





#### **LETTER FROM SARA**

Dear DC MANIACs,

It's 2024 and we are ready for change... so let's look forward and plan now! More classes, more recordings, and more options to uplift and energize your programming and inspire YOU, our loyal, dedicated fitness family.

Join us as we celebrate our 41st year, rebrand our business and update your events. We thank you for your support and bring YOU a new look and feel for fitness education.

Revitalize and rejuvenate your personal fitness community by powering up your programming with 200 sessions, 40 presenters, and over 160 recorded sessions, all this happening in our 7 activity and lecture rooms! NOBODY offers you more, nobody changes faster, and nobody cares more... about YOU.

Get off your computer, rise out of the Internet, and experience the sweat and smell of likeminded fitness professionals and industry elites who remind you why you entered fitness in the first place.

Come to MANIA® and experience the change!

In Health,

Sara Kooperman, JD

Saw Koop

CEO, SCW Fitness Education

#### **CEC/CEU PROVIDERS**











#### **SUPPORTERS**











#### DC MANIA® FITNESS PRO CONVENTION

February 23-25, 2024 (Fri., Sat., & Sun.)

#### **HEALTH & FITNESS BUSINESS SUMMIT**

February 23-25, 2024 (Fri., Sat., & Sun.)

#### **ACCREDITED LIVE CERTIFICATIONS**

Feb. 22 (Thur.) & Feb. 25 (Sun.) 2024

#### LOCATION

2300 Dulles Corner Boulevard Herndon, VA 20171 (703) 713-1234 reservations

#### WHAT IS A MANIA FITNESS PRO CONVENTION?

MANIA® is a three-day Fitness Education Conference featuring world-renowned Fitness Educators leading 200 sessions on such topics as:

- · Personal Training
- Recovery/Myofascial Release Pilates
- Functional Training
- Business
- · Active Aging
- Group Exercise
- · Core/Strength Training · Yoga

Sales/Retention

- Nutrition
- Marketing

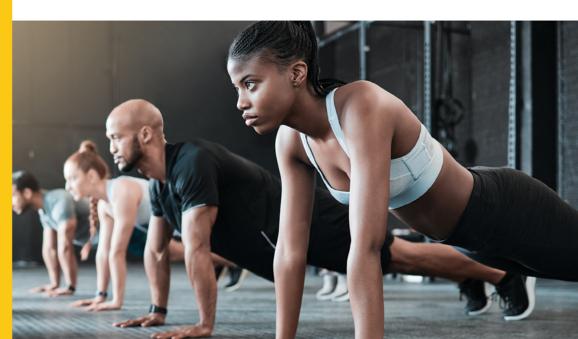
- · Boot Camp
- Social Media Aqua

Exercise Science

· Stretching/Flexibility

- Circuits
- · Chair Exercise
- · And Much More!

MANIA® is not just a Fitness Convention; it's a destination where the fitness community gathers to gain education, inspiration, and renewed energy! With its affordability, MANIA® caters to both aspiring exercise professionals and seasoned fitness veterans. Interact with your favorite presenters, both local and international, explore the Expo, and embrace the sense of belonging to a vibrant health and wellness community. It's like a shot of adrenaline that propels your fitness career to new heights, sustaining its impact throughout the entire year!







#### STAY ON-SITE AT DC MANIA AND SAVE BIG!

2300 Dulles Corner Boulevard Herndon, VA 20171 (703) 713-1234 reservations

#### ATTENDEE ROOM RATES

\$109 Single-Double-Triple-Quad room (Reg. \$239)
Pay as little as \$27.25 (plus tax) per night when you share a room with three others!

#### **GUARANTEED LOWEST DISCOUNT HOTEL RATE**

WOW – Every Room is a Suite (includes Sleeper Sofa!) & Parking is FREE!

- FREE Wi-Fi
- · Fold-out Sleeper Sofa
- FREE Coffee Maker
- Outdoor self-parking is FREE
- · FREE Mini-Fridge



#### HOTEL ROOM DISCOUNT DEADLINE: TUESDAY, FEBRUARY 6, 2024

Book early, our hotel ALWAYS SELLS OUT! Visit www.scwfit.com/dc/hotel to reserve your room online.









#### **FREE PARKING**

Hotel Parking is FREE for both Hotel Guests and MANIA® Attendees!



#### AIRPORT TRANSPORTATION

Complimentary airport shuttle service will take you door to door from Dulles Airport to the Hyatt Regency Dulles. After you've retrieved your luggage, please call 703-713-1234 to schedule a

shuttle pickup. Head out to Ground Transportation/Hotel Shuttle and the airport pick-up location areas, curbs 2B or 2G, in lower baggage claim. (10 minutes from Dulles Airport to the Hyatt).



#### **VISIT DOWNTOWN DC**

Our nation's capital teems with iconic monuments, vast museums and abundant nightlife. The Smithsonian Museums line the National Mall and provide absolutely FREE entrance to see many

of our nation's treasures! Visit the National Archives and take an up-close look at the United States Constitution and the Declaration of Independence. D.C. has a thriving nightlife scene, check out Georgetown for some of the best food and drinks the city has to offer. Keep an eye out because in the seat of U.S. power you never know who you might rub shoulders with!

Fairfax County is filled with interesting places to explore and lots of fun things to do. Discover exciting Northern Virginia activities surrounding our hotel, like Shenandoah National Park and more than 80 wineries and vineyards. Take a short Metro ride to DC and check out popular landmarks, museums, and national monuments. Reston Town Center is 15 minutes away where you can go and enjoy a day of shopping.





#### MANIA® REGISTRATION DEADLINE

Avoid late fees! Register by Monday, January 29th, 2024 and lock in your lowest price, saving you \$60 off the \$399 registration fee. Pay only \$339 and receive all your class selections!



# JOIN THE MANIA® SUPPORT STAFF AND 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 (now only \$159)
- 50% OFF all Live SCW Certifications (was \$259, now \$129.50)
- 50% OFF all SCW Apparel
- 50% OFF all SCW Equipment & Accessories
- FREE Event T-shirt
- FREE SCW Staff dinner party
- FREE Evening Masterclass
- FREE Refreshments in the SCW Member Room!

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



# BECOME AN SCW MEMBER FOR ONLY \$109!

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



scwfit.com/membership



- \$150 OFF any regular 3-day MANIA® registration (was \$399 / now only \$249)
- First choice class selection guaranteed at MANIA® & Summit
- FREE Subscription to SCW OnDemand (value \$199)
- 50% OFF Equipment purchased at the SCW MANIA® booth
- 50% OFF Activewear at the SCW booth
- \$60 OFF Online Certifications (was \$259, now \$199)
- 20% OFF Online CEC/CEU Video Courses (was \$40 now \$31.96)
- \$20 OFF In-Person Certifications
- FREE Webinar Attendance & Recordings
- FREE eNewsletters (Spotlite, Business, Aqua)
- Members-Only Room at MANIA® (FREE Coffee, Fruit & Snack Bars)
- · Sign up at www.scwfit.com/membership





# EASILY ACCESSIBLE DOWNLOADABLE OUTLINES ONLINE

Download & print your outlines BEFORE you come! Go to www.scwfit.com/dc/outlines. The outlines are posted 1 week before the convention and will remain online for

30 days after the close, making it easier for you to retain this important educational information.

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

Live MANIA® Conventions, along with our Online Recorded options, provide you with over 20 Continuing Education Credits/Units during the three-day convention! MANIA® CECs/CEUs are accepted by SCW, ACE, AEA, ACSM, AFAA, NASM, and other providers. We are also available to assist you in obtaining Physical Therapy or other CEUs as needed. SCW is dedicated to maintaining excellence and only features presenters who are certified or hold a fitness-related graduate or undergraduate degree. To determine the specific number of CECs/CEUs required for maintaining your credentials, please consult your individual certification organization. Please note that all courses are subject to CEC/CEU approval by your respective educational organization.



# 160+ RECORDINGS... 200 HOURS OF ONLINE EDUCATION - ONLY \$60 FOR 60 DAYS!

Experience over 160 activity sessions, nutrition & business lectures with 200 hours of recorded content for just \$60. When you include the recordings in your In-

Person registration, you'll have access for 60 days. Enhance your 1, 2, or 3-day registration by adding these valuable resources. It's the best value for your educational investment! If you're unable to attend MANIA® In-Person, don't worry! You can still benefit from all the recorded sessions and lectures online for as low as \$339. With over 160 recordings available, you can enjoy them at your convenience and on your own schedule. Additionally, all online videos are eligible for a maximum of 24 CECs/CEUs.



#### 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



#### ATCHARA SEESAWAT SCHOLARSHIP

To honor the life of Atchara Seesawat, SCW is providing a free admission to the MANIA® Convention for a Personal Trainer who is trying to better their client experience and expand their ability to help others but

does not have the financial means to attend an educational conference. This scholarship is available to both experienced individuals or new trainers who strive to maintain the high-quality of personal training and dedication to excellence that Atchara Seesawat demonstrated throughout her life. Atchara was a dear friend of Sara Kooperman's who passed away all too soon from pancreatic cancer. To apply for a scholarship, please visit: www.scwfit.com/ATCHARA



# HEALTH & FITNESS BUSINESS SUMMIT FEB. 23-25 AT DC MANIA®

If you're looking to expand your business and advance your career, the 3-day SCW Business Summit is an essential event for both you and your team. t provides the ideal platform for obtaining the necessary education, networking opportunities, and tools to distinguish yourself from competitors and steer your business towards a more lucrative future. Join us for 17 Business Sessions, totaling 30 hours of invaluable education focused on Sales, Marketing, Social Media, Management, Programming, Retention, Technology, Finances, and Trends! You can conveniently develop your business and career right in your own backyard.

(Refer to the shaded blue/gray box found throughout the course descriptions and the pull-out chart highlighting these sessions.)





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

Any fitness professional or enthusiast who wants to up-skill their concentration or expand their knowledge about other areas of fitness education should attend a MANIA® event

- Personal Trainers
- Group Fitness Instructors

and our Health & Fitness Business Summit!

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

With 200 sessions, 7 sessions every hour, 100 being recorded LIVE, and 60 having been pre-recorded, MANIA® guarantees a fun experience that will leave all attendees well-equipped to return to work on Monday.

#### **REGISTRATION HOURS**

 Thursday, Feb 22:
 6:30am - 8:00pm

 Friday, Feb. 23:
 6:45am - 6:00pm

 Saturday, Feb. 24:
 6:45am - 6:00pm

 Sunday, Feb. 25:
 7:00am - 12:45pm

#### **EXPO SHOPPING**

**Friday, Feb. 23:** 10:00am - 11:00am

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

**Saturday, Feb. 24:** 8:30am - 9:15am

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

Sunday, Feb. 25: 10:00am - 1:00pm (Closeout Shopping)



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

Reach 64,000 via emails, 58,000 through text messages, and 300,000 through organic virtual connections as well as 400-800 fitness professionals through face-to-

face contact at one of our 7 conventions. Our hotels are Non-Union, providing exhibit booths with tables, chairs, and carpet at no additional cost located directly outside Activity Rooms. Enjoy hassle-free move-in and out with NO drayage fees! Teach your sessions, workshops, and give lectures allowing MANIA® attendees to engage with your products and try your programs. Host your certifications, provide inserts for the Welcome Bag, and publish articles with ads in our newsletter. Promote your business through our SCW webinars and podcasts, and send discount coupons in our emails, and text messages.



For more information, please visit: www.scwfit.com/partner or email partner@scwfit.com.

You can also schedule a meeting with our CEO, Sara Kooperman, JD, through calendly.com/SCWFIT



# 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/dc/expo

#### **CO-SPONSORS**



#### **ASSOCIATE PLUS SPONSORS**







#### **ASSOCIATE SPONSORS**









































thanks to our SPONSORS!



# **ACCREDITED CERTIFICATIONS**

## CERTIFICATIONS THURSDAY, FEBRUARY 22

#### **SCW ACTIVE AGING CERTIFICATION**

**Ann Gilbert** 

Thursday, February 22, 9:00am-5:00 pm \$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 by 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. The 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 GROUP EXERCISE CERTIFICATION**

Manuel Velazguez

Thursday, February 22, 8:00am-5:00pm \$199 MANIA® Attendees / \$259 Non-Attendees

If you've always dreamed of becoming a group fitness instructor, look no further! This Nationally Recognized Certification will give you the confidence to demonstrate impactful teaching skills and successfully lead a group fitness class. Throughout the certification, you will learn essential skills such as proper class sequencing, warm-up progressions, musical phrasing, effective cueing techniques, and choreography development. By mastering these practical skills, you'll be equipped to deliver exceptional classes every time. Additionally, you'll gain a thorough understanding of group cardiovascular fitness, muscular endurance, and flexibility training techniques, enabling you to implement them in various class settings. Our cutting-edge Group Exercise Certification provides a balance of theoretical and practical training, ensuring that you are prepared for the newest variety of fitness programming. This includes Hi/Lo impact cardiovascular training, muscle conditioning and sculpting, HIIT programming, and much more. The certification includes practical training, a comprehensive manual, and an online examination. SCW (8.0), ACSM (8.0), AEA (4.5), AFAA (8.0), NASM (0.8).

#### **SCW T'AI CHI CERTIFICATION**

SCV

Joshua Craddock

Thursday, February 22, 9:00am-5:00pm \$199 MANIA® Attendees / \$259 Non-Attendees

Tai Chi (Taiji) is one of the oldest forms of organized exercise in the world. This course is an introduction to the essentials of Tai Chi for fitness instructors. In it you will learn a basic repertoire of traditional movements and how these exercises develop stability, mobility, and strength in a beautiful "moving meditation". Learn exercises from Qi Gong, which can be done in any order, at any time of the day and without equipment. These exercises are also known as the age-old Yang Short Form of T'ai Chi. Understand eight essential principles and apply them to movement, along with traditional T'ai Chi breathing guidelines. Teach your clients to feel more invigorated, more energized, and more balanced from this natural choreographic flow of wellness. Certification includes practical training, comprehensive manual, and online examination. SCW (8.0), ACE (0.7), ACSM (8.0), AEA (7.0), AFFA (8.0), NASM (0.8).

#### WATERINMOTION® AQUA EXERCISE CERTIFICATION



Cheri Kulp

Thursday, February 22, 9:00am-5:00pm \$199 MANIA® Attendees / \$259 Non-Attendees

This WATERinMOTION® Certification is the perfect program for aqua instructors to take their classes to the next level. This comprehensive training includes an effective five-part preparatory online course addressing the principles of water exercise, the WATERinMOTION® RIP-PLE teaching method, verbal and visual cueing techniques, deck teaching skills, and active aging principles. The live full-day practical training utilizes choreography routines to enhance your class sequencing, musical phrasing, teaching skills, and choreography development. Free-style instructors benefit from WATERinMOTION® through class structure design, routine creation, and leadership development. Leave certified in WATERinMOTION® Original program and WATERinMOTION® Platinum (older adult) program, as well as the new WATERinMOTION® Strength program. Finish with the skills to teach your best class, every class! Certification includes downloadable choreography video, onehour music CD, flash cards, and optional Video Assessment (\$300 value). SCW (7.0), ACE (0.9), ACSM (7.0), AEA (8.0), AFAA (7.0), NASM (0.7).



#### **SCW LIFE COACHING CERTIFICATION**



**Amber Toole** 

Thursday, February 22, 9:00am-3:00pm \$199 MANIA® Attendees / \$259 Non-Attendees

In today's ever-changing health and fitness industry, there is a growing need for online life coaches. This certification equips trainers and instructors with the necessary education, guidance, and leadership skills to become successful life coaches. You will learn about the various categories of life coaching, creating a strong foundation for serving clients, delivering coaching sessions, and developing an authentic brand that attracts ideal clients. If you are passionate about making a bigger difference in the world, this certification is your chance to expand your role and stay relevant. The certification includes practical training, a comprehensive manual, and an online examination. CECs: SCW (7.0), ACE (0.7), ACSM (7.0), AEA (7.0), AFAA (7.0), NASM (0.7).

#### SCW MENOPAUSE WELLNESS: THRIVE WITH FITNESS CERTIFICATION



Melissa Layne, MEd Thursday, February 22, 9:00am-3:30pm \$199 MANIA® Attendees / \$259 Non-Attendees

Unlock the secrets to vibrant health during menopause in our comprehensive fitness and wellness workshop, supported by cutting-edge research. Join us for an empowering journey to embrace this transformative phase with confidence and vitality. Our expert instructor will guide you through evidence-based exercises, nutrition strategies, and holistic practices tailored to menopausal needs. Discover how to manage symptoms, boost energy, and maintain overall well-being. Connect with likeminded fitness professionals, and gain practical tools for a healthier, more fulfilling menopausal journey. Don't miss this opportunity to take control of your health and thrive during this unique life stage. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (7.0).

## CERTIFICATIONS SUNDAY, FEBRUARY 25

# S.E.A.T. - SUPPORTED EXERCISE FOR AGELESS TRAINING CERTIFICATION



Ann Gilbert

Sunday, February 25, 7:30am-3:30pm \$199 MANIA® Attendees / \$259 Non-Attendees

The S.E.A.T. Fitness Certification (Supported Exercise for Ageless Training) is the perfect program for Active Aging and Specialty Format Instructors to take their chair classes to the next level. This comprehensive training includes an effective analysis of the aging process addressing the physiology, kinesiology, and specific needs of students requiring extra support. Use a chair as your base and incorporate sitting, standing, and supported moves needed to enhance your group dynamic teaching skills. Verbal and visual cueing techniques, inspirational and effective memory-improvement strategies, and active aging principles are all included. The live full-day practical training utilizes choreography routines to enhance your class sequencing, musical phrasing, teaching skills, and choreography development. Both expert and novice group exercise and small group instructors benefit from S.E.A.T. Fitness through class structure design, routine creation, and leadership development. Leave with a demographically diverse

program you can teach to anyone, including active agers, rehab patients, overweight or special-needs participants. The certification includes practical training, a comprehensive manual, downloadable choreography video, music, educational materials, flash cards, and online examination. SCW (7.0), ACE (0.7), ACSM (7.0), AEA (7.0), AFAA (7.0), NASM (0.7).

#### **SCW STRETCHING & FLEXIBILITY TRAINING** CERTIFICATION



Abbie Appel

Sunday, February 25, 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. The certification includes practical training, a comprehensive manual, and an online examination. SCW (7.0), ACE (0.7), ACSM (7.0), AEA (8.0), AFAA (7.0), NASM (0.7).

#### **SCW PILATES MATWORK CERTIFICATION**



Elizabeth Lenart, MEd

Sunday, February 25, 7:30am-3:30pm

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

Experience the classical series of movements and modifications based on the timeless methods of Joseph Pilates in this Nationally Recognized Certification. Principles of core stabilization, optimal alignment, and Pilates matwork create the foundation for this intensive blend of theoretical and practical training. Learn proper execution, form, and technique of over 40 essential Pilates exercises. Modifications and variations are 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).

#### **ZUMBA® BASIC 1 TRAINING**

ZVMBA

Jenna Bostic & Beatriz Busch Sunday, February 25, 7:30am-3:30pm \$399 Registration Fee

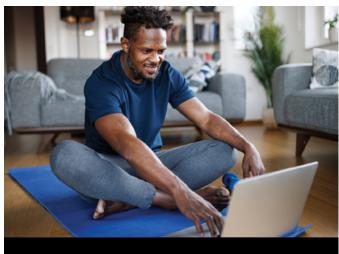
(Use PROMO CODE: TSZUMBA65 to receive a 65% discount)

Register at: https://www.zumba.com/en-US/training/2024-02-25\_B1\_ Herndon\_US\_Zumba\_Convention

This training is the first step to becoming a Zumba® Instructor, and it teaches you the foundation and formula to teach Zumba® classes! You will learn the steps to the four basic Zumba® rhythms (Merengue, Salsa, Cumbia, and Reggaeton), and then you will learn how to put these steps together into a song! The pre-con fee includes The Zumba® Electronic Instructor's Manual, Online Videos to Review Basic Steps, and Zumba® Certificate of Completion. SCW (8.0), ACE (0.7), ACSM (8.0), AFAA (5.5).



**REGISTER FOR CERTIFICATIONS** AT DC MANIA®



# ONLINE discounted CERTIFICATIONS

- PERSONAL TRAINING
- FLOWING YOGA
- BOXING
- AQUATIC EXERCISE
- BARRF
- FUNCTIONAL PILATES
- GROUP STEP
- AQUA BARRE
- MEDITATION
- FALL PREVENTION
- NUTRITION COACHING

**Use Code: MANIA60** scwfit.com/certifications

Norm. S259



## MANIA® FITNESS PRO CONVENTION COURSE DESCRIPTIONS

## FRIDAY, FEBRUARY 23

FR<sub>1</sub>

7:30am-8:45am

#### METABOLIC DISRUPTION **—** NEW!

Elizabeth Lenart, MEd

HIIT Tabata Monster Sets with a twist! Learn complex metabolic drills that can be used for 4- to 6-week workouts with progressions, regressions and added challenges so clients FEEL progress from week to week. Experience drills that challenge cardio strength and core with variations that will keep the workout results happening.

FR1A Friday, 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.

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

#### ULTIMATE LEG DAY **=**4 NEW!

#### **Amber Toole**

Leg day enthusiasts, this one's for you! Supercharge your lower-body training with effective programming for sculpting strong legs and glutes. Learn injury prevention, nutrition tips, and workout variations. Elevate your lower-body game and help your clients get amazing results!

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

#### YOGA-BATA VIIT ■ NEW!



Rosie Malaghan, MS, ERYT

Hustle and reset. Strengthen and stretch. Participate in this fusion of mindbody disciplines using a variable intensity interval format paired with yoga flow. Dynamic movement includes barre, pilates, mobility training, and more! Walk away with an empowering class format for all levels!

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

#### **TIDAL TONING**

#### Cheri Kulp

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

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

#### BUILDING MUSCLE WHILE LOSING FAT **IN NEW!**

#### Melissa Layne, MEd

Join this transformative workshop and unlock the secrets of building muscle while torching unwanted fat. Explore science-backed strategies, personalized workouts, and nutrition tips to achieve a balanced, strong, and lean physique. Elevate your fitness journey and build your dream body. (Lecture)

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

#### **MONETIZE RECOVERY FOR FACILITIES** & PERSONAL TRAINERS ■ NEW!



#### Sheldon McBee, MS

Discover how to cater to clients' desires for longevity and overall wellbeing. Learn the art of blending passive and active rejuvenation services to create profitable revenue models. Walk away inspired, armed with the knowledge to craft enticing service offerings and implement successful practices. Join us in revolutionizing the fitness industry.

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

#### FR<sub>2</sub>

#### 9:00am-10:15am

#### WARRIOR COMBAT™ | KEEP FIGHTING ■ NEW!

#### **Diva Richards**



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

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

#### OPEN THE "GAIT" TO FALL PREVENTION ■ NEW!

#### **Ann Gilbert**

Study ankle stability, mobility and major joint movements that train to transfer for gait efficiency. Review weight bearing movement in the active ager that prevents injuries while exploring a deep dive into speed, distance, direction, weight transfer, coordination, and patterning. Improve strength, flexibility, endurance, and power when you open the "Gait" to a healthier and stronger you!

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

#### TOTAL BODY SHAPING **S** NEW!

#### 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.

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

#### PILATES. POWER & POISE NEW!

#### Elizabeth Lenart. MEd

Combining physical and mental strength through exercise is a work of art. It's a true mind body connection. Enhance core strength and control in tandem with moving mantras in standing flows and practice on the mat. Learn to create an experience your clients rave about!

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

#### LABLAST® SPLASH: BUOYANT BALLROOM BLITZ NEW!



#### Megan Cooperman, MEd, MS

LaBlast® Splash is an aqua dance fitness program created by "Dancing with the Stars" pro, Louis van Amstel. Experience a diverse mix of famous ballroom dances set to your favorite music in the water. No partner needed! You will learn to Jive, Foxtrot, Viennese Waltz, Lindy Hop, Salsa & more!

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

#### MAGNESIUM: THE MIGHTY MINERAL UNVEILED **III** NEW!

#### **Amber Toole**

Explore the vital role of magnesium in human health, emphasizing its significance in muscle function, energy metabolism, and overall well-being. Discover how to optimize magnesium intake through dietary choices and supplements for enhanced performance, recovery, and long-term health. (Lecture)

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

#### TRENDS IN FITNESS PROGRAMMING NEW!





#### 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. Join Sara, an Industry Icon, for this engaging and illuminating presentation guaranteed to leave you excited about our fitness future.

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

#### FR3

11:00am-12:15pm

#### GAME YOUR CORE ■

#### Manuel Velazquez

Move over traditional sit-ups and crunches, we're shaking things up and gamifying core work! In this session, learn fun games that inspire friendly competition amongst your clients while sculpting, toning and strengthening the body's center of power. Clients will stay for the laughs and return for the results! FR3A Friday, 11:00am-12:15pm

#### AGING SHOULDER: EXERCISE TO FUNCTION! ■ NEW!

#### Dr. Aaron Aslakson, PhD

Proper function of the glenohumeral joint is crucial to the activities of daily living in middle age and older adults. This presentation will focus on simple exercises that can provide valuable results to help maintain function of the shoulder and translate this function to their activities of daily living. FR3B Friday, 11:00am-12:15pm

#### LABLAST® KIDS FITNESS: CREATIVE MOVEMENT REVOLUTIONIZED



#### Megan Cooperman, MEd, MS

Experience the newest LaBlast® Fitness format, Kids Fitness...a perfect balance of dance, fitness and FUN, designed for children ages 5 and up. This 'workout in disguise' gets kids moving to dances like the Jive, Foxtrot, Viennese Waltz, Salsa & more! Change lives and share the gift of movement with the youth of the world!

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

#### MASTER KNEE-PAIN REDUCTION STRATEGIES **III** NEW! Ruston Webb. MS





Unlock the secrets to mitigating knee pain and preventing injuries through targeted exercises. As a fitness professional, you'll learn to optimize performance for your clients, enhancing satisfaction and profitability. Elevate your training approach to foster remarkable results, greater retention, and a thriving business. Join us to revolutionize your fitness strategy!

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

#### SOCA SPLASH ■ NEW!

#### Tanisha (Tani) Haggard

This high-energy Aqua Dance class mixes HIIT and strength with a sexy twist. Wind up that body with the sweet sounds of Soca while we build strength, power up the legs, and build a beautiful booty. Welcome to the Islands! Get ready to dance agua style!

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

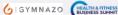
#### HOW YOU MOVE MATTERS ■ NEW!

#### Dr. Edward Laskowski, MD

This session will discuss the importance of ensuring proper movement patterns when performing sports activities as well as when training with resistance. Evidence based strategies to protect from injury as well as optimize performance will be outlined. (Lecture)

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

#### **7 SKILLS TO TURN PERSONAL TRAINING** INTO A LIFELONG CAREER NEW!





#### Michael Hughes

Personal Training has been stereotyped and stigmatized as a "hobby job" where burnout rates are HIGH and the chances of turning fitness into a career are low. Michael Hughes breaks down the 7 skills every trainer needs to know to create a long-term sustainable career in the fitness industry. FR3G 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.

#### **EFFORT MASTERY: COACHING** PEAK PERFORMANCE AND MOTIVATION ■ NEW!

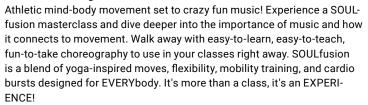
Sheldon McBee, MS

Effort, achieving peak performance, leveraging recovery, and maintaining motivation. These skills can be applied to HIIT, High Volume Training, Performance Training, and more. Elevate your coaching skills to empower clients for outstanding results.

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

#### SOULFUSION™ EXPERIENCE ■





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

#### **EFFECTIVE GX & PT SALES** STRATEGIES PANEL NEW!



Sara Kooperman, JD, Amber Toole, Ellen de Werd, **Detric Smith & Brandi Clark** 

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.

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.

#### PLYOMETRIC EXERCISE FOR OLDER ADULTS NEW!

Aaron Aslakson, PhD

Plyometric and power exercises are not just for athletes, but for all clientele. Learn how to modify traditional plyometric and power exercises for safety and effectiveness in all clientele. The presentation will include variations for all ability levels and provide guidance on implementation and application.

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

#### GOODBYE BACK PAIN **S** NEW!



Dr. Julie Zuleger, PhD

Say good-bye to back pain in this master-led class. Lower body mechanics can contribute to common pain complaints in the low back pain. Learn how to address these issues with your clients using guided muscle care, myofascial release methods, corrective exercises, and unique and effective stretching techniques.

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

#### RIDE THE WAVE NEW!



#### Manuel Velazquez, Cheri Kulp & Tani Haggard

Exploding with choreo options, this workout led by our team of experts, takes you on a water experience like no other. Fresh combinations, expert cuing, new music and moves combine to leave you inspired and riding the wave of new combos. Leave with choreo perfect for your class revival Monday morning.

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

#### HEALTHY EATING FOR ACTIVE AGERS ■

Rosie Malaghan, MS, ERYT- 200

Expand your knowledge of the nutritional needs of our over 50 clients. Examine caloric needs, protein, fiber, hydration, longevity, disease avoidance, and more! Your active agers need your support because of their decreased appetites, increased social needs, and their constant battle with inflammation. Help them navigate these challenges with effective coaching options FR4F Friday, 1:15pm-2:30pm

#### FR5

2:45pm-4:00pm

#### FULL BODY 3D HIIT- CIRCUIT ■ NEW!





Michael Hughes

Most workout programs take place in the sagittal plane with a focus on muscle splitting. This kind of programming massively misses out on the body's full movement training potential. We have programmed a functional full body circuit workout that intentionally incorporates and balances out all three planes of motion.

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

#### **ACTIVE AGERS FROM THE GROUND UP!** ■

#### Manuel Velazguez

Work every joint and muscle from the Ground Up! Learn functional selfmyofascial-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.

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

#### POWER: ONE SIZE DOES NOT FIT ALL NEW!

Elizabeth Lenart, MEd

This is not your average strength class! Utilize hand weights, body weight, and optional plyometric exercises for a personalized and powerful muscle strengthening experience. Because one size does NOT fit all, elevate your heart rate, embrace progressions, enjoy your options, and experience ultimate challenge. All levels welcome!

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

#### FUNCTIONAL TRAINING WITH FOAM ROLLERS **III** NEW!

#### **Herson Garcia**

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

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

#### BEAUTIFUL BUOYANT BOOTY NEW!

#### ew! wat

#### Sara Vandenberg

Whether it's a twinge from over-exercising, a post-injury recovery, or arthritis wear and tear, troublesome knees and hips don't have to stand between you and your aqua exercise. In this session, learn practical modifications to implement into your aqua instruction to reduce pain. Then enjoy a powerful WATERINMOTION-inspired workout focused exclusively on your lower extremities and particularly your beautiful buoyant bootie!

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

#### THE GUT — SLEEP NETWORK EFFECT ■ NEW!

#### Melissa Layne, MEd

Uncover the hidden secrets of how sleep profoundly influences your gut microbiome and how your gut biome affects your slumber in this enlightening workshop. Delve into the intricate relationship between quality sleep and a thriving gut ecosystem. Gain practical insights into optimizing your sleep habits to promote gut health and vice versa for overall vitality. (Lecture)

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

# NAVIGATING LEGAL PITFALLS IN FITNESS ■ NEW!



#### Fireside Chat with Miriam Ball & Sara Kooperman, JD

Safeguard your well-being, family, and business from potential lawsuits. Gain valuable insights on fitness insurance gaps, high defense cost claims, and effective client communication. Join Miriam Ball and Sara Kooperman for a crucial discussion on pitfalls for Group Instructors, Personal Trainers, and Business Owners. Leave with a liability waiver sample and essential risk awareness.

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

#### FR<sub>6</sub>

4:30pm-5:45pm

#### HIIT 'EM UP STYLE DANCE JAM ■ NEW!

#### **Tara Turner**

Boot camp or Booty shake? Why not have both? Combine dance movements and HIIT. Glide between high- and low-intensity dance to get your heart rate up and boost cardio endurance. Integrate dance styles of salsa, merengue, reggaeton, soca, and hip-hop to launch that party mood that will get em' hoppin! FR6A Friday, 4:30pm-5:45pm

#### DEEP CORE AND PELVIC FLOOR ■ NEW!

#### Melissa Layne, MEd

Join an inclusive workshop focusing on deep core and pelvic floor health for all genders. Discover exercises and techniques to strengthen and support these vital muscle groups, promoting better posture, balance, better bladder function, and overall wellness. Take control of your core and pelvic floor health in this informative and empowering session.

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

#### PICKLEBALL POWER & PERFORMANCE ■ NEW!

#### Sara Kooperman, JD

Experience the best techniques used to train for power and performance for the ever-growing sport of Pickleball. This incredibly creative strength-focused tubing workout uses effective and manageable resistance techniques. Enhance speed, increase endurance, and decrease the risk of injury by training off the court. Hit the ball harder. Chase the ball faster. Enjoy the sport longer. This pickleball press program ensures your clients will compete at the highest level.

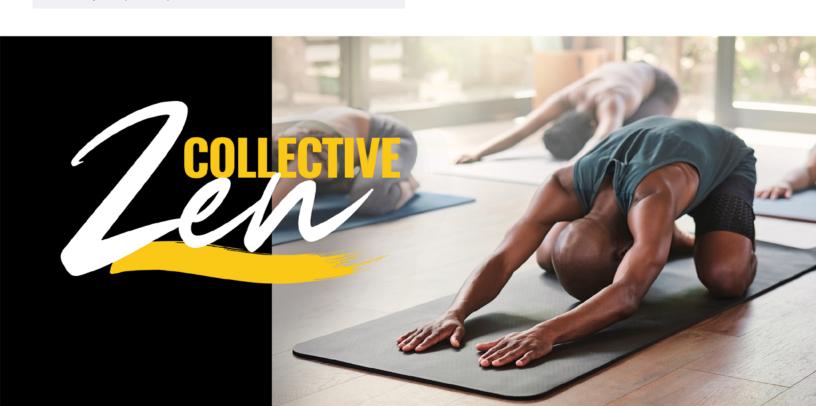
FR6C Friday, 4:30pm-5:45pm

#### BY ANY STRETCH **MEW!**

#### 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.

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









SCW GROUP EXERCISE CERTIFICATION
Velazquez • 8:00am-5:00pm



SCW TA'I CHI CERTIFICATION Craddock • 9:00am-5:00pm



# DC MANIA FIT PRO CONVENTION

# HIIT / CORE / STRENGTH

#### B FUNCTION / ACTIVE AGING

#### GX / DANCE / SMALL GROUP TRAINING

#### RECOVERY / MIND BODY

国独群(	FII PKU GU	JNVENTIUN	HIIT / CORE / STRENGTH	FUNCTION / ACTIVE AGING	GX / DANCE / Small group training	RECOVERY / MIND BODY		
	FR1	7:30am-8:45am	METABOLIC DISRUPTION Lenart	SITTING PRETTY: STRENGTH & SUPPORT Gilbert	ULTIMATE LEG DAY Toole ■	YOGA-BATA VIIT Malaghan ■		
	FR2	9:00am-10:15am	WARRIOR COMBAT™   KEEP FIGHTING Richards ■	OPEN THE "GAIT" TO FALL PREVENTION Gilbert ■	<b>Total Body Shaping</b> McBee <b>■</b> 4	PILATES, POWER & POISE  Lenart  ■		
	EXPO SHOPPING 10:00am-11:00am							
. 23	FR3	11:00am-12:15pm	GAME YOUR CORE Velazquez	AGING SHOULDER: EXERCISE TO FUNCTION! Aslakson ■	LABLAST® KIDS FITNESS: CREATIVE MOVEMENT REVOLUTIONIZED Cooperman	MASTER KNEE-PAIN REDUCTION Strategies Webb ■4		
				EXPO SHOPPING 12:00pm-2:45pm				
FRIDAY, FEB. 23	FR4	SESSION 1 12:30pm-1:45pm SESSION 2 1:15pm-2:30pm	EFFORT MASTERY: COACHING PEAK PERFORMANCE AND MOTIVATION McBee Session 1	PLYOMETRIC EXERCISES FOR OLDER ADULTS Aslakson Session 2 ■	SOULFUSION™ EXPERIENCE Vandenberg Session 1 ■	TIGER TAIL® GOODBYE BACK PAIN Zuleger Session 2 ■		
E	FR5	2:45pm-4:00pm	FULL BODY 3D HIIT-CIRCUIT Hughes	ACTIVE AGERS FROM THE GROUND UP! Velazquez	POWER: ONE SIZE DOES NOT FIT ALL Lenart	FUNCTIONAL TRAINING WITH FOAM ROLLERS Garcia		
				EXPO SHOPPING 3:45pm-4:30pm				
	FR6	4:30pm-5:45pm	HIIT 'EM UP STYLE DANCE JAM Tara Turner	DEEP CORE AND PELVIC FLOOR Layne	PICKLEBALL POWER & PERFORMANCE Kooperman	<b>BY ANY STRETCH</b> Appel ■◀		
	FR7	6:00pm-7:00pm	FITNESS IDOL Kooperman, Velazquez, Toole & Gilbert			SOULBODY RESTORE Townsend		
	SA1	7:30am-8:45am	ALL TIME HIITS Appel ■	TIME WITH TISSUE Gilbert ■	BARREFUSION™ EXPERIENCE Vandenberg ■4	GOT BACK PAIN? Garcia ■<		
	EXPO SHOPPING 8:30am-9:15am							
24	SA2	9:15am-10:30am	GRAB GOLD	KEYNOTE ADDRESS: WHE	RE HEALTHY MEETS HAPPY • Sof	nailla Digsby, RDN, LD ROOM B		
. 2			E	EXPO SHOPPING 10:30am-11:00am				
Y, FEB	SA3	11:00am-12:15pm	WELCOME II THE TERRORDOME Turner	MOBILITY TRAINING Online or in-Person Webb	SOULBODY YOGA SCULPT  Dawson	TIGER TAIL® ACTIVE RECOVERY Zuleger		
<b>A</b>	EXPO SHOPPING 12:00pm-2:45pm							
SATURDAY, FEB.	SA4	SESSION 1 12:30pm-1:45pm SESSION 2 1:15pm-2:30pm	FUNCTIONAL CORE TRAINING Garcia Session 1	SHOULDER PAIN: OPTIMIZE THROUGH EXERCISE Webb SESSION 2	BASIC TO BADASS PROGRESSIVE TRAINING PROTOCOLS Lenart Session 1	WARRIOR RHYTHM™   The guts to Stand Out de Werd Session 2		
S	SA5	2:45pm-4:00pm	EMOM - EVERY MINUTE TO WIN IT! Appel ■	S.E.A.T. SUPPORTED EXERCISE FOR AGELESS TRAINING Gilbert	LABLAST® FITNESS: BALLROOM BLITZ Cooperman	MELT. MOLD. MOVE: MOBILITY & RESTORATION Hughes ■		
	EXPO SHOPPING 3:45pm-4:30pm							
	SA6	4:30pm-5:45pm	<b>ZUMBA</b> ® Busch & Bostic	STRENGTH TRAINING FOR LONGEVITY & VITALITY II Kooperman ■	STEP IT UP! Turner ■	SOULBODY BARRE+LIIT  Dawson		
5	SU1	7:30am-8:45am	ATHLETIC WOMAN: FUNCTION & STRENGTH Hughes	TOUGHAGERS® ACTIVE OLDER ADULT FITNESS Rothschild	NAIL THE PERFECT WARM-UP Chilazi ■	GENTLE YOGA FOR MOBILITY Velazquez		
FEB. 2	SU2	9:00am-10:15am	WARRIOR STRENGTH™: PUT FUN IN FUNCTIONAL de Werd	TAILORED TRAINING FOR ACTIVE AGERS Toole	SOULKICKBOXING™ Vandenberg ■◀	MARTIAL ASANA Craddock ■◀		
<b>,</b>				EXPO SHOPPING 10:00am-1:00pm				
SUNDAY, FEB. 25	SU3	10:45am-12:00pm	TOTAL BODY STRENGTH Richards	SENIOR CIRCUIT Haggard	LABLAST® CHAIR FITNESS: Pull UP A SEAT Cooperman ■<	QIGONG AND SELF-HEALING Craddock ■		
	SU4	12:15pm-1:30pm	CORE BY 4 Wartenberg	INJURY PREVENTION FOR FITNESS INSTRUCTORS Chilazi ■4	FUTURE-PROOFING FITNESS Batyan ■<	YIN TO MY YANG Malaghan ■◀		

**RECORDED SESSIONS** are filmed live at this MANIA® Convention and are only available online after the event at \$60 for 60 days with unlimited access.





SCW MENOPAUSE WELLNESS: THRIVE WITH FITNESS CERTIFICATION Layne • 9:00am-3:30pm



# Pre-Recorded SESSIONS



AQUA (STARTS IN LECTURE)

NUTRITION / EX. SCIENCE

BUSINESS SUMMIT SO

PRE-RECORDED HIIT / CORE / STRENGTH

ROCK BOTTOMS! BANDED BOOTY STRENGTH McDonald PRE-RECORDED RESTORE / PILATES / Tai-chi PRE-RECORDED AQUA Exercise

POWER TO THE POOL Dziubinski PRE-RECORDED

BUSINESS
SIMMIT

STRETCHING FOR STRENGTH FLEX-IBLE FOUNDATIONS PANEL Kooperman, Chilazi, Appel & Roberts

	1					
TIDAL TONING Kulp	BUILDING MUSCLE WHILE LOSING FAT Layne	MONETIZE RECOVERY FOR FACILITIES & PERSONAL TRAINERS McBee				
LABLAST® SPLASH: Buoyant Ballroom Blitz Cooperman	MAGNESIUM: The Mighty Mineral Unveiled Toole	TRENDS IN FITNESS PROGRAMMING Kooperman				
E	XPO SHOPPING 10:00am-11:00a	m				
SOCA SPLASH Haggard	HOW YOU MOVE MATTERS Laskowski ■<	7 SKILLS TO TURN PERSONAL TRAINING INTO A LIFELONG CAREER Hughes				
	EXPO SHOPPING 12:00pm-2:45pm					
RIDE THE WAVE Velazquez, Kulp & Haggard SESSION 2	HEALTHY EATING FOR ACTIVE AGERS  Malaghan  Session 2	EFFECTIVE GX & PT SALES STRATEGIES PANEL Kooperman, Toole, de Werd, Smith & Clark SESSION 1				
BEAUTIFUL BUOYANT BOOTY Vandenberg	THE GUT – SLEEP NETWORK EFFECT Layne	NAVIGATING LEGAL PITFALLS IN FITNESS Kooperman & Ball ■				
EXPO SHOPPING 3:45pm-4:30pm						
H2O REPORTING FOR DUTY Haggard	ART OF FOOD AS FUEL Malaghan ■	STOP SELLING & CREATE CULTURE Gilbert				
		TAX & FINANCIAL FITNESS BOOTCAMP Day ■<				

HOW TO MASTER The Deadlift Mike	HAPPY HIPS & HEALTHY BACKS Fulton	AQUA YOGA FLOW Warasila	INEXPENSIVE MARKETING FOR GROWTH & PROFITABILITY Kooperman
7 GAME-CHANGING GLUTE TRAINING TIPS Tumminello	HIGH ROLLER - FOAM ROLLER Pilates Appel	AQUA HIIT THE BEAT Fowler	FIRESIDE CHAT WITH MARK HARRINGTON JR. Kooperman & Harrington
SMART STRENGTH FOR THE AGELESS FEMALE Roberts	CORE YOGA STRONG Howard	AB- ARSENAL Gilbert	SUCCESSFULLY BUILD YOUR MEMBER BASE Williams
TOTAL BODY RESET Turner	LOWER BODY SELF CARE Bettendorf	MIX-MATCH AQUA MOVES TO THE MAX Howard	RETIRED, NOT EXPIRED! STRENGTH TRAINING FOR MATURE ADULTS PANEL Kooperman, Roberts, Ritchie & Gilbert
REDEFINE FUNCTIONAL TRAINING - REDEFINE YOURSELF Mullins	ADAPTIVE TAICHI: Moving despite limitations Glassmeyer	AQUA BRAIN POWER Gilbert	RETAIN & ENGAGE YOUR PERSONAL TRAINING CLIENTS Hoff
LOWER BODY BURNOUT Howard	FOGA - FOAM ROLLING AND Yoga Zahnn	BARRACUDA BOOTY Kulp	NEW WORLD SALES & Management McBride
CORE TRAINING METHODS  Mullins	CORE FORWARD PILATES Howard	10 BEST EXERCISES FOR 1:1 Aquatic training McCormick	BIGGEST SECRETS IN PERSONAL Training Sales Success Baraglia

AQUA ZUMBA® Bostic	PREVENTING COMMON FITNESS INJURIES  Laskowski	BECOMING THE BOSS: BUSINESS 101 Smith			
	EXPO SHOPPING 8:30am-9:15am	1			
	XPO SHOPPING 10:30am-11:00a	m			
AQUA SIT TO Stånd skills Layne	CHAIN REACTION BIOMECHANICS Hughes	FIND & ENROLL CLIENTS USING SOCIAL MEDIA Clark			
	EXPO SHOPPING 12:00pm-2:45pr	n			
BUOY, OH BUOY, OH BUOY! Velazquez, Kulp & Vandenberg SESSION 1	WEIGHT-LOSS MEDS & FAD DIET UPDATE Digsby Session 2	GROWTH: MUST OR BUST Kooperman, Ball, Clark, Ross, Webb & Dennis SESSION 1			
4 FUNCTIONAL AQUA CIRCUITS Layne	FUNCTIONAL NUTRITION AND HORMONES: HEALTHY AGING Zuleger	START & GROW YOUR BUSINESS Kooperman, Dennis, Webb, Day & Esquerre			
EXPO SHOPPING 3:45pm-4:30pm					
H2O RAPID RESISTANCE Kulp	SUGAR, SNACKS & HEART ATTACKS Digsby	YOUR FINANCIAL HEALTH Ross			

GAIN ACCESS TO THESE 60 PRE-RECORDED SESSIONS ONLINE (filmed at previous SCW Conventions) when you Add DC MANIA 2024 Recordings 160 RECORDED SESSIONS IN TOTAL!					
ABLE TRAINING WITH CLIENTS 55+ Ritchie					
IVERTING SOCIAL IIA CONTENT INTO CUSTOMERS Christopher					
DING SUCCESSFUL Brid Businesses Vokoun					
PURPOSEFUL ROGRAMMING Madden					
DI BR					

TAI CHI + WEIGHTS = IRON FUSION

Ross

CORE FUSION H2O Vandenberg	HOW TO KNOW IF YOU'RE UNDER- Eating Digsby ■	SELLING WITHOUT SELLING: It's about the relationship! Esquerre
CHANGING TIDES - H2O TABATA Style Kulp	NAVIGATING NUTRITION OVERWHELM: FACT VS. FICTION Digsby	THE NUTS & BOLTS OF BUSINESS Esquerre
1	XPO SHOPPING 10:00am-1:00pi	n
TABATA AQUA RUNNING & Conditioning Wartenberg	MINDSET MAGIC: Guiding Nutrition Mastery Toole ■	RAMP UP YOUR RETENTION WITH A CHALLENGE! Digsby ■■
AQUA BOOT CAMP Carroll	OLDER & WISER Rothschild	PUBLIC RELATIONS FOR FITNESS PROS DaCosta

TOP-TIER CORE CONDITIONING Robinson	THE ART OF FLOW: Yoga Basics Conti	AQUA EASE: FLEXIBILITY FOR ACTIVE AGERS Velazquez	NEW CLIENT RETENTION McBee
G.R.I.T STRENGTH Training for the ager Gilbert	SMR: FUNCTIONAL FASCIA TECHNIQUES Gavigan	<b>LIQUID LEVELS</b> Pinkowski	ENTREPRENEURSHIP & OPENING Sheppard
CORE OFF THE FLOOR Zahab	YIN TO MY YANG Malaghan	TAB-AQUA Quickies Howard	BUILDING YOUR BUSINESS Stevenson

Access to pre-recorded sessions can be found at scwfit.com/DC





SCW STRETCHING & FLEXIBILITY TRAINING CERTIFICATION Appel - 7:30am-3:30pm



S.E.A.T. SUPPORTED EXERCISE FOR AGELESS TRAINING CERTIFICATION Gilbert • 7:30am-3:30pm

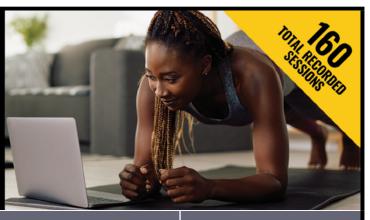


SCW PILATES MATWORK CERTIFICATION Lenart • 7:30am-3:30pm



ZUMBA® BASIC 1 TRAINING Bostic & Busch 7:30am-3:30pm

# Pre-Recorded SESSIONS



PERSONAL TRAINING	RESTORE / PILATES / TAI CHI	AUQA	BUSINESS
HOW TO MASTER The deadlift Mike	HAPPY HIPS & HEALTHY BACKS Fulton	AQUA YOGA FLOW Warasila	INEXPENSIVE MARKETING For growth & profitability Kooperman
7 GAME-CHANGING GLUTE TRAINING TIPS Tumminello	HIGH ROLLER - FOAM ROLLER PILATES Appel	AQUA HIIT THE BEAT Fowler	FIRESIDE CHAT WITH Mark Harrington Jr. Kooperman & Harrington
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REDEFINE FUNCTIONAL TRAINING - REDEFINE YOURSELF Mullins	ADAPTIVE TAICHI: MOVING DESPITE LIMITATIONS Glassmeyer	AQUA BRAIN POWER Gilbert	RETAIN & ENGAGE Your Personal Training Clients Hoff
LOWER BODY BURNOUT Howard	FOGA - FOAM ROLLING AND YOGA Zahnn	BARRACUDA BOOTY Kuip	NEW WORLD SALES & MANAGEMENT McBride
CORE TRAINING METHODS Mullins	CORE FORWARD PILATES Howard	10 BEST EXERCISES FOR 1:1 Aquatic training McCormick	BIGGEST SECRETS IN PERSONAL TRAINING SALES SUCCESS Baraglia
ROCK BOTTOMS! BANDED BOOTY STRENGTH McDonald	TAI CHI + WEIGHTS = IRON FUSION Ross	POWER TO THE POOL Dziubinski	STRETCHING FOR STRENGTH - Flexible Foundations Panel Kooperman, Chilazi, Appel & Roberts
CONTENDER Richards	<b>YOGA SOUL</b> Kooperman	CHEEKS FOR WEEKS - H20 Gilbert	PROFITABLE TRAINING WITH CLIENTS 55+ Ritchie
SL@T - Strengthen, lengthen & Tone Howard	FUNCTIONAL PILATES Velazquez	AQUA YOGA FOR ARTHRITIS Fairbrother	CONVERTING SOCIAL Media Content into Customers Christopher
GLUTE TRAINING - BEGINNER TO ADVANCED Johnson	SHOULDERS: PROTECTION & PERFORMANCE Christopher	H2O TAP OUT Cofield	BUILDING SUCCESSFUL HYBRID BUSINESSES Vokoun
CREATIVE COMPOUNDS Gavigan	FOREVER PILATES Appel	EASY-GRIP AQUA DUMBBELL WORKOUT Kuip	PURPOSEFUL PROGRAMMING Madden
TOP-TIER CORE CONDITIONING Robinson	THE ART OF FLOW: YOGA BASICS Conti	AQUA EASE: FLEXIBILITY FOR ACTIVE AGERS Velazquez	NEW CLIENT RETENTION McBee
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CORE OFF THE FLOOR Zahab	TAI-CHI FUSED YOGA Velazquez	TAB-AQUA QUICKIES Howard	BUILDING YOUR BUSINESS Stevenson



#### ACCESS THESE 60 ADDITIONAL ONLINE SESSIONS

Automatically gain access to these 60 PRE-RECORDED SESSIONS online (filmed at previous SCW Conventions) when you Add DC MANIA 2024 Recordings... 160 RECORDED SESSIONS IN TOTAL!

#### H20 REPORTING FOR DUTY ■ NEW!

#### Tanisha (Tani) Haggard

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

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

#### ART OF FOOD AS FUEL ■ NEW!

#### Rosie Malaghan, MS, ERYT- 200

Your clients may have committed to the physical process, but have they committed in the kitchen? In this dynamic session, learn how to shift their mindset and inspire behavior changes when it comes to fueling the body. Learn what is within your scope of practice as a CPT and how to implement memorable and interactive workshops geared around grocery shopping, social influences, sugar, nutrition labels, food prep and more! Give them the power outside the gym! (Lecture)

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

#### STOP SELLING & CREATE CULTURE **IN NEW!**

#### **Ann Gilbert**

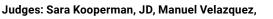
Stop selling to create today's culture, community, and camaraderie. Learn from a seasoned club owner how to endure business challenges and survive as a business with aggressive retention numbers and a unique community of loyal clients.

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

FR7

6:00pm-7:00pm

#### FITNESS IDOL ■



Amber Toole & Ann Gilbert

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 2024 SCW Fitness Idol Winner receives:

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

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

#### SOULBODY RESTORE - NEW!

#### Kristen Townsend

Experience a recovery class that is a great addition to group class offerings. SoulBody Restore gently warms the body through unique yoga flows, creates mobility through dynamic stretching and uses restorative techniques to release fascial tension, delivering a relaxed and centered feel. FR7D Friday, 6:00pm-7:00pm

#### TAX & FINANCIAL FITNESS BOOTCAMP ■



Banish financial overwhelm, pump up your gym's profits and be tax-ready with tips and tricks from our Financial Fitness Bootcamp for Gym Owners and Fitness Professionals. Let's keep your bookkeeping in shape, have stress-free tax savings, demystify W9s and 1099s and discuss some tax strategies to bring to your CPA.

FR7G Friday, 6:00pm-7:00pm

#### **SATURDAY, FEBRUARY 24**

SA1

7:30am-8:45am

#### ALL TIME HIITS ■ NEW!

#### **Abbie Appel**

Add dimension to your HIIT training routines and conditioning classes. Identify and break down traditional work to rest ratios, discover the true qualities of HIIT and why recovery, passive and active, are equally as important as the work. Walk away with 4 different HIIT timing Challenges to be taught alone or mixed-and-matched to maximize workouts.

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

#### TIME WITH TISSUE ■ NEW!

#### **Ann Gilbert**

Practice mobility exercises to optimize agility as you move through your fitness age. Improve ROM, increase vitality & get moving with this easy-to-follow mobility sequence. Leave with a clear understanding of how we, as fit Pros, can contribute to movement that can transfer to advanced activities of daily living. This session is for all clients 20-90 years of age.

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

#### BARREFUSION™ EXPERIENCE ■ NEW!



#### Sara Vandenberg

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.

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

#### GOT BACK PAIN? ■

#### **Herson Garcia**

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

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

#### AQUA ZUMBA® NEW!



#### Jenna Bostic

Make a splash and experience the refreshing, invigorating Zumba® pool party featuring multiple Latin and International dance rhythms! This unique workout in the water complements all the muscles and allows students of all fitness levels, as well as those with disabilities or physical limitations, to join the Zumba experience!

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

#### PREVENTING COMMON FITNESS INJURIES NEW!

#### Dr. Edward Laskowski. MD

This session will discuss common fitness and sports injuries seen in a sports medicine practice. Evidence based strategies for recognizing and preventing these injuries in your training population will also be discussed. (Lecture)

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

#### **BECOMING THE BOSS: BUSINESS 101 NEW!**





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#### **Detric Smith**

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

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

#### **SA2 KEYNOTE**

#### 9:15am-10:30am

#### WHERE HEALTHY MEETS HAPPY **INEW!**





#### Sohailla Digsby, RDN, LD

It is absolutely possible to fully enjoy life's indulgences and maintain long-term fitness simultaneously! Sohailla will unveil the blueprint that will guide you to the intersection of lasting health and happiness, leaving guilt behind. Once the secret formula is uncovered, you'll realize that relentless, stressful efforts are not required to strike your life-giving balance. SA2B Saturday, 9:15am-10:30am

#### SA3

11:00am-12:15pm

#### WELCOME II THE TERRORDOME ■ NEW!

#### **Tara Turner**

Test your strength, cardio, and balancing skills by performing exercises that will motivate and challenge you. From using your body weight to incorporating fitness props, you will perform intervals of cardio and strength movements creating an intense workout. So come through with no fear, refusing to lose...here's your ticket.... hear the drummer get wicked! SA3A Saturday, 11:00am-12:15pm

#### MOBILITY TRAINING - ONLINE OR IN-PERSON ■ NEW! M®BILITY





#### Ruston Webb, MS

Discover the untapped potential of mobility training. Integrate mobility into group sessions, enhancing client retention and results while boosting your revenue. Experience firsthand the movement sequences that unlock the body. Don't miss out on this growing trend in the fitness industry. Join Ruston and stay ahead in the competitive market.

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

#### SOULBODY YOGA SCULPT ■ NEW!



#### **Chrissy Dawson**

A total-body, yoga-infused workout with vinyasa flows, cardio surges, and sculpting work designed to incinerate calories, build endurance, and promote mindfulness. The class allows space for almost everyone to dial up their intensity, or turn it down based on individual needs.

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

#### TIGER TAIL® HAPPY MUSCLES!® 365 RECOVERY ■ NEW!



#### Dr. Julie Zuleger, PhD

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

#### AQUA SIT TO STAND SKILLS ■ NEW!

#### Melissa Layne, MEd

Dive into improved strength and mobility with this pool-based active aging workshop. Experience the buoyant support of water as you practice sit-to-stand progressions. This unique aquatic environment offers gentle resistance and safety, making it perfect for active agers to build confidence, stability, and functional independence.

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

#### CHAIN REACTION BIOMECHANICS ■ NEW!



#### Michael Hughes

Movement therapeutics is not a skill reserved for Physical Therapists. We'll break down the functional anatomy and biomechanics of the body, give you strategies for identifying and reverse engineering the root causes of your clients' pains. (Lecture)

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

#### **FIND & ENROLL CLIENTS USING** SOCIAL MEDIA ■ NEW!





#### **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.

SA3G 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 CORE TRAINING ■ NEW!

#### **Herson Garcia**

Learn unique and effective exercises to train the core from the inside out. Integrate stability balls and a variety of bands along with weighted body movements, to experience challenging exercises that utilize the hips, abs. back, glutes, and chest. This is truly a modern workout for 2024! SA4A Saturday, 12:30pm-1:45pm

#### **BASIC TO BADASS:** PROGRESSIVE TRAINING PROTOCOLS ■ NEW!

#### Elizabeth Lenart, MEd

Go from sexy squats to a badass booty. Progress and regress exercises with tools and variations for specific outcomes. Distinguish between progressive exercises and progressive training by

designing results-driven programs for PT clients, small group training, and GX classes alike!

SA4C Saturday, 12:30pm-1:45pm

#### BUOY. OH BUOY. OH BUOY! ■ NEW!



Manuel Velazquez, Cheri Kulp & Sara Vandenberg Take advantage of aqua dumbbells to build muscular endurance, power,

and overall tone. Build lean muscle through the creative use of drag, resistance, and buoyancy by using just one agua dumbbell or both dumbbells enmeshed, or as under-arm flotation devices. Recharge, refresh and revive your water workouts using hand buoys like never before.

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

#### GROWTH: MUST OR BUST ■ NEW!



Sara Kooperman, JD, Miriam Ball, Brandi Clark, Kylie Ross, MS, MBA & Nick Dennis

Take an insightful look at marketing, sales and growth and how they intertwine to expand your influence and financial success. Leave with practical solutions to grow, get more clients and expand your client base. Enjoy a candid conversation on what to watch out for and implement for guaranteed success as a Group Instructor, Personal Trainer and Business Owner and Manager.

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.

#### SHOULDER PAIN: OPTIMIZE THROUGH EXERCISE IN NEW! INCREMENT

#### Ruston Webb, MS

Step up your fitness game by mastering exercises that alleviate shoulder pain and prevent injuries. This course empowers fitness professionals to enhance client satisfaction and results, increasing retention and profit. Learn to optimize performance through pain-reducing strategies, and watch your business thrive. Don't miss this opportunity to elevate your expertise!

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

#### WARRIOR RHYTHM™ | THE GUTS TO STAND OUT ■ NEW!



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

SA4D Saturday, 1:15pm-2:30pm

#### WEIGHT-LOSS MEDS & FAD DIET UPDATE ■ NEW!

#### Sohailla Digsby, RDN, LD

"Ozempic, Xenical, Victoza! Oh my!" Are you on the pulse of the latest developments in the ever-evolving weight management space? Uncover the effectiveness, safety, and potential pitfalls of weight loss medications and receive fresh insights on fad diets from our seasoned dietitian. "Fasting, Keto, and Noom! Oh my! (Lecture)

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

SA5 2:45pm-4:00pm

#### EMOM - EVERY MINUTE TO WIN IT! ■ NEW!

#### Abbie Appel

EMOM is a HIIT protocol meaning Every Minute on the Minute. This is often the hardest to plan and most challenging to control. In this session, learn sure-fire techniques, unique timing of work to rest ratios and perfectly sequenced movements to elicit the response your student's demand. Connect with "everyone" that walks in the door and WIN! SA5A Saturday, 2:45pm-4:00pm

#### S.E.A.T.® SUPPORTED EXERCISE FOR AGELESS TRAINING

S.E.A.T.

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

#### LABLAST® FITNESS: BALLROOM BLITZ ■ NEW!



#### Megan Cooperman, MEd, MS

LaBlast® is a dance fitness program created by "Dancing with the Stars" pro, Louis van Amstel. Experience a diverse mix of famous ballroom dances set to your favorite music. No partner needed! You will learn to Jive, Foxtrot, Viennese Waltz, Lindy Hop, Salsa & more!

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

#### MELT. MOLD. MOVE. A MOBILITY AND RESTORATION CLASS ■ NEW!





#### Michael Hughes

Restoration is an essential part of any fitness regimen, but it can be hard to get clients to buy into it. This is why we've created a simple integrated 3-part restoration group class that combines foam rolling, stretching, and moving and leaves clients feeling so good and rejuvenated.

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

#### 4 FUNCTIONAL AQUA CIRCUITS ■ NEW!

#### Melissa Layne, MEd

Dive into vitality with our aquatic circuit workshop! Designed for enhancing daily life functionality, this pool-based session guides you through a series of exercises targeting strength, flexibility, and balance. Experience the therapeutic benefits of water while improving your everyday activities. Leave with four comprehensive class designs to incorporate into your classes immediately.

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

#### **FUNCTIONAL NUTRITION** & HORMONES: HEALTHY AGING ■ NEW!



#### Dr. Julie Zuleger, PhD

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)

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

#### START & GROW YOUR BUSINESS **III** NEW!



#### Sara Kooperman, Nick Dennis, Ruston Webb, MS, Erica Day & Bob Esquerre, MA, NSCA-CPT

Explore your options for guaranteed financial and personal success as a Personal Trainer and/or Business Owner. Painlessly grow your business attracting new clients and retaining valuable customers. Expansion and retention are key. Examine affordable marketing automations (social media, emails, text messages), surveys & feedback, loyalty rewards and simple payment processing to grow your client base and revenue. All necessary and extremely affordable. SA5G Saturday, 2:45pm-4:00pm

#### SA6

4:30pm-5:45pm

#### **ZUMBA® Beatriz Busch & Jenna Bostic**

ZUMBA

Zumba® is perfect for everybody and every body! We take the "work" out of workout, by mixing low-intensity and high-intensity moves for an intervalstyle, calorie-burning dance fitness party. A total workout, combining all elements of fitness - cardio, muscle conditioning, balance and flexibility, boosted energy and a serious dose of awesome each time you leave class. SA6A Saturday, 4:30pm-5:45pm

#### STRENGTH TRAINING FOR LONGEVITY & VITALITY II ■ NEW!

#### Sara Kooperman, JD

Whether a personal quest or a way to engage the fastest-growing segment of the population, this incredibly creative bodyweight, light hand weight and foam rolling workout presents effective and manageable training techniques for the 50+ 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. SA6B Saturday, 4:30pm-5:45pm

#### STEP IT UP! ■4 NEW!

#### **Tara Turner**

We will articulate our joints producing synovial fluid making movement easier for those with arthritis and other ailments. The cardio in the class is gentle enough for those with chronic conditions, but vigorous enough to elevate your heart rate and warm your body. Motion is the lotion! SA6C Saturday, 4:30pm-5:45pm

#### SOULBODY BODY+LIIT ■ NEW!



#### **Chrissy Dawson**

Experience two SoulBody's dynamic programs in one session! We will fuse together SoulBody's signature barre class, that is more athletic in approach, with SoulBody LIIT, a class that creates strength with functional body weight exercises as well as endurance with low impact intervals, moving the body smarter, not harder!

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

#### H20 RAPID RESISTANCE NEW!

#### Cheri Kulp

The age old adage "use it or lose it" definitely applies whenever we refer to balance, agility, and power. According to the CDC (Centers for Disease Control), one adult over the age of 65 is treated in the emergency room for a fall every 18 seconds. Agility training improves flexibility, balance, and control, all of which can reduce the risk of falling for our aging population. This session uses water resistance and support to enhance this training without the fear of falling. Use the natural resistance of water, lever length, surface space, along with aqua noodles and tubing for a refreshing new workout. SA6E Saturday, 4:30pm-5:45pm

#### SUGAR, SNACKS & HEART ATTACKS NEW!

#### Sohailla Digsby, RDN, LD

Is sugar evil? Addictive? Worth it? Which is worse: sugar or fat? And what about snacks? Should it be fruit, or bars, or shakes? So many questions, and so little time before most people encounter their first (and sometimes fatal and final) heart attack. Get answers! (Lecture)

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

#### YOUR FINANCIAL HEALTH NEW!





#### Kylie Ross, MS, MBA

Learn simple, effective, and necessary techniques to build your financial freedom both personally and professionally in language you will understand and can apply. Analyze websites that focus on growth, discover industry-driven 3rd-party platforms fueled by automation and understand federal and state legal compliance and how it affects your financial health. Grow (or start) your fitness business worry-free!

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

#### SA7

6:00pm-7:00pm

#### MANIA® DANCE OFF ■ NEW!

Join the stars of MANIA® in this wild workout with the best in dance fitness. Have a blast with LaBlast®, Zumba®, Manuel Velazquez, Siri Chilazi, MBA, MA, Billie Wartenberg & Tani Haggard, 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!

SA7C Saturday, 6:00pm-7:00pm



#### **SUNDAY, FEBRUARY 25**

7:30am-8:45am SU1

#### ATHLETIC WOMAN: FUNCTION & STRENGTH IN NEW! GIGYMNAZO

#### Michael Hughes

You need strength, stamina, flexibility and power for the tasks of everyday life. Functional fitness improves your ability to run a marathon and walk your dog, to lift a barbell and lift your laundry. For whatever life brings you, train like the well-rounded female athlete that you are!

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

Deborah Rothschild, MS

#### TOUGHAGERS® ACTIVE OLDER ADULT FITNESS **III** NEW!



Neuromotor Exercise Training-What is it, what are the benefits, and how can it be applied to fitness training for active older adults? This total body program is science-based and includes cardiorespiratory, balance, resistance, core, and flexibility training. Leave with program suggestions, choreography, and strength training systems supporting Tough Agers!

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

#### NAIL THE PERFECT WARM-UP ■ NEW!

#### Siri Chilazi, MBA, MA

If you ever struggle to come up with a good warm-up for your class, this session is for you! Learn a simple checklist for creating functional, engaging warm-ups for any class and leave with 5 full warm-ups perfect for different modalities (general group exercise, Pilates/core, HIIT, Barre, and dance). SU1C Sunday, 7:30am-8:45am

#### GENTLE YOGA FOR MOBILITY ■ NEW!

#### Manuel Velazquez

This yoga practice will emphasize joint health, muscle tension release, and a mindful approach to alignment through core stability offering movements that can be incorporated into your daily life. Maintain or improve mobility, stability, and flexibility for functional healthy aging.

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

#### CORE FUSION H20 NEW!



#### Sara Vandenberg

This innovative workshop leaves you with 6 inspired core routines filled with uniquely creative strength training workouts focused on the abs, backs, and hips. Enjoy powerful music adapted specifically to the water in a 64-count format. Walk away with flashcards ready to use Monday mornina!

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

#### HOW TO KNOW IF YOU'RE UNDER-EATING ■ NEW!

#### Sohailla Digsby, RDN, LD

Many gym-goers are focused on eating clean foods and staying in a specific calorie range to support weight control goals. However, our fitness clients are often under-eating, triggering their metabolism to backfire and causing the body to compromise important functions - without even meaning to! Could you or your clients be under-eating? (Lecture)

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

#### **SELLING WITHOUT SELLING:** IT'S ABOUT THE RELATIONSHIP! ■ NEW!



#### Bob Esquerre, MA, NSCA-CPT

The Selling Concept has been one of the most terrifying experiences for FitPros! It's terrifying because we don't understand it. Join Bob as he "strips-bare" the selling mystique by talking about Emotion, Value & Trust instead of traditionally aggressive sales tactics!

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

#### SU2 9:00am-10:15am

#### WARRIOR STRENGTH™ | FUN IN FUNCTIONAL FITNESS NEW!



#### Ellen de Werd

Experience the unparalleled intensity of WARRIOR Strength™ - a dynamic group fitness program designed to ignite your inner strength, suitable for everyone, from beginners to seasoned athletes. Whether you crave an express 30-minute blast or a 60-minute session, our electrifying playlists and unique formulas promise an unrivaled endorphin-fueled adventure like no other! SU2A Sunday, 9:00am-10:15am

#### TAILORED TRAINING FOR ACTIVE AGERS 💌 NEW!

#### Amber Toole

This session is all about safe and effective workout routines for Active Agers. Discover personalized training strategies that cater to the unique needs of older adults, promoting mobility, strength, and overall well-being. Learn how to empower your senior clients to age gracefully and healthily.

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

#### SOULKICKBOXING™ ■ NEW!



#### Sara Vandenberg

SOULkickboxing™ is a creative fusion of kickboxing, dance, inspired-cardio, balance, and the ultimate in conditioning sequences, all in our signature FIGHTER FLOW. Set to crazy, fun and motivating music, SOULkb guarantees that you find your FOCUS, find your FIGHT, and find your FLOW! No equipment needed! Time to bring out your inner BADASSERY! SU2C Sunday, 9:00am-10:15am

#### MARTIAL ASANA NEW!

#### Jacob Craddock

Combine elements of TWO ancient, Eastern mind-body practices, martial arts and yoga, for ONE awesome movement and breathwork experience. This session will intermix techniques of traditional martial arts such as karate and Tai Chi with yoga asana (postures) to challenge balance, coordination, flexibility, strength, and body awareness..

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

#### CHANGING TIDES - H20 TABATA STYLE NEW!

#### Cheri Kulp

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

SU2E Sunday, 9:00am-10:15am

#### **NAVIGATING NUTRITION** OVERWHELM: FACT VS. FICTION NEW!

#### Sohailla Digsby, RDN, LD

Are the bold claims of health headlines and the skimpy evidence of pseudoscience keeping you and your clients confused? In a world full of conflicting dietary advice, join our dietitian expert to explore current nutrition myths. Empower yourself with evidence-based knowledge for informed choices in an increasingly complex nutritional landscape. (Lecture)

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

#### THE NUTS & BOLTS OF BUSINESS ■ NEW!





#### Bob Esquerre, MA, NSCA-CPT

Join Bob as he reviews "game-changing" strategies, tactics and best practices that will change how you manage-up your businesses. Tailored for fitness, health & wellness entrepreneurs, he reviews live case studies that really work and shows how & why you will succeed in a very competitive fitness market.

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

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

#### TOTAL BODY STRENGTH ■ NEW!

#### **Diva Richards**

Total Body Strength mixes resistance training with body weight exercises to absolutely challenge every muscle in your body - upper, lower, and core. Sculpt your way to a stronger, leaner physique. Unique combinations of exercises make this one killer workout.

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

#### SENIOR CIRCUIT ■ NEW!

#### Tanisha (Tani) Haggard

This balance of cardio and strength fitness is chocked full of fun and folly. Experience this successful senior program direct from Trilogy Adult Living Community which includes a variety of 9 circuit stations where participants target different muscle groups, customized for seniors with moderate and intense bursts of exercise.

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

#### LABLAST® CHAIR FITNESS: PULL UP A SEAT ■ NEW!





#### Megan Cooperman, MEd, MS

100% Dance, 100% Fitness and 100% Seated. A perfect balance of dance and fitness with little impact on the joints. Experience a diverse mix of famous ballroom dances set to your favorite music AND the ultimate core workout. No partner needed! You will learn to Jive, Foxtrot, Viennese Waltz, Lindy Hop, Salsa & more...all from the comfort of your chair! SU3C Sunday, 10:45am-12:00pm

#### **QIGONG AND SELF-HEALING** ■ **NEW!**

#### Joshua Craddock

In Traditional Chinese Medicine, "Qi" is the vital life force or energy that exists within all living things. "Gong" roughly translates to practice or cultivation. Qigong, then, is an ancient Chinese healing practice that uses breath, posture, movement, and the mind to affect positive changes on our energy and physiology.

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

#### TABATA AQUA RUNNING & CONDITIONING NEW!

#### 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! SU3E Sunday, 10:45am-12:00pm

#### MINDSET MAGIC: GUIDING NUTRITION MASTERY **III** NEW!

#### **Amber Toole**

Discover the secrets to empowering your clients with the right mindset for nutrition success. Uncover the mind-body connection, conquer limiting beliefs, and learn practical coaching techniques that will transform your clients' relationship with food. (Lecture)

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

#### **RAMP UP YOUR** RETENTION WITH A CHALLENGE! ■ NEW!



#### Sohailla Digsby, RDN, LD

Envision the powerful synergy that emerges when every member of your club rallies around a shared 30-day or 8-week challenge! Launching a studio-wide program not only gives you a reason to draw in new members, but it delivers impactful results, boosting retention rates and elevating your reputation to rockstar status.

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

#### SU<sub>4</sub>

#### 12:15pm-1:30pm

#### CORE BY 4 ■ NEW!

#### Billie Wartenberg

Everyone wants a strong core and everyone is at different levels to reach that goal. In this one unique program, reach 4 different types of members: pre-hab, gentle, moderate and vigorous while targeting 4 core muscles for results you can be proud of!

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

#### INJURY PREVENTION FOR FITNESS INSTRUCTORS **INSTRUCTORS**

#### Siri Chilazi, MBA, MA

You plan safe and effective workouts for your students, but are you equally diligent about taking care of your own precious body? Discover simple, concrete strategies (including a pre-class self-care routine) to minimize your risk of physical injury and mental or emotional burnout while maximizing your energy and longevity!

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

#### FUTURE-PROOFING FITNESS ■ NEW!

#### Veronika Batyan

Discover the art of designing fitness experiences for the youth generations of today! This authentic workout designed for kids that layers vigor and fun fitness with grace of dance. Learn how to empower youth exercisers to embrace selfdiscovery and confidence, liberating them from the clutches of screens.

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

#### YIN TO MY YANG ■ NEW!

#### 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 slowpaced 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. SU4D Sunday, 12:15pm-1:30pm

#### AQUA BOOT CAMP NEW!

#### Jackie Carroll

Unleash the athlete from within with this high intensity Agua Boot Camp workout, designed to make you a champion in daily activities by increasing strength, endurance, stamina, agility, and flexibility. Using lightweight dumbbells, participants will enjoy the challenge of this low impact class, yet gently quick paced, interval style workout.

SU4E Sunday, 12:15pm-1:30pm

#### OLDER AND WISER ■ NEW!



#### Deborah Rothschild, MS

Be part of the solution for your clients & class participants dealing with the age related diseases osteoporosis & knee-osteoarthritis. Learn more about these diseases and the recommended protocols, exercises, modifications, and progressions. Come away with the tools to determine the dos and don'ts and keep older adults moving. (Lecture)

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

#### PUBLIC RELATIONS FOR FITNESS PROS ■ NEW!



#### Trish DaCosta

Amplify your message by learning the fundamentals of public relations (PR) for your fitness business. In this session, you'll learn how PR works, how to pitch media, and work with press to increase brand awareness and attract clients. Walk away with practical information to secure media opportunities for your business.

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





Automatically gain access to these 60 PRE-RECORDED SESSIONS online (filmed at previous SCW Conventions) when you Add DC MANIA 2024 Recordings to your registration!

### PRE-RECORDED COURSE DESCRIPTIONS

#### **HOW TO MASTER THE DEADLIFT**

Dr. Jonathan Mike PhD, CSCS\*D

In this hands- on session, we'll delve deep into the mechanics and nuances of the deadlift. Discover the key biomechanical principles and technical details that will enhance your understanding and execution of this powerful exercise. Explore the significance of the deadlift through a comprehensive analysis and break down the intricate mechanics of the movement, ensuring you grasp every essential aspect.

#### **HAPPY HIPS & HEALTHY BACKS**

#### **Ronnie Fulton**

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

#### **AQUA YOGA FLOW**

#### Connie Warasila

Slip into the pool and experience a relaxing yoga-inspired aqua session. You will journey to a place of deep physical and mental relaxation while practicing breathing techniques, vinyasas, and balance postures. Come and wash away the day's tension and stress. You will float away refreshed, renewed, and calm.

# INEXPENSIVE MARKETING FOR GROWTH & PROFITABILITY Sara Kooperman, JD

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

#### **7 GAME CHANGING GLUTE TRAINING TIPS**

#### **Nick Tumminello**

The best glute training goes beyond just doing squats, deadlifts, hip thrusts, and band shuffles. From this workshop, you'll walk away with 7 glute training techniques. Immediately get more out of your glute exercises and learn moves that will become staples of your lower-body training program.

#### **HIGH ROLLER - FOAM ROLLER PILATES**

#### **Abbie Appel**

Foam rollers have an illustrious history in the fitness industry for good reason. The research tells us that foam rollers help to loosen tight muscles and activate inhibited ones. It's also known to be the perfect tool to add a balance challenge and improve alignment. By blending the advantages of foam rolling with your Pilates' routine, you can create one amazing workout. Discover this three-step program and see how you can bring new life to your Pilates' classes or your client's training sessions.

#### **AQUA HIIT THE BEAT**

#### Jewell Fowler, MA

Experience the ultimate fusion of HIIT training and the infectious rhythm of dance in this dynamic session. Perfectly tailored for those who have a love for music but may feel less confident in their dance skills. Experience a carefully crafted series of simple, yet powerful, movements that will have your heart racing and your body moving to the beat.

#### FIRESIDE CHAT WITH MARK HARRINGTON, JR.

#### Mark Harrington, Jr. & Sara Kooperman, JD

Join fitness industry icon Mark Harrington Jr, President of Healthworks Fitness, Gymlt and Republic Fitness for a fireside chat. Mark has been instrumental in the company's growth, which today includes more than 25,000 members and 500 plus employees. Dedicated to innovation, team development, and holistic well-being, Mark explores how to grow your team, enhance your member experience and effectively use data. Come with plenty of questions to grow your business and expand your influence with this generous leader in fitness and wellness.

#### **SMART STRENGTH FOR THE AGELESS FEMALE**

#### Keli Roberts

Smart strength training strategies to help your female clients age less! Birthdays are just a number: it's function that counts! Interactively review critical principles for functionally training the female client. Learn essential body alignment, precise cueing, and movement strategies to provide smart strength training for the ageless female.

#### **CORE YOGA STRONG**

#### **Jeff Howard**

YOGA STRONG is a flowing, powerful sequence that will focus on strengthening the powerhouse of the body: The Core! Not just the superficial "6 pack" ab muscles; this includes the deep stabilizing muscles and back muscles that support the spine in every movement on and off your mat. You will be asked to step outside of your comfort zone to truly transform your mind and body. Be ready to sweat, laugh, and grow!

#### **AB ARSENAL**

#### **Ann Gilbert**

Check out this innovative core format that will make you rethink your ab favorites. Take beloved tried n' true and turn them into a treasured brand new. Great for athletic abilities of all levels, these aquatic playground exercises will quickly become the first choice for effective off-season training.

#### SUCCESSFULLY BUILD YOUR MEMBER BASE

#### Jared Williams

Join Jared and learn how to successfully build your member base by defining key goals and short and long-term targets. Review how to balance your plan of execution and understand the potential ROI when you accomplish these principles.

#### **TOTAL BODY RESET**

#### **Tara Turner**

This interval training class uses steps, dumbbells, and good old fashion body weight to create a full body workout. When that buzzer sounds, burst into a cardio action, and then enjoy active recovery using strength moves. Beginners work at their level; intermediate and advanced students are pushed to their limit.

#### RETIRED, NOT EXPIRED! STRENGTH TRAINING FOR MATURE ADULTS PANEL

# Sara Kooperman, JD, Keli Roberts, Dr. Dan Ritchie, MS, PhD & Ann Gilbert

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

#### **LOWER BODY SELF CARE**

#### Brian Bettendorf, MSM, MA

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

#### **MIX-MATCH AQUA MOVES TO THE MAX**

#### **Jeff Howard**

Most of us experience some form of burnout after teaching multiple aqua classes. Build pyramid intervals to combat boredom! Incorporate muscle conditioning into timed patterns of HIIT & leave with a workout to propel you UPWARD! Just six simple rules give you more ideas, progressions, and energy to push your moves to the max!

#### REDEFINE FUNCTIONAL TRAINING - REDEFINE YOURSELF

#### **Kevin Mullins. CSCS**

Change the word functional in your mind forever! Learn the methods of elite personal trainers that lead to the best programs, the best results, and an exciting, successful business. Experience functional training firsthand as Kevin leads you through a challenging workout that incorporates every movement pattern, your core, and your cardiovascular fitness.

#### **ADAPTIVE TAICHI: MOVING DESPITE LIMITATIONS**

#### **Jacob Glassmeyer**

This workshop will empower those with limitations to find creative ways to move through TaiChi. Explore ways of moving through an adaptive approach using the ancient discipline of Yang style TaiChi. Learn how to implement this process and provide programming to progress and regress through assisted movement.

#### **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.

#### **RETAIN & ENGAGE YOUR PERSONAL TRAINING CLIENTS**

#### Marissa Hoff, MEd

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

#### **LOWER BODY BURNOUT**

#### Jeff Howard

This complete lower body workout targets the glutes, quads, and hamstrings to tone and tighten these muscle groups, targeting the abdominal and lower back muscles for conditioning and improved flexibility. Learn easily implementable progressions and modifications to train your mature clients in a safe, fun way that will have them cheering for more.

#### **FOGA - FOAM ROLLING AND YOGA**

#### Rose Zahnn

FOGA is the recovery and rejuvenation your body needs! Experience a feelgood class that includes foot rolling, yoga, stretching and foam rolling. You'll walk away feeling like you just had a great massage, and you'll have the tools to take care of your body whenever needed.

#### **BARRACUDA BOOTY**

#### Cheri Kulp

Enjoy this aquatic session that focuses on core, gluteals, and lower extremity training. Build power and strength along with flexibility and fluidity of movement in the comfortable environment of the pool. Explore standing, anchoring, moving, and floating options to train the booty to be your best ASSet!

#### **NEW WORLD SALES & MANAGEMENT**

#### **Bill McBride**

It's not just you and your fitness business that has transformed - your members have too. Examine how consumer habits have shifted, and ways your business can embrace these changes to meet new expectations and be successful in 2024. Discover easily implementable adaptations to traditional business approaches for optimal outcomes that ensure happy clients and owners alike.

#### **CORE TRAINING METHODS**

#### **Kevin Mullins, CSCS**

The core is vital for spinal stabilization and the transfer of movements from the limbs. Discover how the core is supposed to function, the methods of function, and how to train your body to have the strongest, most impressive core of your life.

#### **CORE FORWARD PILATES**

#### Jeff Howard

Light up every muscle with this core-forward Pilates class that sets traditional moves to today's rhythms, adding energy and excitement. Through the use of continuous choreography, electrify your burn, strength, and flexibility. Join this total-body sculpting class that blends lightweight training, Pilates, and core strengthening exercise.

#### **10 BEST EXERCISES FOR 1:1 AQUATIC TRAINING**

#### Irene McCormick, MS, CSCS

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

#### **BIGGEST SECRETS IN PERSONAL TRAINING SALES SUCCESS**

#### Jon Baraglia

Learn how to build a Personal Training Program that creates a culture of sales success in your facility. Set the right expectations. Provide the necessary training and tools. Create accountability with key metric tracking and daily conversations. Most importantly, build value with a word class experience.

#### **ROCK BOTTOMS! BANDED BOOTY STRENGTH**

#### Linda McDonald

This workshop will give group fitness instructors specific exercises to strengthen the hips and thighs using bands. Learn how to add variety and FUNction to target the large, as well as small, intrinsic muscles. Learn the science behind concentric and eccentric loading, and why the band contributes to eccentric loading.

#### TAI CHI + WEIGHTS = IRON FUSION

#### **David-Dorian Ross**

Immerse yourself in the seamless integration of Tai Chi and another captivating movement practice in our fusion classes. Experience the harmonious flow where the boundaries between modalities become indistinguishable within the choreography. Discover the empowering synergy of Tai Chi and weights in our invigorating Iron Fusion class. Join us for a transformative journey that transcends traditional boundaries and unlocks new dimensions of fitness.

#### **POWER TO THE POOL**

#### MaryBeth Dziubinski

Harness the power of the pool! In this session, learn how to effectively implement aquatic training principles, cycles of strength, endurance, and high-speed training into your aquatic programming. Discuss movement patterns and progressions to maximize power development and improve activities of daily living performance. Experience aqua power like never before!

#### STRETCHING FOR STRENGTH - FLEXIBLE FOUNDATIONS PANEL

#### Sara Kooperman, JD, Siri Chilazi, MBA, MA, Abbie Appel & Keli Roberts

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.

#### **CONTENDER**

#### **Diva Richards**

Unleash the warrior spirit within your clients as they embark on a transformative journey. Fuse the power of boxing and kickboxing in a dynamic hybrid format that ignites their inner strength. Seamlessly transition to sculpting exercises that build confidence and enhance mental focus. Empower your clients to embrace their inner champion and unleash their full potential!

#### **CHEEKS FOR WEEKS - H20**

#### **Ann Gilbert**

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

#### PROFITABLE TRAINING WITH CLIENTS 55+

#### Dr. Dan Ritchie, MS, PhD

Maximize your business's profitability by attracting clients who possess the ideal combination of financial stability, long-term commitment, and strong referral potential. Targeting Boomers and Seniors for small group and one-on-one training in your clubs is the key. Don't miss out on the opportunity to work with the best clients who bring value to your fitness community.

#### **YOGA SOUL**

#### Sara Kooperman, JD

Fill your soul in this Vinyasa Yoga class perfect for beginners and active agers. Flow gracefully and rhythmically from pose to pose with the greatest hits of Motown and other popular music as our guide. Focus on

posture exploration while we blissfully drift through a journey of transformation and development. Leave feeling restored and rejuvenated while integrating strength and flexibility.

#### **SL@T - STRENGTHEN, LENGTHEN & TONE**

#### Jeff Howard

While HIIT workouts are loved by many, it's crucial to prioritize recovery alongside intense effort. Slow down and let your body recharge and restore. Embrace the power of the L.I.S.S. (LOW INTENSITY STEADY STATE) protocol to enhance the advantages of HIIT. SL@T, an easily instructable class, blends various muscle conditioning and cardio exercises to support participants in achieving the transformative results they desire.

#### **FUNCTIONAL PILATES**

#### Manuel Velazquez

Real-life happens from all angles & we move to and from every angle possible as we overcome activities of daily living. Regain awareness, re-ignite your Pilates practice, & learn how to apply the six basic Pilates principles for core stability/mobility that will move you from the mat to anywhere you need to go. Feel more dynamic, powerful, and strong.

#### **AOUA YOGA FOR ARTHRITIS**

#### Christa Fairbrother, MA, ERYT 500

Aqua yoga is a unique modality to benefit people living with arthritis. It combines yoga with the properties of aquatic exercise to increase the benefits and access to yoga. If you want to add yoga tidbits to your aquatics programs that serve audiences with arthritis, come get some easily applicable ideas.

#### **CONVERTING SOCIAL MEDIA CONTENT INTO CUSTOMERS**

#### Paul Christopher, CSCS

There's never been a more direct path than now to leverage and merge fitness knowledge with social media avenues, in hopes of attracting customer lead generation. During this informative lecture, we'll demonstrate how to maximize digital highways to client conversion.

#### **GLUTE TRAINING: BEGINNER TO ADVANCED**

#### Greg Johnson, MS

All hail the king of athletic performance! The glutes are finally getting their well-deserved place in the gym, despite our quad-driven fitness world. From glute activation, isolation and enhancement to correction, strength, power, and hypertrophy, you will learn the best exercises for all clients and goals.

#### SHOULDERS: PROTECTION & PERFORMANCE

#### Paul Christopher, CSCS

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.

#### **H20 TAP OUT**

#### **Harley Cofield**

This class is a unique blend of kickboxing and martial arts. Gain new skills as you improve your endurance, agility and coordination, as well as balance and core stability. We will be combining strength training with self-defense motions, including kick variations. Expect a high intensity, power-packed circuit that fosters strength and grace.

#### **BUILDING SUCCESSFUL HYBRID BUSINESSES**

#### Reena Vokoun, MS

Unlock the secrets to building a thriving hybrid fitness business. Discover how to harness the power of technology, marketing strategies, and community engagement to propel your gym, studio, or fitness venture to new heights. By offering both in-person and online classes, you'll create a winning formula for business success.

#### **CREATIVE COMPOUNDS**

#### **Andrew Gavigan**

Are your clients getting tired of the usual push and pull, single plane, single joint moves that they've been doing for years? Come learn a variety of fun, easy to teach, multi-joint and multi-plane compound exercises to implement into your sessions. Progressions, regressions, and cueing will all be explored.

#### **FOREVER PILATES**

#### Abbie Appel

Pilates is for everyone! Develop your Pilates program to help your active agers feel great and continue moving functionally to live their best life. Experience a Pilates mat program with 15 movement modifications and progressions that increase mobility, balance and muscular endurance. Learn how proper postural movements will improve function and overall confidence to help your clients continue doing the things they love!

#### EASY-GRIP AQUA DUMBBELL WORKOUT

#### Cheri Kulp

Say goodbye to concerns about arthritis and hand discomfort during your water workouts with aqua dumbbells. Join this session and discover innovative techniques that eliminate the need to grip the handle and strain the shoulders. Experience an invigorating workout that incorporates unique patterns using single, meshed, and independent aqua dumbbells. Take your traditional cardio and toning workouts to the next level.

#### PURPOSEFUL PROGRAMMING

#### Tricia Madden

Discover the keys to successful group fitness programming that leaves your members feeling motivated, connected, and accomplished. Learn the art of developing a well-rounded schedule tailored to your members' needs and goals. Delve into techniques to grow your membership and gain valuable insights and practical strategies to create a balanced and productive GX calendar.

#### **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!

#### THE ART OF FLOW: YOGA BASIC

#### Christine Conti. MEd

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

#### **AQUA EASE: FLEXIBILITY FOR ACTIVE AGERS**

#### Manuel Velazguez

Dive into the world of aquatic exercise and unlock benefits that last all year round. Experience the perfect environment that water provides, where buoyancy supports body weight and enhances flexibility. Join Manuel as he shares his top ten favorite flexibility moves tailored for the water. Discover inspiring ideas to create gentle and effective sequences designed specifically for active aging clients and revolutionize your fitness routine!

#### **NEW CLIENT RETENTION**

#### Sheldon McBee. MS

It is well documented that a 5% increase in client retention translates into an income increase of 25%, which is why a smart retention strategy is paramount to your success. In this session, learn how and where to successfully invest your time, effort and money to create an optimal client experience at the point of sale. Convert more potential clients into long-term clients, and leave with actionable plans and tips to advance your Personal Training business.

#### G.R.I.T. - STRENGTH TRAINING FOR THE AGER

#### Ann Gilbert

Grown-up Resistance/Intensity Training is the center focus! Learn programming secrets for periodization and modifications to improve muscular tone and body composition. Discover the true "GRIT" of active agers in this must-attend session for those who train, coach or instruct seniors.

#### **SMR: FUNCTIONAL FASCIA TECHNIQUES**

#### **Andrew Gavigan**

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

#### LIOUID LEVELS

#### Jessica Pinkowski

Take your aqua classes to the next level! Workouts in the water are one of the most therapeutic activities one can take part in. Shallow water aerobics builds cardio and strength while being easy on the joints in a high energy atmosphere. Liquid Levels incorporates a variety of movements at different levels, starting from the ground up.

#### **ENTREPRENEURSHIP & OPENING**

#### **Doug Sheppard**

Becoming a studio owner is not a natural step in the evolution of a trainer. You must learn a new set of skills to be successful. Create your own roadmap to becoming an exceptional operator by examining several key questions. Discover your ideal clients, personal assets, time management skills, leadership talents and marketing choices.

#### CORE OFF THE FLOOR

#### Sarah Zahab

It's key to include seated and standing core work in our programming. Whether your clients are physically unable to get on the floor or if you're looking for more functional upright core variations, this session will provide numerous examples. Walk away with functional, beneficial, purposeful and effective core work.

#### TAI-CHI FUSED YOGA

#### Manuel Velazquez

Focus on flexibility and balance both internally and externally to improve overall wellness in this Tai Chi Yoga fusion program. Yoga develops the foundation of internal support for stability and strength, while Tai Chi connects the fundamental and dynamic applications of functional mobility and dynamic stability using movements that connect into forms and sequences. The result is a greater sense of balance, self-body awareness, range of motion and muscular strength.

#### TAB-AQUA QUICKIES

#### Jeff Howard

Tab-Aqua Quickies is the exciting new component of Tab-Aqua Bootcamp. Work HARD for 30 seconds, HARDER for 20 seconds, and HARDEST for 10 seconds for six cycles, then rest 10 seconds. Let the music guide you without worrying about watching the clock. Get motivated with aquatic moves that produce results fast.

#### **BUILDING YOUR BUSINESS**

#### Chris Stevenson, CSCS

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

# DC PRESENTERS



ABBIE APPEL SCW



AARON ASLAKSON PhD.



MIRIAM BALL



**VERONIKA BATYAN** 



JENNA BOSTIC ZVMBA



**BEATRIZ BUSCH** ZVMBA



JACKIE CARROL



SIRI CHILAZI, MBA, MA



STANDOUT



MEGAN COOPERMAN, MEd, MS La Blast



JOSHUA CRADDOCK



TRISH DACOSTA



CHRISSY DAWSON



**ERICA DAY** CHIMANCIAL B



**ELLEN DE WERD** 



NICK DENNIS fitDEGREE



SOHAILLA DIGSBY, RDN, LD GRABA GOLDS



BOB ESQUERRE, MA, NSCA-CPT



HERSON GARCIA



SCW SEAT



TANISHA (TANI) HAGGARD



MICHAEL HUGHES **★** | GYMNAZO



SARA KOOPERMAN, JD SOW SEAT water motion



CHERI KULP water@ motion



DR. EDWARD LASKOWSKI, MD



MELISSA LAYNE, MEd



ELIZABETH LENART, MEd SOW



ROSIE MALAGHAN, MS, ERYT-200 SEAT.



SHELDON MCBEE, MS



DIVA RICHARDS V COMMENT



KYLIE ROSS, MS, MBA



DEBORAH ROTHSCHILD, MS, NASM-CPT, ACE-CPT, AFAA-CGFI



DETRIC SMITH (LS)



AMBER TOOLE





**TARA TURNER** 



MANUEL VELAZQUEZ

SOW water motion



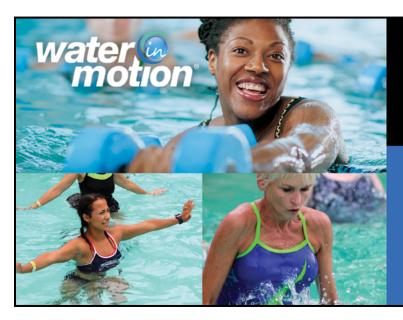




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DR. JULIE ZULEGER, PhD A TigERTjuL



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