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FRIDAY DEC. 9 CERTIFICATIONS			 PERSONAL TRAINING CERTIFICATION Roberts • 9am-5pm CDT	 ACTIVE AGING CERTIFICATION Gilbert • 9am-5pm CDT	 FUNCTIONAL TRAINING CERTIFICATION McCormick • 9am-5pm CDT
For certification info visit: trainerapex.com/certifications			A STRENGTH & CIRCUITS	B AGING, PROGRAMMING & AUTOMATION	C PROFITS & PERFORMANCE
SATURDAY, DECEMBER 10	SA1	9:00am-10:15am EDT 8:00am-9:15am CDT 6:00am-7:15am PDT	Level Up Your Strength Classes! BANNISTER-MUNN	Functional Training for Active Agers GILBERT	New Client Retention MCBEE (Lecture)
	SA2	10:30am-11:45pm EDT 9:30am-10:45am CDT 7:30am-8:45am PDT	NEW! Shoulders Shouldn't Hurt FULTON	Hormone Balancing Fitness Prescription Difference ATKINSON	NEW! Profitable Small Group Training for the Personal Trainer HOWARD, MCBEE MCCORMICK & MALAGHAN
	SA3	12:00pm-1:15pm EDT 11:00am-12:15pm CDT 9:00am-10:15am PDT	Use of Manual Resistance with Clients CHRISTOPHER	NEW! Virtual Workouts for Profit! MCCORMICK (Lecture)	Hands on Stretching BANNISTER-MUNN
	LUNCH: 1:15pm-1:45pm EDT, 12:15pm-12:45pm CDT, 10:15am-10:45am PDT				
	SA4	1:45pm-3:00pm EDT 12:45pm-2:00pm CDT 10:45am-12:00pm PDT	Everyday Strength for Active Aging ROBERTS	Brain Balance Training SPLICHAL	NEW! The Battle for Mobility MCCORMICK
	SA5	3:15pm- 4:30pm EDT 2:15pm - 3:30pm CDT 12:15pm - 1:30pm PDT	Fit By Numbers GAVIGAN	NEW! Assessments for the Elderly Client ROBERTS	NEW! Bulletproof Your Feet SPLICHAL
	SA6	4:45pm - 6:00pm EDT 3:45pm - 5:00pm CDT 1:45pm - 3:00pm PDT	E.M.H. Training GAVIGAN	Build Better Aging Body Balance ROBERTS	Attention to Retention ROBINSON (Lecture)



D
CORE, CARE
& CONDITIONING

E
LEVEL UP

NEW! Posture & Alignment <i>MUMMY</i> (Lecture)	NEW! The Exercise Layering Strategy <i>HOWARD</i>	SA1
NEW! Top Tier Core Conditioning <i>ROBINSON</i>	Get a Head Start on Aging <i>GILBERT</i>	SA2
Muscle Care - Happy Hips & Healthy Backs <i>FULTON</i>	Strong Body Fountain of Youth <i>HOWARD</i>	SA3
30 MINUTE BREAK		
NEW! Increasing Revenue as a Personal Trainer <i>HOWARD, CHRISTOPHER, MCBEE & GILBERT</i>	Symmetry: Advanced Corrective Exercise <i>MUMMY</i>	SA4
Coaching Core Stability <i>MCBEE</i>	Physics of Pain & Performance <i>MUMMY</i> (Lecture)	SA5
Active Recovery for Better Results <i>FULTON</i>	NEW! Sexy, Smart Strength for Women <i>MCCORMICK</i>	SA6



Certs + Sessions Schedule



SCW PERSONAL TRAINING CERTIFICATION



Keli Roberts

**Friday, December 9, 10:00am-6:00pm EDT,
9:00am-5:00pm CDT, 7:00am-3:00pm PDT
\$199**

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).

If you can't make the Live Stream Certification, take the course online. Visit <https://scwfit.com/store/product/personal-training-online-certification/>

SCW ACTIVE AGING CERTIFICATION



Ann Gilbert

**Friday, December 9, 10:00am-6:00pm EDT,
9:00am-5:00pm CDT, 7:00am-3:00pm PDT
\$199**

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

If you can't make the Live Stream Certification, take the course online. Visit <https://scwfit.com/store/product/active-aging-online-certification/>

SCW FUNCTIONAL TRAINING CERTIFICATION



Irene McCormick, MS, CSCS

**Friday, December 9, 10:00am-6:00pm EDT,
9:00am-5:00pm CDT, 7:00am-3:00pm PDT
\$199**

Expand your reach as a Personal Trainer to attract and retain more clients through the use of functional training. Learn dozens of new exercises, refine the positions you and your clients train in, and develop a program that delivers results consistently without risk. Discover and assess how to effectively train your muscles to work together. Explore the training techniques that drive life, sport, and health. Improve human function and performance through this digestible, hands-on, practical course. Leave with a full list of new exercises and practical modifications including regressions and progressions that you can integrate today into your training programs. Grow your training business through this expert functional training course developing both your personal and small group offerings. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (7.0), ACSM (7.0), NFPT (1.4).

If you can't make the Live Stream Certification, take the course online. Visit <https://scwfit.com/store/product/functional-training-online-certification/>

THE INDUSTRY'S TOP PERSONAL TRAINING EXPERTS



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PERSONAL TRAINER APEX • DEC. 9-10

Join us for an action-packed weekend of inspiring and informative sessions and direct interaction with elite training faculty streamed LIVE in the convenience and safety of your home. Both experienced and new group fitness instructors and personal trainers are invited to join this exciting 2-day Live-Streaming Fitness Professional Convention.

CERTIFICATIONS

SCW MARKETING & SALES FOR PERSONAL TRAINERS CERTIFICATION



Dane Robinson

**Friday, December 9, 10:00am-5:00pm EDT,
9:00am-4:00pm CDT, 7:00am-2:00pm PDT
\$199**

If you are a Fitness Professional that needs assistance revving up your career, this is the course for you! Explore goal setting, achieving a championship mindset and taking action. Learn strategies for successful career choices, creative marketing techniques and finding your perfect client. Discover how to launch your own group ex program, promote your personal training business, or climb the fitness business ladder. Create your mission statement, harness the power of social media and set an achievable goal to target your talents and increase your value. This course is created to provide tools and techniques to engage existing clients and attract new customers by providing solutions.

Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (7.0), AFAA (7.0), ACE (0.6), NASM (0.7), AEA (4.0), ACSM (7.0), NFPT (1.4).

If you can't make the Live Stream Certification, take the course online: <https://scwfit.com/store/product/marketing-and-sales-for-personal-trainers-online-certification/>

SCW NUTRITION COACHING FOR FITNESS PROFESSIONALS CERTIFICATION



Amber Toole

**Friday, December 9, 10:00am-6:00pm EDT,
9:00am-5:00pm CDT, 7:00am-3:00pm PDT
\$199**

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

Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (7.0), AFAA (7.0), ACE (0.7), AEA (7.0), NASM (0.7), ACSM (7.0), NFPT (1.4).

If you can't make the Live Stream Certification, take the course online: <https://scwfit.com/store/product/nutrition-coaching-for-fitness-professionals/>

SESSIONS

SATURDAY, DECEMBER 10

SA1 - SATURDAY SESSION 1

9:00am-10:15am EDT

8:00am-9:15am CDT

6:00am-7:15am PDT

LEVEL UP YOUR STRENGTH CLASSES!

Gail Bannister-Munn

Challenge your members with a combination of strength movement patterns. This class is perfect for anyone trying to improve their fitness and health. Beginners can work at their level; intermediate and advanced students will be pushed to their limit by this full-body workout.

SA1A Saturday, 9:00am-10:15am EDT

FUNCTIONAL TRAINING FOR ACTIVE AGERS

Ann Gilbert

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

SA1B Saturday, 9:00am-10:15am EDT

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. 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. (Lecture)

SA1C Saturday, 9:00am-10:15am EDT

POSTURE & ALIGNMENT

Patrick Mummy

Almost all workouts require good posture and alignment to maximize results while minimizing injury. However, it is difficult to assess our clients and ensure all participants are moving properly. Join our resident expert on posture, alignment and evaluation, Patrick Mummy, as he discusses the best coaching and cueing strategies for alignment and posture and how to do it effectively in personal training and a small group environment. (Lecture)

SA1D Saturday, 9:00am-10:15am EDT



THE EXERCISE LAYERING STRATEGY

Jeff Howard

Layering is a simple idea. You have a workout made up of multiple tiers of exercises that are based on perceived importance. Those seen as less important get consciously or unconsciously switched up more frequently than those of a higher importance. Learn how to layer one exercise after another in a safe but effective manner improving strength, endurance, agility, and muscle balance. This unique layering technique learned will be easily duplicated for all major muscle groups.

SA1E Saturday, 9:00am-10:15am EDT

SA2 - SATURDAY SESSION 2

10:30am-11:45am EDT

9:30am- 10:45am CDT

7:30am-8:45am PDT

SHOULDERS SHOULDN'T HURT

Ronnie Fulton

Shoulder pain can totally cramp your style! It can restrict your movement, limit your ability to achieve your fitness goals and take your focus away from enjoying your life. This session includes a thorough analysis and hands-on application of strategies to combat the most common problem areas causing shoulder pain. Leave with an understanding of the function and flexibility of this ball and socket joint.

SA2A Saturday, 10:30am-11:45pm EDT

HORMONE BALANCING FITNESS PRESCRIPTION DIFFERENCE

Debra Atkinson, MS, CSCS

This session emerges you in the science of menopause exercise and exercise nutrition. Featuring the latest on bone, muscle, strength training, HIIT, exercising fasted or fed in menopause and a review of quality research and how to interpret results, and practical application in programming protocols (and your marketing).

(Lecture)

SA2B Saturday, 10:30am-11:45pm EDT

PROFITABLE SMALL GROUP TRAINING FOR THE PERSONAL TRAINER

Jeff Howard, Sheldon McBee, MS, Irene McCormick, MS, CSCS & Rosie Malaghan

As personal trainers, we often restrict our own success by only offering 1-on-1 training. However, small group training is growing rapidly in our industry. For our clients it can provide a more affordable training session with the added comfortability of working out with others. From the trainer standpoint, it maximizes time, increases our profitability, and can help more clients! Join our panel of experts as they delve into how to launch and implement small group personal training effectively today!

SA2C Saturday, 10:30am-11:45pm EDT

TOP TIER CORE CONDITIONING

Dane Robinson

This workshop is for the coaches that are ready to challenge their clients with advanced but effective core training dynamics. Learn how to target the core without doing a single crunch & take your clients core training into another gear!

SA2D Saturday, 10:30am-11:45pm EDT

GET A HEAD START ON AGING

Ann Gilbert

Exercise has been proven to slow cognitive decline associated with aging. Learn how exercise influences the body's biological systems and functions to keep brains healthy and sharp! Practice innovative movements and techniques, complete with tons of options for clients of all fitness levels, and update your active aging training sessions today!

SA2E Saturday, 10:30am-11:45pm EDT

SA3 - SATURDAY SESSION 3

12:00pm-1:15pm EDT

11:00am-12:15pm CDT

9:00am-10:15am PDT

USE OF MANUAL RESISTANCE WITH CLIENTS

Paul Christopher

There's a profound benefit to being "connected" physically to your clients. From gauging their performance capacity directly, to providing resistance to areas where equipment cannot isolate, you'll learn the key concepts of why manual resistance can and should be a key tool utilized by every Personal Trainer.

SA3A Saturday, 12:00pm-1:15pm EDT

VIRTUAL WORKOUTS FOR PROFIT!

Irene McCormick, MS, CSCS

Meeting the evolving needs of the fitness community means going virtual! It is easy and convenient for many and can offer you an additional income stream. Offering services LIVE using today's technology requires some education. Learn Best Practices and how to get started leading workouts 1:1 for profit.

(Lecture)

SA3B Saturday, 12:00pm-1:15pm EDT

HANDS ON STRETCHING

Gail Bannister-Munn

This hands-on workshop will demonstrate how easy it is to perform trainer-assisted stretches with your clients. Whether on a table or the floor, these will help improve their flexibility as part of each training session. Learn clear, step-by-step practical applications while keeping your training within the scope of practice.

SA3C Saturday, 12:00pm-1:15pm EDT

MUSCLE CARE FOR HAPPY HIPS AND HEALTHY BACKS

Ronnie Fulton

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

SA3D Saturday, 12:00pm-1:15pm EDT

STRONG BODY FOUNTAIN OF YOUTH

Jeff Howard

We all have our go to exercise when we train our clients. But what if you utilize the same exercises and vary them by just a simple hand adjustment? Shifting muscle usage, joint recruitment and postural pressures provide a unique and creative way to update and innovate your training. This workshop delivers a system that guarantees ways to rejuvenate and reinvent your 'go to' exercises while protecting connective tissues and joint stability. Just switch the wrist and unleash your potential!

SA3E Saturday, 12:00pm-1:15pm EDT

SA4 - SATURDAY SESSION 4

1:45pm - 3:00pm EDT

12:45pm - 2:00pm CDT

10:45am - 12:00pm PDT

EVERYDAY STRENGTH FOR ACTIVE AGING

Keli Roberts

Functional strategies for everyday strength help your female clients age-less! Chronological aging is just a number: It's capacity that counts! Interactively review critical principles for functionally training the female client. Learn essential body alignment, precise cueing, and movement strategies to provide effective strength training for the ageless female.

SA4A Saturday, 1:45pm-3:00pm EDT

BRAIN BALANCE TRAINING

Dr. Emily Splichal, DPM, MS

The seemingly simple task of balancing on one leg or walking across the room is actually a complex, integrated, multi-sensory experience with stimulation coming from the eyes, ears, joints, and plantar foot. Join Dr. Emily as she explores how to enhance brain activation during balance training by combining sensory stimulation, dual tasking and eye movement exercises.

SA4B Saturday, 1:45pm-3:00pm EDT

INCREASING REVENUE

AS A PERSONAL TRAINER

Jeff Howard, Paul Christopher, Sheldon McBee, MS & Ann Gilbert

Join this panel of experts as they review how the changing impact of society affects new sales and marketing strategies. Learn effective techniques to adapt to technological change and a growing community need. Address the evolving sales process that will impact your revenue potential. (Lecture)

SA4C Saturday, 1:45pm-3:00pm EDT

THE BATTLE FOR MOBILITY

Irene McCormick, MS, CSCS

What's the difference between FLEXIBILITY and MOBILITY? Muscles are related to flexibility. Mobility is related to joint function. Learn the latest research on training joints for better overall function & flexibility! Enhance your warm up, cool down and get a template for daily mobility programs.

SA4D Saturday, 1:45pm-3:00pm EDT

SYMMETRY: ADVANCED CORRECTIVE EXERCISE

Patrick Mummy

Ever wish you had a quantifiable system for measuring the success and outcome of corrective exercise? In this session, you will learn, practice, and implement the AlignSmart™ system to measure and create custom corrective exercise routines. Leave ready to assist, mentor, coach, and guide clients through their journey to be pain-free and performance-ready.

SA4E Saturday, 1:45pm-3:00pm EDT



SA5 - SATURDAY SESSION 5

3:15pm- 4:30pm EDT

2:15pm - 3:30pm CDT

12:15pm - 1:30pm PDT

FIT BY NUMBERS

Andrew Gavigan

This hands-on session lets you experience four unique short workouts that you can easily plug into your personal training plans. Using fun but simple outlines based on unique rep or time patterns, keep your clients engaged and excited for the long term. Discuss basic human behavioral concepts and how to implement them for maximal exercise adherence. (lecture and hands-on)

SA5A Saturday, 3:15pm-4:30pm EDT

ASSESSMENTS FOR THE ELDERLY CLIENT

Keli Roberts

Not all assessments were created for the aging body! Learn effective assessments for strength, balance, cardiovascular fitness, flexibility, and functional capacity. See how the right assessments can set the stage for the development of a program design that provides the correct level of challenge for your elderly client's ability, not their chronological age.

SA5B Saturday, 3:15pm-4:30pm EDT

BULLETPROOF YOUR FEET

Dr. Emily Splichal, DPM, MS

With over 29 muscles in our feet, there are important daily steps that can be done to ensure your feet stay strong and healthy. Join Podiatrist and Naboso Founder Dr. Emily as she explores foot function as it relates to strength, mobility and sensory stimulation.

SA5C Saturday, 3:15pm-4:30pm EDT

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.

SA5D Saturday, 3:15pm-4:30pm EDT

PHYSICS OF PAIN & PERFORMANCE

Patrick Mummy

Utilize physics as it pertains to musculoskeletal compensations and pain planes of motion to get your clients proactive and compliant with corrective exercises. Employ postural analysis pre and post-workout to reinforce healthy daily habits, and ultimately increase athletic performance.

SA5E Saturday, 3:15pm-4:30pm EDT



SA6 - SATURDAY SESSION 6

4:45pm - 6:00pm EDT

3:45pm - 5:00pm CDT

1:45pm - 3:00pm PST

E.M.H: TRAINING

Andrew Gavigan

Learn how to create Easy, Moderate, & Hard movement progressions for your clients various fitness levels. The way we present our workouts makes a big difference in how our clients perceive their effort and success. This workout will have three variations for every exercise and a complete workout.

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

BUILD BETTER AGING BODY BALANCE

Keli Roberts

Comprehensively examine the stability/mobility relationships of the aging body to provide the foundations for developing

effective program designs to build better balance. Review the elements of balance and how they are affected through the aging process. Leave with effective strategies to apply to your client's programs.

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

ATTENTION TO RETENTION

Dane Robinson

Personal Training businesses, much like any other business, are much more sustainable when client retention is achieved. Explore top-level strategies to inspire, enlighten, encourage, and retain your current community of clients. Keep them constantly engaged & retain the longevity of your training business! (Lecture)

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

ACTIVE RECOVERY FOR BETTER RESULTS

Ronnie Fulton

Based on the latest research in myofascial stretching, mobility and muscle care this session provides a comprehensive four step approach to help minimize muscle pain, improve joint health and maximize physical performance.

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

SEXY, SMART STRENGTH FOR WOMEN

Irene McCormick, MS, CSCS

Today's woman needs strength training for a lean, healthy look. What's more important, she needs Volume Training, which is a combination of load, tension, frequency, intensity and type. Learn BEST PRACTICES for strength training women with limited equipment options that can be replicated in home or gym.

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

30 PRESENTERS

Join star fitness presenters from around the globe all in one spot at one convention! Gain access to those you've never had the opportunity to learn from and see why education makes the difference!

[VIEW PRESENTER BIOS HERE](#)

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