

SCW

# DC MANIA<sup>®</sup>

## Fitness Pro Convention

February 25-27



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



# ***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 February 25-27 for one of the most rewarding fitness experiences you will ever have!



***DC MANIA® Fitness  
Pro Convention***  
February 25-27, 2022

***Health & Fitness  
Business Summit***  
February 25-27, 2022

***Certifications***  
February 24 & 27, 2022

***Hyatt Regency Dulles***  
2300 Dulles Corner Boulevard  
Herndon, VA 20171  
(703) 713-1234 (reservations)



## **DC 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're 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
- Rowing
- 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, Recharge &  
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 130 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 80 recorded sessions from rooms A, B, C, D & F 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:

- **130+ Powerful Workshops**
- **80 Hybrid Recorded Sessions**
- **50+ Business Summit Lectures**
- **60+ Expert Presenters**
- **17 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 130 sessions (8 sessions every hour + 80 being recorded LIVE) featuring 60 world-renowned Fitness Educators, MANIA® guarantees a fun experience that will leave all attendees well-equipped to return to work inspired!



### Built Just For You:

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



## Even Stronger at 39...

SCW has been a mainstay in the fitness industry for 39 Years and is *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. Watch for our FREE Webinars that continue to drive the business of fitness forward.



## ***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 also making it affordable!

### **Hyatt Regency Dulles**

2300 Dulles Corner Boulevard

Herndon, VA 20171

(703) 713-1234 (reservations)

### **Attendee Room Rates**

**Only \$109** (Reg. \$239) **Single/Quad**

Share a room with 3 others and that's only \$27.25 per night!

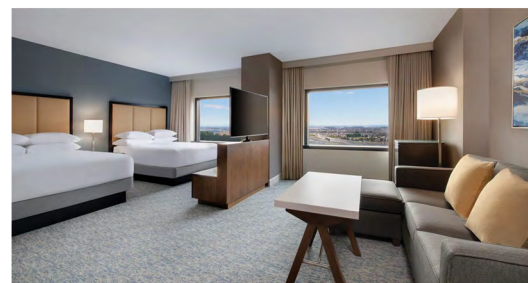
Includes: FREE Wi-Fi, coffee maker, mini fridge. Every room has a pullout couch & feels like a mini-suite.

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

### **Hotel Room Discount Deadline:**

**Tuesday, January 31, 2022**

**Book Early, Our Hotel Always Sells Out!**



## ***FREE Parking & Airport Transportation!***

### **FREE Parking**

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

### **FREE Airport Transportation**

Complimentary airport shuttle service will take you door to door from Dulles Airport to the Hyatt Regency Dulles.


After you've retrieved your luggage, please call 703-713-1234 to schedule a shuttle pickup. Head out to Ground Transportation/Hotel Shuttle and the airport pick up location area, curbs 2A and 2H, in lower baggage claim.



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

### **80 Session Recordings - That's 100+ 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 80+ activity sessions & nutrition lectures - with over 100 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](http://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](http://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](http://www.scwfit.com/SCUDDER)



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

Reach 8,000 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 in our conference! Our MANIA® attendees will use your products, try your programs and experience your offerings! Host MANIA® certifications and workshops, provide inserts for the Welcome Bag, publish Articles with Ads in our Newsletter, promote your business through our SCW Webinars and receive Discount Coupons in our Emails. Visit: [www.scwfit.com/PARTNER](http://www.scwfit.com/PARTNER), email [partner@scwfit.com](mailto:partner@scwfit.com) or Call or Text our Partnership Director, Beth Kahny at (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 DC MANIA® + Health & Fitness Business Summit registration options and pricing.**

**Registration Discount Deadline:  
Monday, January 31st, 2022**

### **Attendee Registration Hours**

*(For Check-In, Questions and General Assistance)*

Thursday, February 24: 6:00am – 8:00pm

Friday, February 25: 6:45am – 7:30pm

Saturday, February 26: 6:45am – 6:15pm

Sunday, February 27: 7:00am – 12:45pm



## A Huge Thanks To Our MANIA® Sponsors!

To our DC 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 50+ Business Sessions focusing on Social Media, Management, Programming, Sales, Retention, Technology, Finances and Trends! Conveniently build your business and career in your own backyard! (Look for the shaded blue/grey box throughout the course descriptions and pull-out chart which indicate the SCW Health & Fitness Business Summit sessions.)





# Certifications & Specialty Workshops



## Thursday, February 24

### SCW Active Aging Certification

Ann Gilbert

Thursday, Feb. 24, 9am-5pm

*\$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 II Certification

Manuel Velazquez

Thursday, February 24, 5:30pm - 9:30pm

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

Take a deeper look into the fundamentals of Yoga instruction from an authentic, fitness-appropriate perspective. This condensed course serves as the next level of the Hatha Yoga postures discussed in Yoga Fundamentals I while addressing the eight limbs of yoga, detailed pranayama study, partner yoga, inversions, chanting, and chakras.

*Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (4.0), ACE (0.8), ACSM (4.0), AEA (2.0), AFAA (4.0), NASM (0.4).*



### SCW Personal Training Certification

Keli Roberts

Thursday, Feb. 24, 8am-5pm

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

This Nationally Recognized Personal Training Certification is led by one of the top Presenters/Trainers in the country. Combine lecture and activity to address academic foundations, training principles and hands-on program design. Acquire the necessary skill sets and critical knowledge to guide and inspire individuals to achieve their health, fitness and performance goals. Explore the essentials of exercise physiology and kinesiology, health-risk assessment, physical evaluations, programming alternatives for cardio, strength and flexibility advancement, and an introduction to facilitating behavior change in addition to basic business and marketing skills in this full-day course.

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



### SCW Yoga I Certification

Manuel Velazquez

Thursday, February 24, 8am-5pm

*\$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).*



### WATERinMOTION® Aqua Exercise Certification

Cheri Kulp

Thursday, February 24, 9:00am-5:00pm

*\$179 MANIA® Attendees and/or Instructor at a WATERinMOTION® licensed facility / \$199 Non-Attendees*

This WATERinMOTION® Certification is the perfect program for aqua instructors to take their classes to the next level. This comprehensive training includes an effective five-part preparatory online course addressing the principles of water exercise, the WATERinMOTION® RIPPLE teaching method, verbal and visual cueing techniques, deck teaching skills, and active aging principles. The live full-day practical training utilizes choreography routines to enhance your class sequencing, musical phrasing, teaching skills, and choreography development. Free-style instructors benefit from WATERinMOTION® through class structure design, routine creation, and leadership development. Leave certified in both the WATERinMOTION® Original program and the WATERinMOTION® Platinum (older adult) program, with the skills to teach your best class, every class!

*Certification includes a FREE online 5-part course, downloadable choreography video, one-hour music CD, educational materials, choreography booklet, flash cards, memorization notes, and optional Video Assessment (\$300 value). SCW (7.0), ACE (0.9), ACSM (7.0), AEA (8.0), AFAA (7.0), NASM (0.7).*



### SCW Practical Guide To Nutrition, Hormones & Metabolism Certification

Melissa Layne, MEd

Thursday, February 24, 9:00am-3:00pm

*\$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. CECS: SCW (7.0), ACE (0.7), ACSM (7.0), AEA (8.0), AFAA (8.0), NASM (0.8).

### SCW Active Aging Nutrition Certification

**Amber Toole**

**Thursday, February 24, 5:30pm-9:30pm**

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

Join Amber as she shares scientific, research-based, current insights on the distinct nutritional needs of your active-aging classes and over 50 clients. Learn practical tips for preserving and increasing lean body mass, enhancing cognition, losing excess body fat, acquiring essential vitamins and minerals and MORE. Explore nutritional strategies from regions across the globe known for longevity. Make yourself more marketable to this population by sharpening your nutritional knowledge on aging.

Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (4.0), ACE (0.4), ACSM (4.0), AEA (4.0), AFAA (4.0), NASM (0.4).

### SCW Corrective Exercise Certification

**Giovanni Roselli**

**Thursday, February 24, 9:00am-5:00pm**

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

In this comprehensive course, learn to conduct and interpret key movement screens and implement a corrective exercise program to restore the body's proper biological design. Discover how to effectively coach the five movement patterns to perform any exercise safely and effectively without the risk of injury. Acquire the skills of a movement specialist and present prehab exercises to prevent the necessity of rehab. As exercise-related injuries continue to increase in fitness, it is time to revisit and understand the foundational concepts of movement, the relationship of stability and mobility throughout the kinetic chain and how they function in exercise and movement.

Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (7.0), ACE (0.6), ACSM (7.0), AEA (6.5), AFAA (6.0), NASM (0.6).

### SCW Pilates Matwork Certification

**Abbie Appel**

**Thursday, February 24, 8:00am-5:00pm**

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

Experience the classical series of movement and modifications based on the timeless methods of Joseph Pilates in this Nationally Recognized Certification. Principles of core stabilization, optimal alignment and Pilates matwork create

the foundation for this intensive blend of theoretical and practical training. Learn proper execution, form and technique of over 40 essential Pilates exercises. Modifications and variations are provided to address common spinal dysfunction and postural imbalances. Leave with multiple levels of programming options and the skills necessary to teach a Pilates Mat Class as they apply to training all ages and abilities.

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

### SCW Chronic Disease & Fitness

#### Specialist Certification

**Christine Conti, MEd**

**Thursday, February 24, 5:30pm-9:30pm**

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

Chronic diseases are defined broadly as conditions that last one year or more and require ongoing medical attention or limit daily living or both. According to the CDC, heart disease, cancer, and diabetes are the leading causes of death and disability in the United States. This course provides fitness professionals with the basic knowledge to understand the most prevalent chronic diseases, symptoms, causes, and treatment methods to work with this growing demographic safely and effectively. Learn valuable tools to improve client trust, decrease their pain, and increase quality of life. Level-up your career as a personal or group fitness professional with an in-depth knowledge of chronic diseases.

Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (4.0), ACSM (4.0).

### Barre Above®

#### Powered By Savvier Fitness®

**Riley Shaia, Pattie Bostick-Winn & Heidi Neal**

**Thursday, February 24, 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).

## Certifications: Sunday, February 27

### SCW Group Exercise Certification

**Jeff Howard**

**Sunday, February 27, 8:00am-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).



## SCW Aquatic Exercise Certification

MaryBeth Dziubinski

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

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

Drawing on 100+ years of combined expertise in the aquatic fitness industry, this nationally recognized comprehensive certification serves as an essential first step into the field of teaching water exercise. Learn the benefits of aquatic exercise and gain practical skill mastery in the unique environment of water. The principles of aquatic training, as they apply to general anatomy, kinesiology, water depth, movement planes, cueing skills, musicality and special population adaptations, are thoroughly addressed. Professionalism, leadership skills, and legal considerations are reinforced. Experience on-site coaching & one-on-one assessment of teaching skills to successfully develop and deliver effective water programming.

Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness. SCW (8.0), ACE (0.7), ACSM (8.0), AEA (9.0), AFAA (8.0), NASM (0.8).

## SCW Barre Certification

Abbie Appel

Sunday, February 27, 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).

## STRONG Nation™ Training

Kelly Bullard

Sunday, February 27, 7:30am-4:00pm

\$325 Registration Fee

(Use PROMO CODE: TSZUMBA60 to receive a 60% discount. Check scwfit.com/dc for link to registration under the certifications section)

STRONG Nation™ combines high-intensity interval training (HIIT) with the science of Synced Music Motivation for a group fitness experience like no other. During an intensive 1-day training, you'll learn the science behind high intensity cardio and bodyweight training, as well as how to combine moves and patterns with perfectly synced music, and all about the program's unique progression system used to increase intensity. The training will also touch on topics such as physiology, bio-mechanics, movement fundamentals, and injury prevention.

Price includes Electronic Instructor Training Manual, Training Recap Video - delivered digitally, STRONG Nation™ My First Class™ - 60 minutes of music and moves delivered digitally, E-learning course with the foundational fitness moves and science behind the program and Certificate of Completion. SCW (8.0), AFAA (8.0), ACE (0.8), ACSM (8.0).

## Zumba® Basic 1 Training

Lucrecia Venosta

Sunday, February 27, 7:30am-4:00pm

\$325 Registration Fee. (Use PROMO CODE: TSZUMBA60 to receive a 60% discount. Check scwfit.com/dc for link to registration under the certifications section)

This training is the first step to becoming a Zumba® Instructor, and it teaches you the foundation and formula to teach Zumba® classes! You will learn the steps to the four basic Zumba® rhythms (Merengue, Salsa, Cumbia, and Reggaeton), and then you will learn how to put these steps together into a song! The pre-con fee includes The Zumba® Electronic Instructor's Manual, Online Videos to Review Basic Steps and Zumba® Certificate of Completion. SCW (8.0), ACE (0.7), ACSM (8.0), AFAA (5.5).

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

Ann Gilbert

Sunday, February 27, 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).



# MANIA® Course Descriptions

## Friday, February 25

FR1

7:30am-8:45am

### Smart Strength For The Ageless Female

**Keli Roberts**

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

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

### Incorporating ROM Into Your Training

**Andrea Metcalf**

Every 60 seconds, someone turns 60 in the US. Mobility training is the new buzz! Add this missing link to your programming. Learn the best practices for mobility training and how to add to your group classes and PT. Plus, how to market these programs for increased ROI.

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

### Freeform Tai Chi (Wuji Style)

**Jacob Craddock**

Wuji style qigong is the form that has no form. Tai Chi sequences are freestyled on the spot. The concept is to relinquish control of body and mind, allowing the movements to flow fluidly without the need to plan, inadvertently discovering a place of freedom and presence within the universe.

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

### Back To Business

**Giovanni Roselli**

More than ever, clients are suffering from back pain, likely due to sedentary desk and office jobs and the constant care of small children. But what are the actual underlying issues of frequent lower back pain? Can this pain be alleviated or prevented altogether? In this session, learn unique steps and approaches to managing and handling this common, oftentimes distressing complaint.

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

### LaBlast® Splash: Dancing With Aquatic Principles

**Megan Cooperman**

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 Aquatics Education Association. This session focuses on how to apply these principles to Ballroom dancing in a creative manner.

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


### Nutrition Coaching For The General Population

**Amber Toole**

Fitness Professionals walk a fine line of "staying in your lane" when helping clients understand healthy eating habits. Nutrition is a large puzzle piece of wellness to achieve client goals. Learn how to properly coach the general population, creating lasting results and doing so within the scope of your practice.

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

### Largest Fitness Opportunity In History

**Dr. Dan Ritchie, MS, PhD**

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

**FR1G 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.**



## Make Financial Decisions With More Confidence

**Katie Swanson, CPA, CVA**

Profitability and financial fitness are paramount to your success as a fitness business owner. Learn how to interpret financial forecasts and implement financial plans from a certified public accountant. Leave with financial know-how and confidence you can take to the bank!

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



**FR2**

**9:45am-11:00am**

## Active Aged 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**

## ABS-olutely Core Training ■■

**Maurice Williams, MS, CSCS**

Prepare to dive deep into the anatomy, function & aesthetics of the core. You'll not only learn what muscles make up the core, but also the best exercises for stabilization, corrective exercise, sports & how to achieve the washboard abs look our clients want. Leave with ready-made programming tailored for the middle, but that will put you on top!

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

## The Art Of Flow: Yoga Basics ■■

**Christine Conti, MEd**

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

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

## Stretching - What Are You Doing Wrong? ■■

**Andrea Metcalf**

It doesn't matter how much you stretch, you won't get more flexible by stretching alone. Find out what you've been doing wrong, with this hands-on workshop to really increase range of motion. If you've never touched your toes, you'll be amazed how quickly you can do it with this program.

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

## AB-Solutely Aqua

**Mac Carvalho**

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

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



## Pros & Cons Of Fasting ■■

**Melissa Layne, MEd**

Intermittent fasting and carb cycling are extremely popular in weight loss research. 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.

**FR2F Friday, 9:45am-11:00am**



## Cognified Fitness For Optimal Aging

**Dr. Dan Ritchie, MS, PhD**

"Brain training" and cognitive stimulation are becoming mainstream, bringing ripe opportunities for slowing cognitive decline, but also breeding snake-oil solutions. Luckily, emerging evidence is showing promise for cognitively-enhanced physical activity over cognitive stimulation using computerized brain games. Come learn the latest science on how you can "cognify" your exercise movements and programming while practicing fun, innovative strategies to stimulate the brain while you train the body.

**FR2G Friday, 9:45am-11:00am**



## 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, but with a simple flip of your mindset sales can be easy. Leave with tangible tips and tools to make the process of sales an awesome experience for the customer and the salesperson.

**FR2H Friday, 9:45am-11:00am**



**FR3**

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

## 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!

**FR3A Friday, 11:15am-12:30pm**



## Maximize Your Sessions With Cluster Circuits ■■

**Maurice Williams, MS, CSCS**

Getting more done in less time is pivotal in today's busy world. Learn how "tri" & "quad" sets aka: CLUSTERS can give your clients what they want and need in as little as 30 minutes. Feel the difference between traditional circuit training and this ready-made model that you can start using immediately! You'll walk away from this session with programming for three different types of client goals.

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

## Namaste Away From Knee & Hip Pain ■■

**Sara Kooperman, JD**

Whether it's a twinge from overexercising, a post-injury recovery, or arthritis wear and tear, troublesome knees & hips don't have to stand between you and your yoga practice. In this session, learn practical modifications to implement into your yoga instruction to reduce discomfort. None of the risks, but all of the rewards!

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



### Barre Bang ■

**Abbie Appel**

Amp "it" Up. Barre Bang explodes with new ideas on how to add challenges to your barre classes. Understand the principles that drive intensity and simple strategies to push the limits of your participants. Want to add speed, power and greater range of motion? Discover the most effective places in your workout to add these elements, and how to progress the moves for all of your students.

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

### H2O Rapid Resistance

**Cheri Kulp**

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

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

### Nutrition Math - Calories, Grams And Size, Oh My! ■

**Amber Toole**

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

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

### The Future Of Group Fitness

**Erin Kelly**

How can technology revolutionize your group fitness programming? Where is technology heading, and how does it play a part in the fitness industry? Learn about the challenges leaders will face, how to prepare for these challenges now and how to evolve programming to address the changing landscape.

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

### Industry Trends & Directions 2022

**Sal Pellegrino, MS**

Take a deep dive with Sal into industry trends for 2022 and learn how facilities can react and thrive in today's competitive environment. Key topics discussed will be the state of competition (big box and boutique), consumer behavior, how to master club refresh with design elements, how retail

trends are affecting our business, technology in fitness and how to think beyond your four walls. This is the perfect session for owners, managers and department heads.

**FR3H 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

### Don't Fall For It ■

**Giovanni Roselli**

Falls affect millions of the mature population, with more than one out of four experiencing falls annually. Results from falls can include acute to significant injury, exponential medical costs, and have a significantly negative impact on quality of life. Join Giovanni as he educates on fall prevention, increasing mobility, balance, strength, flexibility and leave with the knowledge to empower your clients to take steps to train their bodies and the confidence of not becoming another statistic.

**FR4A Friday, 12:45pm-2:00pm**

### Fascia, Rom & Flexibility ■

**Manuel Velazquez**

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

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

### Turbulence Training

**Irene Pluim Mentz**

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!

**FR4E Friday, 12:45pm-2:00pm**



### Small Group Training Profits & Programs

**Chris Stevenson, CSCS**

Small Group Training is growing rapidly 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 can be easily implemented for massive impact on your small group training.

**FR4G 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

### Fight Night ■

**Diva Richards**

Who doesn't want to hit a punching bag? Learn how to shadow box and train for the fight (and body) of 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! Let's not forget the stress relief as well. It's YOU vs. YOU!

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

### Getting To The Core: Core Training Methods ■

**Kevin Mullins, CSCS**

Discover how the core is supposed to function, how it functions in a variety of ways, and how to train your body to have the strongest, most impressive core of your life.

**FR4D Friday, 1:30pm-2:45pm**





**Fad Diet Update** ■■**Sohailla Digsby, RDN, LD**

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

**FR4F Friday, 1:30pm-2:45pm**

**Working In Niche Markets Panel****Sara Kooperman, JD, Dr. Dan Ritchie, MS, PhD, Abbie Appel & 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 how to set yourself apart from other trainers in the field.

**FR4H Friday, 1:30pm-2:45pm**

**Metabolism Reality Check** ■■**Sohailla Digsby, RDN, LD**

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

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

**Unlocking The Service Within Us****Frank Ancharski**

In this session, attendees will: Know How Mission & Values Translates into Service Delivery, that Service is a Team Game, Share Client Engagement Best Practice, be a witness to Faithful Service & Being accountable to Promises, while Adopting & Unlocking the Simple Truths of Service & Simple Truths of Appreciation.

**FR5G Friday, 3:00pm-4:15pm**

**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.

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

**FR5****3:00pm-4:15pm****LaBlast® Fitness: Active Aging For All** ■■**Megan Cooperman**

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**

**Bodyweight Booty** ■■**Abbie Appel**

Train your glutes anywhere, anytime with zero equipment! Learn tricks to fire up the glutes, drive performance and function and shape the biggest muscle of your body. Utilize multiple positions, spicy and staple moves and perfectly designed sequences....with so many different intensity variables, you'll have endless new ideas to challenge your glutes every time.

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

**Tai Chi Flow** ■■**David Dorian-Ross**

It's a Tai Chi workout ... with a GROOVE. Music and movement will guide you into a Moving Meditation where you experience both inner power and inner peace. Perfect for beginners, seniors, as well as those with Parkinson's, fibromyalgia, peripheral neuropathy, diabetes, or obesity, Enjoy this tai chi practice of "continuity without interruption".

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

**Stop Hurting Your Shoulders!** ■■**Giovanni Roselli**

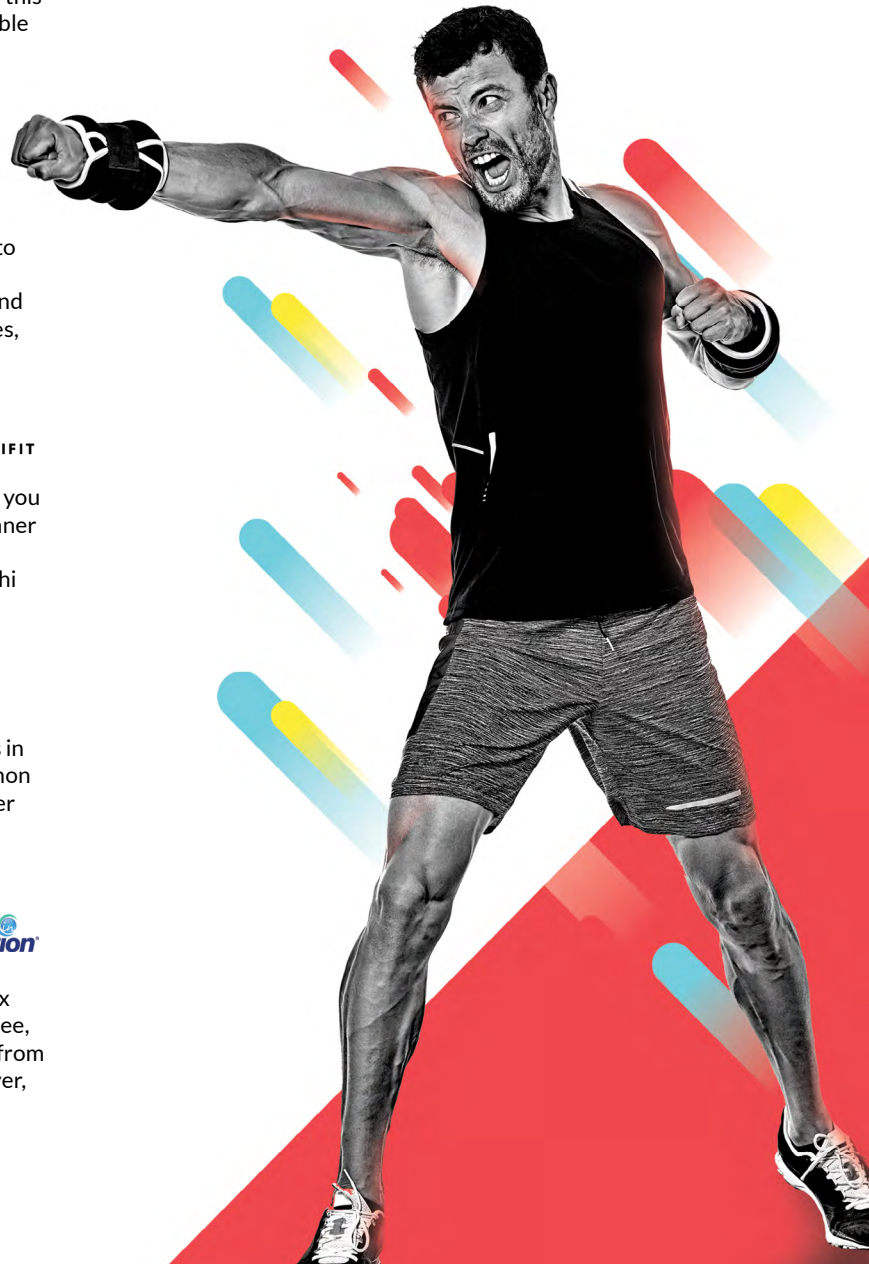
The shoulder is one of the most complex, and most injured, joint systems in the body. In this live session, dive into the function of the shoulder, common mistakes when training it, and best practices to maintain optimal shoulder function and health.

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

**Knee Knowledge & Water Work****Manuel Velazquez, Cheri Kulp, & Mac Carvalho**

In this workshop, experience a cascade of fresh aqua ideas. Leave with six (6), 64-count choreography Join us for this informative session on the knee, where we will discuss its 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?

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



**CERTIFICATIONS**  
**THURSDAY**  
**FEBRUARY 24**

**PERSONAL TRAINING CERTIFICATION**  
**ROBERTS • 8:00AM - 5:00PM**

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

**CHRONIC DISEASE & FITNESS SPECIALIST CERTIFICATION**  
**CONTI • 5:30PM - 9:30PM**

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

**BARRE ABOVE®**  
**POWERED BY SAVVIER FITNESS®**  
**SHAIA, BOSTICK-WINN & NEAL • 9AM-5PM**

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

**CORRECTIVE EXERCISE CERTIFICATION**  
**ROSELLI • 9:00AM - 5:00PM**

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

**YOGA 2 CERTIFICATION**  
**VELAZQUEZ • 5:30PM - 9:30PM**

**ACTIVE AGING NUTRITION CERTIFICATION**  
**TOOLE • 5:30PM - 9:30PM**

**WATERinMOTION® CERTIFICATION**  
**KULP • 9:00AM - 5:00PM**

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

**A**  
 FUNCTIONAL / ACTIVE AGING

**B**  
 STRENGTH / CORE

**C**  
 YOGA / PILATES / T'AI CHI

**D**  
 GX / BARRE

FRIDAY, FEBRUARY 25	FR1	7:30am-8:45am	Smart Strength for the Ageless Female Roberts	Incorporating ROM Into Your Training Metcalf	Freeform Tai Chi Craddock	Back to Business Roselli
	EXPO SHOPPING 8:30am- 9:45am					
	FR2	9:45am-11:00am	Active Agers From the Ground Up! Velazquez	ABSolutely Core Training Williams	The Art of Flow: Yoga Basics Conti	Stretching - What Are You Doing Wrong? Metcalf
	FR3	11:15am-12:30pm	S.E.A.T. Supported Exercise for Ageless Training Gilbert	Maximize Your Sessions With Cluster Circuits Williams	Namaste Away From Knee & Hip Pain Kooperman	Barre Bang Appel
	FR4	SESSION 1 12:45pm-2:00pm SESSION 2 1:30pm-2:45pm	Don't Fall For It Roselli SESSION 1	Fight Night Richards SESSION 2	Fascia, ROM & Flexibility Velazquez SESSION 1	Getting to the Core: Core Training Methods Mullins SESSION 2
	EXPO SHOPPING 12:15pm-3:00pm					
	FR5	3:00pm-4:15pm	LaBlast® Fitness: Active Aging for All Cooperman	Bodyweight Booty Appel	TaiJiFIT Original Flow 	Stop Hurting Your Shoulders Roselli
	EXPO SHOPPING 4:00pm-5:00pm					
	FR6	4:45pm-6:00pm	Functional Chair-Based Dance Fitness Perkins	Completely Core Appel	Somatic Yoga & Myofascial Release Craddock	Building Better Butts Mullins
	FR7	6:15pm-7:15pm	<b>SCW FITNESS IDOL</b> KOOPERMAN, ROBERTS, CARVALHO & VELAZQUEZ		Functional Fluid Fitness for Longevity Conti	Weight at the Barre Wartenberg
SATURDAY, FEBRUARY 26	SA1	7:30am-8:45am	Kickbox N Chaos Turner	50 Unique Core Lovers Exercises Madden	Tai-Chi + Yoga = Bamboo Fusion DD. Ross	Zumba® Venosta
	EXPO SHOPPING 8:30am- 9:45am					
	SA2	9:45am-11:00am	<b>KEYNOTE ADDRESS: HEALTH, WELLNESS &amp; EMPOWERMENT IN 2022</b> WITH BAILEY DEVRIES, MS, MBA			
	SA3	11:15am-12:30pm	Core for Boomers Wartenburg	HIIT the Ballet Bostick-Winn	Forever Pilates Appel	Killer Cardio Richards
	EXPO SHOPPING 10:45am-11:15am // 12:15pm-3:00pm					
	SA4	SESSION 1 12:45pm-2:00pm SESSION 2 1:30pm-2:45pm	No Equipment, No Problem Howard SESSION 1	Head Games: Balance & Core Training Sherman SESSION 2	Rhythmic Vinyasa Flow L. Lowell & J. Lowell SESSION 1	Barre Moves - Update Your Choreography Neal SESSION 2
	SA5	3:00pm-4:15pm	Training the Active Aging: Female: Upper Extremity Roberts	Funtensity™ Brain Games J. Ross	Balance Flow & Core Heat Sherman	STRONG Nation™ Bullard
	EXPO SHOPPING 4:00pm-5:00pm					
	SA6	4:45pm-6:00pm	Strong Body Fountain of Youth Howard	Heart & Science Fitness Transformation J. Ross	Warm Beginnings & Cool Endings Roberts	Boogie Barre Carvalho
	SU1	7:30am-8:45am	Functional Training for the Active Ager Gilbert	Game Your Core Velazquez	Tai Chi + Weights = Iron Fusion DD. Ross	Balletone® Meets Barre Shaia
	SU2	9:00am-10:15am	Balance for Active Aging Roberts	Barefoot Kickbox Medina	M.E.P.S. Full Body Experience Moyer	LaBlast® Fitness: Dance is Mental & Emotional Health Cooperman
	EXPO CLOSE-OUT SHOPPING 10:00am-1:00pm					
SUNDAY, FEBRUARY 27	SU3	10:45am-12:00pm	Redefine Functional Training - Redefine Yourself Mullins	Funtensity™: Sneaky Intensity J. Ross	Pilates Medicine Ball Training Hill	Coaching Core Stability McBee
	SU4	12:15pm-1:30pm	Core Control Pilates Hill	Create a Signature HIIT Class Medina	The Art of Adjusting Your Students in Yoga L. Lowell & J. Lowell	Spine Sparing Core Workshop McBee

**CERTIFICATIONS**  
**SUNDAY**  
**FEBRUARY 27**

**ZUMBA® BASIC 1 INSTRUCTOR TRAINING**  
**VENOSTA • 7:30AM - 4:00PM**

**STRONG NATION™ TRAINING**  
**BULLARD • 7:30AM - 4:00PM**


















**GROUP EX CERTIFICATION**  
**HOWARD • 9:00AM - 5:00PM**

**BARRE CERTIFICATION**  
**APPEL • 7:30AM - 4:00PM**

**AQUA EXERCISE CERTIFICATION**  
**DZIUBINSKI • 9:00AM - 5:00PM**



# DC MANIA® Convention Schedule • Feb 25-27

					
<b>E</b> AQUA (STARTS IN LECTURE)	<b>F</b> NUTRITION	<b>G</b> LEADERSHIP / EX. SCIENCE	<b>H</b> BUSINESS	 Indicates session is both Live (In-Person) & Recorded	
LaBlast® Splash: Dancing with Aquatic Principles Cooperman	Nutrition Coaching for the General Population Toole 	Largest Fitness Opportunity in History Ritchie	Make Financial Decisions With More Confidence Swanson	7:30am-8:45am	FR1
EXPO SHOPPING 8:30am- 9:45am					
AB-Solutely Aqua Carvalho	Pros & Cons of Fasting Layne 	Cognified Fitness for Optimal Aging Ritchie	Solution Based Sales Stevenson	9:45am-11:00am	FR2
H2O Rapid Resistance Kulp	Nutrition Math - Calories, Grams & Size, Oh My! Toole 	The Future of Group Fitness Kelly	Industry Trends & Directions 2022 Pellegrino	11:15am-12:30pm	FR3
Turbulence Training Plum Mentz SESSION 1	Fad Diet Update Digsby SESSION 2 	Small Group Training Profits & Programs Stevenson SESSION 1	Working in Niche Markets Panel Kooperman, Ritchie, Appel & DD. Ross SESSION 2	SESSION 1 12:45pm-2:00pm SESSION 2 1:30pm-2:45pm	FR4
EXPO SHOPPING 12:15pm-3:00pm					
Knee Knowledge & Water Work Velazquez, Kulp & Carvalho	Metabolism Reality Check Digsby 	Unlocking the Service Within Us Ancharski	New World Sales & Management McBride	3:00pm-4:15pm	FR5
EXPO SHOPPING 4:00pm-5:00pm					
Smart Sets for Aqua Dumbbells Kulp	Killing the Buzz Layne 	Differentiation is NOT an Option Polson	Fitness & Wellness Advocacy Panel Kooperman, Clark, Richards, McBride & Stevenson	4:45pm-6:00pm	FR6
Barracuda Booty Kulp				6:15pm-7:15pm	FR7
Progressive Aqua VIIT Malaghan	Holistic Health & Longevity Conti 	5 G's to a Stronger Mindset Moyer	Get More Clients Without Ads Polson	7:30am-8:45am	SA1
EXPO SHOPPING 8:30am- 9:45am					
				9:45am-11:00am	SA2
LaBlast® Splash: Dance. Water. Emotional Health. Cooperman	Stopping Inflammation Through Nutrition Layne 	Operations and Business Modeling Harrison	Maximize Your Business's Earning Potential Polson	11:15am-12:30pm	SA3
EXPO SHOPPING 10:45am-11:15am // 12:15pm-3:00pm					
H2O Personal Training Dziubinski SESSION 2	How to Eat Sugar Digsby SESSION 1 	Benefits of Peripheral Heart Action System Williams SESSION 1	State of the Industry: Panel Discussion Kooperman, Ancharski, Polson & Madden SESSION 2	SESSION 1 12:45pm-2:00pm SESSION 2 1:30pm-2:45pm	SA4
H2O Strength Through the Ages Kulp, Carvalho, Wartenberg & Velazquez	Mastering Menopause Layne 	How to Reach ALL the People Madden & Rich	World Class Fitness Service Ancharski	3:00pm-4:15pm	SA5
EXPO SHOPPING 4:00pm-5:00pm					
Aqua Yoga Barre Wartenburg	"Golden" Nutrition Toole 	Recovery With Muscle Stimulation Appel	Building Dynamic Performance Teams Gilbert	4:45pm-6:00pm	SA6
Mix-Match Aqua: Moves to the Max Howard	Art of Food as Fuel Malaghan 	Finding Your Functional Fitness Mullins	New Client Retention McBee	7:30am-8:45am	SU1
Aqua Excellence for the Active Ager Velazquez, Carvalho, Kulp & Cofield	Breaking Down Macros A. Lowell 	Unleash The Power Of Superfruits Davis	Getting Hired & Hiring in the New World Madden & Rich	9:00am-10:15am	SU2
EXPO CLOSE-OUT SHOPPING 10:00am-1:00pm					
Swim Up Barre Malaghan	Why You Can't Stop Eating Digsby 	Growth of a Muscle Cell Layne	Maintain a Strong Business Acumen L. Lowell & J. Lowell	10:45am-12:00pm	SU3
Aqua Pilates Cofield	Protein: Best Practices for All A. Lowell 	5 Fundamentals of Elite Personal Trainers Mullins	Winning At Business When Your Passion Is Fitness Young	12:15pm-1:30pm	SU4

FRIDAY, FEBRUARY 25

SATURDAY, FEBRUARY 26

SUNDAY, FEBRUARY 27

SCW

S.E.A.T. CERTIFICATION  
GILBERT - 9:00AM - 5:00PM

## Register at: [www.scwfit.com/DC](http://www.scwfit.com/DC)

FR6

4:45pm - 6:00pm

**Functional Chair-Based Dance Fitness** ■**Alexis Perkins**

We are breaking down boundaries & making fun fitness options available to anyone no matter their age or ability! Check out our session filled with dance moves, smiles, and the opportunity to add something fabulous to your fitness resume - all you need is a chair! This is not only for seniors but also plus size, wheelchair users, those with dementia, recovering from injury, and more!

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

CHAIRONE

**Completely Core** ■**Abbie Appel**

Experience this dynamic core workshop with two, 30-minute comprehensive workouts. Review new research on core training and learn how the core musculature works. Discover how easy it is to create a complete, five foundational-movement core program that is effective, challenging and keeps clients and classes coming back for more core!

**FR6B Friday, 4:45pm-6:00pm****Somatic Yoga & Myofascial Release** ■**Joshua Craddock**

Develop interoception and find a state of moving meditation through a somatic yoga practice. Mind, body, and breath come together for a restorative session designed to release tension in the body on a subconscious level.

**FR6C Friday, 4:45pm-6:00pm****Building Better Butts** ■**Kevin Mullins, CSCS**

Is your current programming working your butt or working your butt off, literally? In this session, learn the science, proper lifts, and progressive overloading techniques to get your rear in gear! Leave confident in your ability to have and give the best backside.

**FR6D Friday, 4:45pm-6:00pm****Smart Sets For Aqua Dumbbells****Cheri Kulp**

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

**FR6E Friday, 4:45pm-6:00pm****Killing The Buzz** ■**Melissa Layne, MEd**

If the liver could talk, it would plead for a decrease in alcohol consumption, just like we plead with our clients. Formaldehyde, AKA embalming fluid, and acetone, just like nail polish remover, are byproducts of the most popular forms of recreation in the US. This session explores the body's response to ingestion of small and large amounts, as well as what other bodily functions suffer from our favorite pastime.

**FR6F Friday, 4:45pm-6:00pm****Differentiation Is Not An Option****Billy Polson, CSCS**

With the unprecedented challenges and adjustments to the fitness industry during the last year and a half, creatively defining your differentiators is the key strategy for positioning your virtual and/or in-person fitness brand ahead of the exponential variety of competition now within your market. In this workshop style lecture, using a combination of partner exercises and research activities, you will work through the exact steps necessary for well defining your product offering, researching your competitive market, strategically positioning your brand and adjusting your marketing plan to better reach your target audience and improve your new client acquisition.

**FR6G Friday, 4:45pm-6:00pm****Fitness & Wellness Advocacy Panel**

**Sara Kooperman, JD, Liz Clark, Diva Richards, Bill McBride & Chris Stevenson, 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.

**FR6H 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**



FR7

6:15pm-7:15pm

**Fitness Idol** ■

**Judges: Sara Kooperman, JD, Keli Roberts, Mac Carvalho & Manuel Velazquez**

Do you have what it takes to become the next SCW Fitness Idol? As the winner of this prestigious title, not only will you receive coverage in 2023 SCW press releases, but you'll get a chance to show off your skills as a featured presenter at the 2023 SCW MANIA® Convention of your choice!

Each 2022 SCW Fitness Idol Winner receives:

- A slot as a presenter at a future SCW MANIA®
- FREE SCW Online Certification of your choice
- Coverage in all SCW press releases
- 1-year FREE SCW OnDemand Membership

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



**Functional Fluid Fitness For Longevity!****Christine Conti, MEd**

Experience a Vinyasa-Flow full-body warm-up that seamlessly transitions into segments of FUNctional low-impact interval training. Hone in on your breath, strength, flexibility, and balance while having fun! Explore the magic of guided imagery at the end of class that will leave you feeling strong and empowered.

**FR7C Friday, 6:15pm-7:15pm****Weight At The Barre****Billie Wartenberg**

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

**FR7D Friday, 6:15pm-7:15pm**

**8 Sessions Every  
Hour Totalling Over  
130 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**

**Barracuda Booty****Cheri Kulp**

Enjoy this aquatic session that focuses on core, gluteals, and lower extremity training. Build power and strength, along with flexibility and fluidity of movement, in the comfortable environment of the pool. Explore standing, anchoring, moving and floating options to train the booty to be your best ASset!

**FR7E Friday, 6:15pm-7:15pm****Saturday, February 26****SA1****7:30am-8:45am****Kickbox N Chaos****Tara Turner**

This workout combines everything and the kitchen sink to create complete chaos in a class. Using kickboxing drills, weights and quick power moves, this is sure to get your heart pumping and your body working!

**SA1A Saturday, 7:30am-8:45am****50 Unique Core Lovers Exercises****Tricia Murphy Madden**

This workshop utilizes all three planes of motion in both prone and supine positions, along with small apparatus tools to give you more than 50 unique, core exercises. Walk away with a library of new moves that students will love and feel successfully challenged in your next class or training session.

**SA1B Saturday, 7:30am-8:45am****Savvier  
Fitness****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****TAIJIFIT****Zumba®****Lucrecia Venosta**

Zumba® is perfect for everybody and every body! We take the "work" out of workout, by mixing low-intensity and high-intensity moves for an interval-style, calorie-burning dance fitness party. A total workout, combining all elements of fitness – cardio, muscle conditioning, balance and flexibility, boosted energy and a serious dose of awesome each time you leave class.

**SA1D Saturday, 7:30am-8:45am****ZUMBA®****Progressive Aqua Viit****Rosie Malaghan, MS, ERYT,**

Bring the energy, coach the fun! Participate in a workout of rotating intensities that includes strength, endurance, mind body recovery and movement so joyful you won't even realize you are working out. Additional focus on how to build a program to progress level of challenge, balance and confidence!

**SA1E Saturday, 7:30am-8:45am****Holistic Health & Longevity****Christine Conti, MEd**

Experience this powerful session that explores holistic approaches to battle autoimmune diseases and arthritis. Learn how to incorporate fitness, nutrition, and mindfulness practices to reduce physical and emotional stress.

**SA1F Saturday, 7:30am-8:45am****HEALTH & FITNESS  
BUSINESS SUMMIT****5 G's To A Stronger Mindset****Jessica Moyer**

A positive mindset is the key to optimal physical and mental health! In this session, learn the 5 G's to build a stronger mindset: Gratitude, Generosity, Growth, Grit and Grace. Explore how to influence behavioral changes to dispel negativity for living a purposeful, healthy, and impactful life while helping clients achieve desired goals.

**SA1G Saturday, 7:30am-8:45am****Purposeful  
HEALTH & FITNESS  
BUSINESS SUMMIT****Get More Clients Without Ads****Billy Polson, CSCS**

You don't have to spend money on ad campaigns and boosts in order to grow your business. First, consider these five crucial and FREE marketing tweaks in developing a business growth strategy that successfully connects your brand with your target customer and convinces them to buy your product.

**SA1H Saturday, 7:30am-8:45am****HEALTH & FITNESS  
BUSINESS SUMMIT**



## 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.

50 hand-picked business sessions carefully selected by 30 top fitness industry professionals.

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

## Proudly Featuring:

**Bailey DeVries, MS, MBA**

An expert in small business and Associate Administrator in the Office of Investment & Innovation for the U.S. Small Business Administration.



**Health, Wellness & Empowerment In 2022**

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

**Elizabeth Clark, MS**

CEO of IHRSA, The Global Health & Fitness Association, representing the global fitness industry of over 200K health and fitness facilities.



**Fitness & Wellness Advocacy Panel**

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

## Over 50 Lecture, Workshop & Panel Topics On:



**Sales & Growth**



**Revenue & Retention**



**Social Media & Marketing**



**Programming & Products**



**Trends & Technology**



**Leadership & Management**



**Learn More & Register:**  
[www.scwfit.com/business](http://www.scwfit.com/business)



**SA2 - Keynote Address****9:45am-11:00am****Health, Wellness & Empowerment In 2022****Bailey DeVries, MS, MBA**

Ms. DeVries was appointed in 2021 to lead the U.S. Small Business Administration's Office of Investment & Innovation where she oversees U.S. Federal Government efforts to enable access to capital for small business entrepreneurs. Ms. DeVries comes to us as an expert in innovation economy and small business investing, and she is a strong advocate for health and wellness. Her inspirational personal story and focus on female empowerment is a must-see. Enjoy this uniquely motivational keynote address with this powerful advocate for female entrepreneurs.

**SA2A Saturday, 9:45am-11:00am****SA3****11:15am-12:30pm****Core For Boomers****Billie Wartenberg**

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

**SA3A Saturday, 11:15am-12:30pm****HIIT The Ballet****Patti Bostick-Winn**

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.

**SA3B Saturday, 11:15am-12:30pm***Savvier Fitness***Forever Pilates****Abbie Appel**

Pilates is for everyone! Develop your Pilates program to help your active agers feel great and continue moving functionally to live their best life. Experience a Pilates mat program with 15 movement modifications and progressions that increase mobility, balance and muscular endurance. Learn why proper postural movements will improve function and overall confidence to help your clients continue doing the things they love!

**SA3C Saturday, 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!

**SA3D Saturday, 11:15am-12:30pm****LaBlast® Splash: Dance. Water. Emotional Health.****Megan Cooperman**

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.

**SA3E Saturday, 11:15am-12:30pm****Stopping Inflammation Through Nutrition****Melissa Layne, MEd**

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

**SA3F Saturday, 11:15am-12:30pm****Operations And Business Modeling****Joseph Harrison**

In this eye-opening presentation, we will address the operational changes that worked and didn't work due to the Covid pandemic. We will review equipment changes, business structure alterations and pricing variations. We will be looking at the next normal for a successful business model and strategic planning approach that can be applied across your boutique, not-for-profit, franchise or independent health club model.

**SA3G Saturday, 11:15am-12:30pm****Maximize Your Business's Earning Potential****Billy Polson, CSCS**

Gain creative insight into maximizing the spending density of your clients, developing the ideal products and programs to subsidize your current revenue and adjusting your current pricing structures, in order to better maximize your fitness business earning potential.

**SA3G Saturday, 11:15am-12:30pm****SA4 - Session 1****12:45pm-2:00pm**

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

**No Equipment, No Problem!****Jeff Howard**

No equipment, no problem! In this session, discover unique movements utilizing the most underrated piece of exercise equipment: the human body! Combine interval training, power and plyometrics to improve muscular endurance and balance. Learn easily implementable modifications and progressions to "plateau proof" workouts for all of your active aging clients.

**SA4A Saturday, 12:45pm-2:00pm****Rhythmic Vinyasa Flow****Lori Lowell & Jeremy Lowell**

Dive into an amazing experience of yoga, music and vinyasa flow as Lori and Jeremy take you on a beautiful class journey. See what it feels like to truly connect movement to breath while they collaborate with live music & weave Drishti Beats own production of music into their vinyasa.

**SA4C Saturday, 12:45pm-2:00pm****How To Eat Sugar****Sohailla Digsby, RDN, LD, CPT**

Should you avoid sugar like it's the devil, or eat as much of it as you want - with plans to just "work it off?" How much is a reasonable amount to allow? What are the consequences if you have too much? Is it possible to eat it strategically, so that it doesn't control you?

**SA4F Saturday, 12:45pm-2:00pm**

## Benefits Of Peripheral Heart Action System

**Maurice Williams, MS, CSCS**

While cardiovascular training (CVT) is important, not all of our clients want to do it. What if there was a cool way to incorporate CVT without using a treadmill, bike, elliptical or any other cardio? In this session, we will explore a way of doing resistance training that also works CVT.

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



lies. Questions will be asked to the group to stimulate unified answers and differing opinions. An open forum will follow where you can address the experts and hear first-hand the best practices that exist today.

**SA4H Saturday, 1:30pm-2:45pm**

## SA4 - Session 2

**1:30pm-2:45pm**

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

## Head Games: Balance & Core Training

**Robert Sherman**

Understand how the nervous system and muscles work together to function. Learn strategies and programming progressions to bring balance and stability to your clients. Experience a system that will always uncover positive change.

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

## Barre Moves - Update Your Choreography

**Heidi Neal**

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

**SA4D Saturday, 1:30pm-2:45pm**



## H2O Personal Training

**MaryBeth Dziubinski**

Water is the perfect environment for one-on-one personal training. Creating a program to meet the needs and goals of your client requires preparations and planning. This session outlines the "how to get started steps" to advance your skills in one-on-one or small group training in the pool.

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

## State Of The Industry Address

### Panel Discussion

**Sara Kooperman, JD, Frank Ancharski, Billy Polson, CSCS & Tricia Madden**

Meet with industry experts regarding the future of group fitness, personal training, nutrition and club operations as they discuss where our industry is now, the challenges we face in today's market, and where our future



**SA5**

**3:00pm-4:15pm**

## Training The Active Aging Female: Upper Extremity

**Keli Roberts**

Training the Active Aging Female Upper Extremity requires a high level of skill. Observing posture and performing movement screens begins the process. Through practical application in an interactive environment, review the typical postural compensation we see as women age. Review biomechanics and kinesiology while learning specific techniques for training active aging female clients.

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

## Funtensity™: Brain Games

**Jonathan Ross**

Brain health is a hot topic. Discover specific techniques you can use immediately to start integrating bonus brain benefits for attention, memory, processing speed, and executive function in your exercises and workouts. Best of all, they will make fitness more fun and engaging. Combine brain and body challenges to amplify and maximize the brain health benefits of exercise.

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

## Balance Flow & Core Heat

**Robert Sherman**

Experience how to sequence a yoga practice, not only to create balanced muscular function, but one that will keep your mental state even as well. There are tremendous benefits to practicing yoga. However, learn not to promote a practice of peaks, but a core flow that focuses on the depth of process to achieve a balanced outcome.

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

## Strong Nation™

**Kelly Bullard, MS**

Experience the HIIT workout driven by music that helps students reach — and crush — their fitness goals. Cardio and muscle-conditioning routines are synced to original music customized to match every single move. Every squat, every lunge, every burpee is driven by the beat. So instead of counting reps, students can push past their limits, burn more calories, and get results faster.

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





## H2O Strength Through The Ages

**Cheri Kulp, Mac Carvalho,**

**Billie Wartenberg & Manuel Velazquez**

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.

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



## Mastering Menopause

**Melissa Layne, MEd**



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

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

## How To Reach All The People

**Tricia Murphy Madden & Leah Rich**



You may have noticed, leading fitness experiences no longer take place only IRL (in real life). We are being asked to 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, we'll 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. Let's update your toolbox to make you a triple threat!

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

## World Class Fitness Service

**Frank Ancharski**



Learn that SERVICE differentiation is vital to World Class Service delivery and gain appreciation for NPS & its impact on loyalty/retention. Discovering World Class Service is a choice while avoiding the pitfalls of "average" professionals. Empower your team to deliver such service.

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

**SA6**

**4:45pm-6:00pm**

## Strong Body Fountain Of Youth

**Jeff Howard**

Combining the latest exercise science and aging research with unique sequences, this workout is guaranteed to help participants build muscle, burn calories and slow the body's aging process. Learn easy-to-implement sequences, progressions and modifications that will increase mobility and strength and accommodate all fitness levels. Your members will feel challenged and successful after this fun, high intensity cardio workout!

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

## Heart & Science Fitness Transformation

**Jonathan Ross**

We rarely ask, "Does exercise make today better?" but it is time we started to. We know fitness improves future health outcomes...but most people are motivated by immediate short-term rewards. Explore strategies to enhance the subjective experience of physical activity immediately for everyone you influence. Discover techniques that can be used when walking, during exercise, and in everyday life. With a population skewing older and more obese, future success will require strategies to successfully reach these

ever-growing untapped markets by creating an immediate and positive shift in emotional state and a fresh perspective on fitness that will create unique positioning for your career.

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

## Warm Beginnings & Cool Endings

**Keli Roberts**

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

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

## Boogie Barre

**Mac Carvalho**

Boogie Barre is a party off of the ballet barre that will unleash your inner boogie. Inspired by ballet, dance training, interval training and muscle conditioning, this 13-track class will activate your muscles, ignite your soul & fire you up! Never before have you seen a barre class like this!

**SA6D Saturday, 4:45pm-6:00pm**

## Aqua Yoga Barre

**Billie Wartenberg**

Nourish your soul with this Ballet-inspired Aqua Yoga/Barre workout. The session will provide you with many ideas for a functional flow in the water. Attendees will learn choreography and how to apply sequences to design a seamless, fluid Yoga/Barre class.

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

## Golden Nutrition

**Amber Toole**



As clients enter different phases of life, their nutrition needs change. The Golden years are a time when you can work with your clients to understand the physical and hormonal changes that are happening and guide them toward a nutrition plan that supports their active aging lifestyle. Learn tips and tricks to increase their energy and make healthy eating a breeze.

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

## Recovery With Muscle Stimulation

**Abbie Appel**



This session will show you how to use massage guns and electronic muscle stimulators to recover faster, reduce delayed onset muscle soreness and perform myofascial release in different muscle groups - including any tension, knot, or soreness being felt. Receive hands-on education regarding the latest recovery technology and journey through a refreshed transformative physiological experience to leave refreshed and rejuvenated.

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



## Building Dynamic Performance Teams

**Ann Gilbert**

Study the keys to creating your “we culture”, a team of dynamic performance-based employees. Understand the importance of clearly defining roles and recognizing all successes. Discuss your role, as manager, in creating a community of like-minded professionals working in an environment of trust.

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



## Sunday, February 27

**SU1**

**7:30am-8:45am**

### Functional Training For The Active Ager

**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 specific joint action to get started creating your new branded option

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

### Game Your Core

**Manuel Velazquez**

Move over traditional sit-ups and crunches, we're shaking things up and gamifying core work! In this session, learn fun games that inspire friendly competition amongst your clients while sculpting, toning and strengthening the body's center of power. Clients will stay for the laughs and return for the results!

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

### Tai Chi + Weights = Iron Fusion

**David-Dorian Ross**

Fusion classes are structured to blend together Tai Chi with another movement modality in a way that one cannot really distinguish where one modality begins or ends within the choreography. Iron Fusion is a combination of Tai Chi and weights.

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



### Balletone® Meets Barre

**Riley Shaia**

Dancers learn the fundamentals and build strength at the barre, then take their skills to the center of the floor to dance. Skills at the barre help create a seamless, functional flow of movements, making it possible for all levels to enjoy the gift of dance together! This workshop will highlight the benefits, similarities and differences of both workouts, and then reveal three fun fusions to showcase to clients.

**SU1D Sunday, 7:30am-8:45am**



### Mix-Match Aqua: Moves To The Max

**Jeff Howard**

Most of us experience some form of 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!

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

### Art Of Food As Fuel

**Rosie Malaghan, MS, ERYT**

Your clients may have committed to the physical process, but have they committed in the kitchen? In this dynamic session, learn how to shift their mindset and inspire behavior changes when it comes to fueling the body. Learn what is within your scope of practice as a CPT and how to implement memorable and interactive workshops geared around grocery shopping, social influences, sugar, nutrition labels, food prep and more! Give them the power outside the gym!

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



### Finding Your Functional Fitness

**Kevin Mullins, CSCS**

Finding Your Functional Fitness is an extended, explorative look at movements to integrate into your current routine, regardless of goals, to prepare the body for real-life activities. Learn training techniques to improve strength, coordination, and balance, while reducing the risk of injury for numerous benefits that translate to everyday life.

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



### New Client Retention

**Sheldon McBee, MS**

It is well documented that a 5% increase in client retention translates into an income increase of 25%, which is why a smart retention strategy is paramount to your success. In this session, learn how and where to successfully invest your time, effort and money to create an optimal client experience at the point of sale. Convert more potential clients into long-term clients, and leave with actionable plans and tips to advance your Personal Training business.

**SU1H Sunday, 7:30am-8:45am**



**SU2**

**9:00am-10:15am**

### Balance For Active Aging

**Keli Roberts**

Comprehensively examine the relationship between stability and mobility in the aging body. Learn effective methods to increase core stability and develop mobility in key areas, improving gait efficiency. Apply strategies for fall prevention through effectively training key areas for body balance.

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

### Barefoot Kickbox

**Karla Medina, MS**

A barefoot format that challenges instructors to fuse together basic kickboxing, yoga, and dance moves seamlessly with energy, proper transitions and intense flow.

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



**M.E.P.S. Full Body Experience ■****Jessica Moyer**

M.E.P.S is a full-body experience that focuses on Mental, Emotional, Physical, Social and/or Spiritual wholeness. Beginning and ending with journaling and reflection, M.E.P.S takes people through an hour-long experience that brings health and balance to the mind and body connection. Class includes cardio, strength, core, balance and mindfulness circuits.

**SU2C Sunday, 9:00am-10:15am**Purposeful  
Life & Business  
Coaching**LaBlast® Fitness: Dance Is Mental ■  
& Emotional Health****Megan Cooperman**

Focusing on mental and emotional health is needed now more than ever. In this session, experience Ballroom Dancing and the physical, mental, and emotional healing power of dance and fitness from the inside out. Incorporating weight training, interval training, and stretching, this pool party is guaranteed to be a "LaBlast"!

**SU2D Sunday, 9:00am-10:15am**LaBlast  
fitness**Aqua Excellence For The Active Ager****Manuel Velazquez, Cheri Kulp,  
Mac Carvalho & Harley Cofield**

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 and inspire active aging adults to safely improve cardiovascular endurance, balance, strength and flexibility. Stay current with these fresh ideas!

**SU2E Sunday, 9:00am-10:15am**water  
motion**Breaking Down Macros ■****Alec Lowell, MS**

Join Alec as he breaks down Carbs, Proteins, and Fats like you have never seen before. Learn about the vital roles of each, how they influence our health and fitness, and how to maximize intake to reach your goals.

**SU2F Sunday, 9:00am-10:15am**HEALTH & FITNESS  
BUSINESS SUMMIT**Unleash The Power  
Of Superfruits****Dr. Samantha Davis, DPT**

With the rising concerns of inflammation, poor gut health, detoxification, and boosting the immune system, superfruits have become a hot topic. Unleash the 'Mfinite' benefits of an undiscovered superfruit found to support skincare, healthy fat loss, and core health. Discover the power of the world's greatest antioxidants and spices of life.

**SU2G Sunday, 9:00am-10:15am**SHASE  
Health, Fitness & Wellness  
FINITYHEALTH & FITNESS  
BUSINESS SUMMIT**Getting Hired & Hiring  
In The New World****Tricia Murphy Madden & Leah Rich**

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. Spend time with our team to learn the ins and outs of what's out there, where to find opportunities, how to prepare your 'package' and your presence to land a rewarding job in the fitness industry this year and beyond!

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

TALENT/HACK

HEALTH & FITNESS  
BUSINESS SUMMIT**SU3****10:45am-12:00pm****Redefine Functional Training - Redefine Yourself ■****Kevin Mullins, CSCS**

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

**SU3A Sunday, 10:45am-12:00pm****Funtensity:™ Sneaky Intensity ■****Jonathan Ross**

Perception is everything. When you think something is fun, it does not feel as hard. And if something feels hard, it is often not fun. When in a play state, people will work harder automatically, which means you do not have to push them as much! Get a workout that helps you discover endless options for inserting competitive, reactive, and interactive elements into your one-on-one sessions, small group training, and group exercise. The result is a subjectively more enjoyable, yet objectively more challenging experience, that doesn't feel like it!

**SU3B Sunday, 10:45am-12:00pm****Pilates Medicine Ball Training ■****Demetreous Hill**

The Pilates Medicine Ball Training (P.M.B.T) is a challenging core training with a medicine ball. PBMT includes energetic functional movement and ten fun linear and construct Pilates Medicine Ball exercises! PBMT allows for professionals and enthusiasts to nourish their core training skills through the integration of construct and linear exercise methods.

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

”

*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.

”

### Coaching Core Stability ■

**Sheldon McBee, MS**

The ability to coach core stability beyond expectation will bring you, as a fitness professional, one step closer to aligning concepts and applications. In this session, learn coaching concepts specifically designed to stabilize the spine in a scalable coaching mode.

**SU3D Sunday, 10:45am-12:00pm**

### Swim Up Barre

**Rosie Malaghan, MS, ERYT**

Swim up to the barre, baby! This low impact, full-body workout has a high impact on range of motion, posture and mind body. Join Rosie and learn how to design aqua yoga barre classes to meet the needs of your clients, at all levels and abilities, using a fusion of yoga, barre and joint mobility.

**SU3E Sunday, 10:45am-12:00pm**

### Why You Can't Stop Eating ■

**Sohailla Digsby, RDN, LD**

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

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



### Growth Of A Muscle Cell

**Melissa Layne, MEd**

Hypertrophy or hyperplasia? Protein isolate before or after the workout? Why is leucine so important? What other amino acids help? What hormones ramp up the process? Melissa addresses answers to these significant questions using easy-to-understand science!

**SU3G Sunday, 10:45am-12:00pm**



### Maintain A Strong Business Acumen

**Lori Lowell & Jeremy Lowell**

Learn "how to's" in building your brand or class model, giving it strong meaning. Learn the steps to develop your business model for success, whether it be brick and mortar, virtual or even an "on demand" platform. Leave armed with easy to implement tactics and ideas to continue to thrive in your business now and for years to come.

**SU3H Sunday, 10:45am-12:00pm**



**SU4**

**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 neutral spine. Learn novel tips for cuing to stabilize the core in order to perform excellent functional movement.

**SU4A Sunday, 12:15pm-1:30pm**

### Create A Signature Class ■

**Karla Medina, MS**

Learn to extract your training, experience and exercises that have empowered you and use them to create a signature class. Be ready to learn combos that work for you, transitions, cues and strategies to take your instruction and tribe to a new level.

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

### The Art Of Adjusting Your ■

**Students In Yoga**

**Lori Lowell & Jeremy Lowell**

The Art of Adjusting Your Students In Yoga: Yoga students love to be adjusted in class. Learn the most professional practices for "hands on" adjustments for your students. This class will take you through all poses and the most appropriate and helpful adjustments for your students.

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

### Spine Sparing Core Workshop ■

**Sheldon McBee, MS**

There is a long-standing obsession with obtaining a flat, six-pack stomach, but many clients are risking their backs trying to achieve this perfect aesthetic. In this session, experience a core workout that focuses on spinal neutral movements and learn to design programming to maximize core development and minimize spinal strain.

**SU4D Sunday, 12:15pm-1:30pm**





**Aqua Pilates****Harley Cofield**

Develop a longer, leaner, stronger, and more graceful body by improving alignment, posture, core-strength and flexibility. We will learn how to connect our mind to our body by flowing slowly through the water, breath by breath.

**SU4E Sunday, 12:15pm-1:30pm****Protein: Best Practices For All****Alec Lowell, MS**

How do you get the most protein in the best way for your preferred diet? Join this session and walk away with a clear understanding of protein sources for all types of eating preferences, for yourself & your clients.

**SU4F Sunday, 12:15pm-1:30pm****5 Fundamentals Of Elite Personal Trainers****Kevin Mullins, CSCS**

Develop your craft and evolve into one of the best trainers in your region by learning the 5 things that all great trainers do. Learn from an industry veteran, with almost twenty-thousand training sessions, and experience how to build rapport, create change, become memorable, and elevate your brand to elite status.

**SU4G Sunday, 12:15pm-1:30pm****Winning At Business When Your Passion Is Fitness****Kelly Young**

Did you know that 80% of new businesses fail in their first year, and of those that survive, another 80% fail in the next five? In this session, you will learn how to grow your business and your team with minimal risk and high reward. Protect your passion, play to your strengths and run a profitable business that delights your community.

**SU4H Sunday, 12:15pm-1:30pm****WAY MORE PERSONAL**

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# DC MANIA® 60 Presenter Line-Up

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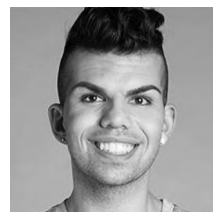
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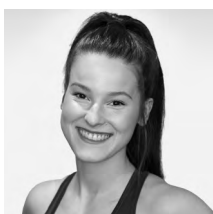
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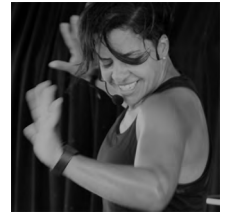
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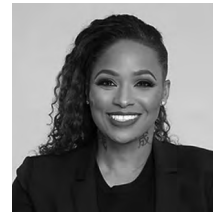
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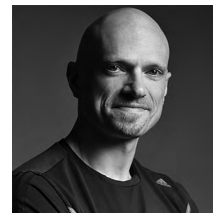
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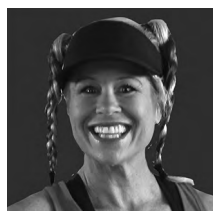
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It's always more fun together, that's why we are bringing back our Refer-a-Friend pricing! When you refer a friend you both save \$160 and attend for only \$199 each! You are also both automatically entered into our **FREE MANIA® T-shirt drawing** at the convention. Visit [www.scwfit.com/DC](http://www.scwfit.com/DC) and click on the "Register" link for more details and be sure to use discount code: BFF.



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(was \$359) **Save \$260**

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- 60+ Presenters
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- 20 CEC/CEUs
- ADD Recordings (\$40)



## Recorded Sessions Only **\$199**

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- 80 Workshops
- 60+ Presenters
- Watch at Your Leisure
- 20 CEC/CEUs
- Access for 40 days



## 3-Day MANIA® + Business Summit **\$259**

(was \$359) **Save \$100**

- 130+ Workshops
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- 20 CEC/CEUs
- ADD Recordings (\$40)

## 2-Days Only Option **\$229**

(was \$329) **Save \$100**

- 96 Workshops
- 40 Presenters
- 36 Business Sessions
- 12 CEC/CEUs
- ADD Recordings (\$40)

## 1-Day Only Option **\$199**

(was \$299) **Save \$100**

- 48 Workshops
- 25 Presenters
- 18 Business Sessions
- 6 CEC/CEUs
- ADD Recordings (\$40)



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**FLORIDA**

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**BOSTON**

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