FITNES ഗ P R O CONVENTION

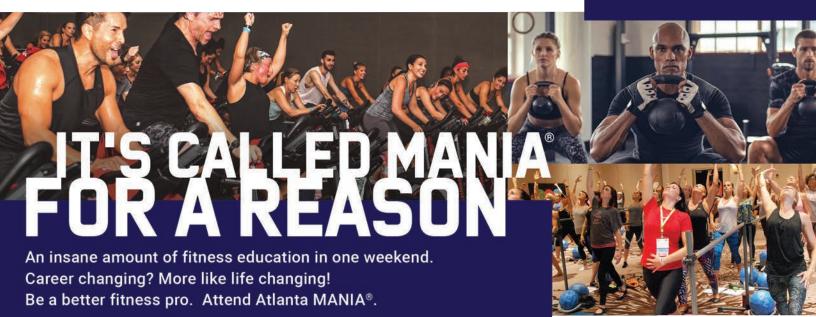


 $\overline{\mathbf{z}}$

Featuring:

(ihrsa)

HEALTH & FITNESS BUSINESS SUMMIT





Letter From Sara Kooperman, JD

Dear Atlanta MANIACs,

We are excited to be back in Atlanta after all this time!

2022 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 Pro Conventions are going on their 40th 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 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 our MANIA® Conventions. This means that over 50 business seminars with 40 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 our event sponsors that help us bring the most innovative programming and education to you - without their dedication and support these amazing events wouldn't be possible. Whether you have been with us for 40 years or are a new member of our SCW family, we commend you for your commitment to fitness education and for 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,

Sau Koon

Sara Kooperman, JD CEO, SCW Fitness Education



MANIA FITNESS PRO CONVENTIONS

For 40 years, SCW has always been and always will be dedicated to diversity and inclusion. We are proud to be the fitness education and respect-

ed certification company of choice for Personal Trainers, Group Exercise Instructors, Small Group Training Leaders, Aquatic Exercise Professionals, Cycling Instructors, Mind-Body Experts, Sport-Specific Training Educators, and many more. This outstanding Family of Leaders also supports Managers, Directors, and Owners of clubs and facilities nationwide with our Health & Fitness Business Summit and sessions.

As the largest conference leader in the world, MANIA® offers seven Professional Training Conventions annually in Washington, D.C., California (San Francisco), Florida (Orlando), Atlanta, Dallas, Midwest (Chicago), and Boston – and now, online too with our Live Stream MANIA® Fitness Pro Conventions! SCW serves over 7,000 health and wellness professionals at our events, and we reach more than 300,000 virtually through our SCW OnDermand program, Online Certifications, and Continuing Education Credit (CEC) programming options. Watch for our FREE Webinars that continue to drive the business of fitness forward.



HEALTH & FITNESS BUSINESS SUMMIT

If you want to grow your business and build your career, the 3-day SCW Health & Fitness Business

Summit is a must-attend event for you and your team. It's the place for all the education, networking, and tools you need to set yourself apart from the competition and move your business into a more profitable future. Attend 50 Business Sessions focusing on Social Media, Management, Programming, Sales, Retention, Technology, Finances, and Trends! Conveniently build your business and career in your backyard! (Look for the shaded blue/grey box throughout the course descriptions and pull-out chart indicating the SCW Health & Fitness Business Summit sessions.)

For more information visit www.scwfit.com/atlanta/BUSINESS

- 3-days of Elite Education
- 50 Lecture, Workshops & Panels
- 30+ Top Industry Presenters



NASM

SCW



AEA



ROVIDER

Hotel / Convention Location & Date

ATLANTA MANIA® FITNESS PRO CONVENTION AUGUST 5-7, 2022 (FRI., SAT., & SUN.)

BUSINESS SUMMIT AUGUST 5-7, 2022 (FRI., SAT., & SUN.)

CERTIFICATIONS AUGUST 4 (THUR.) & AUGUST 7 (SUN.) 2022

GRAND HYATT ATLANTA HOTEL

3300 Peachtree Road NE Atlanta, GA 30305 (888) 421-1442 (reservations only) 404-237-1234

Stay On-Site & Save

\$179 (*Reg.* \$266) single - quad room. We GUARANTEE the lowest Rate! WOW - what a savings! Pay as little as \$44.75 per night when you share a room with three others!

- 2 Double Beds Mini-Fridge
- FREE Wifi
 Coffee Maker

HOTEL ROOM DISCOUNT DEADLINE:

Tuesday, July 19, 2022

Book early, our hotel ALWAYS SELLS OUT! Visit www.scwfit.com/Atlanta/hotel

Visit Atlanta

Atlanta doesn't settle for doing anything the way it's always been done. That's why SCW calls Atlanta home for the MANIA® convention every Summer. Ranked as one of the top destination cities in the world to visit, you'll find world-class restaurants, festive nightlife, thrilling entertainment, and an abundance of attractions.

Keep the adrenaline high from MANIA® and make your way over to Six Flags Over Georgia Amusement Park for thrilling rollercoasters, family rides for all ages, shows, and attractions. Explore the city's diverse culinary scene, and see why shoppers love Atlanta for everything from boutiques to antiques. Experience Atlanta's Centennial Olympic Park, an expansive green space with features commemorating the 1996 Summer Olympics. Find more information on visiting Atlanta by clicking the "Hotel" link at www.scwfit.com/Atlanta.

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, ACE, ACSM, AEA, AFAA, NASM & 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 <u>www.scwfit.com/staff</u> or contact Denise Johnston directly at <u>staff@scwfit.com</u> or Text/Call 678-901-9642.



Receive Discounts

Get the most up-to-date alerts on discounts and MANIA® info by signing up for texts from SCW. To make sure you're on the list and to get our FREE Spotlite eNews, sign up at <u>www.scwfit.com/INFO</u>



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



MANIA® Offers More!



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

Live MANIA® Conventions along with our Online Recorded options supply you with over 20 Continuing Education Credits/Units during the 3-day convention! SCW, ACE, ACSM, AEA, AFAA, NASM, and other providers accept MANIA® CECs/CEUs. We are happy

to help you secure Physical Therapy or other CEUs! SCW is committed to excellence and utilizes only presenters who are certified or carry a fitnessrelated graduate or undergraduate degree. Please check with your individual certification organization to determine the exact number of CECs/ CEUs required for credential maintenance. All courses are subject to CEC/ CEU approval by your corresponding educational organization.



One Excellent Expo - Free To All!

You're going to love the great deals on fitness equipment, exercise videos, activewear, music, fitness resource books, and Online Certifications. The Expo is always FREE and open to the public! Invite your friends, clients & students. Register at www.scwfit.com/Atlanta/Expo.



100 Session Recordings -125 Hours of Online Education!

See ALL 100 activity sessions, nutrition seminars & business lectures for 125 hours of recordings at only \$40 for 40 days when you add it to your In-Person registration. That's the most education for your money!

Can't attend MANIA® In-Person? Watch all the recorded sessions and lectures online for only \$199. That's 100 recordings to enjoy at your convenience - on your own time! All online videos qualify for the maximum amount of 20 CECs/CEUs.



Sponsor / Exhibit / Advertise Partner with the Best

Fitness Professionals are within reach with SCW!

- 7,000 face-to-face connections
- 74,000 through emails
- 62,000 text messages
- 300,000 through organic virtual connections

All of our events 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! Offer sessions at 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 Webinars, and receive Discount Coupons in our Emails. Visit: www.scwfit.com/PARTNER, email partner@scwfit. com or Call or Text our Partnership Director, Beth Kahny 402-649-9700.



Michael Scott Scudder Scholarship

To honor the life and professional career of Michael Scott Scudder, SCW offers a FREE MANIA® Convention 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**.



HEALTH & FITNESS BUSINESS SUMMIT

Atlanta August 5-7

Leadership & Management

Revenue & Retention

SON, CSCS

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.

- 3-Days of Elite Education
- ▶ 50 Lectures, Workshops, & Panels
- 30+ Top Industry Presenters
- Owners, Managers, & Directors
- Interactive Workshops
- Exclusive Resources
- Direct Feedback

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



Sponsor Specials

A HUGE Thanks To Our MANIA® Sponsors!

To our Atlanta MANIA® Sponsors - thank you for taking the time and energy to invest in our vision and in our event; your sponsorship allows us to bring the highest level of fitness pro education to our attendees.







Certifications

Thursday, August 4

SCW ACTIVE AGING CERTIFICATION Ann Gilbert

Thursday, August 4, 9:00am-5:00pm \$179 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. Cuttingedge 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+ year-old participants. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), ACE (0.7), ACSM (8.0), AEA (4.0), AFAA (7.0), NASM, (0.7).

SCW PERSONAL TRAINING CERTIFICATION Keli Roberts

Thursday, August 4, 8:00am-5:00pm \$179 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 Éducation. SCW (8.0), ACSM (8.0), AEA (4.0).

SCW YOGA I CERTIFICATION Manuel Velazguez Thursday, August 4, 8:00am-5:00pm

\$179 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, competitive 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 & cool-down. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), ACE (0.8), ACSM (8.0), AEA (4.0), AFAA (7.0), NASM (0.7).

SCW LIFE COACHING CERTIFICATION **Kimberly Spreen-Glick**

Thursday, August 4,12:00pm-6:00pm \$179 MANIA® Attendees / \$199 Non-Attendees

The landscape of the health and fitness industry has changed forever. So, how can you expand your current role and stay relevant in an industry you're passionate about, serving a community you love? Well, there is a need now more than ever for solid life coaches. With the right education and guidance as well as a solid structure and a talent for leadership, every trainer and instructor has the opportunity to become a successful life coach! In this certification,

you will learn about what life coaching really is, the categories it encompasses, and how to create a strong foundation for serving your clients. You'll also learn about various pathways for delivering your coaching and how to create an authentic brand that will attract your ideal clients. If you're feeling called to make a bigger difference in the world, here's your chance! Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (7.0), ACE (0.7), ACSM (7.0), AEA (7.0), AFAA (7.0), NASM (0.7).

WATERinMOTION® AQUA **EXERCISE CERTIFICATION** Cheri Kulp

Thursday, August 4, 9:00am-5:00pm \$179 MANIA® Attendees and/or Instructor at a WATERinMOTION® licensed facility /

water@ motion

\$199 Non-Attendees This WATERinMOTION® Certification is the perfect program for aqua instructors to take their classes to the next level. This comprehensive training includes an effective five-part preparatory online course addressing the principles of water exercise, the WATERinMOTION® RIPPLE teaching method, verbal and visual cueing techniques, deck teaching skills, and active aging principles. The live full-day practical training utilizes choreography routines to enhance your class sequencing, musical phrasing, teaching skills, and choreography development. Freestyle instructors benefit from WATERinMOTION® through class structure design, routine creation, and leadership development. Leave certified in both the WATERinMOTION® Original program and the WATERinMOTION® Platinum (older adult) program, with the skills to teach your best class, every class! Certification includes a FREE online 5-part course, downloadable choreography video, one-hour music CD, educational materials, choreography booklet, flash cards, memorization notes, and optional Video Assessment (\$300 value). SCW (7.0), ACE (0.9), ACSM (7.0), AEA (8.0), AFAA (7.0), NASM (0.7).



ET CERTIFIED LIVE AT MANIA®







SCW PRACTICAL GUIDE TO NUTRITION, HORMONES, & METABOLISM CERTIFICATION Melissa Layne, MEd

Thursday, Áugust 4, 9:00am-3:30pm \$179 MANIA® Attendees / \$199 Non-Attendees

This practical program provides participants with cutting-edge information on nutrition, hormones, and metabolism. In easy-to-understand terms, learn how each macronutrient operates within energy pathways and how digestive and reproductive hormones affect metabolism. The body's adaptations to an incomplete diet and/or disease and the physiological consequences during various exercise regimes will be addressed during this session. You receive a handout detailing simple nutritional calculations and recommendations that Fitness Professionals can incorporate into a nutritional counseling session while remaining within the scope of practice. This comprehensive certification also provides information pertaining to Nutritional Health History Forms with prescriptive dietary suggestions that can be used immediately. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education.SCW (7.0), ACE (0.7), ACSM (7.0), AEA (8.0), AFAA (8.0), NASM (0.8).

SCW ACTIVE AGING NUTRITION CERTIFICATION Amber Toole

Thursday, August 4, 5:30pm-9:30pm \$99 MANIA® Attendees / \$129 Non-Attendees

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

SCW PILATES MATWORK CERTIFICATION Abbie Appel

Thursday, August 4, 8:00am-5:00pm \$179 MANIA® Attendees / \$199 Non-Attendees

Experience the classical series of movements and modifications based on the timeless 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), ACE (0.8), ACSM (8.0), AEA (4.5), AFAA (8.0), NASM (0.8).

SCW CHRONIC DISEASE & FITNESS SPECIALIST CERTIFICATION Christine Conti, MEd

Thursday, August 4, 5:30pm-9:30pm \$99 MANIA® Attendees / \$129 Non-Attendees Chronic diseases are defined broadly as conditions that last one year or more and require ongoing medical attention or limit daily living or both. According to the CDC, heart disease, cancer, and diabetes are the leading causes of death and disability in the United States. This course provides fitness professionals with the basic knowledge to understand the most prevalent chronic diseases, symptoms, causes, and treatment methods to work with this growing demographic safely and effectively. Learn valuable tools to improve client trust, decrease their pain, and increase quality of life. Level-up your career as a personal or group fitness professional with an in-depth knowledge of chronic diseases. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (4.0), ACE (0.4), ACSM (4.0), AEA (4.0), AFAA (4.0), NASM (0.4).



TAIJIFIT

David-Dorian Ross Thursday, August 4, 9:00am-5:00pm \$179 MANIA® Attendees / \$199 Non-Attendees Some claim that T'ai Chi Chuan is one of the oldest forms of group exercise on the planet. Learn exercises from Qi Gong, which can be done in any order, at any time of the day, and without equipment. These exercises are also known as the age-old Yang Short Form of Tai Chi. Teach your clients to feel more invigorated, more energized, and more balanced from this natural choreographic flow of wellness. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), ACE (0.7), ACSM (8.0), AEA (7.0), AFFA (8.0), NASM (0.8).

SCHWINN® CYCLING: INDOOR CYCLING CERTIFICATION Jenn Hogg

🍘 SCHWINN

Thursday, August 4, 7:00am-5:00pm \$175 early bird registration price through May 18th. \$199 registration price after May 18th.

#RideRight anywhere & everywhere with the industry's most up to date, respected and progressive indoor cycling instructor training course. Experience the AC Power Bike and accurate power provided by the 4iiii Powermeter! Get the tools you need to become a successful and soughtafter instructor on any brand of bike in one power packed day. This critically acclaimed certification, based on the Schwinn® Cycling Coach's Pyramid[™], allows you to work smart, break through, fill your room, and shine in the studio. Course also covers proper bike fit, cycling science, class design, music, communication skills, & motivation techniques.

Takeaways include:

- Power Music® Schwinn® Cycling Signature Music
 Eight complete class design plans
- Eight complete class design plans
 A comprehensive manual & Certificate of Completion
- SCW (9.0), ACE (0.8), AFAA (8.0), NASM (0.8), ACSM (9.0)



Get S.E.A.T. Certified at 50% OFF!

S.E.A.T. (Supported Exercise for Ageless Training) is a brand new, chair-based fitness program that strengthens the body and mind, while improving balance and flexibility so your aging clients get the most out of life.

Certification Includes:

SUPPORTED EXERCISE FOR AGELESS TRAINING

- Full Course Manual
- Music, Video & Choreo Notes
- 7 CECs/CEUs

 Teach this program without any club licensing



Use Code: MEMBERSAVE at SEATfitness.com

Certifications Sunday, August 6, 2022

SCW GROUP EXERCISE CERTIFICATION Jeff Howard

Sunday, August 6, 8:00am-4:00pm \$179 MANIA® Attendees / \$199 Non-Attendees Have you always wanted to be a group fitness instructor? Learn proper class sequencing, warmup 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), ACSM (8.0), AEA (4.5), AFAA (8.0), NASM (0.8).

S.E.A.T. SLPPORTED EXERCISE FOR AGELESS TRAINING CERTIFICATION Ann Gilbert

Sunday, August 6, 8:00am-4:00pm \$179 MANIA® Attendees / \$199 Non-Attendees The S.E.A.T. Fitness Certification (Supported Exercise for Ageless Training) is the perfect program for Active Aging and Specialty Format Instructors to take their chair classes to the next level. This comprehensive training includes an effective analysis of the aging process addressing the physiology, kinesiology, and specific needs of students requiring extra support. Using a chair as your base, incorporate sitting, standing, and supported moves needed to enhance your group dynamic teaching skills. Verbal and visual cueing techniques, inspirational and effective memoryimprovement strategies, and active aging principles are all included. The live full-day practical training utilizes choreography routines to enhance your class sequencing, musical phrasing, teaching skills, and choreography development. Both expert and novice group exercise and small group instructors benefit from S.E.A.T. Fitness through class structure design, routine creation, and leadership development. Leave with a demographically diverse program you can teach Monday morning to anyone, including active agers, rehab patients, overweight or special-needs participants. Certification includes a comprehensive manual, downloadable choreography video, music CD, educational materials, flash cards, and online examination. (\$300 value). SCW (7.0), ACE (0.7), ACSM (7.0), AEA (7.0), AFAA (7.0), NÁSM (0.7).

SCW BARRE CERTIFICATION Abbie Appel

Sunday, August 6, 8:00am-4:00pm \$179 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), ACE (0.6), ACSM (7.0), AEA (4.0), AFAA (7.0), NASM (0.7).

SCW AQUATIC EXERCISE CERTIFICATION MaryBeth Dziubinski

Sunday, August 6, 8:00am-4:00pm \$179 MANIA® Attendees / \$199 Non-Attendees Drawing on over 100 years of combined expertise

Drawing on over 100 years of combined expertise in the aquatic fitness industry, this comprehensive Nationally Recognized 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 planes, 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), ACE (0.7), ACSM (8.0), AEA (9.0), AFAA (8.0), NASM (0.8).

SCW BOXING CERTIFICATION Diva Richards



Sunday, August 6, 9:00am-4:00pm \$179 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 with the tools you need. Learn to implement the basics of boxing, address the science behind the sport, and leave with the knowledge and confidence to empower others - from novices to well-trained fighters. This certification explores three learning styles, auditory, visual, and tactile, and provides you with several authentic workouts that are taught at a traditional boxing gym or independent studio. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (7.0), ACSM (7.0), AEA (4.0), AFAA (7.0), NASM (0.7).

Can't make a Live SCW Certification?



Take the same course online at: scwfit.com/Certs

MANIA® Fitness Pro Convention Course Descriptions

Friday, August 5

FR1

7:30am-8:45pm

Functional Training for Active Agers

Ann Gilbert

Increasing functionality is just one of the benefits of offering small group options for aging clients. Discuss not only the science, but the need for socialization, camaraderie, and accountability when training the group. Study how introducing positive competition and even dance movement will enhance results, and address retention. Experience and practice specific joint actions to get you started creating you new branded option.

FR1A Friday, 7:30am-8:45am

Back, Booty & Core Connection

Abbie Appel

The connection among the glutes, back, and core is profound. They must all be strong enough to stabilize the spine and pelvis, support movement, and generate force. We will evaluate core training and the relationship between the posterior chain, including the fascial slings. Learn ten complex booty, back, and core moves and discover techniques to train for greater function, as well as fabulous aesthetics for your backside. FR1B Friday, 7:30am-8:45am

FRID Friday, 7.30am-8.45am

Warm Beginnings & Cool Endings

Keli Roberts

Review warm up elements beyond elevating core temperature to comprehend essential mobility and stability. Learn two different approaches to warm up your clients: Athletic or dynamic. Finish by practicing two unique cool downs: Static passive stretching with PNF and self-myofascial release. FR1C Friday, 7:30am-8:45am

LaBlast® Dance Fitness: Dance Is Mental & Emotional Health Apy Figueroa

Focusing on mental and emotional health is needed now more than ever. In this LaBlast® session, you will experience the healing power of Ballroom Dancing: physically, mentally, and emotionally from the inside out. This session includes weight training, interval training, and stretching. FR1D Friday, 7:30am-8:45am

Schwinn®: Set the Stage -Planning The Perfect Ride Every Time

🌐 SCHWINI

Jenn Hogg

K.I.S.S. the class design blues away & create thoughtful, physiologically sound classes that provide RESULTS! Simplify the process to save time & set riders up for success. Unlock the secret of the Schwinn® Coach's Pyramid & set the stage for powerful performances! Whether you're a seasoned pro or rookie of the year, this workshop will change your mindset on class design. FR1E Friday, 7:30am-8:45am

H2O Rapid Resistance

Cheri Kulp

The age old adage "use it or lose it" definitely applies whenever we refer to balance, agility, and power. According to the CDC (Centers for Disease Control), one adult over the age of 65 is treated in the emergency room for a fall every 18 seconds. Agility training improves flexibility, balance, and control, all of which can reduce the risk of falling for our aging population. This session uses water resistance and support to enhance this training without the fear of falling. FR1F Friday, 7:30am-8:45am

Words Matter: Eating Disorders & the Fitness Industry

Christine Conti, MEd

Let's Open The Dialogue! This powerful session examines the impact of words that either trigger or help with the healing process for clients with an eating disorder. Learn appropriate, and turnkey communication methods, to improve client-trainer relationships and identify the most common types, signs, and symptoms of eating disorders. "Because not saying anything is NOT okay!" FR1G Friday, 7:30am-8:45am

FOR EVERYONE 17 AQUA FOCUSED SESSIONS & CERTIFICATIONS



PERSONAL TRAINING BEREACTED BUILDING BUILDING BUILDING

Eccentric Training Unleashed

Dr. Jonathan Mike, PhD, CSCS*D

Discuss new developments with eccentric training, including its application in body composition, progressive overload, and training guidelines. Eccentric training may be proposed to athletes, healthy subjects, & those with limited exercise capacity. This presentation examines the science of eccentric training & provides practical impact for all.

FR1H Friday, 7:30am-8:45am

Lead Generation Bootcamp for Personal Trainers



Marisa Hoff, MEd

Personal training is not just about building healthy bodies, it is also about building a strong business. To grow a fitness business, you need to find and recruit a steady stream of clients. However, most don't know where to start. The good news is leads are out there, you've just got to know where to look, and how to attract them. In this session, learn cost-effective lead generation strategies to grow a personal training business. FR1I Friday, 7:30am-8:45am

FR2

9:45am-11:00am

Smart Strength for the Ageless Female

Keli Roberts

Smart strength training strategies to help your female clients age less! Birthdays are just a number: it's function that counts! Interactively review critical principles for functionally training the female client. Learn essential body alignment, precise cueing, and movement strategies to provide smart strength training for the ageless female.

FR2A Friday, 9:45am-11:00am

LIT 101 (Low Impact Training)

Dane Robinson

Working around the struggle to add the intensity, but looking out for clients with injuries, compensations, or new in their fitness journey? This part workout, part lecture session will cover the proven strategies of Low Impact Training to bring the intensity and results to your clients' workouts with joint friendly strength, cardio, & HIIT methods.

FR2B Friday, 9:45am-11:00am

Flowing Yoga For Chakra Balancing Manuel Velazquez

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

FR2C Friday, 9:45am-11:00am

Load, Lift & Live Better!

FitFighterPro

Sarah Apgar

Over the past five years, we've redefined how to load the body and grip, lift safely and effectively, and move better with weight. Learn how well-researched Imbalanced Load Training (IRT) improves strength, power, grip, stability, and coordination, and implement this optimal way to move and lift into your programs using imbalanced weights. Experience the evidence-based FitFighter Approach from Founder & CEO Sarah Apgar.

FR2D Friday, 9:45am-11:00am

Fight Night 2.0

Diva Richards

Gloves on. Hands up. Chin down. Time to work! Learn the numbers of each punch, the body position for best reach, and the combinations to make them count. It's YOU vs. the bag!

FR2E Friday, 9:45am-11:00am

HIIT the Wall

Ann Gilbert

Box it, push it, pull it, and kick it to the limit in this new HIIT aquatic program. Partners don't have to be human! Clever movements while connecting to the pool's wall will ensure you maximize your HIIT training. HIIT the Wall - without hitting the wall! FR2F Friday, 9:45am-11:00am

Ketogenic Diets: History and Applications

Dr. Parker Hyde, PhD

Keto is perhaps the hottest 'fad' diet to ever cross our plates, even though it is more than a 100-year-old medical approach to eating. We will discuss the origins of keto, move into the current era where it is being used by elite-level athletes, and talk about how you can apply it today! FR2G Friday, 9:45am-11:00am

Sleep-Recovery-Adaptation-Client Results Nicholas Lambe

Sleep is a missing link in an industry where nearly half the population struggles with the availability of few practical options. This course will provide a framework to improve sleep for those you work with. From assessment to coaching systems while maintaining your scope of practice. FR2H Friday, 9:45am-11:00am

6 Figure Small Group

Rick Mayo



What if you could double your income with one simple adjustment to your personal training sessions? Well, you most certainly can! Rick and his team at Alloy were pioneers in creating small group personal training. Rick will teach you how and why you might want to change your business model. FR2I Friday, 9:45am-11:00am

FR3

11:15am-12:30pm

Build Better Aging Body Balance 🗖

Keli Roberts

Comprehensively examine stability/mobility relationships of the aging body to provide a foundation that enhances and respects this precise equilibrium. Learn effective methods to increase core stability while developing mobility in key areas to improve gait efficiency. Apply strategies for fall prevention through effectively training key areas for dynamic balance. FR3A Friday, 11:15am-12:30pm

Pro Athlete Core Conditioning

Dane Robinson

Take core training for your clients to a PRO level in this performance-based core training workout. As a former professional football player, Dane will help you utilize range of motion, stability, and power core training principles from the world of professional athletics!

FR3B Friday, 11:15am-12:30pm

TaijiFit Original Flow 🗖

David-Dorian Ross

This program gently guides you through a simple Tai Chi workout, emphasizing continuity, connection, and your feeling of FLOW. Perfect for beginners, seniors, and those with Parkinson's, fibromyalgia, peripheral neuropathy, diabetes, or obesity. Enjoy this Tai Chi practice of continuity without interruption.

FR3C Friday, 11:15am-12:30pm

Improve Your Rear View

Karli Taylor



🗿 schwinn

water@ motion

TAIJIFIT

It's easy to focus our training on what we see in the mirror, but neglecting the back side of our bodies can lead to imbalance and injury. Add suspension system and resistance band work to your glute training toolbox for a stronger posterior chain.

FR3D Friday, 11:15am-12:30pm

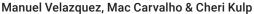
Schwinn®: A DJ Saved My Life

Abbie Appel

Where did you get that song? Schwinn® has the secrets to sourcing music for playlists that rock every ride. Learn where to find the tunes and uncover new apps and programs to remix and customize your own tracks. You're going to want a backstage pass to this show! Become your own DJ and the savior of savvy playlists.

FR3E Friday, 11:15am-12:30pm

Water Works



Experience a cascade of fresh aqua ideas & leave with six (6), 64-count choreography blocks. Join us for this informative session on the knee with a focus on choreography. Discuss the basic components and common issues we hear from our class participants, learn how to utilize the pool environment to recover, cross-train, and work effectively while being kind to this hinge joint. FR3F Friday, 11:15am-12:30pm

Mastering Menopause

Melissa Layne, MEd

Approaching menopause and dealing with hormonal imbalances is difficult but doable. Join us for a comprehensive look at everything to keep females flourishing, such as the how and why behind the hormones, physiological changes, proper nutrition, efficient training, and mental issues with neurotransmitters.

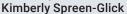
FR3G Friday, 11:15am-12:30pm

Bioenergetics: Review of Energy Systems Dr. Parker Hyde, PhD

Take a quick dive into how our body produces energy and how we can target it to not just train our clients, but to optimize the way they fuel their bodies during exercise. Join this discussion on how we produce energy to fuel that 1-rm (onerep max) snatch and run a marathon too!

FR3H Friday, 11:15am-12:30pm

Building Your Wellness Brand



Expand your role from 'fitness pro' to 'online wellness leader'. We'll discuss 4 elements that build a solid brand, 3 stages of audience growth, and 3 people who could stop you from succeeding if you let them. Come discover how you can make a great living doing what you love!

FR3I Friday, 11:15am-12:30pm

FR4 - Lunchtime Session 1 12:45pm-2:00pm

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

Chair Yoga For The Young At Heart

Sara Kooperman, JD

This creative workshop focuses on yoga postures done with the support of a chair. Seated and Standing work poses are beautifully blended into asanas encompassing a creative strength building and flexibility-promoting workout. A union of mind, body, and spirit are at the heart of this program with special attention focused on activities of daily living and the ability to rise, fall, and flow by oneself. Supported by a group of like-minded individuals, this program has far-reaching positive effects on aging exercisers of all shapes and sizes, building communities with a mindful attention to self-awareness. FR4C Friday, 12:45pm-2:00pm

Barre Blueprint 🗖

Abbie Appel

With so many effective movements in Barre, it's often challenging to sequence the moves for maximum effectiveness. Understand how to put "it" together better, how and when to progress your movements. Learn when to add new moves and where to add those "pulses" for the best results. Discover new ways to program workouts & make planning classes simple for you and class participants.

FR4D Friday, 12:45pm-2:00pm

Smart Sets For Aqua Dumbbells

Cheri Kulp

This workshop will review the basic considerations for using Aqua Dumbbells safely and effectively for a full body workout. Participants will learn the benefits and challenges for using one vs. two dumbbells along with various ways to position them, allowing for breaks on the upper body (hands, wrists, shoulders). Participants will also have the opportunity to develop some simple combinations to teach to their classes.

FR4F Friday, 12:45pm-2:00pm



17 CORE DRIVEN SESSIONS & CERTS

Sports Supplements And Recovery

Dr. Jonathan Mike, PhD, CSCS*D

Sports Supplements are highly utilized in an effort to gain maximum performance. This presentation will cover the science, efficiency, and application of supplements that provide the most bang for your buck when training to recover optimally. We dive into science and talk fact from fiction for all trainers and coaches.

FR4G Friday, 12:45pm-2:00pm

A Nudge Towards Better Habits

Andrew Gavigan

When it comes to health and fitness, clients and trainers alike can always use a little help making the right decisions. Featuring extensive references and reading lists, this session discusses popular insights in behavioral economics and actionable ways to nudge your clients, family, and yourself toward better habits.

FR4H Friday, 12:45pm-2:00pm

FR4 - Lunchtime Session 2

1:30pm-2:45pm

Ko

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

Where Functional Training Meets Fun

Jackie Rodriguez

Latin rhythms and athletic movements perfectly combine in the most extraordinary, intense, dynamic, and fun group fitness class on the market. Each movement pattern is designed to develop mobility & endurance with emphasis on the CORE. Burn up to 39% more calories than other conventional cardio workouts. It is not dance, not choreography, it's a LIFESTYLE! FR4A Friday, 1:30pm-2:45pm

Armed & Dangerous

Mac Carvalho

Are you looking for stronger, toned & sculpted arms? Join Mac & discover creative ways to target upper body muscles and show your arms some love! Leave this session armed with everything you need for your group exercise classes or personal training clients.

FR4B Friday, 1:30pm-2:45pm

Contender

Diva Richards

RE TRAINING HE CENTER OF IT

> Time to bring out the inner warrior in your students. Create a hybrid format of boxing & kickboxing moves to sculpt, build confidence, and increase their mental focus to unleash the Champion within them! FR4E Friday, 1:30pm-2:45pm

Solution Based Sales

Chris Stevenson, CSCS



Not many people get into the health and fitness industry because they want to sell things. Sales can be a real challenge for a fitness professional. With a simple flip of your mindset, sales can be easy. Leave with tangible tips and tools to make the sales process a great experience for both the customer and the salesperson. FR4I Friday, 1:30pm-2:45pm

FR5

3:00pm-4:15pm

Arthritis Exercises: From Head to Toe Christine Conti, MEd

Learn the various forms, symptoms, and causes of arthritis that affect 1 in 4 adults in the United States. Identify and experience safe & effective exercises that improve joint mobility, flexibility, and improve range of motion while promoting greater independence. Leave this session with a better understanding of how to communicate with arthritic clients to gain trust and build life-long relationships.

FR5A Friday, 3:00pm-4:15pm

Build a Better Booty

Mac Carvalho

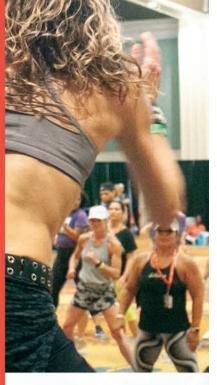
Does your rearview need a makeover? Are you looking to create a strong, firm & toned butt? Learn creative ways to target your lower body muscles and utilize incredibly effective exercises for your group fitness classes. FR5B Friday, 3:00pm-4:15pm

The Breathing Clinic

Demetreous Hill

Learn the mechanics and fundamentals of breathing efficiently. Breathing reduces stress for the immune system to be bolstered. The Breathing Clinic includes a lecture, defining various breathing techniques and meditation. Unlock the mystery of stress management by understanding how to utilize the keys to the breath of life.

FR5C Friday, 3:00pm-4:15pm



10 DANCE SESSIONS & CERTIFICATIONS

Fit By Numbers

Andrew Gavigan

This hands-on session lets you experience four unique short workouts that you can easily plug into small-group training plans to help all participants meet their short and long-term goals. Using fun but simple outlines-all based on unique rep or time patterns-you can keep your clients engaged and excited for the long term. This session also discusses basic human behavioral concepts and how to implement them for maximal exercise adherence. FR5D Friday, 3:00pm-4:15pm

Schwinn®: HIIT & Quit It!

👩 schwii

/aBlast

Jenn Hoaa

HIIT is still a hit! Fusion workouts are still on-trend. This workshop explores ways to give members everything they want in a 30-minute workout that works! Fast, fresh fitness. Are you ready to HIIT it & QUIT it! FR5E Friday, 3:00pm-4:15pm

LaBlast® Splash: **Dancing with Aquatic Principles**

Apy Figueroa

Just another dance fitness program in the water? NO! LaBlast Splash® is Ballroom dancing in the water! This program highlights the aquatic principles put forth by the Aquatic Exercise Association & focuses on creatively applying these principles to Ballroom dancing. FR5F Friday, 3:00pm-4:15pm

Nutrition Math: Calories, Grams & Size, Oh My! Amber Toole

The types and quantities of food we eat are a huge piece of the nutrition puzzle, but calculating individual caloric and macro needs can be confusing. Learn how to determine the proper nutritional needs of your clients for greater results that can be maintained for life. FR5G Friday, 3:00pm-4:15pm

Stretching For Strength -Flexible Foundations Panel

Sara Kooperman, JD, Manuel Velazguez, Jonathan Mike, PhD & David-Dorian Ross

Stretching is an integral part of any exercise program, yet there is immense inconsistency and uncertainty surrounding the practice. Join our panel of experts as they discuss both the art and the science of flexibility training and specific routines that will allow your clients to develop maximal strength gains safely and quickly.

FR5H Friday, 3:00pm-4:15pm

Pump Up Your Productivity Marisa Hoff. MEd



Running your own business can be challenging. Most small business owners struggle with finding the time to get everything done. After all, we must do everything the "big guys" do, but with limited resources and more demands. To be successful and healthy, we need to master the art of time management and productivity. In this session, discover tangible tips and tools to make the most out of your time so you can focus on what matters most, growing your fitness business! FR5I Friday, 3:00pm-4:15pm

FR6

4:45pm-6:00pm

Fab Women: Fifty+ Amber Toole

Training women over 50 requires programming that considers the special aspects of active aging. Delve into the psychology behind this spectacular group of individuals and understand how to create safe and effective workouts that lead them to amazing results!

FR6A Friday, 4:45pm-6:00pm

www.scwfit.com/Atlanta | 15

How to Master the Deadlift

Dr. Jonathan Mike PhD, CSCS*D

This hands-on session will discuss and identify the biomechanics and technical intricacies of the deadlift and help clients and athletes better understand its execution. We will cover its importance with a complete analysis of the mechanics and intricacies of the movement. FR6B Friday, 4:45pm-6:00pm

Flow Free & Be

Kimberly Spreen-Glick

Enjoy an uplifting, dynamic yoga practice focused on freedom and acceptance. Get ready to move, strengthen and stretch your body and mind without judgment; then finish feeling present and centered & tap into the ease within. Leave behind expectations and open your mind to an inspiring good time! FR6C Friday, 4:45pm-6:00pm

Agility Ability 🛋

Melissa Layne, MEd

The ability to react and change direction isn't only important to athletes. Agility helps the body to maintain proper alignment and posture during movement as well as preventing injuries. Join us for agility research, program design, and FUN, UNUSUAL drills with minimal equipment. FR6D Friday, 4:45pm-6:00pm

Schwinn®: Polishing Diamonds – How to Create a Successful Cycling Mentoring Program Jenn Hogg

The foundation of a great cycling program is your talent, and like diamonds, talented instructors need to be polished to bring out their full luster. Schwinn® will share comprehensive evaluation tools, tried & true teach-back techniques, and "user-friendly" feedback forums that will help you get more from your staff and more butts in seats. Build it & they will come!!! FR6E Friday, 4:45pm-6:00pm

H20 Strength Through the Ages

water@	
motion	1

SCHWINN

Cheri Kulp, Mac Carvalho & Ann Gilbert

WATERinMOTION® Strength takes advantage of the aqua environment to build muscular endurance, power, and overall tone in a 45-minute

25+ ACTIVE AGING SESSIONS & CERTS

workout using aqua dumbbells. Combine the unique properties of water to build lean muscle through the creative use of drag, resistance, and buoyancy. Water minimizes the strain of gravity on the joints and ligaments to prevent overuse of the muscles while enhancing recovery time and improving flexibility and power. Experience WATERinMOTION®'s unique choreographed formula to keep your training fresh, new, and challenging. www.waterinmotion.com/strength

FR6F Friday, 4:45pm-6:00pm

Micronutrients Broken Down 💻

Larry Howard, MS, CSCS

Within the fitness Scope of Practice, learn the definitions, details, and applications for various vitamins and minerals necessary for human function and improved human performance. Discover the values you need, based on your fitness regimen, to ensure you deliver the Recommended Daily Allowances you require.

FR6G Friday, 4:45pm-6:00pm

Lifelong Lessons In Leadership

Chris Stevenson

Leadership is not about making people do things that they don't want to do; it's about giving them the inspiration and tools to do things that they never thought they could. In this engaging session, learn the keys to effective leadership and receive tips and tools to implement immediately. FR6H Friday, 4:45pm-6:00pm

The Future of Group Ex & PT Panel

Sara Kooperman, JD, Rick Mayo, Manuel Velazquez & Diva Richards

ASTEST GROWING POPULATIO



The landscape of group fitness & personal training has been forever changed by the current world health crisis. Join these top MANIA® presenters as they guide you through what lies ahead for group fitness & your personal training clients. Take away invaluable, effective solutions to pressing questions to set yourself up for success moving forward in the new normal for fitness. Group participation is encouraged, so please bring questions with you. FR6I Friday, 4:45pm-6:00pm

CE	ERTIFICATIOI THURSDAY, AUG. 4	ACTIVE		NAL TRAINING CERTIFICATION BERTS - 8:00AM - S:00PM	TALJIFIT CERTIFICATION ROSS + 9-00AM - S-00PM	SCO Life coaching certification spreen-glick - 12:00PM-5:00PM				
WATERINMOTION® AQUA EXERCISE PRACTICAL GUIDE TO N Certification And Met			TRITION, HORMONES, ACTIVE AGING NUTRITION CERTIFICATION		SCHWINN C SCHWINN® CYCLING: INDOOR CYCLING CERTIFICATION HOGG 7:00AM-5:00PM					
■• Indicates session is both Live (In-Person) & Recorded			FUNCTION & ACTIVE AGING	STRENGTH / CORE	MIND/BODY & RECOVERY	BARRE / GX				
	FR1	7:30am- 8:45am	Functional Training for Active Agers Gilbert	Back, Booty & Core Connection Appel ■	Warm Beginnings & Cool Endings Roberts ■	LaBlast® Fitness: Dance is Mental & Emotional Health Figueroa ■				
	EXPO SHOPPING 8:30am- 9:45am									
2	FR2	9:45am- 11:00am	Smart Strength for the Ageless Female Roberts ■	LIT 101 (Low Impact Training) Robinson ■	Flowing Yoga For Chakra Balancing Velazquez ■	Load, Lift & Live Better! Apgar				
FRIDAY, AUG. 5	FR3	11:15am- 12:30pm	Build Better Aging Body Balance Roberts ■	Pro Athlete Core Conditioning Robinson	TaijiFit Original Flow Ross ■	Improve Your Rear View Taylor ■				
	FR4	SESSION 1 12:45pm-2:00pm SESSION 2 1:30pm-2:45pm	Where Functional Training Meets Fun - Rodriguez SESSION 2	Armed & Dangerous Carvalho SESSION 2	Chair Yoga for the Young at Heart - Kooperman SESSION 1	Barre Blueprint Appel SESSION 1				
L L			EXPO	SHOPPING 12:15pm-3:00pm						
	FR5	3:00pm- 4:15pm	Arthritis Exercises: From Head to Toe Conti ■	Build a Better Booty Carvalho ■	The Breathing Clinic Hill	Fit By Numbers Gavigan				
			EXPO	SHOPPING 4:00pm-5:00pm						
	FR6	4:45pm- 6:00pm	Fab Women Fifty+ Toole ■	How to Master the Deadlift Mike	Flow Free & Be Spreen-Glick	Agility Ability Layne				
	FR7	6:15pm- 7:15pm	KOOPERMAN, HOWARD, ROBERTS & VELAZQUEZ		The Art of Flow: Yoga Basics Conti					
	SA1	7:30am- 8:45am	S.E.A.T. Supported Exercise for Ageless Training Gilbert	Creative Compounds Gavigan	Tai Chi + Weights = Iron Fusion Ross" ■	Killer Kardio Richards				
9	SA2	9:45am- 11:00am	KEYNOTE ADDRESS: EXERCISE IS MEDICINE DR. EDWARD LASKOWSKI, MD							
/, AUG	SA3	11:15am- 12:30pm	Redefine Functional Training - Redefine Yourself Mullins	Arm Candy Appel	Core Yoga Strong J. Howard	Strike! Kickboxing Spreen-Glick				
A	EXPO SHOPPING 10:45am-11:15am // 12:15pm-3:00pm									
SATURDAY,	SA4	SESSION 1 12:45pm-2:00pm SESSION 2 1:30pm-2:45pm	Hot Crossed Buns J. Howard SESSION 1	Move Your Core the Latin Way Rodriguez SESSION 1	Stress Management Guidance: Trainer To Client Hill SESSION 1	BareFit Super Circuts Taylor SESSION 2				
Š	SA5	3:00pm- 4:15pm	LaBlast® Fitness: Active Aging for All van Amstel	Lower Body Burnout J. Howard	Fascia, ROM & Flexibility Velazquez	Warrior Workout Spreen-Glick				
	EXPO SHOPPING 4:00pm-5:00pm									
	SA6	4:45pm- 6:00pm	Shoulder Solution for Pain- Free Movement Bettendorf	SL@T - Strengthen, Lengthen & Tone J. Howard ■	Active Recovery For Better Results Fulton	Building Better Butts Mullins ■				
2	SU1	7:30am- 8:45am	Recovery Techniques for Active Agers Toole	Journey to the Core Bettendorf	Muscle Care - Happy Hips & Healthy Backs Fulton	How to Handle Hypertrophy D. Robinson				
AUG. 7	SU2	9:00am- 10:15am	Boogie, Band & Balance Kulp	Group Mobility & Strength Bettendorf	Tai Chi + Yoga = Bamboo Fusion Ross ■	Slide Into Your Stronger Self Taylor ■				
×			EXPO CLOSE	-OUT SHOPPING 10:00am-1:0	00pm					
SUNDAY, AUG.	SU3	10:45am- 12:00pm	Agility for Active Agers Layne	Lower Body Self Care Bettendorf	Hipster Yoga Stretch Workshop Thews	5 Seconds To Improved Flexibility Fulton ■				
	SU4	12:15pm- 1:30pm	H.I.I.T - Prevent Chronic Disease Gillon	Getting to the Core: Core Training Methods Mullins	Soothe & Strengthen - Pilates Mat/Tai Chi Hill ■(EMH: Easy, Moderate, Hard Gavigan				
C	ERTIFICATIO SUNDAY, AUG. 7	GROUP E		SEAT. CERTIFICATION LBERT - 8:00AM - 4:00PM	BARRE CERTIFICATION APPEL 8:00AM - 4:00PM	AQUATIC EXERCISE CERTIFICATION Dziubinski + 8:00am - 4:00pm				

SCW PILATES MATWORK CERTIFICATION APPEL - 8:00AM-S:00PM			HEALTH & FITNESS BUSINESS SUMMIT		SCW Health & Business Sum	mit	
	AQUA (STARTS IN LECTURE)	NUTRITION	EX SCIENCE / LEADERSHIP	BUSINESS	Give your fitness the attention it d scwfit.com/bu	eserves	
Schwinn®: et the Stage: Perfect Ride Hogg	H2O Rapid Resistance Kulp	Words Matter: Eating Disorders & the Fitness Industry Conti ■	Eccentric Training Unleashed Mike ■€	Lead Generation Bootcamp for Personal Trainers Hoff	FR1		
Fight Night 2.0 Richards	HIIT the Wall Gilbert	Ketogenic Diets: History and Applications	Sleep-Recovery- Adaptation- Client Results	OPPING 8:30am- 9:45am 6 Figure Small Group	FR2		
Schwinn®: A DJ Saved My Life	Water Works	Hyde I Mastering Menopause	Lambe Bioenergetics: Review of Energy Systems	Mayo Building Your Wellness Brand	FR3	G. 5	
Áppel Contender Richards	Velazquez, Kulp & Carvalho Smart Sets for Aqua Dumbbells Kulp	Layne Sports Supplements & Recovery	Hyde Myde A Nudge Towards Better Habits Gavigan	Spreen-Glick Solution Based Sales Stevenson		FRIDAY, AUG.	
SESSION 2	SESSION 1	Mike SESSION 1	SESSION 1	SESSION 2 DPPING 12:15pm-3:00pm	FR4	RIDA	
Schwinn®: HIIT & Quit it! Hogg	LaBlast® Splash: Dancing with Aquatic Principles Figueroa	Nutrition Math - Calories, Grams and Size, Oh My! Toole ■	Stretching for Strength - Flexible Foundations Panel Kooperman, Velazquez, Mike & Ross	ng for Strength - oundations Panel man, Velazquez, ike & Ross			
Schwinn®: Polishing Diamonds Hogg	H2O Strength Through the Ages Kulp , Carvalho & Gilbert	Micronutrients Broken Down L. Howard	EXPO SH Lifelong Lessons In Leadership Stevenson	OPPING 4:00pm-5:00pm Future of Group Ex & PT Panel - Kooperman, Mayo, Velazquez & Richards	FR6		
	Top it Off: Aqua Style Layne	REGISTER FOR MANIA® REG And Enjoy 100 sessions			FR7		
Schwinn®: Breathy Not Breathless Appel	Tab-Aqua Quickies J. Howard	Fuel for Performance L. Howard	Team Leadership - Identifying Team Strengths Gillon ■	Small Group Training Profits & Programs Stevenson	SA1		
				OPPING 8:30am- 9:45am			
		MAYO CLINIC	KEYNOTE ADDRESS: EX Dr. Edward Laskowski, MD	ERCISE IS MEDICINE	SA2	Ś	
Schwinn®: Work Not Twerk Thews	LaBlast® Splash: Dance. Water. Emotional Health. van Amstel	Metabolism Reality Check Digsby	Client Assessment & Exercise Selection Bettendorf	Social Media & Branding for Fit Pros Richards	SA3	SATURDAY AUG	
Schwinn®: Rock Steady-		Macros: What You		:45am-11:15am // 12:15pr	n-3:00pm	DA	
Recovery Rides Appel SESSION 2	Power to the Pool Dziubinski SESSION 1	Need to Know L. Howard SESSION 2	Perfect Practice Makes Perfect Laskowski SESSION 1	Inexpensive Marketing For Growth & Profitability Kooperman - SESSION 2	SA4	ATUR	
Design Your Legendary eam Training Experience Apgar	Ab Arsenal Gilbert	Why You Can't Stop Eating Digsby	Growth of a Muscle Cell Layne ■	Business Blueprint For 2022 Robinson	SA5	S	
				OPPING 4:00pm-5:00pm			
Schwinn®: Master Your One Appel	H2O Total Body Blast Dziubinski	Fad Diet Update Digsby	Circadian Biology: Why Timing Matters Lambe ■	5 Star Management Spreen-Glick	SA6		
Schwinn®: Ride or Die: Killer Vibe Thews	Barracuda Booty Kulp	Train on an Empty Stomach? Charlop	Finding Your Functional Fitness Mullins ■	Creating the Spa Experience Velazquez	SU1	~	
Schwinn®: Dry-Tri: Beast Mode Fusion Thews	Ups & Downs of Aqua Carvalho	The Sleep, Eat, & Hormones Link Layne ■	Attracting the Right Clientele Capra	From Likes to Revenue Maurer	SU2		
			EXPO CLOSE-O	JT SHOPPING 10:00am-1:	00pm	>	
	Aqua Excellence for the Active Ager Velazquez, Carvalho & Kulp	How Calories & Fat Tissue Work Digsby ■●	Chronic Pain Relief Conti ■	Engaging Members: Behavior Modification Principles - Gillon	SU3	SUNDAY AUG	
	AB-Solutely Aqua Carvalho	Slowing the Aging Process With Nutrition Charlop	Sports Supplementation: Scientifically Backed Performance - Hyde	25 Ways To Repurpose Your Content Maurer	SU4	0	

SCW BOXING CERTIFICATION RICHARDS = 9:00AM-4:00PM Register at: www.scwfit.com/Atlanta

FR7

6:15pm-7:15pm

Fitness Idol

Judges: Sara Kooperman, JD, Jeff Howard, Kimberly Spreen-Glick & Manuel Velazquez

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 a SCW Spotlite newsletter article, but you'll get a chance to show off your skills as a featured presenter at the 2023 SCW MANIA® Convention of your choice!

Each 2022 SCW Fitness Idol Winner receives:

- A slot as a presenter at a future SCW MANIA®
- FREE SCW Online Certification of your choice
- · Coverage in SCW Spotlite newsletter article
- 1-year FREE SCW OnDemand Membership

FR7A Friday, 6:15pm-7:15pm

The Art of Flow: Yoga Basics

Christine Conti

Learn the basic principles of Vinyasa Flow Yoga and gain an understanding of how to incorporate Yoga Flow into any class format. Seamlessly flow through asanas, (light weights optional) improve strength, balance, & flexibility. Create the perfect body-mind experience by incorporating breathing techniques and mindfulness. Perfect for ALL levels!

FR7C Friday, 6:15pm-7:15pm

Top it Off: Aqua Style

Melissa Layne, MEd

With or without equipment, the water is a fantastic medium for effectively building upper body muscular endurance and strength. Jump in for focused choreography and specialized drills to top off a strong, healthy, functional body at any age or fitness level!

FR7F Friday, 6:15pm-7:15pm

Saturday, August 6

7:30am-8:45am

SEAT

S.E.A.T.

SA1

Supported Exercise For Ageless Training Ann Gilbert

It's time to take aging sitting down! Discover how incorporating a chair can increase access to your fitness offerings by catering to clients of all abilities. Perfect for deconditioned clients or those overcoming injuries, you'll learn how to design seat-based programming that doesn't lack intensity or fun, guaranteed to get a "seated" ovation from all of your students! SA1A Saturday, 7:30am-8:45am

Creative Compounds 🗖

Andrew Gavigan

Are your clients getting tired of the usual push and pull, single plane, single joint moves that they've been doing for years? Come learn a variety of fun, easy to teach, multi-joint and multi-plane compound exercises to implement into your sessions. Progressions, regressions, and cueing will all be explored. SA1B Saturday, 7:30am-8:45am

Tai Chi + Weights = Iron Fusion 💻

David-Dorian Ross

Fusion classes are structured to blend Tai Chi with another movement modality that one cannot distinguish where one modality begins or ends within the choreography. Iron Fusion is a combination of Tai Chi and weights. SA1C Saturday, 7:30am-8:45am

Killer Kardio 🗖

Diva Richards

Get ready to leave your comfort zone and push yourself to reach new boundaries challenging your strength and endurance. Learn to perfectly combine conditioning, strength, and power into your programming to keep your clients on their toes!

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

SIZZLES & CERTIFICATIONS

SCW ONLINE CERTIFICATIONS. A STRONG DECISION.

RELIABLE. RESPECTED. RECOGNIZED.

- ACTIVE AGING
- ACTIVE AGING NUTRITION
- AQUA BARRE
- BARRE
- BOXING
- CORE TRAINING
- FLOWING YOGA
- FOAM ROLLING
- FUNCTIONAL FLEXIBILITY
- FUNCTIONAL TRAINING

- FUNCTIONAL PILATES
- GROUP EXERCISE
- GROUP FITNESS DIRECTOR
- AND STUDIO OWNER
- GROUP STEP
- GROUP STRENGTH
- HIIT
- KETTLEBELL
- KIDS IN MOTION
- LIFE COACHING

- LIFESTYLE/ BEHAVIORAL COACHING
- MARKETING & SALES FOR
- PERSONAL TRAINERS
- MEDITATION
- MIND BODY FUSION
- MOMS IN MOTION
- NUTRITION, HORMONES
 AND METABOLISM
- PERFORMANCE STABILITY TRAINING
- PERSONAL TRAINING

- PILATES MATWORK
- PILATES SMALL APPARATUS
- SMALL GROUP TRAINING
- SOCIAL MEDIA
- SPORTS NUTRITION
- TAI CHI
- WATERINMOTION®
- WEIGHT MANAGEMENT
- YOGA I (BEGINNER)
- YOGA II (ADVANCED)



INCLUDES FREE LIVE CERTIFICATION WITHIN A YEAR! SCWFIT.COM/CERTS



20 www.scwfit.com/Atlanta

Schwinn®: Breathy Not Breathless -**Base Building Threshold Training** Abbie Appel

HIIT may be here to stay but, there are times to HIIT it and then QUIT it! Building your threshold without going breathless is a powerful way to train. Learn methods for creating more variety with your aerobic intervals and steady aerobic work through thoughtful programming with science to back it up. SA1E Saturday, 7:30am-8:45am

Tab-Aqua Quickies

Jeff Howard

Kurt Gillon

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

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

Fuel for Performance

Larry Howard, MS, CSCS

Are you looking for a competitive edge in nutrition? This lecture will highlight performance nutrition for beginner, novice, and elite athletes. Learn strategies for carbohydrate loading, pre/post competition hydration, and proper protein allotment for optimal recovery. You can't compete unless you eat! SA1G Saturday, 7:30am-8:45am

Team Leadership: Identifying Team Strengths 🍽



🗿 schwinn

Leadership in any organization is crucial to the success and/or failure of your fitness team. Recognizing and identifying each team member's strengths and weaknesses along with organizational leadership and management roles will better determine your position for positive results.

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

Small Group Training Profits & Programs Chris Stevenson



Small Group Training is rapidly growing, and for good reason. From a client's standpoint, it is fun, interactive, results-driven, and cost-effective. From a personal trainer's standpoint, it is a great way to leverage time, increase income and ultimately help more people. In this interactive session, learn how to create, market, sell and execute dynamic small group training that keeps clients coming back for more. Explore tangible tips and tools that are easily implemented for massive impact on your small group training. SA1I Saturday, 7:30am-8:45am

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

Exercise is Medicine

MAYO CLINIC

Dr. Edward Laskowski, MD

If there was a medicine that contained all of the physical and psychological benefits of exercise, it would be the most effective and best-selling medicine in history. This lecture delves in-depth into the voluminous evidence-based reasons why exercise is such a powerful, yet largely not prescribed, medicine. SA2A Saturday, 9:45am-11:00am

SA3

11:15am-12:30pm

Redefine Functional Training - Redefine Yourself Kevin Mullins, CSCS

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

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

Arm Candy

Abbie Appel

Whether you go heavy or light, overloading the muscles of your upper body is key to experiencing improved strength, movement quality, and the aesthetics your classes and clients desire. Review techniques to challenge your upper body in all directions and all positions. Understand how training your upper body can help you reach total body goals faster. SA3B Saturday, 11:15am-12:30pm

15+ INTERCONNECTED **SESSIONS & CERTS**





30+ FUNCTIONAL FITNESS SESSIONS & CERTS

Core Yoga Strong

Jeff Howard

Yoga Strong is a flowing, powerful sequence that will focus on strengthening the powerhouse of the body: The Core! Not just the superficial "6 pack" ab muscles; this includes the deep stabilizing muscles and back muscles that support the spine in every movement on and off your mat. Step outside of your comfort zone to truly transform your mind and body. SA3C Saturday, 11:15am-12:30pm

Strike! Kickboxing

Kimberly Spreen-Glick

Strike! is a fierce, full-body interval workout that blends traditional kickboxing combinations with controlled weight-bearing strikes and blocks using a weighted bar & inspired by martial arts stick fighting. This class is strategically delivered in "rounds", creating a non-stop flow of energy and sweat. This is NOT your typical kickboxing class!

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

Schwinn®: Work. Not Twerk - Results With Rhythm @schwinn **Doris Thews**

Rhythm rides don't need smoke and mirrors or unnecessary distractions. It is time to stop the madness. Discover how to capture and captivate your riders the RIGHT way. Learn how to program a Rhythm Ride to create a magical, memorable workout that gets REAL results.

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

LaBlast® Splash: Dance. Water. Emotional Health LaBlast

Louis van Amstel

Focus on mental and emotional health is needed now more than ever. In this LaBlast® Splash session, you will experience the healing power of Ballroom Dance and fitness from the inside out, using aquatic principles. SA3F Saturday, 11:15am-12:30pm

Metabolism Reality Check

Sohailla Digsby, RDN, LD

Is there anything you can do to impact your metabolism? Can you prevent plateaus in progress? How can you increase your energy level? Learn which factors you can control (this may require a reality check) and which ones you can't (this may require some acceptance of a new normal). SA3G Saturday, 11:15am-12:30pm

Client Assessment & Exercise Selection Brian Bettendorf, MSM, MA

Client assessments, exercise selections, and training techniques provided by coaches and personal trainers often use a biomechanical model to justify their use. This session discusses some of the strengths and weaknesses of current assessment selections. Leave with a simple and easily applicable approach to training and assessments to take your sessions to the next level. SA3H Saturday, 11:15am-12:30pm

Social Media & Branding for Fit Pros Diva Richards



This course discusses curation vs. creation, connecting with your ideal audience, personal and professional branding, and finding the best social media platforms for your business and brand. The goal is to give attendees concrete steps to improve their social media presence, understand metrics, and use it as a tool to increase their memberships and revenue.

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

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

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

Hot Crossed Buns

Jeff Howard

Hot Crossed Buns is the perfect experience for a mature client! This complete lower body workout targets the glutes, guads, and hamstrings. Tone and strengthen these muscle groups, targeting the abdominal and lower back muscles for conditioning and improved flexibility. Learn easily implemented progressions and modifications to train your mature clients in a safe, fun way that will have them cheering for more!

SA4A Saturday, 12:45pm-2:00pm

Move Your Core The Latin Way

Jackie Rodriguez

Xco® means Excellent CORE, & the combination of movement patterns and Latin rhythms activate and invigorate your entire body - with special emphasis on the CORE !!. Swing throughout the class in three dimensional movements while the shifting mass generates a reactive impact which activates your CORE. SA4B Saturday, 12:45pm-2:00pm

22 www.scwfit.com/Atlanta

Stress Management Guidance: Trainer To Client 🛋

Demetreous Hill

Join this illuminating session exploring the theory of Stress Management Guidance facilitation. Learn the facets of self-regulation and self-care life skills that empower you to lower stress and improve the quality of life for yourself and your clients.

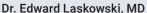
SA4C Saturday, 12:45pm-2:00pm

Power To The Pool

MaryBeth Dziubinski

Harness the power of the pool! In this session, learn how to effectively implement aquatic training principles, cycles of strength, endurance, and highspeed training into your aquatic programming. Discuss movement patterns and progressions to maximize power development and improve activities of daily living performance. Experience aqua power like never before SA4F Saturday, 12:45pm-2:00pm

Perfect Practice Makes Perfect





It's not practice that makes perfect... it's perfect practice. Movement patterns have been identified that predispose to musculoskeletal injury. This lecture discusses the role of movement analysis in detecting and correcting movement flaws to help protect people from injury during sports and exercise activities. SA4H Saturday, 12:45pm-2:00pm

SA4 - Lunchtime Session 2

2 1:30pm-2:45pm

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

BareFit Super Circuts

Karli Taylor

Learn to create efficient and effective superset based workouts for small or large groups using bodyweight and suspension system exercises. SA4D Saturday, 1:30pm-2:45pm

Schwinn®: Rock Steady -Recovery Rides That Drive Results

Abbie Appel

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 maximum training effect. Discover ways to effectively work these necessary rides into your training protocols. Time to Rock Steady!

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

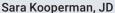
Macros: What You Need to Know

Larry Howard, MS, CSCS

Basic Nutrition Tracking can be overwhelming, especially without specific goals. This session will provide the ins and outs, define each macronutrient category, and align that to their function within the human body. Whatever your nutritional goal, learn what you need to know to start and track your way to success!

SA4G Saturday, 1:30pm-2:45pm

Inexpensive Marketing For Growth & Profitability





Explore branding your business through various media driving it to success. Uncover your unique market position, develop pop-ups, postcards, social media posts, email, text messages, eNewsletters, and expand your social media presence. Explore ways to take your business to the next level with effective, strategic, and inexpensive marketing. Learn from this entrepreneur who started from a 3rd floor walk-up and created a multi-million-dollar enterprise. Leave with plenty of FREE advice and resources. SA4I Saturday, 1:30pm-2:45pm





MAYO CLINIC

719

🗿 schwinn

3:00pm-4:15pm

La **B**lasť

LaBlast® Dance Fitness: Active Aging for All

Louis van Amstel

LaBlast® Dance Fitness is the perfect blend of dance & fitness for every age. Experience multiple variations within each interchangeable movement pattern and learn to teach in a way that every participant can choose their level of intensity and feel successful. This session includes weight training, interval training, and stretching.

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

Lower Body Burnout

Jeff Howard

This complete lower body workout targets the glutes, quads, and hamstrings to tone and tighten these muscle groups, targeting the abdominal and lower back muscles for conditioning and improved flexibility. Learn easily implementable progressions and modifications to train your mature clients in a safe, fun way that will have them cheering for more.

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

Fascia, ROM, & Flexibility

Manuel Velazquez

Good flexibility and range of motion are essential for good posture and reducing the risks of injury. Discover this dynamic approach and learn how movement sequence patterns enhance mobility and range of motion. Explore the concept of working directly with myofascial meridians and anatomy training for self-care, flexibility, and muscle tension release.

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

Warrior Workout

Kimberly Spreen-Glick

Unleash the fierce and graceful warrior inside yourself! Get your heart pumping with a high energy 30-minute Kickboxing routine followed by a 30-minute Yoga sequence.

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

Design Your Legendary Team Training Experience FitFighterPro Sarah Apgar

Nothing surpasses the exhilaration of building and leading strength training that is creative, powerful and inspiring. Join FitFighter Founder and CEO Sarah Apgar to learn how. Use evidence-based movement, training, and free weight applications that will invigorate your GX students, semi-private training, and PT clients, pushing your programming to the next level.

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

Ab Arsenal

Ann Gilbert

Check out this innovative core format that will make you rethink your ab favorites. Take beloved tried n' true and turn them into a treasured brand new. Great for athletic abilities of all levels, these aquatic playground exercises will quickly become the first choice for effective off-season training. SA5F Saturday, 3:00pm-4:15pm

Why You Can't Stop Eating 💻

Sohailla Digsby, RDN, LD

Explore the influence of an obesogenic environment and hyper-palatable foods. Could it be true that the current food culture and accessibility make it almost impossible for us to manage weight and stay healthy, despite how much we work out? Learn from a registered dietitian which foods and triggers set up our downfall, and what to do about it!

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

Growth of a Muscle Cell 💻

Melissa Layne, MEd

Hypertrophy or hyperplasia? Protein isolate before or after the workout? Why is leucine so important? What other amino acids help? What hormones ramp up

the process? Melissa addresses answers to these significant questions in an easy-to-understand science!

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

Business Blueprint For 2022

Dane Robinson

Whether you're 100% virtual, 100% training in person, training one on one, conducting small group training, or all the above, this business workshop will give you the tools to create your very first, or next, client challenge. Develop programming unique to your training style, method, and client base. From branding to program milestones, pricing, and marketing, design a business blueprint to keep your current clients engaged and attract new clients by the end of this DWY (done with you) workshop.

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

SA6

4:45pm-6:00pm

Shoulder Solutions for Pain-Free Movement

Brian Bettendorf, MSM, MA

Decreased mobility, pain, prior injuries, and strength deficits can limit your ability to train or move the way you want. This session will provide practical options that are used to identify opportunities for improvement in the shoulders and arms. SA6A Saturday, 4:45pm - 6:00pm

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.S.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. SA6B Saturday, 4:45pm - 6:00pm

Active Recovery For Better Results

Ronnie Fulton

Based on the latest research in myofascial stretching, mobility and muscle care this session provides a comprehensive four step approach to help minimize muscle pain, improve joint health and maximize physical performance. SA6C Saturday, 4:45pm - 6:00pm

Building Better Butts 💻

Kevin Mullins, CSCS

Stop wasting your time working your butt everyday and getting nowhere. Learn how to put science, the proper lifts, and the benefit of progressive overload on your side.This class is part lecture, part hands-on coaching, and part workout. You'll leave feeling confident in your ability to have and give the best backside. SA6D Saturday, 4:45pm - 6:00pm

Schwinn®: Master Your One -Rule Yourself & Rock Your Room

🌐 schwinn

Abbie Appel

An extraordinary cycle class is artfully crafted with thoughtful and intentional moments of emotion and excitement delivered with great music and dynamic coaching. Lean into your strengths and the personality of your room to unleash the power of connection. YOU hold the key. Rule yourself and unlock the potential of your room.

SA6E Saturday, 4:45pm - 6:00pm

H2O Total Body Blast

MaryBeth Dziubinski

This session focuses on three aquatic training modalities for total body conditioning, utilizing the physical properties of the water, as well as the intensity and directional variations to achieve optimal client outcomes. Learn each move, progression, and method, to safely increase intensity to strengthen the entire body.

SA6F Saturday, 4:45pm - 6:00pm



TO FEED YOUR MIND 17 SESSIONS & CERTIFICATIONS

Fad Diet Update 💻

Sohailla Digsby, RDN, LD

Overwhelmed with the many diets and weight loss options out there from Keto to Intermittent Fasting? Are your clients frustrated and confused (and you too)? Do you know the fads from the facts? Learn from a registered dietitian who works on the fitness front lines just exactly what works and why. SA6G Saturday, 4:45pm - 6:00pm

Circadian Biology: Why Timing Matters 🗖

Nicholas Lambe

Circadian biology is one of the largest growing fields of research, with demonstrated correlations in health, performance, and well-being. We will review the practical takeaways around timing that can be gleaned from this research and applied to your clients.

SA6H Saturday, 4:45pm - 6:00pm

5 Star Management

Kimberly Spreen- Glick

How do you attract and retain top-notch talent to ensure you can offer the best programming and experience for your members? By becoming the manager you always wanted to have ... the manager your team deserves. Join Kimberly, senior director of group fitness at Life Time for over a decade and talk about what it means to be a 5 Star Manager. SA6I Saturday, 4:45pm - 6:00pm

Sunday, August 7

SU1

7:30am-8:45am

Recovery Techniques For Active Agers

Amber Toole

Fitness is crucial for aging well, but so is recovery! This interactive session will provide a variety of techniques to encourage recovery, flexibility, and mobility in active aging clients. Go beyond just stretching to move better, recover, and get better results from your fitness program. SU1A Sunday, 7:30am-8:45am

Journey to the Core

Brian Bettendorf, MSM, MA

Learn how to perform, modify, and progress a multi-directional core mobility and strength program. This session will provide practical options to add variety to your core programming that is safe and effective.

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

Muscle Care for Happy Hips and Healthy Backs **Ronnie Fulton**

Chronic back pain and "tight" hips will undoubtedly stand in the way of your clients achieving their fitness goals. Unhealthy fascia and overactive muscles in this region can affect the quality of movement. Discover the most effective ways to combine foam rollers, therapy balls, and active isolated stretching to minimize pain and improve mobility in the lumbopelvic hip complex. SU1C Sunday, 7:30am-8:45am

How to Handle Hypertrophy

Dane Robinson

As our clients age or reach new levels of ability, the way they strength train becomes exponentially important. Learn how to create a smart, solid, and safe program of hypertrophy success that focuses on strengthening primary and accessory musculature through density & volume! SU1D Sunday, 7:30am-8:45am

Schwinn®: Ride Or Die -**Killer Vibe To Connect With Your Tribe Doris Thews**

When you are with your tribe, you will ride ANY stage, drill with them, or die trying. Learn techniques to get into your riders' heads, pushing them further than they thought possible. Understand the importance of creating that connection. not only to the work, but to each other, to harness the power of a team. You can be strong alone, but you will be stronger together. SU1E Sunday, 7:30am-8:45am

Barracuda Booty

Cheri Kulp

Enjoy this aquatic session that focuses on core, gluteals, and lower extremity training. Build power and strength along with flexibility and fluidity of movement in the comfortable environment of the pool. Explore standing, anchoring, moving, and floating options to train the booty to be your best ASSet! SU1F Sunday, 7:30am-8:45am

Train On An Empty Stomach?

Dr. Gregory Charlop, MD

Do you train on an empty stomach? It's not as crazy as you think. New research shows the benefits of training while fasting. In this lecture, you'll learn about how to use ketosis to boost mitochondria and muscle performance. SU1G Sunday, 7:30am-8:45am

Finding Your Functional Fitness

Kevin Mullins, CSCS

Finding Your Functional Fitness is an extended, explorative look at movements to integrate into your current routine, regardless of goals, to prepare the body for real-life activities. Learn training techniques to improve strength, coordination,









and balance, while reducing the risk of injury for numerous benefits that translate to everyday life. SU1H Sunday, 7:30am-8:45am

Creating the Spa Experience

Manuel Velazguez

Now more than ever our clients are looking to be pampered and well taken care of. Discover techniques that create a spa-like experience for your members guaranteed to increase your group ex attendance and your PT clientele. Whether training live or virtually, special techniques and exercises will enhance your client's love of fitness and loyalty to you. Learn 10 different approaches to various exercises guaranteed to turn your clients into loyal and lasting members. SU1I Sunday, 7:30am-8:45am

SU₂

9:00am-10:15am

Boogie, Band & Balance 💻

Cheri Kulp

This class begins with simple but effective steady state cardio work to increase heart rate and movement in all three planes. We will continue the workout using resistance tubing to strengthen the core with functional movement patterns challenging balance, integrated body coordination for overall body training. Of course, no workout would be complete without a time of stretch and relaxation to reset the mind and body. Come join us and take away ideas to incorporate into your very next resistance band workout. SU2A Sunday, 9:00am-10:15am

Group Mobility And Strength

Brian Bettendorf, MSM, MA

Experience a full-body foam rolling, stretching, mobility, and bodyweight strength routine that's adaptable to a wide range of users to get people to feel and move better.

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

Tai Chi + Yoga = Bamboo Fusion 🗖

David-Dorian Ross

Bamboo Fusion is the blending of Tai Chi, and Hatha yoga! Seen as the marriage of water and wood, the water element will help you discover a deeper level of FLOW. The wood element is expressed by the flexible movements of hatha yoga. Experience the principle of surrender, helping you extend and stretch your body and mind.

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

Karli Taylor Sliding and stability don't sound like they go together, right? Wrong! Keeping

Slide Into Your Strongest Self

the trunk still while the limbs are moving is more of a core workout than you might think. Learn how to use sliding discs to improve the structural stability of your body and increase the effectiveness of your workouts. SU2D Sunday, 9:00am-10:15am

Schwinn®: Dry-Tri: Beast Mode Fusion

Doris Thews

Fusion workouts are all the rage & this daring trifecta is designed to push your limits. Let Schwinn® show you how to do it right while taking your work out to the next level. Bring your beast mode to heart-pounding cardio modalities with smart muscle conditioning for strong, balanced bodies ready for any challenge. It's time to dig deep and throw down like a true warrior. SU2E Sunday, 9:00am-10:15am

Ups & Downs Of Aqua

Mac Carvalho

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

SU2F Sunday, 9:00am-10:15am

The Sleep, Eat, & Hormones Link 🛤

Melissa Layne, MEd

A calorie in doesn't equal a calorie out. Hormones play a major role in whether your body prefers to mobilize or save that energy source. Sleep plays a major role in how hormones cycle; healthily or tragically. Break down the key players in the hormone highway affected by a lack of sleep and the choice of foods before and after a workout.

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

The Evolution of Personal Training

Joel Capra

TAIJIFIT

Create a winning atmosphere and culture that everyone in your city will want to be a part of and make the most return for your time and investment. Join Joel, the owner of two successful gyms & learn five ways to attract high-end clientele and give them an experience that will keep them coming back. SU2H Sunday, 9:00am-10:15am

From Likes to Revenue

Jessica Maurer

ITR CAREER

So, just how do you convert social media likes and follows into purchases and revenue? Find out the systematic process you need to create to ensure you are

> FRI 6:15PM-7:15PM OPEN TO THE PUBLIC

WIN A CHANCE TO PRESENT AT MANIA: SCWFIT.COM/IDOL

26 www.scwfit.com/Atlanta

utilizing your social media presence effectively and efficiently. Stop chasing likes and start chasing conversions. SU2I Sunday, 9:00am-10:15am

SU3

10:45am-12:00pm

Agility for Active Agers

Melissa Layne, MEd

Agility training is a time-efficient alternative for older adults as all relative aspects of daily life are trained simultaneously. Research shows agility training leads to favorable adaptations in power, endurance, balance, and strength. Join us for safe, fun, and unique agility drills for the active ager. SU3A Sunday, 10:45am-12:00pm

Lower Body Self Care

Brian Bettendorf, MSM, MA

If mobility, strength, or pain is limiting your ability to train or move the way you want, this session will provide practical options that can be used to identify opportunities & improvement in the hips, legs and feet. SU3B Sunday, 10:45am-12:00pm

Hipster Yoga Stretch Workshop

Doris Thews

Hipster Yoga is 60 minutes of non-traditional yoga poses and stretches designed to release the hips and offer restorative flexibility for athletes, weekend warriors and anyone who battles tight hips. This session will build you up versus tearing you down so that you can take on activities in life with more flexibility in your hips. This practice is perfect for starting or ending your day with happy hips!

SU3C Sunday, 10:45am-12:00pm

5 Seconds to Improved Flexibility

Ronnie Fulton

Tired of the same old static stretches? Learn how to liven up and improve your flexibility training with Active Isolated Stretching. By activating the targeted muscle while holding the stretch for no more than five seconds, this type of dynamic stretching provides maximum benefits in the shortest amount of time. SU3D Sunday, 10:45am-12:00pm

Aqua Excellence for the Active Ager

Manuel Velazquez, Mac Carvalho & Cheri Kulp



Make a splash with these exciting WATERinMOTION® Platinum-inspired routines. Experience six (6) 64-count choreography blocks of captivating, low-impact aqua sequences and discover why moving in water is natural for our senior population. Comprehensive choreography notes are provided to enhance your teaching skills and movement mastery. Inspire active aging adults to safely improve cardiovascular endurance, balance, strength, and flexibility. Stay current with these fresh ideas!

SU3F Sunday, 10:45am-12:00pm

How Calories & Fat Tissue Work

Sohailla Digsby, RDN, LD

What's more important, calories, macros, or the nutrient profile of foods? Can you make any impact on where fat tissue loss occurs? Is weight maintenance really a numbers game, or is there more to it? Are some people just unable to manage their weight? Find out in this session! SU3G Sunday, 10:45am-12:00pm

Chronic Pain Relief

Christine Conti, MEd

Experience an introduction to exercises, stretching, and breathing techniques designed to decrease headaches and jaw and neck pain due to stress, disease, and injury. Learn how to fight the symptoms of diseases, such as Parkinson's, Alzheimer's, Bell's Palsy, and more. This session will also focus on myofascial release techniques to improve blood flow and lymphatic circulation to reduce chronic pain. **SU3H Sunday, 10:45am-12:00pm**

Engaging Members: Behavior Modification Principles



Join Kurt in a discussion on the principles of behavior modification. Apply these principles to empower your team in helping members set and reach their goals for positive results and retain them as members. SU3I Sunday, 10:45am-12:00pm

SU4

12:15pm-1:30pm

H.I.I.T - Prevent Chronic Disease

Kurt Gillon

Research suggests that HIIT training in the form of aerobic exercise, strength training, and flexibility exercises can counter the effects of chronic disease in

SESEARCH IB EXERCISE SC

18 EXERCISE SCIENCE SESSIONS & CERTIFICATIONS clients. Learn how to effectively and safely tailor a fitness program to combat the effects of Alzheimer's. Dementia. and Heart Disease. SU4A Sunday, 12:15pm-1:30pm

Getting to the Core

Kevin Mullins, CSCS

The core is vital for spinal stabilization and the transfer of movements from the limbs. Discover how the core is supposed to function, the methods of function, and how to train your body to have the strongest, most impressive core of your life.

SU4B Sunday, 12:15pm-1:30pm

Soothe & Strengthen - Pilates Mat/Tai Chi 💻

Demetreous Hill, MS

This session is the ultimate fusion of Tai Chi, Pilates, and Stretching. Learn how to combine the Pilates mat principles, static, active, passive stretching with Tai Chi to create an extraordinary strengthening yet relaxing group fitness class. You'll walk away with a series of techniques to increase stretching effectiveness & adherence.

SU4C Sunday, 12:15pm-1:30pm

EMH: Easy, Moderate, Hard

Andrew Gavigan

Learn how to create movement progressions for the various fitness levels in your group exercise class or bootcamp. The way we present our workouts makes a big difference in how our clients perceive their effort and success. This workout will have three variations for every exercise and a complete workout. SU4D Sunday, 12:15pm-1:30pm

AB-Solutely Aqua

Mac Carvalho

This WATERinMOTION® inspired workshop will explore the benefits and challenges of working our core in an aquatic environment. Discuss ways to use progressions and regressions ensure participant success regardless of the exercise experience. A practical section that focuses on progressions and regressions is included in this session. We will also focus on many of the core routines from WATERinMOTION®.

SU4F Sunday, 12:15pm-1:30pm

Slowing The Aging Process With Nutrition 🗖

Dr. Gregory Charlop, MD

You have more control over aging than you thought. Thanks to recent discoveries from Harvard, MIT, and UCLA, we now know what foods, supplements, and lifestyle choices aid in disease prevention, boost our brainpower, and keep us young. Discover how you can help your middle-aged clients turn back the clock.

SU4G Sunday, 12:15pm-1:30pm

Sports Supplementation: Scientifically Backed Performance 르 Dr. Parker Hyde, PhD

Join Dr. Parker Hyde for a review of the most common sports supplements that WORK, dosing, strategies and what we can realistically expect from performance gains. As a fitness professional you are always asked what the best bang-for-the-buck approaches are; this will help elucidate where your clients should focus their attention. SU4H Sunday, 12:15pm-1:30pm

25 Ways To Repurpose Your Content





water@ motion

Are you struggling to create new social media posts, blogs, training plans, offerings, or programs? Understand how to repurpose your already created content to craft new and exciting enticements for your business and marketing strategy. Learn what tools and technology you will need for quick transitions and a simple method to help you store & reuse all future content. SU4I Sunday, 12:15pm-1:30pm

We've Got You Covered!





FILMED ATLANTA MANIA®



MORE INFO: SCWFIT.COM/ATLANTA

ATLANTA MANIA® STAR PRESENTERS



SARAH APGAR FitFighterPro



DR. GREGORY CHARLOP, MD



ABBIE APPEL

🌖 🚳 schwinn

CHRISTINE CONTI, MEd



BRIAN BETTENDORF, MSM, MA



JOEL CAPRA



MAC CARVALHO



SOHAILLA DIGSBY, RDN, LD



MARYBETH DZIUBINSKI



APY FIGUEROA



RONNIE FULTON



ANDREW GAVIGAN



ANN GILBERT



KURT GILLON



KIMBERLY SPREEN-GLICK



DR. PARKER HYDE, PhD



MARISSA HOFF, MEd



JENN HOGG, MA



JEFF HOWARD



LARRY HOWARD, MS, CSCS



SARA KOOPERMAN, JD



CHERI KULP



NICHOLAS LAMBE



DR. EDWARD LASKOWSKI, MD



MELISSA LAYNE, MEd



DIVA RICHARDS



JESSICA MAURER



RICK MAYO



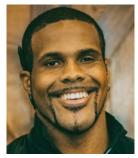
JONATHAN MIKE, PhD



KEVIN MULLINS, CSCS



KELI ROBERTS



DANE ROBINSON



JACKIE RODRIGUEZ



DAVID-DORIAN ROSS



CHRIS STEVENSON, CSCS



KARLI TAYLOR





AMBER TOOLE



LOUIS VAN AMSTEL



MANUEL VELAZQUEZ





FULL BIOS AT: SCWFIT.COM/ATLANTA/PRESENTERS



ONLINE CERT SAVE ^{\$}50! (WAS \$199)

- Choreography Video
- Educational Lectures
- 55-Minute Music Download
- Full Choreography Manual
- Memorization Flash Cards
- Professional Video Review Assessment



www.WaterinMotion.com



SUPPORTED EXERCISE FOR AGELESS TRAINING

Become a S.E.A.T. Member at Half Price!

- Quarterly releases (every 3 months) including fresh video, music, choreography notes, & flashcards
- Digital & printable marketing (social media, emails, posters, brochures, flyers, videos, business cards, & more)
- Private Facebook Group & monthly CEC education
- Program does not require any licensing

Use Discount Code: MEMBERSAVE at SEATfitness.com



REGISTRATION OPTIONS



Staff Assistant Registration \$99

(was \$359) Save \$260

- 150+ Workshops
- Industry Leading Presenters
 - 50+ Business Sessions
 - 20 CEC/CEUs
 - ADD Recordings (\$40)



Recorded Sessions Only ^{\$}199

(was \$299) Save \$100

- 100 Workshops
- Industry Leading Presenters
 - Watch at Your Leisure
 - 20 CEC/CEUs
 - Access for 40 days



3-Day MANIA[®] + Business Summit \$259

(was \$359) Save \$100 • 150+ Workshops • Industry Leading Presenters • 50+ Business Sessions • 20 CEC/CEUs • ADD Recordings (\$40)

2-Days Only Option \$199

(was \$329) Save \$130 • 96 Workshops • 36 Business Sessions • 12 CEC/CEUs • ADD Recordings (\$40)

1-Day Only Option ^{\$}179

(was \$299) Save \$120 • 48 Workshops • 18 Business Sessions • 6 CEC/CEUs • ADD Recordings (\$40) Add 100 Recorded Sessions To Any In-Person Registration

\$40 For 40 Days Access • 100 Workshops • Watch at Your Leisure • 20 CEC/CEUs



www.scwfit.com/Atlanta







www.scwfit.com/BUSINESS





THE POWER OF SEVEN

MANIA® Fitness Pro Convention Dates + Locations scwfit.com/MANIA



ATLANTA

Aug. 5-7, 2022



DALLAS Aug. 26-28, 2022

MIDWEST Sept. 30-Oct. 2, 2022

MIDWEST



BOSTON

Nov. 11-13, 2022



Feb. 24-26, 2023



Mar. 31-Apr. 2, 2023



FLORIDA April 14-16, 2023