

SCW

CALIFORNIA MANIA[®]

Fitness Pro Convention

April 1-3



www.scwfit.com/CA



Stay Driven, Reconnect, and Remind Yourself Why You Started In The First Place.

As the training convention of choice for fitness professionals across the nation, we understand and embrace that incredible responsibility. We pride ourselves on providing educational sessions on topics that matter to you - at astonishingly affordable rates.

Whether you are a budding fitness professional or have been in the game longer than you can remember, join us April 1-3 for one of the most rewarding fitness experiences you will ever have!



***California MANIA[®]
Fitness Pro Convention***
April 1-3, 2022

***Health & Fitness
Business Summit***
April 1-3, 2022

Certifications
March 31 & April 3, 2022

Hyatt Regency San Francisco Airport
1333 Bayshore Highway
Burlingame, CA 94010
(650) 347-1234 (reservations)



California MANIA® Fitness Pro Convention ***It's The Lift You Need!***

At some point, we all need a lift in our professional and personal lives. We provide that educational and inspirational career boost that keeps our attendees coming back every year. When you arrive at MANIA®, you are immediately treated like family, which is why MANIA® is the educational fitness convention of choice for fitness professionals nationwide.



Experience Every Fitness Topic - All In One Place!

- Personal Training
- Functional Training
- HIIT/Core
- Yoga
- Barre
- Group Exercise
- Pilates
- Nutrition
- Cycling
- Recovery
- Active Aging
- Circuits
- Aqua
- Exercise Science
- Business
- Sales/Retention
- Marketing
- Social Media
- And Much More!



***Earn the Maximum
Amount of CECs/CEUs***



***Proven Career Growth
From Top Educators***



***Get Inspired, Recharged,
& Ready To Break Barriers***



***Affordable Registration
Options For Everyone***

We're Flipping The Script With 2 Ways To Attend

Now you can experience MANIA® either In-Person or choose our *Brand New Hybrid Recorded* option. If you're a real go-getter, get both!



When you attend In-Person you get the benefit of a direct hands-on educational experience with over 100 session options to choose from. It's all the fun and education you've come to know and expect from MANIA®!



With our Hybrid Recorded option, you get 75+ recorded sessions from rooms A, B, C, D & G for a full 40 days of unlimited access. Please look for the  icon next to the sessions throughout the brochure.

You can also choose to bundle both options above and maximize your MANIA® experience! No matter what you choose, you qualify for up to 20 CECs/CEUs and will experience the highest level of training and education possible. You can always add the recorded option to your In-Person MANIA® registration at any point before, during or after the convention.



20 CECs/CEUs In Just One 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, AFAA, NASM, AEA, ACSM, and other providers accept MANIA® CECs/CEUs. We are happy to help you secure Physical Therapy or other CEUs! SCW is committed to excellence and utilizes only presenters that are certified or carry a fitness-related graduate or undergraduate degree.

Please check with your individual certification organization to determine the exact number of CECs/CEUs required for credential maintenance. All courses are subject to CEC/CEU approval by your corresponding educational organization.

Approved By The Finest



It's Your Turn, Take It.

The backseat was never your style anyway! It's your turn to ride up front and experience the machine that is MANIA®! Our Convention and Business Summit offers:

- **100+ Powerful Workshops**
- **75 Hybrid Recorded Sessions**
- **45 Business Summit Lectures**
- **Industry Leading Presenters**
- **13 Certifications**
- **3-Day Fitness Expo**
- **20 CEC/CEUs: SCW, ACE, AEA, AFAA, ACSM & NASM**



We've Got Your Back.

Any fitness professional or enthusiast who wants to up-skill their concentration or expand their knowledge about other areas of fitness education should attend a MANIA® event and our Health & Fitness Business Summit!

With over 100 sessions (9 sessions every hour & 75+ being recorded LIVE), MANIA® guarantees a fun experience that will leave all attendees well-equipped to return to work inspired!



Built Just For You:

- Group Fitness Instructors
- Personal Trainers
- Facility Managers
- Small Group Trainers
- Cyclists
- Club Owners, Managers & Directors
- Mind/Body Experts
- Dance Instructors
- Aquatic Teachers
- Nutrition Coaches



Even Stronger at 39...

SCW has been a mainstay in the fitness industry for 39 Years and *Still Going Strong!* We are an internationally recognized educational organization that provides hands-on certifications and continuing education courses and conventions to fitness professionals in multiple disciplines nationwide.

For over 39 years, SCW has been and continues to be, dedicated to diversity and inclusion. We are proud to be the fitness education and respected 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 Conventions!

SCW serves over 8,500 health and wellness professionals at our events, and we reach more than 300,000 virtually through our SCW OnDemand program, Online Certifications, and CEC programming options.



Location. Location. Location. Because It Matters.

We carefully select all of our MANIA® convention hotels with you in mind. Not only do we want you to have an amazing fitness education experience, but we also want you to have fun and feel safe - while making it affordable!

Hyatt Regency San Francisco Airport

1333 Bayshore Highway
Burlingame, CA 94010
(650) 347-1234 (reservations)

Attendee Room Rates

Only \$159 (Reg. \$309) Single/Quad

WOW - what a savings! Pay as little as \$39.75 per night when you share a room with three others!

FREE Internet Access, FREE Coffee Maker, FREE Mini Fridge, FREE Roll-Away (based upon availability).

We guarantee our attendees receive the lowest rates or beat any other advertised price. You must mention SCW MANIA® to receive this discount when booking your stay.

Hotel Room Discount Deadline:

Tuesday, March 15, 2022

Book Early, Our Hotel Always Sells Out!



DISCOUNTED Parking & Airport Transportation!

DISCOUNTED Parking

Self-parking is \$10 with validation to all guests staying at the hotel and all guests attending MANIA®.

(Valet parking available for \$36. No in and out privileges).

Check out SPOT HERO for FREE street parking.

FREE Airport Transportation

The Hyatt Regency complimentary shuttle runs every 10-15 minutes. At SFO, go to the area marked "Hotel Shuttle." The bus is marked "Hyatt Regency and Marriott." Between midnight and 4:46 a.m., shuttles pick up every 30 minutes.



Prefer MANIA® Online? We've Got You Covered!

75+ Session Recordings - That's 90+ Hours of Online Education!

Although we always recommend the In-Person experience, we understand that sometimes life gets in the way. That's why we created our Session Recording option that earns you the same amount of CECs/CEUs!

We Record Each Session LIVE For You! That's 75+ activity sessions & nutrition lectures - with 90+ hours of recordings for one affordable rate. The  icon indicates which sessions are being recorded.

This option can be purchased alone or added to your existing registration. Please turn to page 31 for our registration options and pricing.



Easily Accessible Session Outlines

Download & Print your outlines BEFORE you come!
Go to www.scwfit.com/OUTLINES. The outlines are posted 2 weeks before the convention and will remain online for 30 days after the close, making it easier for you to retain this important educational info.



One Excellent Expo: Free For Everyone!

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



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 new entrepreneur. 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



Sponsor, Exhibit & Advertise... Partner With The Best!

Reach 8,500 Fitness Professionals in face-to-face contact, another 74,000 through emails, 62,000 text messages, and 300,000 through organic virtual connections. All our event sites are held at Non-Union Hotels and include exhibit booths with tables, chairs, and carpet at no added expense. Move-in and out without crazy drayage fees! 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.



Registration Options

Every decision we make is centered around you - our valuable and loyal fitness education customer. At SCW, we understand the value of both your time and hard-earned fitness dollar. We promise to take good care of both by providing you numerous attendance options and registration discounts.

Turn to page 31 for the California MANIA® + Health & Fitness Business Summit registration options and pricing.

**Registration Discount Deadline:
Monday, March 7th, 2022**

Attendee Registration Hours

(For Check-In, Questions and General Assistance)

Thursday, March 31: 6:30am – 8:00pm

Friday, April 1: 6:45am – 7:30pm

Saturday, April 2: 6:45am – 6:15pm

Sunday, April 3: 7:00am – 12:45pm



A Huge Thanks To Our MANIA® Sponsors!

To our California 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.

Co-Sponsors



Associate Plus Sponsors



Associate Sponsors



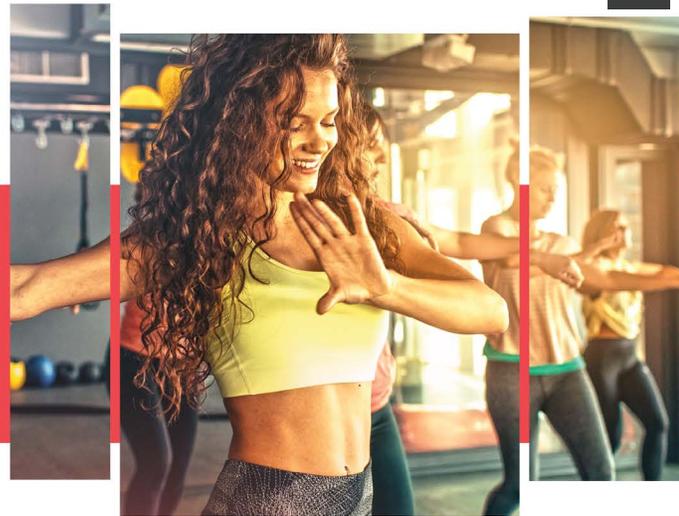
SCW Health & Fitness Business Summit

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 45 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.)



Certifications & Specialty Workshops



Thursday, March 31

SCW Active Aging Certification

Ann Gilbert

Thursday, Mar. 31, 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. Cutting-edge research reveals there's no secret to aging well. By focusing on mental health, cardiovascular conditioning, strength training, flexibility, fall prevention, and balance, we can slow the aging process. Discover ways to empower seniors, not just teach them. Group fitness instructors, trainers, and managers overseeing active aging programming will enjoy this one-day course that combines relevant research and proven practical approaches to training brains and bodies of 50+ participants.

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



SCW Yoga I Certification

Manuel Velazquez

Thursday, Mar. 31, 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, competitor or recovering athlete. Understand the latest scientific research about yoga and discover a simple, systematic approach to program design and effective cueing techniques. Seasoned and novice participants leave qualified to passionately lead a successful yoga class and yoga-inspired recovery and cool-down.

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



SCW Tai Chi Certification

David-Dorian Ross

Thursday, Mar. 31, 9:00am-5:00pm

\$179 MANIA® Attendees / \$199 Non-Attendees

Some claim that Tai Chi 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), AFAA (8.0), NASM (0.8).



SCW Practical Guide To Nutrition, Hormones, & Metabolism Certification

Melissa Layne, MEd

Thursday, Mar. 31, 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 Life Coaching Certification

Kimberly Spreen-Glick

Thursday, Mar. 31, 9:00am-5:00pm

\$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 online life coaches to lift us from this pandemic. The great news is that, 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 in the virtual world. It's a world that's here to stay and, if you want to grow your impact and income, you want to be a part of it. 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).





SCW Pilates Matwork Certification

Abbie Appel

Thursday, Mar 31, 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 Boxing Certification

Diva Richards

Thursday, Mar. 31, 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), AFAA (7.0), NASM (0.7), AEA (4.0), ACSM (7.0), NFPT (1.4).



Barre Above®

Powered by Savvier Fitness®

Tricia Murphy Madden & Leslee Bender

Thursday, Mar. 31, 9:00am-5:00pm

\$229.99 MANIA® Attendees / \$249.99 Non Attendees

Whether you currently teach barre or are motivated to add this popular format to your repertoire, look no further than Barre Above®, one of the fastest growing barre programs in the country. Discover the essentials of barre and see how this dynamic and progressive method of training enhances strength, flexibility, and balance. Watch your toolbox expand as you study and practice the progressions and regressions necessary to teach a fun, effective, and efficient barre workout that is perfect for all fitness levels. Walk away with tips on how to implement, launch, and run a successful and in-demand barre



program that requires little to no equipment.

Certification includes: (2) Digital barre workout videos, print and electronic instructor manual, online education modules worth 4.0 AFAA & 0.4 ACE CECs, instructor web membership, equipment and apparel discounts, no licensing fees, options for ongoing choreography and Certificate of Completion. CPR card is not required. SCW (12.0), ACE (1.2), ACSM (12.0), AFAA (12.0), NASM (1.2).

Schwinn®

Indoor Cycling Certification

Doris Thews

Thursday, Mar. 31, 7:00am-5:00pm

\$169 early bird registration price through March 14th. \$189 registration price after March 14th.

#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 sought-after 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

A comprehensive manual & Certificate of Completion

SCW (9.0), ACE (0.8), AFAA (8.0), NASM (0.8), ACSM (9.0)

Certifications: Sunday, April 3

SCW Group Exercise Certification

Jeff Howard

Sunday, April 3, 9:00am-5:00pm

\$179 MANIA® Attendees / \$199 Non-Attendees

Have you always wanted to be a group fitness instructor? Learn proper class sequencing, warm-up progressions, musical phrasing, effective cueing techniques, choreography development, and all of the practical skills required to deliver your best class, every class. Leave this Nationally Recognized Certification with confidence in your ability to demonstrate impactful teaching skills and successfully lead a group fitness class. Understand group cardiovascular fitness, muscular endurance, and flexibility training techniques with one of our industry's finest. The balance of theoretical and practical training makes this cutting-edge Group Exercise Certification perfect to prepare you for the newest variety of fitness programming. Learn components of Hi/Lo impact cardiovascular training, muscle conditioning and sculpting, HIIT programming and more.

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



S.E.A.T. - Supported Exercise For Ageless Training

Ann Gilbert

Sunday, April 3, 9:00am-5:00pm

\$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 incorporates sitting, standing and supported moves needed to enhance your group dynamic teaching skills. Verbal and visual cueing techniques, inspirational and effective memory-improvement 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, choreography booklet, flash cards, memorization notes, and online examination. (\$300 value). SCW (7.0), ACE (0.9), ACSM (7.0), AEA (8.0), AFAA (7.0), NASM (0.7).

SCW Barre Certification

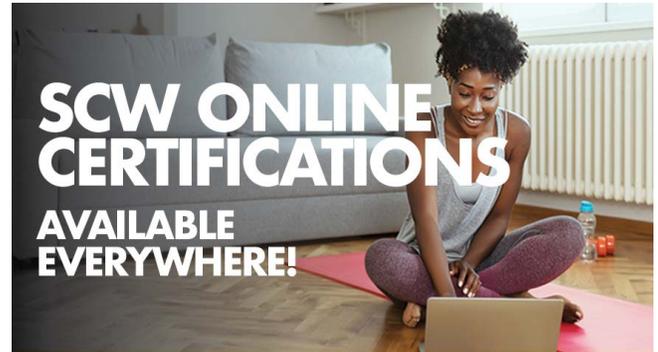


Abbie Appel
Sunday, April 3, 8:00am-4:00pm

\$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).



AVAILABLE EVERYWHERE!

- Over 40 Accredited Certifications
- Nationally Recognized & Respected
- Includes FREE Live Cert Within a Year!

www.scwfit.com/Certs



Alignment Redefined



Powered by Savvier Fitness®

Leslee Bender
Sunday, April 3, 9:00am-1:00pm

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

Could alignment be the true missing link to injury prevention in group fitness and personal training? In this 4-hour certification learn how alignment impacts outcomes for your students and clients, understand how to assess alignment and most importantly how to coach even in a large group fitness format. In this course Leslee will provide you with the science and research behind proper body alignment in exercise but most importantly walk away knowing how to confidently coach and teach these strategies in group fitness, small group training, and one on one environment. This session is the true opportunity to upskill your professional teaching and coaching skills along with giving you the credentials your clients and facilities can count on.

Certification includes: 4 Hour In-Person Workshop, 3 Hours On-Demand Content, Bender Ball. SCW (4.0), ACE (0.4), ACSM (4.0), AFAA (4.0), NASM (0.4)



MANIA® Course Descriptions

Friday, April 1

FR1

7:30am-8:45am

Functional Training For Active Agers ■◀

Ann Gilbert

Increasing functionality is just one of the benefits of offering small group options for the aging client. 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 to get started creating your new branded format.

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

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.

FR1B Friday, 7:30am-8:45am

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!

FR1C Friday, 7:30am-8:45am

Happy Hour At The Barre ■◀

Tricia Murphy Madden

Why so serious? Barre class was always intended to be fun, much like any good happy hour. In this Barre Above workshop learn creative new ways for creating happy vibes via your content, your music, and your communication style.

FR1D Friday, 7:30am-8:45am

Schwinn® Cycling: HIIT & Quit It! ■◀

Jason Schneider

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!

FR1E Friday, 7:30am-8:45am

Aqua HIIT & Run! ■◀

Manuel Velazquez

Get the cardio and strength workout you need at whatever pace you



choose, without the impact and weight-bearing issues that limit you on land. Research shows that deep tissue response is greatly improved when exercising in water, aiding healing and recovery that is important for the active aging population. Explore and get ideas for shallow water and a deep water approach with this cardio-strength progressive overload program.

FR1F Friday, 7:30am-8:45am

Functional Foods ■◀

For A Fantastic You

Amanda Fearheiley, RDN, LD, CPT

Functional foods do more than provide your body with essential nutrients; they promote optimal health and help reduce the risk of disease. Learn how to elevate your nutrition and start eating your way to long-lasting health!

FR1G Friday, 7:30am-8:45am



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



Fundamentals For Entering The Fitness Technology Space ■◀

Doris Thews

Have you ever considered creating a fitness app or creating an online platform? Learn everything you need to consider, from start to finish, and create an awesome fitness tech offering. Discover the steps to make this come to fruition. Doris will share with you the steps and checklists needed to consider when creating these offerings. She will share case studies that include her real word experience working with Professional Athletes to Hometown Fitness heroes. This lecture will assist you in discovering your place in the Fitness Technology space.

FR1I Friday, 7:30am-8:45am



“ *SCW MANIA is a great way to earn CECs and have a blast while doing so. They make fitness fun even if you don't need any CEC's. Excellent instructors and trainers bring the best knowledge and high energy to a wide variety of modalities. It's 5 star!* **”**

MUBAARAKAH I.



FR2

9:45am-11:00am

Active Agers From The Ground Up! ■**Manuel Velazquez**

Work every joint and muscle from the Ground Up! Learn functional self-myofascial-release and appropriate applications for maintaining and increasing range of motion, strength, balance, and proprioceptive skills allowing clients to lead an active lifestyle. Discuss the limitations faced by older adults and appropriate modifications. Improve functional mobility and dynamic flexibility without compromising safety and effectiveness.

FR2A Friday, 9:45am-11:00am**Fight Night** ■**Diva Richards**

Who would not want to hit a punching bag? Learn how to shadow box and train for the fight (and body) for your life. This heart-pumping, sweat-dripping workout will leave not only every muscle in your body aching but give you the confidence you never knew you had! Don't forget the stress relief as well. It's YOU vs. YOU!

FR2B Friday, 9:45am-11:00am**SOULfusion™ EXPERIENCE** ■**Michele Park**

SOULfusion™ combines yoga-inspired FLOWS, cardio bursts, mobility & bodyweight training into one magical experience. In this workshop, we will take you through a SOULfusion™ class and teach you how to connect music to movement & create an amazing experience for your students.

FR2C Friday, 9:45am-11:00am**The 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!

FR2D Friday, 9:45am-11:00am**Schwinn® Cycling: 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 workout 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.

FR2E Friday, 9:45am-11:00am**LaBlast® Splash:****Dancing With Aquatic Principles****Lexi Bulich**

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.

FR2F Friday, 9:45am-11:00am**Pros & Cons Of Fasting** ■**Melissa Layne, MEd**

In this session we will address these topics as well as three other types of fasting: prolonged, dry, and wet fasting. We will explore the effects on weight loss, the immune system, and the life of our cells.

FR2G Friday, 9:45am-11:00am**Moving Past Corrective Exercise****Brian Bettendorf, MSM, MA**

Client assessment, exercise selection, and techniques provided by trainers and coaches often use a biomechanical model to justify their use. This session discusses some of the strengths and weaknesses of the biomechanical model and provides an alternate perspective to simplify your approach to training.

FR2H Friday, 9:45am-11:00am**Opportunities Within The Health & Fitness Industry****Bill McBride**

As the world around us evolves and changes, we must adapt and look for opportunities to thrive with our business approach and models. Being a relevant and integral part of our members' lives will distinguish the winners from the losers. Join a discussion about the macro trends occurring worldwide, the challenges facing our industry in the near term, and an exploration of how our present actions can play a significant role in our success not only today but tomorrow.

FR2I Friday, 9:45am-11:00am

FR3

11:15am-12:30pm

Neural Approach To Mobility Training ■**Brian Bettendorf, MSM, MA**

Traditional stretching and mobility training emphasizes defects in the muscles or connective tissues. Discover the influence the nervous system has on movement limitations and integrate that knowledge into your existing mobility training. Learn new techniques and modifications you can use on yourself and your clients.

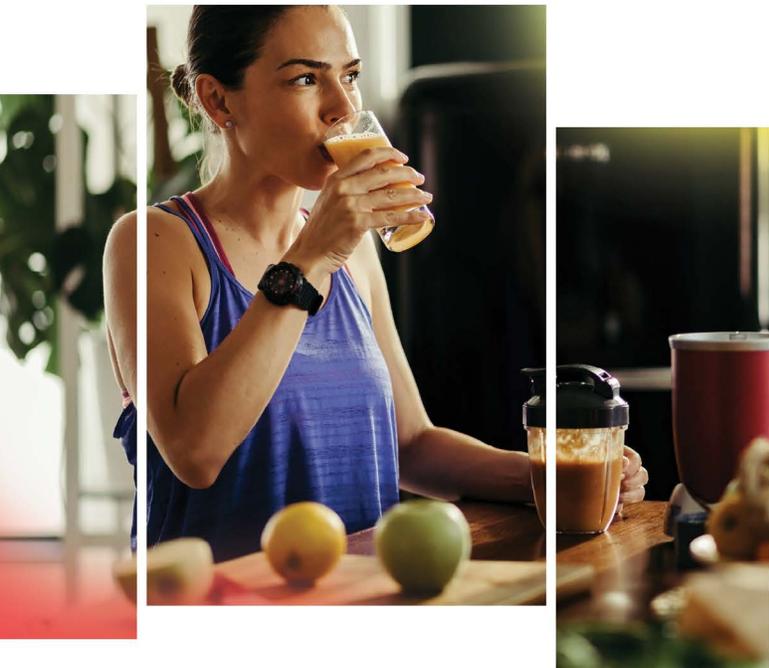
FR3A Friday, 11:15am-12:30pm**WARRIOR Strength™** ■**Ellen de Werd**

Are you tired of spending time memorizing choreography? Looking for creative functional training that you can change frequently? Want to incorporate more of a coaching style into some of your sessions? If you nodded even once, this session is for you! WARRIOR Strength™ has a fresh approach to the basics.

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



Killer Cardio

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!

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

Schwinn® Cycling: 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 for getting 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.

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

H2O Functionally Fit & Current

Ann Gilbert

Activate the water, the most versatile fitness tool there is, in this trending aquatic format focusing on the functional needs of the active ager. Agitate, circulate, and regulate the waves around you to assure an increase in core stabilization and use of drag.

FR3F Friday, 11:15am-12:30pm

Better Client Results

Reed Davis

Nutrition is the backbone of any personal training program and it isn't one-size-fits-all. Join Reed, owner of Functional Diagnostic Nutrition, to learn how to assess and meet the individual metabolic needs of your clients to improve health at a cellular level and better reach health and fitness goals. Separate yourself from the pack and become THE most sought-after trainer by exploring innovative methods for working with clients to grow a successful personal training business.

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

Strategic Thinking - Personally and Professionally

Bill McBride

We will discuss how to think strategically for personal and professional success. We will revisit Stephen Covey's 7 Habits of Highly Effective People as a framework and other framing tools. This session will encompass a

modern-day paradigm with the reality of constant change & the use of technology and social media.

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

Small Group Training Profits & Programs

Chris Stevenson, CSCS

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.

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



FR4 - Session 1

12:45pm-2:00pm

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

Creative Core Solutions

Tricia Murphy Madden & Leslee Bender



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

FR4B Friday, 12:45pm-2:00pm

Namaste Away To A Better Back

Sara Kooperman, JD

Enjoy this Vinyasa Yoga class, perfect for all yogi levels, focusing on strengthening and lengthening your back. Review various back ailments and injuries and techniques for avoiding discomfort now and in the future. Flow gracefully and rhythmically from pose to pose as we select specific verbal cues and posture alternatives. Leave feeling restored and rejuvenated and ready to provide a safe and effective yoga experience for your students and yourself.

FR4C Friday, 12:45pm-2:00pm

Knee Knowledge & Water Work

Manuel Velazquez & Mac Carvalho



In this workshop, experience a cascade of fresh aqua ideas & leave with six (6), 64-count choreography blocks. Join us for this informative session on the knee, where we will discuss the basic components and common issues we hear from our class participants. How can we utilize the pool environment to recover, cross-train, and work effectively while being kind to this hinge joint?

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

Thriving As A Fitness Leader

Kimberly Spreen-Glick



Ready to tap into your passion and purpose in a way that allows you to discover the possibilities this industry holds for your future? Learn the three keys that will help you enjoy success, balance, and fulfillment while maximizing your impact as the Difference Maker you came here to be!

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

FR4 - Session 2

1:30pm-2:45pm

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

S.E.A.T. 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!

FR4A Friday, 1:30pm-2:45pm

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, 1:30pm-2:45pm

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.

FR4G Friday, 1:30pm-2:45pm

New World Sales & Management

Bill McBride

It's not just you and your fitness business that has transformed to survive the pandemic - your members have too. Join Bill McBride as he examines ways consumer habits have shifted, how they will influence the fitness industry, and methods in which your business can embrace these changes to meet new expectations and be successful post-coronavirus. Learn easily implementable adaptations to traditional business approaches for optimal outcomes that ensure happy clients and owners alike.

FR4I Friday, 1:30pm-2:45pm

FR5

3:00pm-4:15pm

LaBlast® Fitness: Active Aging For All

Lexi Bulich

LaBlast® Fitness is the perfect blend of dance & fitness for every age. In this session, you will 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.

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

How To Master The Deadlift

Dr. Jonathan Mike PhD, CSCS*D

This hands-on session will discuss & 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.

FR5B Friday, 3:00pm-4:15pm

Exploring Chair Yoga

Kimberly Spreen-Glick

Chair yoga is growing in popularity among mature populations! Explore movement progressions, sequences, and modifications to add chair yoga to your active aging programming. Since this exercise requires minimal equipment, add this option to your toolbox to incorporate chair yoga into your virtual and on-demand classes.

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

Alignment - The Missing Link

Leslee Bender

In this session, begin to understand the impacts of essential alignment for your group training classes. All environments require great posture and alignment to prevent injuries and gain results. Join industry icon Leslee Bender for a session that will improve your very next class or client

experience.

FR5D Friday, 3:00pm-4:15pm

Schwinn® Cycling: Set The Stage: Planning The Perfect Ride Every Time

Jason Schneider



K.I.S.S. the class design blues away! Learn how to create thoughtful, physiologically sound classes that provide RESULTS! We simplify the process to save you time while setting riders up for success. Unlock the secret of the Schwinn® Coach's Pyramid™ and 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.

FR5E Friday, 3:00pm-4:15pm

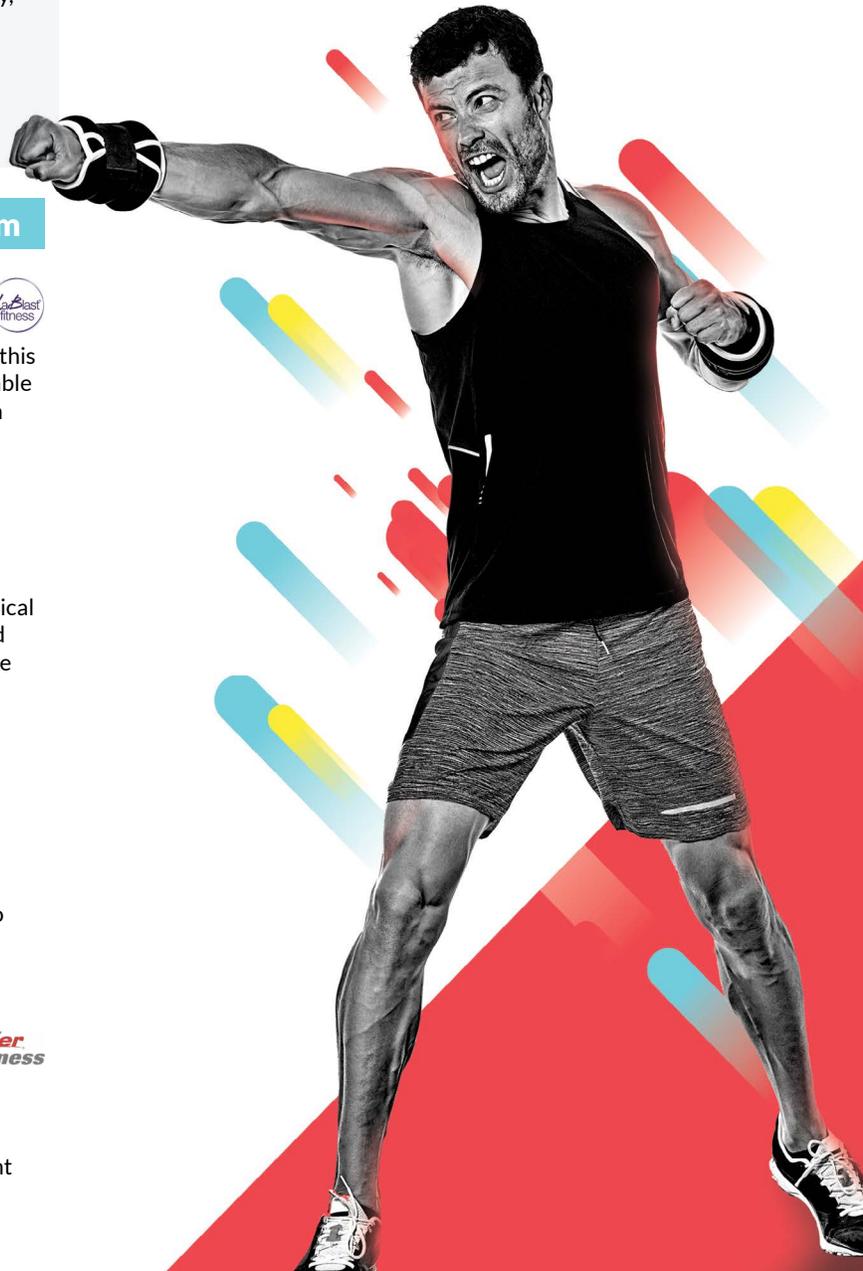
H2O Strength Through The Ages

Manuel Velazquez, Mac Carvalho, & Ann Gilbert



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

FR5F Friday, 3:00pm-4:15pm



**CERTIFICATIONS
THURSDAY
MARCH 31**

SCW
ACTIVE AGING CERTIFICATION
GILBERT • 9:00AM - 5:00PM

SCW
YOGA 1 CERTIFICATION
VELAZQUEZ • 8:00AM - 5:00PM

SCW
TAI CHI CERTIFICATION
ROSS • 9:00AM - 5:00PM

SCW
PRACTICAL GUIDE TO NUTRITION,
HORMONES, AND METABOLISM
LAYNE • 9:00AM - 3:30PM

SCW
LIFE COACHING CERTIFICATION
SPREEN-GLICK • 9:00AM - 5:00PM

SCW
PILATES MATWORK CERTIFICATION
APPEL • 8:00AM - 5:00PM

SCW
BOXING CERTIFICATION®
RICHARDS • 9:00AM-4:00PM

Savvier Fitness
BARRE ABOVE®
POWERED BY SAVVIER FITNESS®
MADDEN & BENDER • 9:00AM-5:00PM

SCHWINN
SCHWINN® CYCLING:
INDOOR CYCLING CERTIFICATION
THEWS • 7:00AM - 5:00PM

■ Indicates session is both Live (In-Person) & Recorded

A
FUNCTION / ACTIVE AGING

B
STRENGTH / CORE

C
YOGA / PILATES / T'AI CHI

D
GX / BARRE

FRIDAY, APRIL 1	FR1	7:30am-8:45am	Functional Training For Active Agers Gilbert ■	Group Mobility And Strength Bettendorf ■	Flow Free & Be Spreen-Glick ■	Happy Hour at the Barre Madden ■	
	EXPO SHOPPING 8:30am- 9:45am						
	FR2	9:45am-11:00am	Active Agers From The Ground Up! Velazquez ■	Fight Night Richards ■	SOULfusion™ EXPERIENCE Park ■	The Back, Booty & Core Connection Appel ■	
	FR3	11:15am-12:30pm	Neural Approach To Mobility Training Bettendorf ■	WARRIOR Strength™ de Werd ■	TaijiFit Original Flow Ross ■	Killer Kardio Richards ■	
	FR4	SESSION 1 12:45pm-2:00pm SESSION 2 1:30pm-2:45pm	S.E.A.T. Supported Exercise For Ageless Training Gilbert ■ SESSION 2 ■	Creative Core Solutions Madden & Bender ■ SESSION 1 ■	Namaste Away To A Better Back Kooperman ■ SESSION 1 ■	Barre Blueprint Appel ■ SESSION 2 ■	
	EXPO SHOPPING 12:15pm-3:00pm						
	FR5	3:00pm-4:15pm	LaBlast® Fitness: Active Aging For All Bulich ■	How To Master The Deadlift Mike ■	Exploring Chair Yoga Spreen-Glick ■	Alignment - The Missing Link Bender ■	
EXPO SHOPPING 4:00pm-5:00pm							
FR6	4:45pm-6:00pm	Balance & Stability For Active Agers Gilbert ■	Core Chaos Appel ■	Soothe & Strengthen - Pilates Mat/Tai Chi Hill ■	Creative Compounds Gavigan ■		
FR7	6:15pm-7:15pm	SCW FITNESS IDOL KOOPERMAN, HOWARD, SPREEN-GLICK & MADDEN		Yin & Yang Yoga Journey Velazquez ■			
SATURDAY, APRIL 2	SA1	7:30am-8:45am		Your Core: Where Science Meets Function Bender ■	Tai Chi + Yoga = Bamboo Fusion Ross ■	Fit By Numbers Gavigan ■	
	EXPO SHOPPING 8:30am- 9:45am						
	SA2	9:45am-11:00am	KEYNOTE ADDRESS: GETTING HIRED & HIRING IN THE NEW WORLD TRICIA MURPHY MADDEN Savvier Fitness				
	SA3	11:15am-12:30pm	Lower Body Burnout Howard ■	SOULstrength™ Experience Park ■	Stress Management Guidance: Trainer To Client Hill ■	Strike! Kickboxing Spreen-Glick ■	
	EXPO SHOPPING 10:45am-11:15am // 12:15pm-3:00pm						
	SA4	SESSION 1 12:45pm-2:00pm SESSION 2 1:30pm-2:45pm	Movement Matters! McCall ■ SESSION 1 ■	Armed & Dangerous Carvalho ■ SESSION 2 ■	WARRIOR Rhythm™ de Werd ■ SESSION 1 ■	Balletone® Meets Barre Scott ■ SESSION 2 ■	
	SA5	3:00pm-4:15pm	Shoulder Solution For Pain-Free Movement Bettendorf ■	Free Styling Workout Program Protocols Silvas ■	Seated Asanas Howard ■	LaBlast® Fitness: Dance Is Mental & Emotional Health Bulich ■	
EXPO SHOPPING 4:00pm-5:00pm							
SA6	4:45pm-6:00pm	Hot Crossed Buns Howard ■	Arm Candy Appel ■	Mindful Movement & Meditation Antuanette ■			
SUNDAY, APRIL 3	SU1	7:30am-8:45am	WARRIOR Strength™: Put Fun In Functional de Werd ■	Rotator Cuff & Shoulder Exercises Tempelis ■	Core Yoga Strong Howard ■	BARREFusion™ EXPERIENCE Park ■	
	SU2	9:00am-10:15am	Core-Intensity Leachman ■	HITT The Ballet Scott ■	Tai Chi + Weights = Iron Fusion Ross ■	Boot Camp Business Silvas ■	
	EXPO CLOSE-OUT SHOPPING 10:00am-1:00pm						
	SU3	10:45am-12:00pm	Total Body Class Silvas ■	Resist & Roll Antuanette ■	Functional Pilates Velazquez ■	Butts & Guts Thomson ■	
SU4	12:15pm-1:30pm	Fundamental Performance Leachman ■	Keep It Simple. Keep It Smart. Thomson ■	Core Control Pilates Hill ■	ALIGNMENT REDEFINED POWERED BY SAVVIER FITNESS® BENDER • 9:00AM - 1:00PM		

Register at: www.scwfit.com/CA

CALIFORNIA MANIA® Convention Schedule • April 1-3

■ Indicates session is both Live (In-Person) & Recorded



E CYCLING	F AQUA (STARTS IN LECTURE)	G NUTRITION	H LEADERSHIP / EX. SCIENCE	I BUSINESS		
Schwinn®: HIIT & Quit It! Schneider	Aqua HIIT & Run! Velazquez	Functional Foods For A Fantastic You Fearheiley ■	Eccentric Training Unleashed Mike	Fundamentals For Entering The Fitness Technology Space Thews	FR1	FRIDAY, APRIL 1
EXPO SHOPPING 8:30am-9:45am						
Schwinn®: Dry-Tri: Beast Mode Fusion Thews	LaBlast® Splash: Dancing With Aquatic Principles Bulich	Pros & Cons Of Fasting Layne ■	Moving Past Corrective Exercise Bettendorf	Opportunities Within The Health & Fitness Industry McBride	FR2	
Schwinn®: Ride Or Die - Killer Vibe Thews	H2O Functionally Fit & Current Gilbert	Better Client Results Davis ■	Strategic Thinking - Personally And Professionally McBride	Small Group Training Profits & Programs Stevenson	FR3	
	Knee Knowledge & Water Work Velazquez & Carvalho SESSION 1	Mastering Menopause Layne SESSION 2	Thriving As A Fitness Leader Spreen-Glick SESSION 1	New World Sales & Management McBride SESSION 2	FR4	
EXPO SHOPPING 12:15pm-3:00pm						
Schwinn®: Set The Stage: Planning The Perfect Ride Schneider	H2O Strength Through The Ages Velazquez, Carvalho, & Gilbert	Diet vs. Exercise: Food Choices Always Win Fearheiley ■	Post Pandemic Future Panel Kooperman, Richards, McBride, & Polson	Solution Based Sales Stevenson	FR5	
EXPO SHOPPING 4:00pm-5:00pm						
	Aqua Fusion MANIA Layne	Sports Supplements & Recovery: What You Need To Know Mike ■	Working In Niche Markets Panel Kooperman, Richards, Madden & Ross	Concierge Program To Beat All Sales Tactics Polson	FR6	
					FR7	
Schwinn®: Breathy Not Breathless Appel	Mix-Match Aqua: Moves To The Max Howard	Understanding Complete Well-Being Spreen-Glick ■	Dynamic Anatomy McCall	2022 Studio Rehab: The Road Back To The Top Polson	SA1	SATURDAY, APRIL 2
EXPO SHOPPING 8:30am- 9:45am						
			 HFBS KEYNOTE ADDRESS THE HABITS & TRAITS OF SUCCESSFUL FIT PROS CHRIS STEVENSON, CSCS		SA2	
Schwinn®: Work Not Twerk Thomson	LaBlast® Splash: Dance. Water. Emotional Health Bulich	Building Bone Layne ■	A Nudge Towards Better Habits Gavigan	Strong Business Acumen & Presence Kooperman	SA3	
EXPO SHOPPING 10:45am-11:15am // 12:15pm-3:00pm						
Schwinn®: Rock Steady Recovery Rides Appel SESSION 1	Turbulence Training PlumMentz SESSION 2	Ditching Diets: Individually Tailored Nutrition Davis SESSION 1 ■	How To Reach ALL The People Madden SESSION 1	Break The Rules! Unexpected Branding Pioneers Polson SESSION 2	SA4	
Schwinn®: Master Your One Appel	Aqua Drills & Skills Gilbert	The Sleep, Eat, & Hormones Link Layne ■	Ageless Intensity McCall	Programming Predictions: Past, Present, & Future Kooperman	SA5	
EXPO SHOPPING 4:00pm-5:00pm						
	AB-Solutely Aqua Carvalho	Ending Your Clients' Exercise Self Sabotage Seti ■	State Of The Industry Address Kooperman, D. Gilbert, Polson, Madden	Pump Up Your Productivity Hoff	SA6	
Schwinn®: F.E.A.R. Face Everything & Ride Thomson	Aqua Ease: Flexibility For Active Agers Velazquez	Stopping Inflammation Through Nutrition Layne ■	Reinvent And Change Your View Silvas	Successful Programming For Active Agers Gilbert	SU1	SUNDAY, APRIL 3
Schwinn®: A DJ Saved My Life Thomson	Drag Me Into The Water PlumMentz	Eating Disorders vs. Disordered Eating Seti ■	10 Steps To Launching Successful Programs Madden	The Future Of Group Ex Panel Kooperman, Oksayan, Velazquez, Polson	SU2	
EXPO CLOSE-OUT SHOPPING 10:00am-1:00pm						
 GROUP EX CERTIFICATION HOWARD • 9:00AM - 5:00PM	Ups & Downs Of Aqua Carvalho	Putting An End To Stress Eating Seti ■	Retain And Engage Your Personal Training Clients Hoff	California Fitness: Past, Present, & Future Hasni & Baski	SU3	
 S.E.A.T. CERTIFICATION GILBERT • 9:00AM - 4:00PM	Aqua Excellence For The Active Ager Velazquez & Carvalho	 BARRE CERTIFICATION APPEL • 8:00AM - 4:00PM	Assess + Individualize To Thrive In 2022 Polson	Brand Building Bootcamp Hoff	SU4	

Register at: www.scwfit.com/CA

Diet vs. Exercise: Food Choices Always Win ■◀**Amanda Fearheiley, RDN, LDN, CPT**

Studies suggest that nutrition is more important than exercise for achieving weight loss and maintaining a healthy weight. Learn the science behind why popular diets fail and specific training-based nutritional needs. Leave with the knowledge to help your clients reach their goals while staying within your scope of practice.

FR5G Friday, 3:00pm-4:15pm**Post Pandemic Future Panel****Sara Kooperman, JD, Diva Richards, Bill McBride, & Billy Polson, CSCS**

Finally, the world is becoming aware of the value and desperate need for fitness & wellness. Discover how to build partnerships and coalitions to nurture and grow public awareness, embracing exercise as an essential service and a physical and social necessity. Learn how to approach advocacy and communication to influence lawmakers and local communities to embrace health as a lifestyle.

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

FR5I Friday, 3:00pm-4:15pm**FR6****4:45pm - 6:00pm****Balance & Stability For Active Agers** ■◀**Ann Gilbert**

Balance and gait deficits expand with age and are associated with the increased incidence of falls seen in the aging population. Participate in one on one or small group training protocols to address this decline. Discuss the need for assessing and increasing skeletal muscle in the active but aging client in the facility or the home. Learn from a 30+ year trainer schooled in health and fitness modalities for the aging population.

FR6A Friday, 4:45pm-6:00pm**Core Chaos** ■◀**Abbie Appel**

Experience Core circuit training like never before. Circuit training should feel energetic, fast, and furious but with structure....organized chaos! Mix cardio and core moves, shake up the timing and order, and experience a brand-new workout with ideas to last you all year long. Understand why blending cardio and core is effective for metabolism and how to program this class into your current total-body classes.

FR6B Friday, 4:45pm-6:00pm**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 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.

FR6C Friday, 4:45pm-6:00pm**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? Learn a variety of fun, easy-to-teach, multi-joint, and multi-plane compound exercises to implement into your sessions. Join Andrew in the exploration of progressions, regressions, and cueing.

FR6D Friday, 4:45pm-6:00pm**AQUA Fusion Mania****Melissa Layne, MEd**

It's time to create a water class that incorporates a bit of dance, a bit of athleticism, some yoga and Pilates drills to link, and a whole lot of fun! Jump in the pool to experience an all-encompassing water workout and learn how to create your fusion-mania in three logical steps.

FR6F Friday, 4:45pm-6:00pm**First-Class Training From Experienced Presenters****Career Development Tracks With Proven Returns****Lightning Fast Registration Process That's Simple To Use****A Mind-Blowing Amount Of Education Options****Sports Supplements And Recovery What You Need To Know** ■◀**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.

FR6G Friday, 4:45pm-6:00pm**Working In Niche Markets Panel****Sara Kooperman, JD, Diva Richards, Tricia Murphy Madden, & David-Dorian Ross**

With more individuals taking charge of their health and fitness, the need for personal trainers, health coaches, and nutritionists is greater than ever before. While exciting for successful business owners, this tremendous growth also means more competition for entrepreneurs. One of the best ways to stand out in this hyper-



competitive industry is to niche down. Learn from industry experts the importance of paying extra attention to select groups and setting yourself apart from other trainers in the field.

FR6H Friday, 4:45pm-6:00pm

Concierge Program To Beat All Sales Tactics

Billy Polson, CSCS

Your potential customers don't want to be sold to; they want to feel inspired, special, and well taken care of from the moment they encounter your brand. Develop and streamline your custom, new client 'Concierge Program' that redefines your marketing, initial interactions, 'matchmaker' process, and community integration practices. Immediately connect with new clients genuinely, boost your acquisition, and outperform greasy sales tactics every time.

FR6I Friday, 4:45pm-6:00pm



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 all SCW press releases
- 1-year FREE SCW OnDemand Membership

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

Yin & Yang Yoga Journey

Manuel Velazquez

Take your students into a smooth journey between two Yoga styles in one practice. The Yang is based on the asana sequence - developing muscular strength, stamina, and flexibility. Enjoy a slower pace where poses are held longer, working on the dense YIN connective tissues and joints in your body. Experience and understand how opposite forces may be complementary.

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

Saturday, April 2

SA1

7:30am-8:45am



9 Sessions Every Hour Totalling Over 100 Options in 3 Days



New Perspectives On Fitness Instruction That Actually Work

Programming Options Geared To Trends That Matter To You Most



Astonishingly Affordable Registration Options



Your Core: Where Science Meets Function

Leslee Bender

In this session, you will leave with the essential tools to strengthen the core. Utilize the Bender Ball, designed to not only prevent injuries but have strategies for all of your students' needs. Crunches and inadequate core training lead to dysfunctions, injuries, and pain. Walk away with a purpose, breakdown of each exercise, the effect it has on the individual body, biomechanics, and how to deliver them. Don't miss the latest methods in core training based on the science of movement, planes of motion, and fascial lines, for a functionally strong, pain-free body!

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



Tai Chi + Yoga = Bamboo Fusion

David Dorian-Ross

Bamboo Fusion is "the blending of two ancient mind-body practices", Tai Chi and hatha yoga! Also seen as the marriage of water and wood. The water element will help you discover a deeper level of FLOW, giving you a great infusion of qi energy. The wood element is expressed by the flexible movements of hatha yoga. Experience the principle of surrender, helping you extend and stretch your body and mind.

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



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.

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

Schwinn® Cycling: 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



Mix-Match Aqua: Moves To The Max

Jeff Howard

Most of us experience some burnout after teaching multiple aqua classes every week. Building pyramid intervals is a great way to combat boredom and burnout! Incorporate muscle conditioning into timed patterns of HIIT and leave with a workout to propel you UPWARD! Just six (6) simple rules, applied to your existing workout, will give you more ideas, moves, and choreography to push your class to the next level!

FR7

6:15pm-7:15pm

Fitness Idol

Judges: Sara Kooperman, JD, Jeff Howard, Kimberly Spreen-Glick, & Tricia Murphy Madden

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 2023 SCW press releases, but you'll get a chance to show off your skills as a featured presenter at the 2023 SCW

HEALTH & FITNESS BUSINESS SUMMIT

April 1-3, 2022

Intimate & Affordable Fitness Business Development.

If you want to grow your business and build your career, the SCW Health & Fitness Business Summit is a must-attend event for you and your team. Unparalleled in professional content delivered by the brightest minds in the industry.

Build A Better Business & Further Your Career.

Over 40 hand-picked business sessions carefully selected and led by top fitness industry professionals

This premier event runs concurrent to the MANIA® Fitness Conventions held in the same location - the beautiful Hyatt Regency San Francisco Airport. Attend BOTH the Business Summit + CA MANIA® together at no extra cost (it's included in the price of MANIA®).

Proudly Featuring:

Tricia Murphy Madden

Tricia is a 29-year fitness industry veteran and the 2020 Fitness Leader of the Year for IDEA. As the National Education Director for Savvier Fitness, she oversees programming and the master trainer team of just over 100 fitness superstars.



Chris Stevenson, CSCS

Former Power Ranger stuntman - is the founder of The Empower Group, a full-service consulting firm with services ranging from staff training, workshops, full facility management and more. Stevenson has over 20 years of experience in many aspects of the health and fitness industry.



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

Understanding Complete Well-Being 🎥**Kimberly Spreen-Glick**

Most fitness professionals focus primarily, if not solely, on the physical. It makes sense - it's what our industry was built on. But, in this lecture, you'll discover six aspects of well-being that should be taken into consideration when partnering with others, to truly assist them in living a healthier, happier life.

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

Dynamic Anatomy**Pete McCall, MS**

Did you know that your hamstrings help extend the knee? Do you want to know how your adductor and abductor muscles work? As a fitness professional, it is important to understand human anatomy so you can guide your clients towards success. However, the anatomy currently taught in traditional textbooks often does not accurately describe how muscles work. This interactive session will help you understand how muscles function during upright movement patterns so you can design exercise programs that produce results

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

**2022 Studio Rehab:
The Road Back To The Top****Billy Polson, CSCS**

The most successful fitness studios in 2022 are leaner and smarter than ever before, while still offering an above and beyond customer experience that catapults them to the lead in their markets. Learn how to analyze the four main pillars of your fitness business: Financials, Operations, Marketing, and Customer Experience. Then use this information to adjust and redesign your foundational business practices to become a standout brand, an efficient organization, and a more profitable business.

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

SA2 - Keynote Address

9:45am-11:00am

Getting Hired & Hiring In The New World 🎥**Tricia Murphy Madden**

Not sure if you got the memo, but the world has shifted, and the fitness industry has, too. The opportunities are out there, but they might not look like the job postings of old. And, what you need to do to get the job (or even the interview) has evolved. Join Tricia and learn the ins and outs of what's out there. Where do you find opportunities, prepare your 'package', and your presence, to land a rewarding job in the fitness industry this year and beyond!

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

HEALTH & FITNESS BUSINESS SUMMIT KEYNOTE**The Habits And Traits Of Successful Fit Pros****Chris Stevenson, CSCS**

If you are not growing, you are falling behind. Successful fitness professionals are consistently finding ways to grow and improve. In this inspiring and informative keynote, learn scientific methods of skill development and explore specific habits and traits that take you to the next level, personally and professionally. This keynote is full of tangible tips and tools that can be implemented and immediately make a noticeable impact.

SA2H Saturday, 9:45am-11:00am

SA3

11:15am-12:30pm

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.

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

SOULstrength™ EXPERIENCE 🎥**Michele Park**

SOULstrength™ is a creative blend of rhythmic resistance, cardio conditioning, manageable mobility, and core strength exercises set to crazy FUN music. This workshop will take you through a SOULstrength™ class and leave you with actionable tips to create an amazing class experience.

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

Stress Management Guidance: Trainer To Client 🎥**Demetreous Hill, MS**

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 of yourself and your clients.

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® Cycling: Work Not Twerk -
Results With Rhythm****Eric Thomson**

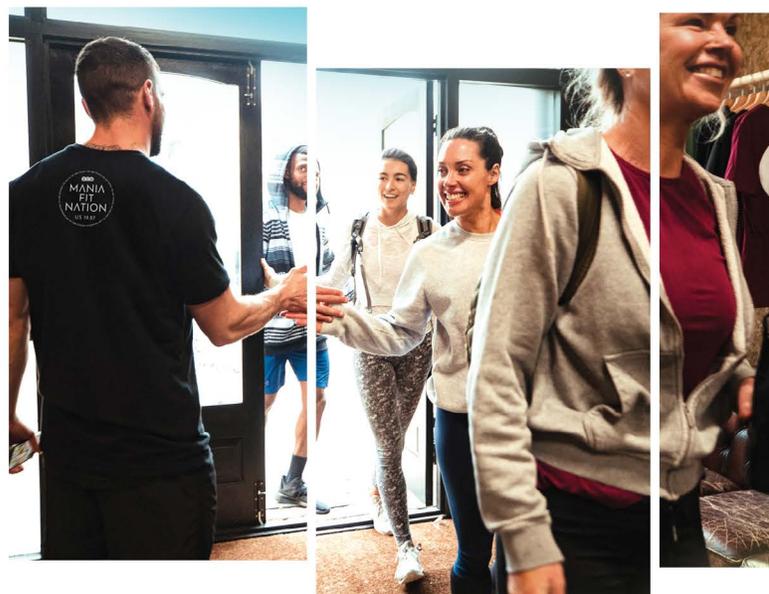
Rhythm rides don't need smoke and mirrors or unnecessary distractions. It is time to stop the madness. Discover how to capture and captivate your riders the RIGHT way. Learn how to program a Rhythm Ride to create a magical, memorable workout that gets REAL results.

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

**LaBlast® Splash: Dance. Water.
Emotional Health!****Lexi Bulich**

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



Building Bone 🎥**Melissa Layne, MEd**

Osteoporosis can make seemingly mundane activities of daily life risky. Explore the science behind building and losing bone, the importance of sleep to build bone, and the specific diet recommendations to help clients maintain bone density. We will also review studies related to program designs for clients without increasing fracture risk.

SA3G Saturday, 11:15am-12:30pm**WARRIOR Rhythm™** 🎥**Ellen de Werd**

Ever wish you loved yoga? WARRIOR Rhythm™ is the bridge between classic group exercise and traditional yoga. With its rebel vibe, edgy playlists, and unconventional flows, this format will rock your world! Intertwine mindfulness, yoga, weightlifting, and HIIT training into an extraordinary experience. We are where woo-woo meets WAAHOOOOO!

SA4C Saturday, 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.

SA3H Saturday, 11:15am-12:30pm**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, 12:45pm-2:00pm**Strong Business Acumen & Presence****Sara Kooperman, JD**

Learn "how to's" in building your brand. Discover the strong meaning and desirable steps to develop a strong business model. Whether it be a brick-and-mortar club, virtual studio, or an "on-demand" platform, get key takeaways if you wish to continue to grow and thrive. Examine how to market effectively and explore branding your business through various mediums. Explore ways to take your business to the next level with strategic, and inexpensive marketing.

SA3I Saturday, 11:15am-12:30pm**Ditching Diets:****Individually Tailored Nutrition** 🎥**Reed Davis**

It's time to ditch the one-size-fits-all diet approach! Learn how bio-individuality influences nutritional needs, the difference between eating healthy and eating right for your body, and how food can be used as medicine- no spoonful of sugar required! Discuss the use of functional lab tests and how to interpret results for finding your client's perfect fuel mixture.

SA4G Saturday, 12:45pm-2:00pm**SA4 - Session 1****12:45pm-2:00pm**

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

Movement Matters 🎥**Pete McCall, MS**

Form follows function; moving better is essential for looking better. Rolling to crawling and on to walking, there are specific stages of skill development. Learn the movement skills that we can do from birth and use them for dynamic warm-ups, corrective exercise, and challenging workouts that deliver results.

SA4A Saturday, 12:45pm-2:00pm**How To Reach All The People****Tricia Murphy Madden**

Leading fitness experiences are no longer only IRL (in real life). We teach face-to-face with participants in the room, on screens, and everywhere in between, and each teaching scenario requires a different approach to reach rockstar status. In this interactive session, break down the new world of teaching, provide simple programming hacks, updated cueing techniques, and connection secrets as we refresh what you used to do and make it work, regardless of the setting. Update your toolbox to make you a triple threat!

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

SA4 - Session 2 1:30pm-2:45pm

If you choose this session, then 12:30pm-2:45pm will be your expo and lunch break

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.

SA4B Saturday, 1:30pm-2:45pm**Balletone Meets Barre** 🎥**Ken Scott**

Dancers learn the fundamentals and build strength at the barre, then take their skills to the center of the floor to dance. Skill at the barre helps create a seamless, functional flow of movement, making it possible for all levels to enjoy the gift of dance together! Highlight the benefits, similarities, and differences of both workouts, and reveal three fun fusions to showcase to your clients.

SA4D Saturday, 1:30pm-2:45pm**Turbulence Training****Irene PlumMentz**

Let's create some turbulence to spice up your water aerobics, boot camp, warm water, rehab, and personal training sessions. Explore how the Aqua-Ohm can add resistance to arms and legs and challenge the core. This piece of equipment effortlessly adjusts for size and resistance level. Come check it out!

SA4F Saturday, 1:30pm-2:45pm**Break The Rules!****Unexpected Branding Pioneers****Billy Polson, CSCS**

The fitness industry is saturated with countless versions of baseline, level products and services being delivered to clients in the most expected of ways. Don't waste your time simply meeting these same basic industry standards. Become a brave, unexpected, pioneer in three defining areas of your brand- Marketing, Customer Experience, and Products + Services - and catapult your business to becoming the standalone option for your market, in a completely new and uncharted way!

SA4I Saturday, 1:30pm-2:45pm**SA5****3:00pm-4:15pm****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.

SA5A Saturday, 3:00pm-4:15pm**Free Styling Workout Program Protocols** 🎥**Jacquese Silvas, MAEd, BSBM**

Get your creative juices flowing! Dive into ways to create freestyle group fitness classes that take away the boredom and keep your classes feeling fresh. Expect a little movement and a little lecture in this workshop! Think science-based combinations of aerobic capacity, strength, muscular endurance, and balance.

SA5B Saturday, 3:00pm-4:15pm**Seated Asanas** 🎥**Jeff Howard**

Chair yoga doesn't have to lack intensity! In this session, learn to transition



yoga poses to chair-accessible asanas. Blend into salutations involving creative strength building and movements to improve flexibility. Perfect for clients of all fitness levels. Leave with innovative programming sure to receive a "seated" ovation from all of your active aging clients!

SA5C Saturday, 3:00pm-4:15pm**LaBlast® Fitness:****Dance Is Mental & Emotional Health** 🎥**Lexi Bulich**

Focus on mental and emotional health is needed now more than ever. In this LaBlast session, you will experience Ballroom Dancing: physically, mentally, emotionally, and the healing power of dance and fitness from the inside out. This session includes weight training, interval training, and stretching.

SA5D Saturday, 3:00pm-4:15pm**Schwinn® Cycling: Master Your One - Rule Yourself & Rock Your Room****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.

SA5E Saturday, 3:00pm-4:15pm**Aqua Drills & Skills****Ann Gilbert**

Innovative programming for large or small group sessions and one-on-one coached sessions that is focused on a 40-second interval. Students will reap the benefits of interval training while sharpening their athletic skills in the aquatic environment.

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

SA5G Saturday, 3:00pm-4:15pm**Ageless Intensity****Pete McCall, MS**

Successful Aging is the process of aging disease-free while maintaining high levels of physical and cognitive performance. Exercise in general, high-intensity exercise, in particular, plays an essential role in mitigating the





effects of the aging process and can help individuals age successfully. This session will review the benefits of high-intensity exercise for adults of ALL ages, but especially for those over the age of 40!

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

Programming Predictions: Past, Present, & Future

Sara Kooperman, JD

This detailed presentation examines the fitness trends created by the pandemic and which changes will enable us to succeed in 2022. We will examine the drivers in our health and wellness businesses, which will lead to success in the year(s) to come. Customer experience, programming options, and technological advancements are placed under a microscope of best practices. To unlock our potential, we will inspect the implementation, experimentation, and systematization of exercise execution and review the predictions from IHRSA, ACSM, SHAPE Magazine, and a variety of International Sources. Join Sara Kooperman and JD for this engaging and illuminating presentation guaranteed to leave you excited about our fitness future.

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



SA6

4:45pm-6:00pm

Hot Crossed Buns

Jeff Howard

Hot Crossed Buns is the perfect experience for a mature client! This complete lower body workout targets the glutes, quads, 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!

SA6A Saturday, 4:45pm-6:00pm

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 using a variety of equipment 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. Finally, feel the difference with ten unique progressive movement patterns that will inspire you to create balance in every workout.

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

Mindful Movement & Meditation

Nika Antuanette

Mindful Movement & Meditation is an all-level class with an emphasis on embracing the experience & finding the pleasure of movement. In a judgment-free zone, be guided through a series of exercises & improvisational tasks to explore how the body moves with different qualities, textures, & dynamics. Everyone is encouraged to modify according to the space they are in & take it at their own pace. All ages & levels of ability are welcome!

SA6C Saturday, 4:45pm-6:00pm

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 for some movements to 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®.

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



Ending Your Clients' Exercise Self Sabotage

Dr. Candice Seti, Psy.D.

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

SA6G Saturday, 4:45pm-6:00pm



State Of The Industry Address - Panel Discussion

Sara Kooperman, JD, Diana Gilbert,

Billy Polson, CSCS, & Tricia Murphy Madden

Meet with industry experts regarding the future of group fitness, personal training, active aging, trends, nutrition, and club operations as they discuss where our industry is now, the challenges we face in today's market, and where our future lies. An open forum will follow where you can address the experts and hear first-hand about the best practices that exist today. Group participation is encouraged, so please bring questions with you.

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



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!

SA6I Saturday, 4:45pm-6:00pm



Sunday, April 3

SU1

7:30am-8:45am

WARRIOR Strength™:

Put Fun In Functional

Ellen de Werd

Let's face it. Sometimes working out feels arduous, tedious, and monotonous, even for the most motivated. With exercise psychology in mind, this session will look at creative ways to generate engagement, camaraderie, and FUN with WARRIOR Strength™!

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



Rotator Cuff & Shoulder Exercises**Dr. Colin Tempelis, DPT**

Rotator cuff injuries and shoulder injuries in general increase as we age. Studies have found that up to 80% of individuals over 80 years old have rotator cuff tears. Learn about the exercises and how to prevent shoulder injuries before they happen.

SU1B Sunday, 7:30am-8:45am**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. Be ready to sweat, laugh, and grow!

SU1C Sunday, 7:30am-8:45am**BARREFusion™ EXPERIENCE****Michele Park**

BARREFusion™ is a low-impact, total body workout inspired by ballet. We offer a unique approach to barre training with cardio bursts and our signature fuses. This fusion format offers the benefits of rhythmic movement, high repetition strength work, athletic dance moves in an easy to learn, easy to teach, fun to take barre training. BARREFusion™ improves overall fitness levels while bringing out your inner ballerina!

SU1D Sunday, 7:30am-8:45am**Schwinn Cycling®: F.E.A.R. Face Everything & Ride****Eric Thomson**

Bring a never-quit conviction and discover your true grit in this workshop where Schwinn takes it to the MAX. Numbers don't lie and Power is a real indicator of intensity. Learn what POWER is, find your true max, and learn coaching techniques to use power to motivate in a variety of different ways. When you marry truth and intensity, you unlock your riders' greatest potential.

SU1E Sunday, 7:30am-8:45am**Aqua Ease:****Flexibility For Active Agers****Manuel Velazquez**

Aquatic exercise provides many benefits, including an ideal environment to exercise throughout the year. The buoyancy of the water supports a portion of your body weight, making it easier to move in the water and improving your flexibility. Join Manuel to review and experience at least ten of his favorite flexibility moves for the water environment and get ideas to develop sensitive sequences ideal for active aging clients.

SU1F Sunday, 7:30am-8:45am**Stopping Inflammation Through Nutrition****Melissa Layne, MEd**

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

SU1G Sunday, 7:30am-8:45am**Reinvent And Change Your View****Jacquese Silvas, MAEd, BSBM**

Get unstuck! Learn key tools that will catapult, encourage, and inspire you to JUMP into a new journey, or reignite a dormant path! Gain more perspective to pull you out of your comfort zone. This is a game-changer and a dose of fulfillment!

SU1H Sunday, 7:30am-8:45am**Successful Programming For Active Agers****Ann Gilbert**

Client retention is important to maintaining a successful business but can be difficult to obtain in the aging population. Learn from Ann, the owner of two Shapes for Women franchises, how to decrease client attrition and grow your business. Explore programming that enables seniors to safely remain active, and social in an increasingly distant world.

SU1I Sunday, 7:30am-8:45am**SU2****9:00am-10:15am****Core-Intensity****Michelle Leachman, MS**

Participants love the core focus of any class, but are we teaching the correct movement patterns that prevent injury and produce results? Build the anatomical region of the core, learn powerhouse output, inclusive cueing & move through over 30 variations of exercises to strengthen and stabilize. Leave with a library of new moves that your participants will love and feel successfully challenged!

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

“
Always amazing presenters, would never want to miss them, every word they speak is valuable.
”

MIKE P.

“
Attending MANIA® is a game changer, a life changer... it changed my life!
”

STACEY M.

“
The Health & Fitness Business Summit has me bursting with new ideas to improve my facility and I can't wait to get back!
”

ANDREA K.

HIIT The Ballet ■◀

Ken Scott

What happens when HIIT meets ballet? You leave breathless and feel like a graceful powerhouse! This session will explore the benefits of HIIT and VIIT, then showcase opportunities to creatively blend bursts of HIIT training with ballet-inspired movement, achievable regardless of dance background. You will leave with choreography that you can easily adapt and insert into dance, fitness, and Barre class.

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

Savvier Fitness

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.

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

TAIJIFIT

Boot Camp Business ■◀

Jacquese Silvas, MAEd, BSBM

Heart Pumping. Soul Lifting. Fitness Fun Driven. Release those endorphins to make you FEEL, and FEEL GOOD! Add fresh ideas to add to your bootcamp treasure trove!

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

Schwinn® Cycling: A DJ Saved My Life

Eric Thomson

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.

SU2E Sunday, 9:00am-10:15am

SCHWINN

Drag Me Into The Water

Irene PluimMentz

The Aqua-Ohm ultimate water exerciser adds exciting opportunities to many aquatic exercise formats. Spice up your water aerobics, boot camp, warm water, rehab, and personal training sessions by adding resistance to arms, legs, and core. The Aqua-Ohm effortlessly adjusts for size and resistance level. Come check it out!

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

AQUA-Ω

Eating Disorders vs. Disordered Eating ■◀

Dr. Candice Seti, Psy.D.

We are seeing a rise in disordered eating behavior. This session will focus on identifying the differences between disordered eating, and eating disorders and letting professionals know when there is cause for concern.

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

HEALTH & FITNESS BUSINESS SUMMIT

10 Steps To Launching Successful Programs

Tricia Murphy Madden

Most program managers have faced the challenge of launching new formats and classes for their members. Whether you plan to start a small group training program or launch a schedule full of specialty classes, this session is for you! We've taken the guesswork out and will address the most common roadblocks to instituting new programs. Walk away with helpful marketing tools that are sure to attract participants from day one!

SU2H Sunday, 9:00am-10:15am

HEALTH & FITNESS BUSINESS SUMMIT

The Future Of Group Ex Panel

Sara Kooperman, JD, Ani Oksayan,

Manuel Velazquez, & Billy Polson

The landscape of group fitness 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. Take away invaluable, effective solutions to pressing questions to set yourself up for success moving forward in the new normal for Group Ex. Group participation is encouraged, so please bring questions with you.

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

HEALTH & FITNESS BUSINESS SUMMIT

SU3

10:45am-12:00pm

Total Body Class ■◀

Jacquese Silvas, MEd, BSBM

Get powered up to empower your clients or group classes to participate in a fitness environment that brings variety, energy, and fun to the table. Think science-based combinations of aerobic capacity, strength, muscular endurance, and balance. It's functional training at its best - move through all the planes for efficient ways to move the body.

SU3A Sunday, 10:45am-12:00pm

Resist & Roll ■◀

Nika Antuanette

Tone, release, & open the body through a series of restorative & strengthening exercises using elastic bands & a foam roller. This class is open to all levels & can be used to invigorate as a warm-up or restore as a cool down.

SU3B Sunday, 10:45am-12:00pm

Functional Pilates ■**Manuel Velazquez**

Real-life happens from all angles & we move to and from every angle possible as we overcome activities of daily living. Re-gain awareness, re-ignite your Pilates practice & learn how to apply the six basic Pilates principles for core stability/mobility that will move you from the mat to anywhere you need to go. Feel more dynamic, powerful, and stronger.

SU3C Sunday, 10:45am-12:00pm**Butts & Guts** ■**Eric Thomson**

In the day and age of the "Dad Bod", men and women want to keep it high and tight. They want the waist that goes with it. Discuss and practice movement that builds, tones, and tightens the lower half and keeps the client mobile and successful.

SU3D Sunday, 10:45am-12:00pm**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 Aqua Programs hot hot hot! You will leave this session with inspired ideas to improve, implement, and ignite every aqua class with pizzazz, passion, and purpose!

SU3F Sunday, 10:45am-12:00pm**Putting An End To Stress Eating** ■**Dr. Candice Seti, Psy.D.**

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

SU3G Sunday, 10:45am-12:00pm**Retain And Engage Your Personal Training Clients****Marisa Hoff, MEd**

Long-term clients are essential to successful fitness business. They are the best source of new business through referrals. Studies show that acquiring a new client can cost five times more than retaining an existing one. In this session, learn best practices to engage training clients for increased retention, referrals, and revenue.

SU3H Sunday, 10:45am-12:00pm**California Fitness: Past, Present & Future****Razi Hasni and Gina Baski, MA**

As board members for the California Fitness Alliance, potential club competitors have united to advocate for the essential role that fitness plays in keeping Californians healthy. Discover how club owners came together during the pandemic to work with the governor to establish fitness and wellness as essential. Explore how establishing local and state lobbying strategies will protect our industry through future legislation. Examine how we can influence the perception of fitness and wellness within the public sphere to build a solid foundation for our industry's future.

SU3I Sunday, 10:45am-12:00pm

and more!

SU4A Sunday, 12:15pm-1:30pm**Keep It Simple. Keep It Smart** ■**Eric Thomson**

Experience a workout using minimal equipment to deliver a smart experience that looks simple but is going to leave the individual completely worked from the floor up!

SU4B Sunday, 12:15pm-1:30pm**Core Control Pilates** ■**Demetreous Hill, MS**

Core Control is a mat Pilates workout that utilizes a Pilates ball. In the creative Pilates Mat exploration, we'll focus on scapular depression, posterior lateral breathing, the pelvic floor, and the neutral spine. Demetreous offers tips for cueing to stabilize the core to perform excellent functional movement.

SU4C Sunday, 12:15pm-1:30pm**Aqua Excellence For The Active Ager****Manuel Velazquez & Mac Carvalho**

Make a splash with these exciting WATERinMOTION® Platinum-inspired routines. Experience six 64-count choreography blocks of captivating, low-impact aqua sequences and discover why moving in water is natural for our 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!

SU4F Sunday, 12:15pm-1:30pm**Assess & Individualize To Thrive In 2022****Billy Polson, CSCS**

One-size-fits-all fitness programs are a dime a dozen. Stand out as an advanced performance coach with results focused options. Offer your clients advanced level assessments and TRULY individualized programs. Learn essential elements and techniques of exceptional client assessment, including posture, mobility, movement, and core screening. To celebrate their successes, prove your worth, and catapult your long-term retention, learn how to track and consistently report this data to your clients.

SU4H Sunday, 12:15pm-1:30pm**Brand Building Bootcamp****Marisa Hoff, MEd**

Your brand is your identity, and in this age of social media, mass communication, and fierce competition, having a unique and consistent recognizable presence plays a key role in your business success. The Brand-Building Boot Camp is your step-by-step guide to building your business brand without a big investment.

SU4I Sunday, 12:15pm-1:30pm**SU4****12:15pm-1:30pm****Fundamental Performance** ■**Michelle Leachman, MS**

With all the craze of how to move, what time of the day is best, and which muscles activate when you exercise- let's just hit pause. Have we lost the importance of the foundational prime movement patterns? To build a better performing body, we need to strengthen the foundation. Take part in this active moving workshop to better understand prime movement patterns while learning exercises applicable to training for ADLs, obstacle courses,

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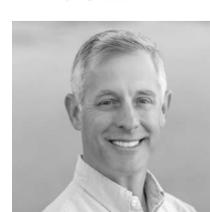
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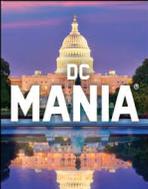




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