

HEALTH & FITNESS BUSINESS SUMMIT SOW July 21 - 23 scwfit.com/atlanta



LETTER FROM SARA

Dear Atlanta MANIACs,

It feels so good to be back in Atlanta!

2023 promises to be a bounce-back year with limitless fitness pro education options that won't just open doors but kick them down!

We are in our 40th year and we couldn't have made it this far without your tremendous loyalty and support. You stuck with us, and survived the pandemic with vitality and vigor. Join us again in 2023. Learn from the industry elite while you interact and network with like-minded fitness pros that lift you and remind you why you started in this industry in the first place. MANIA® gives us all the shot of adrenaline we need to motivate, re-energize, and take our industry to the next level!

SCW Fitness Education offers the Health & Fitness Business Summit at all of our MANIA® Conventions. With 16 business seminars and 14 top fitness industry leaders, we now educate and inspire fitness industry owners, managers and directors. This Business Summit makes it the perfect environment for networking and growing your small or larger enterprise making MANIA® truly a ONE-STOP-SHOP for our Fitness Community!

Our sincerest gratitude goes out to our event sponsors that help us bring you the most innovative programming and education making these amazing events possible. And we appreciate YOU, our MANIACs, who return year after year with your loyalty, enthusiasm, and boundless energy.

In Health,

Sara Kooperman, JD CEO, SCW Fitness Education

proven

FOR 40 YEARS MANIA® HAS SET THE BAR IN FITNESS PRO EDUCATION. WE JUST RAISED IT. AGAIN.

ATLANTA MANIA® FITNESS PRO CONVENTION

July 21-23, 2023 (Fri., Sat., & Sun.)

HEALTH & FITNESS BUSINESS SUMMIT

July 21-23, 2023 (Fri., Sat., & Sun.)

ACCREDITED CERTIFICATIONS

July 20 (Thur.) & July 23, 2023 (Sun.)

LOCATION

GRAND HYATT ATLANTA BUCKHEAD 3300 Peachtree Rd NE Atlanta, GA 30305



22(0)

CEC/CEUs OFFERED



IN-PERSON SESSIONS

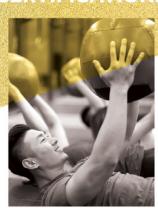


WORLD-CLASS PRESENTERS

SPECIALTY CERTIFICATIONS







WHAT IS A MANIA® FITNESS PRO **CONVENTION?**

MANIA® is a three-day Fitness Education Conference featuring world-renowned Fitness Educators leading more than 150 sessions on such topics as:

Functional Training

Active Aging

- · Foam Rolling/Recovery
- Chair Exercise
- Recovery/Myofascial Release
 Pilates
- Core/Strength Training HIIT
- Nutrition Group Exercise
- · Exercise Science
- Yoga
- Personal Training
- · Boot Camp
- Stretching/Flexibility Circuits
- · Sales/Retention
 - Marketing
 - · Social Media

Business

Aqua

MANIA® is more than just a Fitness Convention; it's the place where the fitness community goes to be educated, inspired, and recharged! Affordable and perfectly suited for both the budding exercise professional and the seasoned fitness veteran. Rub elbows with your favorite presenters (local & international), shop the Expo, and celebrate being part of a greater health and wellness community. It's a shot of adrenaline to really boost your fitness career that lasts the full year through!

CEC/CEU PROVIDERS













SUPPORTERS















GRAND HYATT ATLANTA BUCKHEAD 3300 Peachtree Rd NE Atlanta, GA 30305 888-421-1442 (Reservations)



ATTENDEE ROOM RATES

\$169 Single/Double/Quad (Reg. \$278)

LOWEST PRICE GUARANTEED!

What a savings! Pay as little as \$42.25 per night when you share a room with three others!

- FREE Wi-Fi
- · State of the Art 24 hour Fitness Center
- FREE Coffee Maker
- Microwave upon request
- FREE Mini-Fridge
- Outdoor Heated Pool
- Roll-Away Bed
- Japanese Zen Garden.
- Sauna & Steam Room Cassis Restaurant, Onyx Coffee Bar & Lounge

HOTEL ROOM DISCOUNT DEADLINE:

Monday, July 3rd, 2023

Book early, our hotel ALWAYS SELLS OUT!

Visit www.scwfit.com/atlanta/hotel to reserve your room online.



\$10 HOTEL PARKING

Enjoy the convenience of parking at the hotel with Self-Parking / \$10 overnight.



AIRPORT TRANSPORTATION

Atlanta's MARTA runs to and from Hartsfield-Jackson Airport. Fares are \$2.50 each way. From the airport, Grand Hyatt Atlanta guests should board Northbound

trains (N. to North Springs). Exit at the Buckhead Station N7 onto Peachtree Road S. which is 2 blocks from the hotel.



SHOP YOUR HEART OUT!

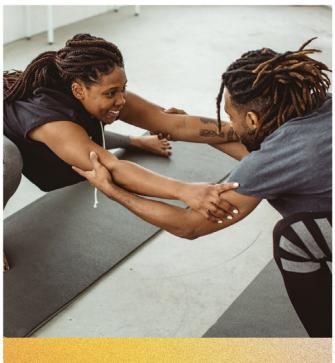
Fashionable travelers from around the world visit Buckhead Village District to experience a distinctive collection of more than 50 designer shops, restaurants

and cafes set amidst six beautifully landscaped streets.

Visitors will discover world-renowned luxury brands along with today's contemporary designer labels that are exclusively found only at Buckhead Village District including Dior, Hermes, Tom Ford, Christian Louboutin and more.

Don't forget to visit the SCW EXPO Booth for 50% OFF Fitness Apparel!









FITNESS PROFESSIONALS CAN EASILY FALL INTO PATTERNS OF THE SAME BORING ROUTINE. MANIA® SOLVES THAT.



REGISTRATION DISCOUNT DEADLINE: MON, JUNE 26, 2023

Avoid late fees. Register by Monday, June 26th, 2023 and lock in all your class selections! Register

today at www.scwfit.com/Atlanta. For updates on discounts and deadline, please visit the aforementioned website. If you want to be guaranteed your first-choice selections, check out our memberships at www.scwfit.com/Membership.



BE A PART OF THE TEAM & BECOME A MEMBER OF THE MANIA® SUPPORT STAFF...

ATTEND FOR ONLY \$119 AND GET 20 CEC/CEUS

SCW needs energetic, outgoing, flexible fitness pros to help run our MANIA® Convention & Business Summit:

- · Work 1 day, get the other 2 DAYS FREE!
- Earn 20 CECs while staffing (SCW, AFAA, ACE, NASM, ACSM, AEA & more!)
- · Save \$180 off the \$299 registration price
- 50% OFF all Live SCW Certifications
- 20% OFF all SCW Apparel
- 20% OFF all SCW Equipment & Accessories
- 20% OFF all SCW Booth products
- FREE Evening Masterclass
- FREE Event T-shirt
- FREE SCW Staff dinner party
- FREE Refreshments in the SCW Member Room!

For further info, please email Denise Johnston at denise.johnston@scwfit.com or text/call 678-901-9642.



SCW MEMBERSHIP PAYS FOR ITSELF... & THEN SOME!



- \$80 OFF any regular 3-day MANIA® registration (was \$299 / now only \$219)
- First choice class selection guaranteed at MANIA® & Health & Fitness Business Summit
- 50% OFF all equipment purchased at the SCW MANIA® booth or online
- 20% OFF all SCW Online Certifications
- · \$20 OFF all In-Person SCW Certifications
- 20% OFF all SCW CEC Video Courses
- \$20 OFF any Virtual Conference or Summit
- · FREE Subscription to SCW OnDemand
- · Members Only Room access at MANIA® for complimentary refreshments
- · Sign up at www.scwfit.com/Membership.



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



TEXT MESSAGE DISCOUNTS

Get the most up-to-date discounts, MANIA® info & Spotlight eNews, sign up today. Share this with your friends: www.scwfit.com/Info



Download & print your outlines BEFORE you come! Go to www.scwfit.com/Atlanta/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 information.





20 CONTINUING EDUCATION CREDITS/UNITS (CEC/CEUS) IN 1 WEEKEND (FOR BOTH LIVE & RECORDED OPTIONS)

In-Person MANIA® Conventions along with our Online Recorded options supply you with over 20 Continuing Education Credits/Units during the 3-day convention! SCW, ACE, AEA, ACSM, AFAA, NASM, and other providers accept MANIA® CEC/CEUs. SCW is committed to excellence and utilizes only presenters who are certified or carry a fitness-related graduate or undergraduate degree. Please check with your individual certification organization to determine the exact number of CEC/CEUs required for credential maintenance. All courses are subject to CEC/CEU approval by your corresponding educational organization.



100+ SESSION RECORDINGS - 120+ HOURS OF ONLINE EDUCATION!

See 100+ activity sessions and nutrition & business seminars for 120+ hours of recordings at only \$60 for 60 days when you add it to your In-Person registration. You can add your recordings to 1, 2, or 3-day registrations. That's the most education for your money! Can't attend MANIA® In-Person? Watch all the recorded sessions and lectures online for \$299. Pay only \$239 when you register before June 26. That's 100+ recordings to enjoy at your convenience - on your own time! All online videos qualify for the maximum amount of 20 CECs/CEUs.



MUSCLE NEW EVENT MASTERY EXCLUSIVE TO HOTEL GUESTS

MUSCLE MASTERY

Thurs July 20 - 6:00pm-8:00pm

Join our exclusive PRE-MANIA® 2-hour educational event as we delve into the nuances of strength training. Let our expert instructors guide you through unique exercises, using a variety of equipment, alignment and postural techniques to keep your workouts fresh and challenging. Whether you're a personal trainer, group fitness instructor, or just a fitness enthusiast looking to take your workouts to the next level, join us and take the first step towards becoming a muscle master!

*Exclusive to hotel guests only. Must show your room key upon entry.

IT ALL BEGINS WITH THE FIRST SESSION YOU TAKE. FEEL ALIVE.



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 16 Business Sessions, 20 hours of pure education focusing on Sales, Marketing, Social Media, Management, Programming, Retention, Technology, Finances, and Trends! Conveniently build your business and career in your backyard. (Look for the shaded blue/gray box throughout the course descriptions and pull-out chart indicating the SCW Health & Fitness Business Summit sessions.)











WHO SHOULD ATTEND A MANIA® FITNESS CONVENTION AND THE BUSINESS SUMMIT?

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!

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

With 150 sessions, 8 sessions every hour & 100 being recorded LIVE, MANIA® guarantees a fun experience that will leave all attendees well-equipped to return to work on Monday.



SPONSOR/EXHIBIT/ADVERTISE... PARTNER WITH "THE BEST"

Reach 7,000 Fitness Professionals in face-to-face contact, another 64,000 through emails, 60,000 text

messages, and 300,000 through organic virtual connections. All of our events are held at Non-Union Hotels and include exhibit booths with tables, chairs, and carpet at no added expense. Move-in and out without crazy drayage fees! Teach workout, workshop and lecture sessions at our conference! Our MANIA® attendees will use your products, try your programs, and experience your offerings! Host MANIA® certifications and workshops, provide inserts for the Welcome Bag, publish Articles with Ads in our Newsletter, promote your business through our SCW Webinars & Podcasts, and receive Discount Coupons in our Emails.

Visit: www.scwfit.com/Partner, email partner@scwfit.com or Call/Text our Partnership Director, Beth Kahny 402-649-9700. Set a meeting with our CEO, Sara Kooperman, JD www.calendly.com/SCWBETH



ONE EXCELLENT EXPO: FREE TO ALL!

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

REGISTRATION HOURS

 Thursday, July 20:
 6:30am - 8:00pm

 Friday, July 21:
 6:45am - 7:00pm

 Saturday, July 22:
 6:45am - 6:00pm

 Sunday, July 23:
 7:00am - 12:45pm

EXPO SHOPPING

Friday, July 21: 10:00am - 11:00am

12:00pm - 2:45pm 3:45pm - 4:30pm

Saturday, July 22: 8:30am - 9:15am

10:30am - 11:00am 12:00pm - 2:45pm 3:45pm - 4:30pm

Sunday, July 23: 10:00am - 1:00pm

(Closeout Shopping)

A HUGE THANKS TO OUR MANIA® SPONSORS!

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

CO-SPONSORS





ASSOCIATE PLUS SPONSORS











ASSOCIATE SPONSORS





















ACCREDITED CERTIFICATIONS

CERTIFICATIONS **THURSDAY, JULY 20**

SCW Active Aging Certification Ann Gilbert

Thursday, July 20, 9:00am-5:00pm

\$179 SCW Members / \$199 MANIA® Attendees / \$259 Non-Attendees As we all age, staying physically, mentally, and socially active is the key to maintaining quality of life. Cutting-edge research reveals there's no one secret to aging well; but focusing on cardiovascular conditioning, strength training, flexibility, balance, and mental health, 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 the bodies and brains of 50+ year-old participants. Certification includes practical training, comprehensive manual, and online examination. SCW (8.0), ACE (0.7), ACSM (8.0), AEA (4.0), AFAA (7.0), NASM, (0.7).

SCW Personal Training Certification

Irene McCormick, MS, CSCS

Thursday, July 20, 9:00am-6:00pm

\$179 SCW Members / \$199 MANIA® Attendees / \$259 Non-Attendees

This Nationally Recognized Personal Training Certification will use research-based exercise science to set you apart in the industry and start you on the path to a rewarding career. 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. Certification includes practical training, comprehensive manual, and online examination. SCW (8.0), ACSM (8.0), AEA (4.0).

SCW Pilates Matwork Certification Abbie Appel

Thursday, July 20, 8:00am-5:00pm

\$179 SCW Members / \$199 MANIA® Attendees / \$259 Non-Attendees

Experience the classical series of movements and modifications based on the timeless methods of Joseph Pilates in this Nationally Recognized Certification. Principles of core stabilization, optimal alignment, and Pilates matwork create the foundation for this intensive blend of theoretical and practical training. Learn proper execution, form, and technique of over 40 essential Pilates exercises. Modifications and variations are provided to address common spinal dysfunction and postural imbalances. Leave with multiple levels of programming options and the skills necessary to teach a Pilates Mat Class as they apply to training all ages and abilities. Certification includes practical training, comprehensive manual and online examination. SCW (8.0), ACE (0.8), ACSM (8.0), AEA (4.5), AFAA (8.0), NASM (0.8).

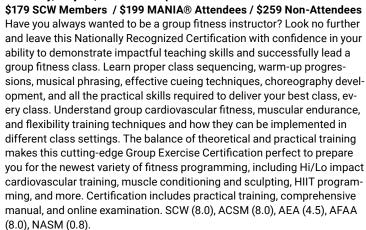




SCW

SCW Group Exercise Certification Manuel Velazquez

Thursday, July 20, 8:00am-5:00pm



WaterInMotion® Aqua Exercise Certification Cheri Kulp



Thursday, July 20, 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 WATERinMOTION® Original program and WATERinMOTION® Platinum (older adult) program, as well as the new WATERinMOTION® Strength program. Finish 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



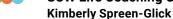
Melissa Lavne. MEd

Thursday, July 20, 9:00am-3:30pm

\$179 SCW Members / \$199 MANIA® Attendees / \$259 Non-Attendees

This practical program provides participants with cutting-edge information on nutrition, hormones, and metabolism. In easily digestible 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. This comprehensive certification also provides simple nutritional calculations and recommendations that Fitness Professionals can incorporate into a nutritional counseling session while remaining within the scope of practice. The course also has information pertaining to Nutritional Health History Forms with prescriptive dietary suggestions that can be used immediately. Certification includes practical training, comprehensive manual, and online examination. SCW (7.0), ACE (0.7), ACSM (7.0), AEA (8.0), AFAA (8.0), NASM (0.8).

SCW Life Coaching Certification







\$179 SCW Members / \$199 MANIA® Attendees / \$259 Non-Attendees

The landscape of the health and fitness industry has changed forever. So, how can you expand your current role and stay relevant in an industry you're passionate about, serving a community you love? There is a need now more than ever for solid online life coaches. The great news is that, with the right education, guidance, structure and a talent for leadership, every trainer and instructor have the opportunity to become a successful life coach! In this certification, you learn what life coaching really is, the categories it encompasses, and how to create a strong foundation for serving your clients. Discover various pathways for delivering your coaching and how to create an authentic brand that will attract your ideal clients. If you're feeling called to make a bigger difference in the world, here's your chance! Certification includes practical training, comprehensive manual, and online examination. SCW (7.0), ACE (0.7), ACSM (7.0), AEA (7.0), AFAA (7.0), NASM (0.7).

SCW Active Aging Nutrition Certification



Amber Toole

Thursday, July 20, 5:30pm-9:30pm

\$119 SCW Members / \$139 MANIA® Attendees / \$199 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. Certification includes practical training, comprehensive manual, and online examination. 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 Chronic Disease & Fitness Specialist Certification



Christine Conti, MEd

Thursday, July 20, 5:30pm-9:30pm

\$119 SCW Members / \$139 MANIA® Attendees / \$199 Non-Attendees

Chronic diseases are defined broadly as conditions that last one year or more and require ongoing medical attention and/or limit daily living. According to the CDC some of the most common Chronic Diseases; 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 this afflicted demographic. Certification includes practical training, comprehensive manual, and online examination. 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).

Schwinn® Cycling: Indoor Cycling Certification @ schwinn **Helen Vanderburg**



Thursday, July 20, 7:00am-5:00pm \$159 early bird registration price through June 26th.

\$179 registration price after June 26th

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

- Power Music® Schwinn® Cycling Signature Music
- · Seven complete class design plans
- A comprehensive manual & Certificate of Completion SCW (9.0), ACE (0.9), AFAA (9.0), NASM (0.9)

CERTIFICATIONS SUNDAY, JULY 23, 2023

SCW Yoga I Certification

Manuel Velazquez

Sunday, July 23, 7:30am-3:30pm

\$179 SCW Members / \$199 MANIA® Attendees / \$259 Non-Attendees Ready to take the next step to becoming a Yoga Instructor? Experience a comprehensive theoretical and practical approach to hands-on yoga instruction with this Nationally Recognized Certification. Learn different Hatha Yoga postures suitable for varying clientele – young or old, fit, or de-conditioned, competitive or recovering athlete. Understand the latest scientific research about yoga and discover a simple, systematic approach to program design and effective cueing techniques. Seasoned and novice participants leave confident and qualified to passionately lead a successful yoga class and yoga-inspired recovery & cool-down. Certification includes practical training, comprehesive manual, and online examination. SCW (8.0), ACE (0.8), ACSM (8.0), AEA (4.0), AFAA (7.0), NASM (0.7).







WE MAXIMIZE YOUR TIME & INVESTMENT WITH TAILOR MADE TOPICS FROM WORLD CLASS PRESENTERS.
GETTING YOU THE MOST OUT OF YOUR MANIA® EXPERIENCE IS OUR MISSION.



TOP-TIER EDUCATION VERIFIED BY THE MOST REPUTABLE PROVIDERS IN THE INDUSTRY.





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

Ann Gilbert

Sunday, July 23, 7:30am-3:30pm

\$179 SCW Members / \$199 MANIA® Attendees / \$259 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. Use a chair as your base and incorporate 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 practical training, a comprehensive manual, downloadable choreography video, music, educational materials, flash cards, and online examination. SCW (7.0), ACE (0.7), ACSM (7.0), AEA (7.0), AFAA (7.0), NASM (0.7).

SCW Stretching & Flexibility Training Certification Abbie Appel

Sunday, July 23, 7:30am-3:30pm

\$179 SCW Members / \$199 MANIA® Attendees / \$259 Non-Attendees In this eight hour comprehensive course, review the science of stretching, flexibility and mobility. Acquire the knowledge to assess static and dynamic postures to identify movement quality issues and promote

SEAT.

functional activities. Learn multiple flexibility, techniques, and stretching alternatives, including PNF (proprioceptive neuromuscular facilitation), active and dynamic stretching, passive and static options, assisted stretching techniques and more. Gain skill in myofascial release to enhance activation, recovery and regeneration for individuals of all ages and activity levels. Assist athletes to older adults, and distinguish yourself as a stretching expert. Perfect for one on one training, small group, training, and group fitness. This practical, hands on certification includes a variety of detailed program designs with an easy to execute system. Certification includes practical training, comprehensive manual, and online examination. SCW (7.0)

Symmetry Postural Measurement Certification Patrick Mummy



Sunday, July 23, 7:30am-3:30pm

\$179 SCW Members / \$199 MANIA® Attendees / \$259 Non-Attendees This is an introductory course to Symmetry's patented postural measurement system called AlignSmart. Learn how to use the Postural Alignment Kit (PAK) to quantify 20 skeletal landmarks to explain compensation patterns that cause dysfunction and pain. In this course you will learn:

- · How to measure postural misalignments using the PAK
- How to quantify these measurements to explain compensation and pain
- The difference between Corrective Exercise and Postural Corrective Exercise
- How to use the AlignSmart software to create corrective routines for your clients

SCW (8.0), ACE (1.8), AFAA (6.0), NASM (0.6), NCBTMB (4.0).

MANIA® FITNESS PRO CONVENTION COURSE DESCRIPTIONS

FRIDAY, JULY 21

FR1

7:30am-8:45am

Sitting Pretty: Strength & Support

Ann Gilbert

Get fit while you sit! In this session, learn innovative sequences that can be performed from a seated position for a total body workout. Perfect for virtual training sessions or social distancing in a gym setting, this low impact workout provides total body sculpting for all participants. Improve strength, mobility and balance for clients of every ability.

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

LIT 101 (Low Impact Training) ■

Dane Robinson

Working with clients with injuries, compensations, or new in their fitness journey? This part workout and part lecture session will cover proven strategies of Low Impact Training. Bringing intensity and results to your clients' workouts with joint friendly strength, cardio, & HIIT training methods.

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

Yoga-Pilates Restore ■

Gail Bannister-Munn

Yoga-Pilates Restore consists of a fusion of yoga, Pilates based core work, Active Isolated (A-I) stretching, & flexibility training. Develop an understanding of strengths and limitations to either move beyond or stay within your boundaries, all while bringing energy in, and feeling successful in a non-competitive environment.

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

BARREfusion™ Experience ■



Magda Lubov

A BARRE class for EVERYbody. Not a ballerina? NO WORRIES! BARREfusion™ is designed for the ballerina, the barre enthusiast, or someone with NO barre experience! We combine ballet-inspired movement with athletic moves, cardio bursts, and our signature fuses to accommodate EVERYbody. FR1D Friday, 7:30am-8:45am

Schwinn®: Polishing Diamonds - Level Up



Helen Vanderburg

The foundation of a great cycling program is masterful coaches. Talented instructors need to be polished to bring out their full luster. Schwinn, the leader in cycling education, has developed comprehensive evaluation tools, tried & true teach-back techniques and "user-friendly" feedback forums that will help instructors adapt to a coaching mindset to move from good to great.

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

Changing Tides - H20 Tabata Style

Cheri Kulp

Using rebound, neutral, and suspension levels along with 20:10 Tabata ratios, this session inspires you to bring a high intensity workout with low impact into any shallow water class. Both men and women will be challenged by simple movements that require high energy bursts and built-in rest intervals.

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

Brain Science

Melissa Layne, MEd

Looking to remain sharp as a tack? The risk of dementia snowballs as we age so it's time to understand how cognitive function changes, why the

brain atrophies, which diets and supplements affect the brain, and more. We will also look at which biomarkers are changed through exercise to show an improvement in brain health. (Lecture)

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

Monetizing Your Passion & Skills ■



Bob Esquerre MA, NSCA-CPT

Get a taste of "Career Path Reality" from one of the most successful fitness consultants in the industry. Learn how to approach the ups and downs of our profession while focusing on your passion and making money. Explore 2023 strategies for financial success and security.

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

FR2

9:00am-10:15am

Functional Fitness 50+ ■

Amber Toole

Staying functional is a key component of living a full life. Learn techniques and programming for your 50+ clients that will provide a challenging workout that makes them strong, stable, and able to perform daily tasks with ease. Explore a variety of equipment that provide options for unique exercises perfect for PT and GX.

FR2A Friday, 9:00am-10:15

E.M.H. Training

Andrew Gavigan

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

FR2B Friday, 9:00am-10:15am

Bring the Toys! ■

Gail Bannister-Munn

Discover how myofascial restorative bodywork will release stress and regain vitality. Familiarize yourself with fascia and understand which toys will release restrictions in specific structures that cause misalignment, compensation patterns, aches and pains, and loss of range of motion. Leave with the ability to breathe more easily, increase circulation, balance hormones, and relieve the stress and strains of everyday life.

FR2C Friday, 9:00am-10:15am

Discover a Teaching Vacation ■



Denise Cox C-IAYT, E-RYT500, YACEP

Discover the secret thousands of instructors have known for over 30 years! Through guided meditation and sensory experience, The Fit Bodies, Inc. team will show you how you can find yourself teaching and vacationing at over 80 luxury all-inclusive resorts across the Caribbean, Central & South America, and Asia.

FR2D Friday, 9:00am-10:15am

Schwinn®: R.I.S.E. & #RideRight



Abbie Appel

Results = Intensity + Science + Execution. Want your riders to get results? It's all about intensity and staying true to the science of authentic cycling executed in a masterful class design that follows this simple set of rules. When you ride right, you always get results.

FR2E Friday, 9:00am-10:15am

LaBlast® Splash: Emotional Wealth



Louis van Amstel

What if the whole world believed that your greatest wealth is your health? And not just your physical health, but also your mental and emotional health. In LaBlast® Splash, we take simple and fun patterns from the ballroom dances seen on "Dancing with the Stars", adapt them to the water, and get involved from the inside out. Experience the mental and emotional benefits of dancing to change the world and be the best kind of rich there is! FR2F Friday, 9:00am-10:15am

Healthy Weight: Defined by a Dietitian

Sohailla Digsby, RDN, LD

How do you know if you are at a healthy weight? Do you follow a chart in your doctor's office? Learn from a registered dietitian whether it's the numbers that matter most, or other factors (and if so, which ones?). (Lecture) FR2G Friday, 9:00am-10:15am

Find & Enroll New Clients Online ■





Brandi Clark

If you want to create a name and following for yourself, you need to stand out on social media, and that can be difficult. In this course you will learn the 4 simple steps for standing out so you can enroll more clients, make more money, and have a larger impact! This session is perfect for both instructors, personal trainers, and studio owners and managers.

FR2H Friday, 9:00am-10:15am

FR3

11:00am-12:15pm

Manual Dexterity Training ■

Ann Gilbert

Increased grip strength is a bio marker for health and longevity, and the ability to manually adjust and move small or large objects improves the quality of life. Learn how to design a program that will address the importance of manual dexterity. Discover innovative ways to introduce coordination, skillful movement, and precise execution to improve the aging process.

FR3A Friday, 11:00am-12:15pm

Arm Candy ■

Abbie Appel

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

FR3B Friday, 11:00am-12:15pm

Symmetry: Advanced Postural Corrective Exercise symmetry:



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. FR3C Friday, 11:00am-12:15pm

Barre Vida - Balance Trainer & Barre

BARRE VIDA

Joanna Stone & Kenyetta Brasher

Raise your heart rate, improve balance, and strengthen your body. Provide a strong core, gluteus, and hamstring workout, all in one hour. Learn the class sequence, innovative exercises, and the musicality to this BARRE VIDA method. Experience why this incredible program is attracting thousands of participants.

FR3D Friday, 11:00am-12:15pm

Schwinn®: Dynamic Duos - Cycling Fusion



Doris Thews

Total body workouts on the bike? Nope. But there are some proven pairings that deliver results for bodies that feel great and perform better. Cycle Flow - Cycle Circuit - Cycle Core; these killer combinations check the boxes for functional fitness and satisfy members who are in a time crunch. Give them what they want AND what they need.

FR3E Friday, 11:00am-12:15pm

Water Works



Manuel Velazquez & Cheri Kulp

Experience a cascade of fresh aqua ideas & leave with six (6), 64-count choreography blocks guaranteed to inspire and upgrade your personal aqua programming. Join us for a short but informative lecture focusing on the knee joint in an aqua environment. Learn how to utilize the pool environment to recover, cross-train, and work effectively while being kind to this hinge joint. The BIG BANG of this session is the unique and creative choreography focusing on linear, lateral, group, pattern and toning options for a comprehensive water program. Leave with a detailed handout of all 6 choreo blocks ready to "work in the water" Monday morning!. FR3F Friday, 11:00am-12:15pm

Five Fat-Burning Hormones ■

Melissa Layne, MEd

Is a calorie truly a calorie? Not in the presence of hormones! What five hormones play a major role in the body's metabolic pathways & how can we maximize (or minimize) these hormones? Get the low down on these lipolytic hormones to start dropping fat stores. (Lecture)

FR3G Friday, 11:00am-12:15pm

5 Star Management



Kimberly Spreen-Glick

How do you attract and retain the best talent to ensure you can offer top notch programming and experience for your members? Become the manager your team deserves. Join Kimberly, senior director of group fitness at Life Time for over a decade & talk about what it means to be a 5 Star Manager. FR3H Friday, 11:00am-12:15pm

FR4 - Lunchtime Session 1 12:30pm-1:45pm

If you choose this session, then 1:45pm-2:45pm will be your EXPO and lunch break.

Strength Training for Longevity & Vitality

Sara Kooperman, JD

Whether a personal quest or way to engage the fastest growing segment of the population, this incredibly creative tubing workout presents effective and manageable training techniques for the 40+ population. Led by an icon in the fitness industry, Sara takes you through this Group Strength Class using unique multi-joint, rhythmic exercises for a total body strength workout. Endurance, flexibility and balance are the lenses we use when analyzing our programming. It's not about how long or hard you train; it's about exercising smart for longevity and vitality.

FR4A Friday, 12:30pm-1:45pm

The Art of Flow: Yoga Basics

Christine Conti, MEd

Immerse yourself in a fluid Vinyasa Yoga experience that safely incorporates fluid bodyweight poses to improve strength, balance, and flexibility. Seamlessly flow through asanas, use your breath as a guide, and feel rejuvenated and relaxed by the end of class. Indulge your senses in this full mind-body experience. Perfect for ALL fitness levels!

FR4C Friday, 12:30pm-1:45pm

Schwinn®: **Leader of the Pack**



Abbie Appel

How do you separate yourself as a cycling instructor? Lean into your strengths and the personality of your room to unleash the power of connection. Stay ahead of the competition and solidify your place on the podium. Dare to lead.

FR4E Friday, 12:30pm-1:45pm

Fad Diets & Failed Expectations ■

Amber Toole

When it comes to weight loss, people love the promise of a miracle diet that will lead them to the body of their dreams. These miracle diets can lead to a nightmare of issues and send clients down a path of failure. There's hope with anti-diet coaching. Learn techniques to coach your clients away from fad diets and toward sustainable results. (Lecture)

FR4G Friday, 12:30pm-1:45pm

FR4 - Lunchtime Session 2 1:15pm-2:30pm

If you choose this session, then 12:15pm-1:15pm will be your EXPO and lunch break.

Top Tier Core Conditioning

Dane Robinson

Coaches, are you ready to challenge your clients with advanced but effective core training dynamics? In this workshop, learn how to target the core without doing a single crunch and take your client's core training into a higher gear! FR4B Friday, 1:15pm-2:30pm

LaBlast® Fitness: Dance. Diversity. Inclusion. ■ 🚣 🛎 last



Louis van Amstel

What if you could travel the world in a fitness class? Salsa in Cuba, Paso Doble in Spain, Merengue in the Dominican Republic, Samba in Brazil, Viennese Waltz in Austria, and more! Attend LaBlast® Fitness and experience how all ages, abilities, and ethnicities will feel included and successful in every class. While staying true to the rich history of each ballroom dance, LaBlast® will take you on a dance fitness journey around the world!

FR4D Friday, 1:15pm-2:30pm

Silver Tsunami



Manuel Velazquez & Cheri Kulp

Enjoy a tsunami of creativity with these senior-inspired routines. Leave with six (6) 64-count choreography blocks of captivating aqua sequences. Manual dexterity, ankle mobility, balance options, and neuroplasticity games are all integrated to improve your aqua aging programming. Comprehensive choreography handouts enhance your movement mastery. Stay current with purpose!

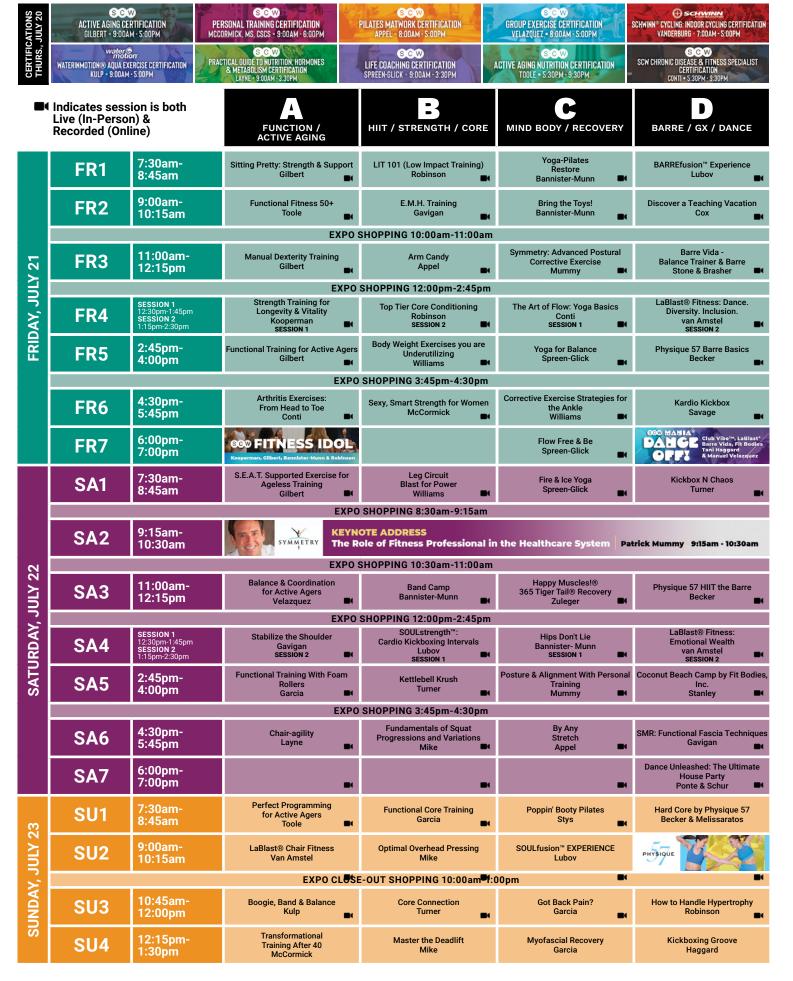
FR4F Friday, 1:15pm-2:30pm

HUMAN CONNECTIONS THAT DRAW YOU IN AND STEAL THE MOMENT.









atlanta mania schedule

CICCOTTC	AQUA (STARTS IN LECTURE)	NUTRITION / EXERCISE SCIENCE	H	SCW Health & Fitness Business Summit Give your fitness business the attention it deserves. scwfit.com/business	
Schwinn®: Polishing Diamonds - Level Up Sherman	Changing Tides - H2O Tabata Style Kulp	Brain Science Layne ■€	Monetizing Your Passion & Skills Esquerre	FR1	
Schwinn®: R.I.S.E. & #RideRight Vanderburg	LaBlast® Splash: Emotional Wealth van Amstel	Healthy Weight: Defined by a Dietitian Digsby ■€	Find & Enroll New Clients Online Clark ■	FR2	
EXPO SHOPPING 10:00am-11:00am					
Schwinn®: Dynamic Duos - Cycling Fusion Thews	Water Works Velazquez & Kulp	Five Fat-Burning Hormones Layne	5 Star Management Spreen-Glick	FR3	Y 21
	EXPO S	SHOPPING 12:00pm-2:45pm			L H
Schwinn®: Leader of the Pack Appel SESSION 1	Silver Tsunami Velazquez & Kulp SESSION 2	Fad Diets & Failed Expectations Toole SESSION 1 ■	Negotiation Strategies for Fitness Pros Thews SESSION 2	FR4	FRIDAY, JULY 21
Schwinn®: Let the Beat Drop Appel	10 BEST Exercises for 1:1 Aquatic Training McCormick	Protein Power for Weight Control Digsby	Club, Studio & Client Attraction & Retention Kooperman ■	FR5	
EXPO SHOPPING 3:45pm-4:30pm					
Schwinn®: Prime Design 2.0 Vanderburg	Aqua Ease: Flexibility for Active Agers Velazquez	Nutrition and Hormones: Healthy Aging Zuleger ■◀	Effective GX & PT Sales Strategies Panel Kooperman, Toole, Clark, Smith & Robinson	FR6	
	register for recording and enjoy 100+ s	gs sessions scwfit.com/atla	anta	FR7	
Schwinn®: Pedal N Pulse Appel	H2O Reporting for Duty Haggard	Getting Clients Lean Healthfully Digsby	Create Value - Retain Clients Toole ■	SA1	
	EXPO	SHOPPING 8:30am-9:15am			
KEYNOTE ADDRESS The Role of Fitness Professional in the Healthcare System Patrick Mummy • 9:15am - 10:30am				SA2	22
	EXPO S	HOPPING 10:30am-11:00am			\
Schwinn®: Tri-Cycle Triple Threat Thews	Turbulence Training PluimMentz	Physics of Pain & Performance Mummy	Becoming the Boss Smith	SA3	JRDAY, JULY
EXPO SHOPPING 12:00pm-2:45pm					ρĄ
Schwinn®: Cycle Mixology - Killer Playlists Vanderburg SESSION 1	H2O Strength Velazquez & Kulp SESSION 2	Ketogenic Diets: History and Applications Hyde SESSION 1 ■	Stretching for Strength -Flexible Foundations Panel Kooperman, Mummy, Mike, McCormick & Appel SESSION 2	SA4	SATURI
Schwinn®: Breathy Not Breathless Thews	Ab Arsenal Gilbert	Optimal Recovery Layne ■	Fitness in the Workplace Stone	SA5	
	EXPO	SHOPPING 3:45pm-4:30pm			
Schwinn®: Recovery RX Vanderburg	Easy-Grip Aqua Dumbbell Workout Kulp	Sports Supplementation: Scientifically Backed Performance Hyde	Grow Your Business by Adding Value Esquerre	SA6	
		= c	= 4		
	Aqua Agility Layne	Bioenergetics: Review of Energy Systems Hyde ■◀	Max Engagement = Max Return Switalski ■	SU1	JULY 23
	Strong & Stable Aqua Layne	How Calories & Fat Tissue Work Digsby	The Future of Fitness Panel Toole, Esquerre, Smith, Robinson & McCormick	SU2	JULY
			Toole, Esquerre, Smith, Robinson & McCormick	SU2	X, JULY
Get Certified		Digsby	Toole, Esquerre, Smith, Robinson & McCormick	SU2 SU3	SUNDAY, JULY 23









HEALTH & FITNESS BUSINESS SUMMIT

Negotiation Strategies for Fitness Pros ■



Doris Thews

Fitness Professionals struggle when it comes to negotiating their worth and services. In this session learn how to flex your negotiation muscles to meet your financial needs and enhance your quality of life. Learn the three most important words in fitness while supporting your life goals.

FR4H Friday, 1:15pm-2:30pm

Schwinn®: Let the Beat Drop



Abbie Appel

You don't need smoke and mirrors or unnecessary distractions when you master cycling musicality. Discover how to capture and captivate your riders by tapping into the emotion and hidden beats of a well curated playlist. Learn how to create magical, memorable rides with incredible musicality that drive performance for real results.

FR5E Friday, 2:45pm-4:00pm

FR5 2:45pm-4:00pm

Functional Training for Active Agers ■

Ann Gilbert

Increasing functionality is one of many 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.

FR5A Friday, 2:45pm-4:00pm

Body Weight Exercises You Are Underutilizing ■

Maurice

Williams, MS, CSCS

Explore 10 unique and effective body exercises that work well for all clients no matter their age or fitness level.

Examine regressions and progressions for each application. Leave the session with a greater appreciation for the magic of using body weight exercises!

FR5B Friday, 2:45pm-4:00pm

Yoga for Balance ■

Kimberly Spreen-Glick

One of the number one needs for the active ager, or anyone who wants to move and groove without injury, is fall prevention. Balance training is key to preventing falls and is sadly often overlooked. This workshop teaches you how to facilitate yoga sequences specifically designed to strengthen the body's ability to stabilize, balance and move with freedom and inspiration.

FR5C Friday, 2:45pm-4:00pm

Physique 57 Barre Basics

Tanya Becker

Physique 57 is a global barre fitness and media company that launched in 2006 in NYC. Their highly effective, low impact workouts combine cardio and strength training sequences using your own body weight as resistance. Learn the secret sauce to creating innovative and effective barre sequences that put the FUN in FUNdamentals!

FR5D Friday, 2:45pm-4:00pm

10 BEST Exercises for 1:1 Aquatic Training

Irene McCormick, MS, CSCS

Consider the aquatic environment for finding new and challenging ways to mix up your 1:1 training sessions. Adding water to a strength or HIIT workout can provide different challenges by dialing down the impact of moves without decreasing the intensity. The H2O serves as resistance training and cardio chal-

lenges without the DOMS or the impact.

FR5F Friday, 2:45pm-4:00pm

FITNESS LEADER IS JUST ONE OF THE MANY OUTCOMES YOU'LL GET FROM ATTENDING A MANIA® CONVENTION

Protein Power for Weight Control ■

Sohailla Digsby, RDN, LDDo we eat too much protein

in the US, or too little? How much is needed? What happens if you don't

get enough, or get too much? What are the best food sources? What if you're vegetarian? Get your questions answered about this essential macronutrient by our Registered Dietitian. (Lecture)

FR5G Friday, 2:45pm-4:00pm

Club, Studio & Client Retention ■



Sara Kooperman, JD

Did you know that 72% of people who stop using your club are new members? It's important to engage these clients within the first 90 days of integrating them into our facilities. In this entertaining and educational session, take a close look at staffing needs, client engagement, marketing options, financial incentives, leadership strategies, and tracking metrics that will all lead to greater retention. Leave with innovative, inexpensive and effective techniques to grow your Club, Personal Training and Group Ex business.

FR5H Friday, 2:45pm-4:00pm

FR₆

4:30pm-5:45pm

Arthritis Exercises: From Head to Toe ■

Christine Conti, MEd

Learn the various forms, symptoms, and causes of arthritis that affect 1 in 4 adults in the USA. Identify and experience exercises that improve joint mobility, flexibility, and improve range of motion while promoting greater independence. Understand how to communicate with arthritic clients to gain trust and build life-long relationships.

FR6A Friday, 4:30pm-5:45pm

Sexy, Smart Strength for Women

Irene McCormick, MS, CSCS

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

FR6B Friday, 4:30pm-5:45pm

Corrective Exercise Strategies for the Ankle

Maurice Williams, MS, CSCS

The ankle joint is one of the most injured parts of the body. Most people who sprain their ankle never give it the attention it needs to recover. Explore simple (and guick) assessments, along with corrective exercises and integrated personal trainin to ensure our clients recover from ankle issues. FR6C Friday, 4:30pm-5:45pm

FIT X Kardio Kickbox

Beatrice "Bea" Savage

This high energy martial arts inspired workout is non-contact but guaranteed to punch and kick your way to a healthy heart and a rock-hard body. Learn moves from karate and boxing while releasing stress leaving you feeling like a champ! Remember to bring your best fighter attitude and energy to the door!

FR6D Friday, 4:30pm-5:45pm

Schwinn®: Prime Design 2.0

Helen Vanderburg

Work that works. Riders want results and Schwinn knows how to get them. When you simplify your class designs, and program like a personal trainer, you work smarter, and your riders get stronger. K.I.S.S. the class design blues away and learn how to create ride profiles in a way that allows you to track, progress and program like a pro with turnkey programming software from Intelligent Cycling. Get more mileage out of your class designs and show your riders how much stronger they have become. WIN-WIN!

FR6E Friday, 4:30pm-5:45pm

Aqua Ease: Flexibility for Active Agers

Manuel Velazquez

The buoyancy of the water supports a portion of your body weight making it easier to move in the water and improving your flexibility. Join Manuel to explore and experience at least 10 of his favorite flexibility moves and leave with ideas to develop sensitive sequences ideal for your active aging clients. FR6F Friday, 4:30pm-5:45pm

Nutrition and Hormones: Healthy Aging ■

Dr. Julie Zuleger, PhD, CSCS, RYT-500

This workshop explores how nutrition, supplements, and hormones impact the aging process. Explore what to take, how the body adapts to aging and what we can do nutritionally to age with energy and grace. Learn evidence-based approaches, strategies, and applications to combat metabolic adaptations to promote healthy aging. (Lecture)

FR6G Friday, 4:30pm-5:45pm

Effective GX & PT Sales Strategies Panel



Sara Kooperman, JD, Amber Toole, Brandi Clark, **Detric Smith & Dane Robinson**

The ability to sell is a key skill that all fitness professionals need, whether you have years of experience or just starting out in your career. Join our interactive panel as they delve into common misconceptions around sales in our industry, effective strategies that can be adapted to different demographics, and how you can build long term value based on world class experience. (Lecture)

FR6H Friday, 4:30pm-5:45pm

FR7

6:00pm-7:00pm

Fitness Idol



Judges: Sara Kooperman, JD, Ann Gilbert, Gail Bannister-Munn & Dane Robinson

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 2024 SCW newsletters, but you'll get a chance to show off your skills as a featured presenter at the 2024 SCW MANIA® Convention of your choice!

Each 2023 SCW Fitness Idol Winner receives:

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

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

MANIA® DANCE OFF!! ■



Join the stars of MANIA® in this wild workout with the best in dance fitness. Have a blast with our amazing sponsor, Club Vibe™, Louis van Amstel from LaBlast®, Barre Vida, Fit Bodies, Tani Haggard & Manuel Velazquez, and learn tons of new moves to drive your dance programs to the next level. You even can win a free certification from one of these amazing programs. It's going to be a party of epic proportions! FR7D Friday, 6:00pm-7:00pm

Flow Free & Be ■

SCHWINN

TIGERTAIL

Kimberly Spreen-Glick

Enjoy an uplifting, dynamic yoga practice focused on freedom and acceptance. Get ready to move, strengthen, and stretch your body and mind without judgment; then finish feeling present and centered tapping into the ease within. Leave behind expectations and open your mind to an inspiring good time!

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

SATURDAY, JULY 22

SA₁

7:30am-8:45am

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



YOU ASKED. WE LISTENED. MANIA® OFFERS MORE WORKSHOPS DESIGNED AROUND SUBJECTS THAT INTEREST YOU MOST.

Leg Circuit Blast for Power ■

Maurice Williams, MS, CSCS

What is missing from your clients programming is a solid power-based leg circuit. Explore the principles of using power to develop leg circuit programming. From body weight, to plyometrics and a few other modalities in between, we will give your clients the best leg workout ever! SA1B Saturday, 7:30am-8:45am

Fire & Ice Yoga ■

Kimberly Spreen-Glick

Experience a dynamic balance between effort and ease...challenge and release..."fire" and "ice". Push yourself...and surrender yourself, all while honoring your body and mind every step of the way. Our active aging clients will experience a release of expectations opening the physical and mental self to an inspiring good time!

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

Kickbox N Chaos ■

Tara Turner

This workout combines everything (including the kitchen sink) to create complete chaos in your kickbox class. Using drills, weights, and quick power moves, this is sure to get your heart pumping and your mind and body working! Up your game and take your kickboxing program to the next level.

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

Schwinn®: Pedal N Pulse

Abbie Appel

Schwinn Indoor Cycling meets Barre in a fusion program that has been taking the country by storm. Amazing cardio combos on the bike flow into elongating, strength-based barre training on the floor using the bikes as barres. Finally, barre students work in the cardio and die-hard cyclists get the flexibility and elongation training their bodies crave.

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

H20 Reporting for Duty

Tanisha (Tani) Haggard

Enjoy this bootcamp program filled with power and energy to give your aqua program a boost. Stand at attention and watch your creativity soar. Try some fun, new obstacle courses in the pool, and leave with 6 new routines to keep your members coming back again and again.

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

Getting Clients Lean Healthfully

Sohailla Digsby, RDN, LD

Are your clients self-sabotaging their diets and slowing their progress? Learn what it takes to get clients the results they want! No matter how hard they work out, you know they can't out-train a poor diet. Get the script of what you need to ask them to ensure they see results, and what to zone in on. (Lecture)

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

Create Value - Retain Clients



Amber Toole

You've heard the statement that keeping a client is less expensive than trying to market and attract a new one. In this session, learn tips and tricks for making your services so valuable, your clients won't have any desire to leave. In this engaging and enlightening session, explore ideas you can implement immediately to raise the loyalty of your clients and keep your business profitable.

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

SA2 KEYNOTE

9:15am-10:30am

The Role of Fitness Professional in the Healthcare System





Patrick Mummy

When it comes to repetitive stress and chronic pain, group fitness instructors and personal trainers aren't positioned to be the first line of defense for those seeking help. This lecture will explain why the current 'reactive' healthcare system does not focus on preventative programs, and why the push for group exercise and personal trainer intervention is paramount to changing the system.

SA2A Saturday, 9:15am-10:30am

SA3

SCHWINN

11:00am-12:15pm

Balance & Coordination for Active Agers ■

Manuel Velazquez

The active aging population grapples with an array of dysfunctions, affecting their capacity to remain steady. Improve balance and coordination and walk out of this session with at least ten movement patterns and a few extra games that are going to positively impact your clients gate stability, "action-reaction" engagement, physical balance, and mental coordination.

SA3A Saturday, 11:00am-12:15pm

Band Camp

Gail Bannister-Munn

This full body strength workout using resistance bands will strengthen your muscles as effectively as traditional weights. Target your entire body--upper, lower and core to enhance coordination, increase muscle endurance and rehab injured fibers. Experience a workout that creatively tones and builds strength without the use of heavy equipment.

SA3B Saturday, 11:00am-12:15pm







Happy Muscles!® 365 Tiger Tail® Recovery ■



Dr. Julie Zuleger, PhD, CSCS, Certified Nutrition Specialist, RYT-500

Discover great myofascial active recovery techniques in this Happy Muscles! 365 workshop. Learn guided muscle care and stretching techniques for all ages using best-in-class Tiger Tail massage sticks and balls. Improve flexibility, mobility, and ROM, as well as reduce muscle knots, aches, and pains while using these affordable, portable and FUN stretch-recovery tools.

SA3C Saturday, 11:00am-12:15pm

Physique 57 HIIT the Barre ■



Tanya Becker

Are you ready to spice up your barre workouts with some sizzling hot sequences?! Take class with one of the original Lotte Berk teachers and creator of Physique 57, Tanya Becker. Learn safe and effective advanced interval training choreography that will take your barre practice to the next level

SA3D Saturday, 11:00am-12:15pm

Schwinn®: Tri-Cycle Triple Threat



Doris Thews

Tap into the unique ways your team wants to ride – ONLY with the Z-power console from Schwinn. Whether it's RPM, Max HR or FTP – we've got a ride for everyone. Build it and they will come. Real results, every time, with your ride or die tribe. Let's go.

SA3E Saturday, 11:00am-12:15pm

Strength Beneath the Surface



Irene PluimMentz, PT

Aquatic strength training has many hidden advantages. In this session identify the differences between land and aquatic strength training; i.e gravity versus viscosity, mechanical versus drag resistance and other less obvious distinctions. Discover how the adjustable Aqua-Ohm utilizes all those properties.

SA3F Saturday, 11:00am-12:15pm

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. (Lecture) SA3G Saturday, 11:00am-12:15pm

Becoming the Boss ■ Detric Smith





Ready to transition from employee to independent business owner? As a 20-year trainer and 10-year business owner, Detric knows what it takes to transform yourself from solo flier to company leader. Learn practical tips for developing your products, team, marketing, and more!

SA3H Saturday, 11:00am-12:15pm

SA4 - Lunchtime Session 1 12:30pm-1:45pm

If you choose this session, then 1:45pm-2:45pm will be your EXPO and lunch break.

SOULstrength™ Cardio Kickboxing Intervals ■



Magda Lubov

Strength training to the BEAT! Love music-driven formats? Love strength training and HIIT training? Need strength training ideas to spice up your classes? This session is for you. SOULstrength is rhythmic resistance training using easy-to-learn, easy-to-teach patterns set to crazy cool music. Cardio Kickboxing Intervals will bring out your inner BEAST!

SA4B Saturday, 12:30pm-1:45pm

Hips Don't Lie ■

Gail Bannister-Munn

If all we do is sit, we are destined to decrease our lower body function. Learn techniques that will help hip mobility, flexibility and strength. Enhance functional activities and performance. Prevent lower back pain, knee discomfort and injury and boost explosive movements in athletes. SA4C Saturday, 12:30pm-1:45pm



create

WE PROVIDE THE EDUCATIONAL INSPIRATION SO THAT YOU HAVE THE FREEDOM TO CREATE CLASSES WITH YOUR OWN UNIQUE VIBE.

H20 Strength



Manuel Velazquez & Cheri Kulp

WATERinMOTION® Strength takes advantage of agua dumbbells to build muscular endurance, power, and overall tone in a fat-blasting 45-minute workout. Combine the unique properties of water to build lean muscle through the creative use of drag, resistance, and buoyancy. Enhance your workout choreography by using just one dumbbell or both dumbbells enmeshed or as under-arm flotation devices. This creative choreographed program refreshes your dated routines with fantastic music, inspiring moves and powerful programming. Leave with a full choreo handout to improve your sequencing and fun-factor in your aqua strength workouts.

SA4F Saturday, 1:15pm-2:30pm

Stretching for Strength -Flexible Foundations Panel



Sara Kooperman, JD, Patrick Mummy, Dr. Jonathan Mike, PhD, Irene McCormick, MS, CSCS & Abbie Appel

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

SA4H Saturday, 1:15pm-2:30pm

SA5

2:45pm-4:00pm

Functional Training with Foam Rollers

Herson Garcia

Foam Rolling is not just for flexibility anymore. Integrate exercises perfect to promote mobility, proper posture, integrated strength, and core stability. Learn simple strategies to effectively assess your clients promoting total body conditioning. Utilize traditional foam rollers as well as the new smaller rollers perfect for all demographics.

SA5A Saturday, 2:45pm-4:00pm

Kettlebell Krush

Tara Turner

Using an age-old piece of equipment, improve strength, endurance, and enhance overall fitness in an exciting and dynamic training environment. This kettlebell program incorporates unique layering techniques along with safe and effective execution cues. Leave with creative patterns and a strong balance of power & endurance.

SA5B Saturday, 2:45pm-4:00pm

Posture & Alignment with Personal Training



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.

SA5C Saturday, 2:45pm-4:00pm

Coconut Beach Camp by Fit Bodies, Inc.



Remelyn Stanley

Participate in this lively. Caribbean-inspired workout and feel instantly transported to a tropical beach! Using coconuts and other 'resort-type' equipment, this easy-to-teach-anywhere class combines multiple training modalities including Cardio, Core, Strength, Yoga and Stretch. Discover how you can create this fun, effective and engaging workout experience with your participants.

SA5D Saturday, 2:45pm-4:00pm

Schwinn®: Breathy Not Breathless



Doris Thews

HIIT may be here to stay but there are times to HIIT it and then QUIT it! Building your threshold without going breathless is a powerful way to train. Learn methods for creating more variety with your Aerobic intervals and steady aerobic work through thoughtful programming with science to back it up. SA5E Saturday, 2:45pm-4:00pm

Agua Ab Arsenal

Ann Gilbert

Check out this innovative core format that will make you rethink your ab favorites. Take beloved tried n' true aqua ab exercises and turn them into a treasure trove of creativity and an arsenal of hard-core drills. Great for athletic abilities of all levels, these water workouts will quickly become the first choice for effective off-season training.

SA5F Saturday, 2:45pm-4:00pm

Optimal Recovery

Melissa Layne, MEd

The aspect of training recovery is becoming more important as we recognize how adaptations can be maximized through effective practices and choices. This lecture will explore the latest research on hydration, nutrition, stretching, rolling, supplements, percussive instruments, sleep and more ways to restore homeostasis. (Lecture)

SA5G Saturday, 2:45pm-4:00pm

Fitness in the Workplace





Joanna Stone

Corporations have added health and wellness benefits for their employees. Learn how to contact corporate clients, make the pitch, and stay on as an instructor. Gain knowledge on common modifications needed for an office setting, what to expect from the corporate student, how to maintain the student/teacher relationship overtime, and how to teach to the new virtual employee workplace.

SA5H Saturday, 2:45pm-4:00pm

SA6

4:30pm-5:45pm

Chair-agility

Melissa Layne, MEd

Research shows that our aging population needs agility training to aid in ADLs, dexterity, balance, nimbleness, and the integration of movement patterns. We will safely train 12 agility patterns while seated which you can work into your classes and personal training sessions with our aging clients and members.

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

Fundamentals of Squat Progressions and Variations

Jonathan Mike, PhD

This combination of scientific lecture and hands-on movements will address and identify the biomechanics and technical intricacies of the box squat. Practical information on progressions and variations combines with practical cues to help trainers and coaches better understand the squat & its execution.

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

By Any Stretch

Abbie Appel

Flexibility allows us to move freely in our daily life. What's more, a balance of mobility and stability in each joint helps prevent injury. In this hands-on session, review the science of "contract-relax" stretching. Experience multiple one-on-one stretching exercises and leave with a proven technique and system to grow your business and help your clients move better and smarter.

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



Every class has been just amazing, everyone is welcoming and showing me around - it's like family...
I love all the different formats. It's been a great time!

Melissa Huebel | MANIA® Attendee

I would recommend MANIA to every pro in the fitness industry, there's always something to take away from it. It just opened up a whole new world. It's...priceless.

Douglas Sorensen | MANIA® Attendee

SMR: Functional Fascia Techniques

Andrew Gavigan

Learn techniques and up-to-date theories on Self Myofascial Release using multiple tools like foam rollers and massage balls. Experience these new techniques yourself then take them home to your clientele where you can apply to personal training, small groups recovery sessions, or large group x warm ups.

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

Schwinn®: Recovery RX

Helen Vanderburg

The peaks of training get all the attention – we continue to tweak the 'work' to be more challenging and effective, often overlooking the important part our 'valleys' play in 'prescribing' programs for our riders. Understanding how the fuel you choose, flexibility and strength training you do, and sub-anaerobic work you challenge yourself with can enhance performance will help you, and your students, be fitter, faster and healthier. Learn the secrets to dialing in effective recovery strategies both inside and outside the cycling studio. Review the research you need, resources you'll reference, and rides you'll relish to give your riders just what the doctor ordered.

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

Easy-Grip Aqua Dumbbell Workout

Cheri Kulp

The most often-voiced concern when using the aqua dumbbell in a water class might be, "I have arthritis. Holding the dumbbell hurts my hands." Join this session and explore new and varying ways to use your aqua dumbbell without gripping the handle and hiking the shoulders. Enjoy this inspired workout using single, meshed, and independent aqua dumbbell patterns to challenge your traditional cardio and toning water workouts.

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

Sports Supplementation: Scientifically Backed Performance ■

Dr. Parker Hyde, PhD

Join Dr. Parker Hyde for a review of the most common sports supplements that WORK, dosing, strategies and what we can realistically expect from performance gains. As a fitness professional you are always asked what the best bang-for-the-buck approaches are; this will help elucidate where your clients should focus their attention. (Lecture) SA6G Saturday, 4:30pm-5:45pm

Grow Your Business by Adding Value ■

Bob Esquerre, MA, NSCA-CPT

Join Bob, "The Green Thumb" at making money, as he reviews 15 of the 22 DNA components that will help you establish, strengthen, and grow your fitness business. By using "Real Life" Case Studies, review cost-effective and results-driven strategies that will increase your income and reinforce the value of your business.

SA6H Saturday, 4:30pm-5:45pm

SUNDAY, JULY 23

SU₁

7:30am-8:45am

Perfect Programming for Active Agers

Amber Toole

Programming for active aging clients does not have to be boring! Incorporating a variety of types of exercise blended with functional training offers a chance to wow your clients. Walk away with fun, challenging workout sequences that will increase their quality of life.

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

Functional Core Training

Herson Garcia

Learn unique and effective exercises to train the core from the inside out. Integrate stability balls and a variety of bands along with weighted body movements, to experience challenging exercises that utilize the hips, abs, back, glutes, and chest. This is truly a modern workout for 2023!

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

Poppin' Booty Pilates

Rachel Stys

The glutes are a crucial part of the core, so let's get them poppin'! No part of the booty will be left untouched, so you'll walk away (or crawl out) with fun ideas for your class participants!

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

Hard Core by Physique 57 ■



Tanva Becker

Experience the best of Barre + Pilates! Strengthen and sculpt your core in this fun fusion class featuring powerful ab-focused moves without props. Learn creative, dynamic sequences, both standing, and on the mat, that are guaranteed to supercharge from the inside out. This class is a one stop shop to fire up your core from every angle.

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

Aqua Agility

Melissa Layne, MEd

The ability to change direction, stop, start, and increase dexterity is safely trained in the pool and necessary for all ages, whether athletes or grandparents working on improving activities of daily life. We will take proven agility training protocols and modify them for the shallow water whether you work with single individuals, small or large groups.

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

Bioenergetics: Review of Energy Systems

Dr. Parker Hyde, PhD

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

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



Max Engagement = Max Return ■



Jeff Switalski

The level of sustainable results, success, and revenue you receive from your clients is directly related to how much time, effort, knowledge, and care you invest in those clients. We all want the status, revenue, and success of the top trainers. It's time to make that your reality.

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

SU₂

9:00am-10:15am

LaBlast® Chair Fitness ■



Louis van Amstel

Grab a seat and experience the latest in chair fitness. Inspired by "Dancing with the Stars," this motivating dance fitness class blends ballroom dancing and gentle weight training with simple, easy-to-follow patterns designed specifically for the active aging population. Like all LaBlast® formats, LaBlast® Chair Fitness can be adapted for all levels. Whether you prefer to dance standing up and using the chair for balance, or seated the whole time, you'll surely have a blast.

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

Optimal Overhead Pressing

Jonathan Mike, PhD

This hands-on session discusses and identifies the mechanics, technical intricacies, and execution of the overhead press addressing variations for personal trainers and coaches. Review the importance of optimal technique from an implementation, training, and application perspective. SU2B Sunday, 9:00am-10:15am

SOULfusion™ EXPERIENCE ■



Magda Lubov

Athletic mind-body movement set to crazy fun music! Experience a SOUL-fusion masterclass and dive deeper into the importance of music and how it connects to movement. Walk away with easy-to-learn, easy-to-teach, fun-to-take choreography to use in your classes right away. SOULfusion is a blend of yoga-inspired moves, flexibility, mobility training, and cardio bursts designed for EVERYbody. It's more than a class it's an EXPERI-ENCE!

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

Strong & Stable Aqua

Melissa Layne, MEd

With multi-focuses and modalities, fusion workouts are more than a trend, they are the future of fitness. More members are drawn to the pool as we age to increase strength and work on stabilization to minimize fall risk. Using common aqua moves and basic equipment, learn a dozen fusion progressions to keep our muscles strong and joints stable.

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

How Calories & Fat Tissue Work ■

Sohailla Digsby, RDN, LD

What's more important, calories, macros, or the nutrient profile of foods? Can you make any impact on where fat tissue loss occurs? Is weight maintenance really a numbers game, or is there more to it? Are some people just unable to manage their weight? Find out in this session! (Lecture) SU2G Sunday, 9:00am-10:15am

The Future of Fitness Panel



Amber Toole, Bob Esquerre, MA, NSCA-CPT, Detric Smith, Irene McCormick CSCS & Dane Robinson

The landscape of health club chains, independent clubs, boutiques and not-for-profits has been forever changed. Join these top industry leaders as they guide you through what lies ahead. Take away invaluable, effective solutions to pressing issues to set yourself up and apart for success moving forward in the new normal for fitness. Group participation is encouraged, so please come with plenty of questions for this interactive and illuminating session.

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



SU3 10:45am-12:00pm

Boogie, Band & Balance

Cheri Kulp

This creative total body resistance band workout begins with a simple but effective steady-state cardio routine to increase heart rate and movement in all three planes. Continue the class using tubing to strengthen the core with functional movement patterns, challenging balance, and integrated body coordination with inspiration. Complete the workout with a unique stretch and relaxation segment to reset the mind and body. Leave with a strengthening and resistance program that includes a touch of "boogie". Effective for all ages and fitness levels.

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

Core Connection

Tara Turner

Core work is not just crunches. Focusing on abs alone will never get the results you want and deserve. This program is designed to work all aspects of your core using strength and cardio combined to scorch your abs. Review the common misconceptions we should be debunking with our clients to lead to sustainable success.

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

Got Back Pain? ■

Herson Garcia

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

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

How to Handle Hypertrophy

Dane Robinson

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

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

Aqua Disco

Tanisha (Tani) Haggard

Leave your high-heeled platforms at home and strap on those water slides for a little disco and a splash. Bring in the funk with this low impact, high energy dance class to stimulate your brain and challenge your muscles. Take a dive into our disco party!

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

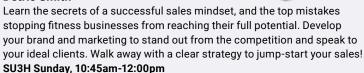
Chasing the Dragon: Food Addiction

Melissa Layne, MEd

Food scientists are paid high dollars to create an elusive pursuit of food as a drug. We will explore the bliss point of food, the science behind food addictions, neurotransmitters, and regulation of receptors. Most importantly, how do we avoid "chasing the dragon" with our nutritional plans. (Lecture) SU3G Sunday, 10:45am-12:00pm

Smart Strategies for Serious Sales

Detric Smith



SU4

12:15pm-1:30pm

Transformational Training After 40

Irene McCormick, MS, CSCS

New research and updated guidelines recommend strength training for women. Understanding the right intensity, including volumes, is critical. Gain insights from research including the importance of the SAID Principle (Specific, Adaptions, Imposed, Demands), Tri-Sets, Cluster Sets, and Single-Joint exercises in a transformational training program for women over 40. SU4A Sunday, 12:15pm-1:30pm

Master the Deadlift ■

Dr. Jonathan Mike, PhD

This hands-on session will discuss and identify the biomechanics and technical intricacies of the deadlift and help clients and athletes better understand its execution. We will cover its importance with a complete analysis of the mechanics and intricacies of the movement.

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

Myofascial Recovery

Herson Garcia

Experience the latest and greatest in myofascial release with foam rollers and massage sticks. Explore recovery for you and your clients using simple, inexpensive and portable equipment. Leave with new ideas and techniques to implement with your clients and classes.

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

Kickboxing Groove ■

Tanisha (Tani) Haggard

Kickboxing with a twist and a little shake. In this class you will kick and punch your way through a fat blasting total body toning workout. The music will have you flowing through a non-stop workout with heart pumping dance jams.

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

Tidal Toning

Cheri Kulp

Achieve the strength and tone from resistance workouts without lifting weights, getting sweaty, and feeling the effects later in your joints more than your muscles. Use resistance tubing, aqua dumbbells, and the side of the pool to build a stronger, firmer body for daily living activities in a joint-friendly environment.

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

Weight Loss Isn't for Everyone

Rachel Stys

With increasing awareness of diet culture, trainers and gyms need to do more than just push weight-loss. How can we foster fitness and nutrition spaces that are safe, trauma-informed, and inclusive of all health goals? Not everyone wants or needs weight loss, so how can we support their fitness journeys? (Lecture)

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

Business Blueprint for 2023 ■

b b :



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

SU4H Sunday, 12:15pm-1:30pm



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- FUNCTIONAL TRAINING

- FUNCTIONAL PILATES
- GROUP EXERCISE
- GROUP FITNESS DIRECTOR
 AND STUDIO OWNER
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- GROUP STRENGTH
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ANN GILBERT SOW S.E.A.T.



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DR. PARKER HYDE, PhD



SARA KOOPERMAN, JD SOW water SEAT







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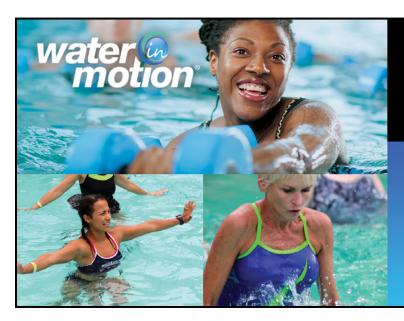
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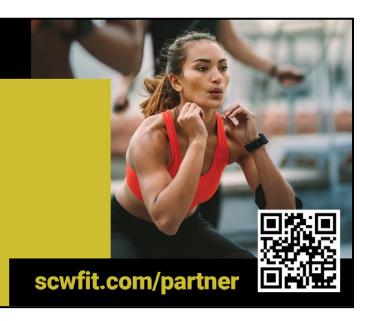
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