

Debuting:

CLUB INDUSTRY BUSINESS SUMMIT

www.scwfit.com/ClubBN

(See page 18 for details)

BOSTON MANIA[®]

FITNESS PRO CONVENTION



PAY ONLY
\$199 (Norm. \$259)
USE CODE: LIVE
\$60 OFF 3-DAY MANIA[®]
EXPIRES 11/11/19

DECEMBER 13-15 • BOSTON, MA

BOSTON MANIA®

FITNESS PRO CONVENTION

**BOSTON MANIA®
FITNESS PRO CONVENTION
DECEMBER 13-15, 2019**
(Friday, Saturday and Sunday)

**CERTIFICATIONS
DECEMBER 11, 12 & 15**
(Wednesday, Thursday and Sunday)

**DISCOUNT CODE DEADLINE:
Monday, Nov. 11, 2019**

Use \$60 Off Discount Code: LIVE

Pay Only \$199 with **\$60 OFF CODE: LIVE** by Monday, Nov. 11, 2019 and lock in all your class selections!

If you want to be guaranteed your first-choice selections, check out our memberships at www.scwfit.com/membership.



LETTER FROM SARA KOOPERMAN, JD

Dear Boston MANIACS,

We are excited to be back in Boston!

As I write this letter, preparing for Boston MANIA®, I appreciate our SCW staff, our new home office and our fitness community more than ever.

Just one year ago, June 3, 2018, our office was completely burned down in an electrical fire. Our "home base" that we have inhabited for over a dozen years was destroyed overnight. While our SCW team has faced many challenges over these past 34 years in business, nothing that has compared with the devastation and ongoing repercussions of this fire. Thankfully, no one was hurt and my amazing team inspired me with how they rose to the challenge to keep this SCW MANIA® Machine running! It takes losing so much to realize what is important in life.

Through all of this, we have come out stronger with a way to make MANIA® even more exciting by launching new certifications, growing our presenter faculty and expanding our business offerings. SCW Fitness Education is honored to be partnering with Club Industry to run a Club Industry Business Summit at our MANIA® Fitness Education Conventions. The partnership means that over 40 business seminars with 25 top fitness industry leaders are now offered at the MANIA® Conventions to enhance the existing 250+ seminars. Together, the SCW MANIA® Conferences and Club Industry educate and inspire fitness industry Owners, Managers and Directors and is perfect for networking and growing your small business or controlling your larger enterprise. MANIA® is now truly a ONE-STOP-SHOP for our Fitness Community!

I am eternally grateful to my incredible, hard-working staff. We are the oddest bunch of unique individuals that call each other family!

Whether you have been with us for thirty years or simply plan on joining us for three days, we wouldn't be here without YOU and your tremendous support!

Thank you for all you have done to support SCW Fitness Education and the MANIA® Conventions.

In Health and Wellness

Sara Kooperman, JD
CEO, SCW Fitness Education



MANIA®

FITNESS PRO CONVENTIONS

JOIN THE MANIA® in CA, FL, GA, TX, PA, IL, MA & DC

MANIA® is more than just a Fitness Pro Convention; it's the place where the fitness community goes to be educated, inspired

and recharged! As the largest global provider of Fitness Conferences in the world, earn up to 20 CECs in a single weekend, running up to 19 sessions every hour, featuring 70+ presenters. Our 8 MANIA® Conventions attract world-renowned fitness educators leading over 35 Certifications and 250 sessions.

EXPERIENCE IT ALL UNDER ONE ROOF AT ONE EVENT

19 Sessions per hour with over 250 sessions on such topics as:

- Group Fitness
- Personal Training
- Functional Training
- HIIT/Boot Camp
- Foam Rolling
- Active Aging
- Meditation
- Yoga
- Pilates
- Recovery
- Barre
- Nutrition
- Cycling
- Rowing
- Dance
- Aqua
- Business
- And Much More!

For all the MANIA® locations and dates visit www.scwfit.com/MANIA.



CLUB INDUSTRY BUSINESS SUMMIT

**NEW!
3-DAY CLUB INDUSTRY
BUSINESS SUMMIT**

This Newest Addition to the 250+ Educational Workshops that MANIA® offers, provides 44 Business Sessions focusing on Social Media, Management, Programming, Sales, Retention, Technology, Finances and Trends! Attend the MANIA® Fitness Convention; affordably priced at \$199. Add in the Club Industry Business Summit to your MANIA® registration for only \$20 more. Conveniently build your business and career in your own backyard! (Look for the shaded blue/grey box throughout the course descriptions and pull-out chart which indicate the Club Industry Business Summit sessions.)

Learn more at scwfit.com/ClubBN





CONVENTION & HOTEL LOCATION

THE WESTIN BOSTON WATERFRONT

425 Summer Street
Boston, MA 02210
(617) 532-4600

STAY ON-SITE

Book early, the MANIA® host hotel ALWAYS SELLS OUT!
Mention "SCW MANIA" by phone when booking your room for the GUARANTEED LOWEST RATE! We will meet any other advertised price.

HOTEL ROOM DISCOUNT DEADLINE: DECEMBER 2

TRANSPORTATION

Boston Public Transportation (MBTA) provides access from Logan Airport to World Trade Center, which is one block from the hotel. Fare is complimentary.

Fares and schedules are subject to change.

PARKING

MANIA® attendees receive special discounted parking at the Westin Boston Waterfront. Upon your arrival at MANIA®, park your vehicle and then bring your ticket with you to the SCW Registration desk to receive your discounted validation card.

For details visit www.scwfit.com/BOSTON



VISIT DOWNTOWN BOSTON

Take a trip to downtown Boston where you will find Faneuil Hall Marketplace and over 70 restaurants, shops & pubs. Explore the Museum of Fine Arts, John F. Kennedy Presidential Library or visit the Skywalk Observatory for 360 degree views of greater Boston & beyond.

MANIA® REGISTRATION & SAVINGS



BE A STAFF ASSISTANT ... PAY ONLY \$99 + EARN 20 CECS & SAVE!

SCW needs energetic, outgoing, flexible fitness pros to help run our MANIA® Conventions

- Work 1 day, get the other 2 days FREE
- Earn up to 20 CECS (SCW, AFAA, ACE, NASM, ACSM, NFPT & more!)
- 50% OFF all SCW Certifications (25+ to choose from!)
- 20% OFF all SCW Products (DVDs, music, activewear)
- FREE MANIA® T-shirt
- FREE Refreshments in the SCW Member Room
- FREE SCW Staff Dinner Party with Drinks & Prizes

For further details on becoming part of the Staff Assistant Team, please visit www.scwfit.com/staff or contact Denise Johnston directly at staff@scwfit.com or Call or Text 678-901-9642.



WEEKEND WARRIOR SPECIAL

Take charge with our Weekend Warrior special! Attend any two-day combination and pay only \$199! Use the Weekend Warrior code when registering: WARRIOR. This offer maximizes your MANIA® dollars and lets you take a Sunday Certification or go to your job on Friday and attend MANIA® on Saturday and Sunday!



YMCA DISCOUNT RATE

For our friends at the YMCA, we offer a \$60 Savings (Regularly \$259, Now \$199) when you use our special YMCA discount code: YMCA. All Group Exercise Instructors, Personal Trainers, Aqua Instructors, Cycle Instructors, and Management Staff receive this special discount. Please know that we are required to confirm your affiliation with the YMCA.



WATCH FOR TEXT MESSAGE UPDATES

SCW sends text messages regarding updates and discounts, so watch your cell phones! To start receiving our FREE Spotlight eNewsletter and informative text messages, sign up here www.scwfit.com/INFO.



REGISTER ONLINE & SAVE

Register Online at www.scwfit.com/boston - It's fast, easy, safe, and secure. Pay by Visa, MasterCard, or Discover. A \$5.50 convenience processing fee applies to each registration. Mailed or Faxed registrations pay an additional \$25. Questions? Email registration@scwfit.com or Call or Text 773-331-3409. We are always here to help!



BECOME AN SCW MEMBER - IT PAYS FOR ITSELF ... AND THEN SOME!

- \$80 off any regular 3-day MANIA® registration (was \$259 / now Only \$179)
- 1st choice class selection at MANIA® guaranteed!
- 20% discount on products purchased online and at MANIA® booth!
- 20% discount on all SCW Online Certifications
- 20% discount on all SCW CEC Video Courses
- 20% discount on SCW OnDemand
- Access to our Members Only room at MANIA® for complimentary refreshments all weekend!
- NEW Discounted Insurance

www.scwfit.com/membership



20 CONTINUING EDUCATION CREDITS/UNITS (CECS/CEUS) IN 1 WEEKEND

MANIA® Conventions supply you with up to 20 Continuing Education Credits/Units during the 3-day convention including the Keynote speech, evening sessions and Club Industry Business sessions! SCW, AFAA, ACE, NASM, AEA, ACSM, NFPT and other providers accept MANIA® CECS/CEUs. We are happy to help you secure Physical Therapy or other CEUs! SCW is committed to excellence and utilizes only presenters that are certified or carry a fitness-related graduate or undergraduate degree. Please check with your individual certification organization to determine the exact number of CECS/CEUs required for credential maintenance. All courses are subject to CEC/CEU approval by your corresponding educational organization.



ONE EXCELLENT EXPO!

You're going to love the great deals on fitness equipment, exercise videos, activewear, music, nutrition, fitness resource books, shoes and Online Certifications. The EXPO is FREE and open to the public! Invite your friends, family and clients!

They can register NOW at www.scwfit.com/EXPO.



PARTNER WITH "THE BEST" SPONSOR / EXHIBIT / ADVERTISE

Reach 8,500 Fitness Professionals in face-to-face contact, another 85,000 through emails, 65,000 text messages, and 200,000 through organic virtual connections. All our event sites are held at Non-Union Hotels and include tables, chairs and carpet at no added expense. Move in and out without crazy drayage fees! Our MANIA® attendees will use your products, try your programs and experience your offerings! Host MANIA® sessions, provide inserts for the Welcome Bag, publish Articles with Ads in our Newsletter, promote your business through our SCW Quarterly Guides and receive Discount Coupons in our Emails. Go to www.scwfit.com/PARTNER or email partner@scwfit.com to connect with Partner Director Cheryl Vincent.



DOWNLOADABLE OUTLINES ONLINE

Download & Print BEFORE you come! Outlines are NOT provided onsite. To download your outlines, go to www.scwfit.com/OUTLINES. The outlines are put up 2 weeks before the convention and will remain online

30 days after the close making it easier for you to retain this important educational info.

REGISTRATION HOURS

Thursday, December 12:.....6:00am - 8:00pm
 Friday, December 13:.....6:00am - 6:00pm
 Saturday, December 14:.....6:30am - 6:15pm
 Sunday, December 15:.....7:00am - 12:45pm

EXPO SET UP:

Thursday, December 12:5:30pm - 9:00pm

EXPO HOURS:

Friday, December 13:8:00pm - 9:15am
10:15am - 1:00pm
 (Expo / Charity Auction) 3:30pm - 4:45pm
 Saturday, December 14:8:30am - 11:15am
12:15pm - 3:00pm
4:00pm - 5:00pm
 Sunday, December 15:.....(Closeout Shopping) 10:00am - 12:45pm



SPECIAL OLYMPICS CHARITY RAFFLE FRIDAY, 3:30PM - 4:45PM (EXPO AREA)

Join SCW at our Reception and Charity Raffle Friday Night 3:30pm-4:45pm in the Expo Area to bid on fabulous fitness equipment, certifications, apparel and educational material donated by our generous exhibitors and sponsors. Proceeds support Special Olympics, which provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities. For more information visit www.specialolympics.org.



MICHAEL SCOTT SCUDDER SCHOLARSHIP

To honor the life and professional career of Michael Scott Scudder, SCW offers a MANIA® Convention FREE attendance to a worthy budding instructor, trainer or club owner, manager or director. This scholarship is open to those who reflect the passion, high-standards and desire to succeed in the fitness industry set forth by Michael Scott Scudder while demonstrating financial need. To apply for a scholarship, please visit: www.scwfit.com/scudder.



NOTHING BEATS

LIVE

PAY ONLY
\$199
(Norm. \$259)

USE CODE: LIVE

\$60 OFF 3-DAY MANIA® EXPIRES: NOV. 11, 2019

Standard Registration Prices:

3-Day MANIA®: \$259

3-Day MANIA® + Club Industry: \$279

Weekend Warrior: \$229

Any ONE day (Fri or Sat): \$189

Sunday only: \$179

Staff Assistant Special: \$99

CO-SPONSORS



ASSOCIATE SPONSORS



SPONSOR SPECIALS



When you step into Rykä, you step into more than a shoe - you step into a world MADE JUST FOR WOMEN. You join the tribe. You find community and support. We are stronger together than we are apart - and that is how we choose to move through life. Because OUR FEET ARE DIFFERENT than his - and we think our individuality is a pretty amazing thing to celebrate. JOIN THE MADE FOR WOMEN MOVEMENT. YOUR FIT, YOUR SHOES, YOUR LIFE LIVED THE RYKÄ WAY. Stop by our booth or visit www.rykafit.com.



Join the leader in cutting-edge programming and products! Savvier Fitness has provided thousands of professionals nationwide with innovative programming, education, and products specifically designed for health clubs, studios, and independent fitness professionals. With cutting-edge programs like Barre Above®, Tabata GX™ and more, Savvier Fitness captures unique and in-demand approaches to exercise and wellness that help drive member acquisition and retention. Additionally, Savvier Fitness also creates fitness apparel, like Barre Sox® Fitness socks, and also products that are portable, storable, versatile, and affordable for facilities, such as Gliding™ and Bender Ball™. Attend any Savvier Fitness® sponsored session at SCW MANIA and receive a FREE GIFT when you stop by the booth! www.SavvierFitness.com.



Country Fusion® is a new fitness workout that incorporates country music and dance. This workout can burn up to 500 calories in its 50min class and is designed for all levels and ages. This is a total body workout that you will be addicted to! Learning how to dance, getting an amazing workout all while having fun! You too can attend Country Fusions training program by registering now to join us to become a Country Fusion Star Instructor. For more info: www.countryfusion.net or email elizabeth@countryfusion.net.



POUND® is a fitness & lifestyle brand based in Los Angeles, CA. The workout combines cardio, Pilates, isometric movements and plyometrics with constant simulated drumming—all to loud, kick-ass music. An energizing, infectious, sweat-dripping workout, each strike of the Ripstix releases a primal aggression as well as a neuromuscular reward of mixing sound and movement. It allows you to truly become the music. For more information, visit www.poundfit.com.



Discover how WATERinMOTION® has resuscitated hundreds of aqua programs nationwide through a constant stream of exceptional music, invigorating choreography and magnificent marketing. Including free certifications, this innovative program empowers experienced aqua instructors, transitions land instructors to the pool smoothly and efficiently and provides high-quality available aqua subs consistently. For a fountain of creativity and education, dive into WATERinMOTION®! For info visit www.waterinmotion.com, email us at water@scwfit.com or call 847-562-4020.



For Schwinn® the ride started outdoors more than a century ago and in 1995 Schwinn® launched a phenomenon with the first production bike designed specifically for indoor cycling. The bike set the standard for an entire industry - a standard that we've raised with each Schwinn® innovation. Today, we not only bring the industry great bikes; we bring expertise and unmatched education. Join the tens of thousands of successful indoor cycling instructors worldwide who are Schwinn® Cycling Certified! Then, take exciting new ideas and skills back to your club to energize and engage your team and members! For show discounts on education events and Schwinn® Indoor Cycling Bikes, email bmuck@corehandf.com. For additional information please visit SchwinnEducation.com. Connect with us on social media at facebook.com/SchwinnIndoorCycling and Twitter @SCHWINNtraining.



WaterRower combines stylish design, handcrafted American-made quality and our unique WaterFlywheel resistance to produce the world's finest rowing simulator. Our vast assortment of rowing machines are enjoyed within expansive health clubs, luxury hotels and boutique fitness studios throughout the world. Whether you are looking to add rowing to your cardio floor, incorporate ergs and our industry-leading rowing education into your group-ex classes or create a rowing-centric fitness facility, the WaterRower Team will help to bring your vision to life. Contact our team at sales@waterrower.com to experience our product and programming, first-hand, and receive SCW preferred-pricing.



AEROBICS is BACK! BIGGER, BETTER, HIGHER! HIGH Fitness is a hardcore fun aerobic group fitness format created to bring back old school aerobics infused with modern fitness techniques. HIGH Fitness has swept the nation over the past three years in its ability to make fitness both challenging and fun for participants. The challenge of the HIGH leaves them ADDICTED and coming back for more. Our courses teach you everything you need to know to successfully teach and run your HIGH classes and business and take your participants even HIGHer. SCW MANIA® attendees receive 20% off trainings and a FREE HAT. To learn more, visit our booth or visit www.highfitness.com.

PRE-CONVENTION CERTIFICATIONS & WORKSHOPS

WEDNESDAY, DECEMBER 11

SCW AQUATIC EXERCISE CERTIFICATION

Jeff Howard

Wednesday, December 11, 9:00am-6:00pm

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

Drawing on over 100 years of combined expertise in the aquatic fitness industry, this nationally recognized comprehensive certification serves as an essential first step into the field of teaching water exercise. Learn the benefits of aquatic exercise and gain practical skill mastery in the unique environment of water. The principles of aquatic training, as they apply to general anatomy, kinesiology, water depth, movement plans, cueing skills, musicality and special population adaptations, are thoroughly addressed. Professionalism, leadership skills, and legal considerations are reinforced. Experience on-site coaching and one-on-one assessment of teaching skills to successfully develop and deliver effective water programming. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), AFAA (8.0), NASM (0.8), AEA (9.0), ACSM (8.0), NFPT (1.6).*

THURSDAY, DECEMBER 12

SCW GROUP EXERCISE CERTIFICATION

Jeff Howard

Thursday, December 12, 8:00am-5:00pm

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

Have you always wanted to be a group fitness instructor? Learn proper class sequencing, warm-up progressions, musical phrasing, effective cueing techniques, choreography development and all of the practical skills required to deliver your best class, every class. Leave this Nationally Recognized Certification with confidence in your ability to demonstrate impactful teaching skills and successfully lead a group fitness class. Understand group cardiovascular fitness, muscular endurance and flexibility training techniques with one of our industry's finest. The balance of theoretical and practical training makes this cutting-edge Group Exercise Certification perfect to prepare you for the newest variety of fitness programming. Learn components of Hi/Lo impact cardiovascular training, muscle conditioning and sculpting, HIIT programming and more. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), AFAA (8.0), NASM (0.8), AEA (4.5), ACSM (8.0), NFPT (1.6).*

SCW PERSONAL TRAINING CERTIFICATION

Keli Roberts

Thursday, December 12, 8:00am-5:00pm

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

This Nationally Recognized Personal Training Certification is led by one of the top Presenters/Trainers in the country. Combine lecture and activity to address academic foundations, training principles and hands-on program design. Acquire the necessary skill sets and critical knowledge to guide and inspire individuals to achieve their health-fitness and performance goals. Explore 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 in addition to basic business and marketing skills in this full-day course. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), AEA (4.0), ACSM (8.0), NFPT (1.6).*

SCW PILATES MATWORK CERTIFICATION

Abbie Appel

Thursday, December 12, 8:00am-5:00pm

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

Experience the classical series of movement and modifications based on the time-less methods of Joseph Pilates in this Nationally Recognized Certification. Principles of core stabilization, optimal alignment and Pilates mat work, create the foundation for this intensive blend of theoretical and practical training. Learn proper execution, form and technique of over 40 essential Pilates exercises. Modifications and variations are provided to address common spinal dysfunction and postural imbalances. Leave with multiple levels of programming options and the skills necessary to teach a Pilates Mat Class as they apply to training all ages and abilities. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), AFAA (8.0), ACE (0.8), NASM (0.8), AEA (4.5), ACSM (8.0), NFPT (1.6).*

SCW YOGA I CERTIFICATION

Manuel Velazquez

Thursday, December 12, 8:00am-5:00pm

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

Ready to take the next step to becoming a Yoga Instructor? Get certified by the #1 Yoga Certification in the U.S. Experience a comprehensive theoretical and practical approach to hands-on yoga instruction. Learn different Hatha Yoga postures suitable for varying clientele - young or old, fit or de-conditioned, competitor or recovering athlete. Understand the latest scientific research about yoga and discover a simple, systematic approach to program design and effective cueing techniques. Seasoned and novice participants leave qualified to passionately lead a successful yoga class and yoga-inspired recovery and cool-downs. *Price includes training manual and testing fee (\$59 value) Manuals will be emailed from SCW Fitness Education. SCW (8.0), AFAA (7.0), ACE (0.8), NASM (0.7), AEA (4.0), ACSM (8.0), NFPT (1.6).*

SCW YOGA II CERTIFICATION

Manuel Velazquez

Thursday, December 12, 5:30pm-9:30pm

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

Delve deeper into the foundation of Yoga instruction from an authentic, yet fitness-appropriate perspective. This next-level, condensed course will expand your knowledge of Hatha Yoga postures examined in SCW Yoga Fundamentals I. Address the eight limbs of yoga, detailed pranayama study, partner yoga, inversions, chanting and chakras. SCW Yoga Fundamentals I is recommended, but not required. *Price includes training manual and testing fee (\$59 value) Manuals will be emailed from SCW Fitness Education. SCW (4.0), AFAA (4.0), ACE (0.4), NASM (0.4), AEA (2.0), ACSM (4.0), NFPT (0.8).*

SCW ACTIVE AGING CERTIFICATION

Melissa Layne, MEd

Thursday, December 12, 9:00am-5:00pm

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

As millions of baby-boomers enter their golden years, staying mentally, socially and physically active is the key to maintaining quality of life. Cutting-edge research reveals there's no secret to aging well. By focusing on mental health, cardiovascular conditioning, strength training, flexibility, fall prevention and balance, we can slow the aging process. Discover ways to empower seniors, not just teach them. Group fitness instructors, trainers and managers overseeing active aging programming will enjoy this one-day course that combines relevant research and proven practical approaches to training brains and bodies of 50+ participants. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), AFAA (7.0), ACE (0.7), AEA (4.0), NASM (0.7), ACSM (8.0), NFPT (1.6).*

SCW ACTIVE AGING NUTRITION CERTIFICATION

Tricia Silverman RD, LDN, MBA

Thursday, December 12, 5:30pm-9:30pm

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

Join Tricia as she shares scientifically, research-based, current insights on the distinct nutritional needs of your active-aging classes and over 50 clients. Learn practical tips for preserving and increasing lean body mass, enhancing cognition, losing excess body fat, acquiring essential vitamins and minerals and MORE. Explore nutritional strategies from regions across the globe known for longevity. Make yourself more marketable to this population by sharpening your nutritional knowledge on aging. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (4.0), ACE (0.4), AFAA (4.0), NASM (0.4), NFPT (0.8).*

SCW MEDITATION CERTIFICATION

Yury Rockit

Thursday, December 12, 5:30pm-9:30pm

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

Learn the background to traditional tenets of Eastern meditation, from principles to prana to practices. Fuse theory and practical meditation techniques to gain a deeper sense of self and consciousness. Learn mindful skills that gradually progress with the potential to develop into a lifelong practice for yourself and others. Movement enhances our physical body; meditation improves our mental and emotional states. This vibrant program is suitable for any fitness professional (no experience required). Acquire new skills to be able to start your own meditation class or simply implement aspects of meditation into your current recovery programs. Strengthen your emotional balance, stimulate clearer thinking, and enhance your personal and professional creativity with this elevated course that encourages deeper sleep, reduced anxiety, and increased self-confidence. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (4.0), ACE (0.4), AFAA (4.0), NASM (0.4), ACSM (4.0), NFPT (0.8).*

SCHWINN® CYCLING: INSTRUCTOR CERTIFICATION

Dawn Stenis & Jenn Hogg

Thursday, December 12, 7:00am-5:00pm

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

Get certified in the industry's most respected and progressive indoor cycling instructor training course. In one power-packed day, you'll get the tools you need to become a successful, sought-after instructor on any brand of bike. This critically acclaimed certification is based on the newly updated Schwinn Cycling Coach's Pyramid, a specialized system that makes teaching simple for you and an incredible experience for your students. You will learn bike fit, cycling science, class design, music, communication skills, and motivation techniques. *Take home exclusives include a comprehensive manual and Certificate of Completion, eight complete class designs and Power Music® Schwinn Cycling Signature Music.* SCW (9.0), ACE (1.2), AFAA (8.0), NASM (0.8), ACSM (9.0).



ONE DAY TO WELLNESS

Bruce & Mindy Mylrea

Thursday, December 12, 8:00am-5:00pm

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

What if one day could change your career and your life? One Day to Wellness is a comprehensive wellness course encompassing all the latest and greatest in behavioral-change research, eating strategies for sustained success, and mindful and productive goal-setting. This course is for fitness, nutrition, and wellness coaches who want to assist their clients with all the latest coaching and motivational tools, as well as anyone who needs that infusion of life-transforming energy. As a One Day to Wellness coach, you'll have all the resources you need to offer worksheets, assessments, applications, and one-hour lectures to include in your toolbox for recruitment and retention. *Seminar day deliverables: Manual, tote bag, food samples, special gift, customized action plan, CD/DVD/downloads.* SCW (9.0), AFAA (9.0), ACE (0.9), NASM (0.9), ACSM (9.0).



ZUMBA® BASIC 1 INSTRUCTOR TRAINING

Ann Saldi

Thursday, December 12, 8:00am-5:00pm

\$225 Registration Fee (Use PROMO CODE: SCW25 to receive a \$25 discount & a FREE Zumba® Pen with registration)

https://www.zumba.com/en-US/training/2019-12-12_B1_Boston_US_Zumba_Convention. 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: The Zumba® Electronic Instructor's Manual, Online Videos to Review Basic Steps and Zumba® Certificate of Completion.* SCW (8.0), AFAA (5.5), ACE (0.7), ACSM (8.0)

HIGH FITNESS INSTRUCTOR TRAINING

Ricki Smith & Melissa Zurcher

Thursday, December 12, 8:30am-5:00pm

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

Aerobics is Back, Bigger, Better, HIGHER! HIGH Fitness is a hardcore, fun group fitness class that has taken Aerobics and brought it to the next level with modern fitness techniques. Our full-day Instructor Training will provide you with everything you need to know to teach a HIGH Fitness class. This hands-on training will provide you with the skills, knowledge, tips and tricks to support you in becoming a successful HIGH Fitness Instructor. SCW (7.5), ACE (0.7) AFAA (8.0), NASM (0.8), ACSM (7.5), CanFitPro (4.0), AFLCA (6.5).



SCW WOMEN'S LEADERSHIP SUMMIT

Sara Kooperman, JD, Nathalie Lacombe, MS, Ann Gilbert, Jenn Hogg & Erin Kelly

Thursday, December 12, 8:30am-4:30pm

\$99 for MANIA & Club Industry Business Summit Attendees / \$139 Non-Attendees

Fuel your fire in this innovative and inspiring full-day leadership and business summit. Join experienced and novice owners, directors, managers and leaders as we establish attainable goals toward career advancement, financial security and self-fulfillment. Expand your skills and mind by exploring social media, facility service and sales, program selection, management solutions, technology options and more. Share, connect, network and enjoy a healthy sit-down lunch with fellow female fitness leaders from independent health clubs, boutique studios and local YMCAs and gain invaluable perspective that will change your life. *For more information, visit scwfit.com/Boston/womenssummit. To apply for a scholarship to this one-of-a-kind event, please visit: www.scwfit.com/scudder.* SCW (7.0), AFAA (7.0), NASM (0.7), AEA (7.0), ACSM (7.0), ACE (0.7), NFPT (1.4)

BOOST YOUR CAREER



BARRE ABOVE® POWERED BY SAVVIER FITNESS



Elizabeth Lenart, MA

Thursday, December 12, 9:00am-5:00pm

\$229.99 Attendees / \$249.99 Non Attendees

Whether you currently teach barre, or are motivated to add this popular format to your repertoire, look no further than Barre Above®, one of the fastest growing barre programs in the country. Discover the essentials of barre and see how this dynamic and progressive method of training enhances strength, flexibility and balance. Watch your toolbox expand as you study and practice the progressions and regressions necessary to teach a fun, effective and efficient barre workout that is perfect for all fitness levels. Walk away with tips on how to implement, launch and run a successful and in-demand barre program that requires little to no equipment. *Certification includes: (2) Digital Barre workout videos, Print and electronic instructor manual, Online Education modules worth 4.0 AFAA & 0.4 ACE CECs, Instructor web membership, Equipment and apparel discounts, No licensing fees, Options for ongoing choreography, Certificate of Completion. SCW (8.0), AFAA (8.0), ACE (0.8), NASM (0.8), ACSM (8.0).*

LABLAST® FITNESS INSTRUCTOR CERTIFICATION



Beth Canuel

Thursday, December 12, 9:00am-6:00pm

\$199 Attendees / \$249 Non-Attendees

Becoming a LaBlast® instructor will set you apart from the crowd by joining the only dance fitness program that focuses on a full body workout, including weight training, plus your overall well-being: physically, mentally, and emotionally. Our one-day, nine (9) hour certification dives into many of the dances taught by LaBlast® instructors, teaches the unique LaBlast® movement philosophy and provides the tools needed to lead your own LaBlast® classes in no time. In addition, after you complete the LaBlast® certification, you will have access to all the dance patterns 24/7 online. *LaBlast® Fitness is accredited by SCW (8.0), AFAA (8.0) and ACE (0.8) CEC's.*

MYZONE UNIVERSITY: HEART RATE MONITOR WORKSHOP



Emily Sopo

Thursday, December 12, 9:00am-4:00pm

FREE & open to the Public

Attend Myzone University to learn how to successfully implement Myzone into your fitness business. This is great for current clients and those interested to learn more about using Myzone's heart rate technology effectively in your club, gym and/or studio. This event is designed to educate all levels of the team including managers, fitness staff, marketing and sales. Meet the Myzone team, discover new features, learn best practices, and walk away with an action plan. *SCW (6.0), AFAA (6.0), NASM (0.6), ACE (0.6), AEA (4.0), ACSM (6.0), NFPT (1.2).*

SUNDAY, DECEMBER 15

SCW BARRE CERTIFICATION



Abbie Appel

Sunday, December 15, 7:00am-3:00pm

\$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. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. No club or instructor licensing fees. Video and music support available. SCW (7.0), AFAA (7.0), ACE (0.6), AEA (4.0), NASM (0.7), ACSM (7.0), NFPT (1.4).*

SCW BOXING CERTIFICATION



Steve Feinberg

Sunday, December 15, 7:00am-3:00pm

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

Prepare to shock your students and their bodies with this outstanding boxing certification.

Whether you are looking to start or grow your own boxing program or bring it to your studio or club, we will provide you the tools you need. Learn to implement the basics of boxing, address the science behind the sport, and leave with the knowledge and confidence to empower others - from novices to well-trained fighters. This certification explores three learning styles, auditory, visual and tactile and provides you with several authentic workouts that are taught at a traditional boxing gym or independent studio. *Manuals will be emailed from SCW Fitness Education. SCW (7.0), AFAA (7.0), NASM (0.7), AEA (4.0), ACSM (7.0), NFPT (1.4).*

SCW NUTRITION, HORMONES & METABOLISM CERTIFICATION



Melissa Layne, MEd

Sunday, December 15, 8:00am-2:30pm

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

This practical program provides participants with cutting-edge information on nutrition, hormones and metabolism. In easy-to-understand terms, learn how each macronutrient operates within energy pathways and how digestive and reproductive hormones affect metabolism. The body's adaptations to an incomplete diet and/or disease and the physiological consequences during various exercise regimes will be addressed during this session. You will receive a handout detailing simple nutritional calculations and recommendations that fitness professionals can incorporate into a nutritional counseling session while remaining within the scope of practice. This comprehensive certification also provides information pertaining to Nutritional Health History Forms with prescriptive dietary suggestions that can be used immediately. *(LECTURE). Price includes training manual (\$24.95 value). Manuals will be emailed from SCW Fitness Education. SCW (7.0), AFAA (6.0), ACE (0.7), NASM (0.6), AEA (8.0), ACSM (7.0), NFPT (1.4).*

STRONG BY ZUMBA® INSTRUCTOR TRAINING



Natalie Bayersdorfer

Sunday, December 15, 7:30am-4:00pm

\$250 Registration Fee (Use PROMO CODE: SCWSBZ25 to receive a \$25 discount & FREE Strong by Zumba® Pen)

https://strong.zumba.com/en-US/training/2019-12-15_SXZ_Boston_US_Zumba_Convention

STRONG by Zumba® combines high intensity interval training (HIIT) with the science of Synced Music Motivation for a group fitness experience like no other. During an intensive 1-day training, you'll learn the science behind high intensity cardio and bodyweight training, as well as how to combine moves and patterns with perfectly synced music, and all about the program's unique progression system used to increase intensity. The training will also touch on topics such as physiology, bio-mechanics, movement fundamentals, and injury prevention. Price includes Electronic Instructor Training Manual, Training Recap Video - delivered digitally, STRONG by Zumba® My First Class™ - 60 minutes of music and moves delivered digitally, E-learning course with the foundational fitness moves and science behind the program and Certificate of Completion. *SCW (8.0), AFAA (8.0), ACE (0.8), ACSM (8.0)*

COUNTRY FUSION® STAR INSTRUCTOR CERTIFICATION



Elizabeth Mooney

Sunday, December 15, 8:00am-3:00pm

\$199 MANIA® Attendees & \$259 Non-Attendees

Country Fusion® Star Instructor Certification Course provides you with the background you will need to become a Country Fusion® Star. In this course, you will learn what Country Fusion™ is and how to dance the Country Fusion® dances.

- Discover the history of Country Fusion®
 - Learn about the set-up of a Country Fusion® Class; such as the LIIT intervals, wild card songs, and how the class is designed to work your whole body
 - Become familiar with Country Line Dancing Terms and dance steps like TAGS, Restarts, Rocking Chair, Pivots, Grapevines and Shuffles
 - Dance to classic country songs and learn classic country line dances
 - Gain an understanding of the human anatomy and learn modifications to help students perform their best
 - Learn how to assess a class and make students feel confident and comfortable
- SCW (7.0), AFAA (7.0), NASM (0.7)*

MANIA® COURSE DESCRIPTIONS

FRIDAY, DECEMBER 13

FR1
7:00AM-8:15AM

CREATING INGENIOUS FUNCTIONAL CIRCUITS

Aly Purdy

Join Aly as she reveals a whole new concept of circuit training that includes Pilates and Barre moves, HIIT, Muscle Fitness, Core work and more! Now is your chance to learn what makes Slastix bands so unique and versatile and see what these multi-modality tools can bring to your club.

FR1A Friday, 7:00am-8:15am


HIGH FITNESS: AEROBICS IS BACK!

Ricki Smith & Melissa Zurcher

Aerobics is back- Bigger, Better, Higher! High Fitness is a hardcore group fitness class that has taken aerobics to the next level with modern techniques. High combines FUN (choreography to current music), INTENSITY (HIIT, plyometrics, toning, cardio) and CONSISTENCY. High Fitness can be modified for participants of all levels!

FR1B Friday, 7:00am-8:15am


THE ULTIMATE FITNESS EQUATION

Dane Robinson

Create the ULTIMATE program for your personal training client or small group session by harnessing an easy formula to SYSTEMIZE your programming for ANY client, at any stage of their fitness journey! Experience the "Ultimate Fitness Equation" for yourself in this see & do workshop.

FR1C Friday, 7:00am-8:15am

HIT THE WALL

Yury Rockit

Some tools are readily available to us that we often ignore: our own bodyweight and a wall. Come experience creative ideas implementing our walls into different movement experiences for both strength & cardio conditioning applications to enhance mobility.

FR1D Friday, 7:00am-8:15am

COGNITIVE FITNESS FOR OPTIMAL AGING

Cody Sipe

You're helping your clients slow physical decline, but are you stimulating their brain and increasing their cognitive reserve? "Brain training" is becoming mainstream, bringing with it ripe opportunities for slowing cognitive decline, but also breeding snake-oil solutions. Come learn the latest science on how you can "cognify" your exercise movements and programming while practicing fun and innovative strategies to stimulate the brain while you train the body.

FR1E Friday, 7:00am-8:15am

RUMBLE ROLLER: ROLL BETTER, ROLL LESS

Brian Bettendorf, MSM, MA

So you think you know foam rolling? Come learn how to assess mobility with some movement screens followed by learning and practicing key movements allowing you and your clients to increase their mobility, noticing the biggest improvements in the shortest time for better recovery and performance.

FR1F Friday, 7:00am-8:15am


BOOGIE BARRE

Mac Carvalho

Boogie Barre is a party off of the ballet barre that will unleash your inner boogie. Inspired from ballet, dance training, interval training and muscle conditioning, this 13 track class will activate your muscles, ignite your soul, & fire you up! Never have you seen a barre class like this.

FR1G Friday, 7:00am-8:15am

LABLAST® FITNESS:

HIGHLY INVOLVED INTERVAL TRAINING

Beth Canuel

Fitness that focuses on Cardio, Endurance, Weight Training and Plyometrics, LaBlast teaches simple ballroom patterns with a "fitness first" focus. This is a dynamic workout incorporating weight training and plyometrics and will appeal to both dance and interval fitness fanatics at your club.

FR1H Friday, 7:00am-8:15am


SCHWINN®: SCHWINTENSITY

Jenn Hogg

Coaching clear INTENSITY expectations is KEY to getting participants to achieve their greatest potential. The latest research shows Intensity - not complexity - is what makes a cycling class GREAT and we'll show you how to apply it to connect with your riders. True feeling unlocks undeniable results.

FR1I Friday, 7:00am-8:15am


BECOME A

FORCE

AQUATIC POWER HOUR

Connie Martin, MA

Unleash your inner beast while using power moves to increase range of motion and muscular strength with amazing cardiovascular improvement in the pool. Harness the power of your own determination to burn calories, and create a slimmer physique while inspired by your favorite music. Easily share combos with your class!

FR1L Friday, 7:00am-8:15am

AQUATIC SOLUTIONS FOR THE AGING

Ann Gilbert

Identify typical functional declines of the active aging population, and consider ways to adapt your aquatic programming to create effective formats that will improve walking efficiency, general mobility and confidence.

FR1M Friday, 7:00am-8:15am

THE WHY & HOW OF FASTING

Bruce & Mindy Mylrea

Intermittent fasting is all the rage currently but before you jump onto this latest trend learn the science, the history, the benefits and how to do it right. Bruce will uncover the key components to this amazing healing practice and how to use it safely and effectively for you and your clients. (LECTURE)

FR1O Friday, 7:00am-8:15am



OVERCOMING PLATEAUS

Melissa Layne, MEd

There comes a time when the changes of exercise cease and desist. We know it as the dreaded plateau. It appears that no matter what we do to see gains, whether weight loss or muscle gain, the scale or body composition just won't budge. We will address the science behind plateaus and discuss various ways to overcome stalling without overtraining. (LECTURE)

FR1P Friday, 7:00am-8:15am

WORLD CLASS SGT DEPARTMENTS

J.P. Richard

The trends are undeniable, SGT is THE fastest way to increase profits, member retention and differentiate your business. I will detail club owners and managers on how to structure their SGT departments in a way that will keep staff earning (and learning) more and keep members happy (and paying) longer. (LECTURE)

FR1Q Friday, 7:00am-8:15am

CLUB INDUSTRY
BUSINESS SUMMIT

ASSESSMENTS THAT REVOLUTIONIZE YOUR BUSINESS

Michelle Blakely

Learn the systems that deliver a better service for your clients, higher job satisfaction and clearer communication regarding the Assessment/Reassessment process. Walk through inexpensive, powerful habits teams and practitioners can implement to drastically increase revenue and improve service. Let's streamline our efforts, reduce conflicts and significantly improve satisfaction and income. (LECTURE)

FR1R Friday, 7:00am-8:15am

CLUB INDUSTRY
BUSINESS SUMMIT

17 SOCIAL MEDIA MARKETING TRICKS

Jenn Hall

Take your social media marketing endeavors to the next level! Explore new and forgotten methods of getting your business name out to the masses and gaining customers. If you currently market classes, personal training services, events, gyms, studios or yourself, this session is for you! (LECTURE)

FR1S Friday, 7:00am-8:15am

CLUB INDUSTRY
BUSINESS SUMMIT



LEN KRAVITZ, PHD

Len is a favorite presenter at SCW MANIA® conventions and no stranger to accolades; Len was voted into the National Fitness Hall of Fame in 2016. He received the prestigious Canadian Fitness Professionals Lifetime Achievement Award in 2008, was named CanFitPro's "Specialty Presenter of the Year" in 2006 and 2009 and earned the ACE® "Fitness Educator of the Year" title in 2006. Len is also the Program Coordinator of Exercise Science at the University of New Mexico where he won the "Outstanding Teacher of the Year" award.

FR2

9:15AM-10:30AM

PULLING FOR POWER, PROGRAM 003™

SGT Ken®

Pulling for Power™ with SGT Ken® utilizes extremely effective Variable Intensity Interval Training (VIIT) techniques with WaterRower drills and calisthenics uniquely arranged to muster muscle-fatigue like never before. VIIT can help you burn body fat for 24 hours from a 60-minute workout. Pull for power today to produce progress tomorrow!

FR2A Friday, 9:15am-10:30am



POUND® - SWEAT. SCULPT. ROCK.

Amy Ward

Unleash your inner Rockstar in this cardio jam session inspired by the infectious, energizing and sweat-dripping fun of playing the drums. Designed for all fitness levels, whether you're a conditioned athlete or a beginner, POUND provides the perfect atmosphere for letting loose, getting energized, improving your health and rocking out!

FR2B Friday, 9:15am-10:30am

GAMIFY YOUR WORKOUT

Andrew Gavigan

Use the various motivations and techniques from the world of play as a novel way to design your workout structure, excite your clients, and improve retention. This hands-on session presents concepts based on the benefits of "gamifying" activities as well as a number of formats that can be applied in personal training and small group settings.

FR2C Friday, 9:15am-10:30am

SPEEDBALL CORE

Steve Feinberg

Speedball is an intense, NON-STOP multi-directional conditioning program featuring the revolutionary SpeedBALL. Speedball Core introduces unique core exercises, balance, mobility, stability, and incorporates interactive partner training. The program can be performed in an existing conditioning class or seamlessly inserted into a personal training session.

FR2D Friday, 9:15am-10:30am

TRAINING THE ACTIVE AGING FEMALE CLIENT

Keli Roberts

The aging female body has specific needs and concerns. As strength, mobility, stability and bone density decline, precise training strategies play a large role in successfully addressing these issues. Review foundational conditioning concepts to transform your approach. Learn to apply these principles through practical application in a hands-on session.

FR2E Friday, 9:15am-10:30am

YOGA FOR HEALTHY BACKS

Nathalie Lacombe, MS

With 80% of adults experiencing back pain at some point in their lifetime, we owe it to our students to consider the health of their backs. We'll put into practice the stability and mobility of our core and second chakra to find space physically, mentally, and energetically in order to release our backs into bliss.

FR2F Friday, 9:15am-10:30am

BARRE WITH A TWIST Abbie Appel

Lovers of Barre take your class to a whole new level with all of the classic, rotational moves, safely executed to add variety and challenge to any Barre workout. Discuss fundamentals of Barre including alignment, posture and intensity variables. Then, twist, bend and stretch in a beyond-basics workout to overcome training plateaus and help your students reach their goals.

FR2G Friday, 9:15am-10:30am

COUNTRY FUSION®**Elizabeth Mooney**

Country Fusion® is an aerobic workout that is centered around Country Line Dance, while infusing various other dances such as Salsa, Cha-Cha, Hip Hop, Samba, Merengue and more. Each class is 75 minutes long, structured as a LIIT (Low Intensity Interval Training) workout, where participants can burn over 500 calories during each class.

FR2H Friday, 9:15am-10:30am**SCHWINN®: PRIME DESIGN****Dawn Stenis**

Stop the madness! Prime Design will teach you how to create thoughtful, physiologically sound classes that provide RESULTS! Learn how to save time and simplify how you build your classes while setting riders up for success. Unlock the secret of the Schwinn Coach's Pyramid and get ready to shine!

FR2I Friday, 9:15am-10:30am**RIDE OF TRUTH®: JOHNNY G SPIRIT BIKE****Sean Yeager - Diamond**

The Ride of Truth is based on the concepts and philosophies that were born with the early days of Time Trials. Now they've been reworked into a structured program designed to get riders to face, pace, and embrace themselves on an indoor bike.

FR2K Friday, 9:15am-10:30am**UPS & DOWNS OF AQUA****Mac Carvalho**

Looking to turn up your creativity in the pool but don't know where to start? In this session, learn how to serve that extra spice with creative Warm Ups & Cool Down to make your Aqua Programs hot hot hot! You will leave this session with inspired ideas to improve, implement and ignite every aqua class with pizzazz, passion and purpose!

FR2L Friday, 9:15am-10:30am**CUE, PACE, RESIST****MaryBeth Dziubinski**

How do you cue-municate? The types of cues you select and your delivery impacts your class immensely. Learn types of cues, techniques and how to effectively teach the cues for various class formats. The Five R Principle will be introduced for maximum training results.

FR2M Friday, 9:15am-10:30am**STAIRMASTER HIIT - REAL RATIOS FOR RESULTS****Sonja Friend - Uhl**

You can have too much of a good thing. Over-programming HIIT lends itself to overtraining and potential injury. Learn the benefits of aerobic steady-state and aerobic interval training and how to design workouts that blend the best of both to burn calories and torch fat while reducing the risk of injury.

FR2N Friday, 9:15am-10:30am**SELF-COACHING STRATEGIES FOR WELLNESS****Tricia Silverman, RD, LDN, MBA**

Discover helpful strategies that you can use or share with your clients. Find new ways to motivate yourself and clients to move more and eat right. Learn more about mindful eating, tapping, self-compassion, journaling, vision boards, gratitude and more for wellness and weight loss! (LECTURE)

FR2O Friday, 9:15am-10:30am**THE BIG 5 OF MVT'S****Dane Robinson**

Do you have what it takes to become the Most Valuable Trainer (MVT) in your establishment? Create success in your own four walls and beyond by

applying these "RIGHT NOW" action items to be the absolute best player in your gym, area, state, or region! (LECTURE)

FR2P Friday, 9:15am-10:30am**FITNESS BUSINESS TRENDS FOR 2019****Sara Kooperman, JD**

This entertaining presentation examines the fitness fads, exercise trends, and the direction that our clients wish us to pursue. Customer experience, programming options and technological advancements are put under a microscope of best practices. To unlock our potential, we will inspect implementation, experimentation and systematization of exercise execution, and review the predictions from IHRSA, ACSM, Club-Intel and SHAPE Magazine. Join Sara Kooperman, an Industry Icon, for this engaging and illuminating presentation guaranteed to leave you excited about our fitness future. (LECTURE)

FR2Q Friday, 9:15am-10:30am
**CLUB INDUSTRY
BUSINESS SUMMIT**
MARKETING TO YOUR IDEAL CLIENT**Billy Polson**

With our industry experiencing exponential growth, fitness entrepreneurs MUST properly position their business in order to stand out amongst the flood of competitors. During this lecture/workshop, students will take immediate action towards defining their business, researching their competitive market, strategically positioning their brand and pulling out ahead of their competition. (LECTURE)

FR2R Friday, 9:15am-10:30am
**CLUB INDUSTRY
BUSINESS SUMMIT**
YOU TUBE CENTERED DIGITAL MARKETING**Tyler Valencia, MS**

YouTube is the second largest search engine but usually the last tool businesses utilize when implementing a marketing strategy. In this seminar we will discuss a "YouTube Centered" mentality when marketing your business, and how it can save time and money when it comes to every other social media channel. (LECTURE)

FR2S Friday, 9:15am-10:30am
**CLUB INDUSTRY
BUSINESS SUMMIT**
FR3 - SESSION 1**10:45AM-12:00PM**

If you choose this session, then 12:00pm-1:00pm will be your EXPO and lunch break.

HIIT THE TURF**Jen Keenan-Strycka & Angelique Hughes**

You won't want to miss this NEW energetic HIIT based class featuring easy to travel with TURF ON THE GO mats. Sessions showcase exciting new moves using gliding discs, cardio and strength. Proven to sculpt muscles and burn fat! This workout will keep your clients coming back for more!

FR3A Friday, 10:45am-12:00pm**FROM THE GROUND UP! Manuel Velazquez**

Experience and test the benefits of combining effective techniques of Self myofascial release along with sequences of dynamic flexibility for each joint and muscle group from the Ground Up! This is a great session for any group fitness instructor or personal trainer to help their clients improve mobility and flexibility.

FR3C Friday, 10:45am-12:00pm**BALANCE & POWER -****TRAINING AGING CLIENTS Cody Sipe**

Falls are a serious threat to older adults and often lead to hip fracture, traumatic brain injury, disability, nursing home admission and even death.

With the growth of the aging population, fall prevalence is expected to increase, making balance training a high priority. Walk away with program examples as we explore the key risk factors for falls, evidence-based fall prevention strategies and have fun with balance circuits.

FR3E Friday, 10:45am-12:00pm**SARA KOOPERMAN, JD**

Sara, CEO of SCW Fitness Education and WATERinMOTION®, is a visionary leader who has launched nine successful MANIA® fitness-professional conventions, over 30 live and online certifications, and countless video & CEC projects. Sara's humor and warmth are matched only by her devotion to education. She is the proud recipient of AEA's Global Award for Contribution to the Aquatic Industry, serves on the Gold's Gym Think Tank, is on the Women In Fitness Board of Directors, and a National Fitness Hall of Fame inductee. Sara has left an indelible mark on the entire fitness industry.

PREVENTION & RECOVERY THROUGH MUSCLE STIMULATION

Steve Feinberg

The latest technology of injury prevention and muscle recovery now fits in your pocket. We will show you how you and your clients can experience a transformative physiological experience with the use of our device, which is already helping millions across the world.

FR3F Friday, 10:45am-12:00pm



LET THE BEAT DROP - BARRE ABOVE®

Linda McDonald

Music is a powerful tool that sets the tone for your class, increases students' energy, and makes a lasting impact. Learn four ways to choreograph barre workouts to music in a one song per segment format, master cueing strategies to smoothly and efficiently move students through workouts that create flow.

FR3G Friday, 10:45am-12:00pm



SCHWINN®: TAKE IT TO THE MAX

Keli Roberts

What's your true max? Numbers don't lie and Power is a real indicator of intensity. When you marry truth and intensity, performance improves. Learn what POWER is and how to coach it to motivate in a variety of different ways. Bring a never-quit conviction and discover what true grit feels like.

FR3I Friday, 10:45am-12:00pm



RIDE OF TRUTH®: JOHNNY G SPIRIT BIKE

Sean Yeager- Diamond

The Ride of Truth is based on the concepts and philosophies that were born with the early days of Time Trials. Now they've been reworked into a structured program designed to get riders to face, pace, and embrace themselves on an indoor bike.

FR3K Friday, 10:45am-12:00pm



STAIRMASTER HIIT: SCIENCE OF VARIABILITY

Jenn Hogg

It's the INTENSITY of a workout, not duration that produces results, but too much high intensity exercise is not good for the body. NOT every interval needs to be at high intensity for an effective HIIT workout. Learn how the science of variable intensity interval training can deliver serious results.

FR3N Friday, 10:45am-12:00pm



NUTRITION & SLEEP: FASCINATING CONNECTIONS

Tricia Silverman, RD, LDN, MBA

Learn how sleeping well can help to control your cravings and weight. Discover foods, herbs, teas and minerals that can make you feel sleepier and others that may interfere with sleep. Get the eight great, sleep-tight tips. (LECTURE)

FR3O Friday, 10:45am-12:00pm

FITBIZ MASTERY

Travis Barnes, Cyndy Barnes & Jeremy Purifoy

In this course you will learn SYSTEMS. SYSTEM stands for Save Yourself Some Time Energy and Money. SYSTEMS should run your business and people should run the SYSTEMS. (LECTURE)

FR3R Friday, 10:45am-12:00pm



METRICS THAT MATTER AND DRIVE PERFORMANCE

CLUB INDUSTRY
BUSINESS SUMMIT

Erin Kelly

The best fitness operators in the world attract up to 50% of their daily visits into group exercise. Do you know how many you attract? Are you measuring what matters to increase retention and instructor performance in your facility? Join this session to better understand the key metrics that drive the best program and instructor performance to create life changing member experiences in your facility! (LECTURE)

FR3S Friday, 10:45am-12:00pm

FR3 - SESSION 2

11:30AM-12:45PM

If you choose this session, then 10:30am-11:30am will be your EXPO and lunch break.

LES MILLS GRIT®: CARDIO & HIIT

LES MILLS

Alex Kattar

LES MILLS GRIT® is a 30-minute HIIT workout that improves cardiovascular fitness, increases speed and maximizes calorie burn. This workout uses a variety of body weight exercises and provides the intensity you need to get results fast. Come get education around HIIT and how it can increase member retention.

FR3B Friday, 11:30am-12:45pm

BOXING & BANDS

Cary Williams

Work on authentic boxing combos while shadow boxing with bands. You will use the bands for different exercises to strengthen the upper and lower body. Moving from boxing to bands for each round will get that heart pumping and those muscles sore.

FR3D Friday, 11:30am-12:45pm

ZUMBA® CARDIO BLAST

ZUMBA

Ann Saldi

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 all at the same time! Learn how to make your routines really 'pop' with hits from multi-platinum Latin and international artists. So come walk in, and dance out!

FR3H Friday, 11:30am-12:45pm



LEAD THE CHARGE

DIVE IN Yury Rockit

Join Yury to experience the most effective and innovative ways to enhance your cardiovascular capacity while submerging your head in the water. Challenge both strength and endurance while using land-based pieces of fitness equipment in the water to become a better athlete on land.

FR3L Friday, 11:30am-12:45pm

GIRLS JUST WANNA HAVE FUN!

Sara Kooperman, JD, Melissa Layne, MEd & Connie Martin, MA

Bring a tidal wave of energy and excitement to the pool! The fabulous Women of MANIA® will provide a flood of new ideas that will give new meaning to fluid fun. Plunge into a fantastic workout that covers all body parts and add a major splash of WOW! to your aqua classes.

FR3M Friday, 11:30am-12:45pm

PREVENTION AND PERFORMANCE FOR RUNNERS

Brian Bettendorf, MSM, MA

16 million Americans run 3 or more days per week and over 20% are injured within a given year. Understand current research on managing runners in pain. Learn movement screens along with self-myofascial release and mobility drills that are focused on helping runners reduce injuries, move better and recover faster. (LECTURE)

FR3P Friday, 11:30am-12:45pm

**RUMBLE
ROLLER**

WHAT FITPROS WANT FROM LEADERS

Nathalie Lacombe, MS

Growth! From the GroupEx Instructors in the industry for 30 years to the Gen Ys who just started, all fitness pros are looking for growth opportunities from their employers. They are loyal to the experience of working for you, not your business. Learn the key components to growth that go beyond simple education - allowance and will create employee relationships that benefit all. (LECTURE)

FR3Q Friday, 11:30am-12:45pm

**CLUB INDUSTRY
BUSINESS SUMMIT**

FR4

1:00PM-2:15PM

CREW CONDITIONING, PROGRAM 002™

WaterRower

SGT Ken®

Crew Conditioning™ with SGT Ken® is an exciting four-event athletic challenge with WaterRower drills, plyometric exercises and calisthenics that require the assistance of other athletes, all designed to show you how team-building games will help you double your strength and stimulate your soul. Make your test today your testimony tomorrow!

FR4A Friday, 1:00pm-2:15pm

GROUP PROGRAMMING WITH WEARABLE TECHNOLOGY Emily Sopo

myzone

Find out how to successfully include effort tracking through wearable technology into your clients' programming. We'll focus on the Myzone Heart rate experience through HIIT/Bootcamp Group Training. Understand key talking points, learn trackable metrics, and practice how to gamify workouts to keep your clients coming back for more.

FR4B Friday, 1:00pm-2:15pm

NO EQUIPMENT, NO EXCUSES

Herson Garcia

Learn how to challenge your client's mind, body and patience with no equipment, but at the same time having fun. With just some simple body movements your clients will start to gain Mobility, Flexibility and feel Empowered. They will even be asking you for more exercises.

FR4C Friday, 1:00pm-2:15pm

ROCKIT STRENGTH®: HARD CORE/PEACE CORE

Yury Rockit

Get Yury's ideas and moves that create a flowing, balanced muscle conditioning experience using barefoot bodyweight. We will incorporate a variety of planes, body positions, transitions, progressions & regressions to transform our traditional movement patterns with a mindful component.

FR4D Friday, 1:00pm-2:15pm

BRAIN-BALANCE LINK: FALL REDUCTION

Dr. Emily Splichal, DPM, MS

As we age, the #1 concern is reducing falls and maintaining optimal gait. Join Dr. Splichal as she explores how the brain sees movement and processes sensory stimulation for stabilization. Explore topics such as eye movement exercises, dual tasking and haptic optimization, and experience sensory sequencing that challenges both proprioceptive and cognitive skill sets.

FR4E Friday, 1:00pm-2:15pm

SOUL YOGA: RHYTHM & BLUES

Sara Kooperman, JD

This vinyasa yoga class flows gracefully from pose to pose using the rhythm and inspiration of beautiful soul music. Enjoy Aretha Franklin as we drift on this journey through her greatest hits using each song as our focus of pose exploration and reorganization. Leave with 15 new flowing yoga sequences and song recommendations to rejuvenate and invigorate your classic vinyasa sessions.

FR4F Friday, 1:00pm-2:15pm



POWER
STARTS WITHIN

BARRE NECESSITIES**Abbie Appel**

Barre is still the hottest format around! Learn the basics of Barre...plus a whole lot more. Understand the movement principles and intensity variables that make Barre, Barre. Discover a proven system that will take your Barre class from great to exceptional. Experience an authentic Barre class with movements that will challenge and enhance any conditioning class.

FR4G Friday, 1:00pm-2:15pm

RESIS-DANCE TRAINING**Carolyn Erickson**

Challenge yourself in a fun, simply choreographed class where dance movements are made even better with bands! Experience this dance format that incorporates functional training, resistance bands, and the best beats!! Bring your personality and elevate your dance classes so everyone in your class feels like a rock star!

FR4H Friday, 1:00pm-2:15pm

**SCHWINN®: MASTER THE MOMENT****Jenn Hogg**

An extraordinary cycle class is artfully crafted with thoughtful and intentional moments of emotion and excitement delivered with great music and dynamic coaching. By taking your riders through a very specific "arc" of energy, you create a ride experience they will never forget. Learn how to Master the Moment.

FR4I Friday, 1:00pm-2:15pm

**RIDE OF TRUTH®: JOHNNY G SPIRIT BIKE****Sean Yeager- Diamond**

The Ride of Truth is based on the concepts and philosophies that were born with the early days of Time Trials. Now they've been reworked into a structured program designed to get riders to face, pace, and embrace themselves on an indoor bike.

FR4K Friday, 1:00pm-2:15pm

**HYDRO LIFT OFF!****Jeff Howard**

This non-traditional water workout will effectively strengthen and define your entire body! Designed to sculpt with non-stop resistance and steady state training, combine new moves with interval 'cardio bursts' to give you maximum calorie burn. Core work and a quick stretch will end this aqua session leaving you feeling energized and accomplished!

FR4L Friday, 1:00pm-2:15pm

**DIVE INTO AQUA CHOREOGRAPHY****Manuel Velazquez, Ann Gilbert & Mac Carvalho**

Bring a tidal wave of excitement to your pool! Learn eight new 64-count choreography blocks, which will be provided in written form, that you can easily incorporate immediately into your aqua classes. These WATERinMOTION®-inspired moves provide a low-impact, high-energy challenge that tightens and tones the entire body and floods your classes with fun.

FR4M Friday, 1:00pm-2:15pm

BOXING: THE METHOD**Steve Feinberg**

This cardio-boxing class uses the best asset in your studio: YOU! Combine the technique work of punching, method training, and core work ALL in one high-intensity class. If you like to move to the beat of the music, you will LOVE this workout, which not only burns up calories and works your body, but also trains your mind.

FR4N Friday, 1:00pm-2:15pm

**NUTRITION PANEL****Melissa Layne, MEd, Bruce Mylrea, Tricia Silverman, RD, LDN, MBA & Keli Roberts - Moderator**

Come together to explore controversial research, ask questions, and discover cutting edge options in food and nutrition. Hear from these nutrition experts on how and why they choose to eat the way they do. You will leave "feeling full" of ways to make smarter choices when it comes to fueling your body. (LECTURE)

FR4O Friday, 1:00pm-2:15pm

THE WORLD AWAITS YOUR BRILLIANCE**Whitney Chapman**

Dream of being the BEST instructor/trainer/leader? Discover how easy it is to take your career to the next level by polishing up your presence, improving your professionalism and working through common self-sabotaging actions. Learn do-it-yourself practices and strategies to set you up for success. (LECTURE)

FR4P Friday, 1:00pm-2:15pm

LARGEST FITNESS OPPORTUNITY IN HISTORY

CLUB INDUSTRY
BUSINESS SUMMIT

Cody Sipe

Baby Boomers were the biggest population in US history until the Millennials came along. Baby Boomers will be 54-72 this year and are still the wealthiest generation in US history with more fitness needs than any demographic yet, they are virtually untapped and grossly underserved. Learn how to reach this market to explode your fitness clubs. (LECTURE)

FR4Q Friday, 1:00pm-2:15pm

THE NEXT GEN SALES PROCESS

CLUB INDUSTRY
BUSINESS SUMMIT

Scott Gillespie

Want to connect with today's consumers, millennials and Gen Z? Tap into their mindset and discover new marketing strategies. In this eye-opening session, learn proven techniques to make your niche membership more appealing. Understand the power of your club's programming and why including it in the sales process will improve profitability and member retention. In addition, unique and relevant compensation structures will incentive sales staff and make them champions of your organization. (LECTURE)

FR4R Friday, 1:00pm-2:15pm

THE NEXT GEN SALES PROCESS

CLUB INDUSTRY
BUSINESS SUMMIT

Dave Smith

Does your website work? Sure, it's online, but is it doing its job? Most website owners think, "If it's pretty, it's good." But, your site should be doing a LOT more than just looking good. Learn how your website can help you recruit new clients 24/7. (LECTURE)

FR4S Friday, 1:00pm-2:15pm

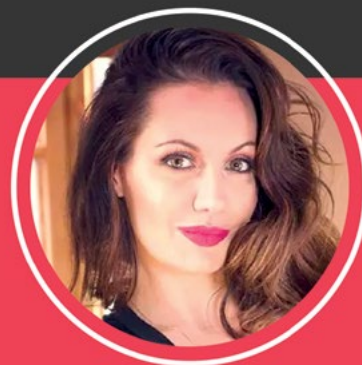
FR5

2:30PM-3:45PM

LET'S GET FHIIT**Dane Robinson**

Evoke your small group training experience by applying these 4 PROVEN methods of Functional High Intensity Interval Training (FHIIT) in a cooperative & collaborative team approach to achieve MAXIMUM engagement and RESULTS with your clients. Team training is going to get taken to another level!

FR5A Friday, 2:30pm-3:45pm

**ELIZABETH MOONEY**

Country Fusion® is created and founded by Elizabeth Mooney. Elizabeth has been a dancer since the age of 2 and has taught fitness for 10 years now. She has produced and directed her own Off Broadway show and has owned her own dance studio in NY. Her certifications include AFAA Personal Trainer, Zumba, Pole Dance, Pound, Barre Assets, and training in BOSU and Cardio Tai Box. Also CPR/AED certified and founder of Burlesque Booty Camp.

BOSTON MANIA® SCHEDULE-AT-A-GLANCE

THURS. DECEMBER 12



CLICK HERE >> TO ENLARGE & PRINT	A	B	C	E	F	G	H
	HIIT / FUNCTIONAL TRAINING	GROUP EXERCISE	PERSONAL TRAINING	ACTIVE AGING / WELLNESS	MIND-BODY / RECOVERY	BARRE	DANCE

FRIDAY, DECEMBER 13

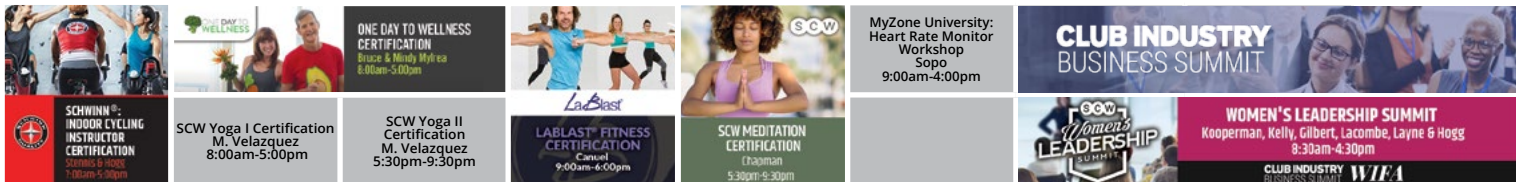
FR1 7:00am-8:15am	Creative Ingenious Functional Circuits Purdy	HIGH Fitness: Aerobics is Back! Smith & Zurcher		Cognitive Fitness for Optimal Aging Sipe	Rumbleroller® Roll Better, Roll Less Bettendorf	Boogie Barre Carvalho	LaBlast® Fitness: Highly Involved Interval Training Canuel
FR2 9:15am-10:30am	Pulling for Power, Program 003™ SGT Ken	POUND® - Sweat. Sculpt. Rock. Ward	Gamify Your Workout Gavigan	Training the Active Aging Female Client K. Roberts	Yoga for Healthy Backs Lacombe	Barre With a Twist Appel	Country Fusion® Mooney
FR3 Session 1 10:45am-12:00pm	HIIT the TURF Keenan-Stryzka & Hughes Session 1	Boxing & Bands Williams Session 2	From the Ground Up! M. Velazquez Session 1	Balance & Power - Training Aging Clients Sipe Session 1	Prevention & Recovery through Muscle Stimulation Feinberg Session 1	Let the Beat Drop McDonald Session 1	Zumba® Cardio Blast Saldi Session 2
FR3 Session 2 11:30am-12:45pm							
FR4 1:00pm-2:15pm	Crew Conditioning Program 002™ SGT Ken	Group Programming with Wearable Technology Sopo	No Equipment, No Excuses Garcia	Brain-Balance Link: Fall Reduction Splichal	Soul Yoga: Rhythm & Blues Kooperman	Barre Necessities Appel	Resis-Dance Training Erickson
FR5 2:30pm-3:45pm	AAA - Abs at all Angles Appel	HIGH Fitness: Aerobics is Back! Smith & Zurcher	Training by the Numbers Gavigan	Conscious Movement & Functional Yoga M. Velazquez		Barre Training: Grace & Flow K. Roberts	Country Fusion® For Active Agers Mooney
FR6 4:45pm-6:00pm	MANIA® DANCE OFF! with Country Fusion®, High Fitness, LaBlast®, POUND®, ZUMBA®	World Class Group Coaching Experience Barnes, Barnes & Purifoy	The Art of the Warm-up Clark	I've Fallen but Can Get Up! Roselli	Your Feet, Your Foundation Garipey	Barre Flow: Fire & Iron Taylor	Weigh2Dance Lauria

SATURDAY, DECEMBER 14

SA1 7:30am-8:45am	HIIT the Turf - Yoga Fusion Keenan-Stryzka & Hughes	The Next Generation of POUND® Ward	Training the Female Core K. Roberts	Aging Fit Gilbert	Boxing & Boxes Williams	Balletone - The Non-Dancer Workout Lenart	Bootcamp Beats Lauria
SA2 KEYNOTE & AWARDS 9:45am-11:00am	Exercise: THE ULTIMATE BRAIN BOOSTER KEYNOTE WITH DR. LEN HARVITZ						
SA3 11:15am-12:30pm	Battle with Boats and Ropes™ SGT Ken®	50 Unique Core Lovers Exercises M. Mylrea	Bodyweight Warrior Roselli	Strength Training for Longevity & Vitality Kooperman	Yin & Restore Greenbaum	Floor Barre Chapman	Country Fusion® Workshop Mooney
SA4 Session 1 12:45pm-2:00pm	Funtensity Bootcamp Ross Session 1	HIGH Fitness: Aerobics is Back! Session 2	STRONG by Zumba® Bayersdorfer Session 1		Restorative Yoga: Prop Free Chapman Session 2	Bodyweight Barre K. Roberts Session 1	LaBlast®: Dance Intervals for Everyone Canuel Session 2
SA4 Session 2 2:45pm							
SA5 3:00pm-4:15pm	Strength in the Storm™ SGT Ken®	Mandatory Teamwork Gavigan		Fitness for Longevity Conti	Rolling with Mindfulness and Breathwork Bettendorf	Barre Where You Are Taylor	The Cognitive Dance Experience M. Velazquez
SA6 5:00pm-6:15pm	FITNESS IDOL With Judges Kooperman, Roberts & Howard			Tai-Chi For Veterans Ross	REST & RECOVERY		

SUNDAY, DECEMBER 15

SU1 7:30am-8:45am	Consistent Resistance Erickson		Your Rear is the Gear Ross	STRONG BY ZUMBA® CERTIFICATION Bayersdorfer 7:30am-4:00pm	Inside Out with the Shoulder Gellert	BARRE CERTIFICATION APPEL 7:00am-3:00pm	COUNTRY FUSION® STAR INSTRUCTOR CERTIFICATION Mooney 8:00am-3:00pm
SU2 9:00am-10:15am	SL@T - Strengthen, Lengthen & Tone Howard	Shifting is the New Lifting Ross	Developmental Stages for all Ages Roselli		Foot to Core Sequencing & Stabilization Splichal		
SU3 11:00am-12:15pm	POUND® Why Your Body Rocks Ward	Muscular Endurance, Myths, Realities and Applications Stenis	HIIT the Turf - For Personal Trainers Keenan-Stryzka & Hughes	Deep Stretch & The Aging Gilbert	Yin Yoga for the Hips Greenbaum		
SU4 12:30pm-1:45pm	Workout Creation: How & Why Conti	Rumbleroller® Meets Stroops: Compression & Aggression Bettendorf & Erickson	Basics of Personal Training Programing Gavigan	Yoga Detox Flow Taylor			



I SCHWINN CYCLING	K JOHNNY G CYCLING	M AQUA (STARTS ON LAND)	N BOXING / CIRCUIT	O NUTRITION / WELLNESS	P EX.SCIENCE / LEADERSHIP MANIA* + CLUB	Q CLUB INDUSTRY MEDIA/MARKETING/PROGRAMMING	R CLUB INDUSTRY SALES/RETENTION
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Schwinn®: SchwINTENSITY Hogg		Aquatic Solutions for the Aging Gilbert		The Why & How of Fasting B. & M. Mylrea	Overcoming Plateaus Layne	Improved Success With Online Marketing Polson	Assessments that Revolutionize Your Business Blakely	FR1 7:00am-8:15am
Schwinn®: Prime Design Stenis	Ride of Truth®: Johnny G Spirit Bike Yeager-Diamond	Ups & Downs of Aqua Carvalho	StairMaster HIIT: Real Ratios for Results Friend-Uhl	Self Coaching Strategies for Wellness Silverman	Fitness Business Trends For 2019 Kooperman	You Tube Centered Digital Marketing Valencia	Metrics That Matter And Drive Performance Kelly	FR2 9:15am-10:30am
Schwinn®: Take it to the MAX Roberts Session 1	Ride of Truth®: Johnny G Spirit Bike Yeager-Diamond Session 1	Girls Just Wanna Have Fun Kooperman & Layne Session 2	StairMaster HIIT: Science of Variability Hogg Session 1	Nutrition & Sleep: Fascinating Connections Silverman Session 1	Heart Rate Tracking: Exploring Benefits Sopo Session 2	Marketing To Your Ideal Client Polson Session 2	FitBiz Mastery T. Barnes, C. Barnes & Purifoy Session 1	FR3 10:45am-12:00pm Session 1 11:30am-12:45pm Session 2
Schwinn®: Master the Moment Hogg	Ride of Truth®: Johnny G Spirit Bike Yeager-Diamond	Dive Into Aqua Choreography M. Velazquez, Gilbert & Carvalho	Boxing: The Method Feinberg	Nutrition Panel - Layne, B. Mylrea, Silverman, K. Roberts-Moderator	Prevention and Performance for Runners Bettendorf	Website Clicks That Get Clients Smith	Largest Fitness Opportunity in History McCaughey	FR4 1:00pm-2:15pm
Schwinn®: How to WOW! M. Mylrea	Ride of Truth®: Johnny G Spirit Bike Yeager-Diamond	LaBlast® Splash - Shallow Aqua Fitness Canuel & Cooperman	StairMaster HIIT: Rest & HIIT Friend-Uhl	Weight Control Unabridged Layne	Acquiring & Retaining Personal Training Clients Garcia	World Class SGT Departments Richard	Revenue, Retention and Referral Secrets Blakely	FR5 2:30pm-3:45pm
	Ride of Truth®: Johnny G Spirit Bike Yeager-Diamond			Self Care 101: Small Steps Chapman	Understanding the "BIO" Behind Movement Gellert	Savvy Social Media Hogg	State of the Industry: Panel Discussion SGT Ken, Gilbert, Feinberg & Layne	FR6 4:45pm-6:00pm
Schwinn®: Music & SO MUCH MORE! Appel	Ride of Truth®: Johnny G Spirit Bike Yeager-Diamond	6 Steps to Aqua Drills Layne	StairMaster HIIT: A Moment in Tlme Friend-Uhl	Nutrition Tips, Tidbits & Treats B. & M. Mylrea	Electronic Stimulation For Athletic Performance Feinberg	Strategies for Fitness Career Longevity Erickson	Riches are in the Niches Smith	SA1 7:30am-8:45am
					EXERCISE: THE ULTIMATE BRAIN BOOSTER KEYNOTE WITH DR. LEN KRAVITZ		SA2 9:45am-11:00am	
Schwinn®: Balancing Act - Cycling Fusion Stenis	Ride of Truth®: Johnny G Spirit Bike Yeager-Diamond	Double Trouble: Bad Boys of Aqua Howard & M. Velazquez	StairMaster HIIT: High Five Appel	Food for Thought: Brain Superfoods Silverman	Pros and Cons of Fasting Layne	Top Software Guide: Run Like A Boss! Barbour	Attract & Retain Members Using Unconventional Fitness Valencia	SA3 11:15am-12:30pm
Schwinn®: Rhythm Done Right Appel Session 2	Ride of Truth®: Johnny G Spirit Bike Yeager-Diamond Session 1	Silver Aqua Solutions M. Velazquez, Gilbert & Carvalho Session 1	Boxing Bootcamp Feinberg Session 2	Carbohydrate Crazyness Kravitz Session 1	Nervous System Hacks for Mobility Bettendorf Session 1	Integrate Heart Rate In Training Sopo Session 2	The Other 165: Keys to Retention Clark Session 1	SA4 12:45pm-2:00pm Session 1 1:30pm-2:45pm Session 2
Schwinn®: R&R - Ride & Restore Roberts	Ride of Truth®: Johnny G Spirit Bike Yeager-Diamond	Tab-Aqua Quickies Howard	3:1 Punchout Feinberg	Nutrition for Fitness Professionals Layne	The Female Training Advantages 2019 Kravitz	Multi-Media Marketing For Growth & Profitability Kooperman	Extraordinary Retention & Competition Combat T. Barnes, C. Barnes & Purifoy	SA5 3:00pm-4:15pm
Schwinn®: Connect, Compete, Compare - Motosumo Mylrea					FITNESS IDOL With Judges Kooperman, Roberts, & Howard		SA6 5:00pm-6:15pm	
Schwinn®: Let the Music Play M. Mylrea	Ride of Truth®: Johnny G Spirit Bike Yeager-Diamond	Hydro Lift Off! Howard	SCW BOXING CERTIFICATION Feinberg 7:00am-3:00pm	The Carb & Protein Myth B. Mylrea	The Metabolic Effects of Resistance Training Kravitz	The Joy of EX Lacombe	The Business of Personal Training Roberts	SU1 7:30am-8:45am
	Ride of Truth®: Johnny G Spirit Bike Yeager-Diamond	Aqua Core Training Velazquez		Immunity Boosters & Busters Silverman	Fat Loss: The Real Story Kravitz	Trends for 2019 & Growth Panel Gilbert & Lacombe	8 Sales Skills to Master Rich	SU2 9:00am-10:15am
	Ride of Truth®: Johnny G Spirit Bike Yeager-Diamond	LaBlast® Splash: Aqua Dance Intervals Canuel & Cooperman		Cravings and Sugar Unsweetened Silverman	It's Not Personal, It's Fitness Roselli	Podcasting 101: Create Your Platform Conti	Raising Sales & Service Awareness Rich	SU3 11:00am-12:15pm
		Strength H2O Howard		Clarifying the Postural Torsion Syndrome Gellert		Experience & Insights on Boutiques & Franchises Gilbert	SU4 12:30pm-1:45pm	

FRIDAY, DECEMBER 13

SATURDAY, DECEMBER 14

SUNDAY, DECEMBER 15

CLUB INDUSTRY BUSINESS SUMMIT

December 13-15 • Boston, MA

Powered By: 



The Club Industry Business Summit is a three-day Fitness Education Conference, running three sessions every hour and featuring 30+ world-renowned Fitness Business Educators leading more than 40 sessions on such topics as:

- Social Media
- Marketing
- Technology
- Fitness Trends
- Sales/Retention
- Membership
- Programming
- Motivation
- Finance
- Leadership

MANIA® + Summit Bundle: \$279

**Club Industry Business Summit
(Fri., Sat., Sun.): \$199**

Friday Only: \$119

Saturday Only: \$119

Sunday Only: \$99

scwfit.com/ClubBN

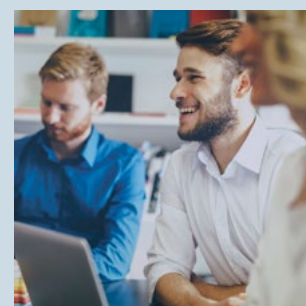
SCW Fitness Education MANIA® Conventions Partner with Club Industry to Help you Build your Business and Career



Club Industry has joined forces with SCW Fitness Education to run an exclusive Club Industry Business Summit at seven (7) MANIA® Fitness Professional Conventions throughout the USA including Boston, MA December 13-15, 2019.

The education sessions cover a wide range of topics including; marketing, technology, trends, sales, retention, products, programming, social media, finance and leadership. 44 hand-picked business sessions were carefully selected by 30+ top industry professionals.

This premier event runs concurrent to the MANIA® Fitness Conventions held in the same location. Attend BOTH the Club Industry Business Summit + Boston MANIA® for the bundle price of \$279. Roam the halls and experience the latest in fitness programming and equipment brought to you by the largest and most widespread global provider of continuing education for fitness instructors and trainers.



Take advantage of the leadership and business education opportunity that is provided at the Club Industry Business Summit. Three (3) full days of all the education, networking and tools you need to set yourself apart from the competition and move your business into a more profitable future.

HIGH FITNESS: AEROBICS IS BACK!**Ricki Smith & Melissa Zurcher**

Aerobics is back- Bigger, Better, Higher! High Fitness is a hardcore group fitness class that has taken aerobics to the next level with modern techniques. High combines FUN (choreography to current music), INTENSITY (HIIT, plyometrics, toning, cardio) and CONSISTENCY. High Fitness can be modified for participants of all levels!

FR5B Friday, 2:30pm-3:45pm**TRAINING BY THE NUMBERS****Andrew Gavigan**

Attendees will participate in 4 different workouts based on routines for personal or semi-personal training. Using these fun, simple outlines based on unique rep or time patterns, we can keep our clients engaged and excited. Basic human behavioral concepts will be discussed between each workout along with practical ways to implement.

FR5C Friday, 2:30pm-3:45pm**AAA - ABS AT ALL ANGLES****Abbie Appel**

As fitness professionals, we are always looking for exciting ways to develop and deliver dynamic and effective core and abdominal workouts. In this workshop, briefly review the core musculature and core training. Then, learn 2 brand new workouts with unique movements and timing protocols. Utilize stability balls and loop bands to safely and effectively challenge the core from all positions, all planes of motion and at All Angles.

FR5D Friday, 2:30pm-3:45pm**GO HARD OR GO FOAM!****Sara Kooperman, JD**

HIIT is the new midlife crisis! As we mature, rejuvenation and regeneration is critical to ensure our bodies function optimally and help to overcome potential dysfunction and injuries from challenging workouts. Using this narrow, durable and comfortable foam roller, explore safe methods of pre and post-exercise myofascial release, including self-massage to increase circulation, encourage flexibility and mobility and speed up recovery for the active aging adults.

FR5E Friday, 2:30pm-3:45pm**CONSCIOUS MOVEMENT & FUNCTIONAL YOGA****Manuel Velazquez**

Rediscover functional training, pair and match ancient Yogic asanas with movement forms that simulate activities of daily living. The emphasis is to challenge range of movement and boundaries of muscle tension through fluid conscious effort and conscious proper alignment.

FR5F Friday, 2:30pm-3:45pm**BARRE TRAINING: GRACE & FLOW****Keli Roberts**

Graceful movement flows provide the foundation for this Barre-inspired total body, sculpting program. While respecting the body's biomechanics and joint kinematics, instructors will experience an intense workout that focuses on flowing movement progressions. Utilizing bodyweight movements and simple equipment, learn a class format that leaves the body feeling lengthened and strengthened.

FR5G Friday, 2:30pm-3:45pm**COUNTRY FUSION® FOR ACTIVE AGERS****Elizabeth Mooney**

Country Fusion® for active agers is a new fitness workout that incorporates country music and dance. This workout will burn calories and create a healthy and strong mind! In this 75-minute session you will learn easy to follow line dances, create flexibility, and correct posture alignment, all while having fun!

FR5H Friday, 2:30pm-3:45pm**SCHWINN®: HOW TO WOW!****Mindy Mylrea**

Learn the secret to creating a buzz in the locker room and a waitlist for your class! Discover HOW to build class designs that WOW your participants by integrating the latest cycling protocols through Schwinn's proven system. Get ready to have your mind blown and your classes sold out!

FR5I Friday, 2:30pm-3:45pm**RIDE OF TRUTH®: JOHNNY G SPIRIT BIKE****Sean Yeager- Diamond**

The Ride of Truth is based on the concepts and philosophies that were born with the early days of Time Trials. Now they've been reworked into a structured program designed to get riders to face, pace, and embrace themselves on an indoor bike.

FR5K Friday, 2:30pm-3:45pm**STRENGTH H2O Jeff Howard**

Harness your power in a fully infused aquatic conditioning class. Take monotonous moves from the classroom into the H2O and see a noticeable difference in your strength. Discover a multitude of exercises that will transform your teaching. Push, pull, and press your way to a stronger you!

FR5L Friday, 2:30pm-3:45pm**LABLAST® SPLASH: SHALLOW AQUA FITNESS****Beth Canuel**

Dive into a fun and exciting way to teach shallow aqua fitness. Based on interval training and using AEA teaching principles, LaBlast® Splash uses simple ballroom patterns, accessible for the water. Our logical and easy-to-master format will keep your members happily dancing in the water to their favorite tunes!

FR5M Friday, 2:30pm-3:45pm**STAIRMASTER HIIT - REST & HIIT****Sonja Friend - Uhl**

Yep, Rest & HIIT are a perfect pair and that's no BS. Active rest intervals allow for optimal intensity during the work intervals to produce results without overtraining. Learn how to use the rest interval in your workout programs to help your clients and classes perform their best.

FR5N Friday, 2:30pm-3:45pm**WEIGHT CONTROL UNABRIDGED Melissa Layne, MEd**

We live in a society of instant gratification where weight loss and weight gain are advertised as quick fixes. But what actually scientifically happens as our weight changes? In this session, you will receive the knowledge and tools to create nutritional health that destroys the yo-yo diet habits and promotes long lasting results. (LECTURE)

FR5O Friday, 2:30pm-3:45pm**ACQUIRING & RETAINING PERSONAL TRAINING CLIENTS****Herson Garcia**

In this epic course, you will learn how to acquire new clients and retain your current clientele. Learn how to get referrals without having to spend on marketing. With just a few simple ideas you will learn how to keep clients for over 10 years and allow your own clients to market for you. (LECTURE)

FR5P Friday, 2:30pm-3:45pm**WORLD CLASS SGT DEPARTMENTS****J.P. Richard**

The trends are undeniable, SGT is THE fastest way to increase profits, member retention and differentiate your business. I will detail club owners and managers on how to structure their SGT departments in a way that will keep staff earning (and learning) more and keep members happy (and paying) longer. (LECTURE)

FR5Q Friday, 2:30pm-3:45pm**REVENUE, RETENTION AND REFERRAL SECRETS****Michele Blakely**

Increase income, improve retention of existing personal training clients and ensure the rate of quality leads by understanding the power of revenue, retention and referrals. Real solutions and practical take-a-ways are paramount. Capitalize on simple business insights to improve your balance sheet and enjoy time to love your business again. (LECTURE)

FR5R Friday, 2:30pm-3:45pm

S.T.A.R. SOCIAL MEDIA SKILLS**Jenn Hall**

Learn the S.T.A.R. approach to social media: Strategy, Tactics, Analytics and Research and how this methodology can boost your efforts in less time and get you back to doing what you love! Come prepared to work on your own social media in this interactive session. (LECTURE)

FR5S Friday, 2:30pm-3:45pm**CLUB INDUSTRY
BUSINESS SUMMIT****FR6****4:45PM-6:00PM****MANIA® DANCE OFF!****with Country Fusion®, HIGH Fitness, LaBlast®, POUND® & ZUMBA®**

Join the stars of MANIA® in this wild workout with the best in dance fitness. Have a blast with Country Fusion®, HIGH Fitness, LaBlast®, POUND® & ZUMBA® and learn tons of new moves to drive your dance programs to the next level. You even can win a free certification from one of these amazing programs. It's going to be a party of epic proportions!

FR6A Friday, 4:45pm-6:00pm**WORLD CLASS GROUP COACHING EXPERIENCE****Travis Barnes, Cyndy Barnes & Jeremy Purifoy**

Customers are no longer buying products and services, they are buying an experience. Learn to differentiate yourself from the competition and take away countless gems on how to make your training business stand out from the rest.

FR6B Saturday, 4:45pm-6:00pm**THE ART OF THE WARM UP****Adam Clark**

Stop telling your clients to walk on the treadmill for five minutes for a warm-up. Learn why the warm-up is the most important part of the training session and how to make it most effective for your clients. Set the tone with a great warm-up - learning motivational strategies and exercises ranging from soft-tissue work, coordination drills, core, and correctives as well as fun drills to get clients dialed in.

FR6C Friday, 4:45pm-6:00pm**YOUR FEET, YOUR FOUNDATION****Tracy Gariepy**

As fitness professionals, we're aware of the importance of training the whole body, but we often stop at the ankle and forget that the feet are our foundation. Come learn the how's and the why's of connecting to this foundation, so you can better customize training programs to improve functionality.

FR6D Friday, 4:45pm-6:00pm**I'VE FALLEN BUT CAN GET UP!****Giovanni Roselli**

Getting up and down off of the floor can be looked upon as an activity of daily living, as well as an advanced strength exercise. Explore several techniques, both conventional and unique in how you can implement ground to standing drills in any program. Go through the different levels of beginner, intermediate, and advanced GTS drills, learning how to implement in training programs from youth all the way to elderly.

FR6E Friday, 4:45pm-6:00pm**RECOVERY THROUGH MEDITATION****Yury Rockit**

Learn with Yury the background to traditional tenets of Buddhist meditation: from principles to prana to practices. Instead of learning just the theory, we will practice meditation to gain some new pranayama skills and drills you can implement into your own life or use with clients and classes almost immediately for both physiological and psychological benefits for mind and body.

FR6F Friday, 4:45pm-6:00pm**BARREFLOW FIRE & IRON****Karli Taylor**

Are you looking to increase the intensity of your barre workout? While following the basic structure of a BarreFlow class, this workout combines larger movements with smaller traditional barre moves in order to increase the cardiovascular benefits of your barre class while incorporating light hand weights to add an extra resistance training burn!

FR6G Friday, 4:45pm-6:00pm**WEIGH2DANCE****Rachel Lauria**

"Weigh2Dance" combines a high energy dance fitness workout with strength training and weights all while moving to the beat. The Choreography is for all levels and modifiable for everyone. Increase your metabolic rate with fun choreography to keep you dancing and burning all day!

FR6H Friday, 4:45pm-6:00pm**LES MILLS SPRINT™****LES MILLS****Alex Kattar**

Take your training to the next level with a new cycling workout built on the science of high-intensity interval training (HIIT) that returns rapid results with minimal joint impact. Learn how to increase your offerings to maximize value of your cycling studio, increasing attendance, and pinpoint more demographics.

FR6J Friday, 4:45pm-6:00pm**RIDE OF TRUTH®: JOHNNY G SPIRIT BIKE****Sean Yeager- Diamond**

The Ride of Truth is based on the concepts and philosophies that were born with the early days of Time Trials. Now they've been reworked into a structured program designed to get riders to face, pace, and embrace themselves on an indoor bike.

FR6K Friday, 4:45pm-6:00pm**WAVES ON FIRE: ACTIVE AGERS****OnDemand****Connie Martin, MA**

Baby Boomers Unite! Heat up your water workouts and burn calories, sculpt and strengthen your entire body in a great movement environment- the pool. Stoke the fire of your internal furnace by using ability-based, low-impact and multi-joint movements. Learn to stabilize your core while benefiting from improved stability and mobility.

FR6L Friday, 4:45pm-6:00pm

CLEAR

YOUR MIND



YOQUA™

MaryBeth Dziubinski

YOQUA™ is a mind, body, breath format combining sequential poses and breath for total body coherence in the pool. Come join us as we explore movement patterns, poses and breathing techniques that flow together to enhance balance, structural alignment and muscle release.

FR6M Friday, 4:45pm-6:00pm

SELF CARE 101: SMALL STEPS

Whitney Chapman

In this age of overdoing and stress, learn simple 5-minute techniques to incorporate in your day to improve self-care. Discover tricks and tips to address dietary issues, sleep and improved communication to help you & your clients stay centered and balanced. (LECTURE)

FR6O Friday, 4:45pm-6:00pm

UNDERSTANDING THE "BIO" BEHIND MOVEMENT

Chris Gellert, MPT, CSCS

Biomechanics is the foundation of how movement occurs. Chris will simplify common definitions and terms such as lever, torque, load and like-minded physics terms that are important to understand as it relates to exercise. Chris will introduce new ways of training clients in all planes of motion, while teaching the functional anatomy behind common daily and sport specific movement. This session will stimulate your biomechanical juices, teaching you the foundation of biomechanics will showing practical application with all of your clients.

FR6P Friday, 4:45pm-6:00pm

STATE OF THE INDUSTRY ADDRESS - PANEL DISCUSSION

CLUB INDUSTRY BUSINESS SUMMIT

SGT Ken®, Ann Gilbert, Steve Feinberg & Melissa Layne, MEd

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.

FR6R Friday, 4:45pm-6:00pm

INTEGRATE HEART RATE IN TRAINING

Emily Sopo

Learn best practices for integrating heart rate wearable technology into your fitness training. We will discuss how effort tracking through Myzone wearable technology increases client retention and engagement. Discover how to effectively implement effort tracking in your assessments, programming, and client follow-up to distinguish yourself within the industry. (LECTURE)

FR6S Friday, 4:45pm-6:00pm

CLUB INDUSTRY BUSINESS SUMMIT

SATURDAY, DECEMBER 14

SA1

7:30AM-8:45AM

HIIT THE TURF: YOGA FUSION

Jen Keenan-Strycka & Angelique Hughes

Explore the lighter side of TURF training. This class incorporates yoga movement into our basic HIIT style Turf Training. Learn how to combine simple yoga poses with a higher intensity class to increase your client's flexibility and strength. Ideal for cardio-based clients looking to add yoga to their busy schedules.

SA1A Saturday, 7:30am-8:45am



SGT KEN®



SGT Ken® is an award-winning international speaker, six-time Army Soldier of the Year, Master Fitness and Resilience Trainer, Counterintelligence Agent and highly decorated combat veteran. SGT Ken® is the recipient of the "Best New Presenter of the Year" award, the "Male Presenter of the Year" award, has been featured numerous times on ABC, CBS, NBC, Fox news and serves as a host for the Fit for Duty show on the Pentagon Channel.

THE NEXT GENERATION OF POUND®

Amy Ward

Discover POUND's newest program, Generation POUND, a movement aimed at changing the concept of health and fitness for today's youth. Generation POUND makes fitness about self-expression, empowerment, self-love, and fun by introducing alternative ways to move, rock, play, and make noise.

SA1B Saturday, 7:30am-8:45am



TRAINING THE FEMALE CORE

Keli Roberts

A comprehensive review of the deep inner unit and superficial core provide background for the female body. In an interactive environment through hands-on practical application, trainers will learn a series of specific techniques to train the female core, utilizing stability balls, rubber resistance, Gliding and the Bender Ball.

SA1C Saturday, 7:30am-8:45am

BOXING & BOXES

Cary Williams

Work on authentic boxing combos combined with step work. You will move from fast boxing combinations while shadow boxing and then move to step exercises. Some exercises will involve plyometrics as well as lower body and upper body exercises. This is an absolute body burner.

SA1D Saturday, 7:30am-8:45am

AGING FIT

Ann Gilbert

Muscle endurance and gait training disguised in an innovation low impact format designed to bring new interest in to your active aging programming. Treat your VIP ager to new and exciting patterns focusing on strength, balance and muscle balance.

SA1E Saturday, 7:30am-8:45am

GOT BACK PAIN

Herson Garcia

Are you ready to understand why you or your clients are having back pain? Are you tired of hearing from your clients "I can't make it to our session because my back hurts"? This class will help you understand why your clients are in pain. You will also learn some simple exercises and lifestyle changes that can help your clients get PAIN FREE.

SA1F Saturday, 7:30am-8:45am

BALLETONE - THE NON-DANCER WORKOUT

Elizabeth Lenart, MA

Ballet is back! Maybe you took ballet classes as a child, or maybe you loved ballet, but aren't a dancer. Bring that ballerina back to life. Join us for a dynamic, total body workout that combines Pilates, barre, and flowing ballet movements that improve posture, flexibility, balance, cardiovascular fitness, muscular endurance and strength. Capture your fitness and your inner dancer you never knew you had... Beauty Meets Strength & Power, Fitness meets Balletone!

SA1G Saturday, 7:30am-8:45am



BOOTCAMP BEATS

Rachel Lauria

Bootcamp Beats is an energetic HIIT Bootcamp workout all to the beat of the music. We will explore more than just designing a good bootcamp workout, but how to use the music and beat to drive your class. Bootcamp Beats incorporates bootcamp style training using weights, sliders and more!

SA1H Saturday, 7:30am-8:45am

STEVE FEINBERG

Steve created the Speedball Fitness class format and developed the instructor training program. With 20 years of industry experience, Steve is well known for the implementation of group fitness/wellness programs across premier facilities, universities, and community associations. He is also a highly regarded group fitness instructor and strength and conditioning coach in New York City.



ELECTRONIC STIMULATION FOR ATHLETIC PERFORMANCE



Steve Feinberg

We will demonstrate and go over the use of muscle and nerve electronic stimulators to improve overall athletic performance. (LECTURE)

SA1P Saturday, 7:30am-8:45am

STRATEGIES FOR FITNESS CAREER LONGEVITY

CLUB INDUSTRY BUSINESS SUMMIT

Carolyn Erickson

Reinvent yourself with tactics that elevate you. Learn how to adjust your priorities through

the challenges we face in an industry that requires continuous amounts of selflessness and self-sacrifice. Stay motivated and innovative while practicing what you preach. Re-Evaluate work life balance and bring back the joy in what you do. (LECTURE)

SA1Q Saturday, 7:30am-8:45am

RICHES ARE IN THE NICHES

CLUB INDUSTRY BUSINESS SUMMIT

Dave Smith

Have you noticed that the most in-demand trainers aren't necessarily the ones with the most experience or best credentials. What makes them so sought after? Learn the 5 golden rules of niche marketing that will make you THE in-demand expert and will have clients lined up to work with you! (LECTURE)

SA1R Saturday, 7:30am-8:45am

SAVVY SOCIAL MEDIA

CLUB INDUSTRY BUSINESS SUMMIT

Jenn Hogg

Managing social media as a fitness professional shouldn't feel like another full-time job. Learn ways to position yourself effectively and discover shortcuts to your target. Unlock the secret to getting your posts to catch on. Build your brand and maintain your sanity. Look sharp, be shrewd, get savvy. (LECTURE)

SA1S Saturday, 7:30am-8:45am

SCHWINN®: MUSIC & SO MUCH MORE!



Abbie Appel

Learn the latest and greatest places to source the best music, remixes, mash-ups and the perfect "Surprise & Delight" to set your playlist apart from everyone else. Uncover new apps and programs available to remix and customize your own music tracks. This is a HOT workshop so claim your seat fast!

SA1I Saturday, 7:30am-8:45am

RIDE OF TRUTH®: JOHNNY G SPIRIT BIKE



Sean Yeager- Diamond

The Ride of Truth is based on the concepts and philosophies that were born with the early days of Time Trials. Now they've been reworked into a structured program designed to get riders to face, pace, and embrace themselves on an indoor bike.

SA1K Saturday, 7:30am-8:45am

6 STEPS TO AQUA DRILLS

Melissa Layne, MEd

There comes a time when an aqua instructor truly believes all the moves in the water have been created! This is when burnout tends to set in. This session incorporates a six-step process to take any previously taught water exercise and recreate it with a twist to give your class a boost of creativity. Bring your favorite move and be prepared to leave with a new take on the old!

SA1L Saturday, 7:30am-8:45am

WATER RUNNING

Yury Rockit

Two of the most authentic and natural forms of human movement are walking and running. Exploring running techniques in the water not only mimics and creates an adaptation for better land movement, but also challenges us to become more efficient and mindful of our form, muscle activation, and breathing without excessive wear on our joints!

SA1M Saturday, 7:30am-8:45am

STAIRMASTER: A MOMENT IN TIME



Sonja Friend-Uhl

How does the length of an interval affect intensity? Do work intervals always need to be the same duration during a high intensity workout? Discover techniques for optimizing effort. Learn how to tweak time and organize effective work intervals to lend to greater client success.

SA1N Saturday, 7:30am-8:45am

NUTRITION TIPS, TIDBITS AND TREATS



Bruce & Mindy Mylrea

It's that time of day and you're hungry! You want quick and tasty. Your body wants nutritious and sustaining. You want great ideas to satisfy your taste buds and your body's nutritional needs. Learn to prepare yummy, healthy, easy-to-make snacks for every palate. Best of all, you get to take home the recipes! (LECTURE)

SA1O Saturday, 7:30am-8:45am

SA2 - KEYNOTE ADDRESS

9:15AM-11:00AM

EXERCISE: THE ULTIMATE BRAIN BOOSTER

Dr. Len Kravitz, PhD, CSCS

Join Dr. Kravitz in an incredible educational journey documenting the mental health benefits of exercise. Len will present the newest research on what type of exercises improve memory, thinking, central control and brain processing. A highlight of this presentation is a practical update on how to alleviate stress and anxiety. (LECTURE)

SA2A Saturday, 9:15am-11:00am

SA3

11:15AM-12:30PM

BATTLE WITH BOATS AND ROPES



SGT Ken®

Battle with Boats and Ropes™ with SGT Ken® is an extraordinary athletic conditioning workshop with 16 safe and exciting WaterRower drills and battle rope movements. Love rowing and battle ropes exercises? Come experience both in this power-packed program designed to challenge your stamina and charge your spirit like never before!

SA3A Saturday, 11:15am-12:30pm

50 UNIQUE CORE LOVERS EXERCISES



Mindy Mylrea

This workshop utilizes all three planes of motion both prone and supine positions, along with small apparatus tools to give you more than 50 unique, core exercises. Walk away with a library of new moves that students will love and feel successfully challenged in your next class or training session.

SA3B Saturday, 11:15am-12:30pm

BODYWEIGHT WARRIOR**Giovanni Roselli**

Bruce Lee said water can flow and water can crash - Be like water! Learn unique bodyweight exercises and prep that flow seamlessly from one movement to the next. Challenge your clients and classes to enhance control and deceleration of movements to gain mobility, strength and engage more muscle. Greater muscle activation translates to increased caloric expenditure and metabolism.

SA3C Saturday, 11:15am-12:30pm**SPEEDBALL FOR PERSONAL TRAINERS****Steve Feinberg**

Speedball is an intense, NON-STOP multi-directional conditioning program featuring the revolutionary SpeedBALL. Progressions to increase range of motion or add impact are available to challenge the conditioned athlete, but the base techniques are safe and functional for any fitness level. Learn how these techniques can be adapted for all clients 1-on-1.

SA3D Saturday, 11:15am-12:30pm**STRENGTH TRAINING FOR LONGEVITY & VITALITY****Sara Kooperman, JD**

OnDemand

Whether a personal quest or way to engage the fastest growing population segment, this workout presents effective training techniques for the 50+ population. Experience this Group Exercise Class using simple exercises and portable equipment for a total-body workout. It's not how long or hard you train, it's about exercising smart for longevity and vitality.

SA3E Saturday, 11:15am-12:30pm**YIN & RESTORE****Lisa Greenbaum**

Enjoy this soul soothing practice designed to bring us into our parasympathetic nervous system, the space where healing occurs. Quiet the mind and body as we move through gentle flows and deep stretches releasing stagnant energy and chronic tension while creating space for breath and mental clarity.

SA3F Saturday, 11:15am-12:30pm**FLOOR BARRE****Whitney Chapman**

Take your ballet barre to the floor in this lengthening and strengthening workout based on the work of Zena Rommett's Floor Barre technique. Channel your inner prima ballerina, relax, stretch and unwind.

SA3G Saturday, 11:15am-12:30pm**COUNTRY FUSION® WORKSHOP****Elizabeth Mooney**

This 70 minute workshop will breakdown all of the Country Fusion dances. You will learn actual line dances such as the Tush Push, C C Shuffle, Cowboy Rhythm along with the step terminology. Take the knowledge learned from this session and get out on the dance floor!

SA3H Saturday, 11:15am-12:30pm**SCHWINN®: BALANCING ACT - CYCLING FUSION****Dawn Stenis**

At Schwinn, we #RideRight. To ride right you must train right by incorporating exercise protocols that balance out the riding position. Uncover a variety of cycling fusion formats including yoga, barre, strength and core to ride right & train right. You can have it all and Schwinn will show you how.

SA3I Saturday, 11:15am-12:30pm**RIDE OF TRUTH®: JOHNNY G SPIRIT BIKE****Sean Yeager- Diamond**

The Ride of Truth is based on the concepts and philosophies that were born with the early days of Time Trials. Now they've been reworked into a structured program designed to get riders to face, pace, and embrace themselves on an indoor bike.

SA3K Saturday, 11:15am-12:30pm**FROM NOVICE TO WATER MANIAC! Connie Martin, MA**

Explore methods for attracting new water fitness participants to your class with a toolbox of motivational verbal and nonverbal methods. Keep your members off the sofa by burning calories in the water with cardio-building, effective, simple, fun moves that will keep them coming back to find their inner water MANIAC!

SA3L Saturday, 11:15am-12:30pm**DOUBLE TROUBLE: BAD BOYS OF AQUA****Jeff Howard & Manuel Velazquez**

Enjoy this fantastic workshop with two of our Maniac men of Aqua!

The pool will never look the same once you experience this tidal wave of energy, creativity and enthusiasm. Manuel and Jeff will focus on different styles/formats of aquatic fitness techniques, pushing you to the next level. Leave with a flood of new ideas to make a big splash in your own aqua fitness classes.

SA3M Saturday, 11:15am-12:30pm

LET THEM HEAR YOU

ROAR

STAIRMASTER HIIT - HIGH FIVE**Abbie Appel**

Wow your students with this efficient, total-body, one-of-a-kind workout! Cross-train with 5 elements of fitness and motor training. Experience cardio, muscular strength, muscular endurance, SAQ (speed, agility and quickness) and balance... all essential to a well-balanced program. Learn sure-fire techniques to replicate this workout and help your students reach their goals in a fun, group environment.

SA3N Saturday, 11:15am-12:30pm**FOOD FOR THOUGHT: BRAIN SUPERFOODS****Tricia Silverman RD, LDN, MBA**

Can't remember where you left the keys? Looking to improve your mood and brain power? Learn the tools of nutritional success for enhancing your memory, increasing your alertness, and lifting your mood. Discover nutritional strategies to prevent against Alzheimer's, dementia and depression. (LECTURE)

SA3O Saturday, 11:15am-12:30pm**PROS AND CONS OF FASTING****Melissa Layne, MEd**

Intermittent fasting and carb cycling are extremely popular in the weight loss research. In this session, we will address these topics as well as three other types of fasting; prolonged, dry and wet fasting. We will explore the effects on weight loss, the immune system and the life of our cells. (LECTURE)

SA3P Saturday, 11:15am-12:30pm**SOFT SKILLS FOR TOUGH EMPLOYEES****Nathalie Lacombe, MS**

As leaders we've all had days when we wish an HR pro could handle the "people issues" so we can get back to our real work of running our business. Then we remember our people ARE our business and we need to keep growing our ability to face and handle those employee challenges. Learn soft skills key to mitigating recurring issues in the fitness industry. (LECTURE)

SA3Q Saturday, 11:15am-12:30pm**ATTRACT & RETAIN MEMBERS USING UNCONVENTIONAL FITNESS****Tyler Valencia**

In a competitive market, differentiating your facility from the rest can take time and resources. This lecture will showcase unconventional exercise tools and how you can attract or retain members. We will discuss unconventional exercise within the group setting, small group and one-on-one. (LECTURE)

SA3R Saturday, 11:15am-12:30pm**TOP SOFTWARE GUIDE: RUN LIKE A BOSS!****Ann Marie Barbour**

Onboard essential Software/APPS to quickly get systems in place for ALL budgets and any size company. Have your studio, gym or fitness biz build its brand and reach excellence with a strong effective team. Bring in more clients, increase revenue and speak to your customers on a deeper level. (LECTURE)

SA3S Saturday, 11:15am-12:30pm**SA4 - SESSION 1****12:45PM-2:00PM**

If you choose this session, then 2:00pm-3:00pm will be your EXPO and lunch break.

FUNTENSITY BOOTCAMP**Jonathan Ross**

When was the last time you had so much fun you didn't realize how hard you were working? Mix fun and fitness like you never thought possible. Experience exercises and games for a challenge you'll lose yourself in. Develop a stronger connection among your participants and you, as the professional, in the center of the experience.

SA4A Saturday, 12:45pm-2:00pm**STRONG BY ZUMBA®****Natalie Bayersdorfer**

STRONG by Zumba® is a revolutionary high-intensity workout, led by music. Body weight, muscle conditioning, cardio and plyometrics are synced to original music designed to match each move. Think you have what it takes? Join the STRONG by Zumba® Master Class and find out!

SA4D Saturday, 12:45pm-2:00pm**YOGA FOR THE YOUNG AT HEART: CHAIR****Sara Kooperman, JD**

This creative workshop focuses on yoga postures done with the support of a chair. Standing, seated, and floor work poses are beautifully blended into asanas that encompass a creative strength building and flexibility promoting workout. A union of mind, body and spirit are at the heart of this program with special attention focused on activities of daily living and the ability to rise, fall and flow by oneself. Supported by a group of like-minded individuals, this program has far-reaching positive effects on aging exercisers of all shapes and sizes, building communities with a mindful attention to self-awareness.

SA4E Saturday, 12:45pm-2:00pm**BODYWEIGHT BARRE****Keli Roberts**

Pure and simple, Bodyweight Barre offers an effective total body workout with no equipment. Graceful, flowing Barre inspired movements create a core-centric muscular endurance program that trains the body from the inside-out, leaving you feeling refreshed and energized. Discover the grace within and sculpt a dancer's body!

SA4G Saturday, 12:45pm-2:00pm**RIDE OF TRUTH®: JOHNNY G SPIRIT BIKE****Sean Yeager- Diamond**

The Ride of Truth is based on the concepts and philosophies that were born with the early days of Time Trials. Now they've been reworked into a structured program designed to get riders to face, pace, and embrace themselves on an indoor bike.

SA4K Saturday, 12:45pm-2:00pm**AQUA BOOT CAMP****Jeff Howard**

Get out of the studio and into the pool! Dive into a completely new type of Aqua HIIT class using products that are already available at your gym. Build strength, raise your heart rate, and get some great ideas for your water classes that help build your creativity and generate camaraderie.

SA4L Saturday, 12:45pm-2:00pm**SILVER AQUA SOLUTIONS****Manuel Velazquez, Ann Gilbert & Mac Carvalho**

Active agers thrive in the water. Discover eight new 64-count choreography blocks of fun, low-impact aqua exercises for this growing population. These WATERinMOTION® Platinum-inspired routines, which you'll take home in written form, are easy to master and teach, and they provide older adults with an engaging workout that improves cardiovascular endurance, balance, strength, and flexibility.

SA4M Saturday, 12:45pm-2:00pm**CARBOHYDRATE CRAZINESS****Len Kravitz, PhD, CSCS**

Carbohydrate diets are a craze, but is this the best approach to fuel physical activity? This lecture will explain carbohydrate metabolism as well as the metabolic dangers of high-fructose corn syrup. In this 'no holds barred' lecture Len will present the evidence on all of the controversies with carbohydrate intake. (LECTURE)

SA4O Saturday, 12:45pm-2:00pm

NERVOUS SYSTEM HACKS FOR MOBILITY**Brian Bettendorf, MSM, MA**

Traditional stretching, self-myofascial release and other flexibility or mobility exercises have emphasized the influence of muscles or connective tissue. Learn the influence of the nervous system on movement limitations and how to integrate that knowledge into your existing mobility training. Come learn new techniques or gain a deeper understanding of existing techniques you can use on yourself and your clients. (LECTURE)

SA4P Saturday, 12:45pm-2:00pm**BOXING BOOTCAMP****Steve Feinberg**

Looking for ideas for a new station in your Circuit class or Tabata Bootcamp? This session explores the basics of boxing with bags, gloves, ropes, medicine balls, and more. It has been proven that hitting a bag and focusing on combinations can provide relief from the aggression-filled issues that enter our lives. Experience a high-intensity level of training and enjoy one of the world's most disciplined sports: Boxing.

SA4N Saturday, 1:30pm-2:45pm**THE OTHER 165: KEYS TO RETENTION****Adam Clark**

The number one difference-maker in getting results is accountability. You can have the greatest training sessions in the industry but your clients usually only train with you 2-3 times per week. If you want your clients to get results, you must start focusing on the other 165 hours in the week. Learn how to create a thriving healthy community among your gym members, retain members for the long-haul and become profitable in the process. (LECTURE)

SA4R Saturday, 12:45pm-2:00pm**HEART RATE TRACKING: EXPLORING BENEFITS****Emily Sopo**

Discover the benefits and practices for integrating effort tracking into group fitness and personal training sessions. Explore ways to structure your gym sessions around heart rate and gamification to increase member engagement. Explore how heart rate tracking can effectively coach members to be successful within the workout and beyond. (LECTURE)

SA4Q Saturday, 1:30pm-2:45pm**INSTAGRAM GLAM: QUALITY OVER QUANTITY****Jenn Hall**

Does size really matter? Wondering how many followers you "should" have? Learn how to navigate the world of Instagram, create your best profile and why 200 followers can be more lucrative than 20,000. (LECTURE)

SA4S Saturday, 1:30pm-2:45pm**SA4 - SESSION 2****1:30PM-2:45PM**

If you choose this session, then 12:30pm-1:30pm will be your EXPO and lunch break.

HIGH FITNESS: AEROBICS IS BACK!**Ricki Smith & Melissa Zurcher**

Aerobics is back- Bigger, Better, Higher! High Fitness is a hardcore group fitness class that has taken aerobics to the next level with modern techniques. High combines FUN (choreography to current music), INTENSITY (HITT, plyometrics, toning, cardio) and CONSISTENCY. High Fitness can be modified for participants of all levels!

SA4B Saturday, 1:30pm-2:45pm**SA5****3:00PM - 4:15PM****STRENGTH IN THE STORM™ SGT Ken®**

Strength in the Storm™ with SGT Ken® is a thrilling WaterRower pyramid program that challenges each athlete to increase the number of strokes during three 60-second sets, followed by decreasing the rate for three. Discover how easy it is to enjoy the journey when you show strength in the storm.

SA5A Saturday, 3:00pm-4:15pm**THE ATHLETIC ADVANTAGE****Dane Robinson**

Ready to take on the world of athletic performance training or are you only able to offer your clients solutions for the everyday athlete? When we create the athletic advantage, be prepared to walk away with a clear and easily digestible understanding of how to enter the world of athletic performance!

SA4C Saturday, 1:30pm-2:45pm**BODYATTACK® WORKOUT****Alex Kattar**

BODYATTACK® is a high-energy fitness class with athletic moves that cater to every level. Join us for education where we reveal strategies for long-term member success & retention through attention to results-focused, accessible and effective workouts. Walk away with tools to inspire your participants to fall in love with fitness.

SA5B Saturday, 3:00pm-4:15pm**RESTORATIVE YOGA: PROP FREE****Whitney Chapman**

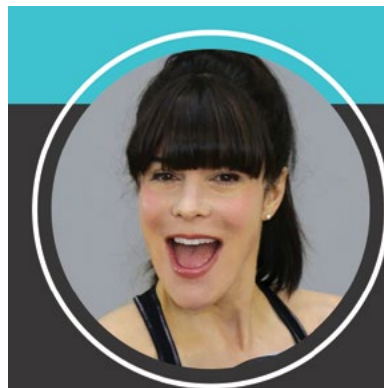
This unique flowing class will introduce you to Self-Awakening Yoga®, a therapeutic technique that creates restoration and rejuvenation through the inquiry of how the body relates and moves with gravity. Release tension, open up joints and quiet the mind in this floor-based practice created by Don & Amba Stapleton.

SA4F Saturday, 1:30pm-2:45pm**LABLAST®: DANCE INTERVALS FOR EVERYONE****Beth Canuel**

LaBlast® answers the million-dollar question: how to deal with ALL ages and abilities, ALL integrated into the same class! Learn how ballroom dance-based movements can incorporate all the elements of a great HIIT workout using Cardio, Endurance, Weight Training, and Plyometrics.

SA4H Saturday, 1:30pm-2:45pm**SCHWINN®: RHYTHM DONE RIGHT****Abbie Appel**

When the music and coaching are spot on, Rhythm Riding can be magical! The RIGHT Rhythm ride doesn't need smoke and mirrors or unnecessary distractions. Discover how to capture and captivate your riders the RIGHT way and provide members with a memorable, results based, musically amazing cycling experience.

SA4I Saturday, 1:30pm-2:45pm**ABBIE APPEL**

Abbie Appel is the owner and CEO of Abbiefit Consulting, Appel Programming Solutions and the Program Director Fitspace Studios. As an award-winning fitness educator, Abbie develops and delivers programs for Power Systems, Schwinn Cycling and many other organizations. She created the SCW Pilates and SCW Barre Certifications and received SCW's "Best Presenter" award. Abbie has produced and starred in over 30 fitness videos and contributes to fitness publications such as Self, Shape, and Prevention.

MANDATORY TEAM WORK**Andrew Gavigan**

Attendees will participate in a bootcamp/circuit style workout featuring drills and exercises that require 2 or more people. Partner drills will not only develop a stronger sense of community between our clientele, but are a great way to design workout programming if our class count ever outweighs our equipment count.

SA5D Saturday, 3:00pm-4:15pm**FITNESS FOR LONGEVITY!****Christine Conti**

Experience a Vinyasa-Flow full-body warm-up that seamlessly transitions into segments of FUNctional low impact interval training. Hone in on your breath, strength, flexibility, and balance while having fun! Explore the magic of guided imagery at the end of class that will leave you feeling strong and empowered.

SA5E Saturday, 3:00pm-4:15pm**ROLLING WITH MINDFULNESS AND BREATHWORK****Brian Bettendorf, MSM, MS**

This mindful session combines multiple approaches using mindfulness, self-awareness and breath control to improve mobility and recovery. Learn how to get the most of your RumbleRoller self-myofascial release and mobility sessions with skills that transfer to all other activities.

SA5F Saturday, 3:00pm-4:15pm**BARRE WHERE YOU ARE****Karli Taylor**

Have you turned down teaching in certain venues because you don't have access to a barre? Learn how to get the same booty busting workout using nothing but your own body weight- no barre required! This session will give you the tools to stop, drop and barre wherever you are!

SA5G Saturday, 3:00pm-4:15pm**THE COGNITIVE DANCE EXPERIENCE****Manuel Velazquez**

Yes, in addition to the fact that it is incredibly fun, new research on Dance and a dancer's brain, show how dance really does change us both physically and mentally. Dance off your guts and brains with sequences of movement that lift your spirit, your energy levels and your state of being while improving your mind's ability too.

SA5H Saturday, 3:00pm-4:15pm**SCHWINN®: R&R - RIDE & RESTORE****Keli Roberts**

In all disciplines recovery & regeneration are key to making performance gains. Learn tried and true techniques for creating a ride that delivers solid work and efficient recoveries for maximal training effect. Discover ways to effectively work these class designs into your training protocols. Get ready to Ride & Restore.

SA5I Saturday, 3:00pm-4:15pm**RIDE OF TRUTH®: JOHNNY G SPIRIT BIKE****Sean Yeager- Diamond**

The Ride of Truth is based on the concepts and philosophies that were born with the early days of Time Trials. Now they've been reworked into a structured program designed to get riders to face, pace, and embrace themselves on an indoor bike.

SA5K Saturday, 3:00pm-4:15pm**TAB-AQUA QUICKIES****Jeff Howard**

Tab-Aqua Quickies is the exciting new component of Tab-Aqua Bootcamp. Work HARD for 30 seconds, HARDER for 20 seconds, and HARDEST for 10 seconds for six cycles and then rest 10 seconds. Let the music guide you without worrying about watching the clock. Get motivated with aquatic moves that produce results fast.

SA5L Saturday, 3:00pm-4:15pm**AQUATIC BALANCE SOLUTIONS****MaryBeth Dziubinski**

Aquatic Balance Solutions will train the instructor in a 5 step assessment protocol to help identify students who are at risk for a fall. Strengthening, flexibility and power exercises with balance and gait training, in static and dynamic positions, will be performed to enhance the independence of an older adult.

SA5M Saturday, 3:00pm-4:15pm**3:1 PUNCHOUT****Steve Feinberg**

Have you ever trained at a Boxing Gym? That "old school" feeling and the respect that embodies the coaches and the workout is priceless. Join SCW as we delve into the sweet science of boxing and experience a high-intensity combat-sport workout. Work your body and mind and experience the training of a discipline that still is considered one of the toughest sports in the world.

SA5N Saturday, 3:00pm-4:15pm**NUTRITION FOR FITNESS PROFESSIONALS****Melissa Layne, MEd**

This session will incorporate the basics on the latest nutrition research, trends and fads such as carb cycling, intermittent fasting, ketosis, and other diets. What can a fitness professional provide in nutritional guidance and stay within the scope of practice? We will also debunk nutrition myths and review the basics of weight loss and metabolism. (LECTURE)

SA5O Saturday, 3:00pm-4:15pm**THE FEMALE TRAINING ADVANTAGES 2019****Len Kravitz, PhD, CSCS**

This state-of-the-art lecture summarizes new research on the physiological effects of exercise in females. A comprehensive review of fat metabolism, hormones, caloric expenditure, health and physiology related to exercise are discussed. Several highly effective resistance training and endurance workouts (from studies) will be presented. (LECTURE)

SA5P Saturday, 3:00pm-4:15pm**FEMALE LEADERSHIP: PERSONAL & PROFESSIONAL****Sara Kooperman, JD, Nathalie Lacombe, MS & Ann Gilbert**

Explore the very personal success stories of some of the most successful women in the fitness industry. Discover the secrets on how to overcome challenges, engage opportunities and demand success. Wander down the road to professional fulfillment, using confidence, competition, and character. Let these visionary industry icons empower you to make game-changing decisions. (LECTURE)

SA5Q Saturday, 3:00pm-4:15pm**EXTRAORDINARY RETENTION & COMPETITION COMBAT****Travis Barnes, Cyndy Barnes & Jeremy Purifoy**

Are you struggling to grow your business? Do you find that you are losing members to the competition? The solution to this is to implement extraordinary customer care systems that differentiate you from the competition. The truth is that you would not have to look for so many new members if you could just keep the ones that you have. In this session you will learn over 20 world class customer care systems to help you retain your members and combat the competition. (LECTURE)

SA5R Saturday, 3:00pm-4:15pm**MANUEL VELAZQUEZ**

Manuel is a proud Faculty Member for SCW Fitness Education and a WATERinMOTION® National Trainer. He is a valued trainer for BOSU®, Tabata Bootcamp and Barre Above, and a recipient of the NYC All-Around International Presenter of the Year award and has been presenting at fitness conferences worldwide for over two decades. Manuel is a continuing education faculty member for SCW, ACE, AFAA, ACSM, AEA and WATERinMOTION® and stars in over 50 Fitness Training Videos. He is also RYT-200 Yoga certified and an AFAA Team Pro and Examiner.



IMPROVED SUCCESS WITH ONLINE MARKETINGCLUB INDUSTRY
BUSINESS SUMMIT**Billy Polson**

Is your online marketing getting you measurable and profitable results? Assess your website, SEO, social media and online reviews to identify current strengths and opportunities for growth. Learn essential marketing elements used by our industry's most successful brands and fine-tune your marketing to attract ideal clients, understand their goals and convince them to buy. (LECTURE)

SA5S Saturday, 3:00pm-4:15pm**SA6****5:00PM-6:15PM****FITNESS IDOL****Judges: Sara Kooperman, Keli Roberts, Yury Rockit & Jeff Howard**

Do you have what it takes to become the next SCW Fitness Idol? As the winner of this prestigious title, not only will you receive coverage in 2020 SCW press releases, but you'll get a chance to show off your skills as a featured presenter at the 2020 SCW MANIA® Convention of your choice!

Each 2019 SCW Fitness Idol Winner receives:

- A slot as a presenter at a future SCW MANIA®
- FREE SCW Online Certification of your choice
- Coverage in all SCW press releases
- 1 year FREE SCW OnDemand Membership

To compete, visit: scwfit.com/idol. Everyone is invited to attend. So, if you're not competing, come and watch, participate or cheer on the contestants!

SA6A Saturday, 5:00pm-6:15pm**MANIA® REST & RECOVERY****Namirsa & RumbleRoller**

Join the newest trends in Recovery to help wind down after the first day of MANIA® and be recharged to take on the rest of the weekend! Learn about different products and techniques that you can use on yourself and clients to stay in.

SA6F Saturday, 5:00pm-6:15pm**SCHWINN®: CONNECT, COMPETE, COMPARE - MOTOSUMO****Mindy Mylrea**

Learn more about the Motosumo app with Master Trainer Mindy Mylrea as she introduces this exciting app that instantly transforms a rider's smartphone into a bike console and tool for group training. Riders will use the app for real time performance measurement; using it to compete and compare. Learn how this simple app can transform any bike into a tool to create class engagement and community connection.

SA6I Saturday, 5:00pm-6:15pm**SUNDAY, DECEMBER 15****SU1****7:30AM-8:45AM****CONSISTENT RESISTANCE****Carolyn Erickson**

Join Carolyn Erickson as she leads you through a conditioning workshop using sleeved elastic (Slastix) bands of all sizes. Explore training possibilities and learn innovative ways to move through space without limitations. Be ready for the optimal combination of research-based data and in-the-trenches experiences to maximize the impact on your clients.

SU1A Sunday, 7:30am-8:45am**DEVELOP YOUR STAGE PRESENCE****Marcel Bellanegra**

During this session, attendees will learn the "4 Steps to Developing Stage Presence and Creating a Captivating Class Atmosphere. Attendees will receive practical experience implementing each step to a class of their peers and will leave this workshop equipped with tools to elevate their workouts from "Fitness class" to "Captivating performance".

SU1B Sunday, 7:30am-8:45am**YOUR REAR IS THE GEAR****Jonathan Ross**

Get your rear in gear? Your rear IS the gear. Glutes are what make you go and are your engine of movement. Explore fun, challenging and creative exercises featuring bodyweight, elastic resistance, and simple tools to train and target the glutes whether you need them to perform well or look good!

SU1D Sunday, 7:30am-8:45am**GO WITH THE FLOW SALUTATIONS****Jeff Howard**

We have all done the sun salutation, earth and possibly moon. But why not create your own? Learn the building blocks behind salutations. How to then link your very own favorite vinyasa poses into your personal patterns. Leave with the confidence and creativity to link from one pose to another going with your own flow!

SU1E Sunday, 7:30am-8:45am**INSIDE OUT WITH THE SHOULDER****Chris Gellert, MPT, CSCS**

There is a rise in arthritis and shoulder injuries. As medicine evolves and rehabilitation principles change, are you familiar with how to work with impingement and rotator cuff client? Chris will help you understand the foundations of the shoulder, common dysfunctions and how to adapt in program design.

SU1F Sunday, 7:30am-8:45am**SCHWINN®: LET THE MUSIC PLAY****Mindy Mylrea**

Learn to lead an amazing cycle experience without any words spoken. Challenge yourself to go where perhaps you have never gone before. Using body language, facial expressions, chimes, drums, and even sign language, Mindy will guide you through a workout without speaking a word. This is truly a unique ride.

SU1I Sunday, 7:30am-8:45am

MAKE GOLDEN YEARS
GLISTEN



RIDE OF TRUTH®: JOHNNY G SPIRIT BIKE**Sean Yeager- Diamond**

The Ride of Truth is based on the concepts and philosophies that were born with the early days of Time Trials. Now they've been reworked into a structured program designed to get riders to face, pace, and embrace themselves on an indoor bike.

SU1K Sunday, 7:30am-8:45am**HYDRO LIFT OFF!****Jeff Howard**

This non-traditional water workout will effectively strengthen and define your entire body! Designed to sculpt with non-stop resistance and steady state training combine new moves with interval 'cardio bursts' to give you maximum calorie burn. Core work and a quick stretch will end this aqua session leaving you feeling energized and accomplished!

SU1M Sunday, 7:30am-8:45am**THE CARB & PROTEIN MYTH****Bruce Mylrea**

The low carb high protein diet is all the rage and many of your clients are asking your opinion. Let's not follow opinion - let's look at the science and the facts. You will walk away with a clear understanding of where to steer your clients and yourselves for weight loss and health gains. (LECTURE)

SU1O Sunday, 7:30am-8:45am**THE METABOLIC EFFECTS OF RESISTANCE TRAINING****Len Kravitz, PhD, CSCS**

Based on a new scientifically developed research review, Len will present state-of-the art evidence for resistance training as a treatment for weight loss, post-exercise fat metabolism, type 2 diabetes, cardiometabolic health and lipoprotein-lipid profiles. Len will present the research results and workouts of 5 great resistance training programs. (LECTURE)

SU1P Sunday, 7:30am-8:45am**THE JOY OF EX****Nathalie Lacombe, MS**

Are your training sessions and classes good, excellent, or phenomenal? Nathalie offers you the winning formula to ensure your clients will keep coming back week after week. Learn how to not only program for a great workout, but also create EXperiences filled with joy and a powerful feeling of fulfillment. The time has come to transform your classes and become an exceptional fitness professional!

SU1Q Sunday, 7:30am-8:45am
**CLUB INDUSTRY
BUSINESS SUMMIT**
THE BUSINESS OF PERSONAL TRAINING**Keli Roberts**

Trainers who know how to structure and develop a business plan often stand out as the most successful. Examine how to develop a plan with marketing and retention building strategies that guarantee referrals. There's more to personal training than training! Learn to build a solid infrastructure for your business and be your own boss! (LECTURE)

SU1R Sunday, 7:30am-8:45am
**CLUB INDUSTRY
BUSINESS SUMMIT**
CONQUERING FACEBOOK'S FREQUENT FACELIFTS**Jenn Hall**

ANOTHER Facebook Facelift is coming! Facebook is changing to generate more profit from your posts...are you? Learn what changes are coming and how to take advantage of them in this session designed exclusively for fitness pros and business owners. (LECTURE)

SU1S Sunday, 7:30am-8:45am
**CLUB INDUSTRY
BUSINESS SUMMIT**
SU2**9:00AM-10:15AM****SL@T - STRENGTHEN, LENGTHEN & TONE****Jeff Howard**

Slow down and still HIIT everywhere, this is a perfect format for those active recovery days. Following the protocol of L.I.S.S (LOW INTENSITY STEADY STATE) this class is easily taught with amazing results. Explore different muscular and cardio movements. SL@T will help make the changes your participants desire.

SU2A Sunday, 9:00am-10:15am**SHIFTING IS THE NEW LIFTING****Jonathan Ross**

Resistance training is essential, but it typically equals lifting. In the real world, the fittest, most capable people do more than lift against gravity... they shift and twist! Performance improves only when the body is trained to integrate and coordinate movement with simultaneous mental focus and engagement. Shifting and twisting to your lifting will take your results to new levels!

SU2B Sunday, 9:00am-10:15am**DEVELOPMENTAL STAGES FOR ALL AGES****Giovanni Roselli**

Most of us have seen a toddler squat and wonder why we lose the ability to move efficiently as we age. Study the fascinating process of how a child develops and learn proven techniques to train your clients using this same concept. Review developmental kinesiology and understand how easy it is to program safe, simple and effective workouts.

SU2D Sunday, 9:00am-10:15am

BRING THE HEAT
WAVES

WHOSE BACK? YOUR BACK!**Elian Haan**

This session is all about posture, pain relief and the current trend in somatic approach to healing and wellness. Eliminate back and nerve pain with integrated target exercises in your fitness classes and personal training sessions that keep your clients coming BACK for more!

SU2E Sunday, 9:00am-10:15am**FOOT TO CORE SEQUENCING & STABILIZATION****Dr Emily Splichal, DPM, MS**

Stabilization is the foundation to power, force and resistance. Join Functional Podiatrist and Movement Specialist Dr Emily as she explores our foot is the gateway to core or center stabilization. Learn to access the deep foot muscles and integrate them with pelvic floor and breathing patterns. Take the concept of from the ground up to the next level with programing that will change your clients movement patterns forever.

SU2F Sunday, 9:00am-10:15am**RIDE OF TRUTH®: JOHNNY G SPIRIT BIKE****Sean Yeager- Diamond**

The Ride of Truth is based on the concepts and philosophies that were born with the early days of Time Trials. Now they've been reworked into a structured program designed to get riders to face, pace, and embrace themselves on an indoor bike.

SU2K Sunday, 9:00am-10:15am**AQUA CORE TRAINING****Manuel Velazquez**

Resistance training using core stabilization never was more refreshing. The water is the perfect medium for improving dynamic balance, strength, agility and coordination. Learn to use training intensity, alignment, muscle involvement and muscle integration in this efficient total body workout.

SU2M Sunday, 9:00am-10:15am**IMMUNITY BOOSTERS AND BUSTERS****Tricia Silverman, RD, LDN, MBA**

Looking to boost your immunity? Learn which foods and lifestyle practices enhance immunity, and which ones decrease your body's ability to fight infection and illness. Gain practical tips, and enjoy eye-catching nutrition demonstrations to help inspire you to eat for better health and immunity. (LECTURE)

SU2O Sunday, 9:00am-10:15am**FAT LOSS: THE REAL STORY****Len Kravitz, PhD, CSCS**

This engaging lecture will explain the science of metabolism, calorie burning, resting metabolic rate, fat loss, and the latest biomedical research understandings on exercise for weight management. Len will present 8 science-based super calorie burning workouts that deliver and the best weight management findings from the real life biggest losers. (LECTURE)

SU2P Sunday, 9:00am-10:15am**TRENDS FOR 2019 & GROWTH PANEL****Ann Gilbert, Nathalie Lacombe, MS & Jeff Howard**

Learn about what's in store for the Industry in 2019 from our panel of diverse and experienced fitness leaders. They will discuss what to expect for club & boutique owners and operators, program directors and the trainers in this ever-changing industry. They will focus on how to take advantage of the coming trends to grow appropriately in your business and role.

SU2Q Sunday, 9:00am-10:15am
8 SALES SKILLS TO MASTER**Suzanne Rich**

Join Suzanne in learning valuable skills and tools in order to be a successful Personal Trainer. We will discuss how to deliver effective client consultations, finding the "why", overcoming objections, using qualifying questions, best strategies to use when pricing a client, how to use habit trackers and types of closing statements. (LECTURE)

SU2R Sunday, 9:00am-10:15am
PODCASTING 101: CREATE YOUR PLATFORM**Christine Conti**

No platform? No problem! Make your voice heard through your very own podcast! Learn how to create a successful podcast, grow your business, earn extra income, attain sponsors, and more! (LECTURE)

SU2S Sunday, 9:00am-10:15am
SU3**11:00AM-12:15PM****POUND® WHY YOUR BODY ROCKS!****Amy Ward**

Using Ripstix®, lightly weighted exercise drumsticks, POUND® transforms drumming into an incredibly effective way of working out. Besides providing a challenging way to train the body, POUND® releases inner rockstars and creates environments that elicit confidence, enhance unity, and ultimately, inspires positive action in life.

SU3A Sunday, 11:00am-12:15pm
MUSCULAR ENDURANCE, MYTHS, REALITIES & APPLICATIONS**Dawn Stenis**

Muscular Endurance is a hot topic with Barre classes packing group fitness rooms across the country. Learn what muscular endurance IS and is NOT as well as the benefits of resistance training. Walk away understanding the role of the different muscle fiber types and the adaptations that occur during this type of training. Finally, take safety tips and tricks for better teaching this type of exercise training.

SU3B Sunday, 11:00am-12:15pm
HIIT THE TURF: FOR PERSONAL TRAINERS**Jen Keenan-Stryska & Angelique Hughes**

Learn how to utilize core strength, stamina and stability training on the TURF for each unique client. HIIT the Turf training is modifiable for adolescents through active aging clients, combining intense cardio-burn with low-impact. Turf Training helps your clients reach their fitness goals in a fun, low-impact and engaging way!

SU3D Sunday, 11:00am-12:15pm
DEEP STRETCH & THE AGING**Ann Gilbert**

Study a popular new land based format focusing on the science behind the deep stretch for your active ager. Eliminate the fear of mat work and empower your members with the educational based format that will be easily launched into your growing active aging program GX line up.

SU3E Sunday, 11:00am-12:15pm**YIN YOGA FOR THE HIPS****Lisa Greenbaum**

Come enjoy the ultimate pampering for all fitness professionals with a sweet and quiet Yin practice to release the hips and low back. Yin postures are typically held 3-5 minutes in moderate sensation while we focus on calming both mind and body. Leave feeling renewed, restored and connected.

SU3F Sunday, 11:00am-12:15pm**RIDE OF TRUTH®: JOHNNY G SPIRIT BIKE****Sean Yeager- Diamond**

The Ride of Truth is based on the concepts and philosophies that were born with the early days of Time Trials. Now they've been reworked into a structured program designed to get riders to face, pace, and embrace themselves on an indoor bike.

SU3K Sunday, 11:00am-12:15pm
LABLAST® SPLASH: AQUA DANCE INTERVALS**Beth Canuel**

Spice up your shallow aqua fitness program with this blend of ballroom dance and strength training based on all the dances seen on Dancing with the Stars. Learn how to fuse dance and strength endurance while utilizing proper principles of water, all while having a "BLAST" dancing to the Quickstep, Lindy Hop, Foxtrot, Waltz, and more!

SU3M Sunday, 11:00am-12:15pm
BODY POSITIVE!**Rachel Lauria**

Physical appearance does not determine if you are "FIT" This lecture we will explore what "FIT" means for you personally. We will explore how to overcome our own doubts and judgements, look at the pressures of society and how we can promote body positivity while still promoting health to members! (LECTURE)

SU3O Sunday, 11:00am-12:15pm

IT'S NOT PERSONAL, IT'S FITNESS**Giovanni Roselli**

We often hear the cliché "you gotta know somebody". How true is this in the fitness industry? How do you get to know the right people, and who are they? Cultivating and maintaining relationships are key. Gain insight on how you should net-work to keep up your net-worth. (LECTURE)

SU3P Sunday, 11:00am-12:15pm**CORPORATE WELLNESS:
CREATE A NEW REVENUE STREAM****Andrew Gavigan**

Corporate wellness programs are currently being delivered at 44% of U.S. businesses and the opportunities for fitness professionals to add value and earn revenue are abundant. This lecture will deliver valuable insights into providing great service and gaining clientele, while still maintaining low overhead and a personable business. (LECTURE)

SU3Q Sunday, 11:00am-12:15pmCLUB INDUSTRY
BUSINESS SUMMIT**RAISING SALES AND SERVICE AWARENESS****Suzanne Rich**

Discover various sales and service strategies to increase selling opportunities and improve member satisfaction with every guest interaction. We will discuss where the most common sales and service holes are in the industry and how to remedy each problem, leading to improved sales and better member retention. (LECTURE)

SU3R Sunday, 11:00am-12:15pmCLUB INDUSTRY
BUSINESS SUMMIT**APP-ETITE FOR WELLNESS****Yury Rockit**

Yury invites you to explore ideas on how to use your digital devices to not only "connect" socially but also stay "connected" to yourself. Learn to hack some technological tips with applications for smartphones, get great discoveries for apps on productivity, brain frequency & brainwaves, heartbeat, nutrition, and binaural beats. (LECTURE)

SU3S Sunday, 11:00am-12:15pmCLUB INDUSTRY
BUSINESS SUMMIT**SU4****12:30PM-1:45PM****WORKOUT CREATION: HOW & WHY****Christine Conti**

In this workshop, you will learn HOW to create safe and effective workouts by exploring the WHY behind the exercise. Leave this session with tons of fresh ideas to create more effective workouts that meet the needs of every client. Bring a pen and paper!

SU4A Sunday, 12:30pm-1:45pm**RUMBLEROLLER® MEETS STROOPS:
COMPRESSION & AGGRESSION****Brian Bettendorf, MSM, MA & Carolyn Erickson**

Take on an entirely new way of training as we integrate RumbleRoller® foam rolling into our innovative VIIT circuit training with Stroops Slastix and anchor systems. Discover how it feels to utilize tissue system recovery while training power, agility, and strength. You are going to love it!

SU4B Sunday, 12:30pm-1:45pmRUMBLE
ROLLER STROOPS**BASICS OF PERSONAL TRAINING PROGRAMMING****Andrew Gavigan**

Take your book smarts and know-how and learn how to apply it to your new clients. We will discuss, and practice, "first session" protocols for assessing your clients, different routines for a variety of new clients, and ways to keep your clients motivated, consistent, and successful. Reach beyond anatomy and explore human behavior in this hands on workshop.

SU4D Sunday, 12:30pm-1:45pm**YOGA DETOX FLOW****Karli Taylor**

Each day we are exposed to toxins that affect our energy, health and vitality. This yoga sequence stimulates the productivity of vital organs to create an environment for toxic release. The sequence includes three types of asana: poses to create space, poses to compress major organs and glands and twists.

SU4E Sunday, 12:30pm-1:45pm**MORE CHI FOR ME****Elian Haan**

We discuss, feel and experience the benefits of yoga and qi gong in trauma work, and how exercise can benefit people with trauma. Empower others with a gentle approach to exercise and energy work and leave with a deeper understanding of understanding trauma, it's impact and the neuroscience behind the approach.

SU4F Sunday, 12:30pm-1:45pm**STRENGTH H2O Jeff Howard**

Harness your power in a fully infused aquatic conditioning class. Take monotonous moves from the classroom into the H2O and see a noticeable difference in your strength. Discover a multitude of exercises that will transform your teaching. Push, pull, and press your way to a stronger you!

SU4M Sunday, 12:30pm-1:45pm**CRAVINGS AND SUGAR UNSWEETENED****Tricia Silverman RD, LDN, MBA**

Are cravings undermining your workouts? Learn strategies that nip cravings in the bud. See why sugar is so addictive, and how it affects your body from head to toe. Learn the differences between various types of sweeteners. Discover ways of reducing sugar without sacrificing the taste and enjoyment of food. (LECTURE)

SU4O Sunday, 12:30pm-1:45pm**CLARIFYING THE POSTURAL TORSION SYNDROME****Chris Gellert, MPT, CSCS**

Postural Torsion Syndrome Assessment (PTSA) is an evidence-based model that will empower your understanding of human movement. Using PTSA you will be able to see injuries before they come, and have the tools to not only prevent them but also enhance physical movement to its optimum levels. This understanding of human movement will provide inspiration for countless adaptations of exercise regimes tailored specifically to each client's needs. (LECTURE)

SU4P Sunday, 12:30pm-1:45pm**MANAGING LIKE A ZEN MASTER****Whitney Chapman**

Managing people, schedules, budgets and time can take its toll. Rediscover your center under pressure with simple tips, systems and practices that will free your schedule, keep you calm and assist you in empowering others to help before problems arise. Take away tools & tips you can implement immediately. (LECTURE)

SU4Q Sunday, 12:30pm-1:45pmCLUB INDUSTRY
BUSINESS SUMMIT**EXPERIENCE & INSIGHTS ON BOUTIQUES
& FRANCHISES****Ann Gilbert**

There is no better time than now to open your own facility. Learn from the Owner/Operator of three (3) Shapes Fitness for Women who also co-owns another 70 clubs. Having started from nothing, explore the trials and tribulations of building a successful niche studio of your dreams. Discuss business lessons and successful strategies to guarantee profits in the coming years. Jump into the new chapter of ownership with your eyes and ears wide open. (LECTURE)

SU4R Sunday, 12:30pm-1:45pmCLUB INDUSTRY
BUSINESS SUMMIT**DRIVE THE EXPERIENCE****Dane Robinson**

There are 3 major components to drive, not just a workout, but to create a training experience that drives ATTENTION of new prospects and RETENTION of your current training community. Action items to create your own training experience "In the Trench" and "In the Business". (LECTURE)

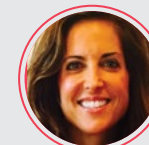
SU4S Sunday, 12:30pm-1:45pmCLUB INDUSTRY
BUSINESS SUMMIT

PRESENTERS

Full presenter bios at scwfit.com/boston



ABBIE APPEL
SCW / SCHWINN / STAIRMASTER



ANN MARIE BARBOUR



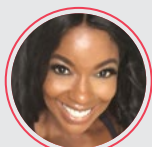
TRAVIS BARNES



CYNDY BARNES



NATALIE BAYERSDORFER
ZUMBA®



MARCEL BELLANEGRA



PAM BENCHLEY
STAGES CYCLING



BRIAN BETTENDORF, MSM, MA
RUMBLEROLLER



MICHELLE BLAKELY



BETH CANUEL
LABLAST



MAC CARVALHO
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ADAM CLARK



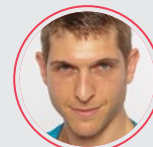
CHRISTINE CONTI



MARYBETH DZIUBINSKI



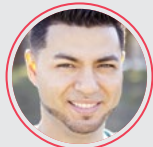
CAROLYN ERICKSON
STROOPS



STEVE FEINBERG
SCW / NAMIRSA



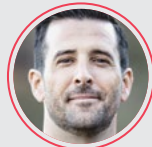
SONJA FRIEND-UHL
STAIRMASTER



HERSON GARCIA



TRACY GARIEPY



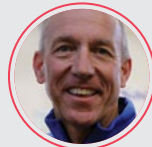
ANDREW GAVIGAN



CHRIS GELLERT, MS, CSCS



ANN GILBERT
WATERINMOTION



SCOTT GILLESPIE



LISA GREENBAUM



ELIAN HAAN



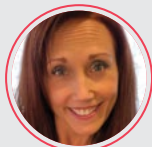
JENN HALL



JENN HOGG
SCHWINN



JEFF HOWARD
SCW



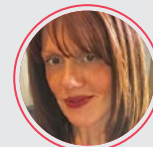
ANGELIQUE HUGHES
TURF ON THE GO



ALEX KATTAR
LES MILLS



ERIN KELLY



JEN KEENAN-STRYSKA
TURF ON THE GO



SGT KEN®
WATERROWER



BEN KOHLER
STAGES CYCLING



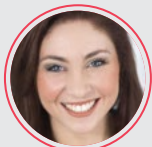
SARA KOOPERMAN, JD
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LEN KRAVITZ, PhD, CSCS



NATHALIE LACOMBE, MS



RACHEL LAURIA



MELISSA LAYNE, MED
SCW



ELIZABETH LENART, MA
SAVVIER



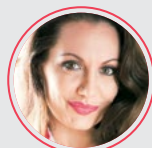
JENNIFER URMSTON LOWE



CONNIE MARTIN, MA



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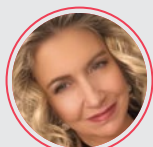
BILLY POLSON



ALY PURDY
STROOPS



JEREMY PURIFOY



SUZANNE RICH



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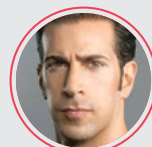
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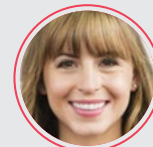
CODY SIPE



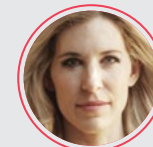
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