MIDWEST MANIA



SCWFIT



Sept. 29 - Oct. 1 scwfit.com/midwest





LETTER FROM SARA

Dear Midwest MANIACs,

It's 2023 and we are ready for change!

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 40th 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, 80 presenters, and over 160 recorded sessions, all this happening in our 12 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 like-minded 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

CEO, SCW Fitness Education

live

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

MIDWEST MANIA® FITNESS PRO CONVENTION

Sept. 29-Oct. 1, 2023 (Fri., Sat., & Sun.)

HEALTH & FITNESS BUSINESS SUMMIT

Sept. 29-Oct. 1, 2023 (Fri., Sat., & Sun.)

ACCREDITED CERTIFICATIONS

Sept. 29 (Thur.) & Oct. 1, 2023 (Sun.)

LOCATION

WESTIN O'HARE HOTEL 6100 North River Road Rosemont, IL 60018



20

CEC/CEUs OFFERED 200

IN-PERSON SESSIONS



WORLD-CLASS
PRESENTERS



SPECIALTY CERTIFICATIONS









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
- · HIIT
- Core/Strength Training Group Exercise
- Nutrition
- Yoga
- Nutrition

Active Aging

- · Boot Camp
- Exercise Science
- Circuits
- Functional TrainingStretching/Flexibility
- Chair Exercise
- BusinessSales/Retention
- MarketingSocial Media
- Aqua
- 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!

— CEC/CEU PROVIDERS













SUPPORTERS













WESTIN O'HARE HOTEL 6100 North River Road Rosemont, IL 60018 **800-937-8461 (Reservations Only)** 847-698-6000



ATTENDEE ROOM RATES

\$149 Single thru Quad (Reg \$226) **LOWEST PRICE GUARANTEED!**

What a savings! Pay as little as \$37.25 per night when you share a room with three others!

- Newly renovated hotel rooms & suites Starbucks onsite
- FREE in room WIFI for Marriot **Bonvoy Members**
- FREE Coffee/Tea Maker
- FREE Mini-Fridge
- Complimentary Bottled Water
- Indoor Heated Pool
- 24 hour Fitness Center
- Pet Friendly
- Complimentary Airport Shuttle Service

HOTEL ROOM DISCOUNT DEADLINE:

Thursday, September 14, 2023

Book early, our hotel ALWAYS SELLS OUT!

Visit www.scwfit.com/midwest/hotel to reserve your room online.



DISCOUNT PARKING

Discounted On-Site Parking - Only \$10 per day (Reg \$32)



AIRPORT TRANSPORTATION

Free Airport Shuttle to Westin O'Hare Hotel! Follow the Red Overhead signs that say "Bus & Shuttle Center". Go downstairs to Arrivals Area - One level below baggage claim, go to Door 3. Shuttle comes every 20

minutes (5am - 2am). Look for a white shuttle bus with a yellow stripe that says, "Westin O'Hare Hotel".



FREE EXPO SHOPPING (\$20 VALUE)

The EXPO is now FREE and open to the public! Invite your friends, clients, & students!

You're going to love the great deals on fitness equipment, exercise videos, activewear, music, nutrition, fitness resource books, and Online Certifications. Check out everything new from SCW Fitness and our Sponsors!









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



REGISTRATION DISCOUNT DEADLINE: MON. AUG. 28, 2023

Avoid late fees! Register by Monday, August 28th and lock in your lowest price, saving you \$60 off

the \$399 registration fee. Pay only \$339 and receive all your class selections! But, to guarantee your first-choice selections, visit www.scwfit.com/membership and check out our memberships!



JOIN THE MANIA® SUPPORT STAFF AND SAVE!

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

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

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

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!

Join Today!

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
- 30% OFF Equipment purchased at the SCW MANIA® booth
- 30% OFF Activewear at the SCW booth
- \$60 OFF Online Certifications (was \$259, now \$199)
- \$20 OFF In-Person Certifications
- 20% OFF Online CEC/CEU Video Courses
- FREE Webinars Attendance & Recordings
- FREE eNewsletters (Spotlite, Business, Aqua)
- · Members-Only Room at MANIA® (FREE all weekend)
- · Sign up at www.scwfit.com/membership





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

EASILY ACCESSIBLE DOWNLOADABLE OUTLINES ONLINE

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





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

Live MANIA® Conventions, along with our Online Recorded options, 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.

100+ SESSION RECORDINGS

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

Experience over 100 activity sessions, nutrition & business seminars, and lectures with 120+ 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 only \$399. With over 100 recordings available, you can enjoy them at your convenience and on your own schedule. Additionally, all online videos are eligible for a maximum of 20 CECs/CEUs.

shallenge !

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

HEALTH & FITNESS BUSINESS SUMMIT

SEPT. 29-OCT. 1

If you're looking to expand your business and advance your career, the 3-day SCW Health & Fitness Business Summit is an essential event for both you and your team. It 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 16 Business Sessions, totaling 20 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 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!

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

With 200 sessions, 8 sessions every hour & 100 being recorded LIVE, MANIA® guarantees a fun experience that will leave all attendees well-equipped to return to work on Monday.

REGISTRATION HOURS

 Thursday, Sept. 28:
 6:30am - 8:00pm

 Friday, Sept. 29:
 6:45am - 6:00pm

 Saturday, Sept. 30:
 6:45am - 6:00pm

 Sunday, Oct. 1:
 7:00am - 12:45pm

EXPO SHOPPING

Friday, Sept. 29: 10:00am - 11:00am

12:00pm - 2:45pm

3:45pm - 4:30pm

Saturday, Sept. 30: 8:30am - 9:15am

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

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



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

Reach 7,000 fitness professionals through face-to-face contact, an additional 64,000 via emails, 60,000

through text messages, and 300,000 through organic virtual connections. Our events are held at Non-Union Hotels, providing exhibit booths with tables, chairs, and carpet at no additional cost. Enjoy hassle-free move-in and out without exorbitant drayage fees! You can teach workout sessions, workshops, and lectures at our conference, allowing MANIA® attendees to engage with your products, try your programs, and experience your offerings. Furthermore, you have the opportunity to 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 and podcasts, and receive discount coupons in our emails.



Visit: www.scwfit.com/Partner, email partner@scwfit.com or Call/Text with Partnership request at 847-562-4020.



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/Midwest/expo

CO-SPONSORS





ASSOCIATE PLUS SPONSORS





ASSOCIATE SPONSORS













EDUCATIONAL SUPPORTERS









to our sponsors

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

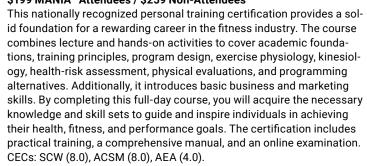


ACCREDITED CERTIFICATIONS

CERTIFICATIONS THURSDAY, SEPTEMBER 28

SCW Personal Training Certification Irene McCormick, MS, CSCS

Thursday, September 28, 9:00am-6:00pm \$199 MANIA® Attendees / \$259 Non-Attendees



SCW Life Coaching Certification Kimberly Spreen-Glick

Thursday, September 28, 9:00am-6:00pm \$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 vari-



REGISTER FOR CERTIFICATIONS AT MIDWEST MANIA®

ous 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 Group Exercise Certification



Manuel Velazquez

Thursday, September 28, 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 package includes practical training, a comprehensive manual, and an online examination. CECs: SCW (8.0), ACSM (8.0), AEA (4.5), AFAA (8.0), NASM (0.8).

SCW Active Aging Certification Ann Gilbert



Thursday, September 28, 9:00 am-5:00 pm \$199 MANIA® Attendees / \$259 Non-Attendees

As we age, staying physically, mentally, and socially active is essential for maintaining quality of life. Cutting-edge research shows that focusing on cardiovascular conditioning, strength training, flexibility, balance, and mental health can slow down the aging process. In this one-day course, group fitness instructors, trainers, and managers overseeing active aging programming will learn practical approaches to empower and educate seniors. The certification includes practical training, a comprehensive manual, and an online examination. CECs: SCW (8.0), ACE (0.7), ACSM (8.0), AEA (4.0), AFAA (7.0), NASM (0.7).

WATERINMOTION® Aqua Exercise Certification Cheri Kulp



Thursday, September 28, 9:00am-5:00pm \$199 MANIA® Attendees and/or Instructor at a WATERinMOTION® licensed facility / \$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® 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 WATERin-MOTION® 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 Exercise Certification MaryBeth Dziubinski



Thursday, September 28, 8:00am-4:00pm \$199 MANIA® Attendees / \$259 Non-Attendees

Drawing on over 100 years of combined expertise in the aquatic fitness industry, this comprehensive Nationally Recognized Certification serves as an essential first step into the field of teaching water exercise. Learn the benefits of aquatic exercise and gain practical skill mastery in the unique environment of water. The principles of aquatic training, as they apply to general anatomy, kinesiology, water depth, movement planes, cueing skills, musicality, and special population adaptations, are thoroughly addressed. Professionalism, leadership skills, and legal considerations are reinforced. Experience on-site coaching and one-on-one assessment of teaching skills to successfully develop and deliver effective water programming.

The certification includes practical training, a comprehensive manual, and an online examination. SCW (8.0), ACE (0.7), ACSM (8.0), AEA (9.0), AFAA (8.0), NASM (0.8).

SCW Nutrition Coaching for Fitness Professionals Certification

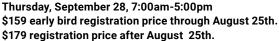


Amber Toole

Thursday, September 28, 9:00am-5:00pm \$199 MANIA® Attendees / \$259 Non-Attendees

In this highly renowned SCW Certification, learn practical and safe techniques, plans and programs to provide sound nutritional coaching to guide your clients to reach their goals. Review your scope of practice and examine what can and should be discussed with clients to forge a strong, practical, and healthy Client-Coach relationship. Review the foundations of nutrition and metabolism and educate your clients about the principles of quality nutrition programs through Resting Metabolic Rate (RMR) and weight loss calculations. Examine the three most controversial food label concepts. Analyze organic, genetically modified organisms (GMOs) and food additives in a comprehensive yet usable fashion. Leave this certification confident and competent to coach your clients to long-term habitual success. The certification includes practical training, a comprehensive manual, and an online examination. SCW (7.0), ACE (0.7), ACSM (7.0), AEA (7.0), AFAA (7.0), NASM (0.7).

Schwinn® Cycling: Indoor Cycling Certification @ schwing Jenn Hogg, MA



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

Takeaways include:

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

The MESO Method™ Fundamentals

MESŮ

Alison Robbins

Thursday, September 28, 8:00am-4:00pm \$199 MANIA® Attendees / \$259 Non-attendees

Want to bring a whole new way of programming to your clients and group participants who need better movement patterns? This course focuses on the learning (and unlearning) of movement patterns along myofascial meridians, instead of simply looking at muscles. The MESO Method™ is a 5-Phase, total mind/body training program that creates multi-planar movement patterns and exercises around an activated core and stable spine. We use The MESO Method™ to train the entire body while activating the CORE and simultaneously incorporating the brain and the central nervous system (CNS) into our exercise programs. We use elastic resistance banding options which stimulate the CNS and the body to adapt to load. The band adds a reactive challenge to deal with weight differently as we stimulate the creation of new, multi-planar patterns. The acronym stands for Myofascial Training, Engage the CORE, Strength & Stability, and Optimize Outcomes. SCW (12), ACSM (18), AFAA (11), NASM (1.1).



NEW! MUSCLE MASTERY

Thursday, September 28, 6:00pm-8:00pm FREE for WESTIN O'HARE HOTEL GUESTS

\$79 FOR NON-Hotel Guests

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

* Must Show Westin O'Hare Room Key For FREE Entry 2 SCW, .2 ACE, 2 ACSM, 2 AEA, 2 AFAA, .2 NASM

CERTIFICATIONS SUNDAY, OCTOBER 1

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

Sunday, October 1, 7:30am-3:30pm

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

The S.E.A.T. Fitness Certification (Supported Exercise for Ageless Training) is the perfect program for Active Aging and Specialty Format Instructors to take their chair classes to the next level. This comprehensive training includes an effective analysis of the aging process addressing the physiology, kinesiology, and specific needs of students







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.

S.E.A.T.



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

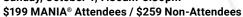




requiring extra support. Use a chair as your base and incorporate sitting, standing, and supported moves needed to enhance your group dynamic teaching skills. Verbal and visual cueing techniques, inspirational and effective memory-improvement strategies, and active aging principles are all included. 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





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)

Symmetry Postural Measurement Certification Patrick Mummy



Sunday, October 1, 7:30am-3:30pm

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

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

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

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



VIEW EVERY **LIVE & ONLINE** SCW CERTIFICATION

MANIA® FITNESS PRO CONVENTION COURSE DESCRIPTIONS

FRIDAY, SEPTEMBER 29

FR1

7:30am-8:45am

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.

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

How to Master the Deadlift **NEW!**

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.

PRE-RECORDED

Sitting Pretty: Strength & Support

SEAT

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

Rhythm of the Barre ■

Kelly Bullard, MS

Use the power of music to raise your barre "attitude" to a higher level and engage your students as they get lost in the music. Experiment with various pieces of music, rhythms, tempo, song structure to bring more emotional and intellectual connection to barre. Boost more than just their mood!

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

Yoga-Pilates Restore ■ NEW!

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.

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

Adaptive TaiChi: Moving Despite Limitations **NEW!**

Jacob Glassmever

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.

PRE-RECORDED

Schwinn®: Polishing Diamonds - Level Up NEW!



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

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

Aqua Rhythmics **NEW!**

MaryBeth Dziubinski

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

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

Aquatic Personal Training **NEW!**

Rosie Malaghan, MS, ERYT - 200

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

PRE-RECORDED

Getting Clients Lean Healthfully NEW!

Sohailla Digsby, RDN, LD

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

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

The Perfect Virtual Solution ■ NEW!

Tricia Madden

Whether you are looking to launch a video-on-demand or live stream serviceor a hybrid of the two-this workshop will help you establish your business goals and launch the perfect virtual solution. Leave with technical solutions, programming strategies, staffing requirements, budgeting, and marketing ideas for either starting or revamping your virtual experiences.

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

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.

PRE-RECORDED

FR2

9:00am-10:15am

Pilates: Mat to the Max ■

Abbie Appel

Max out your Pilates Mat class with 10 authentic advanced exercises from the original repertoire. Revisit Pilates principles and optimal alignment to understand what it means to be "advanced"! Dissect each exercise and discover how to modify and progress movements for your intermediate to expert students. Take your Pilates practice up a notch by safely and successfully adding challenges.

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

7 Game Changing Glute Training Tips **NEW!**

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.

PRE-RECORDED

Perfect Programming for Active Agers NEW!

Amber Toole

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

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

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

MESΦ

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, adduction, and withdrawal). You'll walk away with powerful programming you can use on Monday!

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

Fire & Ice Yoga ■ NEW!

Kimberly Spreen-Glick

Experience a dynamic balance between effort and ease...challenge and release... "fire" and "ice". Push yourself...and surrender yourself, all while honoring your body and mind every step of the way. All our clients will experience a release of expectations, opening the physical and mental self to an inspiring good time!

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

Muscle Care - Happy Hips & Healthy Backs NEW!

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.

PRE-RECORDED

Schwinn®: Leader of the Pack NEW!



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.

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

LaBlast® Splash: Emotional Wealth



Apv Figueroa & Donna Tomassi

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

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

Water Walking for Better Gait and Performance **NEW!**

Jeannette Pyle

Walk your way to better posture, gait, and balance in the pool. Improve the way you move by focusing on posture in the pool, where the buoyancy effect makes it easier to practice. We will fire up our posterior chain and practice engaging core and more for better gait!

PRE-RECORDED

Perfect Practice Makes Perfect ■ NEW!

Dr. Edward Laskowski, MD

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

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

Purposeful Programming NEW!

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.

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

Annual GroupX Marketing Calendars 💻 Ellen de Werd



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

PRE-RECORDED

FR3

11:00am-12:15pm

Strike! Kickboxing

Kimberly Spreen-Glick

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

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

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.

PRE-RECORDED

Functional Training for Active Agers

Ann Gilbert

Increasing functionality is one of many benefits of offering small group options for aging clients. Discuss not only the science, but the need for socialization, camaraderie, and accountability when training the group. Study how introducing positive competition and even dance movement will enhance results, and address retention. Experience and practice specific joint actions to get you started creating your new branded option.

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

WERQ Dance Fitness ■ NEW!



Haley Struxness & Ruben Pereyra

WERQ is a wildly addictive cardio dance workout based on pop and hip-hop. With over 2,300 instructors in the US, WERQ is expanding our inclusive community one sweaty body at a time. Experience WERQ with the creator, Haley Struxness, and QREW! Help us make the world happier via dance! Are you ready to WERQ?!

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

WARRIOR Rhythm™: Secrets to Successful Students ■ NEW! Ellen de Werd





Want to create an environment in your classes where students feel successful? Learn how to create a safe space for students that struggle to get up and down off the floor quickly, don't know the fancy names of yoga poses, or perhaps lack confidence and motivation. Expect a lively, interactive group conversation following a WARRIOR Rhythm workout that will inspire you to take your group fitness instruction to the next level.

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

Core Yoga Strong NEW!

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!

PRE-RECORDED

Schwinn®: Let the Beat Drop NEW!



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.

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

Ride the Wave



Manuel Velazquez, Cheri Kulp & Mac Carvalho

Exploding with choreo options, this workout lead 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 notes perfect for your class revival Monday morning.

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

Agua HIIT the Beat **NEW!**

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.

PRE-RECORDED

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



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

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

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. To unlock our potential, we will inspect implementation of various programming including function, aging, strength, flexibility, relaxation in both group fitness and personal training. In this innovative session reviews the predictions from various sources including both private and public fitness facilities along with IHRSA, ACE, ACSM, NASM, Shape Magazine and SCW insights. Join Sara Kooperman, an Industry Icon, for this engaging and illuminating presentation guaranteed to leave you excited about our fitness future.

FR3H Friday, 11:00am-12:15pm

Successfully Build Your Member Base NEW!



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.

PRE-RECORDED

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.

Core Amore NEW!

Tricia Madden

Discover the power of your core! Instead of solely concentrating on effective core exercises in your classes and sessions, why not empower your clients to truly appreciate their core? Gain valuable insights on cultivating core strength that extends beyond fitness and unlock a plethora of innovative ideas for designing engaging core-focused programs.

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

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.

PRE-RECORDED

Hands on Stretching ■ NEW!

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.

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

High Roller - Foam Roller Pilates NEW!

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.

PRE-RECORDED

Schwinn®: Prime Design 2.0 NEW!

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!

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

Elimination Diet Pros & Cons **NEW!**

Sohailla Digsby, RDN, LD

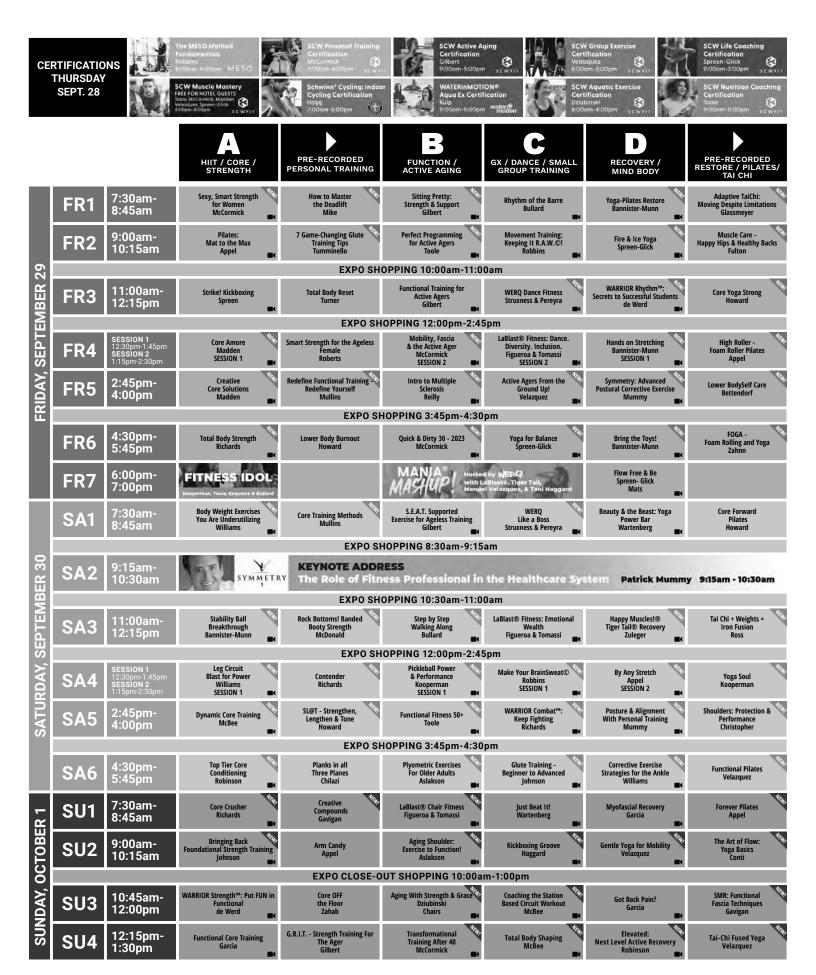
What is the purpose of an elimination diet? Ever wonder why it's become popular recently? Should you expect to lose weight or feel better on this diet? Learn the pros and cons of this new trend for your clients from a registered dietitian who works on the fitness front lines. (Lecture)

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



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HUMAN CONNECTIONS THAT DRAW YOU IN AND STEAL THE MOMENT.



midwest mania®schedule









HEALTH & FITNESS BUSINESS SUMMIT

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.

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.

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

LaBlast® Fitness:

Dance. Diversity. Inclusion. ■ NEW!

Apy Figueroa & Donna Tomassi

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 ball-room dance, LaBlast® will take you on a dance fitness journey around the world!

FR4C Friday,

1:15pm-2:30pm

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.

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

Aqua Yoga Barre **NEW!**

Billie Wartenberg

Nourish your soul with this
Ballet-inspired Aqua Yoga/Barre
workout. A favorite at conferences,
explore various ideas for a functional flow
in the water. Attendees will learn choreography
and how to apply the sequences to design a seamless,
fluid Yoga/Barre class.

PRE-RECORDED

Fireside Chat

with Steven Schwartz

NEW!

Steven Schwartz & Sara Kooperman, JD

Join fitness industry icon Stephen Schwartz, CEO of Midtown Athletic Clubs as he shares valuable insight on motivating teams by fostering collaboration, growth, and inspiration. Learn to cultivate successful memberships by personalizing experiences and tailoring programs that meet individual goals. Enjoy a wealth of knowledge to navigate the dynamic world of fitness into 2024.

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

Content Creation in Paradise **NEW!**

Suaad Ghadban

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.)

PRE-RECORDED

FR5

2:45pm-4:00pm

Creative Core Solutions ■ NEW!

Tricia Madden

This workshop utilizes all three planes of motion in both prone and supine positions, along with small apparatus tools to give you endless ideas for your next core class or client session. Walk away with a library of new moves that students will love and feel successfully challenged in your next class or training session.

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

Redefine Functional Training - Redefine Yourself **NEW!**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.

PRE-RECORDED

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

Intro to Multiple
Sclerosis ■ NEW!

Emily Reilly

Join Emily Reilly, Adaptive Fitness Trainer and person living with multiple sclerosis, to learn about this disease that impacts over 1 million people in the US. In this course, you will learn safe & effective modifications for the various symptoms and better understand how you can help your clients living with MS know that no matter what their limitation, they CAN keep moving!

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

Active Agers From The Ground Up! ■ NEW!

Manuel Velazquez

Work every joint and muscle from the Ground Up! Learn functional self-myo-fascial-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.

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



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.

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

Lower Body Self Care **NEW!**

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.

PRE-RECORDED

Schwinn®: R.I.S.E. & #Rideright NEW!

Doris Thews

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.

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

Aqua Disco **NEW!**

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!

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

Mix-Match Aqua Moves to the Max NEW!

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!

PRE-RECORDED

Sleep: The Weight Loss Miracle NEW!

Dr. Candice Seti, Psy.D.

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

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

Effective GX & PT

Sales Strategies Panel NEW!



Sara Kooperman, JD, Amber Toole, Brandi Clark, Richard Earney & Bob Esquerre, MA, NSCA-CPT

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.

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

Attracting and Keeping Fitness Talent



Jon Baraglia

Learn different ways to attract top talent to your organization through marketing your positions properly, offering the right benefits, and creating a clear career path. Learn how to keep top talent through awards and recognition, incentives, a fun work environment and most importantly, create success.

PRE-RECORDED

FR₆

4:30pm-5:45pm

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.

FR6A Friday, 4:30pm-5:45pm

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.

PRE-RECORDED

Quick & Dirty 30 - 2023 ■ NEW!

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.

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

Yoga for Balance ■ NEW!

Kimberly Spreen-Glick

One of the number one needs for the active ager, or anyone who wants to move and groove without injury, is fall prevention. Balance training is key to preventing falls and is sadly often overlooked. This workshop teaches you how to facilitate yoga sequences specifically designed to strengthen the body's ability to stabilize, balance and move with freedom and inspiration.

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

Bring the Toys! ■ NEW!

Gail Bannister-Munn

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

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

FOGA - Foam Rolling and Yoga **NEW!**

Rose Zahnn

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

PRE-RECORDED

Schwinn®: Pedal N Pulse NEW!

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.

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

Tab-Aqua **NEW!**

Kelly Bullard, MS

Keeping Tabata simple with foundational moves that can become more challenging in the pool using the waters properties. 8 rounds mean 8 chances for progressions! No equipment other than one's own body needed for this workout. Come to play and teach it the next day!

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

Agua Brain Power **NEW!**

Ann Gilbert

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

PRE-RECORDED

Exercise is Medicine **NEW!**

Dr. Edward Laskowski, MD

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

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

Fill Your Small Group Training NEW!





Dr. Ashley Varol, PhD

Small group training is the best option for making more money and serving more clients. This session walks through effective and profitable strategies from the beginning to the end of the small group training cycle. Review how to get clients, keep them around, ensure they repeat, and recommend their friends!

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

Retired, Not Expired! Strength Training





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.

PRE-RECORDED

FR7

6:00pm-7:00pm

Fitness Idol ■

Sara Kooperman, JD, Amber Toole, Bob Esquerre MA, NSCA-CPT & Kelly Bullard, 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 a SCW Newsletter
- 1-year FREE SCW OnDemand Membership

FR7B Friday, 6:00pm-7:00pm

FR7C: MANIA® MASHUP! **Hosted by WERQ Fitness**





Join the stars of MANIA® in this stellar session, featuring the hottest new group fitness formats. Take your favorite tips back to your club; from HIIT, boxing, strength, stretch and dance there is something for every "body" to enjoy! You can even win a free certification from one of these amazing programs. It's going to be a party of epic proportions!

FREE for all MANIA® Attendees

\$25 for non-attendees

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

Flow Free & Be

Kimberly Spreen-Glick

Enjoy an uplifting, dynamic yoga practice focused on freedom and acceptance. Get ready to move, strengthen, and stretch your body and mind without judgment; then finish feeling present and centered tapping into the ease within. Leave behind expectations and open your mind to an inspiring good time!

FR7D Friday, 6:00pm-7:00pm

SATURDAY, SEPTEMBER 30

SA1

7:30am-8:45am

Body Weight Exercises you are Underutilizing ■ NEW!

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.

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

Core Training Methods **NEW!**

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.

PRE-RECORDED

Ann Gilbert

S.E.A.T.® Supported Exercise for Ageless Training NEW!





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!

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

WERQ Like a Boss ■ NEW!



Haley Struxness & Ruben Pereyra Debuting at MANIA®, this brand-new, all-inclusive workout combines everything you need - cardio, strength, and mobility - in less than one hour, so you can get back to being the CEO of your busy life. Start with WERQ cardio dance, followed by resistance training, core work, and stretching. Leave feeling accomplished, centered, and ready for anything!

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

Beauty & the Beast: Yoga Power Bar

Billie Wartenberg

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

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

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.

PRE-RECORDED

Schwinn®: Recovery RX NEW!



Doris Thews

The peaks of training get all the attention - we continue to tweak the 'work' to be more challenging and effective, often overlooking the important part our 'valleys' play in 'prescribing' programs for our riders. Understanding how the fuel you choose, flexibility and strength training you do, and sub-anaerobic work you challenge yourself with can enhance performance will help you, and your students, be fitter, faster and healthier. Learn the secrets to dialing in effective recovery strategies both inside and outside the cycling studio. Review the research you need, resources you'll reference, and rides you'll relish to give your riders just what the doctor ordered.

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

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.

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





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

When Breath Meets Water: Aqua Yoga NEW!

Rosie Malaghan, MS, ERYT - 200

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

PRE-RECORDED

FITT Formula Practices ■ NEW!

Dr. Laura Carney, PhD

The FITT formula (Frequency, Intensity, Time, Type) has transformed over the years yet continues to be the foundation of creating exercise programs. In this interactive session give your programming a refresh by working through new aspects of the FITT formula and how to put it into practice. (Lecture)

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

Healthcare Referrals for Business Growth ■ NEW!

Michael Stack, CSCS

This lecture will teach fitness professionals a tangible framework for developing strong, trusting, and collaborative relationships with physicians. Through using a very specific model that operationalizes the know, like, and trust framework fitness pros can build lasting relationships with doctors & wellness professionals.

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

Biggest Secrets in Personal Training Sales Success **NEW!**



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.

PRE-RECORDED

SA2 KEYNOTE

9:15am-10:30am

The Role of Fitness Professionals in the Healthcare System





Patrick Mummy

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

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

SA3

11:00am-12:15pm

Stability Ball Breakthrough

NEW!

Gail Bannister-Munn

The Stability Ball Workout is multidimensional 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.

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

Rock Bottoms! Banded Booty Strength NEW!

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.

PRE-RECORDED

Step by Step Walking Along
NEW!

Kelly Bullard, MS

Indoor walking can be such a convenient and functional way to get fit at any age. Learn ways to coach your students through various walking patterns, tempos, brain engagement, and fun. Take home ways on how to implement a walking class for function and profitability.

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

LaBlast® Fitness: Emotional Wealth

NEW!



Apy Figueroa & Donna Tomassi

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!

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

Happy Muscles!® Tiger Tail® Recovery ■ NEW!



Dr. Julie Zuleger, PhD, CSCS, Certified Nutrition Specialist, RYT-500 Discover great myofascial active recovery techniques in this Happy Muscles! 365 workshop. Learn guided muscle care and stretching techniques for all ages using best-in-class Tiger Tail massage sticks and balls. Improve flexibility, mobility, and ROM, as well as reduce muscle knots, aches, and pains while using these affordable, portable and FUN stretch-recovery tools.

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

Tai Chi + Weights = Iron Fusion NEW!

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.

PRE-RECORDED

Schwinn®: Cycle Mixology - Killer Playlists NEW!



Abbie Appel

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

Buoy, Oh Buoy, Oh Buoy! **NEW!**



Manuel Velazquez, Cheri Kulp, Mac Carvalho & 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 aqua dumbbell or both dumbbells enmeshed, or as under-arm flotation devices. Recharge, refresh and revive your water workouts using hand buoys like never before.

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

HIIT H20 for All NEW!

Jeannette Pyle

This workshop focuses on the benefits of EPOC (Excess Post-Exercise Oxygen Consumption) and its role in high intensity interval training (HIIT). In this creative, fun and challenging session, explore the value of HIIT for all populations, even seniors!

PRE-RECORDED

Protein Power for Weight Control NEW!

Sohailla Digsby, RDN, LD

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

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

Greatte

Find & Enroll Clients Using Social Media NEW! STANDOUT





Brandi Clark

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

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

Stretching for Strength -Flexible Foundations Panel

Sara Kooperman, JD, Siri Chilazi, 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.

PRE-RECORDED

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

Maurice Williams, MS, CSCS

What is missing from your client's programming 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!

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

Contender NEW!

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!

PRE-RECORDED

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. 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.

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



Make Your BrainSweat© ■ NEW!

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

Yoga Soul NEW!

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.

PRE-RECORDED

Physics of Pain & Performance ■ NEW!



Patrick Mummy

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

SA4G Saturday, 12:30-1:45pm

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

By Any Stretch ■ NEW!

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.

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

Schwinn®: Breathy Not Breathless NEW!



Tatiana Kolovou, MBA

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

Beautiful Buoyant Booty **NEW!**

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 agua instruction to reduce pain. Then enjoy a powerful WATERinMO-TION-inspired workout focused exclusively on you lower extremities and particularly your beautiful buoyant bootie!

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

AB-Solute Strength! **NEW!**

Chris Henry

Dive deep into core training and uncover the multitude of ways to challenge your abdominal muscles. Experience a full-body strength workout in the unique setting of water and harness the power of different equipment and incorporate anchored rebound and suspension movements at various levels. Join us for a refreshing and effective workout that targets your core like never before!

PRE-RECORDED

Grow Your Business by Adding Value NEW!

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.

SA4H Saturday, 1:15pm-2:30pm

Profitable Training With Clients 55+ NEW!



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-onone 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.

PRE-RECORDED

SA5

2:45pm-4:00pm

Dynamic Core Training NEW!

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.

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

SL@T - Strengthen, Lengthen & Tone NEW!

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 instructible class, blends various muscle conditioning and cardio exercises to support participants in achieving the transformative results they desire.

PRE-RECORDED

Functional Fitness 50+ ■ NEW!

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.

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

WARRIOR Combat™: Keep Fighting ■ NEW!



Diva Richards

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

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

Posture & Alignment with Personal Training NEW!



Patrick Mummy

Almost all workouts require good posture and alignment to maximize results while minimizing injury. However, it is difficult to assess or 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.

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

Shoulders: Protection & Performance **NEW!**

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.

PRE-RECORDED

Schwinn®: Hear us ROAR - The Power of Authenticity NEW!

Doris Thews & Tatiana Kolovou, MBA

Schwinn® believes in authentic cycling & coaching. When instructors combine that with an unapologetic sense of self, a powerful purpose steps into the light. Your personal truth, combined with moments of elevation, create magical workouts that get results. Are you ready to ROAR into your next ride?

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

Free to Move in the Pool NEW!

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.

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

Aqua Booty Camp **NEW!**

Rosie Malaghan, MS, ERYT - 200

Rev up your Aqua Fitness with Aqua Booty Camp! This athletic, dance inspired session focuses on all areas of the glutes. We will combine toning, cardio and lengthening exercises in distinct sequences to sculpt and shape the booty. Athletes, dancers, and everyone looking for a good time will love this class!

PRE-RECORDED

Eat to Lose! ■ NEW!

Dr. Candice Seti, Psy.D.

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

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

Signature Sauce for Six-Figure Success NEW! DIGG DEEP

Joy Diggs, MA

Learn the secrets to creating a personal training business that truly stands out! Join this empowering presentation where personal trainers uncover their authentic selves, conquer fears and self-doubt, and confidently attract ideal clients for six-figure success. Become THE go-to expert to bring the business to you!

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

Building Successful Hybrid Businesses **NEW!**



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.

SA6

PRE-RECORDED

4:30pm-5:45pm

Top Tier Core Conditioning NEW!

Dane Robinson

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.

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

Planks in all Three Planes

Siri Chilazi, MBA, MA

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

PRE-RECORDED

Plyometric Exercises For Older Adults ■ NEW!

Dr. 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.

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

Glute Training: Beginner to Advanced ■ NEW!

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.

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

Corrective Exercise Strategies for the Ankle NEW!

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 programming to ensure our clients recover from ankle issues.

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

Functional Pilates **NEW!**

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.

PRE-RECORDED

Schwinn®: Tri-Cycle Triple Threat NEW!



Jenn Hogg, MS

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.

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

Pool Personal Training **NEW!**

Connie Lagerhausen

Work one-on-one with athletes of any level in the pool. Using both vertical and horizontal aqua fitness, create appropriate progressions in intensity, complexity, and movement suitable for every conditioning level. From moms to marathoners, create sports-specific workouts using buoyancy, sequencing, and the physical aspects of training and conditioning. Get your feet wet in pool personal training.

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

Cheeks for Weeks - H20 NEW!

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!

PRE-RECORDED

Power Training for Aging Adults NEW!

Michael Stack, CSCS

Power, the ability to produce strength with speed, is the most important muscular attribute for functional capacity. Power is also the muscular ability that declines most quickly with age and poses the greatest threat to longevity and independence. Learn a science-based framework to develop power safely and effectively in aging adults. (Lecture)

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

Stop Selling & Create Culture 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

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

Converting Social Media Content Into Customers **NEW!**



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.

PRE-RECORDED

SUNDAY, OCTOBER 1

SU1

7:30am-8:45am

Core Crusher

NEW!

Diva Richards

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

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

Creative Compounds **NEW!**

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.

PRE-RECORDED

LaBlast® Chair Fitness ■ NEW!

Apy Figueroa & Donna Tomassi

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! SU1B 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!

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

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.

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

Forever Pilates **NEW!**

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

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 morning!

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

Aqua Ease: Flexibility for Active Agers NEW! Manuel Velazquez

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!

PRE-RECORDED

Fad Diets & Failed Expectations

NEW! Michael Stack, CSCS

Power, the ability to produce strength with speed, is the most important muscular attribute for functional capacity. Power is also the muscular ability that declines most quickly with age and poses the greatest threat to longevity and independence. Learn a science-based framework to develop power safely and effectively in aging adults. (Lecture)

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

Personal and Small Group Training Sales **NEW!** Sheldon McBee, MS

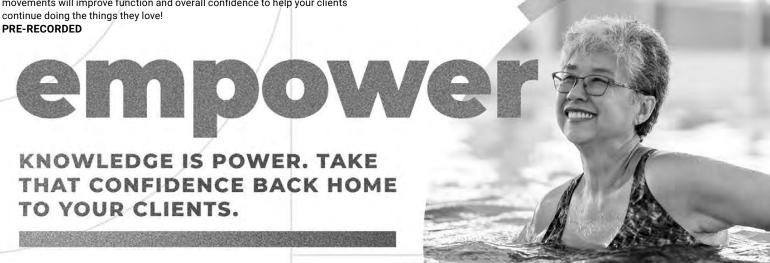
You know the saying, "you never get a second chance to make a first impression". This is also true when a prospective client is trialing your training services. As trainers, we all want trial clients to sign, and we're disappointed when they don't. It's that simple. Your prospective client must envision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

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

New World Sales & Management NEW! Bill McBride

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

PRE-RECORDED



SU₂

9:00am-10:15am

Bringing Back Foundational Strength Training ■ NEW! Greg Johnson, MS

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

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

Arm Candy **NEW!**

Abbie Appel

Whether you go heavy or light, overloading the muscles of your upper body is key to experiencing improved strength, movement quality, and the aesthetics your classes and clients desire. Review techniques to challenge your upper body in all directions and all positions. Understand how training your upper body can help you reach total body goals faster.

PRE-RECORDED

Aging Shoulder: Exercise to Function!

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.

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

Kickboxing Groove ■ NEW!

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.

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

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.

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

The Art of Flow: Yoga Basics **NEW!** Christine Conti, MEd

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!

PRE-RECORDED

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!

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

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.

PRE-RECORDED

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

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

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

Business Blueprint for 2023 **NEW!**Dane Robinson



Whether you're 100% virtual, 100% training in person, training one on one, conducting small group training, or all the above, this business workshop will give you the tools to create your very first, or next, client challenge. Develop programming unique to your training style, method, and client base. From branding to program milestones, pricing, and marketing, design a business blueprint to keep your current clients engaged and attract new clients by the end of this DWY (done with you) workshop.

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

Retain & Engage Your Personal Training Clients NEW! 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.

PRE-RECORDED

SU3

10:45am-12:00pm

WARRIOR Strength™: Put FUN in Functional ■ NEW! Ellen de Werd, ERYT 200



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

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

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.

PRE-RECORDED

Aging With Strength & Grace ■ NEW! 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.

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

Coaching the Station Based Circuit Workout **NEW!** 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.

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

Got Back Pain? ■ NEW! 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.

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

SMR: Functional Fascia Techniques **NEW!**

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.

PRE-RECORDED

RECESS REMIX: Pool Playground NEW!

Connie Lagerhausen

Combine old school P.E. fun with a high intensity, athletic approach to water fitness. Relay races, tag and even tug-o-war creates efficient aqua intervals that inspire action. Play teaches us how to manage stress and connect to others and the world around us. Share the fun by taking the power of the playground

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

Liquid Levels **NEW!**

Jessica Pinkowski

Take your agua 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.

PRE-RECORDED

Weight Loss vs. Fat Loss **NEW!** Greg Johnson, MS

Join Greg as he teaches you the differences between weight loss and fat loss programming, so you can determine what your clients really need. This session will tackle the fat loss myths and provide the facts. You'll learn how to assess and program for short-term and long-term benefits. (Lecture)

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

Create Value - Retain Clients NEW! 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.

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

Entrepreneurship & Opening NEW! **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.

PRE-RECORDED

SU4

12:15pm-1:30pm

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!

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

G.R.I.T. - Strength Training For The Ager

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.

PRE-RECORDED

Transformational Training After 40 ■ NEW! Irene McCormick, MS, CSCS

New research and updated guidelines recommend strength training for women. Understanding the right intensity, including volumes, is critical. Gain insights from research including the importance of the SAID Principle (Specific, Adaptions, Imposed, Demands), Tri-Sets, Cluster Sets, and Single-Joint exercises in a transformational training program for women over 40.

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

Total Body Shaping ■ 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.

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

Elevated: Next Level Active Recovery NEW! **Dane Robinson**

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

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

Tai-Chi Fused Yoga NEW!

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.

PRE-RECORDED

Aqua Strides & Strength NEW!

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.

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

Tab-Aqua Quickies **NEW!**

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.

PRE-RECORDED

Healthy Weight: Defined by a Dietitian NEW! Sohailla Digsby, RDN, LD

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

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

Monetizing Your Passion & Skills ■ NEW! 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.

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

Building Your Business **NEW!**



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.

PRE-RECORDED



experts

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ABBIE APPEL



DR. AARON ASLAKSON, PhD.



GAIL BANNISTER-MUNN



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BRIAN BETTENDORF, MSM, MA



KELLY BULLARD, MS



DR. LAURA CARNEY, PHD



MAC CARVALHO water motion



SIRI CHILAZI, MBA, MA



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CHRIS HENRY



MARISSA HOFF, MEd



JENN HOGG, MA



JEFF HOWARD



GREG JOHNSON, MS



TATIANA KOLOVOU, MBA SCHWINN



SARA KOOPERMAN, JD SEAT water motion



CHERI KULP water motion



CONNIE LAGERHAUSEN



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DONNA TOMASSI La Blast



S C W FIT



NICK TUMMINELLO



TARA TURNER



water motion



DR. ASHLEY VAROL, PhD



MANUEL VELAZQUEZ SCWFIT water



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