7 and sign and date the disclaimer. (Please print legibly):

SCW Fitness Education  
3675 Commercial Avenue  
Northbrook, IL 60062  
Fax: (847) 562-4080

FIRST NAME	LAST NAME	
EMAIL ADDRESS ( )		
CELL PHONE		
HOME STREET ADDRESS		
CITY	STATE	ZIP

## 2: MANIA® RATES

	Before 8/3/15	After 8/3/15
Registration	<input type="checkbox"/> \$259	<input type="checkbox"/> \$319
Refer-a-Friend Rate*	<input type="checkbox"/> \$199	<input type="checkbox"/> \$249
Weekend Warrior Special (Any 2 Days)	<input type="checkbox"/> \$199	<input type="checkbox"/> \$249
SCW Member Rate	<input type="checkbox"/> \$179	<input type="checkbox"/> \$179
Any ONE Day: Friday or Saturday Or Sunday	<input type="checkbox"/> \$179	<input type="checkbox"/> \$229
Staff Assistant	<input type="checkbox"/> \$99	<input type="checkbox"/> \$99

\* Refer a Friend name \_\_\_\_\_  
Email address \_\_\_\_\_  
Cell phone # ( ) \_\_\_\_\_

You can also register online at: [scwfit.com/dallas](http://scwfit.com/dallas)

## 3: CONVENTION CERTIFICATIONS

NAME OF CERTIFICATION	DATE	\$ AMOUNT
NAME OF CERTIFICATION	DATE	\$ AMOUNT

## 4: MASTERCLASSES

NAME OF MASTERCLASS	DATE	\$ AMOUNT
NAME OF MASTERCLASS	DATE	\$ AMOUNT

## 5: FEE TOTAL

SCW Membership	\$	_____
MANIA® Convention Rate	\$	_____
Convention Certs	\$	_____
Masterclasses	\$	_____
Processing Fee	\$	4.00
TOTAL	\$	_____

## 6: PAYMENT INFORMATION

Payment Method: ☐ MasterCard ☐ Visa ☐ Discover ☐ Check or money order\*\*

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ / \_\_\_\_\_

Print Cardholder's Name \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Your signature is required. Your above signature authorizes SCW to charge your credit card.

Check # \_\_\_\_\_

\*\*If paying by check or money order your registration must be mailed to SCW with check/money order enclosed and made out to: SCW. A check payment made by a third party (employer, club, etc.) MUST have your name and the name of the MANIA® convention on it. You must send in all registration forms including: Credit card signatures, signed informed consent, and class selections. Registrations received without payment will not be processed.

## 7: DIRECTIONS FOR REGISTRATION

Manual Registration below requires three class selections. Online Registration only requires one class selection at [www.scwfit.com/dallas](http://www.scwfit.com/dallas).

### FRIDAY, AUGUST 28, 2015

SESSION TIME		1ST CHOICE	2ND CHOICE	3RD CHOICE
7:30am - 9:00am	FR1	_____	_____	_____
10:00am-11:30am	FR2	_____	_____	_____
11:45am-1:15pm				
or				
12:30pm-2:00pm	FR3	_____	_____	_____
2:15pm-3:45pm	FR4	_____	_____	_____
4:45pm-6:15pm	FR5	_____	_____	_____
6:30pm-7:30pm*	FR6	_____	_____	_____

### SATURDAY, AUGUST 29, 2015

SESSION TIME		1ST CHOICE	2ND CHOICE	3RD CHOICE
7:00am-8:30am	SA1	_____	_____	_____
8:45am-9:45am	KEYNOTE LECTURE			
11:00am-12:30pm	SA2	_____	_____	_____
12:45pm-2:15pm				
or				
1:30pm-3:00pm	SA3	_____	_____	_____
3:15pm-4:45pm	SA4	_____	_____	_____
5:45pm-7:15pm	SA5	_____	_____	_____
7:30pm-8:30pm*	SA6	_____	_____	_____

### SUNDAY, AUGUST 30, 2015

SESSION TIME		1ST CHOICE	2ND CHOICE	3RD CHOICE
7:00am-8:30am	SU1	_____	_____	_____
8:45am-10:15am	SU2	_____	_____	_____
11:15am-12:45pm	SU3	_____	_____	_____
1:00pm-2:30pm	SU4	_____	_____	_____

\* Masterclasses may require additional fees

**Please read, sign and date.** I agree to hold harmless Sara's City Workout, Inc. dba SCW Fitness Education, SCW WIM, Inc. dba Water In Motion, their subsidiaries, shareholders, directors, officers, employees, conference presenters, conference sponsors, staff (including staff assistants and convention staff), MANIA® sponsors, their respective agents, successors and assigns, from any and all liability whatsoever arising out of this event including, but not limited to: physical injuries, muscle strains, tears, pulls, broken bones, miscarriage, death, and any and all illness, or loss of personal property and income. I understand the risks involved with participating in this strenuous event and attest that I am in sound physical condition. I also understand that I may be videotaped, audio-recorded and/or photographed during this event, and Sara's City Workout, Inc. dba SCW Fitness Education, dba, SCW WIM, Inc. dba Water in Motion, and their affiliates and sponsors, may use any and all imagery before, during and after the event, both photos and videos, for any and all promotional and financial purposes. I further agree to all conditions of registration, including but not limited to, the No Refund Policy. Sara's City Workout, Inc. and its affiliates may give or rent your email address, mailing address and/or phone number(s) to other health and/or fitness related organizations with whom it has a trusted relationship and share common goals. I attest that I have read and understand and agree to the above and have read the Refund Policy and other Important Information found online at: [www.scwfit.com/dallas/policy](http://www.scwfit.com/dallas/policy).

Signature required \_\_\_\_\_ Date \_\_\_\_\_



3675 Commercial Avenue  
Northbrook, IL 60062  
847.562.4020  
[www.scwfit.com/mania](http://www.scwfit.com/mania)



*Dallas* | **AUGUST 28-30**

[www.scwfit.com/MANIA](http://www.scwfit.com/MANIA)

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July 10 - 12, 2015



**DALLAS**  
August 28 - 30, 2015



**MIDWEST**  
September 25 - 27, 2015



**D.C.**  
October 16 - 18, 2015



**BOSTON**  
November 13 - 15, 2015



**PHILADELPHIA**  
February 19 - 21, 2016



**CALIFORNIA**  
March 25 - 27, 2016



**FLORIDA**  
May 20 - 22, 2016