

# DALLAS MANIA<sup>®</sup>

FITNESS PRO CON



next  
level  
energy



**SCW**  
August 25-27  
[scwfit.com/dallas](https://scwfit.com/dallas)

**2023**



## LETTER FROM SARA

Dear Dallas MANIACs,

It feels so good to be back in Dallas!

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 20 hours of business seminars and 13 top fitness industry leaders, we now educate and inspire fitness industry owners, managers and directors. This Business Summit makes it the perfect environment for networking and growing your small or larger enterprise making MANIA® truly a ONE-STOP-SHOP for our Fitness Community!

Our sincerest gratitude goes out to our event sponsors that help us bring you the most innovative programming and education making these amazing events possible.

And we appreciate YOU, our MANIACs, who return year after year with your loyalty, enthusiasm, and boundless energy.



In Health,  
Sara Koopman, JD  
CEO, SCW Fitness Education

# live

**THE SWEAT, THE SMELL, AND THE FEEL  
OF LIVE IS WHAT ENERGIZES. BREATHE  
IN THE FUTURE OF FITNESS NOW.**

**DALLAS MANIA® FITNESS PRO CONVENTION**  
August 25-27, 2023 (Fri., Sat., & Sun.)

**HEALTH & FITNESS BUSINESS SUMMIT**  
August 25-27, 2023 (Fri., Sat., & Sun.)

**ACCREDITED CERTIFICATIONS**  
August 24 (Thur.) & August 27, 2023 (Sun.)

**LOCATION**  
Westin Galleria Dallas Hotel  
13340 Dallas Parkway  
Dallas, TX. 75240





# 20

**CEC/CEUs  
OFFERED**



# 150

**IN-PERSON  
SESSIONS**



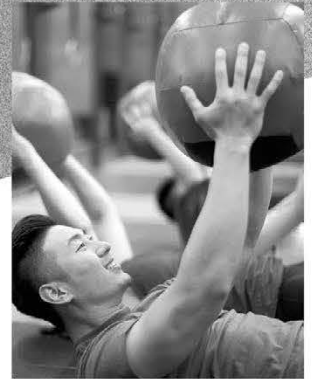
# 40

**WORLD-CLASS  
PRESENTERS**



# 14

**SPECIALTY  
CERTIFICATIONS**



## WHAT IS A MANIA® FITNESS PRO CONVENTION?

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

- Functional Training
- Active Aging
- Core/Strength Training
- Nutrition
- Exercise Science
- Personal Training
- Stretching/Flexibility
- Recovery/Myofascial Release
- 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 DALLAS MANIA® AND SAVE BIG!

**Westin Galleria Dallas Hotel**  
**13340 Dallas Parkway**  
**Dallas, Tx. 75240**  
**972-934-9494**



### ATTENDEE ROOM RATES

\$169 Single/Double/Quad (Reg. \$245)

### LOWEST PRICE GUARANTEED!

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

- FREE Parking
- FREE WiFi in room for Marriot Bonvoy Members
- FREE Coffee/Tea Maker
- Complimentary Bottled Water
- Mini-Fridge
- 2nd Floor Kitchen & The Oceanaire Seafood Room
- Fitness Studio open 24 hours
- Outdoor rooftop pool
- Pet friendly
- In-room spa service available

### HOTEL ROOM DISCOUNT DEADLINE:

**Tuesday, August 1st, 2023**

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

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



### COMPLIMENTARY ON-SITE PARKING

Enjoy the convenience of parking at the hotel free of charge.



### AIRPORT TRANSPORTATION

- Bus Line 229 (1 Hour 36 mins) \$2-\$6
- Tram Line 239 Bus (1 Hour 44 mins) \$2-\$6
- Taxi (20 Mins) \$35-\$50
- Shuttle (20 Mins) \$20-\$26



### THE CONVENTION IS ATTACHED TO THE GORGEOUS GALLERIA DALLAS MALL

This mall offers the best shopping with over 100 stores!

Gucci, Louis Vuitton, lululemon, Foot Locker, Green-Biotic, Lush, Ochi Reflexology, MAC, Victoria's Secret and Sephora will more than keep your interest! Plus, a virtual reality amusement park, an indoor ice-skating rink, and restaurants galore!

Don't forget to visit the SCW Booth for 50% OFF activewear and 50% OFF fitness equipment!







# proven

**FOR 40 YEARS, MANIA® TRAVELS  
DIRECTLY TO YOU BRINGING ONLY  
THE BEST IN FITNESS EDUCATION.**



## REGISTRATION DISCOUNT DEADLINE: MON, JULY 24, 2023

Avoid late fees. Register by Monday, July 24th and lock in your lowest price, saving you \$50 off the \$399 registration fee. Pay only \$349 and receive all your class selections! Use the DISCOUNT FINDER to save even more: [www.scwfit.com/DISCOUNT](http://www.scwfit.com/DISCOUNT). But, to guarantee your first-choice selections, visit [www.scwfit.com/membership](http://www.scwfit.com/membership) and check out our memberships!



## JOIN THE MANIA® SUPPORT STAFF AND SAVE!

### SAVE \$240 OFF YOUR REGISTRATON AND GET 20 CEC/CEUS

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

- **Work 1 day, get the other 2 DAYS FREE!**
- **Earn 20 CECs** while staffing (SCW, AFAA, ACE, NASM, ACSM, AEA & more!)
- **Save \$240** off the \$399 registration price
- **50% OFF** all Live SCW Certifications
- **20% OFF** all SCW Apparel
- **20% OFF** all SCW Equipment & Accessories
- **FREE** Event T-shirt
- **FREE** SCW Staff dinner party
- **FREE** Evening Masterclass
- **FREE Refreshments** in the SCW Member Room!



Join Support Staff

For further info, please email Denise Johnston at [denise.johnston@scwfit.com](mailto:denise.johnston@scwfit.com) or text/call 678-901-9642.

## BECOME AN SCW MEMBER FOR ONLY \$109!

Your Full-Year SCW Membership  
pays for itself... and then some!

Join Today!

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



- **SAVE \$150** on 3-day MANIA® & Business Summit Registration (was \$399, now \$249)
- **50% OFF** Equipment purchased at the SCW booth
- **50% OFF** Activewear at the SCW booth
- **\$60 OFF** Online Certifications (was \$259, now \$199)
- **\$20 OFF** In-Person Certifications
- **20% OFF** Online CEC/CEU Video Courses
- **FREE** Webinars Attendance & Recordings
- **FREE** eNewsletters (Spotlite, Business, Aqua)
- **Members-Only Room** at MANIA® (FREE all weekend!)
- Sign up at [www.scwfit.com/membership](http://www.scwfit.com/membership)



Join SCW 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)



## EASILY ACCESSIBLE DOWNLOADABLE OUTLINES ONLINE

Download & print your outlines BEFORE you come! Go to [www.scwfit.com/dallas/outlines](http://www.scwfit.com/dallas/outlines). The outlines are posted 2 weeks before the convention and will remain online for 30 days after the close, making it easier for you to retain this important educational information.



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

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® CECs/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 CECs/CEUs required for credential maintenance. All courses are subject to CEC/CEU approval by your corresponding educational organization.



## 100+ RECORDINGS... 120+ HOURS OF ONLINE EDUCATION!

See 100+ activity sessions and nutrition & business seminars for 120+ hours of recordings at only \$60 for 60 days when you add it to your In-Person registration. You can add your recordings to 1, 2, or 3-day registrations. That's the most education for your money! Can't attend MANIA® In-Person? Watch all the recorded sessions and lectures online for \$399. Pay only \$359 when you register before Monday, July 24. That's 100+ recordings to enjoy at your convenience - on your own time! All online videos qualify for the maximum amount of 20 CECs/CEUs.



## MUSCLE MASTERY

NEW  
EVENT

EXCLUSIVE TO HOTEL GUESTS

### MUSCLE MASTERY

Thursday August 24, 6:00pm - 8:00pm

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

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

# challenge

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



AUGUST 25-27

Grow your business and build your career with the 3-day SCW Health & Fitness Business Summit. Move your club, facility and program to a more productive and profitable future with all the education, networking, and tools you need.

*(See blue/gray boxes throughout the sessions and schedule)*

Attend 16 Business Sessions, 20 hours of pure education lead by experienced experts in Fitness Business that focus on:

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



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

Any fitness professional or enthusiast who wants to up-skill their concentration or expand their knowledge about other areas of fitness education should attend a MANIA® event and our Health & Fitness Business Summit!

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

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

## REGISTRATION HOURS

|                    |                  |
|--------------------|------------------|
| Thursday, Aug. 24: | 6:30am – 8:00pm  |
| Friday, Aug. 25:   | 6:45am – 6:00pm  |
| Saturday, Aug. 26: | 6:45am – 6:00pm  |
| Sunday, Aug. 27:   | 7:00am – 12:45pm |

## EXPO SHOPPING

|                    |                                                                             |
|--------------------|-----------------------------------------------------------------------------|
| Friday, Aug. 25:   | 10:00am – 11:00am<br>12:00pm – 2:45pm<br>3:45pm – 4:30pm                    |
| Saturday, Aug. 26: | 8:30am – 9:15am<br>10:30am – 11:00am<br>12:00pm – 2:45pm<br>3:45pm – 4:30pm |
| Sunday, Aug. 27:   | 10:00am – 1:00pm (Closeout Shopping)                                        |



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

Reach 7,000 Fitness Professionals in face-to-face contact, another 64,000 through emails, 60,000 text messages, and 300,000 through organic virtual connections. All of our events are held at Non-Union Hotels and include exhibit booths with tables, chairs, and carpet at no added expense. Move-in and out without crazy drayage fees! Teach workout, workshop and lecture sessions at our conference! Our MANIA® attendees will use your products, try your programs, and experience your offerings! Host MANIA® certifications and workshops, provide inserts for the Welcome Bag, publish Articles with Ads in our Newsletter, promote your business through our SCW Webinars & Podcasts, and receive Discount Coupons in our Emails.



Visit: [www.scwfit.com/Partner](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/dallas/expo](http://www.scwfit.com/dallas/expo)



## CO-SPONSORS



**SCHWINN**  
BY CORE HEALTH & FITNESS

**S.E.A.T.**

SUPPORTED EXERCISE FOR AGELESS TRAINING

## ASSOCIATE PLUS SPONSORS



**water<sup>in</sup>  
motion**

## ASSOCIATE SPONSORS



Fit Bodies, Inc.



Happy Muscles First.

**LaBlast**

**STANDOUT**  
FIT-PRO



## EDUCATIONAL SUPPORTERS



**thanks to our sponsors**

**WE APPRECIATE THE VISION AND  
INVESTMENT OF OUR SPONSORS IN  
BRINGING YOU THE FUTURE OF FITNESS.**

# strengthen

**LEVEL UP AND ENHANCE  
YOUR CAREER WHEN YOU  
CUSTOMIZE YOUR SCHEDULE  
WITH 150 SESSION CHOICES.**

## ACCREDITED CERTIFICATIONS

### CERTIFICATIONS THURSDAY, AUGUST 24

#### SCW Active Aging Certification

Ann Gilbert

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

**\$199 MANIA® Attendees / \$259 Non-Attendees**

As we all age, staying physically, mentally, and socially active is the key to maintaining quality of life. Cutting-edge research reveals there's no one secret to aging well; but focusing on cardiovascular conditioning, strength training, flexibility, balance, and mental health, we can slow the aging process. Discover ways to empower seniors, not just teach them. Group fitness instructors, trainers, and managers overseeing active aging programming will enjoy this one-day course that combines relevant research and proven practical approaches to training the bodies and brains of 50+ year-old participants. Certification includes practical training, comprehensive manual, and online examination. SCW (8.0), ACE (0.7), ACSM (8.0), AEA (4.0), AFAA (7.0), NASM, (0.7).

#### SCW Personal Training Certification

Paul Christopher, CSCS

Thursday, August 24, 9:00am-6:00pm

**\$199 MANIA® Attendees / \$259 Non-Attendees**

This Nationally Recognized Personal Training Certification will use research-based exercise science to set you apart in the industry and start you on the path to a rewarding career. Combine lecture and activity to address academic foundations, training principles, and hands-on



### REGISTER FOR CERTIFICATIONS AT DALLAS MANIA®

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

Elizabeth Lenart, MEd

Thursday, August 24, 8:00am-5:00pm

**\$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 creates 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 included 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, August 24, 8:00am-5:00pm****\$199 MANIA® Attendees / \$259 Non-Attendees**

Have you always wanted to be a group fitness instructor? Look no further and leave this Nationally Recognized Certification with confidence in your ability to demonstrate impactful teaching skills and successfully lead a group fitness class. Learn proper class sequencing, warm-up progressions, musical phrasing, effective cueing techniques, choreography development, and all the practical skills required to deliver your best class, every class. Understand group cardiovascular fitness, muscular endurance, and flexibility training techniques and how they can be implemented in different class settings. 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, including 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 Aquatic Exercise Certification****MaryBeth Dziubinski****Thursday, August 24, 8:00am-4:00pm****\$199 MANIA® Attendees / \$259 Non-Attendees**

Drawing on over 100 years of combined expertise in the aquatic fitness industry, this comprehensive Nationally Recognized Certification serves as an essential first step into the field of teaching water exercise. Learn the benefits of aquatic exercise and gain practical skill mastery in the unique environment of water. The principles of aquatic training, as they apply to general anatomy, kinesiology, water depth, movement planes, cueing skills, musicality, and special population adaptations, are thoroughly addressed. Professionalism, leadership skills, and legal considerations are reinforced. Experience on-site coaching and one-on-one assessment of teaching skills to successfully develop and deliver effective water programming. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), ACE (0.7), ACSM (8.0), AEA (9.0), AFAA (8.0), NASM (0.8).

**SCW Practical Guide To Nutrition, Hormones, & Metabolism Certification****Melissa Layne, MEd****Thursday, August 24, 9:00am-3:30pm****\$199 MANIA® Attendees / \$259 Non-Attendees**

This practical program provides participants with cutting-edge information on nutrition, hormones, and metabolism. In easily digestible terms, learn how each macronutrient operates within energy pathways and how digestive and reproductive hormones affect metabolism. The body's adaptations to an incomplete diet and/or disease and the physiological consequences during various exercise regimes will be addressed during this session. This comprehensive certification also provides simple nutritional calculations and recommendations that Fitness Professionals can incorporate into a nutritional counseling session while remaining within the scope of practice. The course also has information pertaining to Nutritional Health History Forms with prescriptive dietary suggestions that can be used immediately. Certification includes practical training, comprehensive manual, and online examination. SCW (7.0), ACE (0.7), ACSM (7.0), AEA (8.0), AFAA (8.0), NASM (0.8).

**SCW Active Aging Nutrition Certification****Amber Toole****Thursday, August 24, 5:30pm-9:30pm****\$139 MANIA® Attendees / \$199 Non-Attendees**

Join Amber as she shares scientific, research-based, current insights on the distinct nutritional needs of your active-aging classes and over 50 clients. Learn practical tips for preserving and increasing lean body mass, enhancing cognition, losing excess body fat, acquiring essential vitamins and minerals and MORE. Explore nutritional strategies from regions across the globe known for longevity. Make yourself more marketable to this population by sharpening your nutritional knowledge on aging. Certification includes practical training, comprehensive manual, and online examination. SCW (4.0), ACE (0.4), ACSM (4.0), AEA (4.0), AFAA (4.0), NASM (0.4).

**Schwinn® Cycling: Indoor Cycling Certification****Abbie Appel & Keli Roberts****Thursday, August 24, 7:00am-5:00pm****\$159 early bird registration price through July 25th.****\$179 registration price after July 25th.**

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

Takeaways include:

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

**CERTIFICATIONS  
SUNDAY, AUGUST 27****S.E.A.T. - Supported Exercise For Ageless Training Certification****Ann Gilbert****Sunday, August 27, 7:30am-3:30pm****\$139 MANIA® Attendees / \$199 Non-Attendees**

The S.E.A.T. Fitness Certification (Supported Exercise for Ageless Training) is the perfect program for Active Aging and Specialty Format Instructors to take their chair classes to the next level. This comprehensive training includes an effective analysis of the aging process addressing the physiology, kinesiology, and specific needs of students requiring extra support. Use a chair as your base and incorporate sitting, standing, and supported moves needed to enhance your group dynamic teaching skills. Verbal and visual cueing techniques, inspirational and effective memory-improvement strategies, and active aging principles are all included. The live full-day practical training utilizes choreography routines to enhance your class sequencing, musical phrasing, teaching skills, and choreography development. Both expert and novice group exercise and small group instructors benefit from S.E.A.T. Fitness through class structure design, routine creation, and leadership development. Leave with a demographically diverse program you can teach Monday morning to anyone, including active agers, rehab patients, overweight or special-needs participants. Certification includes practical training, a comprehensive manual, downloadable choreography video, music, educational materials, flash cards, and online examination. SCW (7.0), ACE (0.7), ACSM (7.0), AEA (7.0), AFAA (7.0), NASM (0.7).



## SCW Yoga I Certification



**Manuel Velazquez**

**Sunday, August 27, 7:30am-3:30pm**

**\$139 MANIA® Attendees / \$199 Non-Attendees**

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



## SCW Aquatic Personal Training Certification



**Rosie Malaghan, MS, ERYT-200**

**Sunday, August 27, 7:30am-3:30pm**

**\$139 MANIA® Attendees / \$199 Non-Attendees**

This Nationally Recognized Aquatic Personal Training Certification is led by one of the top aquatic experts in the country. Combine lecture and activity to address theoretical foundations, training principles, and hands-on program design. Acquire the necessary skill sets and critical knowledge to guide and inspire clients to achieve their health, fitness, and activities of daily living goals. Explore the essentials of exercise physiology and kinesiology, theories of water and how they apply to movement, health-risk assessment, physical evaluations, programming alternatives for cardio, strength and flexibility advancement. Experience 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).



# 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



### SCW Stretching & Flexibility Training Certification



**Abbie Appel**

**Sunday, August 27, 7:30am-3:30pm**

**\$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. Certification includes practical training, comprehensive manual, and online examination. SCW (7.0).

### SCW Life Coaching Certification



**Kimberly Spreen-Glick**

**Sunday, August 27, 9:00am-3:00pm**

**\$199 MANIA® Attendees / \$259 Non-Attendees**

The landscape of the health and fitness industry has changed forever. So, how can you expand your current role and stay relevant in an industry you're passionate about, serving a community you love? There is a need now more than ever for solid online life coaches. The great news is that, with the right education, guidance, structure and a talent for leadership, every trainer and instructor have the opportunity to become a successful life coach! In this certification, you learn what life coaching really is, the categories it encompasses, and how to create a strong foundation for serving your clients. Discover various pathways for delivering your coaching and how to create an authentic brand that will attract

your ideal clients. If you're feeling called to make a bigger difference in the world, here's your chance! Certification includes practical training, comprehensive manual, and online examination. SCW (7.0), ACE (0.7), ACSM (7.0), AEA (7.0), AFAA (7.0), NASM (0.7).

### Symmetry Postural Measurement Certification



**Patrick Mummy**

**Sunday, August 27, 7:30am-3:30pm**

**\$199 MANIA® Attendees / \$259 Non-Attendees**

This is an introductory course to Symmetry's patented postural measurement system called AlignSmart. Learn how to use the Postural Alignment Kit (PAK) to quantify 20 skeletal landmarks to explain compensation patterns that cause dysfunction and pain. In this course you will learn:

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

SCW (8.0), ACE (1.8), AFAA (6.0), NASM (0.6), NCBTMB (4.0), NCCAOM (13.5).



**VIEW EVERY  
LIVE & ONLINE  
SCW CERTIFICATION**

# MANIA® FITNESS PRO CONVENTION COURSE DESCRIPTIONS

## FRIDAY, AUGUST 25

FR1

7:30am-8:45am

### Sitting Pretty: Strength & Support ■

Ann Gilbert

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

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



### Top Tier Core Conditioning ■

Dane Robinson

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

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

### Yoga-Pilates Restore ■

Gail Bannister-Munn

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

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

### Barre Strong ■

Elizabeth Lenart, MEd

Calling all barre-tenders, there's a new bar in town! Step away from the wall and onto unstable surfaces with assistance of body bars. When held vertically, the weighted bar offers support and is a smart alternative to wall mounted bars, maximizing space in your studio. Use the same bar as a strength tool to create dynamic and athletic barre sequences.

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

### Schwinn®: R.I.S.E. & #RideRight

Keli Roberts

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

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

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

### Protein Power for Weight Control ■

Sohailla Digsby, RDN, LD

Do we eat too much protein in the US, or too little? How much is needed? What happens if you don't get enough, or get too much? What are the best food sources? What if you're vegetarian? Get your questions answered about this essential macronutrient by our Registered Dietitian. (Lecture)

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

### Personal Trainings Missing Playbook ■

Paul Christopher, CSCS

Beyond an understanding of exercise science, to truly perfect your craft, dive deeper into the skills that separates true Fitness Professionals from Personal Trainers. What are the intangible talents that create results in your clients? What makes your training truly unique? What ultimately gains respect from your colleagues and clients?

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



FR2

9:00am-10:15am

### Perfect Programming for Active Agers ■

Amber Toole

PT Programming for active aging clients does not have to be boring! Incorporating a variety of exercise types blended with functional training offers a chance to wow your clients. Walk away with fun, challenging workout sequences that will increase the quality of life for our 50+, 60+, and 90+ clients. Leave with a perfect program for all levels of active agers.

FR2A Friday, 9:00am-10:15

### SOULstrength™ 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



### Elevated: Next Level Active Recovery! ■

Dane Robinson

Restore. Re-energize. Reward! Discover new elevated mobility techniques, along with an easy 3-step program to integrate and make active recovery an exciting addition into your GX class, SGT program, PT session and/or virtual training!

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

### Raqisa® Belly Dance Skills & Drills ■

Soraya Doherty, MA

All levels will enjoy this authentic belly dance class designed to teach belly dance basics with optional added layers! You can expect to learn seven fundamentals to belly dance & their variations! Bring home key take aways that will appeal to your students & inspire you as a professional!

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



### Schwinn®: Let the Beat Drop

Abbie Appel

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

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



### LaBlast® Splash: Emotional Wealth

Louis van Amstel &amp; Dusty Solis

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

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



**Chasing the Dragon: Food Addiction** ■**Melissa Layne, MEd**

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

**FR2G Friday, 9:00am-10:15am****Trends In Fitness Programming** ■**Sara Kooperman, JD**

This entertaining presentation examines the fitness fads, exercise trends, wellness goals that have and will drive our health and wellness businesses to success in the coming year. Boutique studio successes, customer experience challenges, creative programming options and technological advancements are put under a microscope of best practices. To unlock our potential, we will inspect implementation of various programming including function, aging, strength, flexibility, relaxation in both group fitness and personal training. In this innovative session reviews the predictions from various sources including both private and public fitness facilities along with IHRSA, ACE, ACSM, NASM, Shape Magazine and SCW insights. Join Sara Kooperman, an Industry Icon, for this engaging and illuminating presentation guaranteed to leave you excited about our fitness future.

**FR2H Friday, 9:00am-10:15am****FR3****11:00am-12:15pm****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.

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

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

**FR3C Friday, 11:00am-12:15pm****Discover a Teaching Vacation****Natalie Whitaker**

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.

**FR3D Friday, 11:00am-12:15pm****Schwinn®: Dynamic Duos - Cycling Fusion****Jenn Hogg, MA**

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

**FR3E Friday, 11:00am-12:15pm****Water Works****Manuel Velazquez**

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

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

**FR3G Friday, 11:00am-12:15pm****Brand Building Foundations** ■**Kimberly Spreen-Glick**

Discover the 4 elements that are the foundation of your personal brand, the 3 stages of community growth, the 3 keys to attraction marketing, and 3 people who could stop you from succeeding...if you let them. Uncover how to be more intentional about the positive impact you will make.

**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.

**LIT 101 (Low Impact Training)** ■**Dane Robinson**

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

**FR4B Friday, 12:30pm-1:45pm****Bring the Toys!** ■**Gail Bannister-Munn**

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

**FR4C Friday, 12:30pm-1:45pm****LaBlast® Fitness: Dance. Diversity. Inclusion.** ■**Louis van Amstel & Dusty Solis**

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 experi-



ence how all ages, abilities, and ethnicities will feel included and successful in every class. While staying true to the rich history of each ballroom dance, LaBlast® will take you on a dance fitness journey around the world!

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

### **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 and for how long? What are the proven benefits of time-restricted feeding and why do they occur? Get all your questions answered! (Lecture)

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

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

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

### **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!

**FR4A Friday, 1:15pm-2:30pm**

### **Schwinn®: Polishing Diamonds - Level**



**Jenn Hogg, MA**

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.

**FR4E Friday, 1:15pm-2:30pm**

### **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 under-arm flotation devices. This creative choreographed program refreshes your dated routines with fantastic music, inspiring moves and powerful programming. Leave with a full choreo handout to improve your sequencing and fun-factor in your aqua strength workouts.

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



# connect

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

|                                                  |                                                                                                                                                             |                                                                                                                                                            |                                                                                                                                                                                                |                                                                                                                                                                                  |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>CERTIFICATIONS<br/>THURSDAY<br/>AUGUST 24</b> | <br><b>PERSONAL TRAINING CERTIFICATION</b><br>CHRISTOPHER • 9:00AM - 6:00PM | <br><b>PILATES MATWORK CERTIFICATION</b><br>LENART • 8:00AM - 5:00PM       | <br><b>GROUP EXERCISE CERTIFICATION</b><br>VELAZQUEZ • 8:00AM - 5:00PM                                       | <br><b>SCHWINN® CYCLING: INDOOR CYCLING CERTIFICATION</b><br>APPEL & ROBERTS • 7:00AM - 5:00PM |
|                                                  | <br><b>ACTIVE AGING CERTIFICATION</b><br>GILBERT • 9:00AM - 5:00PM         | <br><b>AQUATIC EXERCISE CERTIFICATION</b><br>DZIUBINSKI • 8:00AM - 4:00PM | <br><b>PRACTICAL GUIDE TO NUTRITION, HORMONES &amp; METABOLISM CERTIFICATION</b><br>LAYNE • 9:00AM - 3:30PM | <br><b>ACTIVE AGING NUTRITION CERTIFICATION</b><br>TOOLE • 5:30PM - 9:30PM                    |

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

| Indicates session is both Live (In-Person) & Recorded (Online) |                                        |                                                               | A<br>FUNCTION /<br>ACTIVE AGING                                                              | B<br>HIIT / STRENGTH / CORE                                                                                   | C<br>MIND BODY / RECOVERY                              | D<br>BARRE / GX / DANCE                                                           |
|----------------------------------------------------------------|----------------------------------------|---------------------------------------------------------------|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|-----------------------------------------------------------------------------------|
| FRIDAY, AUGUST 25                                              | FR1                                    | 7:30am-8:45am                                                 | Sitting Pretty: Strength & Support<br>Gilbert                                                | Top Tier Core Conditioning<br>Robinson                                                                        | Yoga-Pilates Restore<br>Bannister-Munn                 | Barre Strong<br>Lenart                                                            |
|                                                                | FR2                                    | 9:00am-10:15am                                                | Perfect Programming for Active Agers<br>Toole                                                | SOULstrength™: Cardio Kickboxing Intervals<br>Park                                                            | Elevated: Next Level Active Recovery<br>Robinson       | Raqisa® Belly Dance Skills & Drills<br>Doherty                                    |
|                                                                | EXPO SHOPPING 10:00am-11:00am          |                                                               |                                                                                              |                                                                                                               |                                                        |                                                                                   |
|                                                                | FR3                                    | 11:00am-12:15pm                                               | Functional Training for Active Agers<br>Gilbert                                              | Killer Core<br>Appel                                                                                          | WARRIOR Rhythm: Stand Out<br>de Werd                   | Discover a Teaching Vacation<br>Whitaker                                          |
|                                                                | EXPO SHOPPING 12:00pm-2:45pm           |                                                               |                                                                                              |                                                                                                               |                                                        |                                                                                   |
|                                                                | FR4                                    | SESSION 1<br>12:30pm-1:45pm<br>SESSION 2<br>1:15pm-2:30pm     | Strength Through The Ages<br>Appel<br>SESSION 2                                              | LIT 101 (Low Impact Training)<br>Robinson<br>SESSION 1                                                        | Bring the Toys!<br>Bannister-Munn<br>SESSION 1         | LaBlast® Fitness: Dance. Diversity. Inclusion.<br>van Amstel & Solis<br>SESSION 1 |
|                                                                | FR5                                    | 2:45pm-4:00pm                                                 | Everyday Strength for Active Aging<br>Roberts                                                | Balance Your HIIT<br>Lenart                                                                                   | Shoulders: Protection & Performance<br>Christopher     | WARRIOR Rhythm™: Flow State<br>Conser                                             |
|                                                                | EXPO SHOPPING 3:45pm-4:30pm            |                                                               |                                                                                              |                                                                                                               |                                                        |                                                                                   |
| FR6                                                            | 4:30pm-5:45pm                          | Aging With Strength & Grace<br>Dziubinski                     | Kettlebell Krush<br>Turner                                                                   | Symmetry: Advanced Postural Corrective Exercise<br>Mummy                                                      | How to Handle Hypertrophy<br>Robinson                  |                                                                                   |
| FR7                                                            | 6:00pm-7:00pm                          | SCW FITNESS IDOL<br>Kooperman, Toole, Spreen-Glick & Robinson |                                                                                              | Yin to My Yang<br>Malaghan                                                                                    | DANCE OFF!<br>LaBlast® Fit Bodies<br>RAQISA® Velazquez |                                                                                   |
| SATURDAY, AUGUST 26                                            | SA1                                    | 7:30am-8:45am                                                 | S.E.A.T. Supported Exercise for Ageless Training<br>Gilbert                                  | Band Camp<br>Bannister-Munn                                                                                   | By Any Stretch<br>Appel                                | Raq The Barre® Belly Dance Fitness<br>Doherty                                     |
|                                                                | EXPO SHOPPING 8:30am-9:15am            |                                                               |                                                                                              |                                                                                                               |                                                        |                                                                                   |
|                                                                | SA2                                    | 9:15am-10:30am                                                |  SYMMETRY | KEYNOTE ADDRESS<br>The Role of Fitness Professional in the Healthcare System   Patrick Mummy 9:15am - 10:30am |                                                        |                                                                                   |
|                                                                | EXPO SHOPPING 10:30am-11:00am          |                                                               |                                                                                              |                                                                                                               |                                                        |                                                                                   |
|                                                                | SA3                                    | 11:00am-12:15pm                                               | Cardio Kickboxing for the Active Ager<br>Malaghan                                            | WARRIOR Combat™: Keep Fighting<br>Richards                                                                    | Happy Muscles!® 365 Tiger Tail® Recovery<br>Zuleger    | LaBlast® Fitness: Emotional Wealth<br>van Amstel & Solis                          |
|                                                                | EXPO SHOPPING 12:00pm-2:45pm           |                                                               |                                                                                              |                                                                                                               |                                                        |                                                                                   |
|                                                                | SA4                                    | SESSION 1<br>12:30pm-1:45pm<br>SESSION 2<br>1:15pm-2:30pm     | Functional Fitness 50+<br>Toole<br>SESSION 1                                                 | SOULfusion™ EXPERIENCE<br>Park<br>SESSION 2                                                                   | Hips Don't Lie<br>Bannister- Munn<br>SESSION 2         | Strike! Kickboxing<br>Spreen-Glick<br>SESSION 1                                   |
|                                                                | SA5                                    | 2:45pm-4:00pm                                                 | Strength Training for Longevity & Vitality<br>Kooperman                                      | Total Body Strength<br>Richards                                                                               | Posture & Alignment With Personal Training<br>Mummy    | Coconut Beach Camp by Fit Bodies, Inc.<br>Stanley                                 |
| EXPO SHOPPING 3:45pm-4:30pm                                    |                                        |                                                               |                                                                                              |                                                                                                               |                                                        |                                                                                   |
| SA6                                                            | 4:30pm-5:45pm                          | Active Agers From the Ground Up!<br>Velazquez                 | Core Connection<br>Turner                                                                    | Fire & Ice Yoga<br>Spreen-Glick                                                                               | Coaching the Station Based Circuit Workout<br>McBee    |                                                                                   |
| SUNDAY, AUGUST 27                                              | SU1                                    | 7:30am-8:45am                                                 | LaBlast® Chair Fitness<br>van Amstel & Solis                                                 | WARRIOR Strength™: Put FUN in Functional<br>de Werd                                                           | Beauty & the Beast: Yoga Power Bar<br>Wartenberg       | Master the Deadlift<br>Mike                                                       |
|                                                                | SU2                                    | 9:00am-10:15am                                                | The Aging Brain<br>Layne                                                                     | Core Crusher<br>Richards                                                                                      | BARREFusion™ Experience<br>Park                        | Total Body Shaping<br>McBee                                                       |
|                                                                | EXPO CLOSE-OUT SHOPPING 10:00am-1:00pm |                                                               |                                                                                              |                                                                                                               |                                                        |                                                                                   |
|                                                                | SU3                                    | 10:45am-12:00pm                                               | Creative Programming 55+<br>Wartenberg                                                       | Dynamic Core Training<br>McBee                                                                                | No (Downward facing) Dogs Allowed<br>Fulton            | Kickbox N Chaos<br>Turner                                                         |
| SU4                                                            | 12:15pm-1:30pm                         | Chair-agility<br>Layne                                        | Fundamentals of Squat Progressions and Variations<br>Mike                                    | Yoga Grooves<br>Brasher                                                                                       | Stand Up for Foam Rolling<br>Fulton                    |                                                                                   |



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# dallas mania® schedule



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| E<br>CYCLE                                                                                                             |  | F<br>AQUA<br>(STARTS IN LECTURE)                                                    |  | G<br>NUTRITION /<br>EXERCISE SCIENCE                                         |  | H<br>BUSINESS                                                                                     |  | Give your fitness business<br>the attention it deserves.<br><br>scwfit.com/business |  |
|------------------------------------------------------------------------------------------------------------------------|--|-------------------------------------------------------------------------------------|--|------------------------------------------------------------------------------|--|---------------------------------------------------------------------------------------------------|--|-------------------------------------------------------------------------------------|--|
| Schwinn®:<br>R.I.S.E. & #RideRight<br>Roberts                                                                          |  | Aqua Ease:<br>Flexibility for Active Agers<br>Velazquez                             |  | Protein Power for Weight Control<br>Digsby                                   |  | Personal Trainings<br>Missing Playbook<br>Christopher                                             |  | FR1                                                                                 |  |
| Schwinn®:<br>Let the BeatDrop<br>Appel                                                                                 |  | LaBlast® Splash:<br>Emotional Wealth<br>van Amstel & Solis                          |  | Chasing the Dragon:<br>Food Addiction<br>Layne                               |  | Trends In Fitness Programming<br>Kooperman                                                        |  | FR2                                                                                 |  |
| EXPO SHOPPING 10:00am-11:00am                                                                                          |  |                                                                                     |  |                                                                              |  |                                                                                                   |  |                                                                                     |  |
| Schwinn®:<br>Dynamic Duos - Cycling Fusion<br>Hogg                                                                     |  | Water Works<br>Velazquez                                                            |  | Exercise is Medicine<br>Laskowski                                            |  | Brand Building Foundations<br>Spreen-Glick                                                        |  | FR3                                                                                 |  |
| EXPO SHOPPING 12:00pm-2:45pm                                                                                           |  |                                                                                     |  |                                                                              |  |                                                                                                   |  |                                                                                     |  |
| Schwinn®:<br>Polishing Diamonds - Level Up<br>Hogg<br>SESSION 2                                                        |  | H2O Strength<br>Velazquez<br>SESSION 2                                              |  | Feasting & Fasting?<br>Layne<br>SESSION 1                                    |  | Effective GX & PT<br>Sales Strategies Panel<br>Kooperman, Clark, Toole<br>& Christopher SESSION 2 |  | FR4                                                                                 |  |
| Schwinn®:<br>Prime Design 2.0<br>Schneider                                                                             |  | When Breath Meets Water:<br>Aqua Yoga<br>Malaghan                                   |  | Nutrition and Hormones: Healthy Aging<br>Zuleger                             |  | The Beauty of Building a Brand<br>Park                                                            |  | FR5                                                                                 |  |
| EXPO SHOPPING 3:45pm-4:30pm                                                                                            |  |                                                                                     |  |                                                                              |  |                                                                                                   |  |                                                                                     |  |
| BeatBoss™ Tapbacks, Push-ups Yay<br>Or Nay<br>Austin & Leadley                                                         |  | Aqua Ab Arsenal<br>Gilbert                                                          |  | Perfect Practice Makes Perfect<br>Laskowski                                  |  | Grow Your Business by Adding Value<br>Esquerre                                                    |  | FR6                                                                                 |  |
|                                                                                                                        |  | register for recordings<br>and enjoy 100+ sessions                                  |  |                                                                              |  | scwfit.com/dallas                                                                                 |  | FR7                                                                                 |  |
| Schwinn®: Leader of the Pack<br>Hogg                                                                                   |  | Increase Aqua Intensity with Intervals<br>Alexander                                 |  | Functional Foods for a Fantastic You<br>Fearheiley                           |  | Monetizing Your Passion & Skills<br>Esquerre                                                      |  | SA1                                                                                 |  |
| EXPO SHOPPING 8:30am-9:15am                                                                                            |  |                                                                                     |  |                                                                              |  |                                                                                                   |  |                                                                                     |  |
|                                      |  |  |  | KEYNOTE ADDRESS<br>The Role of Fitness Professional in the Healthcare System |  | Patrick Mummy · 9:15am - 10:30am                                                                  |  | SA2                                                                                 |  |
| EXPO SHOPPING 10:30am-11:00am                                                                                          |  |                                                                                     |  |                                                                              |  |                                                                                                   |  |                                                                                     |  |
| Schwinn®:<br>Cycle Mixology - Killer Playlists<br>Schneider                                                            |  | Silver Tsunami<br>Velazquez                                                         |  | Getting Clients Lean Healthfully<br>Digsby                                   |  | Find & Enroll Clients Using Social<br>Media<br>Clark                                              |  | SA3                                                                                 |  |
| EXPO SHOPPING 12:00pm-2:45pm                                                                                           |  |                                                                                     |  |                                                                              |  |                                                                                                   |  |                                                                                     |  |
| Schwinn®:<br>Breathy NotBreathless<br>Appel<br>SESSION 1                                                               |  | Aquatic Personal Training<br>Malaghan<br>SESSION 2                                  |  | Physics of Pain & Performance<br>Mummy<br>SESSION 1                          |  | 10 Tools to Grow Your Business<br>Fulton<br>SESSION 2                                             |  | SA4                                                                                 |  |
| Schwinn®:<br>Tri-Cycle Triple Threat<br>Schneider                                                                      |  | Aqua Rhythmics<br>Dziubinski                                                        |  | Five Fat-Burning Hormones<br>Layne                                           |  | Create Value - Retain Clients<br>Toole                                                            |  | SA5                                                                                 |  |
| EXPO SHOPPING 3:45pm-4:30pm                                                                                            |  |                                                                                     |  |                                                                              |  |                                                                                                   |  |                                                                                     |  |
| Schwinn®:<br>Pedal N Pulse<br>Appel                                                                                    |  | Aqua Brain<br>Power<br>Gilbert                                                      |  | Diet vs. Exercise:<br>Food Choices Always Win<br>Fearheiley                  |  | Keep Members Engaged Year Round<br>de Werd                                                        |  | SA6                                                                                 |  |
| BeatBoss™<br>Bike Power + Party<br>Austin & Leadley                                                                    |  | Aqua Strides & Strength<br>Dziubinski                                               |  | Fad Diets & Failed Expectations<br>Toole                                     |  | Personal and Small<br>Group Training Sales<br>McBee                                               |  | SU1                                                                                 |  |
| BeatBoss™<br>Bike Sculpting Done Right<br>Austin & Leadley                                                             |  | Aqua Running & Conditioning<br>Wartenberg                                           |  | Abs Are Made In The Kitchen<br>Digsby                                        |  | Stretching for Strength - Flexible<br>Foundations Panel<br>Kooperman, Fulton, Toole<br>& Mike     |  | SU2                                                                                 |  |
| EXPO CLOSE-OUT SHOPPING 10:00am-1:00pm                                                                                 |  |                                                                                     |  |                                                                              |  |                                                                                                   |  |                                                                                     |  |
| <br>Get Certified<br>For only \$199! |  | Aqua Strength Training<br>Alexander                                                 |  | Healthy Weight:<br>Defined by a Dietitian<br>Digsby                          |  | Rockstar<br>Instructors<br>Richards                                                               |  | SU3                                                                                 |  |
|                                                                                                                        |  | Free to Move in the Pool<br>Dziubinski                                              |  | Childhood & Adolescent Obesity:<br>Healthy Guidance<br>Fearheiley            |  | Successful Active Aging Programming<br>Wartenberg                                                 |  | SU4                                                                                 |  |
| FRIDAY, AUGUST 25                                                                                                      |  |                                                                                     |  |                                                                              |  |                                                                                                   |  |                                                                                     |  |
| SATURDAY, AUGUST 26                                                                                                    |  |                                                                                     |  |                                                                              |  |                                                                                                   |  |                                                                                     |  |
| SUNDAY, AUGUST 27                                                                                                      |  |                                                                                     |  |                                                                              |  |                                                                                                   |  |                                                                                     |  |

**CERTIFICATIONS  
SUNDAY  
AUGUST 27**

**SCW**  
LIFE COACHING CERTIFICATION  
SPREEN-GLICK • 9:00AM-3:00PM

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

**SCW**  
AQUATIC PERSONAL TRAINING  
CERTIFICATION  
MALAGHAN • 7:30AM - 3:30PM

**SEAT**  
S.E.A.T. - SUPPORTED EXERCISE FOR  
AGELESS TRAINING CERTIFICATION  
GILBERT • 7:30AM - 3:30PM

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

**SYMMETRY**  
SYMMETRY POSTURAL MEASUREMENT  
CERTIFICATION  
MUMMY • 7:30AM - 3:30PM

**Effective GX & PT Sales Strategies Panel** ■**Sara Kooperman, JD, Amber Toole, Brandi Clark & Paul Christopher**

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.

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

**FR5E Friday, 2:45pm-4:00pm****FR5****2:45pm-4:00pm****Everyday Strength for Active Aging** ■**Keli Roberts**

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

**FR5A Friday, 2:45pm-4:00pm****Balance Your HIIT** ■**Elizabeth Lenart, MEd**

You'll want to HIIT it all over again after we flirt with ways to use softer surfaces for balance training. If you've had issues with your tissues, the use of a platform brings the floor closer to you & assists with stretching. If you think you can't HIIT it anymore, let us introduce you to your newest fitness fling.

**FR5B Friday, 2:45pm-4:00pm****Shoulders: Protection & Performance** ■**Paul Christopher**

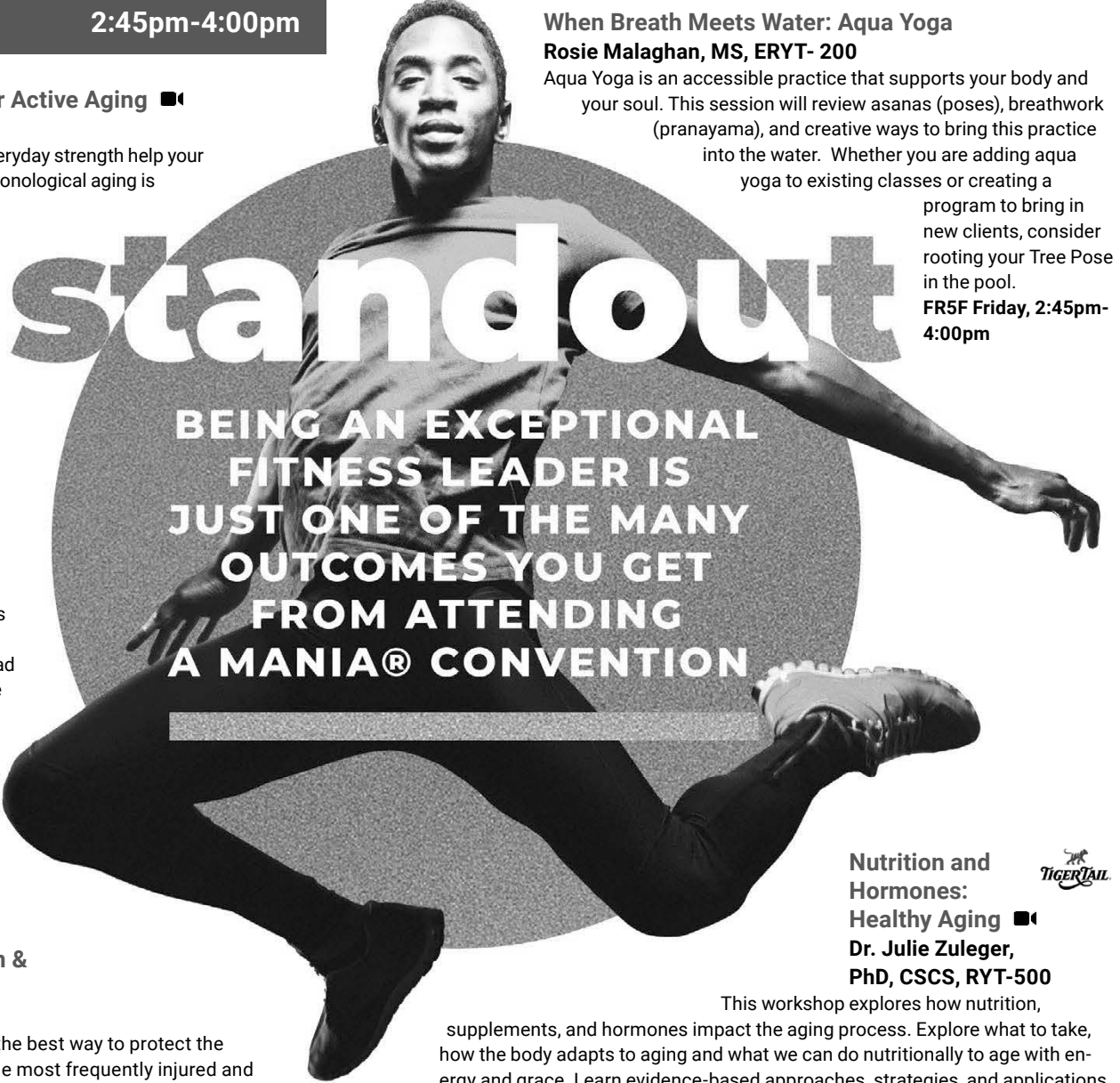
In this workshop, address the best way to protect the shoulder which is one of the most frequently injured and complex joint systems in the body. Delve into why and how to train the shoulders for maximum strength and flexibility avoiding injury and accelerating performance.

**FR5C Friday, 2:45pm-4:00pm****WARRIOR Rhythm™: Flow State** ■**Becky Conser**

Create a "Flow State" and connect with your members on a new level taking them on an unforgettable journey. Fitness-focused with yoga undertones, WARRIOR Rhythm™ increases strength, flexibility, and balance. It's yoga + weights + HIIT + mindfulness rolled into one insanely rhythmic experience to unleash your inner wild thing!

**FR5D Friday, 2:45pm-4:00pm****When Breath Meets Water: Aqua Yoga****Rosie Malaghan, MS, ERYT- 200**

Aqua Yoga is an accessible practice that supports your body and your soul. This session will review asanas (poses), breathwork (pranayama), and creative ways to bring this practice into the water. Whether you are adding aqua yoga to existing classes or creating a program to bring in new clients, consider rooting your Tree Pose in the pool.

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


# standout

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

**Nutrition and  
Hormones:  
Healthy Aging** ■  
**Dr. Julie Zuleger,  
PhD, CSCS, RYT-500**



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

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

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



FR6

4:30pm-5:45pm

**Aging With Strength & Grace****MaryBeth Dziubinski**

Drop the belief that aging is deteriorating. Aging is simply the process of getting older. With age comes wisdom and experience. Understand the statistics and learn useful tips on how to improve one's quality of life and prevent chronic disease. Now is the time to change your perception on the aging process.

**FR6A Friday, 4:30pm-5:45pm****Kettlebell Krush****Tara Turner**

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

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

**FR6C Friday, 4:30pm-5:45pm****How to Handle Hypertrophy****Dane Robinson**

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

**FR6D Friday, 4:30pm-5:45pm****BeatBoss™ Tapbacks, Push-ups Yay Or Nay****Andrea Austin & Robert Leadley**

Let's face an indoor cycle elephant in the room together! Join team BeatBoss™ for a candid open discussion on the good, bad and why or why not upper body action on an indoor cycle group ex bike is acceptable and/or beneficial. Experience a BeatBoss™ Master Class post-discussion.

**FR6E Friday, 4:30pm-5:45pm****Aqua Ab Arsenal****Ann Gilbert**

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

**FR6F Friday, 4:30pm-5:45pm****Perfect Practice Makes Perfect****Dr. Edward Laskowski, MD**

It's not practice that makes perfect...it's perfect practice. Movement patterns have been identified that can predispose us to musculoskeletal injury. This lecture discusses the role of movement analysis in detecting and correcting movement flaws to help protect people from injury during sports and exercise activities. (Lecture)

**FR6G Friday, 4:30pm-5:45pm****Grow Your Business by Adding Value****Bob Esquerre, MA, NSCA-CPT**

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

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

FR7

6:00pm-7:00pm

**Fitness Idol****Judges: Sara Kooperman, JD, Amber Toole, Kimberly Spreen-Glick & Dane Robinson**

Do you have what it takes to become the next SCW Fitness Idol? As the winner of this prestigious title, not only will you receive coverage in 2024 SCW newsletters, but you'll get a chance to show off your skills as a featured presenter at the 2024 SCW MANIA® Convention of your choice!

**Each 2023 SCW Fitness Idol Winner receives:**

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

**FR7A Friday, 6:00pm-7:00pm****Yin to My Yang****Rosie Malaghan, MS, ERYT- 200**

We live in the Yang - the fast-paced everyday flow that is active, ambitious, maybe even restless, with a training focus on muscles and intensity. Slow down, relax, turn inward, and learn how to find balance through Yin, a slow-paced practice, focused on the hips, pelvis, and spine. Gain a greater understanding of class format, asanas, and purpose as we target deep connective tissues, joint protection, and energy flow to compliment strength training.

**FR7C Friday, 6:00pm-7:00pm****MANIA® DANCE OFF!****LaBlast®, Fit Bodies, RAQISA® & Manuel Velazquez**

Join the stars of MANIA® in this wild workout with the best in dance fitness. Have a blast with LaBlast®, Fit Bodies, RAQISA® & Manuel Velazquez and learn tons of new moves to drive your dance programs to the next level. You even can win a free certification from one of these amazing programs. It's going to be a party of epic proportions!

**FR7C Friday, 6:00pm-7:00pm****SATURDAY, AUGUST 26**

SA1

7:30am-8:45am

**S.E.A.T.®****Supported Exercise for Ageless Training****Ann Gilbert**

It's time to take aging sitting down! Discover how incorporating a chair can increase access to your fitness offerings by catering to clients of all abilities. Perfect for deconditioned clients or those overcoming injuries, you'll learn how to design seat-based programming that doesn't lack intensity or fun, guaranteed to get a "seated" ovation from all of your students!

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



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

### Band Camp ■

**Gail Bannister-Munn**

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

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

### By Any Stretch ■

**Abbie Appel**

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

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

### Raq The Barre® Belly Dance Fitness ■

**Soraya Doherty, MA**

Shimmy & shake up your barre fitness offerings with the accredited belly dance barre workout! Learn and experience how ancient Middle Eastern movements can add variety and additional wellness benefits with seamlessly merged hip and torso layered progressions into a modern barre workout! Match Oriental dance grace with barre strength!

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

### Schwinn®: Leader of the Pack

**Jenn Hogg, MA**

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.

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

### Increase Aqua Intensity with Intervals

**Christine Alexander**

Don't just say "work harder." Tell your participants how! Use logical aqua progressions making basic moves larger and increasing speed. Up the intensity by adding acceleration and power. Experience all these intensity variables in sets of rolling intervals.

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

### Functional Foods for a Fantastic You ■

**Amanda Fearheiley, RDN, LDN, CPT**

Studies suggest that nutrition is more important than exercise for achieving weight loss and maintaining a healthy weight. Learn the science behind why popular diets fail and specific training-based nutritional needs. Leave with the knowledge to help your clients reach their goals while staying within your scope of practice. (Lecture)

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

### Monetizing Your Passion & Skills ■

**Bob Esquerre MA, NSCA-CPT**

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

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

## SA2 KEYNOTE

9:15am-10:30am

### The Role of Fitness Professional in the Healthcare System ■

**Patrick Mummy**

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

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

## SA3

11:00am-12:15pm

### Cardio Kickboxing for the Active Ager ■

**Rosie Malaghan, MS, ERYT- 200**

Dynamic motion at its most fun! The need for reactive and anticipatory balance, power and agility training is incredibly important as we age.



Come sweat, laugh and learn how to facilitate a purposeful cardio kickboxing class that includes whole-body mobility, repetition and coordination. Walk away with class formats to play with, and teach!

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

### **WARRIOR Combat™: Keep Fighting** ■

**Diva Richards**

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.

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



### **Happy Muscles!® 365 Tiger Tail® Recovery** ■

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

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

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



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

**Louis van Amstel & Dusty Solis**

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®: Cycle Mixology - Killer Playlists**

**Jason Schneider**

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.

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



### **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!

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



### **Getting Clients Lean Healthfully** ■

**Sohailla Digsby, RDN, LD**

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

**SA3G Saturday, 11:00am-12:15pm**

### **Find & Enroll Clients Using 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.

**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.

### **Functional Fitness 50+** ■

**Amber Toole**

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

**SA4A Saturday, 12:30pm-1:45pm**



### **Strike! Kickboxing** ■

#### **Kimberly Spreen-Glick**

Strike! is a fierce, full-body interval workout that blends traditional kickboxing combinations with controlled weight-bearing strikes and blocks using a weighted bar & is inspired by martial arts stick fighting. This class is strategically delivered in "rounds", creating a non-stop flow of energy and sweat. This is NOT your typical kickboxing class!

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

### **Schwinn®: Breathy Not Breathless**



#### **Abbie Appel**

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.

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

### **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)

**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.

### **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!

**SA4B Saturday, 1:15pm-2:30pm**

# **create**

**WE INSPIRE YOU WITH THE FREEDOM TO  
INTERPRET AND DEVELOP PROGRAMMING  
WITH YOUR OWN UNIQUE PERSONALITY.**



## Hips Don't Lie

**Gail Bannister-Munn**

If all we do is sit, we are destined to decrease our lower body function. Learn techniques that will help hip mobility, flexibility and strength. Enhance functional activities and performance. Prevent lower back pain, knee discomfort and injury and boost explosive movements in athletes.  
**SA4C Saturday, 1:15pm-2:30pm**

## Aquatic Personal Training

**Rosie Malaghan, MS, ERYT- 200**

Facilitating personal training in the water is a game-changer, and will give you the ability to transfer your group exercise aquatic skills into profitable personal training opportunities. This workshop provides you with multiple ways to intentionally program for your clients and deliver one on one training in the perfect environment of the pool. Give yourself the ability to double your income and maximize your expertise.  
**SA4F Saturday, 1:15pm-2:30pm**

## 10 Tools to Grow Your Business

**Ronnie Fulton**

The first step in growing your business is knowing what tools and resources are available to you and what they can do to help you achieve success. In this session you will learn the top ten tools to attract more customers, automate your business and increase sales.  
**SA4H Saturday, 1:15pm-2:30pm**



**SA5**

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

## Strength Training for Longevity & Vitality

**Sara Kooperman, JD**

Whether a personal quest or way to engage the fastest growing segment of the population, this incredibly creative tubing workout presents effective and manageable training techniques for the 40+ population. Led by an icon in the fitness industry, Sara takes you through this Group Strength Class using unique multi-joint, rhythmic exercises for a total body strength workout. Endurance, flexibility and balance are the lenses we use when analyzing our programming. It's not about how long or hard you train; it's about exercising smart for longevity and vitality.  
**SA5A Saturday, 2:45pm-4:00pm**

## Total Body Strength

**Diva Richards**

Using an age-old piece of equipment, improve strength, endurance, and enhance overall fitness in an exciting and dynamic training environment. This kettlebell program incorporates unique layering techniques along with safe and effective execution cues. Leave with creative patterns and a strong balance of power & endurance.  
**SA5B Saturday, 2:45pm-4:00pm**

## Posture & Alignment with Personal Training

**Patrick Mummy**

Almost all workouts require good posture and alignment to maximize results while minimizing injury. However, it is difficult to assess our clients and ensure all participants are moving properly. Join our resident expert on posture, alignment and evaluation, Patrick Mummy, as he discusses the best coaching and cueing strategies for alignment and posture and how to do it effectively in personal training and a small group environment.  
**SA5C Saturday, 2:45pm-4:00pm**



## Coconut Beach Camp by Fit Bodies, Inc.

**Remelyn Stanley**

Participate in this lively, Caribbean-inspired workout and feel instantly transported to a tropical beach! Using coconuts and other 'resort-type' equipment, this easy-to-teach-anywhere class combines multiple training



modalities including Cardio, Core, Strength, Yoga and Stretch. Discover how you can create this fun, effective and engaging workout experience with your participants.

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

## Schwinn®: 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.

**SA5E Saturday, 2:45pm-4:00pm**



## Aqua Rhythmic

**MaryBeth Dziubinski**

Learn how the body's autonomic nervous system responds to rhythmic music to release blocked energy which can be a precursor to disease. Discover how to bring the body into balance and harmony when submerged in the water.

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

## 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)

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

## Create Value - Retain Clients

**Amber Toole**

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

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



**SA6**

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

## 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.

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

## Core Connection

**Tara Turner**

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

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

## 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!

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

### Coaching Station-Based Circuit Workout ■

**Sheldon McBee, MS**

Circuit workouts are efficient, fun, and effective when well designed. Yet, when directions are missed, client confusion, poor performance, and increased injury risk ensues. Learn and practice the top ways to cue station-based circuit workout. Walk away with a stronger grasp on coaching and designing programs that will help your clients land their mark.

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

### 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.

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

### 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.

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

### Diet vs. Exercise: Food Choices Always Win ■

**Amanda Fearheiley, RDN, LDN, CPT**

Studies suggest that nutrition is more important than exercise for achieving weight loss and maintaining a healthy weight. Learn the science behind why popular diets fail and specific training-based nutritional needs. Leave with the knowledge to help your clients reach their goals while staying within your scope of practice. (Lecture)

**SA6G Saturday, 4:30pm-5:45pm**

### Keep Members Engaged Year Round ■

**Ellen de Werd**

Let's talk about member retention! We want existing members to stay. The key is engagement. Strategically highlighting programs like group exercise, small group training and personal training, along with special events and fun challenges, is essential. This workshop will help you craft a marketing plan centered around the things your club does best.

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



## SUNDAY, AUGUST 27

**SU1**

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

### LaBlast® Chair Fitness ■



**Louis van Amstel & Dusty Solis**

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

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

### 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™!

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

### Beauty & the Beast: Yoga Power Bar ■

**Billie Wartenberg**

Move like a beauty while going full beast mode with Yoga Power Bar! Two worlds collide with creative yoga flows mixed with force and power! Elements in this session will include stretching, strengthening, core work, and more!

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

### Master the Deadlift ■

**Dr. Jonathan Mike, PhD**

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

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

### BeatBoss™ Bike Power + Party



**Andrea Austin & Robert Leadley**

Who says a data-driven ride is boring!? Not with BeatBoss™. Come discover how much fun it is to combine data/metrics with riding the beat and more! Learn the benefits that the BeatBoss™ Methodology makes for the ultimate fun party on a bike with PURPOSE! Experience a BeatBossPOWER™ Master Class too.

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

### Aqua Strides & Strength ■

**MaryBeth Dziubinski**

Lengthen, strengthen and challenge your lower body in this resistive, shallow water walking class. Striding, gait training and functional movement patterns will be performed to enhance flexibility and balance.

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

### Fad Diets & Failed Expectations ■

**Amber Toole**

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

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

### Personal and Small Group Training Sales ■



**Sheldon McBee, MS**

You know the saying "you never get a second chance to make a first impression". This is also true when a prospective client is trialing your training services. As trainers, we all want trial clients to sign and we're disappointed when they don't. It's that simple. Your prospective client must envision a better version of themselves. It should be relevant, have a low learning curve, and be an experience they feel crazy to say no to. In this session learn the ins and outs of creating the best trial training session experience possible and boost your conversion rates.

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

SU2

9:00am-10:15am

**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.

**SU2A Sunday, 9:00am-10:15am****Core Crusher** ■**Diva Richards**

Get a full body workout with the emphasis on the center of it all – the core. Build functional core strength with occasional bursts of cardio to improve balance and movement. Learn essential skills through a journey of standing, seated, and mat work exercises. Don't miss this core crushing session!

**SU2B Sunday, 9:00am-10:15am****BARRefusion™ Experience** ■**Michele Park**

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.

**SU2C Sunday, 9:00am-10:15am****Total Body Shaping** ■**Sheldon McBee, MS**

Old school meets new school! Studios all over the world are creating brilliant programs that feature a combination of functional training, strength training, circuits, metabolic conditioning, yoga, and more. Experience a successful class that focuses on bodybuilding principles designed to develop and shape muscle. Leave this workout with inspiring and effective programming ideas.

**SU2D Sunday, 9:00am-10:15am****BeatBoss™ Bike Sculpting Done Right****Andrea Austin & Robert Leadley**

Newsworthy! Adding weights on an indoor cycle bike does not need to be controversial any longer. Join team BeatBoss™ to learn the in's and out's of why adding small weights to an indoor cycle class is now safe, fun and purposeful. Experience a BeatBossSCULPT™ Master Class post lecture time.

**SU2E Sunday, 9:00am-10:15am****Aqua Running & Conditioning****Billie Wartenberg**

Join the newest aqua craze! We all know the many benefits of running, so now is the time to take your workouts to a new depth! This cardio/strength water workout will combine high-intensity and low-intensity exercises with little impact while strengthening muscles and improving joint function. Combine running, traveling, Tabata intervals, strength, and more!

**SU2F Sunday, 9:00am-10:15am****Abs are Made in the Kitchen** ■**Sohailla Digsby, RDN, LD**

What can you do for 10 minutes a day (or an hour each weekend) that would impact what you end up putting in your mouth? Learn from a Registered Dietician, Cookbook Author, and mom of 3, that it doesn't have to be so hard: streamline your meal prep, grocery time, and kitchen set up! (Lecture)

**SU2G Sunday, 9:00am-10:15am****Stretching for Strength -****Flexible Foundations Panel** ■**Sara Kooperman, JD, Ronnie Fulton, Amber Toole & Dr. Jonathan Mike, PhD**

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.

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

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## SU3

10:45am-12:00pm

**Creative Programming 55+** ■◀**Billie Wartenberg**

Americans age 55+ are feeling more alive and active than ever! In fact, this age group makes up the largest segment of our population going to fitness facilities. Don't just give them boring fitness programming – get creative and make your fitness classes fun, energizing and engaging! It will not only meet their needs for an active lifestyle, but it will keep them coming back for more.

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

**Dynamic Core Training** ■◀**Sheldon McBee, MS**

Your core muscles are an amazing team of skeletal muscle tissue that prevents injury and amplifies performance. In this unique workout, experience blocks of fun, energetic, and dynamic exercises that heavily utilize core conditioning. Enhance speed, power, and agility while minimizing risk to the spine. Designed for the general population this workout is the ideal opportunity to practice programming that can set you apart.

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

**No (Downward facing) Dogs Allowed** ■◀**Ronnie Fulton**

This session involves an entirely restorative style yoga practice without being asked to do a single downward facing dog. In fact, this slower style yin yoga session includes all long-held, relaxing floor poses designed to target your deep connective tissues including your fascia, ligaments, joints and bones.

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

**Kickbox N Chaos** ■◀**Tara Turner**

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

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

**Aqua Strength Training****Christine Alexander**

Strength train using the pool as your gym and the water as your resistance. This session covers techniques such as the heavy concept, hand positions and lever length, as well as how to take advantage of the properties of the water by using inertia, acceleration, and action/reaction.

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

**Healthy Weight: Defined by a Dietitian** ■◀**Sohailla Digsby, RDN, LD**

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

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

**Rockstar Instructors** ■◀**Diva Richards**

Grow your business by building a culture that guarantees an increase in membership and improved staff retention. This session will teach you how to identify & recruit and keep rockstar teachers and trainers. The foundation of longevity in business is culture, creativity and consistency. Learn tricks of the trade from this successful club owner and instructor.

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



## SU4

12:15pm-1:30pm

**Chair-agility** ■◀**Melissa Layne, MEd**

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

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

**Fundamentals of Squat Progressions and Variations** ■◀**Dr. Jonathan Mike, PhD**

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

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

**Yoga Grooves** ■◀**Kenyetta Brasher**

Yoga Groove is yoga with a twist. We will start with breath and center. Begin with an easy flow into standing balance. Adding the twist of yoga dance before ending class with a calming and fluid savasana.

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

**Stand Up for Foam Rolling** ■◀**Ronnie Fulton**

Improving fascia health is important for pain relief and performance enhancement. However, injuries and limitations in mobility can make getting on the floor to foam roll not feasible. Examine effective modifications to your standard foam rolling exercises that include foam rolling against a wall or in a chair.

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

**Free to Move in the Pool****MaryBeth Dziubinski**

Utilizing the natural support and resistance of the water is key to relieving stiffness, inflammation and stress associated with chronic conditions like arthritis, fibromyalgia and chronic fatigue. Experience innovative, gentle movement patterns to enrich and free the body of pain while promoting a feeling of total body wellness.

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

**Childhood & Adolescent Obesity: Healthy Guidance** ■◀**Amanda Fearheiley, RDN, LD, CPT**

Today, more than ever, it is essential to learn how to navigate through the ever growing crisis of youth and adolescent obesity. As fitness professionals we are called to make a positive and life-long impact on the future of our nation. Learn nutrition guidelines and tips to appropriately, gently, yet effectively target this population. (Lecture)

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

**Successful Active Aging Programming** ■◀**Billie Wartenberg**

Take your active aging program to a new level! This session is packed with information to guide you in implementing dynamic offerings, ways to make money, and an all-around successful program! Leave with programming options, scheduling recommendations, instructor recruitment strategies, class management protocols, equipment selection suggestions, and more.

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



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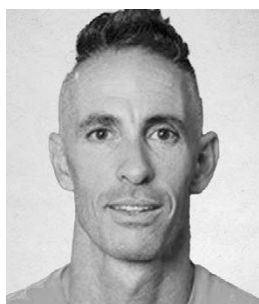
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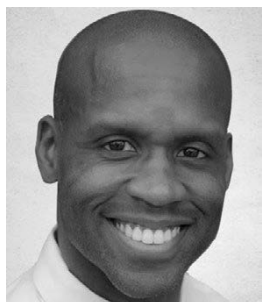
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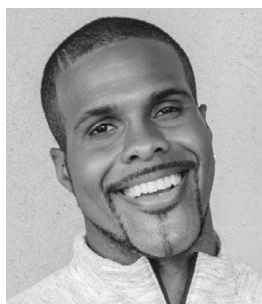
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