

March 20-23, 2025

Hyatt Regency
San Francisco Airport

Burlingame, CA

A Convention Fit For All.





Welcome to California Mania!

Get ready for an unforgettable experience at SCW California Mania[®] Fit Pro Convention in Burlingame, CA! Join fellow fitness pros to learn, connect, and grow through cutting-edge training and workshops.



Expert Led Sessions & Certifications



100+ sessions and 15 certifications in fitness, wellness, and business, led by top experts and industry icons, to advance your career.



20 CECs/CEUs



Certifying organizations include:

- → ACE → SCW → AFAA
- \rightarrow ACSM \rightarrow AEA \rightarrow NASM



Endless Opportunities



Join passionate, driven fitness pros who share your commitment and energy, creating endless opportunities to connect and collaborate.



A World of Fitness Knowledge All In One Place!

California MANIA® offers a one-of-a-kind experience with 100+ sessions led by fitness icons from around the world—all in one place!



Topics For Every Pro

→ Functional Fitness

Training to enhance strength, mobility, and everyday movement.

→ Group Exercise

Fresh formats, choreography, and instructional skills.

→ **Nutrition and Wellness**

Holistic approaches to diet, mental wellness, and recovery.

→ Personal Training

Latest techniques, science and client engagement strategies.

→ Mind-Body

Classes on yoga, Pilates, meditation, and mental resilience.

→ Recovery

Techniques for healing, injury prevention, and optimal performance.

→ Active Aging

Programs designed to support overall physical and mental wellness for older adults.

→ Business of Fitness

Marketing, sales, management, and retention strategies for studio owners and trainers.



You'll Fit Right In.

Hosted at the Hyatt Regency San Francisco Airport, California Mania® offers a modern venue with premium amenities—ideal for three days (or as many as you choose) of learning.



Mania[®] Convention Sessions & Workshops

March 20 - 23, 2025 (Thur, Fri, Sat, & Sun)

SCW Business Summit

March 21 - 23, 2025 (Fri, Sat, & Sun)

Certifications

March 20 (Thur) & March 23 (Sun) 2025

Save \$60 when you register by March 3rd with code: EARLYBIRD

Register at:

www.scwfit.com/california



Hyatt Regency San Francisco Airport

1333 Bayshore Highway Burlingame, CA. 94010

- FREE Wi-Fi
- FREE Coffee Maker
- FREE Mini-Fridge
- FREE Roll-Away
- 24 Hour Gym
- 3Sixty Bistro
- · Convenient Market Store

SCW Guaranteed Lowest Rate:

\$189 (Reg. \$254)

Hotel Discount Deadline: Wed, Feb. 26

Book your discounted room here:

www.scwfit.com/california/hotel

Certifications

Career-elevating certifications led by proven industry experts.

Certifications Thursday, March 20



SCW Personal Training Certification Gail Bannister-Munn Thursday, March 20, 9am-6pm



\$199 Mania® attendees / \$259 non-attendees Elevate your career with this nationally recognized certification designed for fitness professionals. Learn exercise physiology, program design, and health-risk assessments in a hands-on format. CECs: SCW (8.0), ACSM (8.0), AEA (4.0).



SCW Group Exercise Certification Manuel Velazquez Thursday, March 20, 8am-5pm



\$199 Mania® attendees / \$259 non-attendees
Gain the skills to confidently lead group fitness classes
with training in cueing, choreography, and class
sequencing. CECs: SCW (8.0), ACSM (8.0), AEA (4.5),
AFAA (8.0), NASM (0.8).



SCW T'ai Chi Certification David-Dorian Ross Thursday, March 20, 9am-5pm



\$199 Mania® attendees / \$259 non-attendees
Discover the art of T'ai Chi and Qi Gong, focusing on stability, mobility, and meditative movement. Learn the Yang Short Form and breathing techniques to energize clients. CECs: SCW (8.0), ACE (0.7), ACSM (8.0), AEA (7.0), AFAA (8.0), NASM (0.8).



SCW Meditation EXPRESS Certification



Yury Rockit

Thursday, March 20, 4:15pm - 8:15pm

Only \$159. Learn practical meditation techniques to enhance mindfulness and reduce stress in just four hours. This express course equips you to lead meditation classes and improve recovery practices. CECs: SCW (7.0), ACE (0.7), ACSM (7.0), AEA (7.0), AFAA (7.0), NASM (0.7).





SCW Chair Yoga Certification



Gusti Ratliff, MEd, E-RYT 500, C-IAYT Thursday, March 20, 9am-5pm

\$199 Mania® attendees / \$259 non-attendees
Teach creative, accessible yoga classes using chairs
for sitting, standing, and supported poses. Learn pose
adaptations, active aging principles, and verbal and visual
cueing. CECs: SCW (7.0), ACE (0.7), ACSM (7.0), AEA (7.0),
NASM (0.6), AFAA (6.0), Yoga Alliance (8.0).



S.E.A.T.
Supported Exercise For
Ageless Training Certification
Sara Vandenberg, MS

Thursday, March 20, 9am-5pm

\$159 Mania® attendees / \$199 non-attendees (reg. \$359) Learn to lead effective chair-based classes for active aging clients and those needing extra support. Movement adaptations, active aging principles, and memory improvement strategies. CECs: SCW (7.0), ACSM (7.0), ACE (7.0), AEA (7.0), AFAA (7.0), NASM (0.7).



SCW Aquatic Exercise Certification



Melissa Layne, MEd Thursday, March 20, 9am-5pm

\$199 Mania® attendees / \$259 non-attendees
Dive into aquatic fitness with training on anatomy,
water-specific adaptations, and special populations.
Develop leadership and cueing skills through hands-on
and theoretical sessions. CECs: SCW (8.0), AEA (7.0),
ACE (0.7), ACSM (8.0), AFAA (8.0), NASM (0.8).





SCW Life Coaching EXPRESS Certification



Kimberly Spreen-Glick

Thursday, March 20, 4:15pm - 8:15pm

Only \$159. Transform your coaching skills in just four hours with this focused program on wellness and personal development. Learn to guide clients in fitness, career, and life goals using practical strategies. CECs: SCW (7.0), ACE (0.7), ACSM (7.0), AEA (7.0), AFAA (7.0), NASM (0.7).



ToughAgers® Instructor Active Older Adult Fitness



Deborah Rothschild, MS, NASM-CPT, ACE-CPT, AFAA-CGFI

Thursday, March 20, 9am-4pm

Only \$129. Equip older adults with cardio, strength, and balance training in a supportive environment. This program emphasizes safe, fun, and effective exercises to meet the needs of active older adults. CECs: SCW (6.0), ACSM (6.0), AFAA (6.0), ISSA (6.0), NASM (0.6).



ZUMBA® Basic 1 Training Joy Smith

ZUMBA

Thursday, March 20, 7:30am-4pm

\$399 Registration Fee (Use Promo Code: TSZUMBA65 to receive a 65% discount)

Learn the foundation of Zumba® with four core rhythms: Merengue, Salsa, Cumbia, and Reggaeton. Develop skills to create fun, high-energy classes for all fitness levels. CECs: SCW (8.0), ACE (0.7), ACSM (8.0), AFAA (5.5).



LaBlast® Fitness Instructor Certification



Javier Alvarez

Thursday, March 20, 8am-5pm

\$99 early bird registration price thru 3/6 \$125 registration price after 3/6.

Combine ballroom dance with fitness to create unique, engaging classes. Learn 10 ballroom dances, LaBlast® philosophy, and tools to start your own classes. CECs: SCW (8.0), ACE (0.8), AFAA (8.0), NASM (8.0).

Certifications Sunday, March 23



SCW Yoga 1 Certification



Manuel Velazquez

Sunday, March 23, 8am-4pm

\$199 Mania® attendees / \$259 non-attendees

Begin your yoga journey with training in poses, cueing, and program design for all fitness levels. This hands-on course integrates science and practice to build confidence in leading classes. CECs: SCW (8.0), ACE (0.8), ACSM (8.0), AEA (4.0), AFAA (7.0), NASM (0.7).



Symmetry Postural Measurement Certification



Patrick Mummy

Sunday, March 23, 8am-4pm

\$199 Mania® attendees / \$259 non-attendees Learn to assess postural misalignments and create corrective exercise routines. This program uses Symmetry's patented AlignSmart system for measurable results. CECs: SCW (8.0), ACE (1.8), AFAA (6.0), NASM (0.6), NCBTMB (4.0).



SCW Stretching & SCW Stretching & Flexibility Training Certification Gail Bannister-Munn

Sunday, March 23, 8am-4pm

\$199 Mania® attendees / \$259 non-attendees
Master stretching techniques, mobility assessments, and recovery strategies for all ages. Learn active, passive, and assisted stretching methods to enhance performance and reduce injury risk. Includes CECs: SCW (7.0), ACE (0.7), ACSM (7.0), AEA (8.0), AFAA (7.0), NASM (0.7).



WATERinMOTION® Aqua Exercise Certification Cheri Kulp



Sunday, March 23, 8am-4pm

\$199 Mania® attendees / \$259 non-attendees
Enhance your aqua classes with training on cueing,
choreography, and water-specific exercises. This fullday program covers principles of water fitness and
leadership development. CECs: SCW (7.0), AEA (8.0),
AFAA (7.0), ACE (0.9), NASM (0.7), ACSM (7.0).



The Main Event.

Discover more than 100 sessions at California Mania®, happening March 20-23 and take your fitness career to the next level. All included in your Mania® registration!

Friday, March 21

FR1 Sessions | 7am - 8:45am

FR1A: Mobility & Stability Core Flow Sequences Roberto Melani, MBA

Learn adaptable flow sequences to improve mobility, flexibility, and core stability for all fitness levels.

FR1B: Balance Training for Healthy Aging Gusti Ratliff, MEd, E-RYT 500, C-IAYT

Discover balance training techniques to enhance physical and mental steadiness for healthy aging.

FR1C: SOULfusion™ EXPERIENCE Michele Park

Experience yoga-inspired movements, cardio bursts, and fun choreography designed for every fitness level.

FR1D: CoreSpring® Pilates: Abs & Glutes Charlyn Huss d'Anconia, MA, NCPT

Combine Pilates principles and spring resistance to sculpt your core, glutes, and legs.

FR1E: Liquid Gym Acqua Punch & Pump Manuel Velazquez

Energize your aquatic workouts with jabs, punches, and kicks using Liquid Gym Gloves and Loops.

FR1F: Sleep Habits: Key to Fitness Melissa Layne, MEd

Learn strategies to optimize sleep for better recovery, metabolism, and athletic performance.

FR1G: No Sweat Income Opportunities! Kimberly Spreen-Glick

Explore fitness career opportunities that provide income and longevity without physical burnout.

FR2 Sessions | 9am - 10:15am

FR2A: ABC: Arms, Butts & Core On the Floor! Gail Bannister-Munn

Master ground-based strength training techniques to elevate muscle engagement and intensity.

FR2B: Shoulder Pain: Optimize Through Exercise Ruston Webb. MS

Learn exercises to alleviate shoulder pain, optimize performance, and boost client satisfaction.





california _ mania

Certifications

Thurs, March 20

- → SCW Personal Training Certification Bannister-Munn • 9am-6pm
 - ToughAgers® Instructor Active
- → Older Adult Fitness

Rothschild • 9am-4pm

- → SCW Group Exercise Certification Velazquez • 8am-5pm
- → SCW T'ai Chi Certification DD. Ross • 9am-5pm
- → SCW Aquatic Exercise Certification Layne • 9am-5pm
- → SCW Chair Yoga Certification Ratliff • 9am-5pm
- → S.E.A.T. Supported Exercise **For Ageless Training Certification** Vandenberg • 9am-5pm
- → LaBlast® Fitness Instructor Certification

Alvarez • 8am-5pm

- → ZUMBA® Basic 1 Smith • 7:30am-4pm
- → SCW Life Coaching **EXPRESS Certification** Spreen-Glick • 4:15pm-8:15pm
- → SCW Meditation **EXPRESS Certification** Rockit • 4:15pm-8:15pm

Sun, March 23

- → WATERinMOTION® Agua Exercise Certification
 - Cheri Kulp 8am-4pm
- → SCW Stretching & Flexibility Training Certification

Gail Bannister-Munn • 8am-4pm

- → SCW Yoga I Certification Manuel Velazquez • 8am-4pm
- → Symmetry Postural **Measurement Certification** Patrick Mummy • 8am-4pm

■ Indicates the session is being recorded at this Mania® and will be available online. Recordings access includes 100 sessions.



Room Longevity & **Function**

学R1

7:30am 8:45am

11:00am

12:15pm

2:45pm 4:00pm

4:30pm 5:45pm

6:00pm 7:00pm

ABC: Arms, Butts & 9:00am 10:15am

Core On the Floor! Bannister-Munn **Athletic Woman:** Function & Strength Hughes

Mobility & Stability Core Flow Sequences Melani

Blood Flow Restriction: Upper Body Blast - Selman & Indiviglia - Session 2

Integrated Strength Madden

SOULstrength™ EXPERIENCE Park

Dance Off! LaBlast®, Fit Pro Programming, Burdick, & Velazquez

Beyond Squat:

Balance Training for Healthy Aging Ratliff

Shoulder Pain: Optimize Through Exercise Webb

The Ultimate Longevity Workout Melani

Aging Brains & Bones Layne Session 2

Master Knee-Pain Reduction Strategies Webb

Dementia Client Strategies for Trainers Rothschild

This Can Be Your Class! Contact: partner@scwfit.com

7:30am 8:45am

Unconventional Lower Body Training - Rockit

Bodyfit: Tips on Modifications K. Ross

9:15am 10:30pm

> 11:00am 12:15pm

12:30-1:45p

2:45pm 4:00pm

SA2A: Keynote Address:

The Fitness Evolution Patrick Mummy

Full Body 3D HIIT-Circuit Hughes

Beyond Lower Cross Syndrome Fox - Session 2

Blood Flow Restriction: Empowering Women's Health - Selman & Indiviglia

> **Pelvic Floor from** the Outside In Lavne

ToughAgers Active **Older Adult Fitness** Rothschild

S.E.A.T. (Supported Exercise for Ageless Training)
Vandenberg - Session 1

Mobility Training -Online or In-Person Webb

Barefoot Therapy for Fall Prevention Strategy Melani

7:30am 8:45am

9:00am 10:15pm

10:45am 12:00pm

12:15pm

Master Training the Feet Fox

Step Up Your Groove Layne

Maximize Lower Body Strength Selman & Indiviglia

> Hit The Wall Rockit

Age Defying Mobility Training: Enhancing Longevity - Webb

LaBlast® Chair Fitness: Pull Up a Seat Alvarez

EverFlexed Strength Madden & Melani

Agility, Balance, **Coordination for Active** Aging - Melani

Certifications: Mar. 20 & Mar. 23

Convention: Mar. 20 - Mar. 23

Expo Hours	
Fri, March 21	8:30am - 4:30pm
Sat, March 22	8:30am - 4:30pm
Sun, March 23	8:30am - 12:30pm

Room Group **Programming**

Room Recovery & **Piltes**

Room Water Works

Room Wellness

Room **Business** Summit

SOULfusion™ **EXPERIENCE** Park

Tubing Xpress Spreen-Glick

ZUMBA® Smith

Game Your Core Velazquez Session 1

Strength Training for Longevity & Vitality II Kooperman

Dance Pump **Burdick**

SCW Fitness Star Search Kooperman, Vandenberg, Park & Bannister-Munn

CoreSpring® Pilates:

Abs & Glutes d'Anconia

Iron and Silk: Power Meets Precision DD. Ross

Bring the Toys! Bannister- Munn Flow Like a Pro DD. Ross Session 1

SYMMETRY-Scientific Stretching Mummy

Deconstructing Asanas Ratliff

> Stretch-Breathe-Recover Spreen-Glick

Liquid Gym_Acqua unch & Pump Velazquez

LaBlast® Splash: Buoyant Ballroom Blitz Alvarez

Aquatic Strength Training PluimMentz

Liquid Gym® Liquid Stars - Vandenberg Session 1

> **Wave Works** Velazquez & Vandenberg

AQUAHOLIC Layne

This Can Be Your Class! Contact: partner@scwfit.com

Sleep Habits: Key to Fitness Layne

Chain Reaction Biomechanics Hughes

Debunking Exercise Science Myths Layne

Empower Inclusion: Medical & Fitness Hargrave - Session 2

Muscle, Bone & Fat Crosstalk Layne

How to Avoid Being My Patient Laskowski

No Sweat Income Opportunities Spreen-Glick

Climbing the Corporate Ladder in Heels (and gym shoes)- Kooperman

Know Your Worth K. Ross

Pack Your PT Sessions: Successful Sales erman, Hughes, Rothschild & Webb - Session 1

The Continued Path Toward Rebranding Oneself - Colman

Start & Grow Your Business Kooperman, K. Ross, McBride, Stevenson & Hoff

FR7G: Business Summit Keynote: The Purpose-Driven Fitness Formula Ruston Webb, MS, FMS II, TPI-CGFI III

7:30am 8:45am

FR1

9:00am 10:15am

11:00am 12:15pm

Session 1: 12:30-1:45pm Session 2: 1:15-2:30pm

2:45pm 4:00pm FR5

4:30pm 5:45pm

6:00pm 7:00pm

Band Camp Bannister-Munn Pilates Perfect Blend Vokoun

Tides of Power Kulp & Velazquez

SA2A: Keynote Address:

The Fitness Evolution Patrick Mummy

Women: Training Through the Stages Layne **Lifelong Lessons** in Leadership Stevenson

Stretching Strategies

Kooperman, Bannister-Munn, Fox & Laskowski

FIT FOR BUSINESS

Kooperman Session 2

The Power of

Hoff

7:30am 8:45am

9:15am 10:30pm

11:00am

12:15pm

Session 1: 12:30-1:45pm

Session 2: 1:15-2:30pm

New World Sales 2:45pm 4:00pm & Management McBride

4:30pm 5:45pm

LaBlast® Fitness: **Ballroom Blitz**

SOULkickboxing™

Coleman

Alvarez - Session 1

Core-Centered Barre Madden

Posture & Alignment with Personal Training Mummv

Power Source: A Core **Practice** Ratliff

Heart-Centered Flow Spreen-Glick Session 2

CoreSpring® Pilates ■ **Functional Performance** d'Anconia

> **Recovery Through** Rockit

Aqua Power: One **Dumbbell Circuit** Kulp

All-Inclusive Aquatics PluimMentz Session 2

Ageless Aqua Kulp & Velazquez

Liquid Gym Acqua Toner Stretch & Tone Kulp

Body Composition 101 Han

Physics of Pain & **Performance** Mummy - Session 1

Boost Your Pre-Workout & Recovery Kooperman & Ontiveros

How You Move Matters Laskowski

Preventing Common Fitness Injuries Laskowski

Wellness is the **New Fitness**

Bridging Medicine & Fitness Hughes

Dealing with Difficult **People and Situations** Stevenson

Creating with Canva Hoff

Strategy, Implementation & Financial Management McBride

Building Your Personal Brand Spreen-Glick

7:30am 8:45am

9:00am 10:15pm

10:45am 12:00pm

12:15pm 1:30pm

Kickbox Interval Spreen-Glick

BARREfusion™ Experience Vandenberg

LaBlast® Fitness for all Ages Alvarez

T'ai Chi for Group Exercise Kilpatrick

Human Reformer Pilates Madden

Functional Soft
Tissue: Mobility & Sta-bility - Hughes

Movement Meditation Rockit

Gentle Yoga for Mobility Velazquez

Aqua Intervals Roulette Vandenberg

> **Water Running** Rockit

Strength Beneath the Surface **PluimMentz**

Girl Meets Buoy Vandenberg

Stress & Inflammation: **Impacts & Outcomes** Layne

Spreen-Glick



FR2C: Tubing Xpress

Kimberly Spreen-Glick

Explore the versatility of resistance tubing for quick, full-body workouts.

FR2D: Iron and Silk: Power Meets Precision

David-Dorian Ross

Blend kung fu and tai chi for a powerful and balanced full-body workout.

FR2E: LaBlast® Splash: **Buoyant Ballroom Blitz**



Javier Alvarez

Experience aquatic ballroom dancing with LaBlast® Splash—no partner required!

FR2F: Chain Reaction Biomechanics



Michael Hughes

Understand biomechanics to address pain causes and improve client movement.

FR2G: Climbing the Corporate Ladder in Heels (& Gym Shoes)



Sara Kooperman, JD

Discover strategies to overcome challenges and thrive as a woman in the fitness industry.

FR3 Sessions | 11am - 12:15am

FR3A: Athletic Woman: **Function & Strength**



Michael Hughes

Train for functional strength to tackle life's physical demands like a true athlete.



FR3B: The Ultimate Longevity Workout

Roberto Melani, MBA

Design workouts for older clients focusing on mobility, balance, and vitality.

FR3C: ZUMBA®

ZVMBA

Jov Smith

Join the dance-fitness party with Zumba® for a fun, total-body workout.

FR3D: Bring the Toys!

Gail Bannister-Munn

Release stress and improve range of motion with restorative bodywork tools.

FR3E: Aquatic Strength Training



Irene PluimMentz, PT

Build strength and functionality through innovative aquatic training techniques.

FR3F: Debunking Exercise Science Myths

Melissa Layne, MEd

Debunk common fitness myths with research-backed clarity and evidence.

FR3G: Know Your Worth

Kylie Ross, MSM, MBA







Learn financial and business strategies to grow your fitness career confidently.

FR4 (Session 1) | 12:30pm - 1:45pm

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

FR4C: Game Your Core

Manuel Velazquez

Gamify core workouts to engage and inspire clients with fun challenges.

FR4D: Flow Like a Pro

David-Dorian Ross

Simplify Tai Chi moves for effortless flow & inner calm.

FR4E: Liquid Gym® Liquid Stars

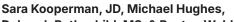


Sara Vandenberg, MS

Use Liquid Gym® equipment to enhance flexibility and balance in water workouts.

FR4G: Pack Your PT

Sessions: Successful Sales



Deborah Rothschild, MS, & Ruston Webb, MS Understand inclusive recovery programs for

neurological conditions in fitness.





FR4 (Session 2) 1:15pm - 2:30pm

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

FR4A: Blood Flow Restriction: Upper Body Blast Ashley Selman, MA & Lawrence Indiviglia, MA, MBA Boost upper body strength using Blood Flow Restriction (BFR) training with light resistance.

FR4B: Aging Brains & Bones

Melissa Layne, MEd

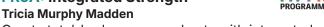
Explore aging brain and bone health with neuroplasticity and osteoporosis-focused activities.

FR4F: Empower Inclusion: Medical & Fitness Hal Hargrave, MS

Explore inclusive fitness recovery: tailored support for neurological conditions, community, and well-being.

FR5 Sessions 2:45pm -4pm

FR5A: Integrated Strength



Create total-body group workouts with integrated strength techniques.

FR5B: Master Knee-Pain **Reduction Strategies**

Ruston Webb, MS

Learn targeted exercises to reduce knee pain and improve client outcomes.

FR5C: Strength Training for Longevity & Vitality II Sara Kooperman, JD

Teach rhythmic strength classes tailored for the 50+ population.

FR5D: SYMMETRY-Scientific Stretching

Patrick Mummy

Implement the AlignSmart™ system for measurable corrective exercise outcomes.

FR5E: Wave Works

Manuel Velazquez & Sara Vandenberg, MS

Master innovative water-based choreography to energize your aquatic classes.

FR5F: Muscle, Bone & Fat Crosstalk Melissa Layne, MEd

Explore how tissues like muscle, bone, and fat communicate for overall health.



FR5G: The Continued Path Path **Toward Rebranding Oneself**

GymMark



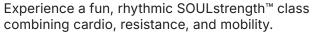
Zach Colman

Build a resilient personal or professional brand through confidence and community focus.

FR6 Sessions | 4:30pm - 5:45pm

FR6A: SOULstrength™ EXPERIENCE

Michele Park



FR6B: Dementia Client **Strategies for Trainers**

Deborah Rothschild, MS



Train effectively with clients diagnosed with dementing illnesses to enhance their well-being.

FR6C: Dance Pump

Gioconda (Condy) Burdick

Combine cardio and strength in a Dance Pump session for high-energy calorie burning.

FR6D: Deconstructing Asanas

Gusti Ratliff, MEd, E-RYT 500, C-IAYT

Break down yoga asanas to improve flexibility and strength for all levels.



FR6E: AQUAHOLIC

Melissa Layne, MEd

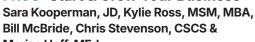
Groove in the pool with bodyweight resistance, fresh choreography, and musical phrasing.

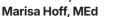
FR6F: How to Avoid Being My Patient

Dr. Edward Laskowski, MD

Learn strategies to prevent injury and improve fitness longevity from a Mayo Clinic expert.

FR6G: Start & Grow Your Business





Boost business productivity with actionable strategies for time management and growth.

FR7 Sessions 6pm - 7pm

FR7A: Dance Off!

Join a high-energy dance fitness party with top professionals and win a free certification.

FR7C: SCW Fitness Star Search

Judges: Sara Kooperman, JD, Sara Vandenberg, MS,

Michele Park & Gail Bannister-Munn

Compete to showcase your expertise and earn a presenting spot at Mania® 2026.

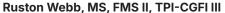
FR7D: Stretch-Breathe-Recover

Kimberly Spreen-Glick

Restore your body and mind with a recovery-focused breathing and stretching session.

FR7G: Business Keynote:





Discover how unlocking purpose can transform client outcomes and elevate your business.

Saturday, March 22

SA1 Sessions | 7:30am -8:45am

SA1A: Beyond Squat:

Unconventional Lower Body Training

Yury Rockit

Explore unconventional squats and techniques for balanced lower-body training.

SA1B: Bodyfit: Tips on Modifications

Kylie Ross, MSM, MBA

Learn bodyweight modifications to support active aging and post-op recovery.

SA1C: Band Camp

Gail Bannister-Munn

Strengthen your body with a full-body workout using resistance bands.

SA1D: Pilates Perfect Blend



Reena Vokoun, MS

Combine Pilates techniques with coaching strategies to inspire client success.

SA1E: Tides of Power



Cheri Kulp & Manuel Velazguez

Transform water workouts with creative uses of aqua dumbbells for strength and endurance.

SA1F: Women: Training Through the Stages Melissa Layne, MEd

Explore training strategies tailored for women's hormonal and life-stage needs.

SA1G: Lifelong Lessons in Leadership



Chris Stevenson, CSCS

Uncover leadership tools to inspire and motivate teams for long-term success.

SA2 Keynote | 9:15am -10:30am

SA2B: The Fitness Evolution



Patrick Mummy

Redefine fitness careers by boosting earning potential and leading the wellness revolution.

SA3 Sessions | 11am -12:15am

SA3A: Full Body 3D HIIT-Circuit



Michael Hughes

Balance functional fitness with a 3D full-body HIIT circuit for optimal results.

SA3B: ToughAgers® **Active Older Adult Fitness**



Deborah Rothschild, MS

Engage older adults with total-body fitness programs tailored to their needs.

SA3C: SOULkickboxing™

Lindsey Coleman, MA



Enjoy an energetic SOULkickboxing™ class blending cardio and conditioning sequences.

SA3D: Power Source: A Core Practice

Gusti Ratliff, MEd, E-RYT 500, C-IAYT

Strengthen your core with a yoga-inspired hybrid workout for stability and balance.



SA3E: Aqua Power: One Dumbbell Circuit Cheri Kulp

Energize aquatic circuits with single dumbbell exercises for total-body results.

SA3F: Body Composition 101

TANIITA

Joseph Han, CSM, PMP

Apply body composition data to elevate fitness programs and client health outcomes.

SA3G: Stretching Strategies: Flexibility, Recovery Performance



Sara Kooperman, JD, Gail Bannister-Munn, Brendan Fox, Dr. Edward Laskowski, MD

Learn the science and art of stretching for improved strength and flexibility.

SA4 (Session 1) | 12:30pm - 1:45pm

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

SA4B: S.E.A.T. Supported **Exercise for Ageless Training**



Sara Vandenberg, MS

Design chair-based workouts that cater to clients of all abilities with fun, seated exercises.

SA4C: LaBlast® Fitness: Ballroom Blitz LaBlast® **Javier Alvarez**



Learn diverse ballroom dances through LaBlast® Fitness for an engaging workout experience.

SA4F: Physics of Pain & Performance Patrick Mummy



Explore physics-based strategies to address pain and optimize client performance.



SA4 (Session 2) 1:15pm - 2:30pm

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

SA4A: Beyond Lower Cross Syndrome **Brendan Fox**



Master hip assessments to address postural imbalances and improve client outcomes.

SA4D: Heart-Centered Flow

Kimberly Spreen-Glick

Connect mind and body with heart-centered yoga focusing on self-connection and acceptance.

SA4E: All-Inclusive Aquatics



Irene PluimMentz, PT

Adapt aquatic programs to suit participants with various conditions and abilities.

SA4G: FIT FOR BUSINESS: Leading for Maximum Performance



Sara Kooperman, JD

Lead effectively by balancing performance, time management, and fulfillment in your career.

SA5 Sessions | 2:45pm - 4pm

SA5A: Blood Flow Restriction: **Empowering Women's Health**

Ashley Selman, MA & Lawrence Indiviglia, MA, MBA Empower women through Blood Flow Restriction (BFR) training for strength and vitality.

SA5B: Mobility Training: Online or In-Person



Ruston Webb, MS

Incorporate mobility exercises into sessions to enhance results and client retention.

SA5C: Core-Centered Barre



Tricia Murphy Madden

Elevate barre workouts with core-centered movements and innovative choreography.

SA5D: CoreSpring® **Pilates Functional Performance**



Charlyn Huss d'Anconia, MA, NCPT

Blend Pilates principles with spring resistance for a dynamic, functional workout.

SA5E: Ageless Aqua Cheri Kulp & Manuel Velazguez



Create engaging agua choreography for active agers focusing on mobility and cognitive health.



SA5F: Boost Your **Pre-Workout & Recovery**



Sara Kooperman, JD & Danielle Ontiveros

Optimize pre- and post-workout strategies with personalized nutrition and hydration tips.

SA5G: New World Sales & Management (BUSINESS SUMMIT **Bill McBride**



Adapt sales and management strategies to align with evolving consumer behaviors.

4:30pm - 5:45pm **SA6 Sessions**

SA6A: Pelvic Floor from the Outside In

Melissa Layne, MEd

Learn exercises that enhance pelvic floor health and improve functional movement.

SA6B: Barefoot Therapy for Fall Prevention Strategy

Roberto Melani, MBA

Use barefoot training techniques to boost balance, mobility, and stability for active agers.

SA6C: Posture & Alignment with Personal Training



Patrick Mummy

Improve posture and alignment for clients through targeted personal training techniques.

SA6D: Recovery Through Meditation

Yury Rockit

Discover meditation techniques to enhance recovery and reduce stress for clients.

SA6E: Liquid Gym Acqua **Toner Stretch & Tone**



Cheri Kulp

Elevate aquatic workouts with Liquid Gym® resistance equipment for strength and flexibility.

SA6F: How You Move Matters

Dr. Edward Laskowski, MD

Understand proper movement patterns to prevent injuries and optimize performance.

SA6G: The Power of Productivity



Marisa Hoff, MEd

Maximize productivity with strategies to balance business demands and personal success.

Sunday, March 23

SU1 Sessions 7:30am -8:45am

SU1A: Master Training the Feet



Brendan Fox

Master foot training techniques to improve movement and reduce client pain.

SU1B: Age Defying Mobility **Training: Enhancing Longevity**



Ruston Webb, MS

Use mobility training to enhance longevity and independence for aging clients.

SU1C: Kickbox Interval

Kimberly Spreen-Glick

Energize clients with kickboxing, athletic drills, and strength-focused workouts.

SU1D: Human Reformer Pilates



Tricia Murphy Madden

Adapt Pilates reformer techniques for all fitness levels using resistance bands.

SU1E: Aqua Intervals Roulette

Sara Vandenberg, MS

Design dynamic agua HIIT workouts to engage all fitness levels in water-based exercise.

SU1F: Stress & Inflammation:

Impacts & Outcomes

Melissa Layne, MEd

Manage stress and inflammation with research-backed strategies for improved health.

SU1G: Dealing with **Difficult People and Situations**



Chris Stevenson, CSCS

Handle conflicts and difficult situations with practical communication and leadership tools.

SU2 Sessions 1 9am - 10:15am

SU2A: Step Up Your Groove

Melissa Layne, MEd

Boost energy with fun, high-low choreography in a heart-pumping step workout.

SU2B: LaBlast® Chair Fitness: Pull Up a Seat



Javier Alvarez

Experience seated ballroom dance fitness for a jointfriendly, full-body workout.



SU2C: BARREfusion™ Experience

Sara Vandenberg, MS



Combine ballet-inspired movements with athletic and cardio exercises for all levels.

SU2D: Functional Soft Tissue: Mobility & Stability

GIGYMNAZO

Michael Hughes

Integrate foam rolling, stretching, and mobility techniques into a restorative group class.

SU2E: Water Running

Yury Rockit

Use water running to improve land movement efficiency while reducing joint stress.

SU2F: Preventing Common Fitness Injuries

Dr. Edward Laskowski, MD

Learn evidence-based strategies to prevent and recognize common fitness injuries.

SU2G: Creating with Canva



Marisa Hoff, MEd

Master Canva to create professional marketing materials and elevate your business.

SU3 Sessions | 10:45am - 12pm

SU3A: Maximize Lower Body Strength

Ashley Selman, MA & Lawrence Indiviglia, MA, MBA Enhance lower body strength with Blood Flow Restriction (BFR) training and light resistance.

SU3B: EverFlexed Strength



Tricia Murphy Madden & Roberto Melani, MBA
Support active aging with EverFlexed, a mix of strength, mobility, and flexibility training.

SU3C: LaBlast® Fitness for all Ages Javier Alvarez



Experience inclusive ballroom fitness programs suitable for all ages and fitness levels.

SU3D: Movement Meditation

Yury Rockit

Blend meditation with movement to enhance focus, recovery, and stress reduction.

SU3E: Strength Beneath the Surface Irene PluimMentz, PT



Develop aquatic programs that strengthen body systems using physics principles.

SU3F: Wellness is the New Fitness

Kimberly Spreen-Glick

Embrace holistic wellness approaches that address six dimensions of well-being.

SU3G: Strategy, Implementation & Financial Management



Bill McBride

Build a thriving fitness business with strategies for planning, financials, and implementation.

SU4 Sessions | 12:15pm - 1:30pm

SU4A: Hit The Wall

Yury Rockit

Transform workouts by incorporating dynamic wall-based movements for strength and mobility.

SU4B: Agility, Balance, Coordination for Active Aging

Roberto Melani, MBA

Design programs to improve agility, balance, and coordination for older clients.

SU4C: T'ai Chi for Group Exercise

Tia Kilpatrick, MA

Energize group classes with accessible seated and standing T'ai Chi/Qi Gong routines.

SU4D: Gentle Yoga For Mobility

Manuel Velazquez

Improve mobility and alignment with gentle yoga designed for functional, healthy aging.

SU4E: Girl Meets Buoy



Sara Vandenberg, MS

Use aqua dumbbells to create fun, joint-friendly workouts that build strength.

SU4F: Bridging Medicine & Fitness 6 IGYMNAZO Michael Hughes

Bridge the gap between medical and fitness to better serve clients and grow your business.

SU4G: Building Your Personal Brand



Kimberly Spreen-Glick

Learn personal branding essentials to create a positive impact and grow your influence.



Presenter Information

For detailed info about each presenter, including their areas of expertise, visit: scwfit.com/california/presenters



RED ROCK, Attn: SCW Fitness Mania® 151 S. Pfingsten Rd Unit U Deerfield, IL 60015 847.562.4020 www.scwfit.com/california registration@scwfit.com

Thank You To Our California Mania Sponsors

Co-Sponsor

Associate Plus Sponsors













Associate Sponsors



















CEC/CEU Providers & Educational Supporters

























Featured at California MANIA® March 20-23, 2025

Where Fitness Brains Flex!

Join the SCW California Business Summit on its own or as part of your Mania® experience.

Learn from industry leaders in club ownership, studio management, programming, finances, and business success.



scwfit.com/business/california



Business Topics Include:

- Retention
- Social Media
- Technology
- Marketing
- Finances
- Trends
- Management
- Sales
- Programming
- Innovation