

FITNESS PRO CONVENTION



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SCW

February 28 - March 1  
Herndon, VA

Featuring:  
**HEALTH & FITNESS  
BUSINESS SUMMIT**



# IT'S CALLED MANIA® FOR A REASON

An insane amount of fitness education in one weekend.  
Career changing? More like life changing!  
Be a better fitness pro. Attend DC MANIA®.



## Letter From Sara Kooperman, JD

Dear DC MANIACs,

We are excited to be back in our Nation's Capital!

2020 promises to be our best year yet with limitless fitness pro education options that won't just open doors but kick them down! SCW MANIA® Fitness Education Conventions are going on their 35th year and we couldn't have made it this far without your tremendous support.

Learn from the industry elite while you interact and network with like-minded fitness professionals that lift you up and remind you why you started in this industry in the first place. This is the shot of adrenaline you need to motivate, re-energize and take your career to the next level!

SCW Fitness Education is honored to be offering the Health & Fitness Business Summit at all of our MANIA® Conventions. This means that over 50 business seminars with 30 top fitness industry leaders are now available to educate and inspire fitness industry Owners, Managers and Directors, making it perfect for networking and growing your small business or leading your larger enterprise. MANIA® is now truly a ONE-STOP-SHOP for our Fitness Community!

Our sincerest gratitude goes out to Core Health & Fitness (Schwinn & Stairmaster), a long-time sponsor of the convention, as they now occupy the position of Premier sponsor. Schwinn has been a pioneer in indoor cycling and strength & cardio training for decades. They bring the expertise and education that drive it forward and won't be slowing down anytime soon!

Whether you have been with us for 35 years or are a new member of our SCW family, we commend you for your commitment to fitness education and allowing SCW to be a part of your success. Thank you for all you have done to support SCW Fitness Education and the MANIA® Conventions.

In Health,

Sara Kooperman, JD  
CEO, SCW Fitness Education  
35 Years and Going Strong!



## MANIA® FITNESS PRO CONVENTIONS

Feb. 28 - March 1 • Hyatt Regency Dulles

SCW is an internationally recognized educational organization that provides hands-on certifications and continuing education

courses and conventions to fitness professionals in multiple disciplines nationwide. For the past 35 years, Personal Trainers, Group Exercise Instructors, Small Group Training Leaders, Aquatic Exercise Professionals, Cycling Instructors, Mind-Body Experts, Sport-Specific Training Educators, and many more have obtained their certification through SCW. This outstanding Family of Leaders also supports Managers, Directors, and Owners of clubs and facilities nationwide with our Business Leadership Summit and sessions. As the largest conference leader in the world, MANIA® offers eight Professional Training Conventions annually in California (San Francisco), Florida (Orlando), Atlanta, Dallas, DC, Philadelphia, Midwest (Chicago), and Boston. SCW serves over 8,000 health and wellness professionals at our events, and we reach more than 200,000 virtually through our SCW OnDemand program, Online Certifications and Continuing Education Credit (CEC) programming options.



## HEALTH & FITNESS BUSINESS SUMMIT

Feb. 28 - March 1 • Hyatt Regency Dulles

SCW Health & Fitness Business Summit for immersive & affordable fitness business development. Because you are (or soon will

be) an Owner, Manager or Director, grow your business, build your career and find a more profitable future through the Health & Fitness Business Summit. This must-attend Regional event is specially created and executed for you and your team to learn, share and grow in our health and fitness industry. This intimate conference provides valuable information on Marketing, Social Media, Sales, Retention, Trends, Programming, Finances, Ancillary Revenue Streams and Leadership with over 50 sessions lead by 30 of our industry's finest! Experience live demos of the latest programming and equipment usage for Group Fitness & Personal Training for your facility through this innovative MANIA® partnership. **Bundle with your MANIA® registration or attend separately.** For more information visit [www.scwfit.com/dc/BUSINESS](http://www.scwfit.com/dc/BUSINESS).

- 3-days of Elite Education
- 50 Lecture, Workshops & Panels
- 30 Top Industry Presenters
- 50 Exhibitors
- 3-day Summit \$199
- 3-day Summit + MANIA® Bundle Only \$279 (Best Value!)
- 1-day Summit for \$119



## Hotel / Convention Location & Date

**MANIA® CONVENTION - FEB. 28 - MARCH 1**  
**CERTIFICATIONS - FEB. 26, 27 & MARCH 1**

### Hyatt Regency Dulles

2300 Dulles Corner Boulevard  
 Herndon, Virginia 20171  
 (703) 713-1234

### Stay On-Site & Save

**Room Rates** \$104 Single/Quad – We **GUARANTEE the LOWEST Rate!** (When you use the discount code: "MANIA")

WOW – what a savings! Pay as little as \$26 per night when you share a room with three others! Plus, discounted parking & a FREE mini-fridge in every room – don't be afraid to share!

Book early, our hotel ALWAYS SELLS OUT!

**HOTEL ROOM DISCOUNT DEADLINE: Feb. 4, 2020**

### Parking

Outdoor self-parking is FREE to all guests staying at the hotel and all guests attending MANIA®.

### Free Airport Transportation

A FREE Airport Shuttle leaves from the hotel for IAD every 30 minutes beginning at 4:15am through 12:15am. The shuttle picks up at Dulles every 30 minutes from 4:30am ending at 12:30am. The airport pick up location is curb 2A and 2H, in lower baggage claim.

### Visit Washington DC

Our nation's capital teems with iconic monuments, vast museums and abundant nightlife. The Smithsonian Museums line the National Mall and provide absolutely FREE entrance to see many of our nation's treasures! Visit the National Archives and take an up-close look at the United States Constitution and the Declaration of Independence. D.C. has a thriving nightlife scene, check out Georgetown for some of the best food and drinks the city has to offer. Keep an eye out because in the seat of U.S. power you never know who you might rub shoulders with! Check out more of what Washington DC has to offer at [www.scwfit.com/hotel](http://www.scwfit.com/hotel).

## Ways to Save on MANIA®



### Be a Staff Assistant - Pay As Little As \$99 + Earn 20 CECs & Save

SCW needs energetic, outgoing, flexible fitness pros to help run our MANIA® Fitness Pro Conventions. Benefits include:

- Save \$160 off the \$259 MANIA® price (Now ONLY \$99)
- Earn up to 20 CECs while staffing (SCW, AFAA, ACE, NASM, ACSM, NFPT & more!)
- 2 DAYS FREE when you work 1 day
- 50% OFF all SCW Certifications
- 20% OFF all SCW products
- FREE Event T-shirt
- FREE SCW Staff Dinner & Drinks Party
- FREE Refreshments in the SCW Member Room

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.



### Text Message Updates / Discounts

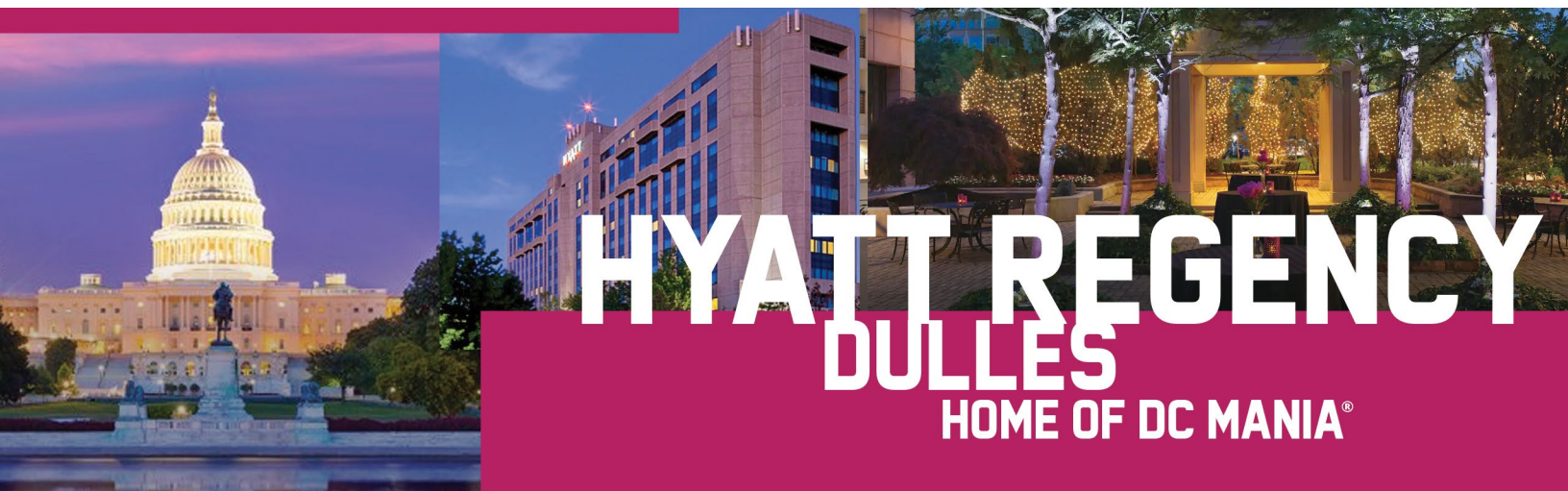
Get the most up-to-date info & MANIA® and Health & Fitness Business Summit discounts and updates.

Sign up to receive up-to-the-minute limited offers through text messages from SCW! To get on the list and to receive our FREE SCW Spotlight eNews, sign up at [www.scwfit.com/INFO](http://www.scwfit.com/INFO)



### Become an SCW Member - It Pays for Itself... and Then Some!

- SAVE \$80 off any regular 3-day MANIA® registration (now only \$179, was \$259)
  - 1st CHOICE SESSION selection GUARANTEED!
  - 20% DISCOUNT on ALL SCW Online Certifications, CEC Video Courses and OnDemand
  - 20% DISCOUNT on all products at the SCW BOOTH!
  - MEMBERS-ONLY ROOM ACCESS - complimentary refreshments all weekend!
  - Discounted Insurance
- Become a member today at [www.scwfit.com/membership](http://www.scwfit.com/membership)



**HYATT REGENCY**  
**DULLES**  
 HOME OF DC MANIA®



## MANIA® Offers More!



### 20 Continuing Education Credits/Units (CECs/CEUs) in 1 Weekend

MANIA® Conventions supply you with up to 20 Continuing Education Credits/Units during the 3-day convention including the Keynote speech, evening sessions and the SCW Health & Fitness Business Summit sessions! SCW, AFAA, NASM, ACE, AEA,

ACSM, NFPT and OTHER providers accept MANIA® CECs/CEUs. We are happy to help you secure Physical Therapy or other CEUs! Text or call 847-562-4020, email [registration@scwfit.com](mailto:registration@scwfit.com).



### Sponsor / Exhibit / Advertise Partner with the Best

Reach 8,000 Fitness Professionals in face-to-face contact, another 85,000 through emails, 65,000 text messages, and 300,000 through organic virtual connections. All our event sites are held at non-union hotels and include exhibit booths with tables, chairs

and carpet at no added expense. Move in and out without crazy drayage fees! SCW may even be able to transport your products for you! Offer sessions in our conference! Our MANIA® attendees will use your products, try your programs and experience your offerings! Host MANIA® certifications and workshops, 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), text or call our Office (847) 562-4020.



### One Excellent Expo - Free To All!

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 always FREE and open to the public! Invite your friends, clients & students - they can register NOW at [www.scwfit.com/DC/EXPO](http://www.scwfit.com/DC/EXPO).

## SCW Committed to Change



### Special Olympics Charity Raffle & Reception

Friday, Feb. 28 • 5:15pm-6:00pm in the EXPO

Join SCW for a great cause at our Fresh Fruit & Cheese Reception and Charity Raffle Friday, 5:15 pm-6:00 pm in the Expo. Bid on cutting-edge fitness equipment, trendy 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).



### SCW Women's Leadership Forum

Thursday, Feb. 27 • 8:30am-4:30pm

Fuel your fire in this innovative and inspiring full-day Female Leadership and Business Forum. Join top entrepreneurs and experts who share their vast experience in the business of fitness. Leave empowered as we share, connect, network and leave restored

and rejuvenated from this one-of-a-kind event.

Learn more and register at [www.scwfit.com/DC/Womens-Forum](http://www.scwfit.com/DC/Womens-Forum).



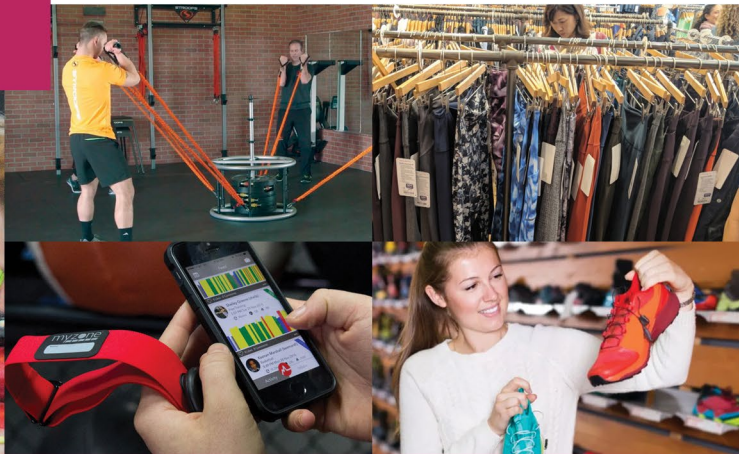
### Michael Scott Scudder Scholarship

To honor the life and professional career of Michael Scott Scudder, SCW offers a MANIA® Convention FREE attendance to a budding instructor or trainer, passionate club owner, success-driven manager, or a promising business.

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).

# MANIA® EXPO



**FREE & OPEN TO THE PUBLIC! FEB 26-MARCH 1**



# HEALTH & FITNESS BUSINESS SUMMIT

Washington, DC  
Feb. 28 - March 1



Leadership &  
Management



Revenue &  
Retention



Trends &  
Technology



Social Media &  
Marketing



Products &  
Programming



Sales &  
Growth



Work **ON** your  
fitness business.  
Not just **IN** it.

Attend the SCW Health & Fitness Business Summit and **give your fitness business the attention it deserves.** The perfect place for Managers, Owners & Directors to take their Clubs & Studios to the next level.

- ▶ 50 Business Sessions
- ▶ 30 Presenters
- ▶ Owners, Managers & Directors
- ▶ Interactive Workshops
- ▶ Exclusive Resources
- ▶ Direct Feedback

Learn from Industry Experts, Colleagues and Leaders just like you.

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***Bundle with your 3-day MANIA® registration and save \$179 or attend separately.***

***1 to 3 day options available.  
Pricing as low as \$99***

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**[www.scwfit.com/BUSINESS](http://www.scwfit.com/BUSINESS)**



# Sponsor Specials



### Schwinn Cycling

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! 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 visit [www.SchwinnEducation.com](http://www.SchwinnEducation.com). Connect with us on social media via Twitter @SCHWINNtraining and [www.Facebook.com/SchwinnIndoorCycling](http://www.Facebook.com/SchwinnIndoorCycling).



### Savvier Fitness

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 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).



### WATERinMOTION

Discover how WATERinMOTION® has resuscitated

hundreds of aqua programs nationwide through a constant stream of exceptional music, invigorating choreography, and magnificent marketing. Your license include 3 FREE certifications, complimentary social media branding and a way to upskill your aqua program affordably!

This innovative program empowers new aqua instructors, transitions land instructors to the pool smoothly and efficiently and provides high-quality available aqua subs with consistency. 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) and Call or Text 847-562-4020.

## Premier Sponsor

# CORE HEALTH & FITNESS



## Co-Sponsors



## Associate Sponsors





# Pre-Convention Certifications

## Wednesday, February 26

### SCW AQUATIC EXERCISE CERTIFICATION



Jeff Howard

Wednesday, February 26, 9:00am-6:00pm

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

Drawing on over 100 years of combined expertise in the aquatic fitness industry, this nationally recognized comprehensive certification serves as an essential first step into the field of teaching water exercise. Learn the benefits of aquatic exercise and gain practical skill mastery in the unique environment of water. The principles of aquatic training, as they apply to general anatomy, kinesiology, water depth, movement plans, cueing skills, musicality and special population adaptations, are thoroughly addressed. Professionalism, leadership skills, and legal considerations are reinforced. Experience on-site coaching and one-on-one assessment of teaching skills to successfully develop and deliver effective water programming. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), AFAA (8.0), ACE (0.7), NASM (0.8), AEA (9.0), ACSM (8.0), NFPT (1.6).*

### SCW YOGA I CERTIFICATION



Manuel Velazquez

Thursday, February 26, 9:00am-6:00pm

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

Ready to take the next step to becoming a Yoga Instructor? Get certified by the #1 Yoga Certification in the U.S. Experience a comprehensive, theoretical and practical approach to hands-on yoga instruction. Learn different Hatha Yoga postures suitable for varying clientele – young or old, fit or de-conditioned, competitor or recovering athlete. Understand the latest scientific research about yoga and discover a simple, systematic approach to program design and effective cueing techniques. Seasoned and novice participants leave qualified to passionately lead a successful yoga class and yoga-inspired recovery and cool-down. *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).*

## Thursday, February 27

### SCW GROUP EXERCISE CERTIFICATION



Jeff Howard

Thursday, February 27, 8:00am-5:00pm

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

Have you always wanted to be a group fitness instructor? Learn proper class sequencing, warm-up progressions, musical phrasing, effective cueing techniques, choreography development and all of the practical skills required to deliver your best class, every class. Leave this Nationally Recognized Certification with confidence in your ability to demonstrate impactful teaching skills and

successfully lead a group fitness class. Understand group cardiovascular fitness, muscular endurance and flexibility training techniques with one of our industry's finest. The balance of theoretical and practical training makes this cutting-edge Group Exercise Certification perfect to prepare you for the newest variety of fitness programming. Learn components of Hi/Lo impact cardiovascular training, muscle conditioning and sculpting, HIIT programming and more.

*Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), AFAA (8.0), NASM (0.8), AEA (4.5), ACSM (8.0), NFPT (1.6).*

### SCW PERSONAL TRAINING CERTIFICATION



Keli Roberts

Thursday, February 27, 8:00am-5:00pm

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

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

### SCW PILATES MATWORK CERTIFICATION



Abbie Appel

Thursday, February 27, 8:00am-5:00pm

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

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

### SCW WOMEN'S LEADERSHIP SUMMIT



Sara Kooperman, JD, Nathalie Lacombe, MS, Jessica Maurer, Keli Roberts & Erin Kelly

Thursday, February 27, 8:30am-4:30pm

**\$99 for MANIA & SCW Business Leadership Summit Attendees / \$139 Non-Attendees**

Fuel your fire in this innovative and inspiring full-day leadership and business summit. Join experienced and novice owners, directors, managers and leaders as we establish attainable goals toward career advancement, financial security and self-fulfillment. Expand your skills and mind by exploring social media, facility service and sales, program selection, management solutions, technology options and more. Share, connect and network with fellow female fitness leaders from independent health clubs, boutique studios and local YMCAs and gain invaluable perspective that will change your life. 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), ACE (0.6), AFAA (7.0), NASM (0.7), AEA (7.0), ACSM (7.0), NFPT (1.4).*

### SCW FLOWING YOGA CERTIFICATION



Manuel Velazquez

Thursday, February 27, 9:00am-5:00pm

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

Center your mind and stretch your practice with this comprehensive approach to dynamic, flowing yoga. Study 5 distinct phases of class that blend relaxation, energy and empowerment into one program. Coordinate breath with fluid, graceful movements, connect the mind to the body, and emphasize increased flexibility and stress reduction. Learn simple, digestible terminology to effortlessly string dynamic and functional Yoga movement patterns. Experience Individual pose progressions to be used separately or combine them with other pose sequences to create your own customized series. *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), NASM (0.7), AEA (3.5), ACSM (8.0), NFPT (1.6).*

### SCW ACTIVE AGING CERTIFICATION



Cammy Dennis

Thursday, February 27, 9:00am-5:00pm

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

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



from SCW Fitness Education. SCW (8.0), AFAA (7.0), ACE (0.7), AEA (4.0), NASM (0.7), ACSM (8.0), NFPT (1.6).

## SCW CORRECTIVE EXERCISE CERTIFICATION



Fabio Comana, MA, MS

Thursday, February 27, 9:00am-5:00pm

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

In this comprehensive course, learn to conduct and interpret key movement screens and implement a corrective exercise program to restore the body's proper biological design. Discover how to effectively coach the five movement patterns to perform any exercise safely and effectively without the risk of injury. Acquire the skills of a movement specialist and present prehab exercises to prevent the necessity of rehab. As exercise-related injuries continue to increase in fitness, it is time to revisit and understand the foundational concepts of movement, the relationship of stability and mobility throughout the kinetic chain and how they function in exercise and movement? Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (7.0), AFAA (6.0), ACE (0.6), AEA (6.5), NASM (0.6), ACSM (7.0), NFPT (1.4).

## SCW NUTRITION COACHING FOR FITNESS PROFESSIONALS



Melissa Layne, MEd

Thursday, February 27, 9:00am-5:00pm

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

In this brand-new and highly requested SCW Certification, learn practical and safe techniques, plans and programs to provide sound nutritional coaching to guide your clients to reach their goals. Review your scope of practice and examine what can and should be discussed with clients to forge a strong, practical and healthy Client-Coach relationship. Review the foundations of nutrition and metabolism, and educate your clients about the principles of quality nutrition programs through Resting Metabolic Rate (RMR) and weight loss calculations. Examine the three most controversial food label concepts. Analyze organic, genetically modified organisms (GMOs) and food additives in a comprehensive yet usable fashion. Meal templates are included in addition to various behavior modification models and tools to improve dietary choices. Leave this certification confident and competent to coach your clients to long-term habitual success. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (7.0), AFAA (7.0), ACE (0.7), NASM (0.7), AEA (8.0), ACSM (7.0), NFPT (1.4).

## SCW ACTIVE AGING NUTRITION CERTIFICATION



Tricia Silverman, RD, LDN, MBA

Thursday, February 27, 5:30pm-9:30pm

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

Join Tricia as she shares scientifically, research-based, current insights on the distinct nutritional needs of your active-aging classes and over 50 clients. Learn practical tips for preserving and increasing lean body mass, enhancing cognition, losing excess body fat, acquiring essential vitamins and minerals and MORE. Explore nutritional strategies from regions across the globe known for

longevity. Make yourself more marketable to this population by sharpening your nutritional knowledge on aging. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (4.0), AFAA (4.0), ACE (0.4), NASM (0.4), ACSM (4.0), NFPT (0.8).

## SCW MEDITATION CERTIFICATION



Yury Rokkit

Thursday, February 27, 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



Robert Sherman

Thursday, February 27, 7:00am-5:00pm

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

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

## ZUMBA® BASIC 1 INSTRUCTOR TRAINING



April T. Smith, MEd

Thursday, February 27, 8:00am-5:00pm

**\$225 Registration Fee (Use PROMO CODE: SCW50 to receive a \$50 discount & a FREE small Zumba® gift with registration) www.zumba.com/en-US/training/2020-02-27\_B1\_Herndon\_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)

## LABLAST® FITNESS INSTRUCTOR CERTIFICATION



Megan Cooperman, MEd

Thursday, February 27, 8:00am-5:00pm

**\$199 Attendees / \$249 Non-Attendees**

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

## MYZONE® UNIVERSITY: MYZONE®'S BEST PRACTICES



Amanda Fitzpatrick & Vita Di Pasca

Thursday, February 27, 9:00am-4:00pm

**FREE & open to the Public**

Myzone® University is an opportunity for operators to discover how to effectively implement Myzone® into their club. Learn about the Myzone® technology, new releases, and how to build a successful Myzone® strategy. Whether you have just recently launched Myzone® or have been a Myzone® partner for years, this event is a must for anyone looking to increase member engagement using Myzone®. SCW (6.0), AFAA (6.0), NASM (0.6), ACE (0.5), ACSM (6.0), NFPT (1.2).

## BARRE ABOVE® - POWERED BY SAVVIER FITNESS



Pattie Bostick-Winn

Thursday, February 27, 9:00am-5:00pm

**\$229.99 MANIA® 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 and total CECs as follows: SCW (12.0), AFAA (12.0), ACE (1.2), NASM (1.2), .



## Sunday, March 1

### SCW BARRE CERTIFICATION



Abbie Appel

Sunday, March 1, 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, March 1, 8:00am-2:00pm

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

Prepare to shock your students and their bodies with this outstanding boxing certification. Whether you are looking to start or grow your own boxing program or bring it to your studio or club, we will provide you the tools you need. Learn to implement the basics of boxing, address the science behind the sport, and leave with the knowledge and confidence to empower others - from novices to well-trained fighters. This certification explores three learning styles, auditory, visual and tactile and provides you with several authentic workouts that are taught at a traditional boxing gym or independent studio. *Manuals will be emailed from SCW Fitness Education. SCW (7.0), AFAA (7.0), ACE (0.8), NASM (0.7), AEA (4.0), ACSM (7.0), NFPT (1.4).*

### SCW AQUA BARRE CERTIFICATION



Billie Wartenberg

Sunday, March 1, 7:00am-11:00am

**\$99 MANIA® Attendees / \$129 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).*

### ONE DAY TO WELLNESS



Bruce & Mindy Mylrea

Sunday, March 1, 8:00am-4:00pm

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

From the World Health Organization to Kaiser Permanente, global experts agree: The balance of scientific evidence suggests the healthiest way to eat is a diet of whole plant foods discouraging meat, dairy products, eggs, and all refined processed foods. Leveraging the lessons of the healthiest and longest lived people on the planet, we have incorporated plant-based nutrition, mindfulness, movement, along with simple behavioral change strategies into a dynamic and life changing nine hour certification. This program offers everything you need to advance your evidence-based wellness career. We provide you with the tools you need to assist yourself and others to "Lean to the Green". Whether your goal is weight loss, longevity, enhanced athletic performance or all of the above this is the program for you. Seminar day deliverables: Manual, tote bag, food samples, special gift, customized action plan, CD/DVD/downloads. *SCW (8.0), AFAA (8.0), ACE (0.8), NASM (0.8), ACSM (8.0).*

### STRONG BY ZUMBA® INSTRUCTOR TRAINING



Renee Pickett

Sunday, March 1, 7:30am-4:00pm

**\$225 Registration Fee (Use PROMO CODE: SCW50 to receive a \$50 discount and FREE small ZUMBA® gift with registration) [https://strong.zumba.com/en-US/training/2020-03-01\\_SXZ\\_Herndon\\_US\\_Zumba\\_Convention](https://strong.zumba.com/en-US/training/2020-03-01_SXZ_Herndon_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)*

### HIGH FITNESS INSTRUCTOR TRAINING



Lindsay Carver

Sunday, March 1, 8:00am-4:00pm

**\$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), AFAA (8.0), NASM (0.8), ACSM (7.5), CanFitPro (4.0), AFLCA (6.5).*



# GET CERTIFIED LIVE AT MANIA®

OVER 35 LIVE CAREER BOOSTING CERTIFICATIONS



# MANIA® Fitness Pro Convention Course Descriptions

## Friday, February 28

FR1

7:00am-8:15pm

### CREATIVE COMPOUNDS

**Andrew Gavigan**

Are your clients getting tired of the usual push and pull, single plane, single joint moves that we've been doing for years? Come learn a variety of fun, easy to teach, multi-joint and multi-plane compound exercises to implement in your sessions. Progressions, regressions, and cueing will all be explored.

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

### GOLDEN GROOVE & GAIT

**Cammy Dennis**

Get your golden oldies groove on with simple, dance style choreography that boosts cardio health, fusing in posture, gait and balance drills. Low on impact and high on fun, aerobics is never out of style with active agers. Learn how to build simple, choreographed patterns in conjunction with an understanding of music phrasing.

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

### THE BEE & THE BUTTERFLY

**Josh Craddock**

Western fitness has historically focused on "go hard or go home." However, as physical activity injuries continue to increase, recovery techniques are being emphasized more. Come experience the best of both worlds in this martial arts-inspired session, as you will both sting like a bee AND float like a butterfly.

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

### BARRE MOVES - CREATE NEW CHOREOGRAPHY



**Pattie Bostick-Winn**

Refreshing your barre choreography doesn't have to be a chore. While you want to stay true to the purpose of barre, it doesn't mean you can't have fun with new ideas. Learn how to manipulate movement elements to create fresh sequences that will inspire and energize your students' class experience.

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

### BOOTCAMP BEATS

**Rachel Lauria**

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

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

### SCHWINN®: PRIME DESIGN



**Robert Sherman**

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!

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

### ACQUAPOLE® TONE



**Andrea Velazquez & Jeanie Johnson**

Not your typical water workout class! Experience aquatic fitness like never before with an Acquapole® class. Allowing maximum freedom in the water with over 150 possible movements, Acquapole® will take your water workout to the next level with high intensity abs, upper and lower body training. Get ready to tone, burn fat and have a blast.

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



# AQUA FOR EVERYONE

17 AQUA FOCUSED  
SESSIONS & CERTIFICATIONS



# CORE TRAINING THE CENTER OF IT ALL

## 15 CORE DRIVEN SESSIONS & CERTS

### STAIRMASTER HIIT - REAL RATIOS FOR RESULTS

Sonja Friend - Uhl

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

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



### HEALING THROUGH THE 5 SENSES

Gina Rollins

Life is an interplay between our environment, body, mind and soul. The five sense organs – eyes, ears, skin, tongue and nose are the gateway through which we experience the world. The impressions created by our senses determine the quality of our thoughts and feelings. Learn to balance and nourish to heal. (LECTURE)

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

### ENERGY PATHWAYS & KETONES

Fabio Comana, MA, MS

'Keto-everything' is a popular term, but is it safe, effective and even sustainable? Put aside the marketing claims and understand the real science of ketones, metabolism, weight loss and performance. Join this session to learn metabolic science and the role of ketones in weight loss and exercise.

FR1J Friday, 7:00am-8:15am



### NEXT LEVEL NETWORKING

Aaron Armstrong

You are the five people with whom you surround yourself with! People and businesses want to attract the right people to bring into their circle. This speech covers how to creatively add value to other's lives, so you or your brand will be unforgettable. You'll learn to develop symbiotic and authentic connections with others.

FR1K Friday, 7:00am-8:15am



### POWER OF PODCASTING: LEVERAGE YOUR BRAND

Christine Conti

Learn how to use podcasts to grow your business and increase brand awareness. Learn how to create your own podcast or use current podcasts to your advantage. Explore methods to network with current podcast hosts and become a featured guest. Use this cost-effective and far-reaching platform to your advantage!

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



FR2

9:15am-10:30am

### CORRECTIVE EXERCISE ROUNDUP: LOWER EXTREMITY

Fabio Comana, MA, MS

As overuse and dysfunction exercise continue to become more commonplace, corrective exercise is emerging as a key responsibility for fitness professionals. In this session, you will learn the basics of implementing key corrective exercise techniques for lower-cross syndrome and key secrets and sequences for implementing these programs.

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

### HIGH FITNESS: AEROBICS IS BACK!

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

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



### THE ART OF CHAKRA BALANCING

Gina Rollins

Chakras are 7 vortexes of life energy that flow through our bodies. The origins of this ancient science are rooted in Hinduism and Buddhism. Chakras become blocked by negative life experiences and emotional challenges. Through movement and sound learn to clear, balance and vitalize your Chakra centers for optimal well-being.

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



**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 before have you seen a barre class like this!

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

**LABLAST® BALLROOM FITNESS USING PATTERNOGRAPHY****Megan Cooperman, MEd**

LaBlast's easy-to-follow formula of interchangeable patterns (PATTERNography) is changing the way both instructors and participants look at their workout by allowing them to get more involved physically, mentally and emotionally. Why spend time worrying about steps or memorizing long routines when you can be applying that energy to movement, i.e. working harder, smarter and burning more calories?!

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

**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.

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

**GIRLS JUST WANNA HAVE FUN!****Sara Kooperman, JD, Melissa Layne & Harley Cofield**

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.

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

**THE WHY & HOW OF FASTING****Bruce Mylrea**

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

FR2I Friday, 9:15am-10:30am

**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 a Registered Dietician, 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!

FR2J Friday, 9:15am-10:30am

**ALL ABOUT THE MEMBERS** **Matthew Taub**

Being all about the members means being all about the staff. Learn actionable takeaways to help increase membership and decreased staff turnover. A career of building teams and building leaders. This training will provide 5 easy takeaways to help you build a community that's All About the Members.

FR2K Friday, 9:15am-10:30am

**LEADING PEOPLE OR MANAGING SYSTEMS****Nathalie Lacombe, MS**

As leaders in the fitness industry, we tend to expect full time commitment from part time fitness pros. Nathalie addresses the struggles of effective leadership attached to efficient club systems management and how the delicate balance will maximize the success of your team, yourself, the club, and ultimately your members.

FR2L Friday, 9:15am-10:30am

**FR3 - Session 1****10:45am-12:00pm**

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

**SARCOPENIA & STRENGTH TRAINING****Melissa Layne, MEd**

Hour for the Active Ager? Why, yes! Sarcopenia is the natural loss of muscle fibers as we age but it's not a reason to stop strength training with the type II muscle fibers. This session addresses the science of sarcopenia and explores progressions and regressions of power moves that will have your active agers pushing through the hour with power!

FR3B Friday, 10:45am-12:00pm

**BODYWEIGHT BARRE****Keli Roberts**

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

FR3D Friday, 10:45am-12:00pm

**THE COGNITIVE DANCE EXPERIENCE****Manuel Velazquez**

Yes, in addition to the fact that it is incredibly fun, new research on dance and a dancer's brain, show how dance really does change us both physically and mentally. Dance off your guts and brains with sequences of movement that not only are going to lift your spirit, your energy levels and your state of being but your smart abilities too.

FR3E Friday, 10:45am-12:00pm

**SCHWINN®: SCHWINTENSITY****Robert Sherman**

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.

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

**ACTIVE AGING NUTRITION INSIGHTS****Tricia Silverman RD, LDN, MBA**

The 50 and over population is expected to explode over the next 30 years. Discover nutrition and wellness tips that will help you and your clients live longer healthier and happier lives. Learn about specific nutrients and foods can impact your longevity. (LECTURE)

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



# PERSONAL TRAINING PERFECTED

30+ DEDICATED PT SESSIONS & CERTIFICATIONS

## SOFT SKILLS FOR HARD BODIES

Nathalie Lacombe, MS

Despite all our efforts, tools, and modalities, 50% of our clients drop out of their fitness programs within the first six months. Lost cause? Not at all! We're capable of doing much more to help them persevere in their life-changing efforts. Nathalie offers you practical strategies thanks to the evidence-based soft skills that will help your clients finally achieve their goals.

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



patterns (PATTERNography) will keep your members happily dancing in the water to their favorite tunes!

FR3G Friday, 11:30am-12:45pm

## STAIRMASTER HIIT: SCIENCE OF VARIABILITY FOR SERIOUS HIIT



Abbie Appel

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.

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

FR3 - Session 2

11:30am-12:45pm

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

## SL@T - STRENGTHEN, LENGTHEN & TONE

Jeff Howard

We all love HIIT!! Just as important as hard work is recovery. Slow down and allow your body to rejuvenate and regenerate. Follow L.I.I.S. (LOW INTENSITY STEADY STATE) protocol and reap greater benefits of HIIT. Easy to teach, SL@T explores different muscle conditioning and cardio moves combined to help your participants make the whirlwind transformations they crave.

FR3A Friday, 11:30am-12:45pm

## PARTNER YOGA - POSTURES AND POSES

Chris Jansen

Take your Yoga practice to a new level! Using classic asanas, participants work with a partner to create each pose, offering assistance with balance, or in some cases, a challenge through added resistance. Partner Yoga postures can be incorporated into traditional Yoga classes or led as a class unto itself.

FR3C Friday, 11:30am-12:45pm

## MAKING WAVES WITH LABLAST® SPLASH

Megan Cooperman, MEd

Dive into a fun and exciting way to teach shallow aqua fitness. LaBlast® Splash uses simple ballroom patterns, accessible for the water. Our logical and easy-to-master format of interchangeable



## EXERCISE, STRESS, HORMONES & INFLAMMATION



Fabio Comana, MA, MS

Exercise may be a good stress (eustress), but life is filled with harmful stress (distress) that alters hormonal levels, health and inflammation. How does exercise impact these effects and balance stress? Join us for a deeper dive into understanding these concepts and applications and learn how to expand your programming for success.

FR3J Friday, 11:30am-12:45pm

## MULTI-MEDIA MARKETING FOR GROWTH & PROFITABILITY



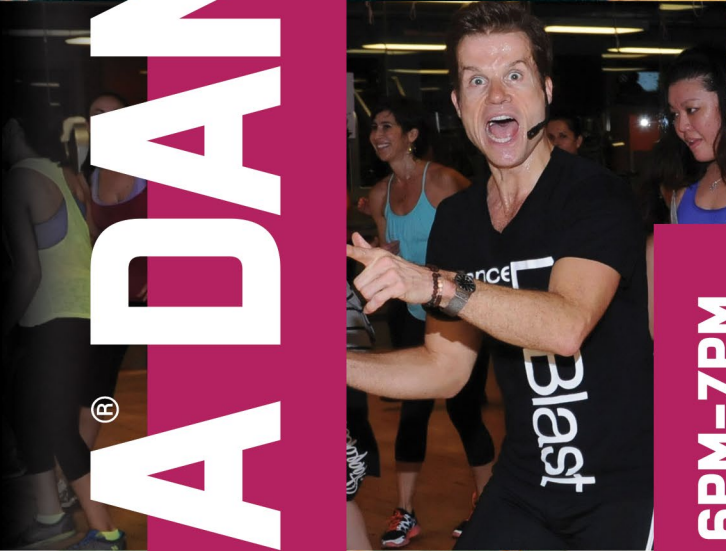
Sara Kooperman, JD

Examine how to market your business effectively and explore different media sites to brand your business and drive it to success. Uncover your unique market position, create email blasts, construct e-newsletters, mold your website and expand your social media presence. Learn from Sara Kooperman, thriving entrepreneur who started from a 3rd floor walk-up and transformed it into a multi-million-dollar enterprise. Bring your business cards and leave with plenty of free advice and resources.

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



# MANIA DANCE OFF®



FRI 6PM-7PM

AN AMAZING  
DANCE PROGRAM  
SHOWCASE!

FR4

1:00pm-2:15pm

## FIIT - FUNCTIONAL INTENSE INTEGRATED TRAINING

**Mindy Mylrea**

Want to really work your buns, legs, core and more for strength, flexibility, mobility, cardiovascular and stability all at the same time? You will be amazed with what Mindy has in store for you. Train for movement and muscle will follow. Your training toolbox will be delighted with all the new combos you will learn.

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

## TRAINING THE ACTIVE AGING FEMALE CLIENT

**Keli Roberts**

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

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

## STRETCHING WITH STROOPS

**Aly Purdy**

Bend and reach and then add resistance. Pioneering a new twist on stretching with resistance, this session drives home an easy concept that will make you look like you invented a new technique. Discover practices that will make your yoga or stretch class seem as intense as your HIIT training.

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



## RAQ THE BARRE™ BY RAQISA®

**Soraya Doherty**

Barre fitness meets belly dancing! Celebrate your femininity with 7 authentic belly dance moves. Experience seamless sequences that merge each fundamental into a dynamic and flowing, full-body barre workout! Discover how barre fitness and beautiful belly dance technique improves core awareness as well as hip stability and mobility with each layered barre progression! ALL LEVELS WELCOME.

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

## WEIGH2DANCE

**Rachel Lauria**

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

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

## 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.

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





**ORIGINAL CHOREOGRAPHY OVERFLOW**

Manuel Velazquez, Connie Warasila, Mac Carvalho, Harley Cofield & Chris Jansen

In this WATERinMOTION workshop, experience a surge of excitement in your next class with a cascade of fresh aqua ideas. Learn and leave with six 64-count choreography blocks that you can effortlessly incorporate into your next aqua workout. Take home detailed choreography notes to ensure easy preparation of sequences and successful delivery of low-impact, dynamic, total body WATERinMOTION®-inspired moves. All fresh and ALL new!  
FR4G Friday, 1:00pm-2:15pm



**BOXING: THE METHOD** Steve Feinberg

This cardio-boxing class uses the best asset in your studio: YOU! Combine the technique work of punching, method training, and core work ALL in one high-intensity class. If you like to move to the beat of the music, you will LOVE this workout, which not only burns up calories and works your body, but also trains your mind.  
FR4H Friday, 1:00pm-2:15pm



**DIETS ARE LIKE ONE NIGHT STANDS**

Sohailla Digsby, RDN, LD, CPT  
The attraction to diets and weight loss fads is intense: from Keto to Intermittent Fasting to pills and shakes. Be aware of potential regrets and consequences before you go there. Is it worth the “diet hangover” or is a happily-ever-after “marriage” to a streamlined 5-step plan what you need instead? (LECTURE)  
FR4I Friday, 1:00pm-2:15pm

**TRENDS FOR 2020 & GROWTH PANEL**

Sara Kooperman, JD, Andrew Gavigan, Nathalie Lacombe, MS & Jeff Howard

Learn what’s in store for the Industry in 2020 from our panel of diverse and experienced fitness leaders. They will discuss what to expect for club & boutique owners and operators, program directors and the trainers in this ever-changing industry. Take advantage of the coming trends to grow appropriately in your business and role.  
FR4J Friday, 1:00pm-2:15pm



**TECHNIQUES TO ENGINEER YOUR LIFE**

Aaron Armstrong

YOU are in control of your life and have the power to choose how you design IT!. This presentation focuses on chaos versus order and how to ground our creative, ambiguous, or unimaginable dreams into action by using real life systems engineering strategies.  
FR4K Friday, 1:00pm-2:15pm



**DIGITAL, VIRTUAL & LIVE, OH MY!**

Jessica Maurer

Online training, virtual challenges, live streaming. With ever-expanding technology, it is easy to be confused about where to put your time and money. This lecture will discuss the latest tools to help you obtain and retain clients while teaching you how to create digital, virtual, and live products.  
FR4L Friday, 1:00pm-2:15pm



FR5

2:30pm-3:45pm

**NO EQUIPMENT, NO EXCUSES**

Herson Garcia

Experience the power of gravity to challenge mind, body and perseverance, ANYWHERE with the most important piece of equipment, your own body! Explore simple bodyweight movements for home or club to gain mobility, flexibility and balance to feel stronger and EMPOWERED...exercises to make your clients beg for more!  
FR5A Friday, 2:30pm-3:45pm

**POUND® - SWEAT. SCULPT. ROCK.**

Amy Ward

Unleash your inner Rockstar in this cardio jam session inspired by the infectious, energizing and sweat-dripping fun of playing the drums. Designed for all fitness levels, whether a conditioned athlete or a beginner, POUND provides the perfect atmosphere for letting loose, getting energized, improving your health and rocking out!  
FR5B Friday, 2:30pm-3:45pm



**13 ACTIVE AGING SESSIONS & CERTS**



**ACTIVE AGING**  
FASTEST GROWING POPULATION





Pre-Convention Workshops Wednesday, February 26					SCW Aquatic Exercise Certification Howard • 9:00am-6:00pm	SCW Yoga I Certification M. Velazquez 9:00am-6:00pm
Pre-Convention Workshops Thursday, February 27		LaBlast® Fitness Instructor Certification Cooperman 8:00am-5:00pm		SCW Flowing Yoga Certification M. Velazquez 9:00am-5:00pm	SCW Active Aging Certification Dennis 9:00am-5:00pm	
	SCW Personal Training Certification Roberts • 8:00am-5:00pm	Zumba® Basic 1 Instructor Training Smith 8:00am-5:00pm	SCW Pilates Matwork Certification Appel • 8:00am-5:00pm	SCW Meditation Certification Rockit 5:30pm-9:30pm	SCW Active Aging Nutrition Certification Silverman 5:30pm-9:30pm	


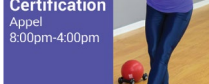





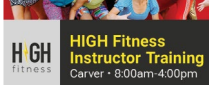


Friday, February 28

	A FUNC. TRAINING / HIIT	B GROUPEX/ACTIVEAGING	C MIND BODY / RECOVERY	D BARRE / PILATES	E DANCE	F SCHWINN® CYCLING
FR1 7:00am-8:15am	Creative Compounds Gavigan	Groove & Gait Dennis	The Bee & the Butterfly Craddock	Barre Moves - Create New Choreography Bostick-Winn	Bootcamp Beats Lauria	Schwinn®: Prime Design Sherman
FR2 9:15am-10:30am	Corrective Exercise Roundup: Lower Extremity Comana	HIGH Fitness: Aerobics is Back! Hayes	The Art of Chakra Balancing Rollins	Boogie Barre Carvalho	LaBlast®: Ballroom Fitness Using PATTERNography Cooperman	Schwinn®: Balancing Act - Cycling Fusion Appel
FR3 Session 1 10:45am-12:00pm	SL@T - Strengthen, Lengthen & Tone Howard Session 2	Sarcopenia & Strength Training Layne Session 1	Partner Yoga - Postures and Poses Jansen Session 2	Bodyweight Barre Roberts Session 1	The Cognitive Dance Experience M. Velazquez Session 1	Schwinn®: SchwINTENSITY Sherman Session 1
FR3 Session 2 11:30am-12:45pm						
FR4 1:00pm-2:15pm	FIIT - Functional Intense Integrated Training M. Mylrea	Training the Active Aging Female Client Roberts	Stretching With STROOPS Purdy	RAQ The Barre™ by RaqiSa® Doherty	Weigh2Dance Lauria	Schwinn®: Rhythm Done Right Appel
FR5 2:30pm-3:45pm	No Equipment, No Excuses Garcia	POUND® - Sweat. Sculpt. Rock. A. Ward	From the Ground Up! M. Velazquez	Barre With a Twist Appel	Supa Dupa Fly Raya	
FR6 4:00pm-5:15pm	Turf Yoga Fusion Keenan-Stryka & Hughes	Myzone® Gamified Bootcamp Fitzpatrick	Mobility & Stability Dennis	Hot Booty Ballet™ Ghadban	Zumba® Cardio Blast Smith	Schwinn®: Connect, Compete, Compare - Motosumo M. Mylrea
FR7 6:00pm-7:00pm	MANIA® Dance Off! Hot Booty Ballet™, LaBlast®, M.Velazquez, POUND®, Raqisa®, Zumba® HIGH Fitness,	Flexible for Life Andrea Metcalf	Ladies Night Out: Spiced Up Choreography Conti	Tai-Chi + Yoga = Bamboo Fusion Ross	Recovery Through Meditation Rockit	

Saturday, February 29

SA1 7:30am-8:45am	Strong by Zumba® Pickett	Balance & Power - Training Aging Clients McCaughey	Inspire a Faith Based Fitness Movement CarolAnn	FUNctional Barre Bostick-Winn	HIGH Fitness: Aerobics is Back! Hayes	Schwinn®: Take it to the MAX Roberts
SA2 KEYNOTE 9:45am-11:00am	KEYNOTE ADDRESS <i>Sense of Selfie</i> With Jessica Maurer					
SA3 11:15am-12:30pm	World Class Group Coaching Experience - Emotion Sells! Barnes, Barnes & Purifoy	Bringing Up Boomers! Kooperman	Play Hard-Recover Harder Rockit	I Heart Barre Wartenberg	POUND® - Jam Session A. Ward	Schwinn®: How to WOW! M. Mylrea
SA4 Session 1 12:45pm-2:00pm	50 Unique Core Lovers Exercises M. Mylrea & Shaia Session 2	The Happy Medium Wartenberg Session 2	Creating Ingenious Functional Circuits Purdy Session 1	Mat to the Max Appel Session 1	Functional Flexibility With FLX Metcalf Session 2	Schwinn®: R&R - Ride & Restore Roberts Session 2
SA4 Session 2 1:30pm-2:45pm						
SA5 3:00pm-4:15pm	Extreme HIIT Chaos™ Erickson	HIGH Fitness: Aerobics is Back! Hayes	Soul Yoga: Rhythm & Blues Kooperman	Hot Booty Ballet™ Ghadban	LaBlast® Fitness: Waltz, Tango, Foxtrot! Cooperman	Schwinn®: Step into Your Shine M. Mylrea
SA6 4:30pm-5:45pm	HIIT the TURF Keenan-Stryka & Hughes	Cognitive Fitness for Optimal Aging McCaughey	True Balance: Yin/Yang Yoga Chapman	Creative Barre Warm-Ups Wartenberg	Soulful Belly Dance by RaqiSa® Doherty	Schwinn®: Music & SO MUCH MORE! Appel
SA7 6:00pm-7:00pm	 With Judges Kooperman, Roberts, Wartenberg & Rockit		Tai-Chi for Warmup & Recovery Ross		Workout Creation: How & Why Conti	

Sunday, March 1

SU1 7:30am-8:45am	POUND® - Sweat. Sculpt. Rock. A. Ward	Tai-Chi For Veterans Ross	Go with the Flow Salutations Howard		Balletone - The Non- Dancer Workout Bostick-Winn	Schwinn®: Let the Music Play M. Mylrea
SU2 9:00am-10:15am	Got Back Pain? Garcia	Planks A to Z - Core Plus Chilazi	Consistent Resistance Purdy			
SU3 11:00am-12:15pm	HIIT the TURF - For Personal Trainers Keenan-Stryka & Hughes	Training By The Numbers Gavigan	Qi Gong for the Ages Glassmeyer			
SU4 12:30pm-1:45pm	Coach by Color with Myzone® Fitzpatrick	Tai Chi: Meditation in Motion Glassmeyer	Yoga Twist & Shout Chapman			

# DC MANIA® SCHEDULE-AT-A-GLANCE

SCW Group Exercise Certification Howard 8:00am-5:00pm	Barre Above™ - Powered by SAVVIER® Bostick-Winn 9:00am-5:00pm	SCW Women's Leadership Forum Kooperman, Maurer, Lacombe, Kelly & Roberts 9:30am-4:30pm
Myzone® University: Myzone®'s Best Practices Fitzpatrick & Di Pasca 9:00am-4:00pm	SCW Nutrition Coaching for Fitness Professionals Layne 9:00am-5:00pm	SCW Corrective Exercise Certification Comana 9:00am-5:00pm



**New For 2020:**  
**SCW Health & Fitness Business Summit**  
 Attend the SCW Health & Fitness Business Summit and give your fitness business the attention it deserves. The perfect place for Managers, Owners & Directors to take their Clubs & Studios to the next level.  
[scwfit.com/business](http://scwfit.com/business)

<b>G</b> AQUA (STARTS IN LECTURE)	<b>H</b> BOXING / CIRCUIT	<b>I</b> NUTRITION / WELLNESS	<b>J</b> EX.SCIENCE / LEADERSHIP MANIA® + SUMMIT	<b>K</b> SUMMIT PROGRAMMING / SALES	<b>L</b> SUMMIT MARKETING / MEDIA	
Acquapole® Tone A. Velazquez & Johnson	StairMaster HIIT: Real Ratios for Results Friend-Uhl	Healing Through the 5 Senses Rollins	Energy Pathways and Ketones Comana	Networking to the Next Level Armstrong	Power of Podcasting: Leverage Your Brand Conti	<b>FR1</b> 7:00am-8:15am
Girls Just Wanna Have Fun Kooperman, Layne & Cofield		The Why & How of Fasting B. & M. Mylrea	Abs Are Made in the Kitchen Digsby	All About the Members Taub	Leading People or Managing Systems Lacombe	<b>FR2</b> 9:15am-10:30am
Making Waves with LaBlast® Splash Cooperman Session 2	StairMaster HIIT: Science of Variability Appel Session 2	Active Aging Nutrition Insights T. Silverman Session 1	Exercise, Stress, Hormones & Inflammation Comana Session 2	Soft Skills for Hard Bodies Lacombe Session 1	Multi-Media Marketing for Growth & Profitability Kooperman Session 2	<b>FR3</b> Session 1 10:45am-12:00pm <b>FR3</b> Session 2 11:30am-12:45pm
Original Choreography Overflow M. Velazquez, Warasila, Carvalho, Cofield & Jansen	Boxing: The Method Feinberg	Diets Are Like One Night Stands Digsby	Trends for 2020 & Growth Panel Kooperman, Gavigan, Lacombe & Howard	Techniques to Engineer Your Life Armstrong	Digital, Virtual & Live, Oh My! Maurer	<b>FR4</b> 1:00pm-2:15pm
Aqua Bootcamp Howard	StairMaster HIIT: Rest & HIIT Friend-Uhl	Nutrition Panel - Digsby, Layne, Silverman, B. Mylrea Roberts - Moderator	The Mentor Mentality Feinberg	Leading for Maximum Performance Kooperman		<b>FR5</b> 2:30pm-3:45pm
Acquapole® Circuit: Punch & Jump A. Velazquez & Johnson		Nutrition Coaching for Fitness- Part II Layne	5 Social Media Do's & Don'ts Maurer	Creating the Perfect Client Switalski	Get Your Business on the Google Map! Raya	<b>FR6</b> 4:00pm-5:15pm
		Prevention & Recovery Through Muscle Stimulation Feinberg				<b>FR7</b> 6:00pm-7:00pm
LaBlast® Splash: Waltzing in the Water Cooperman	3:1 Punchout Feinberg	The Carb & Protein Myth B. Mylrea & M. Mylrea	Standing Out in a Crowded Room Taub	Sales - From Lead to Client Peters	Social Media Tips, Tricks & Truths Maurer	<b>SA1</b> 7:30am-8:45am
						<b>SA2 KEYNOTE</b> 9:45am-11:00am
Double Trouble: Bad Boys Of Aqua Howard & M. Velazquez	StairMaster HIIT: A Moment in Time Friend-Uhl	Dairy, Meat & Disaster Layne	Largest Fitness Opportunity in History McCaughy	What Fit Pros Want From Leaders Lacombe	Maximize Facebook Like a Boss Digsby	<b>SA3</b> 11:15am-12:30pm
Ups & Downs of Aqua Carvalho Session 1	Boxing Bootcamp Feinberg Session 1	What if Questions Everyone Asks Digsby Session 2	Controversies in Resistance Training: Solved Kraivit Session 1	Acquiring & Retaining Personal Training Clients Garcia Session 1	FitBiz Mastery Barnes, Barnes & Purifoy Session 2	<b>SA4</b> Session 1 12:45pm-2:00pm <b>SA4</b> Session 2 1:30pm-2:45pm
Platinum - Silver Tsunami M. Velazquez, Warasila Carvalho, Wartenberg, Cofield & Jansen	StairMaster HIIT: High Five Appel	Food for Thought: Brain Superfoods T. Silverman	HIIT Beyond Your Max Kraivit	Extraordinary Retention & Competition Combat Barnes, Barnes & Purifoy	Wearable Technology - Exceptional Member Engagement Fitzpatrick	<b>SA5</b> 3:00pm-4:15pm
Liquid Gym Circuit A. Velazquez & Johnson		Ending Your Clients' Exercise Sabotage Seti	Rare Remedy - Alternative Options Sellers			<b>SA6</b> 4:30pm-5:45pm
		Prevention & Recovery Through Muscle Stimulation Feinberg				<b>SA7</b> 6:00pm-7:00pm
Water Running Rockit		Master of Mindful Eating Seti	Calorie Burning: Facts vs. Controversy Kraivit	Corporate Wellness: Create a New Revenue Stream Gavigan	The Business of Small Group Personal Training Roberts	<b>SU1</b> 7:30am-8:45am
Hydro Lift Off! Howard		Success Factors for Weight Loss T. Silverman	Boost Your Leadership Acumen Lacombe	Fitness Business Trends for 2020 Kooperman	Be Your Unique Selling Point McWaine	<b>SU2</b> 9:00am-10:15am
Aqua Drums Vibes A. Velazquez & Johnson		Coaching Skills & Tactics T. Silverman	The Age Antidote Kraivit	Startup Nuts & Bolts Chapman	Book, Show & Close Leads! Welk	<b>SU3</b> 11:00am-12:15pm
Aqua Rhythm & Moves LaFiura		Putting an End to Stress Eating Seti	Women, Hormones, Metabolism & Exercise Kraivit	The Future of Functional Gavigan	What's Next After Personal Training? McWaine	<b>SU4</b> 12:30pm-1:45pm

Friday, February 28

Saturday, February 29

Sunday, March 1



**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.

FR5C Friday, 2:30pm-3:45pm

**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.

FR5D Friday, 2:30pm-3:45pm

**SUPA DUPA FLY**

**Kymerlee Raya**

Humor meets Hip Hop! Supa Dupa Fly is the newest craze in dance-fitness. When people enjoy exercise, they come back for more... and they bring their friends. In this hilarious and effective workout, join Kymerlee as she gets everyone dancing, laughing and having a party!

FR5E Friday, 2:30pm-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.

FR5G Friday, 2:30pm-3:45pm

**STAIRMASTER HIIT - REST & HIIT**

**Sonja Friend - Uhl**

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

FR5H Friday, 2:30pm-3:45pm



**NUTRITION PANEL**

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

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

FR5I Friday, 2:30pm-3:45pm

**THE MENTOR MENTALITY**



**Steve Feinberg**

Everyone needs a mentor! In this session, examine the importance of mentoring, how it works and its growth potential for both mentor and protege. Accomplished fitness business consultant, Steve Feinberg, discusses essential qualities of a mentor and reveals how an advisor can accelerate your path to career success. In addition, experienced, skilled fitness professionals will discover new opportunities in the industry.

FR5J Friday, 2:30pm-3:45pm

**LEADING FOR MAXIMUM PERFORMANCE**



**Sara Kooperman, JD**

Great management is not asking someone to do something; it's about making sure that the task is completed.. Explore effective ways to evaluate your platform, schedule important projects, and measure your staff performance taking out the personal and injecting the profitable. Managing is about systems and satisfaction. Having a successful career and organization is making a difference through effective, honest and open-minded leadership.

FR5K Friday, 2:30pm-3:45pm



**CYCLING THAT SIZZLES**

**12 CYCLING SESSIONS & CERTIFICATIONS**

FR6

4:00pm-5:15pm

**TURF YOGA FUSION****Jen Keenan-Stryka & 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.

FR6A Friday, 4:00pm-5:15pm

**MYZONE® GAMIFIED BOOTCAMP****Amanda Fitzpatrick**

Unleash the power of a MYZONE® BOOTCAMP using effort tracking and instant feedback! Gamification of workouts is one of 2020s BIGGEST TRENDS and it continues to grow. Create greater member connections, engagement, and community to drive them back each and every workout. Explore the most accurate technology to make people feel great about exercise.

FR6B Friday, 4:00pm-5:15pm

**MOBILITY & STABILITY****Cammy Dennis**

Seated exercises provide a great opportunity for improvements in strength and flexibility and provide a rehearsal effect for exercise progression. Once accomplished, add standing exercises to more effectively train for function and fall risk reduction. This session incorporates resistance bands and balls for added challenge and creativity in promoting stability and mobility.

FR6C Friday, 4:00pm-5:15pm

**HOT BOOTY BALLET™****Suaad Ghadban**

Hot Booty Ballet™ is a new, dynamic program that's proven to give you a firm and perky posterior! Created by Suaad Ghadban, Hot Booty Ballet™ builds on traditional ballet conditioning to lengthen and strengthen muscles, lift your heart rate, increase your metabolism and help you look and feel amazing. This class stands out in the barre fitness genre due to the integration of resistance training, using Hot Booty Bands, and great music that gets every participant sweating to the beat!

FR6D Friday, 4:00pm-5:15pm

**ZUMBA® CARDIO BLAST****April T. Smith, MEd**

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!

FR6E Friday, 4:00pm-5:15pm

**SCHWINN®: CONNECT, COMPETE, COMPARE - MOTOSUMO****Mindy Mylrea**

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

FR6F Friday, 4:00pm-5:15pm

**ACQUAPOLE® CIRCUIT: PUNCH & JUMP****Andrea Velazquez & Jeanie Johnson**

Revitalize water classes by adding a horizontal dimension to the Acquapole® equipment and complement with the use of BOXING BAGS, ELASTIC BANDS, AQUATIC TRAMPOLINE accessories. Experience a wider execution of movement to increase flexibility, muscle toning and improved cardiovascular function. Let's kickstart the lymphatic system, helping to detoxify and energize your whole body.

FR6G Friday, 4:00pm-5:15pm

**NUTRITION COACHING FOR FITNESS - PART II****Melissa Layne, MEd**

Hungry for more? Due to the extreme popularity of Part I, we are bringing back more nutrition information to aid the fitness professional in the effectiveness of coaching within the scope of practice. After a quick review, new topics include effective fat loss, eating for hypertrophy, fueling better to train smarter and emotional eating. (LECTURE)

FR6I Friday, 4:00pm-5:15pm

**5 SOCIAL MEDIA DO'S & DON'TS****Jessica Maurer**

From new platforms to confusing lingo to the ever-changing landscape of our online lives, the world of social media can be overwhelming. In this lecture, learn the best apps, habits, and tricks to use to boost your engagement without having to pay for ads.

FR6J Friday, 4:00pm-5:15pm

**CREATING THE PERFECT CLIENT****Jeff Switalski**

This course will walk you through the comprehensive and systematic approach to fitness and helping others set achievable yet challenging goals, create positive habits, & maintain motivation. We will also discuss roles of exercise, proper nutrition, emotional intelligence, and finding passion and purpose in life.

FR6K Friday, 4:00pm-5:15pm

**GET YOUR BUSINESS ON THE GOOGLE MAP!****Kymerlee Raya**

Take your online game to the next level AND STAND OUT.. Learn rock-solid strategies that help you to be found faster and way ahead of your competition. Leave with real tools to get you pumped and equipped for success!

FR6L Friday, 4:00pm-5:15pm





FR7

6:00pm-7:00pm

**MANIA® DANCE OFF!****Hot Booty Ballet™, LaBlast®, Manuel Velazquez, POUND®, Raqisa®, Zumba® & HIGH Fitness**

Join the stars of MANIA® in this wild workout with the best in dance fitness. Have a blast with Hot Booty Ballet™, LaBlast®, Manuel Velazquez, POUND®, Raqisa®, Zumba® & HIGH Fitness 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!

FR7A Friday, 6:00pm-7:00pm

**FLEXIBLE FOR LIFE****Andrea Metcalf**

Flexibility is an essential component of fitness and the key to improved mobility, posture, coordination, reduced muscle soreness and the risks of injury. Experience FLX for your chronologically-enhanced students and learn movements that align the body, increase flexibility, improve performance and quality of life. Experience a proven concept used for years with professional athletes and dancers that translates to all populations.

FR7B Friday, 6:00pm-7:00pm

**LADIES NIGHT OUT: SPICED UP CHOREOGRAPHY****Christine Conti**

Looking to spice up your life? Or maybe your fitness classes? Learn how to infuse show-stopping, easy-to-follow choreography into any fitness, dance, or aqua class. From the studio, to the pool, to the nightclub, this workshop offers spicy new ideas to leave you feeling beautiful, strong, smart, and sexy!

FR7C Friday, 6:00pm-7:00pm

**TAI-CHI + YOGA = BAMBOO FUSION****David-Dorian Ross**

Bamboo Fusion is "the blending of two ancient mind-body practices: tai chi and hatha yoga! Also seen as the marriage of water and wood. The water element will help you discover a deeper level of FLOW, giving you a great infusion of qi energy. The wood element is expressed by the flexible movements of hatha yoga. Growth in tai chi can't be forced; you have to learn to let go. In this workout, you will experience the principle of surrender helping you extend and stretch your body and mind, like a bamboo tree reaching for the sky."

FR7D Friday, 6:00pm-7:00pm

**RECOVERY THROUGH MEDITATION****Yury Rokit**

Explore 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.

FR7E Friday, 6:00pm-7:00pm

**PREVENTION & RECOVERY THROUGH MUSCLE STIMULATION****with 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.

FR7I Friday, 6:00pm-7:00pm

**STATE OF THE INDUSTRY ADDRESS****Melissa Layne, MEd, Herson Garcia & Andrew Gavigan**

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.

FR7J Friday, 6:00pm-7:00pm

**Saturday, February 29**

SA1

7:30am-8:45am

**STRONG BY ZUMBA®****Renee Pickett**

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!

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





# LIVE STREAMING CERTIFICATIONS

[SCWFIT.COM/LIVESTREAM](http://SCWFIT.COM/LIVESTREAM)

FROM THE COMFORT OF YOUR OWN HOME!  
GROUP EX • BARRE • AQUA • MEDITATION

## BALANCE & POWER - TRAINING AGING CLIENTS

**Dianne McCaughey Ph.D**

Falls are a serious threat to older adults and often lead to hip fracture, traumatic brain injury, disability, nursing home admission and even death. With the growth of an aging population, fall prevalence is expected to increase, making balance training a high priority. Walk away with program examples as we explore the key risk factors for falls, evidence-based fall prevention strategies and have fun with balance circuits.

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

## INSPIRE A FAITH BASED FITNESS MOVEMENT

**CarolAnn**

You, the fitness professional, are being sought to help rescue the out-of-shape church community. Experience a faith-based fitness program that injects high-energy music into total-body conditioning. This workshop stretches beyond learning a new workout; it will empower you to INSPIRE a transformation physically, mentally, and spiritually within your church.

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

## FUNCTIONAL BARRE

**Pattie Bostick-Winn**

Put the FUN in FUNctional back into your barre classes with Stroops® Connectus, Slastix and Loops! Move through all planes of motion boosting your student's workouts. Leave with a plethora of new choreography and ideas to create amazing classes, challenge your members, and keep them coming back.

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



## HIGH FITNESS: AEROBICS IS BACK!

**Joni Hayes**

Aerobics is back – Bigger, Better and Higher! High Fitness is a hardcore, intense group fitness class that upgrades our aerobics with modern, cutting-edge techniques. High combines FUN choreography to current music, INTENSITY, HIIT, plyometrics, toning, cardio – ALL IN ONE! High Fitness is scalable for all levels of participants.

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



## SCHWINN®: TAKE IT TO THE MAX

**Keli Roberts**

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

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



## LABLAST® SPLASH: WALTZING IN THE WATER



**Megan Cooperman, MEd**

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, Tango, and more!

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

## 3:1 PUNCHOUT

**Steve Feinberg**

Have you ever trained at a Boxing Gym? That "old school" feeling, the respect that embodies the coaches and the intense, sweaty 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 this disciplined training specialty that is still considered one of the toughest sports in the world.

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



## THE CARB & PROTEIN MYTH

**Bruce Mylrea & 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. (LECTURE)

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



**STANDING OUT IN A CROWDED ROOM MANIA** + 

**Matthew Taub**

As fitpros, we start out with excitement and eagerness...Personality, Education, Empathy and Passion for helping others. With mini-breakout sessions, understand your why, why you became a trainer and what sets you apart from everyone else. Standing out in a crowded room will distinguish you from the competition and inspire you to succeed.

SA1J Saturday, 7:30am-8:45am

**LEAD TO CLIENT CONVERSION**

**Logan Peters**

Selling is a science that can be taught! Turn your business and staff into selling machines! Maximize your knowledge of sales and fitness with this systematic approach that meets and beats the national average of 50% trial conversion. Understand essential steps in the selling process and increase revenue with both membership fees and ancillary sales.

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

**SOCIAL MEDIA TIPS, TRICKS & TRUTHS**

**Jessica Maurer**

Today's online landscape is NOT about how many followers you have on a platform, but rather the content you are creating. Analyze the latest social media statistics to help you save time and money! Plus, unlock the secrets to blogging and email to integrate into your social media platforms.

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



**SA2 - KEYNOTE ADDRESS 9:45am-11:00am**

**SENSE OF SELFIE**

**Jessica Maurer**

Own who you are and what makes you unique! Your sense of identity is crucial to developing and evolving your brand. Learn how to attract the right group and generate more value by connecting your followers, not just expanding an audience. The exchange of ideas and experiences transforms your followers into community.

SA2A Saturday, 9:45am-11:00am

**SA3 11:15am-12:30pm**

**WORLD CLASS GROUP COACHING EXPERIENCE - EMOTION SELLS!**

**Travis Barnes, Cyndy Barnes & Jeremy Purifoy**

The purchasing process is emotional! Customers are no longer buying products and services, they are buying an experience. Learn to differentiate yourself from the competition and take away countless gems on how to make your training business stand out from the rest. Understand why member satisfaction is critical to your success.

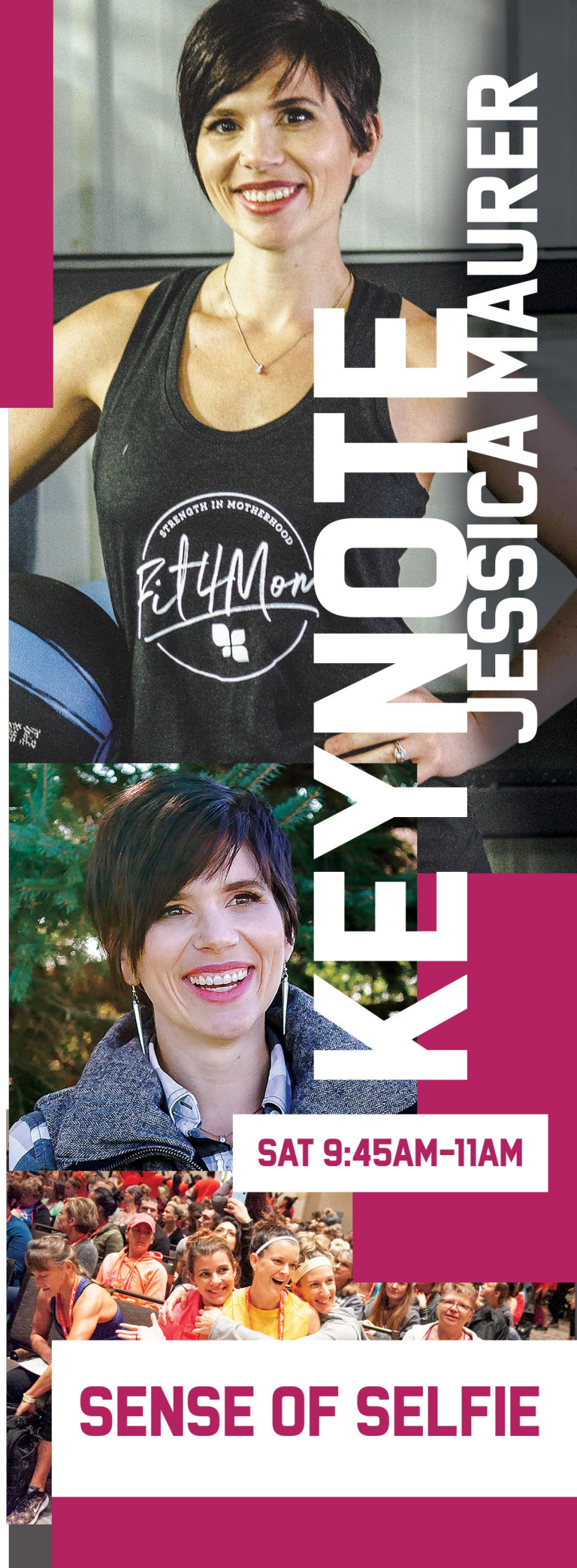
SA3A Saturday, 11:15am-12:30pm

**BRINGING UP BOOMERS!**

**Sara Kooperman, JD**

The boomer generation is not slowing down. In fact, they're taking on more physical challenges than EVER! Join Sara Kooperman to explore smart strategies to train America's largest population. Using simple hand weights, learn essential body-conditioning movements to enhance strength, balance, fitness level and confidence in a structured, scalable group fitness program. Understanding how to address the fitness demands of the 50+ demographic will make you a hot commodity, giving you an advantage over your competition.

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



**SAT 9:45AM-11AM**

**SENSE OF SELFIE**

**PLAY HARD- RECOVER HARDER****Yury Rockit**

Taking care of your body involves a fine-tuning of your muscles and mind. Join Yury for an exploration of how to be inspired in various ways as personal trainers, group ex instructors, and fitness consumers with the goal of tuning-up the body for a fresh feeling in mind and body.

SA3C Saturday, 11:15am-12:30pm

**I HEART BARRE****Billie Wartenberg**

Heart health is key in our overall quality of life. This class will combine the best cardiovascular and muscle endurance training at the Barre while maintaining safety and functionality.

SA3D Saturday, 11:15am-12:30pm

**POUND® JAM SESSION****Amy Ward**

POUND is a full-body cardio jam session, combining light resistance with constant simulated drumming. The workout fuses cardio, Pilates, isometric movements, plyometrics and Isometric poses into a 45-minute series. Learn how to adapt the POUND formula so every participant, at any age or stage, can unleash their inner rockstar!

SA3E Saturday, 11:15am-12:30pm

**SCHWINN®: HOW TO WOW!****Mindy Mylrea**

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

SA3F Saturday, 11:15am-12:30pm

**DOUBLE TROUBLE: BAD BOYS OF AQUA****Jeff Howard & Manuel Velazquez**

Enjoy this fantastic workshop with two of our Maniac men of Aqua! The pool will never look the same once you experience this tidal wave of energy, creativity and enthusiasm. Manuel and Jeff will focus on different styles/formats of aquatic fitness techniques, pushing you to the next level. Leave with a flood of new ideas to make a big splash in your own water fitness sessions.

SA3G Saturday, 11:15am-12:30pm

**STAIRMASTER HIIT - A MOMENT IN TIME****Sonja Friend- Uhl**

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

SA3H Saturday, 11:15am-12:30pm

**DAIRY, MEAT & DISASTER****Melissa Layne, MEd**

Confusion about animal fat and protein runs rampant in America and the confusion is fed by industry funded research. How and why did America get to this point in the science of nutrition and what are the myths and the realities. Six confusing statistics will be addressed, giving you the information to make your own educated decisions! (LECTURE)

SA3I Saturday, 11:15am-12:30pm

**LARGEST FITNESS OPPORTUNITY IN HISTORY****Dianne McCaughey Ph.D**

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

SA3J Saturday, 11:15am-12:30pm

**WHAT FIT PROS WANT FROM LEADERS****Nathalie Lacombe, MS**

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

SA3K Saturday, 11:15am-12:30pm

**MAXIMIZE FACEBOOK LIKE A BOSS****Sohailla Digsby, RDN, LD, CPT**

Are you making the most of Facebook to stay on your client's and member's radar? Do you prioritize engagement windows, FB Lives, and Groups to keep your people coming to you as their go-to expert? Learn how to use this free social media tool to your advantage and keep your clients on track to reach goals!

SA3L Saturday, 11:15am-12:30pm

**SA4 - Session 1****12:45pm-2:00pm**

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

**CREATING INGENIOUS FUNCTIONAL CIRCUITS****Aly Purdy**

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

SA4C Saturday, 12:45pm-2:00pm

**MAT TO THE MAX****Abbie Appel**

Max out your Pilates Mat class with 10 authentic advanced exercises from the original repertoire. Revisit Pilates principles and optimal alignment to understand what it means to be "advanced"! Dissect each exercise and discover how to modify and progress movements for your intermediate to expert students. Take your Pilates practice up a notch by safely and successfully adding challenge.

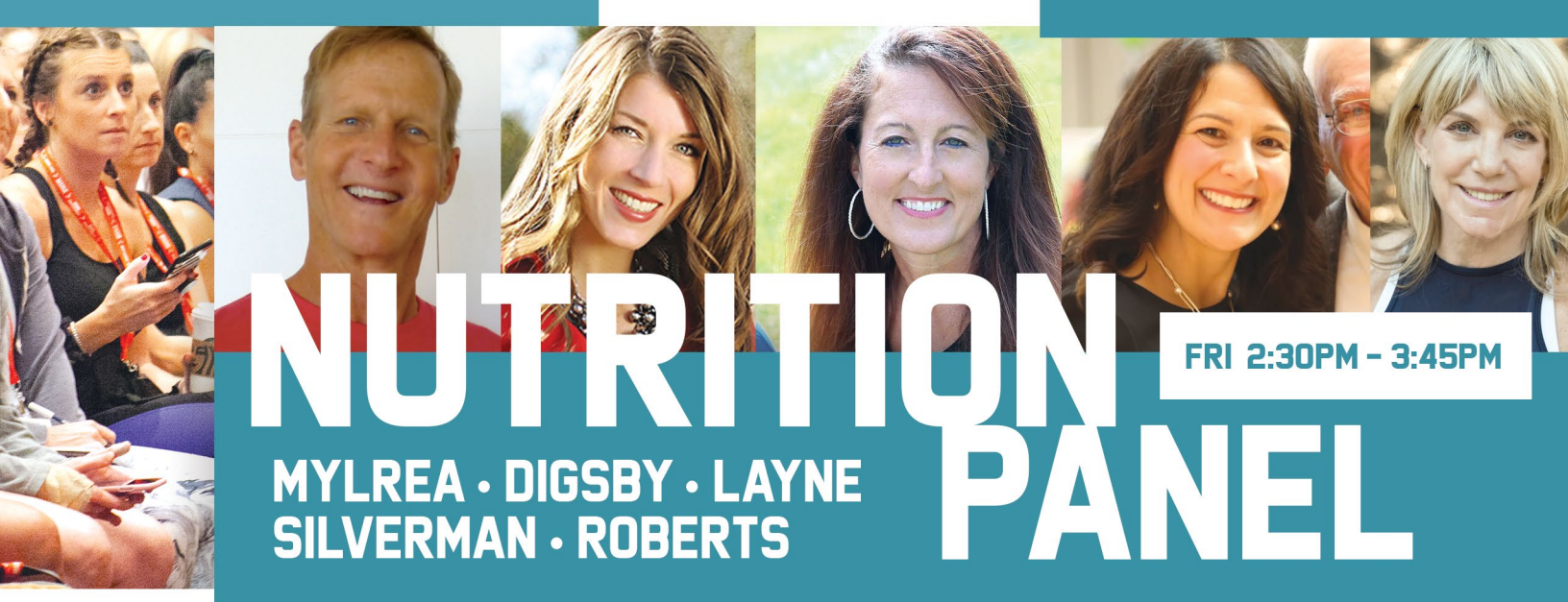
SA4D Saturday, 12:45pm-2:00pm

**UPS & DOWNS OF AQUA****Mac Carvalho**

Looking to turn up the "heat" in the pool but don't know where to start? Get inspired to create blockbuster warm-ups and climactic cool-downs to make your Aqua programs, HOT, HOT, HOT! Leave this session with spicy ideas to improve, implement and ignite every aqua class with pizzazz, passion and purpose!

SA4G Saturday, 12:45pm-2:00pm





# NUTRITION PANEL

FRI 2:30PM - 3:45PM

MYLREA · DIGSBY · LAYNE  
SILVERMAN · ROBERTS

## 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. Hitting a bag and focusing on boxing combinations is proven to provide stress 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.

SA4H Saturday, 12:45pm-2:00pm

## THE HAPPY MEDIUM

Billie Wartenberg

Often our Active Adults feel classes are either too hard OR too easy. Explore endless exercise options that are "just right" for your clients. Learn variations, modifications and progressions that will keep members engaged and continue to make fitness gains, reach goals and stay fit! In addition, use staple equipment most fitness facilities already have...tubing, loop bands, gliding discs, dumbbells, mats and chairs.

SA4B Saturday, 1:30pm-2:45pm

## CONTROVERSIES IN RESISTANCE TRAINING: SOLVED

Len Kravitz, PhD, CSCS



Join Len for a research roundup of the most relevant and controversial topics on resistance exercise. This lecture will highlight some of the latest breaking studies on resistance training and weight management, resistance training and resting metabolic rate, cortisol, protein catabolism, metabolic stress, acidosis and much more.

SA4J Saturday, 12:45pm-2:00pm

## FUNCTIONAL FLEXIBILITY WITH FLX



Andrea Metcalf

Stop stretching and start improving flexibility for greater function with FLX! Radically change the way you think about flexibility for greater strength and performance. Learn FLX Foundational blocks of mobility and continuous movement, identify areas of limited range of motion and walk away with a 4-point test and a mindful, pre-post workout to witness your body's immediate response and transformation.

SA4E Saturday, 1:30pm-2:45pm

## MAKE NEW FRIENDS, BUT KEEP THE OLD

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.

SA4K Saturday, 12:45pm-2:00pm

## SCHWINN®: R&R - RIDE & RESTORE



Keli Roberts

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

SA4F Saturday, 1:30pm-2:45pm

## SA4 - Session 2

1:30pm-2:45pm

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

## 50 UNIQUE CORE LOVERS EXERCISES



Mindy Mylrea & Riley Shaia

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.

SA4A Saturday, 1:30pm-2:45pm

## WHAT IF QUESTIONS EVERYONE ASKS

Sohailla 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! (LECTURE)

SA4I Saturday, 1:30pm-2:45pm

**FITBIZ MASTERY**

Travis Barnes, Cyndy Barnes &amp; Jeremy Purifoy

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

SA4L Saturday, 1:30pm-2:45pm



SA5

3:00pm-4:15pm

**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.

SA5A Saturday, 3:00pm-4:15pm

**HIGH FITNESS: AEROBICS IS BACK!**

Joni Hayes

Aerobics is back – Bigger, Better and Higher! High Fitness is a hardcore, intense group fitness class that upgrades our aerobics with modern, cutting-edge techniques. High combines FUN choreography to current music, INTENSITY, HIIT, plyometrics, toning, cardio – ALL IN ONE! High Fitness is scalable for all levels of participants.

SA5B Saturday, 3:00pm-4:15pm

**SOUL YOGA: RHYTHM & BLUES**

Sara Kooperman, JD

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

SA5C Saturday, 3:00pm-4:15pm

**HOT BOOTY BALLET™**

Suaad Ghadban

Hot Booty Ballet™ is a new, dynamic program that's proven to give you a firm and perky posterior! Created by Suaad Ghadban, Hot Booty Ballet™ builds on traditional ballet conditioning to lengthen and strengthen muscles, lift your heart rate, increase your metabolism and help you look and feel amazing. This class stands out in the barre fitness genre due to the integration of resistance training, using Hot Booty Bands, and great music that gets every participant sweating to the beat!

SA5D Saturday, 3:00pm-4:15pm

**LABLAST® FITNESS; WALTZ, TANGO, FOXTROT!**

Megan Cooperman, MEd

Spice up your group fitness program with this blend of ballroom dance and strength training, based on all the dances seen on Dancing with the Stars. Your class will have a "BLAST" dancing to the Quickstep, Lindy Hop, Foxtrot, Waltz, Tango, and more, and you'll love our easy-to-learn pattern-based teaching formula (PATTERNography)!

SA5E Saturday, 3:00pm-4:15pm

**SCHWINN®:****STEP INTO YOUR SHINE**

Mindy Mylrea

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?

SA5F Saturday, 3:00pm-4:15pm

**PLATINUM - SILVER TSUNAMI**

Manuel Velazquez, Connie Warasila, Billie Wartenberg, Mac Carvalho, Harley Cofield &amp; Chris Jansen

Make a splash with these brand new WATERinMOTION® Platinum-inspired routines. Experience six 64-count choreography blocks of captivating, low-impact aqua sequences and discover why moving in water is natural for our silver population. Comprehensive choreography notes are provided to enhance your teaching skills and movement mastery and inspire active aging adults to safely improve cardiovascular endurance, balance, strength and flexibility. Stay current with these fresh ideas!

SA5G Saturday, 3:00pm-4:15pm

**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.

SA5H Saturday, 3:00pm-4:15pm

**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)

SA5I Saturday, 3:00pm-4:15pm

**HIIT BEYOND YOUR MAX!**

Len Kravitz, PhD, CSCS

The emerging research examining high-intensity interval training indicates numerous benefits for cardiovascular health, fat loss, insulin resistance, endurance, mitochondrial adaptation and cardio protection, all highlighted in this lecture. Come learn EIGHT new HIIT programs (several from Len's lab) such as HIIT-Steady, HIIT-Circuit, HIIT-Cluster and more.

SA5J Saturday, 3:00pm-4:15pm

**EXTRAORDINARY RETENTION & COMPETITION COMBAT**

Travis Barnes, Cyndy Barnes &amp; Jeremy Purifoy

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

SA5K Saturday, 3:00pm-4:15pm





**WEARABLE TECHNOLOGY - EXCEPTIONAL MEMBER ENGAGEMENT**



**Amanda Fitzpatrick**

Discover how to integrate wearable technology into your programs and services to ignite member engagement. In this session, you'll learn best practices for rolling out wearable technology, from staff onboarding to member launch and beyond. We will also explore how your fitness staff can effectively coach and offer accountability to your members for an unbeatable fitness experience.

SA5L Saturday, 3:00pm-4:15pm

**SA6 4:30pm-5:45pm**

**HIIT THE TURF**



**Jen Keenan-Stryka & Angelique Hughes**

This NEW energetic HIIT-based workout featuring the easy-to-travel TURF ON THE GO mats is a must-see! New cardio and strength moves using gliding discs and other small equipment is proven to sculpt muscles and burn fat! Experience this versatile workout that keeps your clients coming back for more!

SA6A Saturday, 4:30pm-5:45pm

**COGNITIVE FITNESS FOR OPTIMAL AGING**

**Dianne McCaughey Ph.D**

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

SA6B Saturday, 4:30pm-5:45pm

**TRUE BALANCE: YIN/YANG YOGA**

**Whitney Chapman**

Yin practices are slow, deep, and contemplative in nature, teaching us to surrender. Yang practices are dynamic, often aerobic and vigorous in nature, teaching us to actively participate. Balance comes by understanding and blending both practices to create lasting changes and inner peace.

SA6C Saturday, 4:30pm-5:45pm

**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 warmups for your members. Attendees will walk away with two brand new warm-ups and will be on their way to a GREAT Class!

SA6D Saturday, 4:30pm-5:45pm

**SOULFUL BELLY DANCE BY RAQISA®**

**Soraya Doherty**

Teach your body to move with heart and beauty to authentic, elegant, and soulful belly dance movements! Rehearse each movement with proper posture and dance lines, then blend together a simple sequence of choreography filled with presence and grace! Enjoy the body-loving movements and music of the Middle East! ALL LEVELS WELCOME.

SA6E Saturday, 4:30pm-5:45pm

**SCHWINN®: MUSIC & SO MUCH MORE!**



**Abbie Appel**

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

SA6F Saturday, 4:30pm-5:45pm

**LIQUID GYM CIRCUIT**



**Andrea Velazquez & Jeanie Johnson**

Jumpstart your cardiovascular workout, wake up your muscles

**COMPETITORS REGISTER HERE:  
SCWFIT.COM/IDOL**



**FITNESS IDOL**  
**TAKE THE LEAP FOR YOUR CAREER**

**SAT 6PM-7PM  
OPEN TO THE PUBLIC**

with strengthening exercises, and end with stretching for maximum flexibility and range of motion. Use the resistance of the water to tone legs and arms simultaneously. Ride it out on the Liquid Gym Cyclone Bike while using the Liquid Star equipment for optimum use of drag and resistance to tone upper body muscles.

SA6G Saturday, 4:30pm-5:45pm

## ENDING YOUR CLIENTS' EXERCISE SABOTAGE

Dr. Candice Seti, Psy.D.

Self-sabotage is especially common with personal training clients who miss appointments, overeat after sessions, or talk down to themselves and convince themselves they will never meet their goals. Learn the most effective tips and tricks to help your clients overcome destructive behavior and skyrocket to success! (LECTURE)

SA6I Saturday, 4:30pm-5:45pm

## RARE REMEDY- ALTERNATIVE OPTIONS

Angela Yong Sellers

From Olympic athletes to Hollywood movie stars, they've all been sporting KT Tape or the circular Hematoma markings left behind from a cupping session. Why? How? In this session, you will learn the benefits of these procedures to improve mobility & decrease pain. Perfect for self-care or to expand services to your clients.

SA6J Saturday, 4:30pm-5:45pm



SA7

6:00pm-7:00pm

## FITNESS IDOL

Judges: Sara Kooperman, JD, Keli Roberts, Billie Wartenberg & Yury Rockit

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 2021 SCW press releases, but you'll get a chance to show off your skills as a featured presenter at the 2021 SCW MANIA® Convention of your choice!

- Each 2020 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: [www.scwfit.com/idol](http://www.scwfit.com/idol). Everyone is invited to attend. So, if you're not competing, come and watch, participate or cheer on the contestants!

SA7A Saturday, 6:00pm-7:00pm

## WORKOUT CREATION: HOW & WHY

Christine Conti

In this workshop, learn HOW to create safe and effective workouts by exploring the WHY behind the exercises. Leave this session with tons of fresh ideas and practical tools to create more effective workouts that meet the needs of every client.

SA7E Saturday, 6:00pm-7:00pm

## PREVENTION & RECOVERY THROUGH MUSCLE STIMULATION

with 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.

SA7J Friday, 6:00pm-7:00pm



## Sunday, March 1

SU1

7:30am-8:45am

## POUND® - SWEAT. SCULPT. ROCK.



Amy Ward

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

SU1A Sunday, 7:30am-8:45am

## TAI-CHI FOR VETERANS

David-Dorian Ross

-Chi + Yoga With our hectic lives and stressful existence, it's no wonder Tai Chi is one of the most popular mind/body formats...flowing Tai Chi calms the mind and energizes the body. The VA (Veteran's Administration) recognizes that Tai Chi has a transforming effect on our men and women of the armed forces, a physical, emotional and spiritual renewal with far reaching benefits for every population. (Hint: Instructors wanted)

SU1B Sunday, 7:30am-8:45am

## GO WITH THE FLOW SALUTATIONS Jeff Howard

Everyone has performed the sun salutation, perhaps earth and moon, too! Why not create your own? Learn how to fuse your favorite vinyasa poses with the flair of your personal patterns. Leave confident to creatively link one pose to another and go with your own flow!

SU1C Sunday, 7:30am-8:45am

## BALLETONE - THE NON-DANCER WORKOUT



Pattie Bostick-Winn

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!

SU1E Sunday, 7:30am-8:45am

## SCHWINN®: LET THE MUSIC PLAY



Mindy Mylrea

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

SU1F Sunday, 7:30am-8:45am

## WATER RUNNING Yury Rockit

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

SU1G Sunday, 7:30am-8:45am



## MASTER OF MINDFUL EATING

Dr. Candice Seti, Psy.D.

Eating slowly and enjoying our food without distraction is something we rarely do. Learn the most effective strategies to become a mindful eater. Understand the connection between mindfulness, weight, and our relationship with food. Learn easy techniques to teach these strategies to your clients.

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

## CALORIE BURNING: FACTS VS. CONTROVERSY

Len Kravitz, PhD, CSCS

You're invited to this innovative and most comprehensive multimedia presentation on calorie burning. This lecture answers several pressing myths and controversies about fat burning with research facts. TEN (yes, 10) groundbreaking exercise programs that maximize caloric expenditure and fat metabolism will be presented.

SU1J Sunday, 7:30am-8:45am

## CORPORATE WELLNESS: CREATE A NEW REVENUE STREAM

Andrew Gavigan

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

SU1K Sunday, 7:30am-8:45am

## THE BUSINESS OF SMALL GROUP PERSONAL TRAINING

Keli Roberts

Small Group Training offers the best of both worlds, the energy of group fitness and the personal touch of one-on-one. What's more, the earning potential for trainers is significantly higher. This lecture addresses the essentials necessary for starting and running your own SGT business. Learn how to set up a business plan and gain some valuable insight into marketing through social media.

SU1L Sunday, 7:30am-8:45am



SU2

9:00am-10:15am

## GOT BACK PAIN?

Herson Garcia

Are you ready to take control of your back pain or help you clients take control of theirs? 80% of Americans will experience low back pain at some point in their lives. Learn simple exercises and lifestyle changes that can help your client's get PAIN FREE leading to more consistency with training and exceeding training goals.

SU2A Sunday, 9:00am-10:15am

## PLANKS A TO Z - CORE PLUS

Siri Chilazi

Never run out of ideas to make your planks challenging, interesting and accessible to all your class participants and PT clients! Learn everything you need to know about the why behind planking, benefits and cautions, proper form, cueing and coaching planks successfully, and endless variations with(out) equipment for all populations.

SU2B Sunday, 9:00am-10:15am

## CONSISTENT RESISTANCE

Ally Purdy

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.

SU2C Sunday, 9:00am-10:15am



## HYDRO LIFT OFF!

Jeff Howard

Take your water workouts to new depths! Designed to sculpt with non-stop resistance and torch calories with cardio steady-state, this ultimate interval style water workout will give your classes the launch you've been looking for. Complete with core work and a relaxing stretch, this soup-to-nuts session will leave you feeling energized and accomplished!

SU2G Sunday, 9:00am-10:15am

## SUCCESS FACTORS FOR WEIGHT LOSS

Tricia Silverman RD, LDN, MBA

Learn about nutrition tips and wellness strategies that help people successfully lose and maintain their weight. Learn about coping, stress management, and mindful eating strategies that put a lid on emotional eating. (LECTURE)

SU2I Sunday, 9:00am-10:15am

## BOOST YOUR LEADERSHIP ACUMEN

Nathalie Lacombe, MS

Hiring and firing: the two biggest challenges we face as leaders. Learn how to attract the staff needed, face challenges along the way with caring and candor, and remove employees who aren't right for your team. Leave ready to take action and build the team culture of your dreams.

SU2J Sunday, 9:00am-10:15am



## FITNESS BUSINESS TRENDS FOR 2020

Sara Kooperman, JD

This entertaining presentation examines the fitness fads, exercise trends, and the programming options that are worth spending your valuable time and money implementing in your fitness studios and health clubs this coming year. Customer experience, training preferences and technological advancements are put under a microscope of best practices. Review the predictions from IHRSA, ACSM, SHAPE Magazine and a variety of reputable International Sources to look for new, creative, and successful wellness opportunities to offer our clients. Join Sara Kooperman, an Industry Icon, for this engaging and illuminating presentation guaranteed to leave you excited about our fitness future.

SU2K Sunday, 9:00am-10:15am



## BE YOUR UNIQUE SELLING POINT

Courtney McWaine

Do you feel the fitness industry is saturated and you want to create a brand that stands apart from the masses? Courtney will guide you through a personality driver questionnaire highlighting your unique characteristics that separate you from your competitors. Moreover, unlock simple strategies to incorporate these unique selling points into your business brands.

SU2L Sunday, 9:00am-10:15am



SU3

11:00am-12:15pm

**HIIT THE TURF: FOR PERSONAL TRAINERS**

Jen Keenan-Stryka & Angelique Hughes



Individualize HIIT for each of your unique clients. Utilize core strength, stamina, SAQ (speed, agility and quickness) and stability training on the TURF. Appropriate for all levels, 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!

SU3A Sunday, 11:00am-12:15pm

**TRAINING BY THE NUMBERS**

Andrew Gavigan

It's all Math! 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

SU3B Sunday, 11:00am-12:15pm

**QI GONG FOR THE AGES**

Jacob Glassmeyer

Qi means energy, gong means transform, let us guide the rivers of energy running through our body with rhythmic breathing and slow flowing movement, giving way to cultivating and balancing your qi with this ancient discipline.

SU3C Sunday, 11:00am-12:15pm

**AQUA DRUMS VIBES**

Andrea Velazquez & Jeanie Johnson



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.

SU3G Sunday, 11:00am-12:15pm

**COACHING SKILLS AND TACTICS**

Tricia Silverman RD, LDN, MBA

Learn about using positive psychology, mindset science, and optimism to get results for your clients. Explore how to use a strengths-based approach to coaching, as well as other strategies to help you to become a more masterful coach. Discover coaching models such as the Immunity to Change model which helps people to overcome their resistance to behavior change. (LECTURE)

SU3I Sunday, 11:00am-12:15pm

**THE AGE ANTIDOTE**



Len Kravitz, PhD, CSCS

Our increasing life expectancy has generated intense focus on the biology of aging and longevity. In this research-driven presentation, Len unveils the 10 key strategies to slow down aging, extend lifespan quality and live optimally. This lecture will give you powerful interventions to teach your clients.

SU3J Sunday, 11:00am-12:15pm

**STARTUP NUTS & BOLTS**



Whitney Chapman

Thinking of starting your own business? Learn great organizational tools, to help plan, create, organize and manage your new studio for the greatest success with the least amount of stress! Prepare for the unexpected and learn how to think ahead as you birth your dream!

SU3K Sunday, 11:00am-12:15pm

**BOOK, SHOW & CLOSE LEADS!**



Brittany Welk

All fitness studios thrive on foot traffic, organic and paid. Now, that you've got their attention and through the door, how do you convert them to members? Understand the process behind turning prospects into happy members with ease.

SU2L Sunday, 11:00am-12:15pm

TH 9:30AM - 5:00PM



**WOMEN'S LEADERSHIP FORUM**

KOOPERMAN • LACOMBE  
KELLY • MAURER • ROBERTS





SU4

12:30pm-1:45pm

**COACH BY COLOR WITH MYZONE®****Amanda Fitzpatrick**

Coaching with Myzone®'s color-coded effort zones creates a unique and engaging experience that will challenge your class members, no matter their fitness level. Learn how to effectively program with color and lead your class through their effort zones. In the practical portion, experience an intense yet fun gamified strength and cardio workout!

SU4A Sunday, 12:30pm-1:45pm

**TAI CHI: MEDITATION IN MOTION****Jacob Glassmeyer**

Experience the ancient Chinese discipline that brings yin and yang to fruition. Discover how every (body) can benefit from the most graceful form of exercise. Work in as you work out with intentional but never forced, self-paced, non-competitive movement; finding yourself refreshed at the completion as we journey through Tai Chi.

SU4B Sunday, 12:30pm-1:45pm

**YOGA TWIST & SHOUT****Whitney Chapman**

Twists massage the internal organs, lubricate the spine, help to detoxify the body and improve organ function. Exploring physical twists, prepare the body to better handle the "twists & turns" that present themselves off the mat.

SU4C Sunday, 12:30pm-1:45pm

**AQUA: RHYTHM & MOVES****Christine LaFiura**

Using music from multiple genres, participants will actively engage a full-body workout, developing muscular control, flexibility, core strength and balance while having fun! Dancing in the water with various exercise combinations helps to build pathways in the brain and encourages positive brain-to-muscle activity. This aqua dance/exercise class is intended for all fitness levels and all ages.

SU4G Sunday, 12:30pm-1:45pm

**PUTTING AN END TO STRESS EATING****Dr. Candice Seti, Psy.D.**

Stress Eating can affect us all - trainers, clients, even nutritionists. We naturally turn to food in moments of stress to self-soothe without realizing we are doing it. However, this doesn't have to be the way. Learn how to identify triggers for stress eating and replace with healthier more beneficial behaviors. (LECTURE)

SU4I Sunday, 12:30pm-1:45pm

**WOMEN, HORMONES, METABOLISM AND EXERCISE****Len Kravitz, PhD, CSCS**

This lecture summarizes published research on the physiological effects of hormones, metabolism and energy expenditure in women. A comprehensive review of fat metabolism, female abdominal obesity, and physiology related to exercise is discussed. Several great resistance and aerobic training program designs, specifically for women, are presented.

SU4J Sunday, 12:30pm-1:45pm

**THE FUTURE OF FUNCTIONAL****Andrew Gavigan**

Functional training is on the trend reports from ACE, IHRSA, and even SELF Magazine. What does that mean? And what should we do about it? Join us in this session as we learn about how we can stay ahead of trends and still stay true to what we do best. (LECTURE)

SU4K Sunday, 12:30pm-1:45pm

**WHAT'S NEXT AFTER PERSONAL TRAINING?****Courtney McWaine**

At a crossroads and want to scale up your business beyond group/personal training but not sure what to do? Courtney will share tools and tips to help you transition from traditional fitness careers to other Health & Wellness fields such as online coaching, mindfulness programming or operations management.

SU4L Sunday, 12:30pm-1:45pm

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BEYOND THE NEXT LEVEL**



# PRESENTERS

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**Abbie Appel**  
SCW / Schwinn / Stairmaster



**Aaron Armstrong**



**Cyndy Barnes**



**Travis Barnes**



**Pattie Bostick-Winn**  
Savvier Fitness / Stroops



**Carolann,**  
MS, CPT, CN



**Mac Carvalho**  
WATERinMOTION



**Whitney Chapman**



**Siri Chilazi**



**Harley Cofield**  
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**Fabio Comana, MA, MS**  
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**Christine Conti**



**Megan Cooperman, MEd**  
LaBlast



**Joshua Craddock**



**Cammy Dennis**  
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**Vita Di Pasca**  
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**Sohaila Digsby,**  
RDN, LD, CPT



**Soraya Doherty**



**Carolyn Erickson**  
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**Steve Feinberg**  
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**Andrew Gavigan**



**Suaad Ghadban**



**Jacob Glassmeyer**



**Joni Hayes**  
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**Jeff Howard**  
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**Angelique Hughes**  
Turf On The Go!



**Christopher Jansen**  
WATERinMOTION



**Jeannie Johnson**  
Indigo Aquatics



**Erin Kelly**



**Jen Keenan-Stryska**  
Turf On The Go!



**Sara Kooperman, JD**  
SCW / WATERinMOTION



**Len Kravitz, PhD**



**Nathalie Lacombe, MS**



**Christine Lafuira**



**Rachel Lauria**



**Melissa Layne, MEd**  
SCW



**Jessica Maurer**



**Courtney Mcwaine**



**Bruce Mylrea**  
One Day To Wellness



**Mindy Mylrea**  
One Day To Wellness  
Savvier Fitness / Schwinn



**Logan Peters**



**Renee Pickett**  
Zumba



**Aly Purdy**  
Stroops



**Jeremy Purifoy**



**Kymberlee Raya**



**Dan Ritchie**



**Keli Roberts**  
SCW / Schwinn



**Yury Rockit**  
SCW



**Gina Rollins**



**Angela Yong Sellers**



**Dr. Candie Seti,**  
Psy.D



**Riley Shaia, MSPT**  
Savvier Fitness



**Robert Sherman**  
Schwinn



**Tricia Silverman,**  
RD, LDN, MBA  
SCW



**April T. Smith, MEd**  
Zumba



**Jeff Switalski**



**Matthew Taub**



**Manuel Velazquez**  
SCW / WATERinMOTION



**Connie Warasila**  
WATERinMOTION



**Amy Ward**  
POUND



**Billie Wartenberg**  
SCW / WATERinMOTION



**Brittany Welk**



**Maurice Williams**  
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**Christine Woods**  
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