

Debuting:  
**CLUB INDUSTRY**  
BUSINESS SUMMIT

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

(See page 18 for details)



# DALLAS MANIA<sup>®</sup>

FITNESS PRO CONVENTION



AUGUST 23-25 • DALLAS, TX

# DALLAS MANIA®

FITNESS PRO CONVENTION

**DALLAS MANIA®  
FITNESS PRO CONVENTION  
AUGUST 23-25, 2019**

(Friday, Saturday and Sunday)

**CERTIFICATIONS  
AUGUST 21, 22 & 25**

(Wednesday, Thursday and Sunday)

## Early Bird Pricing Expires July 29

Guaranteed  
1st choice class selection

**Register at  
scwfit.com/dallas**



## LETTER FROM SARA KOOPERMAN, JD

Dear Dallas MANIACs,

We are excited to be back in Dallas!

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

This past summer, our office was completely burned down in an electrical fire. Our "home base" that we have inhabited for over a decade 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 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 around the United States to help you build your business and career! 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 reaching deep into commercial multipurpose clubs, boutique studios, YMCAs, JCCs, parks & rec facilities, universities, and hospital wellness centers. This outstanding Business Summit is perfect for networking and growing your small business or controlling your larger enterprise and is truly an exciting (and long-needed) ONE-STOP-SHOP for our Fitness Community!

I am eternally grateful to my incredible, hard-working staff. We are the oddest bunch of individuals that call each other family (thank goodness with no genetic relations!) Whether you have been with us thirty years or simply plan on joining us for three days, we wouldn't be here without YOU and your tremendous support!

Thank You!

In Health and Wellness

Sara Kooperman, JD  
CEO, SCW Fitness Education



# MANIA®

FITNESS PRO CONVENTIONS

## MANIA® FITNESS PRO CONVENTIONS

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 24 CECs in a single weekend, running up to 19 sessions every hour, featuring 70+ presenters. Our 9 MANIA® Conventions in CA, FL, GA, TX, PA, IL, MA and DC 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
- Meditation
- Cycling
- Dance
- Aqua
- Business / Leadership
- And Much More!

**For all the MANIA® locations and dates visit [www.scwfit.com/MANIA](http://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/ClubDL](http://scwfit.com/ClubDL)**







## CONVENTION & HOTEL LOCATION

### THE FAIRMONT HOTEL

1717 N Akard Street, Dallas, TX 75201  
(214) 720-2020  
(800) 441-1414 reservations

### ROOM RATES (regularly \$359 a night):

\$165 Single or Double • \$175 Triple • \$185 Quad  
WOW – what a savings! Pay as little as \$46.25 per night when you share a room with three others!

**HOTEL ROOM DISCOUNT DEADLINE: AUGUST 1, 2019**

### TRANSPORTATION

#### AIRPORT SHUTTLE

Transportation is available from the Dallas-Ft. Worth International Airport to the Fairmont Hotel for an average of \$20 per person through:  
<https://www.supershuttle.com/locations/dallas-dfw-dal/>

\*It is strongly recommended that reservations be made in advance.

#### TAXI

A taxi will cost approximately \$50-\$75 each way from the airport to the hotel. Uber can run approximately \$27-35 one way.

### DISCOUNTED PARKING

The Dallas Fairmont offers Valet parking.

0-6 hours: \$16 (no in and out privileges)

Over 6 hours: \$22 (no in and out privileges)

Overnight Guest Rate: \$32 per day (with in and out privileges)

\*Rates do not include tax.

Self-service covered and open parking lots and garages are available in the surrounding area.

1310 Elm St.

\$15.00 – 9 min. walk

1951 N Record St.

\$7.00 – 12 min. walk

1914 N Lamar St.

\$14.00 – 11 min. walk

501 N Houston St.

\$7.00 – 14 min. walk

\*\*SCW is not responsible for changes in rates at any location.\*\*

## MANIA® REGISTRATION & SAVINGS



### BE A STAFF ASSISTANT -

#### PAY ONLY \$99 + EARN 24 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 24 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](http://www.scwfit.com/staff) or contact Denise Johnston directly at [staff@scwfit.com](mailto: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 \$70 Savings (Regularly \$259, Now \$189) 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](http://www.scwfit.com/INFO).



### REGISTER ONLINE & SAVE

Register Online at [www.scwfit.com/dallas](http://www.scwfit.com/dallas) - It's fast, easy, safe, and secure. Pay by Visa, MasterCard, or Discover. A \$4 convenience processing fee applies to each registration. Mailed or Faxed registrations pay an additional \$25.

Questions? Email [registration@scwfit.com](mailto:registration@scwfit.com) or Call or Text 847-562-4020. 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](http://www.scwfit.com/membership)

### EXPLORE DALLAS

Travel to many of Dallas' popular destinations in less than 30 minutes from the MANIA® hotel! Visit the Bishop Arts District, The Sixth Floor Museum at Dealey Plaza, Dallas Arboretum and Botanical Garden, Dallas Museum of Art, Perot Museum of Nature and Science and more!



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

MANIA® Conventions supply you with up to 24 Continuing Education Credits/Units during the 3-day convention including the Keynote speech and evening 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](http://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](http://www.scwfit.com/PARTNER), email [partner@scwfit.com](mailto:partner@scwfit.com) or Call or Text our Partner Director, Cheryl Vincent or our Partner Manager, Will Harris, at 847-562-4020.



## DOWNLOADABLE OUTLINES ONLINE

Download & Print BEFORE you come! Outlines are NOT provided onsite. To download your outlines, go to [www.scwfit.com/OUTLINES](http://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, August 22: .....6:00am - 6:30pm  
 Friday, August 23: .....6:00am - 7:00pm  
 Saturday, August 24: .....6:00am - 7:45pm  
 Sunday, August 25: .....6:30am - 1:30pm

## EXPO SET UP:

Thursday, August 22: .....12:00pm - 5:00pm

## EXPO HOURS:

Thursday, August 22: .....5:00pm - 7:00pm  
 Friday, August 23: .....8:45am - 2:30pm  
 ..... (Charity Auction) 5:00pm - 6:45 pm  
 Saturday, August 24: .....8:15am - 3:30pm  
 .....6:00pm - 7:00pm  
 Sunday, August 25: .....(Closeout Shopping) 10:00am - 1:30pm



## SCW WOMEN'S LEADERSHIP SUMMIT

Fuel your fire and advance your career in this innovative and inspiring full-day leadership and business summit. Both experienced and novice owners and instructors alike explore proven strategies and successful practices for professional advancement, program profitability, club success and personal fulfillment. Visit [scwfit.com/dallas/womens-summit](http://scwfit.com/dallas/womens-summit) or apply for a scholarship at [www.scwfit.com/scudder](http://www.scwfit.com/scudder).



## SPECIAL OLYMPICS CHARITY RAFFLE FRIDAY, 5:00PM - 6:45PM (EXPO AREA)

Join SCW at our Reception and Charity Raffle Friday Night 5:00pm-6:45pm 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](http://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](http://www.scwfit.com/scudder).

# NOTHING BEATS

# LIVE





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

**USE CODE: BOOST**

**\$60 OFF 3-DAY MANIA® EXPIRES: JULY 29, 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.



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](http://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 for the Country Fusion Star Instructor Certification program on Thursday at this SCW event.



Stages Indoor Cycling is the fastest growing cycling and technology company. We feature products that bring more cyclists into studio spaces, and help all cyclists improve their performances. From the Stages SC3 indoor bike, to Stages Flight, our group experience, to Stages Solo, our immersive gym floor bike, Stages is focused 100% on cycling to bring your cyclists the best experiences possible. Learn more at [www.stagesindoorcycling.com](http://www.stagesindoorcycling.com).



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.



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](http://www.waterinmotion.com), email us at [water@scwfit.com](mailto: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](mailto:bmuck@corehandf.com). For additional information please visit [SchwinnEducation.com](http://SchwinnEducation.com). Connect with us on social media at [facebook.com/SchwinnIndoorCycling](https://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](mailto: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](http://www.highfitness.com).



# PRE-CONVENTION CERTIFICATIONS & WORKSHOPS

## WEDNESDAY, AUGUST 21

### SCW AQUATIC EXERCISE CERTIFICATION

Jeff Howard

Wednesday, August 21, 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 Certification serves as an important first step into the field of teaching water exercise. This comprehensive course addresses practical skill mastery while reinforcing the benefits of aquatic exercise in the unique environment of water. The principles of aquatic training as they apply to general anatomy, kinesiology, water depth, movement plans, practical cueing skills, musical usage, and special population adaptations are thoroughly addressed. The need for professionalism, leadership skills, and legal considerations are reinforced. Practical on-site coaching of teaching skills is included. *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, AUGUST 22

### SCW GROUP EXERCISE CERTIFICATION

Jeff Howard

Thursday, August 22, 8:00am-5:00pm

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

Learn class sequencing, warm-up progressions, musical phrasing, proper cueing techniques, choreography development, and all the practical skills required to teach your best class, every class. Leave this Nationally Recognized Certification with confidence in your ability to lead and demonstrate proper group teaching skills. Understand cardiovascular training, muscular endurance, and flexibility training techniques with one of our industry's finest. The balance of theoretical and practical training make this cutting-edge Group Exercise Certification perfect to prepare you for the newest variety of fitness programming - Hi/low impact, muscle sculpting, HIIT programming, and more. *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

Irene Lewis-McCormick, MS, CSCS

Thursday, August 22, 8:00am-5:00pm

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

This Nationally Recognized Personal Training Certification is led by only the top Presenters/Trainers in the country. Combining lecture and activity, this certification addresses academic foundations, training principles, and hands-on program design to provide students with the skill sets and critical knowledge required to guide individuals to achieve their health-fitness and performance goals. The essentials of exercise physiology and kinesiology, health-risk assessment, physical evaluations, programming alternatives for cardio, strength and flexibility advancement, and an introduction to facilitating behavior change along with basic business and marketing skills are all addressed in this day-long course. *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, August 22, 8:00am-5:00pm

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

Get introduced to a progressive series of exercises and modifications based on the methods of Joseph Pilates in this Nationally Recognized Certification. The principles of core stabilization, Pilates mat work, and physical therapy techniques create the foundation for this intensive combination of theoretical and practical training. Proper execution of form, technique, and programming are explored as they apply to training all ages and abilities, including those individuals rehabilitating from injury. *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, August 22, 8:00am-5:00pm

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

Ready to get certified by the #1 Yoga Certification in the U.S.? Participants will learn the most comprehensive theoretical and practical approach to hands-on yoga instruction. Experience different Hatha yoga postures suitable for varying clientele - young, old, competitor, injured, or recovering athlete to advanced or deconditioned participant. Research, postures, program design and cueing techniques are addressed in a passionate and systematic approach. Participants leave qualified to lead a successful yoga class or yoga-inspired cool down regardless of their previous teaching experience. *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, August 22, 5:30pm-9:30pm

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

Take a deeper look into the fundamentals of Yoga instruction from an authentic, fitness-appropriate perspective. This condensed course serves as the next level of the Hatha Yoga postures discussed in Yoga Fundamentals I, addressing the eight limbs of yoga, detailed pranayama study, partner yoga, inversions, chanting, and chakras. SCW Yoga Fundamentals I is recommended, but not required. *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 AQUA BARRE CERTIFICATION

Billie Wartenberg

Thursday, August 22, 9:00am-4:00pm

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

Dive into the hottest up-and-coming trend! Bring the extremely popular Barre format to the pool with this brand-new certification, which uses a noodle as a ballet barre for stability. Learn how ballet-inspired movements and gentle resistance can strengthen arms, legs, and especially core. Experience isometric movements that will tone every muscle in the body. Explore long lever movements to lengthen, strengthen, and improve your range of motion. Leave with innovative programming that will allow you to creatively plan multiple Aqua Barre workouts appropriate for all levels of fitness. Discover the aqua excitement a Barre-A-Cuda Class can bring and be among the first to offer this fun and inspiring water workout! *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. No club or instructor licensing fees. SCW (6.0), AFAA (6.0), ACE (0.7), NASM (0.6), AEA (6.0), ACSM (6.0), NFPT (1.2).*

### SCW ACTIVE AGING CERTIFICATION

Ann Gilbert

Thursday, August 22, 9:00am-5:00pm

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

Many individuals are living longer and better than ever. Cutting-edge research reveals the secrets involving aging and how we can proactively become involved with our chronologically enriched friends. We know that we can train and slow the aging process by focusing on mental health, cardiovascular conditioning, strength training, flexibility, fall prevention, and balance. We will discuss why we don't just "teach seniors" any longer. Group fitness instructors, personal trainers, and those in charge of active aging programming will enjoy this exciting day that combines research and practical approaches for training the brains and bodies of our 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, August 22, 5:30pm-9:30pm

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

Tricia shares with you research-based, current insights on the distinct nutritional needs of your classes and clients over 50. Learn practical tips for preserving or increasing lean body mass, enhancing mental cognition, losing excess body fat, getting needed vitamins and minerals, and more. Discover studied nutritional strategies from regions across the globe known for longevity. Make yourself more marketable to this population by sharpening your nutrition 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).*



### WOMEN'S LEADERSHIP SUMMIT

Sara Kooperman, JD, Debra Atkinson, MS, CSCS, Nathalie Lacombe, MS, Ann Gilbert, Lindsay Vastola, NSCA-CPT & Jessica Maurer

Thursday, August 22, 8:30am-5:00pm

\$79 For MANIA® & Non-Attendees (Norm. \$159)

Fuel your fire and advance your career in this innovative and inspiring full-day leadership and business summit. Join both experienced and novice owners, directors, managers, trainers and teachers alike as we discover attainable goals to create a financially secure future while fulfilling your destiny. Expand your horizons and your mind by exploring social media, facility service and sales, program selection, management solutions, technology options, and more. Join your fellow female fitness leaders from independent health clubs, boutique studios, and local YMCAs to network and enjoy valuable leadership presentations and active discussions along with a healthy sit-down lunch. For more information, visit [scwfit.com/Dallas/womenssummit](http://scwfit.com/Dallas/womenssummit). *To apply for a scholarship to this one-of-a-kind event, please visit: [www.scwfit.com/scudder](http://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

## SCW MEDITATION CERTIFICATION

**Yury Rockit**

**Thursday, August 22, 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

**Doris Thews & Eric Thomson**

**Thursday, August 22, 7:00am-5:00pm**

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)*

## STAIRMASTER® : HIIT JUST GOT REAL - HIIT CERTIFICATION

**Tahneetra Crosby**

**Thursday, August 22, 8:00am - 12:00pm**

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

The benefits of cardio and high intensity training are as diverse as they are conclusive, and span the entire continuum of health, fitness and performance. HIIT Just Got Real by StairMaster offers an easy to follow system, comprised of interval training protocols that can be mixed and matched on a variety of equipment. Simple execution and scientifically sound programming provide maximum impact on your small group training program for ultimate member engagement. HIIT MIX can be scaled up or down to suit the participant, space and available equipment options. *SCW (4.0), ACE (0.4), AFAA (4.0), NASM (0.4), ACSM (4.0).*

## MASHUP® CERTIFICATION

**Barbie Brown & Jamie Zacharias, RN, MSN, NP-C**

**Thursday, August 22, 8:00am-5:00pm**

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

MASHUP® is the first established Variable-intensity Interval Training (VIIT) group fitness program in the industry offering Mind/Body, Agility & Strength, and High-intensity Intervals specifically designed for three fitness levels in every workout. You will review the program's research-based VIIT formulas, group fitness fundamentals, safety cueing, music coaching commands, and how to integrate the holistic coaching component within each workout. This certification will enable you to implement MASHUP® in any facility. *Certification includes a reference manual with sample exercises and workouts, visual whiteboards, custom playlists, health and fitness education resources and Connect eligibility. A basic group fitness/personal training certification or related degree is required. SCW (7.0), ACE (0.7) AFAA (11.0) NASM (1.1).*

## ONE DAY TO WELLNESS

**Bruce & Mindy Mylrea**

**Thursday, August 22, 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)*

## PILOXING SSP INSTRUCTOR TRAINING CERTIFICATION

**Jordan Ballard**

**Thursday, August 22, 8:00am-5:00pm**

**\$199 MANIA® Attendees / \$225 Non-Attendees**

PILOXING SSP is the original fusion format that made PILOXING a worldwide success. Uniquely blending three of the industry's most powerful and timeless disciplines; Boxing, Pilates and Dance, in a high-energy interval workout. During this 9-hour hands-on workshop, you will learn the training methodology, principles and moves that make PILOXING SSP an effective, in-demand program. You will receive all the tools to successfully teach several PILOXING SSP classes, and opportunity to join the Piloxing Instructor Association. *Price includes a PILOXING SSP digital instructor manual, online education center including 20+ PILOXING choreography/exercise segments, music, PILOXING Gloves, Certificate of Completion and Elite eligibility. SCW (8.0), ACE (0.8), AFAA/NASM (8.0)*

## ZUMBA® BASIC SKILLS LEVEL 1 INSTRUCTOR TRAINING

**Abraham Hernandez**

**Thursday, August 22, 8:00am-5:00pm**

**\$225 Registration Fee (Use PROMO CODE: SCW25 to receive a \$25 discount)**

[www.zumba.com/en-US/training/2019-08-22\\_B1\\_Dallas\\_US\\_Zumba\\_Convention](http://www.zumba.com/en-US/training/2019-08-22_B1_Dallas_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

**Metta Semrad & Joni Hayes**

**Thursday, August 22, 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).



## BARRE ABOVE® POWERED BY SAVVIER FITNESS

**Lauren George**

**Thursday, August 22, 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)



## SUNDAY, AUGUST 25

### SCW BARRE CERTIFICATION

**Abbie Appel**

**Sunday, August 25, 8:00am-4:00pm**

*\$159 MANIA® Attendees / \$199 Non-Attendees*  
This one-day Nationally Recognized Certification does not require a dance background and enables each participant to teach Barre to his or her clients and implement programming in any type of facility using a fixed ballet barre. Barre training combines the core conditioning of Pilates with the flexibility of Yoga while increasing stability by using isometric exercises. Leave with an easy-to-follow, flexible, choreographed routine for a 60-minute Barre class that includes a plethora of variations enabling you to discover creative ways to structure your own Barre workouts for months to come. Equipment options include light dumbbells, flat resistance bands, and mini-balls. *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, August 25, 8:00am-4:00pm**

*\$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. *Price includes training manual. 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).



## WATERinMOTION® AQUA EXERCISE CERTIFICATION

**Manuel Velazquez**

**Sunday, August 25, 8:00am-4:00pm**

*Additional \$159 MANIA® Attendees and/or Instructor at a WATERinMOTION® licensed facility / \$199 Non-Attendees*

This WATERinMOTION® Certification is the perfect program for aqua instructors to take their classes to the next level. This comprehensive training includes an effective five-part preparatory online course addressing the principles of water exercise, the WATERinMOTION® RIPPLE teaching method, verbal and visual cueing techniques, deck teaching skills, and active aging principles. The live full-day practical training utilizes choreography routines to enhance your class sequencing, musical phrasing, teaching skills, and choreography development. Free-style instructors benefit from WATERinMOTION® through class structure design, routine creation, and leadership development. Leave certified in both the WATERinMOTION® Original program and the WATERinMOTION® Platinum (older adult) program, with the skills to teach your best class, every class! *Certification includes a FREE online 5-part course, downloadable choreography video, one-hour music CD, educational materials, choreography booklet, flash cards, memorization notes, and optional Video Assessment (\$300 value).* SCW (7.0), AFAA (7.0), ACE (0.9), NASM (0.7), AEA (8.0), ACSM (7.0), NFPT (1.4).



## SCW FOAM ROLLING CERTIFICATION

**Irene Lewis-McCormick, MS, CSCS**

**Sunday, August 25, 9:00am-4:00pm**

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

Self-myofascial release, also known as foam rolling, has transformed from a once elite recovery technique into a daily fitness practice appropriate for all levels. Recent research, technology, and affordable products have made this part of today's fitness culture. Self-massage is effective when applying pressure to specific points on the body and can be used to decrease tightness, increase mobility and improve joint stability. Correct Foam Rolling leads to faster and more complete recovery. This intensive training course will offer guidelines for Fitness Professionals on how to use foam rollers with coaching options. We will examine the science of muscle, rolling, and relaxation techniques and spinal alignment for enhanced posture. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education.* SCW (6.0), AFAA (6.0), ACE (0.7), NASM (0.6), AEA (6.0), ACSM (6.0), NFPT (1.2).



## SCW NUTRITION, HORMONES & METABOLISM CERTIFICATION

**Melissa Layne, MEd**

**Sunday, August 25, 9:00am-3:30pm**

*\$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 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. *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

**Abraham Hernandez**

**Sunday, August 25, 7:30am-4:00pm**

*\$250 Registration Fee (Use PROMO CODE: SCWSBZ25 to receive a \$25 discount) https://strong.zumba.com/en-US/training/2019-08-25\_SXZ\_Dallas\_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, biomechanics, 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)



## BALLESTONE® - POWERED BY SAVVIER FITNESS®

**Elizabeth Lenart, MA & Lisa Reynolds**

**Sunday, August 25, 8:00am-4:00pm**

*\$229.99 MANIA® Attendees / \$249.99 Non-Attendees*  
Ballet is back...and with the popularity of barre, Pilates, and strength conditioning cardio, it's bigger than ever. Balletone provides dancer's workout for the non-dancer. Learn how to create a dynamic, total body workout with no equipment by combining Pilates, barre, and flowing ballet movements that not only improve posture, flexibility, cardiovascular fitness, strength, muscular endurance, and balance, but also challenge your students to progress. Balletone choreography is easy to learn and master and is all center-floor, keeping your students constantly moving, motivated, mentally focused, and ready to come back time and time again. Capture your fitness and your inner dancer you never knew you had...and bring out the dancer in you and your students with Balletone. *Certification includes: Print and electronic instructor manual, Balletone® Dancer's Workout DVD, Instructor web membership, Equipment and apparel discounts, No licensing fees, Options for ongoing choreography and Certificate of Completion.* SCW (7.0), AFAA (7.0), ACE (0.7), NASM (0.7)



## COUNTRY FUSION® STAR INSTRUCTOR CERTIFICATION

**Elizabeth Mooney**

**Sunday, August 25, 8:00am-4:00pm**

*\$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), ACSM (7.0).



# MANIA® COURSE DESCRIPTIONS

## FRIDAY, AUGUST 23

FR1

7:30AM-9:00AM

### PULLING FOR POWER, PROGRAM 003™

Amanda Brush

Pulling for Power™ with Amanda Brush 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!

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



### QUICK & DIRTY 30 Irene Lewis-McCormick, MS, CSCS

Ideas for quick training, ready-made class routines using minimal to maximal equipment. Experience 3, 30-minute workouts designed to inspire intensity, effort and sweat. This session offers hard core, turn-key class designs to improve performance, incorporate partner training in a coach-based group training format.

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

### HIIT: QUANTITY OR QUALITY? Eric Thomson

A quality control in movement patterns as the clock counts down the 30 seconds. Exactly, how good are those 30 seconds? Is it better to get 10 good reps or 25 okay reps. The effects of HIIT and how we move.

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

### POUND® - SWEAT. SCULPT. ROCK. Michelle DesOrmeaux

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!

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



### FUNCTIONAL FLUID 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.

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

### 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.

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



### "HIIT" THE PARTY AT THE BARRE!

Lauren George &amp; Andrea Romer

Take your barre class to new heights with "HIIT the Party at the barre." This high intensity barre format combines traditional muscle sculpting barre exercises with functional high intensity intervals and plyometrics. Plie, pop, pulse, and lunge through this energizing workout designed to work the entire body in 30-45 minutes!

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

### ZUMBA® CARDIO BLAST

Abraham Hernandez

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!

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



### SCHWINN®: PRIME DESIGN Tahneetra Crosby

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!

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



### STAGES®: W.T.F.T.P.? Javier Santin

If you teach on a bike with Power, you've heard: "What's a GOOD wattage?" Come experience a fun-filled, action-packed FTP ride that will personalize and give meaning to all those numbers, and take home an easy to understand plan to guide your classes to understanding theirs. Power Up!

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



# BECOME A FORCE



## ACQUAPOLE® NEXT GENERATION

**Kristy Anaya & Paula Raphael**

Not your typical water aerobics class! Take your water workout to the next level with high intensity ab, upper and lower body training using the Acquapole® equipment in advanced level holds and positions.

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

## AQUA CORE OPTIONS Connie Warasila

Explore the benefits and challenges of working your core in an aquatic environment. Use progressions and regressions for a variety of routines that ensure greater participant success regardless of fitness experience. Leave with eight new 64-count choreography sequences (all written down!) Discover a flood of new WATERinMOTION®-inspired Aqua Core Options!

**FR1L Friday, 7:30am-9:00am**

## 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.

**FR1M Friday, 7:30am-9:00am**

## STAIRMASTER HIIT: REAL RATIOS FOR RESULTS

**Abbie Appel**

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.

**FR1N Friday, 7:30am-9:00am**

## 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)

**FR1O Friday, 7:30am-9:00am**

## METABOLISM REALITY CHECK Sohailla Digsby, RDN, LD, CPT

Is there anything you can do to impact your metabolism? Can you prevent plateaus in progress? How can you increase your energy level? Learn which factors can you control (this may require a reality check), and which ones can't (this may require some acceptance of a new normal). (LECTURE)

**FR1P Friday, 7:30am-9:00am**

## TIDBITS TO GROW YOUR BUSINESS

**Paul Bosley**

This seminar reviews 14 key concepts that taken together, present an overview of how to be successful in the fitness industry. The concepts begin with launching the business to operating and managing a fitness business and ends with exit strategies. Questions and answers are encouraged as each concept is shared. (LECTURE)

**FR1Q Friday, 7:30am-9:00am**

## BEST PRACTICES TO INCREASE RETENTION

**Lindsay Vastola, NSCA-CPT**

Too many fitness businesses face client and staff turnover at a rate they are not able to adequately replace. Increase retention rates for both clients and staff with proven strategies that can immediately be integrated into your current systems and programs. (LECTURE)

**FR1R Friday, 7:30am-9:00am**

## SOCIAL MEDIA SHORTCUTS, SYSTEMS & STRATEGIES

**Debra Atkinson, MS, CSCS**

Social media is both a must and source of confusion for fitness pros. You don't have time to do it or figure it out. Identify why social media, and a system to save time. You can use this step-by-step to delegate social to someone else and still track results. (LECTURE)

**FR1S Friday, 7:30am-9:00am**



# LOUIS VAN AMSTEL

Louis is a three-time World Latin Dance Champion who is best known as a nine-season, crowd favorite Pro on the ABC hit TV show Dancing with the Stars. An Emmy-nominated choreographer, Louis regularly works for So You Think You Can Dance and Dancing with the Stars. He presents internationally as CEO of LaBlast® Fitness sharing his passion for dance and mission to get people moving through LaBlast® Fitness and LaBlast® Splash.

**FR2**

**10:00AM-11:30AM**

## MASHUP®: VIIT IS THE NEW HIIT

**Amber Cura & Julie Xander**

VIIT is the New HIIT! Experience a short, effective workout with Variable-intensity Interval Training (VIIT). Learn the nuts and bolts of this research-based program featuring Mind/Body, Agility & Strength, and High-intensity Interval exercises for every fitness level for a fun and challenging workout!

**FR2A Friday, 10:00am-11:30am**

## COACH BEYOND EXPECTATIONS Sheldon McBee, MS

A well-delivered coaching experience will create accelerated client results, program growth and client retention. In this session, we will explore a fresh and exciting look at implementing a team and small-group coaching model based on principles from the latest research and coaching innovations.

**FR2B Friday, 10:00am-11:30am**

## 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.

**FR2C Friday, 10:00am-11:30am**

## DEVELOPING ELITE FITNESS EXPERIENCES

**Kevin Mullins, CSCS**

Feel the intensity of flow state as Kevin Mullins pushes your mind and your body into a zone where timelessness, selflessness, and effortless come to life. Learn how to create this exact experience in your own training rooms as Kevin breaks down his secrets to building the perfect group experience.

**FR2D Friday, 10:00am-11:30am**

## "I WISH I KNEW BEFORE..." Yury Rockit

Any age can teach active aging clients with understanding of the aging mental process from the perspective of mindfulness. Current research reveals possible secrets and tips that Yury shares for adding to aging process mindfulness, meditation, and music. We also will address balance from a mental and physical perspective.

**FR2E Friday, 10:00am-11:30am**

## CORE FORWARD PILATES Jeff Howard

Light up every muscle with this core-forward Pilates class that sets traditional moves to today's rhythms adding energy and excitement. Through the use of continuous choreography, you'll electrify your burn, strength, and flexibility. A total-body sculpting class that blends light weight training, Pilates, and core strengthening exercise.

**FR2F Friday, 10:00am-11:30am**

## PILOXING BARRE; THE HAPPY HOUR! Jordan Ballard

PILOXING® Barre is an exciting new take on the traditional 'Barre' workout. Utilizing the same fundamental disciplines (Pilates, Boxing and Dance) from the already world-renowned fitness craze, PILOXING, this program brings FUN to the barre. A complementary program to PILOXING, PILOXING Barre is a comprehensive, well-rounded workout that is low-impact, yet intensity building. This new program creates full body awareness utilizing a Ballet Barre for the entire class, both standing and grounded.

**FR2G Friday, 10:00am-11:30am**



**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 90 minutes long, structured as a LIIT (Low Intensity Interval Training) workout, where participants can burn over 500 calories during each class.

**FR2H Friday, 10:00am-11:30am****SCHWINN®: SCHWINTENSITY Doris Thews**

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.

**FR2I Friday, 10:00am-11:30am****STAGES®: PARTY THROUGH THE DECADES****Pam Benchley, Marina Mitchell & Ben Kohler**

We know you can sweat on a bike, but can you party like it's 1999??? This high-energy journey ride will have you pedaling the 60's, climbing the 70's and racing the 80's... all the way up to present day!!! Party, sing, and RIDE your way through the decades with a video compilation that will take you back to the future!

**FR2J Friday, 10:00am-11:30am****LABLAST® SPLASH: SHALLOW AQUA FITNESS****Louis Van Amstel**

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!

**FR2K Friday, 10:00am-11:30am****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.

**FR2L Friday, 10:00am-11:30am****HE-MUGS-ME-NOT! Steve Feinberg**

He-mugs-me-not! is applicable self-defense based on vital strikes, an understanding of joint manipulating, and basic escape from common grips and holds that help to equalize strength disparities between assailant and potential victims to keep you SAFE (\*\*only to be used in emergencies and for defense of oneself or a loved one, NOT for vigilantism or in place of using the proper channels of law and justice \*\*)

**FR2M Friday, 10:00am-11:30am****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.

**FR2O Friday, 10:00am-11:30am****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)

**FR2P Friday, 10:00am-11:30am****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, 10:00am-11:30am****INNOVATIVE PROGRAMMING & RETENTION IDEAS CLUB INDUSTRY BUSINESS SUMMIT****Lisa Gorsline**

Learn 10 program and retention ideas that you can take back to your club. Some cost little to no money to implement. These ideas are a tremendous way to put fun, entertainment and excitement back into your membership. You will walk away with ideas that are proven to work.

**FR2R Friday, 10:00am-11:30am****BRAND BOOTCAMP - BUILD A HEALTHY BRAND & GROWTH PANEL****Mark Williamson**

Few fitness club owners are aware of their brand presence and how it's doing. However, doing that is critical for your sales and marketing efforts to work, and your business as a whole to thrive. With this workshop, discover the foundations of building a killer brand and how to communicate your unique and differentiated story - a true competitive advantage. (LECTURE)

**FR2S Friday, 10:00am-11:30am****FR3 - SESSION 1****11:45AM-1:15PM**

If you choose this session, then 1:15pm-2:15pm will be your EXPO and lunch break.

**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.

**FR3B Friday, 11:45am-1:15pm****PILOXING SSP Jordan Ballard**

PILOXING SSP is the original fusion format that made PILOXING a worldwide success. Uniquely blending two of the industry's most powerful and timeless disciplines of Pilates and Boxing, PILOXING SSP adds a third element of dance into this high-energy interval workout. Never have you enjoyed sweating so much!

**FR3D Friday, 11:45am-1:15pm****8 M'S OF MODERN MEDITATION****Gretchen Gegg, MEd**

Love teaching yoga, but struggle with teaching meditation? Tired of people walking out of the studio just in time for Savasana? Learn how to teach students the benefits of meditation for the lifestyle we live today and get 8 different ways to teach meditation to the modern yoga student.

**FR3E Friday, 11:45am-1:15pm****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.

**FR3G Friday, 11:45am-1:15pm****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.

**FR3I Friday, 11:45am-1:15pm****ACQUAPOLE® JUMP TONING****Kristy Anaya & Paula Raphael**

Engaging customers in innovative aquatic styles is a strategic need. Using the round jump this class emphasizes toning exercises for hips, thighs, abs and buttocks.

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



**GIRLS JUST WANNA HAVE FUN!****Sara Kooperman, JD, Melissa Layne, MEd & Billie Wartenberg**

OnDemand

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.

**FR3L Friday, 11:45am-1:15pm****ABS ARE MADE IN THE KITCHEN** **Sohailla Digsby, RDN, LD, CPT**

What can you do for 10 minutes a day (or an hour each weekend) that would impact what you end up putting in your mouth? Learn from an RD, Cookbook author, and mom of 3 that it doesn't have to be so hard: streamline your meal prep, grocery time, and kitchen-set up! (LECTURE)

**FR3O Friday, 11:45am-1:15pm****WHAT FITPROS WANT FROM LEADERS****Nathalie Lacombe, MS**CLUB INDUSTRY  
BUSINESS SUMMIT

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, 11:45am-1:15pm****SOCIAL MEDIA BASICS & BEYOND** **Jessica Maurer**CLUB INDUSTRY  
BUSINESS SUMMIT

From platform changes to confusing lingo to the ever-changing landscape of our online lives, the world of social media can be overwhelming. In this lecture, we break down the basics of the top three fitness-related platforms and create a personalized plan that you can quickly implement on Monday. (LECTURE)

**FR3S Friday, 11:45am-1:15pm****FR3 - SESSION 2****12:30PM-2:00PM**

If you choose this session, then 11:30am-12:30pm will be your EXPO and lunch break.

**HIIT THE TURF****Jen Keenan-Stryka & Angelique Hughes**Turf  
Recreation

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, 12:30pm-2:00pm****CONSISTENT RESISTANCE** **Carolyn Erickson**

STROOPS

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.

**FR3C Friday, 12:30pm-2:00pm****RUMBLEROLLER: ROLL BETTER, ROLL LESS**RUMBLE  
ROLLER**Tripp Miller, MS**

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 get the biggest improvement in the shortest time for improved recovery and performance.

**FR3F Friday, 12:30pm-2:00pm****CLUB VIBE® - DANCE MEETS FITNESS****Allyson Ponte & Kelly Schur**

vibe

Experience the definition of dance fitness! An exercise science based dance format which cohesively blends authentic studio style dance with cutting edge fitness to deliver a fun, non-stop, safe and results driven workout that appeals to all levels and abilities.

**FR3H Friday, 12:30pm-2:00pm****STAGES®: THE POWER OF PROGRESSION****Pam Benchley**

STAGES

Crush plateaus, no more guesswork! Here are the specific protocols and tools you need to lead six weeks of systematic, progressive classes that peak with measurable change your clients will see and feel. You could even use this system for specialty programming or small group coaching to generate additional revenue!

**FR3J Friday, 12:30pm-2:00pm****BOXING: THE METHOD****Steve Feinberg**

OnDemand

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.

**FR3M Friday, 12:30pm-2:00pm****STAIRMASTER: SCIENCE OF VARIABILITY****FOR SERIOUS HIIT** **Eric Thomson**

StairMaster

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, 12:30pm-2:00pm****BUILDING CHOREOGRAPHY LIKE A PRO****Louis Van Amstel**

Explore various techniques for developing and teaching choreographed routines in ways that are easy to follow, make sense to your class and leave your participants feeling not just sweaty, but successful. (LECTURE)

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

# LEAD

## THE CHARGE



## EMOTIONAL INTELLIGENCE AND HIGH PERFORMANCE LEADERSHIP

**Lindsay Vastola, NSCA-CPT**

Fitness ranks among the top three industries losing significant financial opportunity due to a lack of training in Emotional Intelligence (EI). When fitness professionals at all levels discover the power of developing EI and apply key strategies, outcomes are far more successful for the company, its leaders, staff, and clients. (LECTURE)

**FR3R Friday, 12:30pm-2:00pm**

CLUB INDUSTRY  
BUSINESS SUMMIT

**FR4**

**2:15PM-3:45PM**

## THE EPOCALYPSE WATERROWER® POWER WORKOUT™

**Irene Lewis-McCormick, MS, CSCS**

The EPOCalyse™ with Irene McCormick is an extremely exciting fitness circuit training program filled with several Versa Loop and Medicine Ball exercises, and finished with highly effective WaterRower drills designed to immediately improve your strength and power like never before. Endure the EPOCalyse today to become a better you tomorrow!

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

WaterRower  
AN AMERICAN FITNESS BRAND

## HIGH FITNESS: AEROBICS IS BACK!

**Metta Semrad & Joni Hayes**

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!

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

HIGH  
fitness

## 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.

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

## REB3L GROOVE™: DANCE FITNESS REDEFINED

**Tricia Cremeans & Ashleigh Hughes**

Check your inhibitions at the door. This intense dance workout is fun, high-energy and unapologetic. The choreography uses full-range, powerful movements that maximizes your burn. The feeling of the music pumping through you will leave you craving more. You will leave feeling inspired, motivated, strong, and empowered. It is sexy...redefined.

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

REB3L  
REDUXION • REVENUE • REDEFINITION

## SIZZLING SENIORS Denise Hunt

Learn why Seniors stay away from gyms and how instructors can build their confidence, flexibility and strength. This session uses light-weight dumbbells, old school music, and chairs for a fun filled class. Seniors will Sizzle beginning with a cardio warm up, continue with resistance training and end with a seated flex and stretch routine.

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

## MOBILITY, RECOVERY AND INJURY PREVENTION

**Roy Choquette**

Research has proven that self myofascial release (SMR) is successful in improving mobility, preventing injury and aiding in recovery. Learn and practice proven techniques you can easily incorporate into any small or large group fitness class, and explore common SMR mistakes and how the nervous system plays a role in creating lasting results.

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

## BARRE PARTY NEVER KILLED NOBODY

**Lauren George & Andrea Romer**

Yes, students want a great workout, but these days they also want a GREAT experience! This upbeat and inspiring workshop will teach you how to elevate your cueing, music, and flow to create an OUT OF THIS WORLD experience for your students while filling your instructor toolbox with new choreography.

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

Savvy  
Fitness

## LABLAST® FITNESS: HIGHLY INVOLVED

**INTERVAL TRAINING Louis Van Amstel**

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.

**FR4H Friday, 2:15pm-3:45pm**

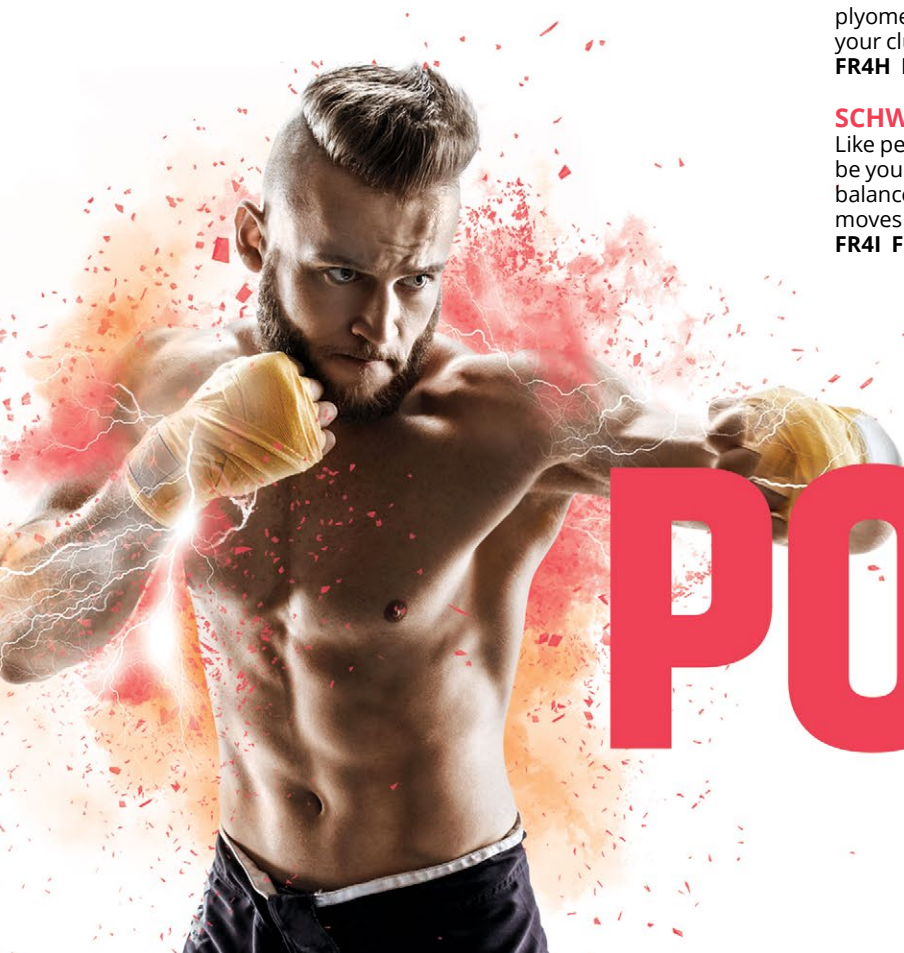
LaBlast®

## SCHWINN®: RIDE AND ROW Doris Thews & Robin Dayer

Like peanut butter and jelly, this combination of riding and rowing will soon be your FAVORITE! A dynamic cardiovascular workout that is deliciously balanced from front to back creating length and strength for a body that moves well and feels good. So yummy!

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

SCHWINN  
QUALITY



# POWER STARTS WITHIN



**STAGES®: ONE SIZE DOESN'T FIT ALL Ben Kohler**

Feel like you're reaching the front row, but struggle to connect with other attendees in your class? Genetic makeup, body type, nature and nurture... Everyone will respond differently to your coaching and cues. How can we personalise our group experiences to cater to all members in our cycling classes? Join us and find out!

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

**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.

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

**DIVE INTO AQUA CHOREOGRAPHY**

**Manuel Velazquez, Ann Gilbert, Connie Warasila, Billie Wartenberg & 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 easily can 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.

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

**JUNGSHIN® ATHLETIC FLOW - LONG SWORD WORKOUT**

**Annika Kahn**

Using custom weighted wooden swords, Jungshin Fitness will take your body and mind through a stimulating, cutting-edge workout. During this session you will experience the deep benefits of ancient eastern modalities while you achieve maximum health through movement. Jungshin, with its simple eight stances and eight strikes, will get you to the look and feel you desire, both inside and out. All Jungshin sessions introduce combat flow!

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

**NUTRITION PANEL**

**Sohailla Digsby, RDN, LD, CPT, Melissa Layne MEd, Bruce Mylrea, Tricia Silverman, RD, LDN, MBA**

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

**PREVENTION AND PERFORMANCE FOR RUNNERS**

**Tripp Miller, MS**

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)

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

**FROM SUB LIST TO CEO Haley Stone**

Ever wondered how to take your passion and turn it into a career? Spend a session with Haley Stone, CEO of WERQ, the wildly addictive cardio dance workout based on pop and hip-hop music. The session begins with a behind-the-scenes look into her path from part-time instructor to full-time CEO. (LECTURE)

**FR4Q Friday, 2:15pm-3:45pm**

**CREATING VALUE BASED COACHES**

**Sheldon McBee, MS**

In this session we will focus on positioning small group training coaches and programs to dominate health club ancillary revenue. You will walk away hearing some of the best practices to coordinate this type of initiative with the staff who ultimately closes the sale.

**FR4R Friday, 2:15pm-3:45pm**

**UTILIZING FITNESS TECHNOLOGY Jessica Maurer**

With the ever-expanding technology industry, it is easy to be confused about where to put your time and money. This lecture will discuss the latest fitness programs and gadgets plus how this technology can become tools to help you obtain and retain clients. (LECTURE)

**FR4S Friday, 2:15pm-3:45pm**

**FR5****4:00PM-5:30PM****LES MILLS GRIT® CARDIO & HIIT Alex Kattar**

GRIT® Cardio is a 30-minute high-intensity interval training (HIIT) workout that improves cardiovascular fitness, increases speed, and maximizes calorie burn. This workout uses a variety of bodyweight exercises and provides the challenge and intensity you need for fast results. Get education around HIIT and how it can benefit your members' goals and increase retention.

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

**MAXIMIZING OUTDOOR FITNESS PROGRAMMING**

**Brandon Hall & Stacy Buky**

Take it outside with fun, dynamic and unique workouts to do in an outdoor environment utilizing minimal or no equipment. Bust out of the four walls and incorporating cardio, strength, and mobility while enjoying the great outdoors.

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

**FUNCTIONAL ABS: CORE STRONG! Manuel Velazquez**

Functional core training is about stabilization, power and strength. Multi-plane action movement is what we do to achieve and execute our daily tasks efficiently and effectively. Combine range of motion, lever length and speed with functional movement and fun games to sculpt, tone and strengthen your body's center of power.

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

**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.

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

**ACTIVE AGING: NO PLACE LIKE FOAM**

**Sara Kooperman, JD**

This exploratory session addresses foam rolling for the Active Ager. Self-care is increasingly important to incorporate into our daily activity to ensure that our body functions optimally. Get "on a roll" to explore safe methods of myofascial release, including self-massage, to manage reduced flexibility, accumulated injuries and decreased mobility and circulation for the 50+ market.

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

**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.

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

**JEFF HOWARD**

Jeff is a world-renowned fitness presenter who has lived in South Africa, Puerto Rico, and the United States. As part of the SCW Faculty, he has starred in numerous SCW Fitness videos and has educated fitness professionals at conventions worldwide for over a decade. Jeff trained countless celebrities as the pioneer instructor at the Golden Door Spa and has appeared on several national TV shows. Jeff is currently the Promotional Director of Fitness for Milestone Baptist East.


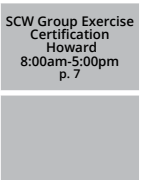

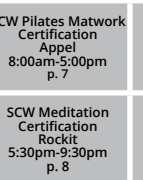
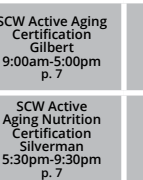
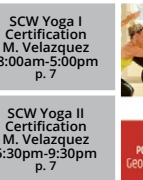








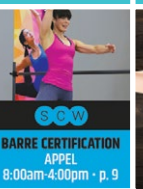

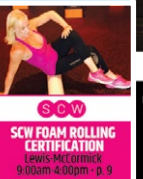
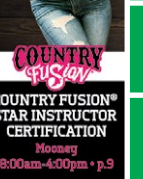
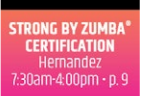
# DALLAS MANIA® SCHEDULE-AT-A-GLANCE

THURS. AUGUST 22

FRIDAY, AUGUST 23

SATURDAY, AUGUST 24

SUNDAY, AUGUST 25

THURSDAY PRE-CON WORKSHOPS		 HIGH FITNESS INSTRUCTOR TRAINING Semrad & Hayes 8:30am-5:00pm • p. 8	 SCW Group Exercise Certification Howard 8:00am-5:00pm p. 7	 SCW PERSONAL TRAINING CERTIFICATION Lewis-McCormick 8:00am-5:00pm • p. 7	 SCW Pilates Matwork Certification Appel 8:00am-5:00pm p. 7	 SCW Active Aging Certification Gilbert 9:00am-5:00pm p. 7	 SCW Yoga I Certification M. Velazquez 8:00am-5:00pm p. 7	 BARRE ABOVE® POWERED BY SAVVIER FITNESS George • 9:00am-5:00pm • p. 9	 ZUMBA® BASIC SKILLS LEVEL 1 INSTRUCTOR TRAINING Hernandez • 8:00am-5:00pm • p. 8	 SCHWINN® INDOOR CYCLING INSTRUCTOR CERTIFICATION Thews & Dayer 7:00am-5:00pm p. 8
		<b>A</b> HIIT / FUNCTIONAL TRAINING	<b>B</b> GROUP EXERCISE	<b>C</b> PERSONAL TRAINING	<b>D</b> PERSONAL TRAINING / SPECIALTY	<b>E</b> ACTIVE AGING / WELLNESS	<b>F</b> MIND/BODY / RECOVERY	<b>G</b> BARRE	<b>H</b> DANCE / SPECIALTY	<b>I</b> SCHWINN CYCLING
<b>FR1</b> 7:30am-9:00am Pages 10-11		Pulling for Power, Program 003™ Brush	Quick & Dirty 30 Lewis-McCormick	HIIT: Quantity or Quality! Thomson	POUND® - Sweat. Sculpt. Rock. DesOrmeaux	Functional Fluid Fitness for Longevity! Conti	Yoga for Healthy Backs Lacombe	"HIIT" the Party at the Barre George & Romer	Zumba® Cardio Blast Hernandez	Schwinn®: Prime Design Crosby
<b>FR2</b> 10:00am-11:30am Pages 11-12		MASHUP®: VIIT is the New HIIT Cura & Xander	Coach Beyond Expectations McBee	From the Ground Up! M. Velazquez	Developing Elite Fitness Experiences Mullins	"I Wish I Knew Before." Rockit	Core Forward Pilates Howard	Piloxing Barre: The Happy Hour! Ballard	Country Fusion® Mooney	Schwinn®: SchwINTENSITY Thews
<b>FR3</b> Session 1 11:45am- 1:15pm Pages 12-13	<b>FR3</b> Session 2 12:30pm- 2:00pm Pages 13-14	HIIT the TURF Keenan-Stryka & Hughes Session 2	50 Unique Core Lovers Exercises M. Mylrea Session 1	Consistent Resistance Erickson Session 2	PILOXING SSP Ballard Session 1	The 8 M's of Modern Meditation Gegg Session 1	Rumbleroller® Roll Better, Roll Less Miller Session 2	Boogie Barre Carvalho Session 1	Club Vibe® Dance Meets Fitness Ponte & Schur Session 2	Schwinn®: Rhythm Done Right Appel Session 1
<b>FR4</b> 2:15pm-3:45pm Pages 14-15		The EPOCalypse WaterRower® Power Workout™ Lewis-McCormick	HIGH Fitness: Aerobics is Back! Semrad & Hayes	Rockit Strength®: Hard Core/ Peace Core Rockit	REB3L Groove™: Dance Fitness Redefined Creameans & Hughes	Sizzling Seniors Hunt	Mobility, Recovery and Injury Prevention Choquette	Barre Party Never Killed Nobody George & Romer	LaBlast® Fitness: Highly Involved Interval Training Van Amstel	Schwinn®: Ride and Row Thews & Dayer
<b>FR5</b> 4:00pm-5:30pm Pages 15-19		Les Mills GRIT™: Cardio & HIIT Kattar	Maximizing Outdoor Fitness Programming B. Hall & Buky	Functional Abs: Core Strong! M. Velazquez	Training by the Numbers Gavigan	Active Aging: No Place Like Foam Kooperman	Prevention & Recovery through Muscle Stimulation Feinberg	Barre With A Twist Appel	Country Fusion® Workshop Mooney	Schwinn®: Take it to the MAX Thomson
<b>FR6</b> EVENING SESSIONS 6:30pm-7:30pm Page 19		 MANIA DANCE OFF					Recovery Through Meditation Rockit			
<b>SA1</b> 7:00am-8:30am Pages 20-21		Crew Conditioning Program 002™ Brush	Gliding Reinvented M. Mylrea & Balliew	Gamify Your Workout Gavigan	"REB3L Strength™: No REP Counting Creameans & Hughes"	Face it Together: Facial Exercise Program Conti	Pilates Functional Progressions M. Velazquez	Power Body Barre Wartenberg	The Art of Cueing™ Ponte & Schur	Schwinn®: Master the Moment Thews
<b>SA2</b> KEYNOTE & AWARDS 9:30am-10:45am Page 21		 HOW TO THRIVE KEYNOTE ADDRESS NOT JUST SURVIVE IN THE FITNESS INDUSTRY DORIS THEWS • 9:30am-10:45am								
<b>SA3</b> 11:00am-12:30pm Pages 21-22		HIIT Like a Girl presented by Ryka Appel, Lewis- McCormick & Thews	Strong by Zumba® Hernandez	No Equipment, No Excuses Garcia	The Next Generation of POUND® DesOrmeaux	Yoga for the Young at Heart: Chair Kooperman	Cardio Yoga™ - Cardio Focus Krauss	Creative Barre Warm-Ups Wartenberg	WERQ® Dance Fitness: #dancechallenge Stone	Schwinn®: Music & SO MUCH MORE! Thomson
<b>SA4</b> Session 1 12:45am- 2:15pm Pages 22-23	<b>SA4</b> Session 2 1:30pm- 3:00pm Pages 23-24	HIIT the Turf - Yoga Fusion Keenan-Stryka & Hughes Session 1	HIGH Fitness: Aerobics is Back! Semrad & Hayes Session 2	Programming Foundations for the Obese Population Thomson Session 2	SamuraiFT: Martial Arts Workout Sanchez Session 1	Strength Training for Longevity & Vitality Kooperman Session 2	Resistance Yoga Howard Session 2	Barre Necessities Appel Session 1	LaBlast®: Dance Intervals for Everyone Van Amstel Session 2	Schwinn®: R&R - Ride & Restore Crosby Session 1
<b>SA5</b> 3:15pm-4:45pm Pages 24-25		Trending Now: HIIT With Active Recovery Brown & Lyon	Camp Gladiator Outdoor Fitness Workout C. Martin & Murphy	Keep It Simple. Keep It Smart. Thomson	Redefine Functional Training - Redefine Yourself Mullins	Whose Back? Your Back! Haan	Vibration - Next Level Recovery & Performance Fabrocini	FUNctional Barre George	Balletone - The Non-Dancer Workout Lenart & Reynolds	Schwinn®: How to WOW! M. Mylrea
<b>SA6</b> 5:00pm-6:30pm Pages 25-26		Creating Better Butts Mullins	BODYATTACK® Workout Kattar	Coaching Core Stability McBee	POUND® Why Your Body Rocks DesOrmeaux	Country Fusion® For Active Agers Mooney	Rolling with Mindfulness and Breathwork Miller	Weight at the Barre Wartenberg	The Mix by Piloxing® Ballard	Schwinn®: Balancing Act - Cycling Fusion Appel
<b>SA7</b> EVENING SESSIONS 6:45pm-7:45pm Page 26		 FITNESS IDOL With Judges Kooperman, Howard, Rockit & Wartenberg ROOM B • 6:45pm-7:45pm					MANIA® Rest and Recovery with Kinetisense, Namirsa & Rumbleroller			
<b>SU1</b> 7:00am-8:30am Pages 26-27		The Art of Circuits Lewis-McCormick	From Burnout to Boost! Haan	Kinetisense®: Advanced Functional Movement Training Sauls	 STRONG BY ZUMBA	Deep Stretch & the Aging Gilbert	Go With the Flow Salutations Howard	 BARRE CERTIFICATION APPEL 8:00am-4:00pm • p. 9	 COUNTRY FUSION	Schwinn®: Step into Your Shine Hendricks
<b>SU2</b> 8:45am-10:15am Pages 27-28		Mandatory Teamwork Gavigan	HIGH Fitness: Aerobics is Back! Semrad & Hayes	HIIT the Turf - For Personal Trainers Keenan-Stryka & Hughes		Multi- Generational Fitness Wartenberg	Cardio Yoga™ - Yoga Focus Krauss			Schwinn®: Let the Music Play M. Mylrea
<b>SU3</b> 11:15am-12:45pm Pages 28-29		Extreme HIIT Chaos Erickson	Rumbleroller® Group Exercise Flow Miller	The Ladder Approach to Program Design Mullins		Practical Core 55+ Wartenberg	Got Back Pain? Garcia	 SCW FOAM ROLLING CERTIFICATION Lewis-McCormick 9:00am-4:00pm • p. 9	 COUNTRY FUSION® STAR INSTRUCTOR CERTIFICATION Mooney 8:00am-4:00pm • p. 9	
<b>SU4</b> 1:00pm-2:30pm Pages 29-30		Double The Fun! Double The Results! Erickson	WERQ® Dance Fitness: Formation Stone	Basics of Personal Training Programming Gavigan	 STRONG BY ZUMBA® CERTIFICATION Hernandez 7:30am-4:00pm • p. 9	Aging Fit Gilbert	Interactive Yoga for Large Groups Gegg			

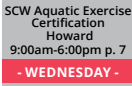
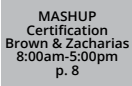













# FREE EXPO HOURS

Get your Pass: [scwfit.com/expo](http://scwfit.com/expo)

Thurs., Aug 22.....5:00pm - 7:00pm  
 Fri., Aug 23.....8:45am-2:30pm & 5:00pm - 6:45pm (Charity Auction)  
 Sat., Aug 24.....8:15am-3:30pm & 6:00pm-7:00pm  
 Sun., Aug 25.....10:00am-1:30pm (Closeout Shopping)

# CLUB INDUSTRY BUSINESS SUMMIT

 <b>PILOXING</b> PILOXING SSP INSTRUCTOR TRAINING CERTIFICATION Ballard • 8:00am-5:00pm	 SCW Aquatic Exercise Certification Howard 9:00am-6:00pm p. 7 - WEDNESDAY -	 MASHUP Certification Brown & Zacharias 8:00am-5:00pm p. 8	 StairMaster® HIIT Just Got Real Certification Crosby 8:00am-12:00pm p. 8	 ONE DAY TO WELLNESS CERTIFICATION Bruce & Randy Mylrea 8:00am-5:00pm • p. 6	 WOMEN'S LEADERSHIP SUMMIT Kooperman, Atkinson, Lacombe, Gilbert, Vastola & Maurer • 8:30pm - 5:00pm • pg 7 CLUB INDUSTRY BUSINESS SUMMIT WIFA
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J STAGES CYCLING	J2 JOHNNY G CYCLING	K AQUA (STARTS IN POOL)	L AQUA (STARTS ON LAND)	M BOXING / SPECIALTY	N CIRCUIT	O NUTRITION / WELLNESS	P EX. SCIENCE / LEADERSHIP	Q CLUB INDUSTRY PROGRAMMING	R CLUB INDUSTRY SALES/RETENTION	S CLUB INDUSTRY MEDIA
Stages®: W.T.F.T.P.? Santin	Ride of Truth®: JOHNNY G Spirit Bike Yeager-Diamond	Acquapole® Next Generation Anaya & Raphael	Aqua Core Options Warasila	Speedball Core Feinberg	StairMaster HIIT: Real Ratios for Results Appel	Nutrition for Fitness Professionals Layne	Metabolism Reality Check Digsby	Tidbits to Grow Your Business Bosley	Best Practices for Increasing Retention Vastola	Social Media Shortcuts, Systems & Strategies Atkinson
Stages®: Party Through the Decades Benchley, Mitchell & Kohler	Ride of Truth®: JOHNNY G Spirit Bike Yeager-Diamond	LaBlast® Splash - Shallow Aqua Fitness Van Amstel	Aquatic Solutions for the Aging Gilbert	He-Mugs-Me- Not! Feinberg		The Why & How of Fasting B. & M. Mylrea	Self - Coaching Strategies for Wellness Silverman	Fitness Business Trends For 2019 Kooperman	Innovative Programming & Retention Ideas Gorsline	Brand Bootcamp: Build a Healthy Brand Williamson
Stages®: The Power of Progression Benchley Session 2	Ride of Truth®: JOHNNY G Spirit Bike Yeager-Diamond Session 2	Acquapole® JUMP Toning Anaya & Raphael Session 1	Girls Just Wanna Have Fun Kooperman, Layne & Wartenberg Session 1	Boxing: The Method Feinberg Session 2	StairMaster HIIT: Science of Variability Thomson Session 2	Abs are Made in the Kitchen Digsby Session 1	Building Choreography Like a Pro Van Amstel Session 2	What FitPros Want From Leaders Lacombe Session 1	Emotional Intelligence and High Performance Leadership Vastola Session 2	Social Media Basics & Beyond Maurer Session 1
Stages®: One Size DOESN'T Fit All Kohler	Ride of Truth®: JOHNNY G Spirit Bike Yeager-Diamond	Aqua Boot Camp Howard	Dive Into Aqua Choreography M. Velazquez, Gilbert, Warasila, Wartenberg & Carvalho	JUNGSHIN® Athletic Flow - Long Sword Workout Kahn		Nutrition Panel - Digsby, Layne, B. Mylrea, Silverman	Prevention and Performance for Runners Miller	From Sub List to CEO Stone	Creating Value Based Coaches McBee	Utilizing Fitness Technology Maurer
Stages®: Mixed Emotions, a Practical Approach Santin	Ride of Truth®: JOHNNY G Spirit Bike Yeager-Diamond	Barre-A-Cuda 2 Wartenberg	Aqua Zumba® Hernandez	Chistrong Training Matalon	StairMaster HIIT: Rest & HIIT Crosby	Food for Thought: Brain Superfoods Silverman	Overcoming Plateaus Layne	Building Better Teams Sellar	Build Your Sales Pipeline Elmasri	Gray is the New Green Atkinson
Les Mills SPRINT™ Kattar		Acquapole® Boxing Anaya & Raphael						 Lewis-McCormick Layne, Williamson & Vastola		
Stages®: Different Roads, One World Santin	Ride of Truth®: JOHNNY G Spirit Bike Yeager-Diamond	Dive In Rockit	LaBlast® Splash: Aqua Dance Intervals Van Amstel	Speedball For Personal Trainers Feinberg	StairMaster HIIT: High Five Appel	Cravings and Sugar Unsweetened Silverman	Going Deep Into Core Training Citron	Soft Skills for Tough Employees Lacombe	Essentials to Selling Beyond Price Vastola	Marketing to Women in Midlife Atkinson
								<b>HOW TO THRIVE</b> NOT JUST SURVIVE IN THE FITNESS INDUSTRY KEYNOTE ADDRESS • THEWS • 9:30am-10:45am		
Stages®: Build it (FASTER!). They Will Come Benchley & Mitchell	Ride of Truth®: JOHNNY G Spirit Bike Yeager-Diamond	Aquatic Bootcamp Trifecta Watkins	It's Raining Men! Equipment Revealed Howard, Van Amstel, M. Velazquez, Rockit & Carvalho	JUNGSHIN® Fitness: Rhythm- Short Swords Workout Kahn	StairMaster HIIT: Optimizing HIIT Intervals Crosby	The Carb & Protein Myth B. & M. Mylrea	Electronic Stimulation For Athletic Performance Feinberg	Start Your Own Fitness Business Lindauer	Financing Options for Your Business Bosley	Instagram Stories Bootcamp Vogel
Stages®: Power vs. Rhythm Benchley & Mitchell Session 2	Ride of Truth®: JOHNNY G Spirit Bike Yeager-Diamond	Happy Aqua Flow Anaya & Raphael Session 1	Aquatic Core & More Watkins Session 1	Boxing Bootcamp Feinberg Session 2		Stopping Inflammation Through Nutrition Layne Session 1	Movement Prep How To's Miller Session 2	Global Fitness Trends - What's the Rage? Williamson Session 1	Standard of Service Models Vastola Session 1	Become a Fitness Micro- Influencer Vogel Session 2
Stages®: The Power of Cue-munication Kohler	Ride of Truth®: JOHNNY G Spirit Bike Yeager-Diamond Session 1	6 Steps to Aqua Drills Layne	Silver Aqua Solutions M. Velazquez, Gilbert, Warasila, Wartenberg & Carvalho	Chicamp Matalon	StairMaster HIIT: Real Ratios for Results Crosby	Fad Diet Update Digsby	The Female Training Advantages 2019 Kravitz	Inspiring the Hustle Pylant & Richardson	Coping Successfully with Different Personalities Gorsline	Multi-Media Marketing for Growth & Profitability Kooperman
Stages®: The Invisible Road Mitchell	Ride of Truth®: JOHNNY G Spirit Bike Yeager-Diamond	Hydro Lift Off! Howard	Aqua Yoga Flow Warasila	3:1 Punchout Feinberg		What To Eat for Optimal Health B. & M. Mylrea	Carbohydrate Craziness Kravitz	Female Leadership: Personal & Professional Kooperman, Lacombe & Erickson	Planning & Designing Your Own Studio Wiehe & Chancey	Hack the Status Quo Sellar
		Acquapole® Circuit Revolution Anaya & Raphael								
Stages®: The Sixth Sense Santin	Ride of Truth®: JOHNNY G Spirit Bike Yeager-Diamond	 Aqua Drums Anaya & Raphael		 Aqua Chi-Flow Haan	 Balletone® BY SAVIER FITNESS® CERTIFICATION LEHART & DEWOLDS 8:00am-4:00pm • p. 9	Immunity Boosters & Busters Silverman	The Metabolic Effects of Resistance Training Kravitz	The Joy of EX Lacombe	Strategies For Fitness Career Longevity Erickson	Fitness Writing: Blogs, Websites & Magazines Vogel
Stages®: Triple Threat Mindset Kohler	Ride of Truth®: JOHNNY G Spirit Bike Yeager-Diamond	 Water Running Rockit		 SCW BOXING CERTIFICATION Feinberg 8:00am-4:00pm p. 9	 Hormones, NUTRITION & METABOLISM Layne 9:00am-3:30pm p. 9	What If You Don't Diet Digsby	Once Postpartum, Always Postpartum Citron	Lead And Succeed REB3L Style Creameans & Hughes	Acquiring & Retaining Personal Training Clients Garcia	Golden Nuggets For Successful Managers Gilbert
	Ride of Truth®: JOHNNY G Spirit Bike Yeager-Diamond					Nutrition & Sleep: Fascinating Connections Silverman	Fat Loss: The Real Story Kravitz	PT + Group Fitness = Skyrocketing Success Brown & Lyon	Increasing Your Fitness Business Profits Lindauer	Insurance for Studios, Instructors & Trainers Urmston-Lowe
	Ride of Truth®: JOHNNY G Spirit Bike Yeager-Diamond	 WATERinMOTION® CERTIFICATION M. Velazquez 8:00am-4:00pm p. 9				Performance Training for Pregnancy Citron	Exercise: The Ultimate Brain Booster Kravitz	Aquatic Programming for Success: Ebbs & Flows Warasila	Studio Synergy: 8 Week Programs Digsby	Podcasting 101: Create Your Platform Conti

[scwfit.com/ClubDL](http://scwfit.com/ClubDL)

FRIDAY, AUGUST 23

SATURDAY, AUGUST 24

SUNDAY, AUGUST 25

# CLUB INDUSTRY BUSINESS SUMMIT

August 23-25 • Dallas, TX

Powered By: **SCW**

The Club Industry Business Summit is a three-day Fitness Education Conference, running three sessions every hour and featuring 25 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/ClubDL**



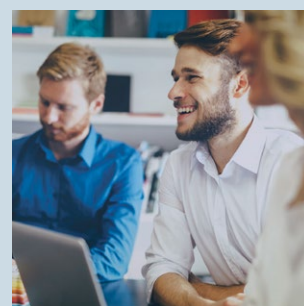
## SCW Fitness Education MANIA® Conventions Partner with Club Industry to Help you Build your Business and Career



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 in 2019 starting in Dallas, TX on August 23, 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 28 top industry professionals.**

This premier event runs concurrent to the MANIA® Fitness Conventions held in the same location - the beautiful Fairmont Dallas Hotel. Attend BOTH the Club Industry Business Summit + Dallas 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.**



**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.

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

**COUNTRY FUSION® WORKSHOP**

Elizabeth Mooney

This 90 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!

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

**SCHWINN®: TAKE IT TO THE MAX**

Eric Thomson

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 to it to motivate in a variety of different ways. Bring a never-quit conviction and discover what true grit feels like.

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

**STAGES®: MIXED EMOTIONS** Javier Santin

Are you passionate about your music? Looking to learn or improve your mixing skills? iTunes, Spotify, MixMeister... From the basics of mixing to bar counting, this Workshop will show you how to create a curated mix that perfectly suits the mood, terrain, intensity, and movements of your ride. Cue music!

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

**BARRE-A-CUDA 2** Billie Wartenberg

Take your Barre-a-Cuda workout to a new level! Enhance your class with fresh, exciting exercise sequences that will bring creativity and an added challenge to your participants. A perfect blend of dance, pilates, strength training and fun to reignite your classes! From small isometric movements to grand jetés across the pool this class offers something for everyone with no dance experience required!

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

**AQUA ZUMBA®** Abraham Hernandez

Make a splash with Aqua Zumba®. This refreshing, invigorating ZUMBA® pool party includes many different Latin and International dance rhythms in a whole new way! Experience this unique workout that complements muscles and allows individuals, including those that are fit and those with physical limitations, to join the ZUMBA® experience!

**FR5L Friday, 4:00pm-5:30pm**

**CHISTRONG TRAINING** Joel Matalon

Move from your dan t'ien ("field of elixir") through fun activities that will expand your creativity with your students. Learn over 20 bodyweight/pliability/dynamic medicine ball/agility movements from the core, in multiple planes & directions through FUNctional space.

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

**STAIRMASTERHIIT - REST & HIIT** Tahneetra Crosby

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

**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)

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

**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)

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

**BUILDING BETTER TEAMS** Greg Sellar

Slip into the pool and experience a relaxing yoga-inspired aqua session. You will journey to a place of deep physical and mental relaxation while practicing breathing techniques, vinyasas, and balance postures. Come and wash away the day's tension and stress. You will float away refreshed, renewed, and calm.

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

CLUB INDUSTRY  
BUSINESS SUMMIT

**BUILD YOUR SALES PIPELINE** Khaled Elmasri

Khaled will take you through his 5 piece pipeline from defining who your target market is and all the way to making the sale. Learn how to build a sales system that allows you to remove yourself from the day to day grind.

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

CLUB INDUSTRY  
BUSINESS SUMMIT

**GRAY IS THE NEW GREEN** Debra Atkinson, MS, CSCS

They don't think they're "old." They don't want to get hurt. They are looking for answers to longevity and still want to look good in their jeans. What the over 50 market wants, and what they need, so you can get them, keep them, and they'll tell all their friends. (LECTURE)

**FR5S Friday, 4:00pm-5:30pm**

CLUB INDUSTRY  
BUSINESS SUMMIT

**FR6**

**6:30PM-7:30PM**

**MANIA® DANCE OFF!**

with Club Vibe, Country Fusion®, HIGH Fitness, LaBlast®, Piloxing, POUND®, REB3L, WERQ® & ZUMBA®

Join the stars of MANIA® in this wild workout with the best in dance fitness. Have a blast with Club Vibe, Country Fusion®, HIGH Fitness, LaBlast®, Piloxing, POUND®, REB3L, WERQ® & 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!

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

**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 Saturday, 6:30pm-7:30pm**

**LES MILLS SPRINT™** 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, 6:30pm-7:30pm**

LES MILLS

**ACQUAPOLE® BOXING** Kristy Anaya & Paula Raphael

Give your water workout a PUNCH! Experience a truly unique workout to reduce fat, strengthen your core, and tone arms and legs while improving coordination and flexibility. This class is full of jabs, punches and kicks all in the water!

**FR6K Friday, 6:30pm-7:30pm**

**STATE OF THE INDUSTRY ADDRESS - PANEL DISCUSSION**

Irene Lewis-McCormick, MS, CSCS, Melissa Layne, MED, Lindsay Vastola, NSCA-CPT & Mark Williamson

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.

**FR6Q Friday, 6:30pm-7:30pm**

CLUB INDUSTRY  
BUSINESS SUMMIT

## SATURDAY, AUGUST 24

SA1

7:00AM-8:30AM

## CREW CONDITIONING, PROGRAM 002(™)

**Amanda Brush**

Crew Conditioning™ with Amanda Brush 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!

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

## GLIDING REINVENTED Mindy Mylrea &amp; Jessica Balliew

You are about to experience gliding reinvented! Learn from the creator herself the magic of Gilding and how your body can be super challenged with this simple tool. From lower body, upper body and core you will walk away with a unique and diverse library for your training toolbox.

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

## 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.

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

## REB3L STRENGTH™: NO REP COUNTING

**Tricia Cremeans & Ashleigh Hughes**

A seriously effective, kick ass, total-body toning workout designed to sculpt your muscles through low-impact, high-repetition training, using the weight of your own body and minimal equipment. Each routine is choreographed to songs that are powerful, bold, hard-hitting and inspiring. Get ready to discover what you're truly capable of!

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

## FACE IT TOGETHER: FACIAL EXERCISE PROGRAM

**Christine Conti**

Let's Face It Together, Facial Exercise Program, teaches participants of all ages how to strengthen facial muscles, reverses the signs of aging, and increase confidence. Whether you have been diagnosed with Parkinson's Disease or you have experienced strokes or facial trauma, this program will help to activate your facial muscles.

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

## PILATES FUNCTIONAL PROGRESSIONS

**Manuel Velazquez**

Functional fitness exercises train your muscles to work together and prepare them for daily tasks by simulating common movements. This session emphasizes core strength & stabilization along with the principles of spinal alignment & articulation. Layering sequences of movement will help your students to effectively choose the perfect progression to become efficient and stronger movers, in the studio & life.

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

## POWER BODY BARRE Billie Wartenberg

Barre Classes can ROCK using a weighted bar. Learn creative patterns, dynamic choreography and a seamless flow combining the weighted bar with your own body. Help your members improve balance, muscular endurance + muscle strength, with combined cardio blocks to improve overall fitness.

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

## THE ART OF CUEING™ Allyson Ponte &amp; Kelly Schur

Cueing is a fundamental staple of professional group fitness instruction. Enhance your communication skills and engage with your participants by fine tuning your verbal & visual cues. Learn tips/techniques to enhance your instruction and improve each experience you deliver.

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

## SCHWINN®: MASTER THE MOMENT Doris Thews

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.

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

## STAGES®: DIFFERENT ROADS, ONE WORLD

**Javier Santin**

Life is a journey that must be traveled, even if it is on bikes that go nowhere... but that, somehow, can take you anywhere! Join Team Stages for the Ride that will take you on a tour around the world to celebrate all that unites us. Climb your way through iconic locations on five different continents and don't forget to bring your passport!

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

## 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 and become a better athlete on land.

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

## LABLAST® SPLASH: AQUA DANCE INTERVALS

**Louis Van Amstel**

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!

**SA1L Saturday, 7:00am-8:30am**

# CLEAR

## YOUR MIND



## 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. The program simultaneously challenges muscular endurance and integrates functional core training without sacrificing cardiorespiratory intensity.

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

## 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 student reach their goals in a fun, group environment.

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

## 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)

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

## GOING "DEEP" INTO CORE TRAINING **Brittany Citron**

No matter what core exercise you give your clients, if they don't know how to properly activate their deep core muscles, they could be doing more harm than good. Learn simple (but powerful) strategies to dramatically improve your clients' core strength -- from the inside out. (LECTURE)

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

## 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)

**SA1Q Saturday, 7:00am-8:30am**

## ESSENTIALS TO SELLING BEYOND PRICE

**Lindsay Vastola, NSCA-CPT**



As competition in the fitness industry increases, consumers are actively seeking a better fitness experience over a better price. It is more critical than ever to arm your entire staff with the tools to successfully sell higher-valued experiences and not just the best price. (LECTURE)

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

## MARKETING TO WOMEN IN MIDLIFE

**Debra Atkinson, MS, CSCS**



Message midlife women so they want to listen and know you "get her." Avoid mistakes most fitness businesses make that are turning her to online programs and YouTube. If you can message her and you've got the services you'll have a thriving business for decades. (LECTURE)

**SA1S Saturday, 7:00am-8:30am**

## SA2 - KEYNOTE ADDRESS

Featuring LaBlast & SamuraiFT

**9:30AM-10:45AM**

## HOW TO THRIVE, NOT JUST SURVIVE, IN THE FITNESS INDUSTRY **Doris Thews**



What does it take to build a strong foundation & endure long term as a Fitness Professional? One word... Reputation. Doris Thews 30+ Years Fitness Industry expert will share with you tips and tools to develop, evolve and sustain a solid brand image and build R.E.S.P.E.C.T in today's competitive Fitness landscape.

**SA2B Saturday, 9:30am-10:45am**



# DORIS THEWS

Doris Thews is an International award winning Fitness Educator who leads several fitness brands. She is Vice President of Group Fitness, Team Training and Innovation for VASA Fitness, Senior Master Trainer and Global Mentor for Schwinn, Power Music Advisory Board Member, BOSU International Development Master Trainer Team Member and RYKA Fit-Pro Ambassador. Doris consults several leading brands on business and program development, in addition to presenting and lecturing internationally.

**SA3**

**11:00AM-12:30PM**

## HIIT LIKE A GIRL



**Abbie Appel, Irene Lewis-McCormick, MS, CSCS & Doris Thews**

Experience this dynamic, high intensity interval training circuit workout with a team of powerful women. With all its many benefits, HIIT is popular with everyone - especially women! Women's bodies react differently to HIIT, and their bodies should be trained to maximize efficiency. We'll discuss the research and science of HIIT and how women differ from men in this training program. Learn multiple, optimal timing protocols and specific coaching techniques with a variety of equipment easily taught on Monday morning.

**SA3A Saturday, 11:00am-12:30pm**

## STRONG BY ZUMBA® **Abraham Hernandez**



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!

**SA3B Saturday, 11:00am-12:30pm**

## 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.

**SA3C Saturday, 11:00am-12:30pm**

## THE NEXT GENERATION OF POUND®



**Michelle DesOrmeaux**

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.

**SA3D Saturday, 11:00am-12:30pm**

## 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.

**SA3E Saturday, 11:00am-12:30pm**

## CARDIO YOGA™ - CARDIO FOCUS **Stacey Lei Krauss**

CARDIO YOGA™ is calorie burning, total body toning, mind/body fusion lifting both physical and emotional fitness. Based on scientific "Power Posturing", rhythmic flow and innovative teaching methodology for intertwining positive mental cueing, CARDIO YOGA™ takes you on a sweat drenched mind altering journey elevating the euphoric endorphin high of fitness.

**SA3F Saturday, 11:00am-12:30pm**

## CREATIVE BARRE WARM-UPS **Billie Wartenberg**

Have you ever noticed that the hardest part of your class is just getting started? This session will guide you on how to create successful warm-ups for your members. Attendees will walk away with two brand new warm-ups so that you will be on your way to a GREAT class!

**SA3G Saturday, 11:00am-12:30pm**



## SHELDON MCBEE, MS

Sheldon has a Masters in Degree in Human Nutrition, is an ACE certified Personal Trainer, and has over 18 years of experience in health and fitness. Sheldon is an accomplished international presenter, lecturer, business consultant, fitness content developer, and training director. He has been featured in numerous fitness education and training videos. Sheldon is the Personal Training Director for Universal Athletic Club based in Lancaster, PA.

### THE CARB & PROTEIN MYTH

**Bruce & Mindy 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.

**SA3O Saturday, 11:00am-12:30pm**



### 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)

**SA3P Saturday, 11:00am-12:30pm**

### WERQ® DANCE CHALLENGE: #DANCECHALLENGE

**Haley Stone**

What does social media have in common with Group Fitness? Connection. People motivated by group exercise enjoy sharing their experiences being a part of community. Learn how to apply trending dance challenges and to create your own #dancechallenge to engage your participants inside the studio and online through Social Media.

**SA3H Saturday, 11:00am-12:30pm**



### SCHWINN®: MUSIC & SO MUCH MORE!

**Eric Thomson**

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!

**SA3I Saturday, 11:00am-12:30pm**



### STAGES®: BUILD IT (FASTER!). THEY WILL COME

**Pam Benchley & Marina Mitchell**

How many hours do you spend trying to create that "perfect" ride profile? What if we told you there is an easier way to design PURPOSEFUL, goal driven, fun rides - faster? From beat junkies to power pros - let us show you the quick and simple way to deliver measurable results to your riders!

**SA3J Saturday, 11:00am-12:30pm**



### AQUATIC BOOTCAMP TRIFECTA Danita Watkins

Bootcamp Trifecta is an aquatic fitness program using the number three in variety of different ways. The number three is easy to remember; allowing progressive and interesting changes to workouts. The music used is energetic & motivating to incorporate adherence. In each combination of three, different areas of the body are targeted; this is what makes it challenging and easy for instructors implement.

**SA3K Saturday, 11:00am-12:30pm**

### IT'S RAINING MEN! EQUIPMENT REVEALED

**Jeff Howard, Manuel Velazquez, Louis Van Amstel & Mac Carvalho**

Join our Men of MANIA® for a tidal wave of new equipment ideas on how to use noodles, hand buoys and aqua gloves creatively. Leave a flood of exciting ideas to bring home to your students! The pool will never be the same when you experience this fountain of energy and enthusiasm.

**SA3L Saturday, 11:00am-12:30pm**



### JUNGSHIN® FITNESS - RHYTHM - SHORT SWORDS WORKOUT

**Yury Rockit**

Athletic Flow is a high-intensity class that blends Martial Arts techniques with modern fitness conditioning. The movements are choreographed implementing a unique tool: the sword. Used as an extension of the body, the sword builds core engagement, mental focus and flexibility while harmonizing the endocrine system and promoting overall health. All Jungshin sessions introduce combat flow!

**SA3M Saturday, 11:00am-12:30pm**



### STAIRMASTER HIIT: OPTIMIZING HIIT INTERVALS

**Tahneetra Crosby**

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.

**SA3N Saturday, 11:00am-12:30pm**



### START YOUR OWN FITNESS BUSINESS

**Arin Lindauer**

Too many fitness professionals want their own business but never make it off the ground, lacking the knowledge, skills, and systems needed to succeed. In this session, we'll walk through how to take your passion for fitness and turn it into a successful business that makes income and impact. (LECTURE)

**SA3Q Saturday, 11:00am-12:30pm**



### FINANCING OPTIONS FOR YOUR BUSINESS

**Paul Bosley**

The first half of this seminar focuses on how to prepare yourself and your business for underwriting. The second half of this seminar reviews all of the various methods and products available to finance a new studio and fitness center. The session ends with a question and answer session. (LECTURE)

**SA3R Saturday, 11:00am-12:30pm**



### INSTAGRAM STORIES BOOTCAMP

**Amanda Vogel, MA**

Instagram Stories are so popular because they're fun and quick to consume. They are also enormously helpful for boosting business. Discover why Stories are the next big thing in social and how to expertly leverage this mobile phenomenon. Leave with dozens of strategies to amp up your Story game. (LECTURE)

**SA3S Saturday, 11:00am-12:30pm**



## SA4 - SESSION 1

**12:45PM-2:15PM**

If you choose this session, then 2:15pm-3:15pm will be your EXPO and lunch break.

### HIIT THE TURF: YOGA FUSION

**Jen Keenan-Stryska & 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.

**SA4A Saturday, 12:45pm-2:15pm**



### SAMURAI FT: MARTIAL ARTS WORKOUT

**Francisco Sanchez**

This class is designed to attract all ages, especially those who have an interest in boxing and martial arts. Music, different martial arts combinations, and a lot of fun are the principles to this class. Samurai FT is all about; to inspire values driven by the martial arts. The core of martial arts is not about fighting, it is how we use the code of Bushido and apply it to our daily life.

**SA4D Saturday, 12:45pm-2:15pm**

### 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.

**SA4G Saturday, 12:45pm-2:15pm**



**SCHWINN®: R&R - RIDE AND RESTORE****Tahneetra Crosby**

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.

**SA4I Saturday, 12:45pm-2:15pm****HAPPY AQUA FLOW Kristy Anaya & Paula Raphael**

Generate positive energy with a yoga flow using Acquapole® Starfish. The fun EVA foam disk shaped like a smiling starfish will give you resistance to make your yoga practice in the water just that more fun...cultivating health, overall well-being, and mindfulness.

**SA4K Saturday, 12:45pm-2:15pm****AQUATIC CORE AND MORE Danita Watkins**

This workshop is designed to target water exercises and increase strength in the body. The water environment is the perfect to strengthen the kinetic chain of the body since the properties of water are constantly working in multiple directions.

**SA4L Saturday, 1:30pm-3:00pm****STOPPING INFLAMMATION THROUGH NUTRITION****Melissa Layne, MEd**

Disease states such as cancer, diabetes, and autoimmune conditions flourish in an acidic inflamed body. We will address the science behind inflammation, both acute and chronic states, as well as the changes that occur as the pH of the body decreases. What foods are highly acidic to cause this and what are the most alkaline. (LECTURE)

**SA4O Saturday, 1:30pm-3:00pm****GLOBAL FITNESS TRENDS - WHAT'S THE RAGE?****Mark Williamson**

Learn the hottest fitness industry trends from ClubIntel's recent study on operator's adoption of over 100 practices. ClubIntel's study tracks behaviors of approximately 1400 operators representing 19,000+ facilities worldwide to expose the trends impacting today's business environment. This session can directly impact how you plan for your club's future.

**SA4Q Saturday, 1:30pm-3:00pm****CLUB INDUSTRY  
BUSINESS SUMMIT****STANDARD OF SERVICE MODELS****Lindsay Vastola, NSCA-CPT**

Gyms are leaving thousands on the table or being squeezed out of the industry because they are overlooking their most critical asset: a standard of service system that is regularly assessed, trained and integrated. Standard of service essentials will improve your bottomline and company culture, and ensure better outcomes. (LECTURE)

**SA4R Saturday, 1:30pm-3:00pm****CLUB INDUSTRY  
BUSINESS SUMMIT****SA4 - SESSION 2****1:30PM-3:00PM**

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

**HIGH FITNESS: AEROBICS IS BACK!****Metta Semrad & Joni Hayes**

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), ITENSITY (HITT, plyometrics, toning, cardio) and CONSISTENCY. High Fitness can be modified for participants of all levels!

**SA4B Saturday, 1:30pm-3:00pm****HIGH  
fitness****PROGRAMMING FOUNDATIONS FOR THE OBESE POPULATION****Eric Thomson**

How is training an obese individual different from training someone who is considered general population or just overweight? What training variables, equipment, and environment need to be considered? In this active lecture, you will be provided with solutions to these questions and learn/experience different programming options to best help the obese population.

**SA4C Saturday, 1:30pm-3:00pm****STRENGTH TRAINING FOR LONGEVITY & VITALITY****Sara Kooperman, JD**

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.

**SA4E Saturday, 1:30pm-3:00pm****OnDemand****RESISTANCE YOGA Jeff Howard**

Take Yoga to the next level with flat bands. Bands provide a perfect balance of additional tension during your yoga poses bringing an alternative perspective on your standard practice without resistance. Do something different in your Yoga classes by introducing bands and add measurable gains to your practice!

**SA4F Saturday, 1:30pm-3:00pm**

LET THEM HEAR YOU  
**ROAR**



**LABLAST®: DANCE INTERVALS FOR EVERYONE****Louis Van Amstel**

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-3:00pm****STAGES®: POWER VS. RHYTHM****Pam Benchley & Marina Mitchell**

Finding the balance between power and rhythm is one of the biggest challenges that IC instructors face nowadays. Not an easy task, but this workshop will not only give you a deeper overall understanding of both (+ practical takeaways), but will also take your instructor skills to the next level!

**SA4J Saturday, 1:30pm-3:00pm****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.

**SA4M Saturday, 1:30pm-3:00pm****MOVEMENT PREP HOW TO'S Tripp Miller, MS**

Explore a variety of movement preparation activities using foam rolling, dynamic mobility, activation drills and more. Whether working with individuals or groups, sufficient preparation may decrease injuries and allow for improved training to drive better results.

**SA4P Saturday, 1:30pm-3:00pm****BECOME A FITNESS MICRO-INFLUENCER****Amanda Vogel, MA**

Social media influencers usually have millions of followers, but everyone has a shot at being a micro-influencer, i.e., someone with modest follower numbers and a highly engaged audience! Learn from a fitness micro-influencer who's worked with New Balance, Walmart and Orangetheory Fitness about how to expand your role to include micro-influencer.

**SA4S Saturday, 1:30pm-3:00pm****SA5****3:15PM-4:45PM****TRENDING NOW: HIIT WITH ACTIVE RECOVERY****Barbie Brown & Shannon Lyon**

Active recovery is a trending exercise modality that plays important role in our overall fitness by balancing out High-intensity interval workouts. It promotes muscle recovery and maintains a healthy habit of working out. Learn how MASHUP® programming incorporates this component effectively into a group fitness experience for all fitness levels!

**SA5A Saturday, 3:15pm-4:45pm****CAMP GLADIATOR OUTDOOR FITNESS WORKOUT****Carol Martin & Mason Murphy**

Experience the number one outdoor fitness program in the nation with outgoing, professional and experienced trainers. See how to take the typical "boot camp" style workout and make it engaging, challenging and fun!

**SA5B Saturday, 3:15pm-4:45pm****GREG SELLAR**

Greg specializes in leadership training and performance coaching. Over the last 25 years he has helped individuals and companies to improve their thinking and change behavior. Greg has trained fitness professionals in over 55 countries worldwide on behalf of sponsors including Nike. As a 10+ year IDEA World Presenter, he has trained over half a million people and was awarded the International Fitness Presenter of the Year at the International Fitness Showcase.

**KEEP IT SIMPLE. KEEP IT SMART Eric Thomson**

In this session, we use minimal equipment to deliver an experience that is smart, looks simple, but is going to leave the individual completely worked from the floor up!

**SA5C Saturday, 3:15pm-4:45pm****REDEFINE FUNCTIONAL TRAINING - REDEFINE YOURSELF****Kevin Mullins, CSCS**

Change the word functional in your mind forever! Learn the methods of elite personal trainers that lead to best programs, the best results, and an exciting business. Experience functional training firsthand as Kevin leads you through a challenging workout that incorporates every movement pattern, your core, and your cardiovascular fitness.

**SA5D Saturday, 3:15pm-4:45pm****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 come BACK for more!

**SA5E Saturday, 3:15pm-4:45pm****VIBRATION - NEXT LEVEL RECOVERY & PERFORMANCE****Bill Fabrocini**

Learn the latest research on vibration therapy tools, and how to effectively incorporate them for performance and recovery, to achieve ultimate self-myofascial release. VIBE Roller brings you a system to use for yourself and your clients to resolve musculoskeletal pain, optimize athletic performance, and correct joint and muscle imbalances.

**SA5F Saturday, 3:15pm-4:45pm****FUNctional BARRE Lauren George**

Put the FUN in FUNctional back into your barre classes with Stroops®

Connectus, Slastix and Loops! Move through the planes of motion boosting your students workouts. You will leave with a plethora of new choreography and ideas to create amazing classes, challenge your members, and keep them coming back.

**SA5G Saturday, 3:15pm-4:45pm****BALLETONE - THE NON-DANCER WORKOUT****Elizabeth Lenart, MA & Lisa Reynolds**

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!

**SA5H Saturday, 3:15pm-4:45pm****SCHWINN®: HOW TO WOW! Mindy Mylrea**

Learn the secret to creating 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!

**SA5I Saturday, 3:15pm-4:45pm****STAGES®: THE POWER OF CUE-MUNICATION Ben Kohler**

Feel like what you say in class is falling on deaf ears? Cue-munication is more than just cheering for your participants or telling them what's next. Partake in this practical session and experience the difference between

inspiring vs. de-motivating communication based on the psychology of language. Let's Cue-municate!

**SA5J Saturday, 3:15pm-4:45pm****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!

**SA5K Saturday, 3:15pm-4:45pm**



**SILVER AQUA SOLUTIONS****Manuel Velazquez, Ann Gilbert, Connie Warasila, Billie Wartenberg & 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.

**SA5L Saturday, 3:15pm-4:45pm****CHICAMP Joel Matalon**

Re-learn to play like you did as a kid. Move your dan t'ien (life force) in multiplanes and multidirectional movements. This individual/partner/team based "competition" will make you laugh, sweat, inspire and energize. Prizes will be for "all-winners" in 4 categories!

**SA5M Saturday, 3:15pm-4:45pm****STAIRMASTER HIIT: REAL RATIOS FOR RESULTS****Tahneetra Crosby**

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.

**SA5N Saturday, 3:15pm-4:45pm****FAD DIET UPDATE Sohailla Digsby, RDN, LD, CPT**

Overwhelmed with the many diets and weight loss options out there from Keto to Intermittent Fasting? Are your clients frustrated and confused (and you too)? Do you know the fads from the facts? Learn from a registered dietitian who works on the fitness front lines just exactly what works and why. (LECTURE)

**SA5O Saturday, 3:15pm-4:45pm****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, 3:15pm-4:45pm****INSPIRING THE HUSTLE****Amy Pylant & Kevin Richardson**

Trainers get into the business to impact lives. Over time, the luster of hustle wears off as days become long and hours become longer. Learn how to maximize your day as a trainer and manager to inspire quality hustle, drive and desire to continue training and make the most out of it. The second half of this lecture will focus on how outdoor group training through Camp Gladiator has mastered how to impact more lives in less time! (LECTURE)

**SA5Q Saturday, 3:15pm-4:45pm****COPING SUCCESSFULLY WITH****DIFFERENT PERSONALITIES Lisa Gorsline**

In this session you will learn what makes people tick and the power of connection with your members and your co-workers. We will discuss the four personality types and how you communicate differently with each one. Don't miss this session, its unique, fun and motivating!

**SA5R Saturday, 3:15pm-4:45pm****MULTI-MEDIA MARKETING FOR****GROWTH & PROFITABILITY Sara Kooperman, JD**

Examine how to market effectively and explore branding your business through various media sites driving it to success. Uncover your unique market position, create email blasts, construct eNewsletters, mold your website and expand your social media presence. Explore ways to take your business to the next level with effective, strategic and inexpensive marketing. Learn from this entrepreneur who started from a 3rd floor walk-up and created a multi-million-dollar enterprise. Bring your business cards, and leave with plenty of FREE advice and resources!

**SA5S Saturday, 3:15pm-4:45pm****SA6****5:00PM-6:30PM****CREATING BETTER BUTTS Kevin Mullins, CSCS**

Stop wasting your time working your butt everyday and getting no where. Learn how to put science, the proper lifts, and the benefit of progressive overload on your side. This class is part lecture, part hands-on coaching, and part workout. You'll leave feeling confident in your ability to have, and give, the best backside.

**SA6A Saturday, 5:00pm-6:30pm****BODYATTACK® 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.

**SA6B Saturday, 5:00pm-6:30pm****COACHING CORE STABILITY Sheldon McBee, MS**

The ability to coach core stability beyond expectation will bring you, as a fitness professional, one step closer to aligning concept to application. In this session, you will learn coaching concepts specific to stabilizing the spine in a scalable coaching model.

**SA6C Saturday, 5:00pm-6:30pm****POUND® WHY YOUR BODY ROCKS!****Michelle DesOrmeaux**

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.

**SA6D Saturday, 5:00pm-6:30pm****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 90 minute session you will learn easy to follow line dances, create flexibility, and correct posture alignment, all while having fun!

**SA6E Saturday, 5:00pm-6:30pm****ROLLING WITH MINDFULNESS AND BREATHWORK****Tripp Miller, 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.

**SA6F Saturday, 5:00pm-6:30pm****WEIGHT AT THE BARRE Billie Wartenberg**

This all in one class utilizes a variety of strength training exercises, combinations and a little cardio fused within a traditional Barre class format. Your class will leave saying Barre is worth the weight!

**SA6G Saturday, 5:00pm-6:30pm****THE MIX BY PILOXING® Jordan Ballard**

THE MIX by Piloxing is inspired by commercial dance from the dance mecca of Los Angeles. This all-new program will have you addicted from the first beat. Lose yourself in Today's Current Music Hits and your favorite Iconic Throwbacks while learning moves from LA's dance scene. Feel like you're in the music video or on the stage with your favorite artist - this is what cardio should feel like!

**SA6H Saturday, 5:00pm-6:30pm****SCHWINN®: BALANCING ACT - CYCLING FUSION****Abbie Appel**

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.

**SA6I Saturday, 5:00pm-6:30pm**

**STAGES®: THE INVISIBLE ROAD** Marina Mitchell

Got Certified? Yay! Now, what?! Getting certified is step one to becoming an instructor. After that, are you really ready to teach? How to prepare for auditions? Or subbing? Discover the tricks the pros use to overcome stage fright. Improve vocalization and body language skills, and captivate your audience in every ride!

**SA6J Saturday, 5:00pm-6:30pm****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!

**SA6K Saturday, 5:00pm-6:30pm****AQUA YOGA FLOW** Connie Warasila

Slip into the pool and experience a relaxing yoga-inspired aqua session. You will journey to a place of deep physical and mental relaxation while practicing breathing techniques, vinyasas, and balance postures. Come and wash away the day's tension and stress. You will float away refreshed, renewed, and calm.

**SA6L Saturday, 5:00pm-6:30pm****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.

**SA6M Saturday, 5:00pm-6:30pm****WHAT TO EAT FOR OPTIMAL HEALTH****Bruce & Mindy Mylrea**

Learn which scientifically proven foods should be consumed daily for optimal, sustainable health and wellness, and discover how much to incorporate into our daily diet. This evidence-based lecture provides you with all the specifics as well as an easy-to-implement, simple tool to help your clients optimize their dietary choices.

**SA6O Saturday, 5:00pm-6:30pm****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)

**SA6P Saturday, 5:00pm-6:30pm****FEMALE LEADERSHIP: PERSONAL & PROFESSIONAL****Sara Kooperman, JD, Nathalie Lacombe & Carolyn Erickson**

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.

**SA6Q Saturday, 5:00pm-6:30pm****PLANNING & DESIGNING YOUR OWN STUDIO****Les Wiehe & Barbara Chancey**

Whether you are creating a new studio business or remodeling and expanding your current studio, get the tools necessary to set yourself apart from the competition. Learn what the top cycling, yoga, barre and HIIT studios feature from fitness room layout, audio/visual, lighting, locker rooms and coffee bars.

**SA6R Saturday, 5:00pm-6:30pm****HACK THE STATUS QUO** Greg Sellar

Hack the Status Quo is about doing something - now. If you or your team are complacent, hoping for change to magically transpire, Greg addresses 'The 3 Ms' - Mindset, Motivation and Momentum - understanding the factors that suck creativity from companies, preventing action and strangling competitive edges. (LECTURE)

**SA6S Saturday, 5:00pm-6:30pm****SA7 - EVENING SESSIONS****6:45PM-7:45PM****FITNESS IDOL****Sara Kooperman, Jeff Howard, Yury Rockit & Billie Wartenberg**

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

**SA7B Saturday, 6:45pm-7:45pm****MANIA® REST & RECOVERY****Kinetisense, 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.

**SA7F Saturday, 6:45pm-7:45pm****ACQUAPOLE® CIRCUIT REVOLUTION****Kristy Anaya & Paula Raphael**

Revitalize the management of water space by adding a horizontal dimension to the Acquapole® equipment for a wider execution of movements. The versatility of accessories that can be attached to the basic pole provides additional exercises for different target areas to increase flexibility, muscle toning and improved cardiovascular function.

**SA7K Saturday, 6:45pm-7:45pm****SUNDAY, AUGUST 25****SU1****7:00AM-8:30AM****THE ART OF CIRCUITS****Irene Lewis-McCormick, MS, CSCS**

Create circuits in 3, 2, 1-minute circuits emphasizing weight Endurance exercises combined with tubing or weights for Strength blasts and Power using medicine balls and/or ropes. Experience organized, effective, coached results-based program design.

**SU1A Sunday, 7:00am-8:30am****FROM BURNOUT TO BOOST!!** Elian Haan

Sometimes we get in a fog of repetition and complacency. This session will give you a boost with energy for a creative mindset. Let's overcome the side effects of boredom and create the workouts you love. Combine, create and conquer, your tribe attracts your vibe!

**SU1B Sunday, 7:00am-8:30am****KINETISENSE®: ADVANCED FUNCTIONAL MOVEMENT TRAINING****Dr. Beau Sauls, DC**

Functional movement is the future of fitness/health. Join Dr. Sauls as he introduces a new way to identify different movement discrepancies using 3D assessment. You'll learn how using advanced 3D assessments can help your clients stay healthy, achieve their performance goals and continue an active role in your facility.

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

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



**GO WITH THE FLOW SALUTATIONS****Jeff Howard**

We have all done the sun salutation, earth and possible 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 a go with your own flow!

**SU1F Sunday, 7:00am-8:30am****SCHWINN®: STEP INTO YOUR SHINE****Megan Hendricks**

What do sold out classes, savvy social media and strong personal branding have in common? YOU! Learn how to work your "Why" and attract people to not only your classes but also to your vision. Build your base and your business. Are you ready to step into your shine?

**SU1I Sunday, 7:00am-8:30am****STAGES®: THE SIXTH SENSE****Javier Santin**

The Five Senses: Vision, Hearing, Smell, Taste, and Touch. Achieve a higher state of consciousness and evolve your Sixth Sense, Intuition, in a Ride that will develop your senses, unveiling the unlimited possibilities of teaching Indoor Cycling with and without technology. Mind, Body, and Machine, combined.

**SU1J Sunday, 7:00am-8:30am****AQUA DRUMS****Kristy Anaya & Paula Raphael**

Play the drums in the water! Combine unique rhythms and moves using the innovative SAF Aqua Drums Vibes® equipment, enjoy a challenging new way to get yourself fit and have fun in the water.

**SU1L Sunday, 7:00am-8:30am****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)

**SU1O Sunday, 7:00am-8:30am****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, 7:00am-8:30am****THE JOY OF EX****Nathalie Lacombe, MS****CLUB INDUSTRY  
BUSINESS SUMMIT**

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! (LECTURE)

**SU1Q Sunday, 7:00am-8:30am****STRATEGIES FOR FITNESS CAREER LONGEVITY****Carolyn Erickson****CLUB INDUSTRY  
BUSINESS SUMMIT**

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)

**SU1R Sunday, 7:00am-8:30am****FITNESS WRITING: BLOGS, WEBSITES & MAGAZINES****CLUB INDUSTRY  
BUSINESS SUMMIT****Amanda Vogel, MA**

Writing about health/fitness opens the door to a higher profile in the fitness industry. But first you must win over and engage editors and readers with the right content "packaging." Discover tricks for crafting informative and entertaining articles and blog posts and receive guidance from a seasoned magazine writer/blogger. (LECTURE)

**SU1S Sunday, 7:00am-8:30am****SU2****8:45AM-10:15AM****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.

**SU2A Sunday, 8:45am-10:15am****HIGH FITNESS: AEROBICS IS BACK!****Metta Semrad & Joni Hayes**

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!

**SU2B Sunday, 8:45am-10:15am**

# MAKE GOLDEN YEARS GLISTEN



**HIIT THE TURF: FOR PERSONAL TRAINERS****Jen Keenan-Stryka & 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!

**SU2C Sunday, 8:45am-10:15am****MULTI-GENERATIONAL FITNESS** Billie Wartenberg

Is it possible to blend the ages of Millennials through Baby Boomers in your classes? YES, it can be done! Bridge the generational gap with effective and functional ways you can successfully have classes for ALL Fitness Ages and Levels.

**SU2E Sunday, 8:45am-10:15am****CARDIO YOGA™ - YOGA FOCUS****Stacey Lei Krauss**

Yoga students love their practice, but struggle to find cardiovascular formats that speak to yogic lifestyles. The secret is lifting both physical and mindful intensity simultaneously. Learn how to integrate dynamic, powerful bursts with quiet, patient strength of yoga flow utilizing specific cueing to focus and engage the mind throughout.

**SU2F Sunday, 8:45am-10:15am****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.

**SU2I Sunday, 8:45am-10:15am****STAGES®: TRIPLE THREAT MINDSET****Ben Kohler**

Are you a triple threat IC instructor? Do you have the chops to keep the Rhythm Riders, the Traditionalists, and the Power Purists coming back for more? Ready yourself for a Triple Treat; three stylistically different rides adaptable to any studio culture using the same music for each!

**SU2J Sunday, 8:45am-10:15am****AQUA CHI-FLOW** Elian Haan

Learn how to move gracefully and fluidly with aqua tai chi moves. The benefits are improved balance, strength, agility, flexibility, coordination, posture and mental awareness. Aqua Chi Flow is a relaxation program that has been created to help us enjoy water in a flowing yet powerful progression.

**SU2L Sunday, 8:45am-10:15am****WHAT IF YOU DON'T DIET?** Sohaila Digsby, RDN, LD, CPT

What if life wasn't back-to-back to 30 day challenges and lean and happy was your new normal? Would your metabolism improve? Gotta do something!? Of course - we all do. But, it doesn't have to be a diet. Need peace and balance? Mo-momentum please? You can be done DIETing and instead LIVE lean with this streamlined 5-step plan!

**SU2O Sunday, 8:45am-10:15am****ONCE POSTPARTUM, ALWAYS POSTPARTUM****Brittany Citron**

From the stubborn belly "pooch," to accidental urine leakage during jumping jacks, these are signs of core damage likely caused during pregnancy - even if that was years ago. Learn to spot red flags and discover keys to restoring core strength that can be applied immediately - or several years - after birth. (LECTURE)

**SU2P Sunday, 8:45am-10:15am****LEAD & SUCCEED REB3L STYLE****Tricia Cremeans & Ashleigh Hughes**

Building and fostering a strong sense of community is integral to the success of any instructor, format and business. We will share some of our best practices for building a successful class that redefines fitness and empowers students. (LECTURE)

**SU2Q Sunday, 8:45am-10:15am**
**CLUB INDUSTRY**  
BUSINESS SUMMIT
**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)

**SU2R Sunday, 8:45am-10:15am**
**CLUB INDUSTRY**  
BUSINESS SUMMIT
**GOLDEN NUGGETS FOR SUCCESSFUL MANAGERS****Ann Gilbert**

As a manager you have three bosses: owner, members and staff. Join in a mastermind round table and discuss nuggets that will make you the best leader in your area. Stop the fear of failure and stand up for growth in 2019. (LECTURE)

**SU2S Sunday, 8:45am-10:15am**
**CLUB INDUSTRY**  
BUSINESS SUMMIT
**SU3****11:15AM-12:45PM****EXTREME HIIT CHAOS™****Carolyn Erickson**

Extreme Chaos is a muscle stimulating, mind-blowing HIIT workout experience delivering random HIIT, PHA (peripheral heart action), and powerful, mindful movement utilizing real-time feedback where all body systems are challenged to work in collaboration. Transform your client's body and mind in a brand new way; because when they train in chaos, you prepare them for anything.

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


# BRING THE HEAT

# WAVES



## RUMBLEROLLER® GROUP EXERCISE FLOW



**Tripp Miller, MS**

Experience a full-body routine that's adaptable to a wide range of users to get people to feel better and move better. This session uses a combination of foam rolling and other bodyweight based mobility exercises.

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

## THE LADDER APPROACH TO PROGRAM DESIGN

**Kevin Mullins, CSCS**

Progressions and regressions are the secret sauce to a successful training program. Learn the exact method Kevin has used to help clients and trainers get the most out of their exercise programs. Leave with ladders of your own and feel ready to change the game!

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

## PRACTICAL CORE 55+ Billie Wartenberg

Core Boom! This session will lead you in practical exercises to meet the needs of Boomers, the largest population in America. Learn core options and modification to meet the wide variety of fitness levels within the Active Adult population to keep them young in their golden years!

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

## 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 client's get PAIN FREE.

**SU3F Sunday, 11:15am-12:45pm**

## 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!

**SU3L Sunday, 11:15am-12:45pm**

## 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)

**SU3O Sunday, 11:15am-12:45pm**

## 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)

**SU3P Sunday, 11:15am-12:45pm**

## PT + GROUP FITNESS = SKYROCKETING SUCCESS

CLUB INDUSTRY  
BUSINESS SUMMIT

**Barbie Brown & Shannon Lyon**

Bridging personal training with group fitness ignites sustainability and affects longer-term change. The concept is strategic, distributes your time more effectively, and builds stronger relationships between you and your clients. Skyrocket your success in transforming yourself into group fitness through MASHUP®, a progressive VILT group instruction format. (LECTURE)

**SU3Q Sunday, 11:15am-12:45pm**

## INCREASING YOUR FITNESS BUSINESS PROFITS

**Arin Lindauer**

CLUB INDUSTRY  
BUSINESS SUMMIT

The most successful fitness professionals and owners reach a point where they stop growing because their time and energy are MAXED OUT! In this session, we'll walk through the systems needed to increase your client base, revenue, and profits month-over-month, while building a team to ensure your continued growth. (LECTURE)

**SU3R Sunday, 11:15am-12:45pm**



# 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.

## INSURANCE FOR STUDIOS, INSTRUCTORS & TRAINERS

**Jennifer Urmston Lowe**

CLUB INDUSTRY  
BUSINESS SUMMIT

Fitness instructors, personal trainers and fitness studio owners alike need to attend this session to understand what insurance coverage they need as they grow their businesses. Today's legal environment is challenging for all fitness professionals. It is important to learn more about the types of insurance coverage that is needed to protect an individual and a studio. (LECTURE)

**SU3S Sunday, 11:15am-12:45pm**

## SU4

1:00PM-2:30PM

## DOUBLE THE FUN! DOUBLE THE RESULTS!

**Carolyn Erickson**



Need something really innovative and engaging? Discover unique Stroops resistance band programming that is guaranteed to elevate your sessions. Discover modifications that work even when paired up partners have variable strength and size. Learn to how to turn individual exercises into partner workouts that create interaction and community.

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

## WERQ® DANCE FITNESS: FORMATION

**Haley Stone**



Changing up how your group fitness class is positioned in the studio can be an effective way to shift the weekly routine and engage participants in a fun way. Learn how to circle up, split the group, team up, change lines, face off and flip the script to keep your participants on their toes from week to week.

**SU4B Sunday, 1:00pm-2:30pm**

## 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.

**SU4C Sunday, 1:00pm-2:30pm**

## 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.

**SU4E Sunday, 1:00pm-2:30pm**

## INTERACTIVE YOGA FOR LARGE GROUPS

**Gretchen Gegg, MEd**

Yoga is everywhere! It is part of festivals, wellness initiatives, leadership retreats and just about everyone wants to be a part of this phenomenon! So what happens when you are asked to teach yoga to a large group? Get your game plan (and have a lot of fun) right here!

**SU4F Sunday, 1:00pm-2:30pm**

**DYNAMIC DEEP WATER COMBOS****Danita Watkins**

This workshop will give aquatic instructors tools to develop their deep water programming that can appeal to a broad market. Instructors will learn how to create amazing deep water combinations and keep their class flowing!

**SU4L Sunday, 1:00pm-2:30pm****PERFORMANCE TRAINING FOR PREGNANCY****Brittany Citron**

We train clients for marathons, or other athletic events, but what about the event most women refer to as the greatest physical feat of their lives: childbirth? Discover a new way to "train" women to successfully manage the high-stress demands of their motherhood journey – and come out stronger than ever. (LECTURE)

**SU4O Sunday, 1:00pm-2:30pm****EXERCISE: THE ULTIMATE BRAIN BOOSTER****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 improves memory, thinking, central control and brain processing. A highlight of this presentation is a practical update on how to alleviate stress and anxiety. (LECTURE)

**SU4P Sunday, 1:00pm-2:30pm****AQUATIC PROGRAMMING FOR SUCCESS: THE EBBS AND FLOWS****CLUB INDUSTRY  
BUSINESS SUMMIT****Connie Warasila**

Prioritizing your wellness just might be one of those areas in your life where you just can't quite figure it out. Despite all efforts, life happens, and you don't always have a fail-safe plan to reply upon. Amy distills the noise and shows you how.

**SU4Q Sunday, 1:00pm-2:30pm****STUDIO SYNERGY: 8 WEEK PROGRAMS****CLUB INDUSTRY  
BUSINESS SUMMIT****Sohailla Digsby, RDN, LD, CPT**

Imagine the synergy and success that would come from everyone having the same agenda for 8 weeks: to reach their very Best Bodies regardless of their starting fitness level or weight. In this session, get prepared to launch an 8-week facility-wide program where everyone sees and feels results. (LECTURE)

**SU4R Sunday, 1:00pm-2:30pm****PODCASTING 101****Christine Conti****CLUB INDUSTRY  
BUSINESS SUMMIT**

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)

**SU4S Sunday, 1:00pm-2:30pm**


**250+**  
**SESSIONS**

Get started at [scwfit.com/dallas](http://scwfit.com/dallas)**PRESENTERS****KRISTY ANAYA**  
INDIGO AQUATICS**ABBIE APPEL**  
SCW / SCHWINN / STAIRMASTER**MAC CARVALHO****BARBARA CHANCEY**  
STAGES CYCLING**SOHAILLA DIGSBY,**  
RDN, LD, CPT**KHALED ELMASRI****ANN GILBERT**  
SCW**LISA GORSLINE****DENISE HUNT****ANNIKA KAHN**  
JUNGSHIN**ELIZABETH LENART, MA**  
SAVIER FITNESS**IRENE LEWIS-MCCORMICK**  
MS, CSCS  
SCW / WATERROWER**KEVIN MULLINS,**  
CSCS**BRUCE MYLREA**  
ONE DAY TO WELLNESS**JAVIER SANTIN**  
STAGES**KELLY SCHUR**  
CLUB VIBE FITNESS**LINDSAY VASTOLA,**  
NSCA-CPT**MANUEL VELAZQUEZ**  
SCW / WATERINMOTION





**DEBRA ATKINSON,**  
MS, CSCS



**JORDAN BALLARD**  
PILOXING



**JESSICA BALLIEW**  
SAVVIER FITNESS



**PAM BENCHLEY**  
STAGES CYCLING



**BRIAN BETTENDORF, MSM, MA**  
RUMBLEROLLER



**PAUL BOSLEY**



**BARBIE BROWN**  
MASHUP



**AMANDA BRUSH**  
WATERROWER



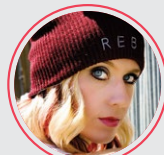
**ROY CHOQUETTE**  
RAD ROLLER



**BRITTANY CITRON**



**CHRISTINE CONTI**



**TRICIA CREMEANS**  
REB3L



**TAHNEETRA CROSBY**  
SCHWINN / STAIRMASTER



**AMBER CURA**  
MASHUP



**ROBIN DAYER**  
SCHWINN



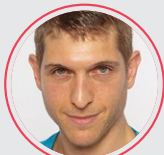
**MICHELLE DESORMEAUX**  
POUND



**CAROLYN ERICKSON**  
SAVVIER FITNESS / STROOPS



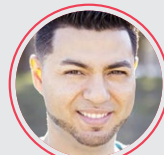
**BILL FABROCINI**



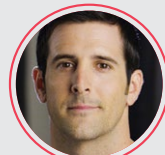
**STEVE FEINBERG**  
SCW / NAMIRSA



**SONJA FRIEND-UHL**  
STAIRMASTER



**HERSON GARCIA**



**ANDREW GAVIGAN**



**GRETCHEN GEGG, MED**



**LAUREN GEORGE**  
SAVVIER FITNESS / STROOPS



**ELIAN HAAN**



**BRANDON HALL**  
CAMP GLADIATOR



**JONI HAYES**  
HIGH FITNESS



**MEGAN HENDRICKS**  
SCHWINN



**ABRAHAM HERNANDEZ**  
ZUMBA



**JEFF HOWARD**  
SCW



**ANGELIQUE HUGHES**  
TURF ON THE GO



**ASHLEIGH HUGHES**  
REB3L



**ALEX KATTAR**  
LES MILLS



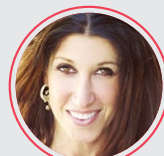
**JEN KEENAN-STRYSKA**  
TURF ON THE GO



**BEN KOHLER**  
STAGES CYCLING



**SARA KOOPERMAN, JD**  
SCW / WATERINMOTION



**STACEY LEI KRAUSS**  
SAVVIER FITNESS



**LEN KRAVITZ,**  
PhD, CSCS



**NATHALIE LACOMBE, MS**



**MELISSA LAYNE, MED**  
SCW



**SHANNON LYON**  
MASHUP



**CAROL MARTIN**  
CAMP GLADIATOR



**JOEL MATALON**



**JESSICA MAURER**



**SHELDON MCBEE, MS**



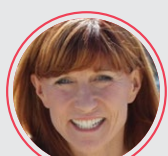
**TRIPP MILLER, MS**  
RUMBLEROLLER



**MARINA MITCHELL**  
STAGES



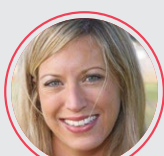
**ELIZABETH MOONEY**  
COUNTRY FUSION



**MINDY MYLREA**  
SAVVIER FITNESS / SCHWINN  
ONE DAY TO WELLNESS



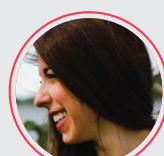
**ALLY PONTE**  
CLUB VIBE FITNESS



**AMY PYLANT**  
CAMP GLADIATOR



**PAULA RAPHAEL**  
INDIGO AQUATICS



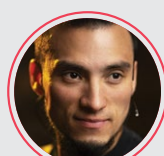
**LISA REYNOLDS**  
SAVVIER FITNESS



**YURY ROCKIT**  
SCW



**ANDREA ROMER**  
SAVVIER FITNESS



**FRANCISCO SANCHEZ**



**GREG SELLAR**



**METTA SEMRAD**  
HIGH FITNESS



**TRICIA SILVERMAN RD, LDN, MBA**  
SCW



**HALEY STONE**  
WERQ



**DORIS THEWS**  
SCHWINN



**ERIC THOMSON**  
SCHWINN / STAIRMASTER



**JENNIFER URMSTON LOWE**



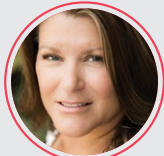
**LOUIS VAN AMSTEL**  
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**AMANDA VOGEL, MA**



**DANITA WATKINS**



**CONNIE WARASILA**  
WATERINMOTION



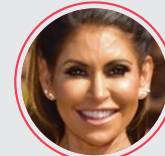
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