

# CALIFORNIA MANIA<sup>®</sup>

FITNESS PRO CONVENTION



next  
level  
energy

HEALTH & FITNESS  
BUSINESS SUMMIT  
SCW

SCW  
March 31 - April 2  
[scwfit.com/california](https://scwfit.com/california)

2023

## LETTER FROM SARA

Dear California MANIACs,

It feels so good to be back in California! 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 17 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 business or leading your larger enterprise into the future. We warmly welcome the California Fitness Alliance as a supporter 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.**

### CALIFORNIA MANIA® FITNESS PRO CONVENTION

March 31 - April 2, 2023 (Fri., Sat., & Sun.)

### HEALTH & FITNESS BUSINESS SUMMIT

March 31 - April 2, 2023 (Fri., Sat., & Sun.)

### ACCREDITED CERTIFICATIONS

March 30 (Thur.) & April 2 (Sun.), 2023

### LOCATION

Hyatt Regency San Francisco Airport  
1333 Bayshore Highway  
Burlingame, CA 94010



# 20

**CEC/CEUs OFFERED**



# 130

**IN-PERSON SESSIONS**



# 40

**WORLD-CLASS PRESENTERS**



# 12

**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 130 sessions on such topics as:

- Functional Training
- Active Aging
- Core/Strength Training
- Nutrition
- Exercise Science
- Personal Training
- Foam Rolling/Recovery
- HIIT
- Group Exercise
- Yoga
- Boot Camp
- Circuits
- Chair Exercise
- Pilates
- Business
- Sales/Retention
- Marketing
- Social Media
- Aqua
- And Much More!

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





## STAY ON-SITE AT CALIFORNIA MANIA® AND SAVE BIG!

**HYATT REGENCY  
SAN FRANCISCO AIRPORT**  
1333 Bayshore Highway  
Burlingame, CA 94010  
650-347-1234 (reservations)



### ATTENDEE ROOM RATES

\$162 Single/Double/Triple/Quad (Reg. \$248)

**LOWEST PRICE GUARANTEED!**

**What a savings!** Pay as little as \$40.50 per night when you share a room with three others!

- FREE Wi-Fi
- FREE Coffee Maker
- FREE Mini-Fridge
- FREE Roll-Aways
- 24 Hour Gym
- 3sixty Restaurant On-Site
- Market Store On-Site

### HOTEL ROOM DISCOUNT DEADLINE:

Tuesday, March 14, 2023.

**Book early, our hotel ALWAYS SELLS OUT!**

Visit [www.scwfit.com/California/Hotel](http://www.scwfit.com/California/Hotel) to reserve your room online.



### \$10 DISCOUNTED PARKING

Self-Parking \$10 with validation  
(includes in-and-out privileges).



### FREE AIRPORT TRANSPORTATION

The FREE Hyatt Regency complimentary shuttle runs every 15 minutes. At the San Francisco Airport, go to the Departure Level area marked "Hotel Shuttle." The black bus is marked "Hyatt and Marriott" and runs 24-7 every, 15 minutes. Between midnight and 4:46am, shuttles pick up every 30 minutes.



### SAN FRANCISCO THE GOLDEN GATE CITY

Discover exciting attractions in one of the most culturally diverse areas of the country! Hop on the Hyatt's complimentary trolley to downtown Burlingame where you can explore the walkable shopping and restaurant scene.

Visit the Golden Gate Bridge & the California Academy of Sciences, the state's oldest museum, a world-class scientific and cultural institution that is part aquarium, planetarium, rainforest, and natural history museum. Located in Golden Gate Park, it is committed to environmental education and sustainability.

Culture and cocktails, a DJ twin spin or a jazz solo – nighttime is the right time to discover that there's a fresh approach to everything here when it comes to new ways to have fun.





# discover

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



## **REGISTRATION DISCOUNT DEADLINE: MONDAY, MARCH 6**

Avoid late fees. Register by Monday, March 6th, 2023 and lock in all your class selections! Register today at [www.scwfit.com/California](http://www.scwfit.com/California). 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](http://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, ACE, ACSM, AEA, AFAA, NASM, & more!)
- **Save \$180** off the \$299 registration price
- **50% OFF** all SCW 2023 Live Certifications
- **50% OFF** all SCW Activewear
- **50% OFF** all SCW Equipment
- **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](mailto:denise.johnston@scwfit.com) or text/call 678-901-9642.



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

- **\$100 OFF** any regular 3-day MANIA® registration (was \$299 / now only \$199)
- **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** on all SCW Online Certifications
- **\$20 OFF** on all LIVE SCW Certifications
- **20% OFF** on 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](http://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](http://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](http://www.scwfit.com/Info)



**EASILY ACCESSIBLE  
DOWNLOADABLE OUTLINES  
ONLINE**

Download & print your outlines BEFORE you come! Go to [www.scwfit.com/California/outlines](http://www.scwfit.com/California/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**

Live MANIA® Conventions along with our Online Recorded options supply you with over 20 Continuing Education Credits/Units during the 3-day convention! SCW, ACE, AEA, ACSM, AFAA, NASM, and other providers accept MANIA® CEC/CEUs. We are happy to help you secure Physical Therapy or other CEUs! SCW is committed to excellence and utilizes only presenters who are certified or carry a 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 & nutrition seminars for 120+ hours of recordings at only \$40 for 40 days when you add it to your In-Person registration. That's the most education for your money!

Can't attend MANIA® In-Person? Watch all the recorded sessions and lectures online for only \$239. That's 100+ recordings to enjoy at your convenience - on your own time! All online videos qualify for the maximum amount of 20 CEC/CEUs. Visit [scwfit.com/california/register](http://scwfit.com/california/register) for more information.



# challenge

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

# HEALTH & FITNESS BUSINESS SUMMIT

SCW

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 focusing on Social Media, Management, Programming, Sales, Retention, Technology, Finances, and Trends! Conveniently build your business and career in your backyard! (Look for the shaded blue/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!

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

With 130 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! Offer sessions at our conference! Our MANIA® attendees will use your products, try your programs, and experience your offerings! Host MANIA® certifications and workshops, provide inserts for the Welcome Bag, publish Articles with Ads in our Newsletter, promote your business through our SCW Webinars & Podcasts, and receive Discount Coupons in our Emails.

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

## REGISTRATION HOURS

<b>Thursday, March 30:</b>	6:30am – 8:00pm
<b>Friday, March 31:</b>	6:45am – 7:00pm
<b>Saturday, April 1:</b>	6:45am – 6:00pm
<b>Sunday, April 2:</b>	7:00am – 12:45pm

## EXPO SHOPPING

<b>Friday, March 31:</b>	10:00am – 11:00am 12:00pm - 2:45pm 3:45pm – 4:30pm
<b>Saturday, April 1:</b>	8:30am - 9:15am 10:30am - 11:00am 12:00pm - 2:45pm 3:45pm - 4:30pm
<b>Sunday, April 2:</b>	10:00am – 1:00pm (Closeout Shopping)

## A HUGE THANKS TO OUR MANIA® SPONSORS!

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

### CO-SPONSORS



### ASSOCIATE PLUS SPONSORS



### ASSOCIATE SPONSORS



# strengthen

**LEVEL UP AND ENHANCE  
YOUR CAREER WHEN YOU  
CUSTOMIZE YOUR SCHEDULE  
WITH 130+ SESSION CHOICES.**

## ACCREDITED CERTIFICATIONS

### CERTIFICATIONS THURSDAY, MARCH 30

#### SCW Active Aging Certification

Ann Gilbert

Thursday, March 30, 9:00am-5:00pm

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

As millions of baby-boomers enter their golden years, staying mentally, socially, and physically active is the key to maintaining quality of life. Cutting-edge research reveals there's no secret to aging well. By focusing on mental health, cardiovascular conditioning, strength training, flexibility, fall prevention, and balance, we can slow the aging process. Discover ways to empower seniors, not just teach them. Group fitness instructors, trainers, and managers overseeing active aging programming will enjoy this one-day course that combines relevant research and proven practical approaches to training brains and bodies of 50+ 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, March 30, 9:00am-6:00pm

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

This Nationally Recognized Personal Training Certification is led by one of the top Presenters/Trainers in the country. Combine lecture and activity to address academic foundations, training principles, and hands-on program design. Acquire the necessary skill sets and critical knowledge to guide and inspire individuals to achieve their health, fitness, and performance goals. Explore the essentials of exercise physiology and



kinesiology, health-risk assessment, physical evaluations, programming alternatives for cardio, strength and flexibility advancement, and an introduction to facilitating behavior change in addition to basic business and marketing skills in this full-day course. 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, March 30, 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 Group Exercise Certification

Manuel Velazquez

Thursday, March 30, 8:00am-5:00pm

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

Have you always wanted to be a group fitness instructor? Learn proper class sequencing, warm-up progressions, musical phrasing, effective cueing techniques, choreography development, and all of the practical



skills required to deliver your best class, every class. Leave this Nationally Recognized Certification with confidence in your ability to demonstrate impactful teaching skills and successfully lead a group fitness class. Understand group cardiovascular fitness, muscular endurance, and flexibility training techniques with one of our industry's finest. The balance of theoretical and practical training makes this cutting-edge Group Exercise Certification perfect to prepare you for the newest variety of fitness programming. Learn components of Hi/Lo impact cardiovascular training, muscle conditioning and sculpting, HIIT programming, and more. Certification includes practical training, comprehensive manual and online examination. SCW (8.0), ACSM (8.0), AEA (4.5), AFAA (8.0), NASM (0.8).

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



Melissa Layne, MEd

Thursday, March 30, 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 easy-to-understand terms, learn how each macronutrient operates within energy pathways and how digestive and reproductive hormones affect metabolism.

The body's adaptations to an incomplete diet and/or disease and the physiological consequences during various exercise regimes will be addressed during this session. You receive a handout detailing simple nutritional calculations and recommendations that Fitness Professionals can incorporate into a nutritional counseling session while remaining within the scope of practice. This comprehensive certification also provides information pertaining to Nutritional Health History Forms with prescriptive dietary suggestions that can be used immediately. 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



Kimberly Spreen-Glick

Thursday, March 30, 9:00am-5:00pm

\$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 to lift us from this pandemic. The great news is that, with the right education and guidance as well as a solid structure and a talent for leadership, every trainer and instructor has the opportunity to become a successful life coach! In this certification, you 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).

### Symmetry Technician - Advanced Postural Corrective Exercise



Patrick Mummy

Thursday, March 30, 8:00am-5:00pm

\$159 SCW Members / \$179 MANIA® Attendees / \$199 Non-Attendees

This is an introductory course to Symmetry's patented system of corrective exercises. Learn over 120 families of corrective exercises to help your clients improve their posture, reduce pain and increase functional performance in-between your training sessions. In this course, you will learn:

- The Planes of Motion and which exercises correct which misalignments
- Extensive knowledge on 120+ corrective exercise families

- Using basic tools to improve corrective exercise results
  - Using the AlignSmart™ Technology app to empower your clients to do corrective exercises at home
- SCW (12.0), ACE (2.2), ACSM (12.0), NASM (1.4). If you can't make the Live Cert, take the course online <https://www.symmetryalignsmart.com>.

### Schwinn® Cycling: Indoor Cycling Certification

Doris Thews

Thursday, March 30, 7:00am-5:00pm

\$159 early bird registration price through March 6th. \$179 registration price after March 6th.

#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 (0.8), AFAA (8.0), NASM (0.8), ACSM (9.0)

## CERTIFICATIONS SUNDAY, APRIL 2, 2023

### SCW Yoga I Certification



Manuel Velazquez

Sunday, April 2, 7:30am-3:30pm

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

Ready to take the next step to becoming a Yoga Instructor? Get certified by the #1 Yoga Certification in the U.S. Experience a comprehensive theoretical and practical approach to hands-on yoga instruction. Learn different Hatha Yoga postures suitable for varying clientele – young or old, fit or de-conditioned, competitive or recovering athlete. Understand the latest scientific research about yoga and discover a simple, systematic approach to program design and effective cueing techniques. Seasoned and novice participants leave qualified to passionately lead a successful yoga class and yoga-inspired recovery & cool-down. Certification includes practical training, comprehensive manual and online examination. SCW (8.0), ACE (0.8), ACSM (8.0), AEA (4.0), AFAA (7.0), NASM (0.7).

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



Ann Gilbert

Sunday, April 2, 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 ex-

ercise 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 Boxing Certification



**Diva Richards**

**Sunday, April 2, 7:30am-2:30pm**

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

Prepare to shock your students and their bodies with this outstanding boxing certification. Whether you are looking to start or grow your own boxing program, or bring it to your studio or club, we will provide you with the tools you need. Learn to implement the basics of boxing, address the science behind the sport, and leave with the knowledge and confidence to empower others - from novices to well-trained fighters. This certification explores three learning styles, auditory, visual, and tactile, and provides you with several authentic workouts that are taught at a traditional boxing gym or independent studio. Certification includes practical training, comprehensive manual and online examination. SCW (7.0), ACSM (7.0), AEA (4.0), AFAA (7.0), NASM (0.7).

### SCW Stretching Certification



**Abbie Appel**

**Sunday, April 2, 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 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. SCW (7.0)



# focus

**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.**

**trust**



## MANIA® FITNESS PRO CONVENTION COURSE DESCRIPTIONS

**FRIDAY, MARCH 31**

**FR1**

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

### 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.

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

### Stabilize the Shoulder ■◀

**Andrew Gavigan**

Shoulder replacement surgery is often listed as the third most common orthopedic surgery. What can we offer our clients and community to help keep their shoulders strong and healthy? The session features a discussion of several common injuries to the shoulder and practices of various useful exercises.

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

### Chair Yoga ■◀

**Kimberly Spreen-Glick**

Chair yoga continues to grow in popularity for our growing active aging population. It's accessible and easily accommodates all levels and all ages. Learn how to successfully add this wonderful option to your toolbox as a fitness pro and yoga guru.

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

### Fight Club ■◀

**Diva Richards**

Condition and train like a seasoned fighter to achieve maximum results. Kick, jab, punch, & push yourself with bag pad work, to develop agility, and strength. Take your fitness to the absolute extreme!

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

### Schwinn®: R.I.S.E. & #RideRight



**Helen Vanderburg**

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.

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

### Aqua Ease: Flexibility for Active Agers

**Manuel Velazquez**

Aquatic exercise provides many benefits, including an ideal environment to exercise throughout the year. The buoyancy of the water supports a

portion of your body weight, making it easier to move in the water and improving your flexibility. Join Manuel to review and experience at least ten of his favorite flexibility moves for the water environment and get ideas to develop sensitive sequences ideal for active aging clients.

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

## Myths & Science of Training Women

**Joanne Groves**

Review the scientific literature and myths that have an affect on our clients, such as fear of injury and experiencing pain. Deliver a movement experience, with the correct set of exercises, the right intensity, volume and load, to get results, in a way that is inspirational whatever stage in life. (Lecture)

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

## Building Your Business

**Chris Stevenson, CSCS**

There is nothing better than doing what you love and making a living doing it. In this interactive session, learn everything you need to know to create and launch your own fitness business. Be prepared to leave with a detailed action plan to implement right away.

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



**FR2**

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

## Essentials of Proper Shoulder Mechanics

**Fabio Comana, MA, MS**

The thoracic spine and scapulohumeral region represent most movement in the upper extremity, but they are prone to postural misalignment, and injury. This session discusses kinesiological patterns of these regions to understand functional movement. Identify proper-dysfunctional movements and implement corrective exercise techniques to prevent injury and improve movement efficiency.

**FR2A: Friday, 9:00am-10:15am**

## SOULstrength™ with Cardio Kickboxing Intervals

**Michele Park**

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!

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



## A WALL does it ALL

**Stacey Lei Krauss**

A WALL may become your new favorite piece of yoga training equipment! Learn to use a wall to facilitate alignment, deep-level flexibility, and interesting approaches to muscular endurance in your mind-body program. You'll feel how the stability of a wall provides a sense of emotional confidence. Especially useful if you are live streaming!

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

## Discover a Teaching Vacation

**Siri Chilazi, MBA, MA**

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®: Dynamic Duos - Cycling Fusion



**Eric Thomson**

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 – Eric Thomson Equipment needed: Resistance bands and small kettle bells 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.

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

## Aqua HIIT & Box

**Irene McCormick, MS, CSCS**

Interval training in water is excellent for enhancing overall fitness, burning more calories, and creating scalable intensity. Boxing is so easy to perform while taking advantage of the properties of water. Build your own Boxing Interval class with appropriate timing for intensity, plus boxing for upper body power development.

**FR2F Friday, 9:00am-10:15am**

## Feasting & Fasting?

**Melissa Layne, MEd**

Feasting and Fasting - and everything in between! What does the research show, as far as the various patterns of nutrient timing? How does the thermic effect of food raise our metabolism & for how long? What are the proven benefits of time-restricted feeding & why do they occur? Get all your questions answered! (Lecture)

**FR2G Friday, 9:00am-10:15am**

## Successful GroupX Marketing Calendars



**Ellen de Werd**

The old adage "failing to plan means planning to fail" rings true. Giving significant forethought to your GroupX annual marketing calendar will make for a more powerful, dynamic, and successful program. Learn how to maximize impact while saving time and energy by planning for special events, holidays, and quarterly schedule launches.

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

**FR3**

**11:00am-12:15pm**

## ToughAgers® Active Older Adult Fitness



**Deborah Rothschild, MS**

This total body program is science-based and includes cardiorespiratory, balance, resistance, core, and flexibility training. Leave with program suggestions, choreography, and strength training systems supporting Tough Agers!

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

## Game Your Core

**Manuel Velazquez**

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

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

## FOGA - Foam Rolling and Yoga

**Rose Zahnn**

FOGA is the recovery and rejuvenation your body needs! Experience a feel-good class that includes foot rolling, yoga, stretching and foam rolling. You'll walk away feeling like you just had a great massage, and you'll have

the tools to take care of your body whenever needed.

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

### LaBlast® Fitness: Dance. Diversity. Inclusion. 🎥



#### Apy Figueroa

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!

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

### 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.

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

### Aqua Brain Power

#### Ann Gilbert

This innovative workout session is filled with brain power challenges, improving mind and memory function. Experience this neuroplasticity-focused class which is directed towards problem-solving skills that you can integrate easily into your current aqua program. Aqua brain power is important for all water participants of varying ages and fitness levels. Jump in today and give your mind a workout.

**FR3F Friday, 11:00am-12:15pm**

### Stress!! What You Should Know 🎥

#### Fabio Comana, MA, MS

Stress – healthy or unhealthy? Avoid or embrace? Many questions and much confusion. This session navigates the body's physiological stress response and mind-body connection. Examine various modalities to manage stress on the body and brain. Discover valuable techniques to restore homeostasis and recover. Leave with a better understanding of how to stress without strain. (Lecture)

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

### New World Sales & Management 🎥



#### Bill McBride

It's not just you and your fitness business that has transformed - your members have too. Examine how consumer habits have shifted, and ways your business can embrace these changes to meet new expectations and be successful in 2023. Discover easily implementable adaptations to traditional business approaches for optimal outcomes that ensure happy clients and owners alike.

**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.

### 99 Reasons for Foot Fitness 🎥

#### Stacey Lei Krauss

First it was a fad, and now it's a fact: Foot Fitness enhances functional performance. In this session you'll learn 99 reasons to be barefoot (especially while training)! Learn why integrating foot-specific exercises is a critical part of full body conditioning... it's going to knock your socks off!

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

### WARRIOR Combat: Keep Fighting 🎥



#### Diva Richards & Ellen de Werd

WARRIOR Combat is boxing inspired, powerful, and fierce. It is for every-body and every BODY. WARRIOR Combat has two 30-minute sections. These sections are distinguished by timed intervals and moves synchronized to music. Both include boxing combinations, HIIT training, total body conditioning, and strength. Have a set of dumbbells handy and get ready to feel like a confident badass.

**FR4D Friday, 12:30pm-1:45pm**

### Schwinn®: Let the Beat Drop



#### Eric Thomson

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

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

### Creating with Canva 🎥



#### Marisa Hoff, MEd

Many of us understand the power of professional-looking marketing materials, however few of us have the budget to hire graphic designers. In this interactive session, learn about Canva, a graphic design platform that's great for all your marketing needs. No graphic design background needed. Bring your phone and leave with a new graphic skillset to start using today!

**FR4H 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.

### Killer Core 🎥

#### Abbie Appel

There's a thin line between love and hate with Core Training! Tune up your teaching techniques, alter intensity variables and add innovation to standard exercises that train your clients and classes to love Core Training. Discover how mixing slow, controlled movements with speed and tempo changes will heighten body awareness, build core strength, enhance spinal stabilization and add challenge for your most demanding class participants.

**FR4B Friday, 1:15pm-2:30pm**

### 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. All our clients will experience a release of expectations opening the physical and mental self to an inspiring good time!

**FR4C Friday, 1:15pm-2:30pm**

### Water Works



#### Manuel Velazquez

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!

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

## 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)

FR4G Friday, 1:15pm-2:30pm

FR5

2:45pm-4:00pm

## Mobility, Fascia & the Active Ager

Irene McCormick, MS, CSCS

As we age, joint range of motion is lost affecting the ability to move our joints correctly and our bodies freely. Learn simple fascia-focused techniques to increase joint range of motion, decrease edema, support positional awareness, and improve balance. Examine percussive recovery tools, foam rollers, and textured balls to perform quick releases for our clients.

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

## Long, Strong, Sculpted: Dynamic Flexibility

Siri Chilazi, MBA, MA

Dynamic flexibility is the perfect complement to strength training! Improved range of motion allows for enhanced muscle activation to sculpt a lean, toned physique. Learn the science of dynamic stretching and experience a flexible strength workout. Finish all of your classes feeling strengthened, lengthened, better aligned and breathing more optimally.

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

## Symmetry: Advanced "Postural" 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.

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

## Move Your Core the Latin Way

Jackie Rodriguez

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

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



# connect

**HUMAN CONNECTIONS  
THAT DRAW YOU IN AND  
STEAL THE MOMENT.**

**CERTIFICATIONS  
THURSDAY, MAR. 30**

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

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

**SCW**  
PERSONAL TRAINING CERTIFICATION  
MCCORMICK • 9:00AM - 6:00PM

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

**SCW**  
GROUP EXERCISE CERTIFICATION  
VELAZQUEZ • 8:00AM-5:00PM

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

**SCW**  
SYMMETRY TECHNICIAN - ADVANCED  
POSTURAL CORRECTIVE EXERCISE  
MUMMY • 8:00AM - 5:00PM

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

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

<b>A</b> FUNCTION / ACTIVE AGING	<b>B</b> HIIT / STRENGTH / CORE	<b>C</b> MIND / BODY / RECOVERY	<b>D</b> GX / DANCE / BARRE / BOXING
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DAY	SESSION	TIME	CATEGORIES				
			A	B	C	D	
FRIDAY MARCH 31	FR1	7:30am-8:45am	Functional Training for Active Agers Gilbert ■	Stabilize the Shoulder Gavigan ■	Chair Yoga Spreen-Glick ■	Fight Club Richards ■	
	FR2	9:00am-10:15am	Essentials of Proper Shoulder Mechanics Comana ■	SOULstrength™: Cardio Kickboxing Intervals Park ■	A WALL does it ALL Krauss ■	Discover a Teaching Vacation Chilazi ■	
	EXPO SHOPPING 10:00am-11:00am						
	FR3	11:00am-12:15pm	ToughAgers® Active Older Adult Fitness Rothschild ■	Game Your Core Velazquez ■	FOGA- Foam Rolling and Yoga Zahnn ■	LaBlast® Fitness: Dance, Diversity, Inclusion, Figueroa ■	
	EXPO SHOPPING 12:00pm-2:45pm						
	FR4	SESSION 1 12:30pm-1:45pm SESSION 2 1:15pm-2:30pm	99 Reasons for Foot Fitness Krauss Session 1 ■	Killer Core Appel Session 2 ■	Fire & Ice Yoga Spreen-Glick Session 2 ■	WARRIOR Combat™: Keep Fighting de Werd & Richards Session 1 ■	
	FR5	2:45pm-4:00pm	Mobility, Fascia & the Active Ager McCormick ■	Long, Strong, Sculpted: Dynamic Flexibility Chilazi ■	Symmetry: Advanced "Postural" Corrective Exercise Mummy ■	Move Your Core the Latin Way Rodriguez ■	
EXPO SHOPPING 3:45pm-4:30pm							
FR6	4:30pm-5:45pm	Sitting Pretty: Strength & Support Gilbert ■	Glute Training - Beginner to Advanced Johnson ■	High Roller Appel ■	E.M.H. Training Gavigan ■		
FR7	6:00pm-7:00pm	<b>SCW FITNESS IDOL</b> KOOPELMAN, VELAZQUEZ, SPREEN-GLICK & DE WERD		SMR: Functional Fascia Techniques Gavigan ■			
SATURDAY, APRIL 1	SA1	7:30am-8:45am	S.E.A.T. - Supported Exercise for Ageless Training Gilbert ■	Bringing Back Foundation - Strength Training Johnson ■	SOULfusion™ EXPERIENCE Park ■	Core Training Meets Fun Rodriguez ■	
	EXPO SHOPPING 8:30am-9:15am						
	SA2	9:15am-10:30am	 <b>Keynote Address: Exercise is Medicine Dr. Edward Laskowski, MD 9:15am - 10:30am</b>				
	EXPO SHOPPING 10:30am-11:00am						
	SA3	11:00am-12:15pm	Strength Through the Ages Appel ■	Planks in all Three Planes Chilazi ■	The Art of Breathwork Krauss ■	LaBlast® Fitness: Emotional Wealth Figueroa ■	
	EXPO SHOPPING 12:00pm-2:45pm						
SA4	SESSION 1 12:30pm-1:45pm SESSION 2 1:15pm-2:30pm	Active Agers From the Ground Up! Velazquez Session 2 ■	WARRIOR Rhythm: Stand Out de Werd Session 1 ■	Posture & Alignment "With Personal Training" Mummy Session 2 ■	Coconut Beach Camp by Fit Bodies, Inc. Chilazi Session 1 ■		
SA5	2:45pm-4:00pm	The Aging Brain Layne ■	New Trainer, New Client Gavigan ■	True Power Yoga Spreen-Glick ■	Contender Richards ■		
EXPO SHOPPING 3:45pm-4:30pm							
SA6	4:30pm-5:45pm	Transformational Training After 40 McCormick ■	Optimal Overhead Pressing Mike ■	Happy Hips & Healthy Backs Fulton ■	One & Done Zahnn ■		
SUNDAY, APRIL 2	SU1	7:30am-8:45am	LaBlast® Chair Fitness Figueroa ■	How to Master the Deadlift Mike ■	StrongHER & F.I.T. Ballard ■	Just Beat It! Wartenberg ■	
	SU2	9:00am-10:15am	Influence of Fascia: Active Adult McCormick ■	Fundamentals of Squat Progressions and Variations Mike ■	BARREfusion™ Experience Park ■	Power Dance Batyan ■	
	EXPO CLOSE-OUT SHOPPING 10:00am-1:00pm						
	SU3	10:45am-12:00pm	WARRIOR Strength™: Put FUN in Functional de Werd ■	Exercise Testing for Athletes and Non-Athletes Fleck ■	Lower Body Self Care Bettendorf ■	F.I.T. Vibe Ballard ■	
SU4	12:15pm-1:30pm	Neural Approach to Mobility Training Bettendorf ■	Anaerobix Fleck ■	5 Seconds To Improved Flexibility Fulton ■	Elite HIIT for Barre McCormick ■		

**CERTIFICATIONS  
SUNDAY, APRIL 2**

**SCW**  
YOGA I CERTIFICATION  
VELAZQUEZ • 7:30AM-3:30PM

**SCW**  
BOXING CERTIFICATION  
RICHARDS • 7:30AM-2:30PM

**SEAT**  
S.E.A.T. CERTIFICATION  
GILBERT • 7:30AM - 3:30PM



**SCW**  
STRETCHING & FLEXIBILITY CERTIFICATION  
APPEL • 7:30AM - 3:30PM

# California MANIA® Event & Certification Schedule



**SCW Health & Fitness Business Summit**  
Give your fitness business the attention it deserves.

[scwfit.com/business](http://scwfit.com/business)

<b>E</b> CYCLE	<b>F</b> AQUA (STARTS IN LECTURE)	<b>G</b> NUTRITION / EXERCISE SCIENCE	<b>H</b> BUSINESS			
Schwinn®: R.I.S.E. & #RideRight Vanderburg	Aqua Ease: Flexibility for Active Agers Velazquez	Myths & Science of Training Women Groves	Building Your Business Stevenson	FR1	FRIDAY, MARCH 31	
Schwinn®: Dynamic Duos - Cycling Fusion Thomson	Aqua HIIT & Box McCormick	Feasting & Fasting Layne	Successful GroupX Marketing Calendars de Werd	FR2		
EXPO SHOPPING 10:00am-11:00am						
Schwinn®: Leader of the Pack Appel	Aqua Brain Power Gilbert	Stress!! What You Should Know Comana	New World Sales & Management McBride	FR3		
EXPO SHOPPING 12:00pm-2:45pm						
Schwinn®: Let the Beat Drop Thomson Session 1	Water Works Velazquez Session 2	Five Fat-Burning Hormones Layne Session 2	Creating with Canva Hoff Session 1	FR4		
Schwinn®: Polishing Diamonds - Level Up Vanderburg	LaBlast® Splash: Emotional Wealth Figueroa	Muscle Development - Building Bigger Muscles Effectively Comana	Rebuilding Sandcastles: 2023 McBride	FR5		
EXPO SHOPPING 3:45pm-4:30pm						
	Strong & Stable Aqua Layne	The Science & Application of Assessments Groves	Retain & Engage Your Personal Training Clients Hoff	FR6	SATURDAY, APRIL 1	
REGISTER FOR MANIA RECORDINGS AND ENJOY 100+ SESSIONS <a href="http://SCWFIT.COM/CALIFORNIA">SCWFIT.COM/CALIFORNIA</a>				FR7		
Schwinn®: Cycle Mixology - Killer Playlists Thomson	Silver Tsunami Velazquez	Eat to Lose! Seti	Stop Guessing What Your Clients Want! Stevenson	SA1		
EXPO SHOPPING 8:30am-9:15am						
		Keynote Address: Exercise is Medicine Dr. Edward Laskowski, MD 9:15am - 10:30am		SA2		
EXPO SHOPPING 10:30am-11:00am						
Schwinn®: Breathy Not Breathless Vanderburg	Strength Beneath the Surface PluimMentz	Physics of Pain & Performance Mummy	Effective GX & PT Sales Strategies Panel Kooperman, Richards, de Werd, Stevenson, Clark & Johnson	SA3	SATURDAY, APRIL 1	
EXPO SHOPPING 12:00pm-2:45pm						
Schwinn®: Tri-Cycle Triple Threat Schneider Session 2	HIIT the Wall Gilbert Session 1	Chasing the Dragon Layne Session 1	Stand Out On Social Media Clark Session 2	SA4		
Schwinn®: Pedal N Pulse Appel	Cheeks for Weeks - H2O Gilbert	Sleep: The Weight Loss Miracle Seti	Building Successful Hybrid Businesses Vokoun	SA5		
EXPO SHOPPING 3:45pm-4:30pm						
Schwinn®: Prime Design 2.0 Schneider	H2O Strength Velazquez	Sports Supplementation: Scientifically Backed Performance Hyde	Retired, Not Expired! Strength Training for Mature Adults Panel: Kooperman, Gilbert, Layne & Appel	SA6	SUNDAY, APRIL 2	
	Turbulence Training PluimMentz	Bioenergetics: Review of Energy Systems Hyde	The Beauty of Building a Brand Park	SU1		
	LaBlast® Splash: Emotional Wealth Figueroa	Optimal Recovery Layne	Inexpensive Marketing for Growth & Profitability Kooperman	SU2		
	EXPO CLOSE-OUT SHOPPING 10:00am-1:00pm					
	Aqua HIIT & Run Layne	Ketogenic Diets: History and Applications Hyde	Stretching for Strength - Flexible Foundations Panel: Kooperman, Fulton, McCormick, Mike & Park	SU3		
Aqua Agility Layne	Self-Care For Your Immune System Seti	Every Day Leadership Schuler	SU4			

Register at: [scwfit.com/california](http://scwfit.com/california)

**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.

**FR5E Friday, 2:45pm-4:00pm****LaBlast® Splash: Emotional Wealth****Apy Figueroa**

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!

**FR5F Friday, 2:45pm-4:00pm****Muscle Development - Building Bigger Muscles Effectively****Fabio Comana, MA, MS**

Muscular development is something we all aspire to attain, but how do we get results effectively and efficiently? This session discusses current theories surrounding muscle hypertrophy, then provides tips and strategies for optimizing muscular development that span from training to hydration, feeding, and recovery. Learn how to train smart and not just hard! (Lecture)

**FR5G Friday, 2:45pm-4:00pm****Rebuilding Sandcastles: 2023****Bill McBride**

Most if not all of us have been building our classes, our clients and our businesses over time. We seemed to have traction and a path forward. We nurtured, loved and built something very special. But, just like sandcastles (well-built and beautiful) get washed away by high tides, the pandemic swept it all away. How do we rebuild with focus and energy, and change the waves of our personal and professional future?

**FR5H Friday, 2:45pm-4:00pm****FR6****4:30pm-5:45pm****Sitting Pretty: Strength and 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.

**FR6A Friday, 4:30pm-5:45pm****Glute Training: Beginner to Advanced****Greg Johnson, MS**

All hail the king of athletic performance! The glutes are finally getting their well-deserved place in the gym, despite our quad-driven fitness world. From glute activation, isolation

and enhancement to correction, strength, power, and hypertrophy, you will learn the best exercises for all clients and goals.

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

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

**High Roller****Abbie Appel**

Foam rollers have an illustrious history in the fitness industry for good reason. The research tells us that foam rollers help to loosen tight muscles and activate inhibited ones. It's also known to be the perfect tool to add a

balance challenge and improve alignment. By blending the advantages of foam rolling with your Pilates' routine, you can create one amazing workout. Discover this three-step program and see how you can bring new life to your Pilates' classes or your client's training sessions.

**FR6C Friday, 4:30pm-5:45pm****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.

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

## Strong & Stable Aqua

**Melissa Layne, MEd**

With multi-focuses and modalities, fusion workouts are more than a trend, they're 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.

**FR6F Friday, 4:30pm-5:45pm**

## The Science & Application of Assessments

**Joanne Groves**

Building assessments that are driven by science, provide motivational information to the client and help you as a trainer is the ultimate goal. This seminar will give you the process you need, to find, build, and to re-evaluate a set of assessments you can use regardless of the venue. (Lecture)

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

## Retain & Engage Your Personal Training Clients



**Marisa Hoff, MEd**

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

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

**FR7**

**6:00pm-7:00pm**

## Fitness Idol



**Judges: Sara Kooperman, JD, Manuel Velazquez, Kimberly Spreen-Glick & Ellen de Werd**

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**

## 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.

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

## SATURDAY, APRIL 1

**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**

## Bringing Back Foundational Strength Training

**Greg Johnson, MS**

In a world with endless information, many people often skip foundational strength. This session will examine movements for maximum strength, endurance, and hypertrophy. Explore their role in both performance and weight loss as well as clarity as to when and where to focus on the basics.

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

## SOULfusion™ EXPERIENCE



**Michele Park**

Athletic mind-body movement set to crazy fun music! Experience a SOULfusion 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 EXPERIENCE!

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

## Core Training Meets Fun



**Jackie Rodriguez**

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

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

## Schwinn®: Cycle Mixology - Killer Playlists



**Eric Thomson**

Where did you get that song! Schwinn has the secrets to sourcing music for playlists that rock every ride. Learn where to find the tunes and uncover new apps and programs to remix and customize your own tracks. Become your own mixologist and discover the recipe for savvy playlists.

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

## Silver Tsunami



**Manuel Velazquez**

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!

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

## Eat to Lose!

**Dr. Candice Seti, Psy.D.**

So much of the weight loss world is focused on avoidance and restriction. Instead of focusing on what not to eat, learn about the top foods to help with overall weight management and how to flavor and spice your food to aid fat burning and stimulate weight loss. (Lecture)

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

## Stop Guessing What Your Clients Want!



**Chris Stevenson, CSCS**

We are in an era where clients seek a superior fitness experience. Simply meeting expectations is no longer sufficient; we must exceed them. To accomplish this, you'll need to get feedback. In this engaging session, learn how to dramatically increase feedback and use that data to deliver an unparalleled experience to grow your memberships and your bottom line.

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



# fuel

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

### SA2 KEYNOTE

9:15am-10:30am

#### Exercise is Medicine ■◀

**Dr. Edward Laskowski, MD**

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

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

### SA3

11:00am-12:15pm

#### Strength Through the Ages ■◀

**Abbie Appel**

Strengthen your body at any age! This workout is strategically designed for 40, 50, 60 and beyond demographics. With a focus on the fitness needs of active agers including muscular strength, endurance, coordination and balance, enjoy rhythmic and timed-based movements with high energy music. Learn a program design system that you can use on Monday morning!

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

#### Planks in all Three Planes ■◀

**Siri Chilazi, MBA, MA**

Training our bodies in all three planes of motion is critical for function and longevity. But, are you utilizing all three planes in your planks? Discover how to make 3D plank training effective and accessible for all fitness levels and leave with a boatload of plank programming ideas.

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

#### The Art of Breathwork ■◀

**Stacey Lei Krauss**

Establishing a practice of breathing exercises is as important as the air itself! During this session you'll complete a self-assessment to discover your personal breath-blocks and needs. Then you'll learn specific breath-

ing techniques to calm, boost and regulate yourself physically and emotionally... whenever you need to.

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

#### LaBlast® Fitness: Emotional Wealth ■◀



**Apy Figueroa**

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® Fitness, we take simple and fun patterns from the ballroom dances seen on "Dancing with the Stars" 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!

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

#### Schwinn®: Breathy Not Breathless



**Helen Vanderburg**

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.

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

#### Strength Beneath the Surface



**Irene PlumMentz, 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**



### Effective GX & PT Sales Strategies Panel

Sara Kooperman, JD, Diva Richards, Ellen de Werd, Chris Stevenson, CSCS, Brandi Clark & Greg Johnson, MS

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.

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.

### WARRIOR Rhythm: Stand Out

Ellen de Werd

Want to stand out? Spark your desire to be different! Dare to intertwine yoga flows with bursts of HIIT training and weight lifting. Feel rebel vibes coursing through your veins and renew the thrill of teaching group fitness as you experience WARRIOR Rhythm.

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



### Coconut Beach Camp by Fit Bodies, Inc.

Siri Chilazi, MBA, MA

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.

SA4D Saturday, 12:30pm-1:45pm



### H2O HIIT the Wall

Ann Gilbert

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

SA4F Saturday, 12:30pm-1:45pm

### Chasing the Dragon

Melissa Layne, MED

Food scientists are paid high dollar 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)

SA4G Saturday, 12:30pm-1:45pm

### SA4 - Lunchtime Session 2 1:15pm-2:30pm

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

### Active Agers from the Ground Up!

Manuel Velazquez

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

SA4A Saturday, 1:15pm-2:30pm

### 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. (Lecture)

SA4C Saturday, 1:15pm-2:30pm



### Schwinn®: Tri-Cycle Triple Threat

Jason Schneider

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!

SA4E Saturday, 12:30pm-1:45pm





### Stand Out on Social Media ■■

**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.

**SA4H Saturday, 12:30pm-1:45pm**



**SA5**

**2:45pm-4:00pm**

### The Aging Brain ■■

**Melissa Layne, MEd**

Starting in our 40's, the brain begins age-related changes. In this lecture and movement session, we will explore the latest research about why mental decline happens and what we can do, both in and out of the fitness arena, to slow this decline.

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

### New Trainer, New Client ■■

**Andrew Gavigan**

Are you new to personal training? Nervous about training new clients? This session offers a simple, easy to follow, and easy to adjust program that can be implemented with your new clients. Assess your client's condition, mobility, and strength while providing a successful and effective training regime.

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

### True Power Yoga ■■

**Kimberly Spreen-Glick**

Enjoy a feel good vinyasa flow yoga practice with a special focus on freedom and acceptance. Give yourself the opportunity to move, strengthen and stretch your body and mind with no judgments. Complete this practice of creative movement patterns with deep release postures to tap into your inner self.

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

### Contender ■■

**Diva Richards**

Time to bring out the inner warrior in your students. Create a hybrid format with boxing & kickboxing. Transition to sculpt that builds confidence, and increases their mental focus. Unleash the Champion within them!

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

# create

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

**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.

**SA5E Saturday, 2:45pm-4:00pm****Cheeks for Weeks - H2O****Ann Gilbert**

Focus on glute-specific training in the aquatic environment to build muscular endurance and strength. Using all three planes of motion in innovative and unique routines, leave this novel session with new choreography and exciting options. Discuss progressions and regressions for all students and build the backside of the body. Discover how you can train cheeks for weeks n' weeks!

**SA5FSaturday, 2:45pm-4:00pm****Sleep: The Weight Loss Miracle****Dr. Candice Seti, Psy.D.**

We all know how important sleep is for our health, but did you also know it is critical for weight loss? Learn how sleep and weight loss are interconnected and learn all the tips and tricks to improve your sleep and make your nighttime repose your most effective weight loss tool! (Lecture)

**SA5G Saturday, 2:45pm-4:00pm****Building Successful Hybrid Businesses****Reena Vokoun, MS**

In this course, attendees learn how to build successful hybrid fitness businesses leveraging technology, marketing, and community. Whether you're a gym, studio owner, or fitness entrepreneur, providing your customers with both in-person and online class offerings is the key to business success.

**SA5H Saturday, 2:45pm-4:00pm****SA6****4:30pm-5:45pm****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.

**SA6A Saturday, 4:30pm-5:45pm****Optimal Overhead Pressing****Dr. Jonathan Mike, PhD**

This hands-on session will discuss and identify the mechanics and technical intricacies, and execution of the overhead press. Leave with variations for personal trainers and coaches. Understand the dos and don'ts to accommodate different clients and understand various techniques.

**SA6B Saturday, 4:30pm-5:45pm****Happy Hips & Healthy Backs****Ronnie Fulton**

Chronic back pain caused by "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.

**SA6C Saturday, 4:30pm-5:45pm****One & Done****Rose Zahnn**

This full body workout is fun for all! Using timed intervals and just one set of each exercise, it's a safe and effective workout for all fitness levels. Learn the smart format and proper sequencing for a successful class. Use your favorite playlist and have fun while getting it done!

**SA6D Saturday, 4:30pm-5:45pm****Schwinn®: Prime Design 2.0****Jason Schneider**

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!

**SA6E Saturday, 4:30pm-5:45pm****H2O Strength****Manuel Velazquez**

WATERinMOTION® Strength takes advantage of aqua 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 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. Check it out!

**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 all-encompassing session will elucidate where your clients should focus their attention. (Lecture)

**SA6G Saturday, 4:30pm-5:45pm****Retired Not Expired! Strength Training for Mature Adults Panel****Sara Kooperman, JD, Ann Gilbert, Melissa Layne, MEd & Abbie Appel**

Though most American seniors are active, vibrant, and live independently, many fitness professionals treat them as if they are frail. Learn from our active aging experts how to conduct fitness assessments for seniors, and design programming to increase strength, power, balance, agility, and speed.

**SA6H Saturday, 4:30pm-5:45pm****SUNDAY, FEBRUARY 26****SU1****7:30am-8:45am****LaBlast® Chair Fitness****Apy Figueroa**

Grab a seat and experience the latest in chair fitness. Inspired by "Dancing with the Stars," this motivating dance fitness class blends ballroom



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**

dancing and gentle weight training. Simple, easy-to-follow patterns are 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!

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

### How to 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. Leave with variations for personal trainers and coaches. Understand the dos and don'ts to accommodate different clients and understand various techniques of the all-important deadlift.

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

### Shoulder Solutions for Pain-Free Movement

**Brian Bettendorf, MSM, MA**

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

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

### StrongHER & F.I.T.

**Rossie Ballard**

Build Strength and Confidence from the Inside Out! This program is designed for women to help build muscle, lose body fat, gain strength and confidence. This total conditioning class incorporates minimal equipment for maximum results.

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

### Turbulence Training

**Irene PluimMentz, PT**

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

**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. Join this discussion on how we produce energy to fuel that 1-rm (one-rep max) snatch and run a marathon too! (Lecture)

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

### The Beauty of Building a Brand

**Michele Park**

Have an idea for a fitness format or a course? Want to open your own brick & mortar or online fitness studio? Find an identity, develop an image, create a community & know the brand personality. Leave this session with practical steps to build a successful course and a notebook to plan your next steps!

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



**SU2**

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

### Influence of Fascia: Active Adult

**Irene McCormick, MS, CSCS**

As we age, joint range of motion is lost, exerting a profound effect on physicality. Explore the influence of fascia and learn simple techniques to decrease edema, support positional awareness, and improve agility & stamina. Examine percussive recovery tools, textured rollers and balls to perform quick releases.

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

### Fundamentals of Squat Progressions & Variations

**Dr. Jonathan Mike, PhD**

This combination of lecture and hands-on session will discuss and identify the Biomechanics and Technical intricacies of the Box Squat & practical information on progressions and variations. Enjoy this hands-on session to help trainers and coaches better understand the box squat & its execution.

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

### Active Recovery for Optimal Performance

**Ronnie Fulton**

Based on the most up-to-date research in myofascial stretching, joint mobility and muscle maintenance is the key! This session provides a comprehensive four step approach to help minimize muscle pain, improve joint health and maximize physical performance for life and sport

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

### BARREfusion™ Experience

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.

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



### LaBlast® Splash: Emotional Wealth

**Apy Figueroa**

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!

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



### 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)

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

**Inexpensive Marketing For Growth & Profitability** ◀



**Sara Kooperman, JD**

Examine how to market effectively and efficiently while remaining profitable. Explore branding your business through various media, driving it to success. Discover your unique market position, develop pop-ups, postcards, social media posts, email, text messages, eNewsletters, and expand your social media presence. Learn from this entrepreneur who started from a 3rd floor walk-up and created a multi-million-dollar enterprise. Leave with plenty of FREE advice and resources.

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

**SU3 10:45am-12:00pm**

**WARRIOR Strength™: Put FUN in Functional** ◀



**Ellen de Werd**

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

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

**Exercise Testing for Athletes and Non-Athletes** ◀

**Eve Fleck, MS**

Explore and experience various fitness tests for strength, endurance, power, agility, aerobic/anaerobic capacity, speed, balance, and flexibility. These tests can be used for athletes to quantify their pre-season improvements, or for non-athletes to monitor their progress or propel them toward specific goals. Discussion will include test selection and timing.

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

**Lower Body Self Care** ◀

**Brian Bettendorf, MSM, MA**

If mobility, strength, or pain is limiting your ability to train or move the way you want, this session will provide practical options that can be used to identify opportunities & improvement in the hips, legs, and feet.

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

**F.I.T. Vibe** ◀

**Rossie Ballard**

Discover how to create a 55 + fitness community through positive coaching. Develop a small group training platform that is simple, yet effective to keep your members coming back for more! This program combines functional training, interval training, strength training and core work!! Transform lives through fun and challenging 30-45 min workouts!

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

**Aqua HIIT & Run**

**Melissa Layne, MEd**

Combining two effective modes of training in the pool can ultimately provide an all-inclusive workout for any age, fitness level or special population. Using interval training and endurance running, learn how to seamlessly combine the two and introduce variations so that all can be successful while still being challenged.

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

**Ketogenic Diets: History and Applications** ◀

**Dr. Parker Hyde, PhD**

Perhaps the hottest 'fad' diet to ever cross our plates is keto dieting. Surprisingly, it is more than a 100-year-old medical approach to eating. We will discuss the origins of keto, move into the current era where it is being used by elite-level athletes, and talk about how you can apply it today! (Lecture)

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

**Stretching for Strength - Flexible Foundations Panel** ◀



**Sara Kooperman, JD, Ronnie Fulton, Irene McCormick, MS, CSCS, Dr. Jonathan Mike, PhD & Michele Park**

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.

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

**KNOWLEDGE IS POWER. TAKE THAT CONFIDENCE BACK HOME TO YOUR CLIENTS. THEY'LL NOTICE.**

**empower**



SU4

12:15pm-1:30pm

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

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

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

**Anaerobix** ■■**Eve Fleck, MS**

This bodyweight HIIT class will have you smiling and sweating to the beat of the music! Instead of counting seconds, we let the music lead us through the variations in intensity. Experience the evolution of interval training!

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

**5 Seconds to Improved Flexibility** ■■**Ronnie Fulton**

Tired of the same old static stretches? Learn how to liven up and improve your flexibility training with Active Isolated Stretching. Research shows this type of dynamic stretching is most effective. Learn why activating the targeted muscle by holding the stretch for no more than five seconds provides maximum benefits in the shortest amount of time.

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

**Elite HIIT for Barre** ■■**Irene McCormick, MS, CSCS**

Group HIIT training works and continues to grow, with inclusive opportunities for all ages and demographics. To modify HIIT protocols, we must understand the physiology of energy systems, working enzymes and waste products. Refresh your intensity game by bringing HIIT to the Barre.

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

**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.

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

**Self-Care For Your Immune System** ■■**Dr. Candice Seti, Psy.D.**

It's always important to take care of yourself, but right now, taking care of your immune system is more important than ever! The good news is that there are lots of healthy and natural ways to take care of yourself, feel good AND strengthen your immune system in the process! (Lecture)

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

**Every Day Leadership** ■■**Francesca Schuler, MBA**

Leadership is often viewed as something that comes with a title or a specific role. As a CEO and Board Director, Francesca Schuler, MBA believes that everyone has the potential to be a leader regardless of their role. Please join her in a conversation on Every Day Leadership where she shares thoughts and tips on how to improve your personal leadership style.

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



# 100

## RECORDED SESSIONS



# FILMED

# LIVE

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# SCW ONLINE CERTIFICATIONS.

## A STRONG DECISION.

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

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

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

- PILATES MATWORK
- PILATES SMALL APPARATUS
- SMALL GROUP TRAINING
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- WATERINMOTION®
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- YOGA I (BEGINNER)
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# experts

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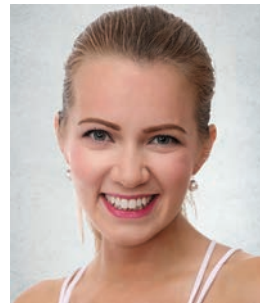
ABBIE APPEL



ROSSIE BALLARD



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MSM, MA



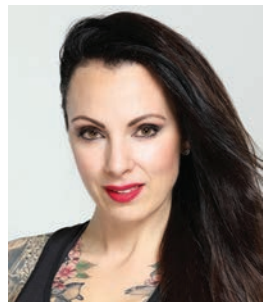
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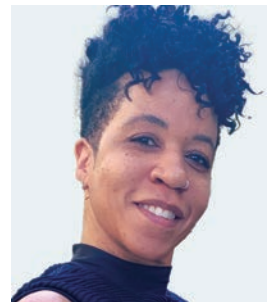
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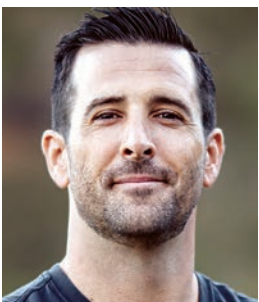
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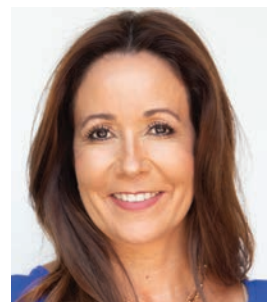
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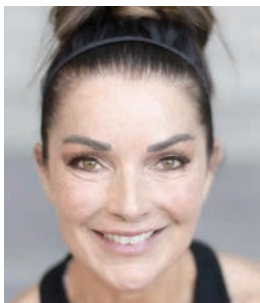
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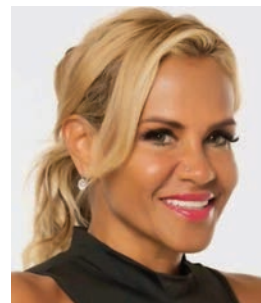
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