

FLORIDA MANIA[®]

FITNESS PRO CONVENT



next
level
energy



SCW
April 14 - 16
scwfit.com/florida
2023

LETTER FROM SARA

Dear Florida MANIACs,

It feels so good to be back in Florida!

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

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

SCW Fitness Education offers the Health & Fitness Business Summit at all of our MANIA® Conventions. With 20 hours of business seminars and 16 top fitness industry leaders, we now educate and inspire fitness industry owners, managers and directors. This Business Summit makes it the perfect environment for networking and growing your small or larger enterprise making MANIA® truly a ONE-STOP-SHOP for our Fitness Community!

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



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

proven

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

FLORIDA MANIA® FITNESS PRO CONVENTION

April 14-16, 2023 (Fri., Sat., & Sun.)

HEALTH & FITNESS BUSINESS SUMMIT

April 14-16, 2023 (Fri., Sat., & Sun.)

ACCREDITED CERTIFICATIONS

April 13 (Thur.) & April 16, 2023 (Sun.)

LOCATION

Caribe Royale Orlando
8101 World Center Drive
Orlando, Florida 32821



20

**CEC/CEUs
OFFERED**



120

**IN-PERSON
SESSIONS**



40

**WORLD-CLASS
PRESENTERS**



15

**SPECIALTY
CERTIFICATIONS**



WHAT IS A MANIA® FITNESS PRO CONVENTION?

MANIA® is a three-day Fitness Education Conference featuring world-renowned Fitness Educators leading more than 120 sessions on such topics as:

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

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

CEC/CEU PROVIDERS



SUPPORTERS





STAY ON-SITE AT FLORIDA MANIA® AND SAVE BIG!

CARIBE ROYALE ORLANDO
8101 World Center Drive
Orlando, Florida 32821
(407) 238-8000 (Reservations)



ATTENDEE ROOM RATES

\$169 Single/Double/Triple/Quad (Reg. \$228)

LOWEST PRICE GUARANTEED!

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

- FREE Wi-Fi
- FREE Microwave
- FREE Coffee Maker
- FREE Shuttle to Disney World & Disney Springs
- FREE Mini-Fridge
- FREE Shuttle to Orlando Premium Outlets

HOTEL ROOM DISCOUNT DEADLINE:

Tuesday, March 28, 2023.

Book early, our hotel ALWAYS SELLS OUT!

Visit www.scwfit.com/Florida/Hotel to reserve your room online.



\$10 DISCOUNTED PARKING

Self-Parking \$10 with validation. Valet Parking also available for \$13.



SUNNY ORLANDO, FLORIDA!

It's true - Orlando is a magical place. And it's not just because it's home to Cinderella's castle at Walt Disney World. There's an incredible mix of fun things to do in this great city that make it an ideal vacation spot for not only families but young singles, baby boomers, foodies, outdoor adventurous types, luxury shoppers, and international visitors.

While the city was built on theme park fame, the number and variety of Orlando attractions have grown to include world-famous restaurants, high-end outlet shopping centers, theatrical performances, and amazing concert and sporting event venues.

The already sunny city of Orlando gets even brighter in April when SCW Florida MANIA® Fitness Pro Convention and the Health & Fitness Business Summit become the must-attend fitness event of the year!





discover

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



REGISTRATION DISCOUNT DEADLINE: MON, MARCH 20

Avoid late fees. Register by Monday, March 20th, 2023 and lock in all your class selections! Register today at www.scwfit.com/Florida. For updates on discounts and deadline, please visit the aforementioned website. If you want to be guaranteed your first-choice selections, check out our memberships at www.scwfit.com/Membership.



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

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

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

- **Work 1 day, get the other 2 DAYS FREE!**
- **Earn 20 CECs** while staffing (SCW, ACE, ACSM, AEA, AFAA, NASM, & more!)
- **Save \$180** off the \$299 registration price
- **50% OFF** all SCW 2023 Live Certifications
- **50% OFF** all SCW Activewear
- **50% OFF** all SCW Equipment
- **20% OFF** all SCW Booth products
- **FREE** Evening Masterclass
- **FREE** Event T-shirt
- **FREE** SCW Staff dinner party
- **FREE** Refreshments in the SCW Member Room!

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



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

- **\$100 OFF** any regular 3-day MANIA® registration (was \$299 / now only \$199)
- **First choice class selection guaranteed** at MANIA® & Health & Fitness Business Summit
- **50% OFF** all equipment purchased at the SCW MANIA® booth or online
- **20% OFF** on all SCW Online Certifications
- **\$20 OFF** on all LIVE SCW Certifications
- **20% OFF** on all SCW CEC Video Courses
- **\$20 OFF** any Virtual Conference or Summit
- **FREE Subscription** to SCW OnDemand
- **Members Only Room** access at MANIA® for complimentary refreshments
- Sign up at www.scwfit.com/Membership.



MICHAEL SCOTT SCUDDER SCHOLARSHIP

To honor the life and professional career of Michael Scott Scudder, SCW offers a FREE MANIA® Convention attendance to a budding instructor or trainer, passionate club owner, success-driven manager, or a new entrepreneur. This scholarship is open to those who reflect the passion, high-standards and desire to succeed in the fitness industry set forth by Michael Scott Scudder while demonstrating financial need. To apply for a scholarship, please visit: www.scwfit.com/Scudder



TEXT MESSAGE DISCOUNTS

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



EASILY ACCESSIBLE DOWNLOADABLE OUTLINES ONLINE

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



20 CONTINUING EDUCATION CREDITS/UNITS (CEC/CEUs) IN 1 WEEKEND

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



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

See 100+ activity sessions & nutrition seminars for 120+ hours of recordings at only \$40 for 40 days when you add it to your In-Person registration. That's the most education for your money!

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

challenge

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



If you want to grow your business and build your career, the 3-day SCW Health & Fitness Business Summit is a must-attend event for you and your team. It's the place for all the education, networking, and tools you need to set yourself apart from the competition and move your business into a more profitable future. Attend 16 Business Sessions, 20 hours of pure education focusing on Sales, Marketing, Social Media, Management, Programming, Retention, Technology, Finances, and Trends! Conveniently build your business and career in your backyard. (Look for the shaded blue/gray box throughout the course descriptions and pull-out chart indicating the SCW Health & Fitness Business Summit sessions.)



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

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

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

With 120 sessions, 8 sessions every hour & 100 being recorded LIVE, MANIA® guarantees a fun experience that will leave all attendees well-equipped to return to work on Monday.



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

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

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



ONE EXCELLENT EXPO: FREE TO ALL!

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

REGISTRATION HOURS

Thursday, April 13:	6:30am – 8:00pm
Friday, April 14:	6:45am – 7:00pm
Saturday, April 15:	6:45am – 6:00pm
Sunday, April 16:	7:00am – 12:45pm

EXPO SHOPPING

Friday, April 14:	10:00am – 11:00am 12:00pm – 2:45pm 3:45pm – 4:30pm
Saturday, April 15:	8:30am – 9:15am 10:30am – 11:00am 12:00pm – 2:45pm 3:45pm – 4:30pm
Sunday, April 16:	10:00am – 1:00pm (Closeout Shopping)

A HUGE THANKS TO OUR MANIA® SPONSORS!

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

CO-SPONSORS



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S.E.A.T.

SUPPORTED EXERCISE FOR AGELESS TRAINING

ASSOCIATE PLUS SPONSORS



ASSOCIATE SPONSORS



STANDOUT
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LaBlast

MESO



PRIMAL
HEALTH COACH
INSTITUTE



strengthen

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



ACCREDITED CERTIFICATIONS

CERTIFICATIONS THURSDAY, APRIL 13

SCW Active Aging Certification

Ann Gilbert

Thursday, April 13, 9:00am-5:00pm

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

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



SCW Personal Training Certification

Irene McCormick, MS, CSCS

Thursday, April 13, 9:00am-6:00pm

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

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



kinesiology, health-risk assessment, physical evaluations, programming alternatives for cardio, strength and flexibility advancement, and an introduction to facilitating behavior change in addition to basic business and marketing skills in this full-day course. Certification includes practical training, comprehensive manual and online examination. SCW (8.0), ACSM (8.0), AEA (4.0).

SCW Pilates Matwork Certification

Abbie Appel

Thursday, April 13, 8:00am-5:00pm

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

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



SCW Life Coaching Certification

Amber Toole

Thursday, April 13, 9:00am-3:30pm

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

The landscape of the health and fitness industry has changed forever. So, how can you expand your current role and stay relevant in an industry you're passionate about, serving a community you love? There is a



need now more than ever for solid online life coaches to lift us from this pandemic. The great news is that, with the right education and guidance as well as a solid structure and a talent for leadership, every trainer and instructor has the opportunity to become a successful life coach! In this certification, you learn what life coaching really is, the categories it encompasses, and how to create a strong foundation for serving your clients. Discover various pathways for delivering your coaching and how to create an authentic brand that will attract your ideal clients. If you're feeling called to make a bigger difference in the world, here's your chance! Certification includes practical training, comprehensive manual and online examination. SCW (7.0), ACE (0.7), ACSM (7.0), AEA (7.0), AFAA (7.0), NASM (0.7).

SCW Group Exercise Certification



Manuel Velazquez

Thursday, April 13, 8:00am-5:00pm

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

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

SCW Practical Guide To Nutrition, Hormones, & Metabolism Certification



Melissa Layne, MEd

Thursday, April 13, 9:00am-3:30pm

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

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

SCW Active Aging Nutrition Certification



Amber Toole

Thursday, April 13, 5:30pm-9:30pm

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

Join Amber as she shares scientific, research-based, current insights on the distinct nutritional needs of your active-aging classes and over 50 clients. Learn practical tips for preserving and increasing lean body mass, enhancing cognition, losing excess body fat, acquiring essential vitamins and minerals and MORE. Explore nutritional strategies from regions across the globe known for longevity. Make yourself more marketable to this population by sharpening your nutritional knowledge on aging. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (4.0), ACE (0.4), ACSM (4.0), AEA (4.0), AFAA (4.0), NASM (0.4).

WaterInMotion® Aqua Exercise Certification



Cheri Kulp

Thursday, April 13, 9:00am-5:00pm

\$179 MANIA® Attendees and/or Instructor at a WATERinMOTION® licensed facility / \$199 Non-Attendees

This WATERinMOTION® Certification is the perfect program for aqua instructors to take their classes to the next level. This comprehensive training includes an effective five-part preparatory online course addressing the principles of water exercise, the WATERinMOTION® RIPPLE teaching method, verbal and visual cueing techniques, deck teaching skills, and active aging principles. The live full-day practical training utilizes choreography routines to enhance your class sequencing, musical phrasing, teaching skills, and choreography development. Free-style instructors benefit from WATERinMOTION® through class structure design, routine creation, and leadership development. Leave certified in WATERinMOTION® Original program and WATERinMOTION® Platinum (older adult) program, as well as the new WATERinMOTION® Strength program. Finish with the skills to teach your best class, every class! Certification includes a FREE online 5-part course, downloadable choreography video, one-hour music CD, educational materials, choreography booklet, flash cards, memorization notes, and optional Video Assessment (\$300 value). SCW (7.0), ACE (0.9), ACSM (7.0), AEA (8.0), AFAA (7.0), NASM (0.7).

SCW Aquatic Personal Training Certification



Rosie Malaghan, MS, ERYT-200

Thursday, April 13, 9:00am-5:00pm

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

This Nationally Recognized Aquatic Personal Training Certification is led by one of the top aquatic experts in the country. Combine lecture and activity to address theoretical foundations, training principles, and hands-on program design. Acquire the necessary skill sets and critical knowledge to guide and inspire clients to achieve their health, fitness, and activities of daily living goals. Explore the essentials of exercise physiology and kinesiology, theories of water and how they apply to movement, health-risk assessment, physical evaluations, programming alternatives for cardio, strength and flexibility advancement. Experience an introduction to facilitating behavior change in addition to basic business and marketing skills in this full-day course. Certification includes practical training, comprehensive manual and online examination. SCW (8.0).

Symmetry Technician - Advanced Postural Corrective Exercise



Patrick Mummy

Thursday, April 13, 8:00am-5:00pm

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

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

- The Planes of Motion and which exercises correct which misalignments
- Extensive knowledge on 120+ corrective exercise families
- Using basic tools to improve corrective exercise results
- Using the AlignSmart™ Technology app to empower your clients to do corrective exercises at home

SCW (12.0), ACE (2.2), ACSM (12.0), NASM (1.4)

Schwinn® Cycling: Indoor Cycling Certification



Doris Thews

Thursday, April 13, 7:00am-5:00pm

\$159 early bird registration price through March 13th.

\$179 registration price after March 13th

#RideRight anywhere & everywhere with the industry's most up to date, respected and progressive indoor cycling instructor training course.

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

- Power Music® Schwinn® Cycling Signature Music
 - Seven complete class design plans
 - A comprehensive manual & Certificate of Completion
- SCW (9.0), ACE (0.8), AFAA (8.0), NASM (0.8), ACSM (9.0)

CERTIFICATIONS SUNDAY, APRIL 16, 2023

SCW Yoga I Certification

Manuel Velazquez



Sunday, April 16, 7:30am-3:30pm

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

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



focus

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



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

trust



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



Ann Gilbert

Sunday, April 16, 7:30am-3:30pm

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

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

SCW Stretching & Flexibility Training Certification



Abbie Appel

Sunday, April 16, 7:30am-3:30pm

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

In this 8-hour comprehensive course, review the science of flexibility and mobility and understand the differences. Acquire the knowledge to assess static and dynamic postures to identify movement quality issues and promote functional activities. Learn multiple flexibility techniques including PNF (proprioceptive neuromuscular facilitation), active and

dynamic stretching, passive and static options, and assisted stretching. Gain skill in myofascial release to enhance activation, recovery and regeneration. Perfect for both one-on-one training and group fitness, experience practical, hands-on application and receive multiple program designs with an easy-to-execute system to distinguish you as a stretching expert. SCW (7.0)

SCW Aquatic Exercise Certification



MaryBeth Dziubinski

Sunday, April 16, 7:30am-3:30pm

\$179 MANIA® Attendees / \$199 Non-Attendees

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

**Can't make it to an
In-Person SCW Certification?**



**Take the same course
online at: scwfit.com/Certs**

MANIA® FITNESS PRO CONVENTION COURSE DESCRIPTIONS

FRIDAY, APRIL 14

FR1

7:30am-8:45am

Sitting Pretty: Strength & Support ■■

Ann Gilbert

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

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



Level Up Your Strength Classes! ■■

Gail Bannister-Munn

Challenge your members with a combination of strength movement patterns at every age. This class is perfect for anyone trying to improve their fitness and health no matter what their experience. Beginners can work at their level; intermediate and advanced students will be pushed to their limit by this full-body workout.

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

Yoga-Bata VIIT ■■

Rosie Malaghan, MS, ERYT-200

Hustle and reset. Strengthen and stretch. Participate in this fusion of mind-body 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!

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

Elite HIIT for Barre ■■

Irene McCormick, MS, CSCS

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

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

Schwinn®: R.I.S.E. & #RideRight

Abbie Appel

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

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



Aqua Strides & Strength

MaryBeth Dziubinski

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

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

Diet vs. Exercise: Food Choices Always Win ■■

Amanda Fearheiley, RDN, LD, CPT

Studies suggest that nutrition is more important than exercise for achieving weight loss and maintaining a healthy weight. Learn the science behind why popular diets fail and specific training-based nutritional needs.

Leave with the knowledge to help your clients reach their goals while staying within your scope of practice. (Lecture)

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

Personal and Small Group Training Sales ■■

Sheldon McBee, MS

As trainers, we all want trial clients to sign and we're disappointed when they don't. Your prospective client must envision a better version of themselves. It should be relevant, have a low learning curve, and be an experience they feel crazy to say no to. Learn how to create the best trial training session experience possible. (Lecture)

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



FR2

9:00am-10:15am

ToughAgers® Active Older Adults Fitness ■■

Deborah Rothschild, MS

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

FR2A Friday, 9:00am-10:15



Dynamic Core Training ■■

Sheldon McBee, MS

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

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

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.

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

Movement Training: Keeping It R.A.W.©! ■■

Alison Robbins

Make a sudden move and... OUCH. The withdrawal reflex works, but did the right movement patterns get you through that reflex safely? Join the creator of The MESO Method and learn how to use RAW (resources, ad-duction, and withdrawal). You'll walk away with powerful programming you can use on Monday!

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



Schwinn®: Dynamic Duos - Cycling Fusion

Jenn Hogg, MA

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

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



Changing Tides - H2O Tabata Style**Cheri Kulp**

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

FR2F Friday, 9:00am-10:15am**Feasting & Fasting? ■■****Melissa Layne, MEd**

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

FR2G Friday, 9:00am-10:15am**Entrepreneurship & Opening ■■****Douglas 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 the several key questions. Discover your ideal clients, personal assets, time management skills, leadership talents and marketing choices. (Lecture)

FR2H Friday, 9:00am-10:15am**FR3****11:00am-12:15pm****Manual Dexterity Training ■■****Ann Gilbert**

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

FR3A Friday, 11:00am-12:15pm**Killer Core ■■****Abbie Appel**

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

FR3B Friday, 11:00am-12:15pm**Hands on Stretching ■■****Gail Bannister-Munn**

This workshop shows you how important stretching is and demonstrates how easy it is to stretch your clients on a table or the floor. Learn stretches with clear, step-by-step practical applications to increase your skills. Trainer-assisted stretching, as part of each training session, will help your clients improve their flexibility while keeping you within the scope of a personal trainer.

FR3C Friday, 11:00am-12:15pm**LaBlast® Fitness: Dance. Diversity. Inclusion. ■■****Apy Figueroa**

What if you could travel the world in a fitness class? Salsa in Cuba, Paso Doble in Spain, Merengue in the Dominican Republic, Samba in Brazil,



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

FR3D Friday, 11:00am-12:15pm**Schwinn®: Polishing Diamonds - Level Up****Robert Sherman**

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

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

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

FR3F Friday, 11:00am-12:15pm**Information & Energy - Keys to Health ■■****Dr. Tracy Teclaw, ND**

Modern medicine and nutritional wellness are typically focused on only the biochemistry of the body. However, we must also look at the energy and information of the body. Take away how properly organized information and energy within the body can equate to overall wellbeing and health. (Lecture)

FR3G Friday, 11:00am-12:15pm**Content Creation in Paradise ■■****Suaad Ghabban**

Discover the secrets influencers already know about content creation. Learn how to increase engagement, extend your reach and CONVERT your followers to clients through GREAT CONTENT. NOW Is the time to start. Strategically, use professional photos, videos, reels & tik toks, especially filmed in paradise, to attract more loyal clients to your offerings. (Lecture)

FR3H Friday, 11:00am-12:15pm**FR4 - Lunchtime Session 1 12:30pm-1:45pm**

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

Functional Fitness 50+ ■■**Amber Toole**

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

FR4A Friday, 12:30pm-1:45pm**Symmetry: Advanced Postural Corrective Exercise ■■****Patrick Mummy**

Ever wish you had a quantifiable system for measuring the success and outcome of corrective exercise? In this session, you will learn, practice, and implement the AlignSmart™ system to measure and create custom corrective exercise routines. Leave ready to assist, mentor, coach, and

guide clients through their journey to be pain-free and performance-ready.

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

Schwinn®: Leader of the Pack

Jenn Hogg, MA

How do you separate yourself as a cycling instructor?

Lean into your strengths and the personality of your room to unleash the power of connection. Stay ahead of the competition and solidify your place on the podium. Dare to lead.

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

Five Fat-Burning Hormones

Melissa Layne, MEd

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

FR4G Friday, 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.

Functional Core Training

Herson Garcia

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

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

Coaching the Station Based Circuit Workout

Sheldon McBee, MS

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

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

Easy-Grip Aqua Dumbbell Workout

Cheri Kulp

The most often-voiced concern when using the aqua dumbbell in a water class might be, "I have arthritis. Holding the dumbbell hurts my hands."

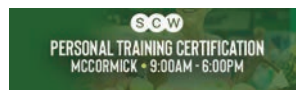
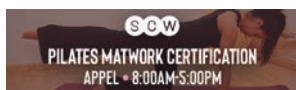
Join this session and explore new and varying ways to use your aqua dumbbell without gripping the handle and hiking the shoulders. Enjoy this inspired workout using single, meshed, and independent aqua dumbbell patterns to challenge your traditional cardio and toning water workouts.

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

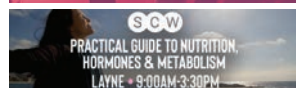
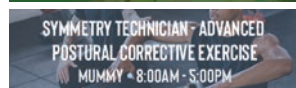
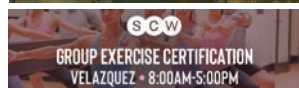


connect

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



CERTIFICATIONS THURSDAY, APRIL 13



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

A
FUNCTION /
ACTIVE AGING

B
HIIT / STRENGTH / CORE

C
MIND / BODY
/ RECOVERY

D
BARRE / GX / DANCE

FRIDAY APRIL 14

FR1

7:30am-
8:45am

Sitting Pretty:
Strength & Support
Gilbert

Level Up Your
Strength Classes!
Bannister-Munn

Yoga-Bata VIIT
Malaghan

Elite HIIT for Barre
McCormick

FR2

9:00am-
10:15am

ToughAgers® Active
Older Adult Fitness
Rothschild

Dynamic Core Training
McBee

Tai-Chi Fused Yoga
Velazquez

Movement Training:
Keeping It R.A.W.®!
Robbins

EXPO SHOPPING 10:00am-11:00am

FR3

11:00am-
12:15pm

Manual Dexterity Training
Gilbert

Killer Core
Appel

Hands on Stretching
Bannister-Munn

LaBlast® Fitness: Dance.
Diversity. Inclusion.
Figueroa

EXPO SHOPPING 12:00pm-2:45pm

FR4

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

Functional Fitness 50+
Toole
Session 1

Functional Core Training
Garcia
Session 2

Symmetry: Advanced Postural
Corrective Exercise
Mummy
Session 1

Coaching the Station
Based Circuit Workout
McBee
Session 2

FR5

2:45pm-
4:00pm

Balance & Coordination
for Active Agers
Velazquez

Body Weight Exercises you
are Underutilizing
Williams

Yoga-Pilates Restore
Bannister-Munn

Brazily Dance Experience
Santos & Santos

EXPO SHOPPING 3:45pm-4:30pm

FR6

4:30pm-
5:45pm

Aging With
Strength & Grace
Dziubinski

Fluid Core Fusion
Velazquez

Corrective Exercise
Strategies for the Ankle
Williams

Barefoot Kickbox
Medina

FR7

6:00pm-
7:00pm



Myofascial Recovery
Garcia

Dance Off!
LaBlast, Brazily, Velazquez,
Ghadban, Haggard & Wartenberg

SATURDAY, APRIL 15

SA1

7:30am-
8:45am

S.E.A.T. - Supported Exercise
for Ageless Training
Gilbert

Leg Circuit
Blast for Power
Williams

By Any Stretch
Appel

Total Body Shaping
McBee

EXPO SHOPPING 8:30am-9:15am

SA2

9:15am-
10:30am



Keynote Address:
Exercise is Medicine
Dr. Edward Laskowski, MD 9:15am - 10:30am

EXPO SHOPPING 10:30am-11:00am

SA3

11:00am-
12:15pm

ABSolute Core You've
NEVER Tried
Christopher

Stability Ball
Breakthrough
Bannister-Munn

High Roller
Appel

LaBlast® Fitness:
Emotional Wealth
Figueroa

EXPO SHOPPING 12:00pm-2:45pm

SA4

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

Strength Training for
Longevity & Vitality
Kooperman
Session 1

Create a Signature HIIT Class
Medina
Session 2

Gentle Yoga for Mobility
Velazquez
Session 1

Discover a Teaching Vacation
Ghadban
Session 2

SA5

2:45pm-
4:00pm

Balance & Stability for
Active Agers
Gilbert

Resistance Band Total
Body Workout
Bannister-Munn

Posture & Alignment With
Personal Training
Mummy

Make Your BrainSweat®
Robbins

EXPO SHOPPING 3:45pm-4:30pm

SA6

4:30pm-
5:45pm

Functional Training with
Foam Rollers
Garcia

Sexy, Smart Strength
for Women
McCormick

Happy Hips &
Healthy Backs
Fulton

Kickbox vs. Resistance
Medina

SUNDAY, APRIL 16

SU1

7:30am-
8:45am

LaBlast® Chair Fitness
Figueroa

How to Handle Hypertrophy
Robinson

Active Recovery for
Optimal Performance
Fulton

Just Beat It!
Wartenberg

SU2

9:00am-
10:15am

Perfect Programming for
Active Agers
Toole

Beauty & the Beast:
Yoga Power Bar
Wartenberg

Adaptive TaiChi: Moving
Despite Limitations
Glassmeyer

Kickboxing Groove
Haggard

EXPO CLOSE-OUT SHOPPING 10:00am-1:00pm

SU3

10:45am-
12:00pm

Pre-Hab for Older Adults
Wartenberg

Top Tier Core Conditioning
Robinson

Shoulders:
Protection & Performance
Christopher

Quick & Dirty 30 - 2023
McCormick

SU4

12:15pm-
1:30pm

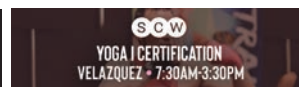
Mobility, Fascia & the
Active Ager
McCormick

LIT 101
(Low Impact Training)
Robinson

5 Seconds To
Improved Flexibility
Fulton

Dance Party Fitness
Haggard

CERTIFICATIONS SUNDAY, APRIL 16



Florida MANIA® Schedule



SCW Health & Fitness Business Summit

Give your fitness business the attention it deserves.

scwfit.com/business





E
CYCLE

F
AQUA
(STARTS IN LECTURE)

G
NUTRITION /
EXERCISE SCIENCE

H
BUSINESS

Schwinn®: R.I.S.E. & #RideRight Appel	Aqua Strides & Strength Dziubinski	Diet vs. Exercise: Food Choices Always Win Fearheiley	Personal and Small Group Training Sales McBee	FR1	FRIDAY, APRIL 14
Schwinn®: Dynamic Duos - Cycling Fusion Hogg	Changing Tides - H2O Tabata Style Kulp	Feasting & Fasting Layne	Entrepreneurship & Opening Sheppard	FR2	
EXPO SHOPPING 10:00am-11:00am					
Schwinn®: Polishing Diamonds - Level Up Sherman	Water Works Velazquez & Kulp	Information & Energy - Keys to Health Teclaw	Content Creation in Paradise Ghadban	FR3	
EXPO SHOPPING 12:00pm-2:45pm					
Schwinn®: Leader of the Pack Hogg Session 1	Easy-Grip Aqua Dumbbell Workout Kulp Session 2	Five Fat-Burning Hormones Layne Session 1	Club, Studio & Client Retention Kooperman Session 2	FR4	
Schwinn®: Let the Beat Drop Appel	LaBlast® Splash: Emotional Wealth Figueroa	Healthy Eating for Active Agers Malaghan	Operations: 5 Components of Business Sheppard	FR5	
EXPO SHOPPING 3:45pm-4:30pm					
	Strong & Stable Aqua Layne	Functional Foods for a Fantastic You Fearheiley	Effective GX & PT Sales Strategies Panel Kooperman, Clark, McBee, Toole & Christopher	FR6	
	REGISTER FOR MANIA RECORDINGS AND ENJOY 100+ SESSIONS SCWFIT.COM/FLORIDA			FR7	
Schwinn®: Prime Design 2.0 Hogg	Splish Splash Calorie Smash Malaghan	Chasing the Dragon Layne	Monetizing Your Passion & Skills Esquerre	SA1	SATURDAY, APRIL 15
EXPO SHOPPING 8:30am-9:15am					
	Keynote Address: Exercise is Medicine Dr. Edward Laskowski, MD 9:15am - 10:30am			SA2	
EXPO SHOPPING 10:30am-11:00am					
Schwinn®: Cycle Mixology - Killer Playlists Sherman	Strength Beneath the Surface PlumMentz	Physics of Pain & Performance Mummy	Stand Out On Social Media Clark	SA3	
EXPO SHOPPING 12:00pm-2:45pm					
Schwinn®: Breathly Not Breathless Appel Session 2	Free to Move in the Pool Dziubinski Session 1	What is Primal Fitness? Rupsis Session 2	Personal Trainings Missing Playbook Christopher Session 1	SA4	
Schwinn®: Tri-Cycle Triple Threat Hogg	Turbulence Training PlumMentz	Future Wellness: Biogenetics Teclaw	Fitness Logic: Common Sense Training Christopher	SA5	
EXPO SHOPPING 3:45pm-4:30pm					
Schwinn®: Pedal N Pulse Appel	Silver Tsunami Velazquez & Kulp	Childhood & Adolescent Obesity: Healthy Guidance Fearheiley	Create Value - Retain Clients Toole	SA6	
 Get Certified For only \$199!	Aqua Disco Haggard	Optimal Recovery Layne	Age-Proof Marketing Atkinson	SU1	SUNDAY, APRIL 16
	Swim Up Barre Malaghan	Fix 7 Menopause Systems with Exercise Atkinson	Stretching for Strength - Flexible Foundations Panel: Kooperman, Fulton, McCormick, Mummy & Christopher	SU2	
	EXPO CLOSE-OUT SHOPPING 10:00am-1:00pm				
	H2O Strength Kulp	Brain Science Layne	Wellness Programming to Attract the Non-Exerciser Bellenger	SU3	
	Aqua Running & Conditioning Wartenberg	Fad Diets & Failed Expectations Toole	Grow Your Business by Adding Value Esquerre	SU4	

Register at: www.scwfit.com/Florida

Club, Studio & Client Retention ■**Sara Kooperman, JD**

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

FR4H Friday, 1:15pm-2:30pm**Schwinn®: Let the Beat Drop****Abbie Appel**

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

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

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

FR5F Friday, 2:45pm-4:00pm**Balance & Coordination for Active Agers** ■**Manuel Velazquez**

The active aging population grapples with an array of dysfunctions, affecting their capacity to remain steady. Improve balance and coordination and walk out of this session with at least ten movement patterns and a few extra games that are going to positively impact your clients gate stability, "action-reaction" engagement, physical balance, and mental coordination. **FR5A Friday, 2:45pm-4:00pm**

10 Underutilized Body Weight Exercises ■**Maurice****Williams, MS, CSCS**

Explore 10 unique and effective body exercises that work well for all clients no matter their age or fitness level. Examine regressions and progressions for each application. Leave the session with a greater appreciation for the magic of using body weight exercises!

FR5B Friday, 2:45pm-4:00pm**Yoga-Pilates Restore** ■**Gail Bannister-Munn**

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

FR5C Friday, 2:45pm-4:00pm**Brazily Dance Experience** ■**Andre & Mariana Santos**

With the hottest Brazilian music and dance moves around, Brazily Dance offers a dance fitness experience that's all about boosting confidence levels from the inside out! Our exclusive Brazily Dance Formula helps instructors bring out the best in their participants making them feel unstoppable in all areas of their life. **FR5D Friday, 2:45pm-4:00pm**

**Operations: 5 Components of Business** ■**Douglas Sheppard**

Operating a personal training gym/studio requires an understanding of more than delivering a workout. All business can be broken into five key components. This presentation will clearly define how each plays a pivotal role in your business success: marketing, finances, operations, sales, and employee development. (Lecture)

FR5H Friday, 2:45pm-4:00pm**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. (Lecture)

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

FR6

4:30pm-5:45pm

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

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

FR6A Friday, 4:30pm-5:45pm**Fluid Core Fusion** ■■**Manuel Velazquez**

Fluid Core Fusion is the ultimate workout, combining cardio and strengthening segments. Learn specific movements that target the core muscles and dynamic cardio sequences to design your own non-stop cardio-core-strength programming. This session focuses on combining specific core muscle toning moves with functional and dynamic cardio segments to create a complete cardio-core-strength experience.

FR6B Friday, 4:30pm-5:45pm**Corrective Exercise Strategies for the Ankle** ■■**Maurice Williams, MS, CSCS**

The ankle joint is one of the most injured parts of the body. Most people who sprain their ankle never give it the attention it needs to recover. Explore simple (and quick) assessments, along with corrective exercises and integrated personal trainin to ensure our clients recover from ankle issues.

FR6C Friday, 4:30pm-5:45pm**Barefoot Kickbox** ■■**Karla Medina**

With 26 bones, 33 joints and a multitude of proprioceptors/sensors in our feet, we can optimize the mind-body connection with barefoot workouts. This barefoot format challenges instructors to fuse basic kickboxing, yoga, and dance moves seamlessly with energy, proper transitions and intense flow.

FR6D Friday, 4:30pm-5:45pm**Strong & Stable Aqua****Melissa Layne, MEd**

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

FR6F Friday, 4:30pm-5:45pm**Functional Foods for a Fantastic You** ■■**Amanda Fearheiley, RDN, LDN, CPT**

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

FR6G Friday, 4:30pm-5:45pm**Effective GX & PT Sales Strategies Panel** ■■**Sara Kooperman, JD, Brandi Clark, Sheldon McBee, MS, Amber Toole & Paul Christopher, CSCS**

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

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

FR7

6:00pm-7:00pm

Fitness Idol**Judges: Sara Kooperman, JD, Ann Gilbert, Gail Bannister-Munn & Sheldon McBee, MS**

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

Each 2023 SCW Fitness Idol Winner receives:

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

FR7A Friday, 6:00pm-7:00pm**Myofascial Recovery** ■■**Herson Garcia**

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

FR7C Friday, 6:00pm-7:00pm**MANIA® Dance Off!****with LaBlast, Brazily, Manuel Velazquez, Suaad Ghadban & Tani Haggard**

Join the stars of MANIA® in this wild workout with the best in dance fitness. Have a blast with LaBlast, Brazily, Manuel Velazquez, Suaad Ghadban & 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!

FR7E 6:00pm-7:00pm**SATURDAY, APRIL 15**

SA1

7:30am-8:45am

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

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

SA1A Saturday, 7:30am-8:45am**Leg Circuit Blast for Power** ■■**Maurice Williams, MS, CSCS**

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

SA1B Saturday, 7:30am-8:45am**By Any Stretch** ■■**Abbie Appel**

Flexibility allows us to move freely in our daily life. What's more, a balance of mobility and stability in each joint helps prevent injury. In this hands-on session, review the science of "contract-relax" stretching. Experi-





fuel

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

ence multiple one-on-one stretching exercises and leave with a proven technique and system to grow your business and help your clients move better and smarter.

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

Total Body Shaping ■

Sheldon McBee, MS

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

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

Schwinn®: Prime Design 2.0



Jenn Hogg, MA

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

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

Splash Splash Calorie Smash

Rosie Malaghan

Get on board with this phenomenal cross-training option, aqua run & conditioning. Take advantage of the Power of Water! With a little imagination, you can adapt land-loving patterns of movement and resistance to the water, reducing joint wear and tear and injuries. Walk away with countless ideas for empowering programming for your clients, from athletes to active agers!

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

Chasing the Dragon ■

Melissa Layne, MEd

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

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

Monetizing Your Passion & Skills ■



Bob Esquerre MA, NSCA-CPT

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

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

SA2 KEYNOTE

9:15am-10:30am

Exercise is Medicine ■

Dr. Edward Laskowski, MD

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

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

SA3

11:00am-12:15pm

ABSolute Core You've NEVER Tried ■

Paul Christopher, CSCS

Fitness Pro Paul Christopher takes you through a circuit of core exercises you've NEVER tried before, leaving both an impact on you physically and thought provoking mentally. The intensity of his core move choices will only be matched by the challenge he provokes in your own programming. Bring it, don't sing it!

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

Stability Ball Breakthrough ■

Gail Bannister-Munn

The Stability Ball Workout is multi dimensional training that incorporates stability, improves balance & flexibility and strengthens the core to enhance total body training. This is a versatile, effective and FUN workout, exercising all the major and supportive muscle groups with a focus on



proper form and execution. Let's explore new exercises and drills that will keep you and your clients ahead of the rest in functional training.

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

High Roller 🎥

Abbie Appel

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

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

LaBlast® Fitness: Emotional Wealth 🎥

Apy Figueroa

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

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



Schwinn®: Cycle Mixology - Killer Playlists 🎥

Robert Sherman

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

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



Strength Beneath the Surface

Irene PluimMentz, PT

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

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



Physics of Pain & Performance 🎥

Patrick Mummy

Utilize physics as it pertains to musculoskeletal compensations and pain planes of motion to get your clients proactive and compliant with corrective exercises. Employ postural analysis pre and post-workout to reinforce healthy daily habits, and ultimately increase athletic performance. (Lecture)

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



Stand Out on Social Media 🎥

Brandi Clark

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

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



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

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

Strength Training for Longevity & Vitality 🎥

Sara Kooperman, JD

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

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

Gentle Yoga for Mobility 🎥

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.

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



Free to Move in the Pool

MaryBeth Dziubinski

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

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

Personal Trainings Missing Playbook

Paul Christopher, CSCS

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

SA4H 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.

Create a Signature HIIT Class

Karla Medina, MS

Learn to extract your training, experience and exercises that have empowered you and use them to create a signature class. Be ready to learn combos that work for you, transitions, cues and strategies to take your instruction and tribe to a new level.

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

Discover a Teaching Vacation

Suaad Ghadban

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

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



SA4E: Schwinn®: Breathy Not Breathless



Abbie Appel

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

SA4E Saturday, 1:15pm-2:30pm

create

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

What Is Primal Fitness?

Laura Rupsis

In the last several decades the fitness and diet industries have exploded in size and revenue. Unfortunately the people these industries serve have grown in size with them and have gotten sicker. Something is not working. We need to reawaken our Primal genes. Eat and move like a human.

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



SA5

2:45pm-4:00pm

Balance & Stability for Active Agers

Ann Gilbert

Balance and gait deficits increase with age and are associated with the increased incidence of falls. Gait is a pattern of limb movements. Balance is maintaining one's center of gravity. Both gait and balance rely on a complex interplay between the brain, nervous system, sensory organs, and musculoskeletal system. Review protocols to assess and increase strength in the active but aging client.

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

Resistance Band Total Body Workout

Gail Bannister-Munn

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

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

Posture & Alignment with Personal Training

Patrick Mummy

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

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



Make Your BrainSweat®

Alison Robbins

One of the most effective ways to hydrate fascia is to move the body in unconventional ways. Learn new programming from the creator of The MESO Method™: she'll share various multiple-joint-action exercises that will not only get the body heated but will make your BrainSweat with all the coordination training!

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

MESO

Schwinn®: Tri-Cycle Triple Threat

Jenn Hogg, MA

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

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



Turbulence Training

Irene PluimMentz, PT

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

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



Future Wellness: Bioenergetics

Dr. Tracy Teclaw, ND

Examine why the science behind bioenergetics is the future of health and wellness. In this illuminating and research-based lecture, address how energy and communication flow through the body and why this is crucial to maintaining good health. The BioEnergetiX WellNES System includes a bioenergetic scan for wellness assessments, plus a handheld bioelectric technology and liquid remedies for supporting a rapid return to better health. (Lecture)

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



Fitness Logic: Common Sense Training

Paul Christopher, CSCS

Where exactly do I begin with a brand-new client? How do I train this person with pain? What order should I place these core exercises in? You have questions and doubts. Fitness situations everyday call for common sense. This lecture focuses and strategizes on how-to allow rationale thinking to take over. (Lecture)

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



SA6

4:30pm-5:45pm

Functional Training with Foam Rollers

Herson Garcia

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

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

Sexy, Smart Strength for Women

Irene McCormick, MS, CSCS

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

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

Happy Hips & Healthy Backs

Ronnie Fulton

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

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

Kickbox vs. Resistance

Karla Medina, MS

Experience a class that intelligently alternates between high-energy cardio kickboxing and muscle strengthening with free weights. Learn the fundamentals first, then, discover how to fuse these two modalities into one KILLER workout!

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



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



Melissa Huebel | MANIA® Attendee

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



Douglas Sorensen | MANIA® Attendee

Schwinn®: Pedal N Pulse



Abbie Appel

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

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

Silver Tsunami



Manuel Velazquez & Cheri Kulp

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

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

Childhood & Adolescent Obesity: Healthy Guidance

Amanda Fearheiley, RDN, LD, CPT

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

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

Create Value - Retain Clients



Amber Toole

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

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

SUNDAY, APRIL 16

SU1

7:30am-8:45am

LaBlast® Chair Fitness



Apy Figueroa

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

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

How to Handle Hypertrophy

Dane Robinson

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

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

Active Recovery for Optimal Performance

Ronnie Fulton

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

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

Just Beat It

Billie Wartenberg

All ages and abilities can Just Beat It? It's a FUN way to exercise the entire body and a powerful tool for stress reduction and mental balance. Use steps and drumsticks to really feel the rhythm of this challenging workout. Come experience the joy of music, movement, and rhythm and feel like a rock star!

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

Aqua Disco

Tanisha (Tani) Haggard

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

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

Optimal Recovery

Melissa Layne, MEd

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

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

Age-Proof Marketing

Debra Atkinson, MS, CSCS

Attract more, offend less. Avoid ageism examining the expectations of our customers, and the impact it has on the opportunities for you and/or staff. Discover unsuspecting language and images that may suggest age discrimination and lead the way toward change. (Lecture)

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



SU2

9:00am-10:15am

Perfect Programming for Active Agers ■**Amber Toole**

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

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

Beauty & the Beast: Yoga Power Bar ■**Billie Wartenberg**

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

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

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 egress through assisted movement.

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

Kickboxing Groove ■**Tanisha (Tani) Haggard**

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

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

Swim Up Barre**Rosie Malaghan, MS, ERYT- 200**

Swim up to the barre for a true poolside playground! This low impact, full-body workout has a high impact on range of motion, posture and mindfulness. Join Rosie and learn how to create a fusion class that meets the needs of your multi-level clients. Serve up a cocktail of yoga, barre and joint mobility.

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

Fix 7 Menopause Systems With Exercise ■**Debra Atkinson, MS, CSCS**

Menopause Symptoms are either hurt or helped with exercise. Identify 34 major symptoms of menopause, 13 supported by exercise, and dive deep into the research on 7 unique symptoms you can improve. Learn how to identify these obstacles for participation and turn them into marketing to grow business and client transformation. (Lecture)

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

Stretching for Strength - Flexible Foundations Panel ■

Sara Kooperman, JD, Ronnie Fulton, Irene McCormick, MS, CSCS, Patrick Mummy & Paul Christopher, CSCS

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. (Lecture)

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

SU3

10:45am-12:00pm

Pre-Hab for Older Adults ■**Billie Wartenberg**

"Pre-Hab so you don't need to Re-Hab". This class will help members improve mobility, sit, stand, reach & practice daily activities to enhance their quality of daily life. Pre-Hab will focus on key moments to improve strength, stability, balance, and more! Pre-Hab IS "Pre-Fab"!

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

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

empower



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!

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

SU3C Sunday, 10:45am-12:00pm**Quick & Dirty 30 - 2023** ■**Irene McCormick, MS, CSCS**

Create 3, quick, efficient and intense workouts in limited time, that are age and intensity-appropriate. Using circuits and excellent coaching techniques, you can design classes or small group training programs that attract clients who want and will pay for results-based offerings.

SU3D Sunday, 10:45am-12:00pm**H2O Strength****Cheri Kulp**

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

SU3F Sunday, 10:45am-12:00pm**Brain Science** ■**Melissa Layne, MEd**

Looking to remain sharp as a tack? The risk of dementia snowballs as we age so it's time to understand how cognitive function changes, why the brain atrophies, which diets and supplements affect the brain, and more. We will also look at which biomarkers are changed through exercise to show an improvement in brain health. (Lecture)

SU3G Sunday, 10:45am-12:00pm**Wellness Programming to Attract the Non-Exerciser** ■**Debbie Bellenger, MS**

Learn the 4 C's of Wellness Programming to support a growing business model that generates ancillary revenue. Explore wellness programs incorporating lifestyle education through live, virtual and hybrid memberships. Attract the non-exercisers, new exercisers, fear filled Americans who are afraid to join a gym. (Lecture)

SU3H Sunday, 10:45am-12:00pm**SU4****12:15pm-1:30pm****Mobility, Fascia & the Active Ager** ■**Irene McCormick, MS, CSCS**

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

SU4A Sunday, 12:15pm-1:30pm**LIT 101 (Low Impact Training)** ■**Dane Robinson**

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

SU4B Sunday, 12:15pm-1:30pm**5 Seconds to Improved Flexibility** ■**Ronnie Fulton**

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

SU4C Sunday, 12:15pm-1:30pm**Dance Party Fitness** ■**Tanisha (Tani) Haggard**

Come tone and sculpt your body where the club meets fitness. If you love moving and miss dancing in the club until the lights come on then this class is for you. Improve the body through this non-stop rhythmic repetition of dance and exercise.

SU4D Sunday, 12:15pm-1:30pm**Aqua Running & Conditioning****Billie Wartenberg**

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

SU4F Sunday, 12:15pm-1:30pm**Fad Diets & Failed Expectations** ■**Amber Toole**

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

SU4G Sunday, 12:15pm-1:30pm**Grow Your Business by Adding Value** ■**Bob Esquerre, MA, NSCA-CPT**

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

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

SCW ONLINE CERTIFICATIONS.

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

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

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

- PILATES MATWORK
- PILATES SMALL APPARATUS
- SMALL GROUP TRAINING
- SOCIAL MEDIA
- SPORTS NUTRITION
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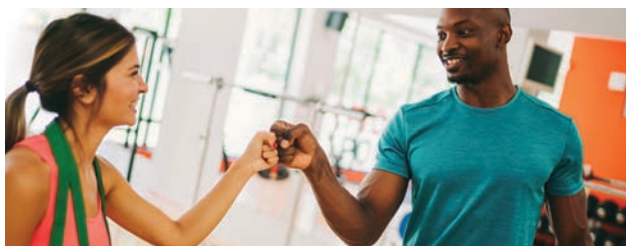

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