

CLUB INDUSTRY BUSINESS SUMMIT

NEW YORK CITY

February 22-24
Grand Hyatt New York
scwfit.com/ClubNY

Powered By:  SCW

CLUB INDUSTRY BUSINESS SUMMIT

February 22-24, 2019
Grand Hyatt New York

109 E 42nd Street
at Grand Central Terminal
New York, NY, 10017

scwfit.com/ClubNY

SAVE \$50
Use Code: CLUB

Discount Deadline
Ends January 29

Your Registration
Includes Admission to
All Sessions at the
MANIA® Convention!

MANIA® is a three-day Fitness Education Conference, running 16 sessions every hour and featuring world-renowned Fitness Educators leading more than 200 sessions on such topics as:

- Group Fitness
- Personal Training
- Functional Training
- HIIT/Boot Camp
- Foam Rolling
- Active Aging
- Meditation
- Boxing
- Yoga
- Pilates
- Recovery
- Barre
- Nutrition
- Cycling
- Dance
- Aqua

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 New York City on February 22, 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 25 top industry professionals.**



This premier event runs concurrent to the MANIA® Fitness Pro Conventions held in the same

location at the finest hotels. **All Club Industry Business Summit attendees are given a FREE attendance to over 200 MANIA® sessions**, allowing a valuable first-hand glimpse of what your club currently looks like or should look like.

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.



www.scwfit.com/ClubNY



Summit Hotel Location

GRAND HYATT NEW YORK
109 E 42nd Street
New York, NY 10017
(212) 883-1234

ROOM RATE \$199 (regularly \$320 a night) does not include taxes. Single to Quad occupancy.

HOTEL ROOM DISCOUNT DEADLINE:
JANUARY 29, 2019

SUBWAY

CONVENIENTLY LOCATED ABOVE GRAND CENTRAL STATION!

Grand Central Station is served by the following train lines:

MTA Metro North

Subway 4, 5, and 6 lines (Green line)

Subway 7 line (Purple line)

Subway S line (Shuttle to Times Square)

AIRPORT TRANSPORTATION

LaGuardia Airport is about a 30-minute ride and JFK International Airport is about 45 minutes from the hotel. NYC Airporter (www.nycairporter.com) is an airport shuttle service that picks up from LaGuardia (\$16) and JFK (\$19) and drops off at Grand Central Terminal, which is next door to the hotel.

PARKING

The hotel offers valet parking at \$70 for up to six hours and \$80 for overnight. There are no self-parking options or in-and-out privileges at the hotel.

Nearby self-parking lots include:

Quik Park - www.iconquikpark.com

Manhattan Parking Group - www.mpsparking.com

iPark - www.ipark.com

More Than Just A Fitness Business Summit!



CLUB INDUSTRY BUSINESS SUMMIT IS THE PLACE WHERE THE FITNESS COMMUNITY GOES TO BE INSPIRED, GET RECHARGED AND LEARN!

Club Industry Business Summit is affordable and is perfectly suited for both the budding exercise professional to the seasoned fitness veteran. Rub elbows with your favorite presenters (local & international), shop the Expo, and celebrate being part of a greater health and wellness community. It's a shot of adrenaline to really boost your fitness career that lasts the full year through!

Work While You Learn & Save!



BE PART OF THE STAFF ASSISTANT CREW SAVE MONEY & EARN UP TO 24 CECs/CEUs!

Become part of the Staff Assistant Team for only \$99! Our SCW Staff are leaders who go behind the scenes to make this amazing educational experience happen. Mingle with presenters, network with like-minded assistants, and join the ranks of the SCW Office Team to MAKE A DIFFERENCE!! For further details or to register, please visit www.scwfit.com/staff or contact Denise Johnston at staff@scwfit.com or 678-901-9642 or our office at 847-562-4020.



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

Learning is always more fun when you have a friend by your side. It's even more exciting when you can both save money! Take advantage of our Refer-a-Friend discount and pay only \$299 for the full three-day summit. That's a savings of \$50 each off the regular \$349 early-bird price. Use the Refer-a-Friend code when registering: FRIEND. Provide your friend's name who is attending, and it's that easy to save big!



WATCH FOR TEXT MESSAGE UPDATES

SCW will send text messages regarding updates and discounts, so watch your cell phones!



REGISTER ONLINE & SAVE

Register Online at www.scwfit.com/ClubNY. 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 or call 847-562-4020.

Club Industry Business Summit Offers 24 CECs/CEUs



CLUB INDUSTRY BUSINESS SUMMIT WILL SUPPLY YOU WITH UP TO 24 CONTINUING EDUCATION CREDITS/UNITS DURING THE 3-DAY CONVENTION

SCW, AFAA, ACE, NASM, NFTP, AEA, ACSM and other providers accept Club Industry Business Summit CECs/CEUs. We are happy to help you secure other CEUs! We are committed to excellence and utilizes only presenters that are at the top of their field. 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.



2019 PRESENTERS OF THE YEAR AWARD!

VOTE for your Favorite Presenters & Programs at www.scwfit.com/AWARDS. One nominee per category will be honored per event. All voters receive the one-time use of a \$50 AWARD off the 2020 SCW event of their choice!



ONE EXCELLENT EXPO!

You're going to love the great deals on fitness equipment, exercise videos, activewear, music, nutrition, fitness resource books, shoes and On-line Certifications. The EXPO is FREE and open to the public! Invite your members and staff!



PARTNER WITH "THE BEST" SPONSOR / EXHIBIT / ADVERTISE

Reach 8,500 Fitness Professionals in face-to-face contact and another 100,000 virtually, plus another 200,000 through SCW social media. All our event sites are held at Non-Union Hotels. Our attendees will use your products, try your program(s) and experience your offerings! Host activity sessions, receive a premier Expo booth (including table, chairs, carpet, etc.), provide inserts for the Welcome Bag, publish Articles with Ads in our Newsletter, promote your business through our SCW Quarterly Fitness Guides (www.scwfit.com/newyearsguide) and receive Discount Coupons in our Emails. Visit www.scwfit.com/PARTNER, email partner@scwfit.com or call our Partner/Sponsor Director, Will Harris at 847-562-4020.



DOWNLOADABLE OUTLINES ONLINE

Download & Print BEFORE you come to the event! Outlines are NOT provided onsite. To download your outlines, go to scwfit.com/OUTLINES. The outlines will remain online 30 days after the close of the event making it easier for you to retain this important information.

REGISTRATION HOURS

Thursday, February 21:.....6:00am - 6:30pm
 Friday, February 22:.....6:00am - 7:00pm
 Saturday, February 23:.....6:00am - 7:45pm
 Sunday, February 24:.....6:30am - 1:30pm

EXPO SET UP:

Thursday, February 21:.....12:00pm - 5:00pm

EXPO HOURS:

Thursday, February 21:.....5:00pm - 7:00pm
 Friday, February 22:8:45am - 2:30pm
 (Charity Auction) 5:00pm - 6:45 pm
 Saturday, February 23:.....8:15am - 3:30pm
6:00pm - 7:00pm
 Sunday, February 24:.....(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/dc/womens-summit or apply for a scholarship at www.scwfit.com/scudder.



SPECIAL OLYMPICS CHARITY RAFFLE Friday, 5:00pm - 6:45pm (Expo Area)

Join SCW at our Reception and Charity Raffle for fabulous fitness equipment and resources 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. Visit www.specialolympics.org



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Friday, Feb. 22	7:30am - 9:00am	How to Become Top Dog! <i>Etuk</i>	Emotional Intelligence & Leadership <i>Vastola</i>	Power of Motivation <i>Hagan</i>
	10:00am - 11:30am	Fitness Business Trends For 2019 <i>Kooperman</i>	Facebook for Your Fitness Business <i>Hoff</i>	Introversion is Power <i>Layne</i>
	11:45am - 1:15pm	Increasing Retention <i>Vastola</i>	Member Experience <i>Stevenson</i>	The Business of Fitness <i>Murphy-Madden</i>
	2:15pm - 3:45pm	Winning Business Strategy <i>McBride</i>	Financing Options for Your Business <i>Bosley</i>	Essentials to Selling Beyond Price <i>Vastola</i>
	4:00pm - 5:30pm	Drive Profit and Brand Loyalty <i>Etuk</i>	Bootcamp for Your Front Line <i>Hoff</i>	Evolution for Successful Leadership <i>Thews</i>
	6:30pm - 7:30pm	State of the Industry Panel Discussion <i>Lewis-McCormick, SGT. Ken, Stevenson, Thews</i>		
Saturday, Feb. 23	7:00am - 8:30am	Key Technologies to Watch <i>Etuk</i>	Tidbits to Grow Your Business <i>Bosley</i>	Driving Trends in the Fitness Industry <i>Hagan</i>
	9:30am - 10:45am	Keynote Address: Lead To Succeed <i>SGT. Ken</i>		
	11:00am - 12:30pm	Personal Social Media Branding <i>Bonetti</i>	Studio Synergy: 8-Week Programs <i>Digsby</i>	Employee Engagement & Motivation <i>Stevenson</i>
	1:30pm - 3:00pm	Consumer Sales & Revenue Generation <i>McBride</i>	Fitness Presenting - The Next Step <i>Layne</i>	Drive the Experience <i>Robinson</i>
	3:15pm - 4:45pm	Future Opportunities In Fitness <i>McBride</i>	Surviving & Thriving Social Media <i>Hogg</i>	Strategies for Group X Success <i>Hoff</i>
	5:00pm - 6:30pm	Female Leadership <i>Kooperman, Roberts, Erickson, McCormick</i>	Team Work Makes the Dream Work <i>Stevenson</i>	Standard of Service Models <i>Vastola</i>
Sunday, Feb. 24	7:00pm - 8:30am	Savvy Social Media in the Fitness Space <i>Hogg</i>	Stop Selling Packages! <i>Wollan</i>	Community Events to Drive Revenue <i>O'Brien</i>
	8:45am - 10:15am	Staffing, Operations & Technology <i>O'Brien</i>	The Business of Personal Training <i>K. Roberts</i>	Podcasting 101 <i>Conti</i>
	11:15am - 12:45am	Front Desk - Heart of Your Operation <i>O'Brien</i>	Be The Stand-Out Club <i>Gerasimas</i>	PT + Group Fitness Success <i>Brown</i>
	1:00pm - 2:30pm	WOW Clients & KEEP Them <i>Gerasimas</i>	Marketing the 55+ Population <i>Wollan</i>	From Fitness Enthusiast to Fit Pro <i>Graham</i>

Focused On Fitness Business Solutions

44 Club Industry Business seminars led by 25 hand-picked elite fitness experts converge at the spectacular Grand Hyatt above Grand Central Station (next to the Chrysler building) Feb 22-24, 2019. Owners, Directors and Managers take advantage of 3 days of business sessions laser-focused on:

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

For Detailed Course Descriptions:

www.scwfit.com/ClubNY

Club Industry Business Summit Sessions

FRIDAY, FEBRUARY 22

Session 1 – 7:30am-9:00am

HOW TO BECOME TOP DOG!

With NT Etuk

Studio owners and managers have metrics they use to determine who gets a raise, who gets the prime-time slot, who gets a bonus. Join us and learn some of the key metrics you may not even know you're being evaluated on and what you can do to become Top Dog. (LECTURE)

FR1 Room O

EMOTIONAL INTELLIGENCE AND HIGH-PERFORMANCE LEADERSHIP

With 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)

FR1 Room P

POWER OF MOTIVATION

With Maureen Hagan

It has been Mo Hagan's dream to influence a global movement within the fitness industry and to elevate the credibility of the fitness profession. Mo will share her 30-year journey and provide delegates with key learning insights; personal and professional advice, inspiration and the motivation to take action in the direction of their own dreams. (LECTURE)

FR1 Room Q

Session 2 – 10:00am-11:30am

FITNESS BUSINESS TRENDS FOR 2019

With 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)

FR2 Room O

FACEBOOK FOR YOUR FITNESS BUSINESS

With Marisa Hoff

Traditional marketing methods aren't yielding the results they once did. Facebook can be a simple, yet cost-effective marketing tool. Learn best practices for using Facebook to increase leads, engage and retain members as well as generate revenue. (LECTURE)

FR2 Room P

INTROVERSION IS POWER

With Melissa Layne, MEd

Our fitness culture is geared toward the extrovert personality type with constant member interaction, chatter during class breaks and being the center of attention. As a fitness manager, where do you position your strong, experienced introverts so that they too can thrive in this industry? This session will give you a blueprint to take advantage of the hidden strengths of the introverts on your team. (LECTURE)

FR2 Room Q

Session 3 – 11:45am-1:15pm

BEST PRACTICES TO INCREASE RETENTION

With 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)

FR3 Room O

MAXIMIZING THE MEMBER EXPERIENCE

With Chris Stevenson

The more you engage with members, the better their experience is. A great experience leads to happy members. Happy members have longer memberships and send more referrals. In this interactive session you will not only learn key strategies for extraordinary engagement, but you also will learn how to systematically train your staff to deliver them. (LECTURE)

FR3 Room P

THE BUSINESS OF NEGOTIATION

With Tricia Murphy Madden

Learn how to represent yourself in negotiations with confidence, knowing you will be compensated at a rate that matches your expertise. Take away 5 easy steps for growing your value and in turn, building a brand that the industry wants to be affiliated with. (LECTURE)

FR3 Room Q

Session 4 – 2:15pm – 3:45pm

WINNING IN BUSINESS REQUIRES STRATEGY

With Bill McBride

Learn how to look at your business from a strategic perspective by diving into the difference between strategy, strategic thinking, evolving trends and operations. Stimulate ideas of what you can do in the face of changes that are occurring with technologies, business models and consumer behavior. (LECTURE)

FR4 Room O

FINANCING OPTIONS FOR YOUR BUSINESS

With 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)

FR4 Room P

ESSENTIALS TO SELLING BEYOND PRICE

With 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)

FR4 Room Q

Session 5 – 4:00pm-5:30pm

DRIVE PROFIT AND BRAND LOYALTY

With NT Etuk

Twenty percent of your clients drive 80% of the business you want most. The other 80% of clients just drive you crazy. Your goal has to be to identify your 20%, retain them, and then find more of them. How do you drive, drive, drive until the 20% that are ideal become 50, 60, 80% of your business?

FR5 Room O

BOOTCAMP FOR YOUR FRONT LINE

With Marisa Hoff

Your Welcome Desk staff makes the first and last impression with everyone in the club. Often the Welcome Desk staff are the ONLY staff that a member might engage. Learn how to hire, onboard and regularly train your reception staff to help enhance the member experience at your club. (LECTURE)

FR5 Room P

EVOLUTION FOR SUCCESSFUL LEADERSHIP

With Doris Thews

Doris will share 34 years of knowledge from her fitness Industry journey where she started her career at the front desk to current role as Vice President of Group Fitness, innovation and Motivation. You will learn what it takes to become to a Fitness Manager, acquire tools needed to successfully manage a team and yourself.

(LECTURE)

FR5 Room Q

Session 6 – 6:30pm-7:30pm

STATE OF THE INDUSTRY ADDRESS - PANEL DISCUSSION

With Irene Lewis-McCormick, MS, CSCS, Chris Stevenson, SGT. Ken, Doris Thews

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. THIS SESSION IS OPEN TO THE PUBLIC, AND THERE WILL BE FREE REFRESHMENTS! (LECTURE)

FR6 Room O



SATURDAY, FEBRUARY 23

Session 1 – 7:00am – 8:30am

KEY TECHNOLOGIES TO WATCH

With NT Etuk

Boutique Fitness Summit co-founder and FitGrid CEO Nt Etuk will give an overview of the categories of software (and the key players in each space) allowing studios to automate marketing, deliver great customer service, generate revenue, boost retention, engage community and more. (LECTURE)

SA1 Room O

TIDBITS TO GROW YOUR BUSINESS

With 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)

SA1 Room P

DRIVING TRENDS IN THE FITNESS INDUSTRY

With Maureen Hagan

As a global fitness leader, Mo will provide her 2020 insight as to what is driving the CHANGE in today's fitness industry. This session will help provide club businesses, boutique owners and operators along with program directors and trainers, relevant information to guide them in their business decisions and future investment in innovation and program development. (LECTURE)

SA1 Room Q

Session 2 – 9:30am-10:45am

KEYNOTE: LEAD TO SUCCEED

With SGT Ken®

Lead to Succeed: The Top 10 Tips to Maximize Your Mentorship and Resilience Skills™ with SGT Ken® is an incredibly informative and inspirational workshop that identifies the indispensable skills every person must possess to put passion into purpose, create connection, restore resilience, and build relationships that will last a lifetime!

SA2 Room A

Session 3 – 11:00am – 12:30pm

PERSONAL SOCIAL MEDIA BRANDING

With Alexandra Bonetti

As a fitness professional, you are a brand, product, marketer, and entrepreneur. One of the best tools at your disposal for tackling all your roles is social media. Learn how to use social media to define a brand that aligns with your mission and tells your story. Leave with social media tips and tricks to skyrocket your career. (LECTURE)

SA3 Room O

STANDARD OF SERVICE MODELS

With 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 bottom line and company culture, and ensure better outcomes. (LECTURE)

SA3 Room P

KEYS TO EMPLOYEE ENGAGEMENT & MOTIVATION

With Chris Stevenson

Excellence comes from an engaged and motivated team. In this interactive session, learn how to lead by infusing a culture that inspires and motivates your team to be the best they can be! Attendees will leave with tangible tips and tools that will make an immediate impact and are easy to implement. (LECTURE)

SA3 Room Q

Session 4 – 1:30pm – 3:00pm

CONSUMER SALES & REVENUE GENERATION

With Bill McBride

This session will cover the optimal sales enrollment process from A-Z. The philosophy is based on a win-win consultative membership enrollment process. Designing the sales process with strategic and tactical skills enhancement, this session will address effective sales approaches, follow-up processes, effective management and revenue generation. (LECTURE)

SA4 Room O



FITNESS PRESENTING – THE NEXT STEP

With Melissa Layne, MEd

Here you are – looking through the convention brochure, imagining the workshops you would like to present to the rest of the fitness industry. How do you get your foot in the door, taking the step from instructor extraordinaire to a fitness presenter? If taking your career to the next level includes presenting, this is the workshop for you.

(LECTURE)

SA4 Room P

DRIVE THE EXPERIENCE

With Dane Robinson

There are 3 major components to drive not just a workout but to create a training experience that captures the ATTENTION of new prospects and retains your current training community. The session will offer action items to create your own training experience “in the trenches” and “in the business.” (LECTURE)

SA4 Room Q

Session 5 – 3:15pm – 4:45pm

FUTURE OPPORTUNITIES WITHIN THE FITNESS INDUSTRY

With Bill McBride

Analyze changing technologies, business models and consumer behavior by reviewing the macro trends occurring worldwide. Examine industry trends of the past and changing consumer behaviors. Observe the “missing pieces” within traditional club offerings and share how we can increase fitness club relevance and significance through actionable takeaways guaranteed to improve your business today. (LECTURE)

SA5 Room O

SURVIVING & THRIVING SOCIAL MEDIA

With Jenn Hogg

Navigating Social Media is a necessity in today’s marketplace. Learn strategies for establishing your brand and breaking through this ever-changing landscape. Develop boundaries that maintain personal space without shutting out your audience. Establish a distinct voice that stays true to your value system, supports your business, and supports the brands you align with. (LECTURE)

SA5 Room P

STUDIO STRATEGIES FOR GROUP X SUCCESS

With Marisa Hoff

The studio model has seen incredible success in our industry. Learn how to apply those strategies in your Group X program to create a boutique experience that will increase revenue and retention in your club. (LECTURE)

SA5 Room Q

Session 6 – 5:00pm – 6:30pm

FEMALE LEADERSHIP: PERSONAL & PROFESSIONAL

With Sara Kooperman, JD, Keli Roberts, Carolyn Erickson, Irene Lewis-McCormick, MS, CSCS

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

SA6 Room O

TEAM WORK MAKES THE DREAM WORK

With Chris Stevenson

Employees can make or break a facility. In this session, learn how to ensure that your staff is making and not breaking the facility! The key is having a high-functioning team driven toward the same goal. The presentation and roundtable discussions will demonstrate the importance of creating a mission statement and core values that have meaning. (LECTURE)

SA6 Room P

SUNDAY, FEBRUARY 24

Session 1 – 7:00am – 8:30am

SAVVY SOCIAL MEDIA IN THE FITNESS SPACE

With Jenn Hogg

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

SU1 Room O

STOP SELLING PACKAGES

With Cosmo Wollan

Approximately 75% of personal training programs are underperforming and most have the same, solvable problem. Selling personal training packages is not conducive to long-term fiscal success. We introduce a more effective business model that eliminates the most common roadblock and introduces a new paradigm to ensure optimum results, retention and referrals. (LECTURE)

SU1 Room P

COMMUNITY EVENTS TO DRIVE REVENUE

With Kerri O'Brien

Engaging with a community as an expert drives revenue. After this workshop, you will be able to build, plan and execute community events that will drive revenue for membership, personal training and group fitness participation. (LECTURE)

SU1 Room Q

Session 2 – 8:45am-10:15am

STAFFING, OPERATIONS AND TECHNOLOGY

With Kerri O'Brien

This active work session will give immediate tools for participants to analyze and evaluate current technology used for member engagement. Practical goal setting and measurement for member engagement will be discussed. Operational strategies to execute on member engagement, including staffing, will be constructed based on types of technology. (LECTURE)

SU2 Room O

THE BUSINESS OF PERSONAL TRAINING

With Keli Roberts

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

SU2 Room P

PODCASTING 101

With Christine Conti

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

SU2 Room Q

Session 3 – 11:15am – 12:45pm

FRONT DESK - HEART OF YOUR OPERATION

With Kerri O'Brien

Creating a welcoming and efficient front desk requires more than just great personalities. After this workshop you will be able to recruit, organize, create efficiency and advance customer rapport building to the next level for your reception staff. (LECTURE)

SU3 Room O

BE THE STAND-OUT CLUB

With Jennifer Gerasimas

Club owners and managers build, lead, and inspire training teams to cultivate characteristics that prove personal training benefits beyond just getting a good work out. Learn ideas and skills for providing service by your teams that not only improves lives, but also gets rave reviews, client referrals, and membership renewals. (LECTURE)

SU3 Room P

PT + GROUP FITNESS = SKYROCKETING SUCCESS

With Barbie Brown

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 VIIT group instruction format. (LECTURE)

SU3 Room Q

FROM FITNESS ENTHUSIAST TO FIT PRO

With Jasmine Graham

Keeping up with your schedule, clients, marketing and CECs while carving out time for self-care can be a BEAST. We will break down the fundamentals of “bossing up” as a fitness professional by first seeing yourself as a brand whether or not you are self-employed and cultivating your brand through marketing, financial planning and instinct. (LECTURE)

SU4 Room Q

Session 4 – 1:00pm – 2:30pm

WOW CLIENTS AND KEEP THEM

With Jennifer Gerasimas

How do you get more people training with you than turning away? Building a personal training business is tough—you have to both wow and keep clients. Learn best practices for not only obtaining clients but retaining them by refining “why” clients should train with you. (LECTURE)

SU4 Room O

MARKETING TO THE 55+ POPULATION

With Cosmo Wollan

The 55+ population is one of the most overlooked, undervalued membership markets, but baby boomers are an important market that must be engaged in ways that are organic to their preferences. We explore the pitfalls of “digital” marketing to attract them and discuss options that better connect with them and are more easily understood by this all important target demographic. (LECTURE)

SU4 Room P

CLUB INDUSTRY BUSINESS SUMMIT

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New York, NY, 10017**

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**Discount Deadline
Ends January 29**





NEW YORK CITY MANIA® SCHEDULE

THURSDAY, FEB. 21

THURSDAY FEB. 21 PRE-CONVENTION WORKSHOPS	HIGH Fitness Instructor Training Nelson & Zenith p.8	SCW Group Exercise Certification Howard 8:00am-5:00pm p. 7	SCW Personal Training Certification K. Roberts 8:00am-5:00pm	SCW Pilates Matwork Certification Appel 8:00am-5:00pm p. 7	SCW Active Aging Certification Layne 9:00am-5:00pm p. 7	SCW Yoga I Certification Velazquez 8:00am-5:00pm	Barre Above™ - Powered by SAVVIER Murphy-Madden 9:00am-5:00pm
	One Day to Wellness Certification B. & M. Mylrea 8:00am-5:00pm	SCW Core Training Certification McCall 1:00pm-5:00pm p. 7	SCW Corrective Exercises & Coaching Techniques Certification Comana 9am-5:00pm	Zumba® Basic Skills Level 1 Instructor Training Meletiou 8:00am-5:00pm p. 9	SCW Active Aging Nutrition Certification Silverman 5:30pm-9:30pm p. 7	SCW Yoga II Certification Velazquez 5:30pm-9:30pm p. 7	SCW Meditation Certification Rockit 5:30pm-9:30pm p. 8


FRIDAY, FEBRUARY 22

	A HIIT / FUNCTIONAL TRAINING	B GROUP EXERCISE	C PERSONAL TRAINING	D PERSONAL TRAINING / SPECIALTY	E ACTIVE AGING	F MINDBODY / RECOVERY	G BARRE	H DANCE / AEROBICS
FR1 7:30am-9:00am	Pulling for Power™ SGT Ken® p. 10	HIGH Fitness: Aerobics is Back! Nelson & Zenith p. 10	Power Up! McCall p. 10	Keep It Simple & Smart Thomson p. 10	Active Aging - Between the Chairs Lewis-McCormick p. 10	RUNhabX: ChiRunning Matalon p. 10	Barre Bands and Beats Murphy-Madden p. 10	Country Fusion® Mooney p. 11
FR2 10:00am-11:30am	MASHUP® : VIIT IT! Brown p. 11	RumbleRoller® Group Exercise Flow Miller p. 11	50 Unique Core Lovers Exercises Murphy-Madden p. 11	Mobility & Flexibility - Research & Application Comana p. 11	Sizzling Seniors Hunt p. 11	Prevention & Recovery through Muscle Stimulation Feinberg p. 11	Barre With a Twist Appel p. 12	LaBlast® - Dance That's a HIIT Van Amstel p. 12
FR3 SESSION 1 11:45am-1:15pm	HIIT the TURF Keenan-Stryksa & Hughes Session 2 p. 13	RUNhabX: The ChiStrong Games Matalon Session 2 p. 13	Programming Foundations for the Obese Populations Thomson Session 2 p. 13	Les Mills GRIT™: Cardio & HIIT Bramski Session 1 p. 12	Functional Fitness After 50 Hagan Session 2 p. 13	Go With the Flow Salutations Howard Session 1 p. 12	Grace And Flow K. Roberts Session 2 p. 13	SOUL CLAP: Become the Music Freeman Session 1 p. 12
FR3 SESSION 2 12:30pm-2:00pm								
FR4 2:15pm-3:45pm	Make Function Simple Hamera p. 14	StrongBoard YOGAI™: Strengthen Your Weaknesses Scheer p. 14	Consistent Resistance Erickson p. 14	POUND® - Sweat. Sculpt. Rock. Roentved p. 14	Fitness Through the Ages Hagan p. 14	Foam Rolling Your Inner Athlete Lewis-McCormick p. 14	Barre Flow Fire and FE Taylor p. 14	Zumba® Cardio Blast Meletiou p. 14
FR5 4:00pm-5:30pm	From the Ground Up! Velazquez p. 15	HIGH Fitness: Aerobics is Back! Nelson & Zenith p. 15	Developing Elite Fitness Experiences Mullins p. 15	Core to Soar! Rockit p. 15	Active Aging: No Place Like Foam Kooperman p. 15	Relax & Restore Foam Roller Training Lewis-McCormick p. 15	Floor Barre Chapman p. 15	 DANCE AFTER DARK 4:00pm-7:30pm • p. 15
FR6 EVENING SESSIONS 6:30pm-7:30pm					 FITNESS IDOL COMPETITION with Judges: Kooperman, K. Roberts, Rockit & Velazquez ROOM 6 • 6:30pm-7:30pm • p. 20			

SATURDAY, FEBRUARY 23

SA1 7:00am-8:30am	Training the Female Core K. Roberts p. 21	StrongBoard BURNI™: Go Beyond Balance™ Novello p. 21	Let's Get FHIIT Robinson p. 21	Core Stability Ball Training Bowen p. 21	The Science of Aging Gracefully McCall p. 21	RumbleRoller® Active Recovery Miller p. 21	Barre So Hard - Savvier Fitness Murphy-Madden p. 21	SOUL CLAP: One Team, One Sound Freeman p. 21
SA2 KEYNOTE & AWARDS 9:30am-10:45am	 KEYNOTE ADDRESS LEAD TO SUCCEED: SGT KEN ROOM A • 9:30am-10:45am • P. 22							
SA3 11:00am-12:30pm	The EPOCalyse WaterRower® Power Workout™ Lewis-McCormick p. 22	STRONG by Zumba® Alas p. 22	Training the Active Aging Female Client K. Roberts p. 22	Speedball Core Feinberg p. 22	Yoga for the Young at Heart: Chair Kooperman p. 22	Matt to the Max Appel p. 22	Barre Flow Taylor p. 22	HIGH Fitness: Aerobics is Back! Nelson & Zenith p. 22
SA4 SESSION 1 12:45pm-2:15pm	Funtensity Bootcamp Ross Session 2 p. 24	Country Fusion® Workshop Mooney Session 2 p. 24	Workouts That Work McCall Session 1 p. 23	HIIT the Turf - Yoga Fusion Keenan-Stryksa & Hughes Session 2 p. 24	Strength Training for Longevity & Vitality Kooperman Session 2 p. 24	Resistance Yoga Howard Session 2 p. 24	Barre Necessities Appel Session 1 p. 23	LaBlast® - Ballroom Fitness Partner Free Van Amstel Session 1 p. 23
SA4 SESSION 2 1:30pm-3:00pm								
SA5 3:15pm-4:45pm	No More "Squeezing Your Glutes" Hamera p. 25	Gliding Reinvented M. Mylrea p. 25	Training by the Numbers Gavigan p. 25	The Next Generation of POUND® Roentved p. 25	FACE It Together! Conti p. 25	Trending Now: HIIT With Active Recovery Brown p. 25	Barre Concepts: From HIIT to LIIT Lewis-McCormick p. 25	SOUL CLAP: Stepping & Body Percussion Freeman p. 25
SA6 5:00pm-6:30pm	Plyo Play Ross p. 26	The Warrior® Workout J. Roberts p. 26	The Ultimate Fitness Equation Robinson p. 26	Redefine Functional Training- Redefine Yourself Mullins p. 26	"I Wish I Knew Before..." Rockit p. 26	Conscious Movement & Functional Yoga Velazquez p. 26	Barre Flow Fire and FE Taylor p. 26	 DANCE AFTER DARK 5:00pm-8:30pm • p. 26
SA7 EVENING SESSIONS 6:45pm-7:45pm							MANIA® Rest and Recovery with Namirsa & RumbleRoller, The Organic Foot p. 27	

SUNDAY, FEBRUARY 24

SU1 7:00am-8:30am	HIIT Accelerated M. Mylrea p. 27	BODYATTACK® Workout Bramski p. 27	Your Rear is the Gear Ross p. 28	HIIT the Turf - for Personal Trainers Keenan-Stryksa & Hughes p. 28	 RHYTHM & SOUL! WITH SOUL CLAP FITNESS FREEMAN 8:00am-4:00pm p. 9	Core Forward Pilates Howard p. 28	 SCW BARRE CERTIFICATION Appel 8:00am-4:00pm p. 9	Country Fusion® For Active Agers Mooney p. 28	
SU2 8:45am-10:15am	Functional Abs: Core Strong! Velazquez p. 28	StrongBoard SENIORS™ For Active Aging Novello p. 28	Every Body Fights - Boxing PT Bowen p. 29	Speedball For Personal Trainers Feinberg p. 29		Athletes & Asanas Rockit p. 29			
SU3 11:15am-12:45pm	Crew Conditioning™ with SGT Ken® p. 29	UrbanDanceLeague Dancers are Athletes Tool AntBoogie p. 29	Double the Fun! Double the Results! Erickson p. 29	POUND® Why (and How) Your Body Rocks! Roentved p. 29		Breath to Excel: Powerful Prana Rockit p. 29			
SU4 1:00pm-2:30pm	Shifting is the New Lifting Ross p. 30	The Warrior® Experience J. Roberts p. 30	Basics of Personal Training Programming Gavigan p. 30	Simple & Smart Personal Training Feinberg p. 30		Restorative Yoga: Prop Free Chapman p. 30			

Schedule is subject to change. Please visit www.scwfit.com/NYC for updates.

SHOPPING HOURS

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

EXPO IS FREE & OPEN TO THE PUBLIC!
 Get your Pass: scwfit.com/expo

Country Fusion® Star Instructor Certification Mooney 9:00am-5:00pm	Schwinn®: Indoor Cycling Instructor Certification Scott & Dixon 7:00am-5:00pm		
SCW Boxing Certification Feinberg 9:00am-5:00pm		Women's Leadership Summit Kooperman, Kolber, Hagan 12:30pm - 5:00pm - p. 8	



I SCHWINN CYCLING	J STAGES CYCLING	K AQUA ON LAND	L NUTRITION / WELLNESS	M LEADERSHIP / EX SCIENCE	N BOXING / CIRCUIT
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Schwinn®: SchwINTENSITY Scott p. 11	Stages®: The Power of Progression Benchley p. 11	Aqua Yoga Flow Warasila p. 11	Diet Diagnosis B. Mylrea & M. Mylrea p. 11	Metabolism & Fat - Science & Application Comana p. 11	StairMaster HIIT - Real Ratios for Results Friend-Uhl p. 11
Schwinn®: Prime Design Dixon p. 12	Stages®: Build It (FASTER) Benchley p. 12	Hydro Lift Off Howard p. 12	Abs are Made in the Kitchen Digsby p. 12	Best Practices: Operations, Policies & HR Bonetti p. 12	
Schwinn®: Rhythm Done Right Hogg Session 1 p. 12	Stages®: W.T.F.T.P.? Santin Session 2 p. 13	Girls Just Wanna Have Fun Kooperman, Lewis-McCormick & Layne Session 1 p. 12	What TO Eat: End the Frustration Digsby Session 1 p. 12	Heart Rate Zones Comana Session 2 p. 13	StairMaster HIIT - Science of Variability McCall Session 1 p. 13
Schwinn®: Master the Moment Scott & Dixon p. 14	Stages®: Mixed Emotions Santin & Mellon p. 15	Dive Into Aqua Choreography Velazquez, Kooperman, Warasila p. 15	Nutrition Panel - Layne, B. Mylrea, Digsby, Silverman, K. Roberts (Moderator) p. 15	HIGH Fitness: Bringing Aerobics Back! Nelson & Zenith p. 15	Boxing: The Method Feinberg p. 15
Schwinn®: Balancing Act Thomson p. 20	Stages®: Team Pursuit - The Experience Kilcup p. 20	LaBlast® - Splash Van Amstel p. 20	Are You CBD Curious? Gibson p. 20	Natural Remedies for Athletes/Enthusiasts Figlo p. 20	

Les Mills SPRINT™: Cycling Success Bramski p. 20	 STATE OF THE INDUSTRY 6:30pm-7:30pm p.20			
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Schwinn®: Music & SO MUCH MORE! Scott p. 21	Stages®: Work Your Recovery Kilcup p. 21	LaBlast® - Splash Van Amstel p. 21	How to Eat Sugar Digsby p. 21	Walk Towards Peace, Health, Happiness Figlo p. 21	StairMaster HIIT - Rest & HIIT Friend-Uhl p. 21
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Schwinn®: How to WOW! Thews p. 22	Stages®: One Size DOESN'T Fit All Kohler p. 22	It's Raining Men! Equipment Revealed Howard, Velazquez & Rockit p. 22	Nutrition Tips, Tidbits & Treats B. Mylrea & M. Mylrea p. 23	Building Choreography Like a Pro Van Amstel p. 23	StairMaster HIIT - A Moment in Time McCall p. 23
Schwinn®: Ride and Row Scott & Thews Session 2 p. 24	Stages®: Power vs. Rhythm Kilcup & Mitchell Session 1 p. 23	Aqua Core Options Warasila Session 1 p. 23	Metabolism Reality Check Digsby Session 2 p. 24	The Female Training Advantages 2019 Kraivit Session 2 p. 25	Boxing Bootcamp Feinberg Session 1 p. 24
Schwinn®: Maximize Your Ride K. Roberts p. 25	Stages®: Party Through the Decades Benchley, Mellon, Mitchell & Kohler p. 25	Silver Aqua Solutions Kooperman, Velazquez, Warasila p. 25	Nutrition for Fitness Professionals Layne p. 25	Electronic Stimulation For Athletic Performance Feinberg p. 26	StairMaster HIIT - High Five Appel p. 26
Schwinn®: Step into Your Shine Hogg p. 26	Stages®: The Power of Cue-munication Kohler p. 26	Tab-Aqua Quickies Howard p. 26	Pros & Cons of Fasting Layne p. 27	The Metabolic Effects of Resistance Training Kraivit p. 27	3:1 Punchout Feinberg p. 27
	Les Mills SPRINT™: Cycling Success Bramski p. 27	Recovery Through Meditation Rockit p. 27			

Schwinn®: R&R - Ride & Restore K. Roberts p. 28	Stages®: The Sixth Sense Santin p. 28	 Hormones, NUTRITION AND METABOLISM Layne 9:00am-3:30pm p. 9	Cravings and Sugar Unsweetened Silverman p. 28	Exercise: The Ultimate Brain Booster Kraivit p. 28	 STAIRMASTER HIIT CERTIFICATION Friend-Uhl 8:00am-12:00pm - p. 9
Schwinn®: Let the Music Play M. Mylrea p. 29	Stages®: Different Roads, One Journey Santin p. 29		Immunity Boosters & Busters Silverman p. 29	Prevention and Performance for Runners Miller p. 29	
	Stages®: Triple Threat Mindset Kohler p. 29		What to Eat for Optimal Health B. Mylrea & M. Mylrea p. 30	Fat Loss: The Real Story Kraivit p. 30	
	Stages®: Playing With Power Mellon & Benchley p. 30		CBD Show and Tell Gibson p. 30	Carbohydrate Craze Kraivit p. 30	

O CLUB INDUSTRY BUSINESS SUMMIT	P CLUB INDUSTRY BUSINESS SUMMIT	Q CLUB INDUSTRY BUSINESS SUMMIT
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How to Become Top Dog! Etuk	Emotional Intelligence & Leadership Vastola	Power of Motivation Hagan
Fitness Business Trends For 2019 Kooperman	Facebook for Your Fitness Business Hoff	Introversion is Power Layne
Increasing Retention Vastola	Member Experience Stevenson	The Business of Fitness Murphy-Madden
Winning Business Strategy McBride	Financing Options for Your Business Bosley	Essentials to Selling Beyond Price Vastola
Drive Profit and Brand Loyalty Etuk	Bootcamp for Your Front Line Hoff	Evolution for Successful Leadership Thews

State of the Industry Panel Discussion
 Lewis-McCormick, SGT. Ken, Stevenson, Thews

Key Technologies to Watch Etuk	Tidbits to Grow Your Business Bosley	Driving Trends in the Fitness Industry Hagan
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Keynote Address: Lead To Succeed
 SGT. Ken

Personal Social Media Branding Bonetti	Standard of Service Models Vastola	Employee Engagement & Motivation Stevenson
Consumer Sales & Revenue Generation McBride	Fitness Presenting - The Next Step Layne	Drive the Experience Robinson
Future Opportunities In Fitness McBride	Surviving & Thriving Social Media Hogg	Strategies for Group X Success Hoff
Female Leadership Kooperman, Roberts, Erickson, McCormick	Team Work Makes the Dream Work Stevenson	Studio Synergy: 8-Week Programs Digsby

Savvy Social Media in the Fitness Space Hogg	Stop Selling Packages! Wollan	Community Events to Drive Revenue O'Brien
Staffing, Operations & Technology O'Brien	The Business of Personal Training K. Roberts	Podcasting 101 Conti
Front Desk - Heart of Your Operation O'Brien	Be The Stand-Out Club Gerasimas	PT + Group Fitness Success Brown
WOW Clients & KEEP Them Gerasimas	Marketing the 55+ Population Wollan	From Fitness Enthusiast to Fit Pro Graham

FRIDAY, FEBRUARY 22

SATURDAY, FEBRUARY 23

SUNDAY, FEBRUARY 24

Club Industry Business Summit Expert Presenters



BARBIE BROWN

- Business Admin & Marketing degree
- Certified in Lifestyle Coaching
- Social Media Manager for MASHUP®.



CAROLYN ERICKSON

- Former Manager for 16 24HR Clubs
- Former Director of Sales & Business Development for Jillian Michaels BODYSHRED
- National Director for Savvier & Stroops®



JASMINE "Jaz" GRAHAM

- Fashion Exec turned entrepreneur running boutique studios
- Owns & operates a 4200 sq. ft independent training gym located in Times Square



MARISSA HOFF

- Manager Stevenson Fitness building a membership base of nearly 2000 members with high retention rates and customer satisfaction scores



MELISSA LAYNE, Med

- Kinesiology Department Professor at University of North Georgia
- Master's Degree in Exercise Physiology
- Author of WATER EXERCISE



TRICIA MURPHY MADDEN

- IDEA Program Director of the Year
- National Education Director for Savvier Fitness
- Co-Creator of Barre Above



DANE ROBINSON

- Regional TeamPHITT Director at Onelife Fitness, Atlanta GA
- Former Collegiate Football Player
- 2-time Head Coach of the Year



LINDSAY VASTOLA, NSCA-CPT

- Editor of Personal Fitness Professional (PFP) Magazine
- Founder Body Project, in-studio and online lifestyle programs for women



ALEXANDRA BONETTI

- Wharton School of Business Graduate
- New York City studio operator for over a decade
- CEO and Founder of Talent Hack



CHRISTINE CONTI

- Owner and co-host of nationally-acclaimed Podcast
- Creator of Let's Face It
- Former All-American



NTIEDO (NT) ETUK

- Honored as "Top Entrepreneur" and a "Silicon Alley One to Watch" by Crain's
- Featured in Forbes, BusinessWeek, New York Times, NBC, CNBC, & Fox



MAUREEN "Mo" HAGAN

- Vice President of Program Innovation for canfitpro and GoodLife Fitness
- Board of Directors member for Prescription to Get Active & WIFA



SGT KEN®

- Six-time Army Soldier of the Year
- Counterintelligence Agent
- Decorated Combat Veteran
- Featured on ABC, CBS, NBC, Fox news



IRENE LEWIS-MCCORMICK MS, CSCS

- 2018 IDEA Fitness Instructor of the Year
- Adjunct University Faculty Member
- Award-winning Keynote Speaker
- ACE and NASM Subject Matter Expert



KERRI O'BRIEN, EdD, MBA, CSCS

- Former Executive VP for ACE
- Past Global Director of Ed. for Life Fitness
- President of the AZ Fitness Therapy Network



CHRIS STEVENSON

- Owner of Stevenson Fitness
- Acclaimed International speaker who regularly presents at IHRSA, Club Industry, & IDEA



COSMO WOLLAN

- Senior Executive at Synergy Cubed
- Creator, G.R.E.A.T. Training™
- Founder, P.U.R.E.™



PAUL BOSLEY

- Shareholder in Bally's Health & Tennis Corporation of America, Q The Sports Clubs and Titan Management Group
- CEO Healthclubexperts



SOHAILLA DIGSBY, RDN, LD, CPT

- Registered Dietitian & Nutritionist
- Founder 52-Day Best Body Countdown
- Author of three nutrition books



JENNIFER GERASIMAS

- Owner of 7Core Fitness
- Corrective Exercise specialist
- Successful Fitness Manager focusing on executive clients



JENN HOGG

- A Social Media Manager for Schwinn Fitness
- Co-Founder of H.E.R.O (Help Everyone Reach Optimal Fitness)



SARA KOOPERMAN, JD

- CEO of SCW Fitness Education
- CEO, WATERinMOTION®
- National Fitness Hall of Fame Inductee
- WIFA Board of Director's Member



BILL MCBRIDE

- Former Board Chair of IHRSA
- Past President of the MACMA
- Former Industry Advisory Board for the American Council of Exercise (ACE)



KELI ROBERTS

- National Fitness Hall of Fame Inductee
- IDEA Instructor of the Year
- SCW Certifications Author & Faculty
- ACE Global Master Trainer



DORIS THEWS

- Vice President of Group Fitness, Team Training and Innovation for VASA Fitness
- Senior Master Trainer for Schwinn
- Master Trainer for BOSU

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