BOSTON

MANA

FITNESS PRO CONVENTI

HEALTH & FITNESS BUSINESS SUMMIT November 3-5 scwfit.com/boston



## **LETTER FROM SARA**

Dear Boston MANIACs,

It's 2023 and we are ready for change, so let's look forward to 2024 and plan now! More classes, more recordings, and more options to uplift and energize your programming and inspire YOU, our loyal, dedicated fitness family.

Join us as we celebrate our 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.

**BOSTON MANIA® FITNESS PRO CONVENTION** 

Nov. 3-5, 2023 (Fri., Sat., & Sun.)

HEALTH & FITNESS BUSINESS SUMMIT Nov. 3-5, 2023 (Fri., Sat., & Sun.)

**ACCREDITED LIVE CERTIFICATIONS** 

Nov. 2 (Thur.) & Nov. 5 (Sun.) 2023

**LOCATION** 

Doubletree by Hilton 50 Ferncroft Rd. Danvers, MA 01923



CEC/CEUs OFFERED

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AMAZING 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
- Active Aging
- · HIIT
- Core/Strength Training
   Group Exercise
- Nutrition
- Yoga
- Exercise Science
- · Boot Camp
- Functional Training
- Circuits
- Stretching/Flexibility
- Chair Exercise
- Marketing · Social Media

Business

- Aqua
- · And Much More!

· Sales/Retention

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**













**Doubletree by Hilton** 50 Ferncroft Rd. Danvers, MA 01923 (978) 777-2500

#### **ATTENDEE ROOM RATES**

\$144 (Reg. \$234), Single-quad room **LOWEST PRICE GUARANTEED!** 

What a savings! Pay as little as \$36 per night when you share a room with three others!

- FREE Onsite Parking
- FREE Wi-Fi in room for Hilton Honors Complimentary Bottled Water Members
- Atlantis Sports Club and the indoor Water Park of New England connected • Mini-Fridge
- Onsite Fitness Center w/ Classes
- Pet-Friendly



- Coffee/Tea Maker
- & Cookie at check-in
- Microwave
- 2 double beds or 1 king bed
- TradeWinds Restaurant onsite
- · Rollaway beds upon request



Friday, October 13, 2023

Book early, our hotel ALWAYS SELLS OUT!

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



## AIRPORT TRANSPORTATION UBER/LYFT

Uber or Lyft are \$35-\$55 from/to the airport and hotel.



#### VISIT DOWNTOWN BOSTON

Take a trip to downton Boston where you will find Faneuil Hall Marketplace and over 70 restaurants, shops & pubs. Explore the Museum of Fine Arts, John F. Kennedy Presidential Library or visit the

Skywalk Observatory for 360 degree views of greater Boston & beyond. Don't forget to explore nearby Salem, where you can see the witch house, the house of the Southern Gables, and the Salem witch trial memorial. Landmarks and history galore! A quick, nine minute drive from MANIA®!



## 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, OCT. 9, 2023

Avoid late fees! Register by Monday, October 9th 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 (now only \$159)
- 50% OFF all Live SCW Certifications (was \$259, now \$129.50)
- 50% OFF all SCW Apparel (retail price)
- 50% OFF all SCW Equipment & Accessories (retail price)
- 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 (value \$99)
- 50% OFF Equipment purchased at the SCW MANIA® booth (retail price)
- 50% OFF Activewear at the SCW booth (retail price)
- \$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/boston/outlines. The outlines are posted 1 week before the convention and will remain online for 30 days after the close, making it easier for you to retain this important educational information.



## 20 CEC/CEUs

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

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

## 160+ SESSION RECORDINGS

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

Experience over 160 activity sessions, nutrition & business lectures with 200 hours of recorded content for just \$60. When you include the recordings in your In-Person registration, you'll have access for 60 days. Enhance your 1, 2, or 3-day registration by adding these valuable resources. It's the best value for your educational investment! If you're unable to attend MANIA® In-Person, don't worry! You can still benefit from all the recorded sessions and lectures online for as low as \$339. With over 160 recordings available, you can enjoy them at your convenience and on your own schedule. Additionally, all online videos are eligible for a maximum of 20 CECs/CEUs.

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

## HEALTH & FITNESS BUSINESS SUMMIT **NOV. 3-5**

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 32 Business Sessions, totaling 40 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, and 60 having been pre-recorded, MANIA® guarantees a fun experience that will leave all attendees well-equipped to return to work on Monday.

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

Reach 64,000 via emails, 60,000 through text messages, and 300,000 through organic virtual connections as well

as 500 fitness professionals through face-to-face contact in Boston. Our events are held at Non-Union Hotels, providing exhibit booths with tables, chairs, and carpet at no additional cost. Enjoy hasslefree 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.

## **REGISTRATION HOURS**

Thursday, Nov. 2: 6:30am - 8:00pm Friday, Nov. 3: 6:45am - 6:00pm Saturday, Nov. 4: 6:45am - 6:00pm Sunday, Nov. 5: 7:00am - 12:45pm

## **EXPO SHOPPING**

Friday, Nov. 3: 10:00am - 11:00am

12:00pm - 2:45pm

3:45pm - 4:30pm

Saturday, Nov. 4 : 8:30am - 9:15am

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

Sunday, Nov. 5: 10:00am - 1:00pm (Closeout Shopping)



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

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



## **ONE EXCELLENT EXPO: FREE TO ALL!**

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. The EXPO is always

Register NOW at www.scwfit.com/boston/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, NOVEMBER 2**

## **SCW Personal Training Certification**

Gail Bannister-Munn

Thursday, November 2, 9:00am-6:00pm

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

This nationally recognized personal training certification provides a solid foundation for a rewarding career in the fitness industry. The course combines lecture and hands-on activities to cover academic foundations, training principles, program design, exercise physiology, kinesiology, health-risk assessment, physical evaluations, and programming alternatives. Additionally, it introduces basic business and marketing skills. By completing this full-day course, you will acquire the necessary knowledge and skill sets to guide and inspire individuals in achieving their health, fitness, and performance goals. The certification includes practical training, a comprehensive manual, and an online examination. SCW (8.0), ACSM (8.0), AEA (4.0).

### **SCW Active Aging Certification**

Melissa Layne, MEd

Thursday, November 2, 9:00am-5:00pm

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

As we all age, staying physically, mentally, and socially active is the key to maintaining quality of life. Cutting-edge research reveals there's no one secret to aging well; but by focusing on cardiovascular conditioning, strength training, flexibility, balance, and mental health, we can slow the

aging process. Discover ways to empower seniors, not just teach them. Group fitness instructors, trainers, and managers overseeing active aging programming will enjoy this one-day course that combines relevant research and proven practical approaches to training the bodies and brains of 50+ year-old participants. The certification includes practical training, comprehensive manual, and online examination. SCW (8.0), ACE (0.7), ACSM (8.0), AEA (4.0), AFAA (7.0), NASM (0.7).

## **SCW Group Exercise Certification**

Manuel Velazquez

Thursday, November 2, 8:00am-5:00pm \$199 MANIA® Attendees / \$259 Non-Attendees

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



## **SCW Pilates Matwork Certification**

Elizabeth Lenart, MEd

Thursday, November 2, 8:00am-5:00pm

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

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

## **SCW Life Coaching Certification**

**Amber Toole** 

Thursday, November 2, 9:00am-3:00pm \$199 MANIA® Attendees / \$259 Non-Attendees

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

## **Abbie Appel**

Thursday, November 2, 7:00am-5:00pm \$159 early bird registration price through October 6th \$179 registration price after October 6th

#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)



**REGISTER FOR** CERTIFICATIONS AT BOSTON MANIA®





#### **NEW! MUSCLE MASTERY**

Thursday, September 28, 6:00pm-8:00pm

Rosie Malaghan, MS, ERYT-200, Amber Toole, Siri Chilazi, MBA, MA, Elizabeth Lenart, MEd & Dr. Julie Zuleger, PhD, CSCS, RYT-500

#### FREE for DOUBLETREE GUESTS

\$79 FOR NON-Hotel Guests

Join our exclusive PRE-MANIA 2-hour educational event as we delve into the nuances of strength training with 5 super star presenters. Come ready to work out with our expert instructors as they guide you through unique exercises, using a variety of equipment, alignment and postural techniques to keep your sessions 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!

SCW (2.0), ACE (0.2), ACSM (2.0), AFAA (2.0), NASM (0.2).

## CERTIFICATIONS SUNDAY, NOVEMBER 5

## **SCW Yoga I Certification**

Manuel Velazquez

Sunday, November 5, 7:30am-3:30pm

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

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

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

**Ann Gilbert** 

Sunday, November 5, 7:30am-3:30pm

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

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





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

## SCW Stretching & Flexibility Training Certification Abbie Appel



Sunday, November 5, 7:30am-3:30pm

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

In this eight hour comprehensive course, review the science of stretching, flexibility and mobility. Acquire the knowledge to assess static and dynamic postures to identify movement quality issues and promote functional activities. Learn multiple flexibility, techniques, and stretching alternatives, including PNF (proprioceptive neuromuscular facilitation), active and dynamic stretching, passive and static options, assisted stretching techniques and more. Gain skill in myofascial release to enhance activation, recovery and regeneration for individuals of all ages and activity levels. Assist athletes to older adults, and distinguish yourself as a stretching expert. Perfect for one on one training, small group, training, and group fitness. This practical, hands-on certification includes a variety of detailed program designs with an easy to execute system. The certification includes practical training, a comprehensive manual, and an online examination. SCW (7.0), ACE (0.7), ACSM (7.0), AEA (8.0), AFAA (7.0), NASM (0.7).

## **SCW Aquatic Personal Training Certification** Rosie Malaghan, MS, ERYT-200 Sunday, November 5, 7:30am-3:30pm \$199 MANIA® Attendees / \$259 Non-Attendees



This Nationally Recognized Aquatic Personal Training Certification is led by one of the top aquatic experts in the country. Combine lecture and activity to address theoretical foundations, training principles, and hands-on program design. Acquire the necessary skill sets and critical knowledge to guide and inspire clients to achieve their health, fitness, and activities of daily living goals. Explore the essentials of exercise physiology and kinesiology, theories of water and how they apply to movement, health-risk assessment, physical evaluations, programming alternatives for cardio, strength and flexibility advancement. Experience an introduction to facilitating behavior change in addition to basic business and marketing skills in this full-day course. The certification includes practical training, comprehensive manual and online examination. SCW (7.0), ACSM (7.0), AEA (8.0), AFAA (7.0), NASM (0.7).

## 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

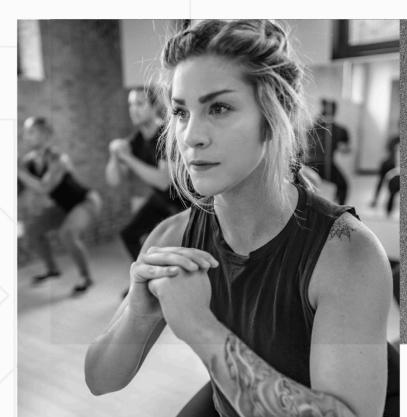
patterns that cause dysfunction and pain. In this course you will learn:

- 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 Correc-
- 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).







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







# Discounted ONLINE CERTIFICATIONS



Now Only \$199

- Flowing Yoga
- Boxing
- Aquatic Exercise
- Barre
- Functional Pilates
- Practical Guide to Nutrition,
   Hormones & Metabolism

- Group Strength
- Ta'i Chi
- Group Step
- Aqua Barre
- Meditation
- Fall Prevention
- Nutrition Coaching

**Use Code: MANIA60** 

scwfit.com/certifications

## MANIA® FITNESS PRO CONVENTION COURSE DESCRIPTIONS

## FRIDAY, NOVEMBER 3

## FR1

7:30am-8:45am

#### Coaching Core Engagement ■ NEW!

#### Siri Chilazi, MBA, MA

Engaging the core correctly is essential in every workout, but getting people to "get it" is hard. Drawing on the latest science and best practices from fitness, Pilates, and yoga, this workshop equips you with strategies, exercises, and cues to coach your students to discover their core for maximum impact.

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

#### How to Master the Deadlift **NEW!**

#### Dr. Jonathan Mike, PhD

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 **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

#### Pulling for Power™ by WATERROWER | NOHRD® Elizabeth Lenart, MEd



Pulling for Power™ employs effective Variable Intensity Interval Training (VIIT) with dynamic WaterRower drills paired with powerful body resistance exercises specifically structured to support excess post-exercise oxygen consumption (EPOC) while also providing an exceptional psycho-emotional response. Pull for power today to produce progress tomorrow!

## 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

#### 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

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

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

#### Aqua Yoga Flow **NEW!**

#### **Connie Warasila**

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

#### PRE-RECORDED

#### Healthy Eating for Active Agers NEW! Rosie Malaghan, MS, ERYT- 200

Expand your knowledge of the nutritional needs of our over 50 clients. Examine caloric needs, protein, fiber, hydration, longevity, disease avoidance, and more! Your active agers need your support because of their decreased appetites, increased social needs, and their constant battle with inflammation. Help them navigate these challenges with effective coaching options. (Lecture)

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

#### 7 Skills to Turn Personal Training Into a





Lifelong Career ■ NEW!

## Michael Hughes

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

## Balance Your HIIT **NEW!** Elizabeth Lenart, MEd

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

#### 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

## Functional Core Training NEW!

#### Herson Garcia

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

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

## POUND Rockout Workout®



#### **Amy Ward**

POUND Rockout Workout is an energizing, infectious, and sweat-dripping experience that allows you to truly become the music. Join POUND ICON/ Master Trainer and Pro Success Manager, Amy Ward, to learn about the history, the how, and the why behind this POUND program and ROCK out with a master

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

## 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.

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

## 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®: R.I.S.E. & #Rideright NEW!





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.

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

#### LaBlast® Splash: Emotional Wealth

#### Jennifer Venezio & Laura Mikszan

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

#### 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

#### Brain Science NEW!

#### Melissa Layne, MEd

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

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

## New World Sales & Management **NEW!**

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.

## 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

## Fluid Core Fusion NEW!

#### Manuel Velazquez

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

#### 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

#### Manual Dexterity Training ■ NEW!

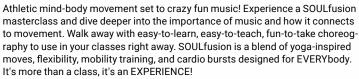
#### Ann Gilbert

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

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

## SOULfusion™ EXPERIENCE ■ NEW!

#### Michele Park



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

#### Symmetry: Advanced Postural Corrective Exercise NEW! 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. 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®: Dynamic Duos - Cycling Fusion NEW!





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

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

## When Breath Meets Water: Agua 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.

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

#### Ab Arsenal

#### Ann Gilbert

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

#### PRE-RECORDED

## Carb-Cycling & HIIT NEW!



#### Dr. Michael Derrick, MD

Uncover a transformative weight loss strategy. This course unveils the potent fusion of Carb Cycling and High-Intensity Interval Training (HIIT), designed to cater to a diverse range of age groups. Delve into the science-backed principles to optimize metabolic rhythms for effective fat loss. (Lecture)

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

#### Fireside Chat with Mark Harrington, Jr. NEW! Mark Harrington, Jr. & Sara Kooperman, JD





Join fitness industry leader Mark Harrington Jr, President of Healthworks Fitness, Gymlt and Republic Fitness for a fireside chat. Learn to grow your team, enhance your member experience with the use of data and the latest thoughts on Artificial Intelligence in the industry.

#### 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.

## 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.

#### FR4B Friday, 12:30pm-1:45pm

#### LaBlast® Fitness: Dance. Diversity. Inclusion. NEW! Jennifer Venezio & Laura Mikszan



What if you could travel the world in a fitness class? Salsa in Cuba, Paso Doble in Spain, Merengue in the Dominican Republic, Samba in Brazil, Viennese Waltz in Austria, and more! Attend LaBlast® Fitness and experience how all ages, abilities, and ethnicities will feel included and successful in every class. While staying true to the rich history of each ballroom dance, LaBlast® will take you on a dance fitness journey around the world!

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

## Schwinn®: Leader of the Pack NEW!



#### Abbie Appel

How do you separate yourself as a cycling instructor? Lean into your strengths and the personality of your room to unleash the power of connection. Stay ahead of the competition and solidify your place on the podium. Dare to lead.

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

#### Personal & Business Protection NEW!



Fireside Chat with Miriam Ball and Sara Kooperman, JD For everyone who is in the fitness industry, you NEED to protect yourself from unexpected events that may cause devastation to yourself, your family, and your business. Join Miriam Ball, Chief Insurance Officer at Alternative Balance,

and Sara Kooperman, JD, a licensed attorney, for a candid and insightful conversation on what to watch out for as a Group Instructor, Personal Trainer and Business Owner and Manager.

#### FR4H Friday, 12:30pm-1:45pm

#### New Client Retention **NEW!** Sheldon McBee, MS



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

#### PRE-RECORDED

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

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

## 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.

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

## 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



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

## LIVE / IN-PERSON **CERTIFICATIONS** THURSDAY, NOV. 2











■ Indicates session is
both Live & Being Recorded
at Boston MANIA®











FR1	7:30am 8:45am
	0:00am













10:15am

Balance Your HIIT

7 Game-Changing Glute Training Tips Tumminello

**Functional Training** EXPO SHOPPING 10:00am-11:00am

POUND Rockout Workout® Ward

High Roller -Foam Roller Pilates Appel

ER

FRIDAY, NOVEMB

ER 4

m

11:00am-12:15pm

Fluid Core Fusion Velazquez

Total Body Reset

Gilbert

SOULfusion™ EXPERIENCE Park

netry: Advanced Postural
Corrective Exercise Mummy

Core Yoga Strong

SESSION 1 12:30pm-1:45pm SESSION 2 1:15pm-2:30pm FR4

Got Back Pain? Athletic Woman: **Smart Strength for the Ageless** 

Functional Fitness 504

EXPO SHOPPING 12:00pm-2:45pm

LaBlast® Fitness: Dance. Diversity. Inclusion. Venezio & Mikszan

Yin to My Yang Malaghan Session 2

Lower Body Self Care Bettendorf

2:45pm-4:00pm

Function & Strength Hughes

lefine Yourself Mullins

Redefine Functional Training

Pickleball Power & Performance

Barre Strong

Tiger Tail® Happy Muscles!® 365 Reco Zuleger

Adaptive TaiChi: Moving Despit Limitations Glassmeyer

4:30pm-FR6 5:45pm

Turner

Lower Body Burnout Howard

Functional Training for Active Agers Gilbert

EXPO SHOPPING 3:45pm-4:30pm

Long, Strong, Sculpted: Dynamic Flexibility Chilazi

FOGA - Foam Rolling and Yoga

6:00pm-FR7

Kooperman, Carvalho Bannister-Munn, Gilbert 7:00pm Band Camp Bannister-Munn

Core Training Methods Mullins

Garcia

MANIA® MASHUP!
LaBlast®, Tiger Tail, POUND,
Brazily, RAQISA® &
Velazquez with Brazily Dance!

Santos & Santos

Garcia Pilates: Mat to the Max Appel

Myofascial Recovery

Howard

EXPO SHOPPING 8:30am-9:15am

0:30am





**KEYNOTE ADDRESS** 

The Role of Fitness Professional in the Healthcare System

Patrick Mummy 9:15am - 10:30am

Rock Bottoms! Banded Booty Strength McDonald

EXPO SHOPPING 10:30am-11:00am **Exercise for Ageless Training** Gilbert

Crew Conditioning™ by WATERROWER | NOHRD® Lenart

Bannister- Munn

Tai Chi + Weights = Iron Fusion Ross

:45pm

Posture & Alignment with

Full Body 3D HIIT-Circuit

Hughes

Contender Richards

EXPO SHOPPING 12:00pm-2:45pm Balance & Coordination for **Active Agers** Velazque: Session 2

SOULkickboxing

Goodbye Back Pain Zuleger Session 1 Chair Yoga for the Young

Yoga Soul

Personal Training

SL@T - Strengthen, Lengthen & Tone Howard

Cardio Kickboxing for the Active Age Malaghan EXPO SHOPPING 3:45pm-4:30pm

Kettlebell Krush

Functional Pilates at Heart

SOULstrength™ EXPERIENCE Park :00am-Core off the Floor Lenart

**Glute Training** Beginner to Advanced Appel lohnson Gavigan

Chilazi & Lenart The Aging Brain Layne Top-Tier Core Conditioning LaBlast® Chair Fitness Wealth Venezio & Mikszan Disco & Dumbbells Haggard

Agility Ability

LaBlast® Fitness: Emotional

Work Your ASANA Off Aronson Active Aging: No Place Like Foam

Chilazi

Melt. Mold. Move: Mobility &

Restoration

Shoulders: Protection & Performance Christopher **Forever Pilates** 

Appel

The Art of Flow:

Yoga Basics Conti

SU2

SU3

Planks in all Three Planes Chilazi

Kicking H.I.T Lloyd

Core OFF the Floor

G.R.I.T. - Strength Training for

Robinson

EXPO CLOSE-OUT SHOPPING 10:00am-1:00pm Perfect Programming Core by 4 Wartenberg

Venezio & Mikszan

Elevate Your Class Experience Brown Kickbox N Chaos

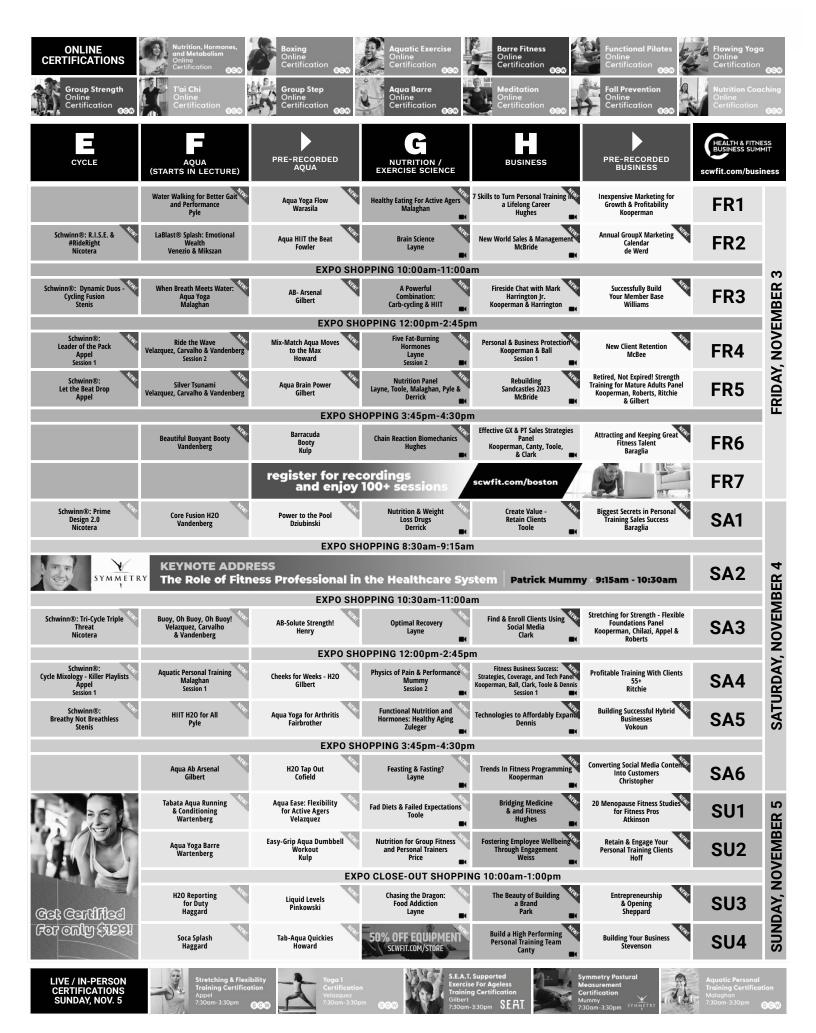
Beauty & the Beast: Yoga

Time With Tissue

SMR: Functional Fascia Techniques Tai-Chi Fused Yoga



N MANIA® FIT PRO CONVEN



## Yin to my Yang NEW! Rosie Malaghan, MS, ERYT- 200

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

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

#### 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.

water@ motion

PRE-RECORDED

Ride the Wave **NEW!** 

Manuel Velazquez, Mac Carvalho & Sara Vandenberg

Exploding with choreo options, this workout led by our team of experts, takes you on a water experience

like no other. Fresh combinations, expert cuing, new music and moves combine to leave you inspired and riding the wave of new combos. Leave with choreo perfect for your class revival Monday morning.

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

#### Mix-Match Agua 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

**Five Fat-Burning** Hormones ■

## Melissa Layne, MEd

Is a calorie truly a calorie? Not in the presence of hormones! What five hormones play a major role in the body's metabolic pathways & how can we

maximize (or minimize) these hormones? Get the low down on these lipolytic hormones to start dropping fat stores. (Lecture)

FR4G Friday, 1:15pm-2:30pm

> FR5 2:45pm-4:00pm

#### Athletic Woman: Function & Strength NEW! Michael Hughes

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

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

#### 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.

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

FROM ATTENDI

MANIA® CONVENTION

**Barre Strong** ■ NEW!

#### Elizabeth Lenart, MEd

Calling all barre-tenders, there's a new bar in town! Step away from the wall and onto unstable surfaces

with assistance of body bars. When held vertically, the weighted bar offers support and is a smart

alternative to wall mounted bars, maximizing space in your studio. Use the same bar as a strength tool to create dynamic and athletic barre sequences.

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

Tiger Tail® Happy Muscles!® 365 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.

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

Adaptive TaiChi: Moving Despite Limitations | NEW! | Jacob Glassmeyer This workshop will empower those with limitations to find creative ways to move through TaiChi. Explore ways of moving through an adaptive approach using the ancient discipline of Yang style TaiChi. Learn how to implement this process and provide programming to progress and regress through assisted movement.

#### Schwinn®: Let the Beat Drop NEW!





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

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

#### Silver Tsunami **NEW!**

#### Manuel Velazquez. Mac Carvalho & Sara Vandenberg

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

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

## Aqua 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 agua program. Agua 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

Bill McBride

## 

#### Melissa Layne, MEd, Amber Toole, Rosie Malaghan, MS, ERYT-200, Jeannette Pyle & Dr. Michael Derrick, MD

Come together to explore controversial research. Join the discussion, ask questions, and discover cutting edge options in food and nutrition. Hear from these nutrition experts on how and why they choose to eat the way they do. Leave "feeling full" of ways to make smarter choices when it comes to fueling your body. (Lecture)

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

## Rebuilding Sandcastles: 2023 NEW!





Most if not all of us have been building our classes, our clients and our businesses over time. We seemed to have traction and a path forward. We nurtured, loved and built something very special. But, just like sandcastles (well-built and beautiful) get washed away by high tides, the pandemic swept it all away. How do we rebuild with focus and energy, and change the waves of our personal and professional future?

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

## Retired, Not Expired! Strength

#### Training for Mature Adults Panel **NEW!**





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

## FR6

4:30pm-5:45pm

#### Core Connection ■ NEW!

#### **Tara Turner**

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

#### 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

## 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.

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

#### Long, Strong, Sculpted: Dynamic Flexibility **NEW!** Siri Chilazi, MBA, MA

Dynamic flexibility is the perfect complement to strength training! Improved range of motion allows for enhanced muscle activation to sculpt a lean, toned physique. Learn the science of dynamic stretching and experience a flexible strength workout. Finish all of your classes feeling strengthened, lengthened, better aligned and breathing more optimally.

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

## 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-onone stretching exercises and leave with a proven technique and system to grow your business and help your clients move better and smarter.

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

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

#### Rose Zahnn

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

#### PRE-RECORDED

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

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

## Barracuda Booty NEW!

#### Cheri Kulp

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

#### PRE-RECORDED

#### Chain Reaction Biomechanics MEW!



() IGYMNAZO

#### Michael Hughes

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

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

## Effective GX & PT Sales Strategies Panel NEW!





## Sara Kooperman, JD, Lindsey Canty, Brandi Clark & Amber Toole

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.

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

#### Attracting and Keeping Fitness Talent **NEW!** 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.

#### FR7

## 6:00pm-7:00pm

#### Fitness Idol



#### Sara Kooperman, JD, Gail Bannister-Munn, Mac Carvalho & Ann Gilbert

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

Each 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

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

## FR7C: MANIA® MASHUP!











## Presented by LaBlast® Fitness, POUND, Brazily, RAQISA, Tiger Tail & Manuel

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

## 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.

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

## SATURDAY, NOVEMBER 4

SA1

7:30am-8:45am

## Band Camp NEW!

#### **Gail Bannister-Munn**

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

#### 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

#### Functional Core Training NEW!

#### Herson Garcia

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

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

#### Sexy & Confident with Brazily Dance! NEW!

#### Mariana & Andre Santos

Brazily Dance is all about finding your sexiest, most confident self through the magic of Brazilian music and dance! With our fun, energetic and dynamic classes, you will not only get a great cardio workout, but you will also improve your dance skills, body awareness, and self-esteem.

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

## Pilates: Mat to the Max



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.

#### 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®: Prime Design 2.0 **NEW!**



#### Aimee Nicotera

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

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

#### 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!

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

#### 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.

### PRE-RECORDED

#### Nutrition & Weight Loss Drugs NEW!





#### Dr. Michael Derrick, MD

Weight loss drugs are rocking the internet, social media, and health clinics. Where does balanced nutrition intertwine within this phenomenon? Embark on exploring this surging trend, delving into the intricate relationship between these drugs and the crucial role of proper nutrition. (Lecture)

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

## 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.

#### 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.





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

## **SA2 KEYNOTE**

9:15am-10:30am

The Role of Fitness Professionals in **NEW!** 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

Full Body 3D HIIT- Circuit ■ NEW!

(DIGYMNAZ

#### Michael Hughes

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

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

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

NEW!

#### Ann Gilbert

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

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

## Crew Conditioning™ by WATERROWER | NOHRD® ■ NEW!





Elizabeth Lenart, MEd

Crew Conditioning™ is an exciting five-event athletic challenge with WaterRower drills, plyometric exercises and calisthenics that require the assistance of other athletes, all designed to show you how team-building games will help you double your strength and stimulate your soul. Make your test today your testimony tomorrow!

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

Hips Don't Lie ■ NEW!

#### Gail Bannister-Munn

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

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®: Tri-Cycle Triple Threat NEW!



#### Aimee Nicotera

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.

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

#### Buoy, Oh Buoy, Oh Buoy! NEW!



#### Manuel Velazquez, 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

AB-solute Strength! NEW!

#### Chris Henry

We'll get to the core of the matter by exploring the many ways our abdominal muscles are challenged. Through total body strength exercises in a water environment, utilize various equipment and levels of anchored rebound and suspension movement patterns.

#### Optimal Recovery NEW!

#### Melissa Layne, MEd

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

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





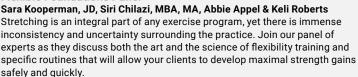
#### Find & Enroll Clients Using Social Media NEW! STANDOUT (HEALTH & FITNESS SUMMIT **Brandi Clark**

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



#### 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.

## Body Weight Militia NEW!

#### **Bishop Garland**

Body Weight creativity galore, this military inspired session will have you on a euphoric (sweaty) movement high like no other. Influenced by an extremely wide range of fitness modalities, this course is designed to help you show up and show out as you take it to the next level and beyond.

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

Goodbye Back Pain ■ NEW!



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

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

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

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.

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

#### 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.

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

Fitness Business Success: Strategies, Coverage,



and Tech Panel NEW!

Sara Kooperman, JD, Miram Ball, Brandi Clark, and Nick Dennis

Explore winning marketing tactics for fitness businesses, navigate insurance essentials in the industry, and unlock the potential of management software. Join experts for insights on growth, risk mitigation, and efficiency in the ever-evolving fitness landscape. Don't miss this powerhouse session on thriving in fitness.

SA4H Saturday, 12:30-1:45pm

# create



#### SA4 - Lunchtime Session 2 1:15pm-2:30pm

#### Balance & Coordination for Active Agers

#### Manuel Velazquez

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

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

SOULkickboxing™ NEW!



#### Michele Park

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

#### SA4C Saturday, 1:15pm-2:30pm

#### 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

#### 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, 1:15pm-2:30pm

## **Profitable Training With Clients 55+**



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

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

#### PRE-RECORDED

## SA5

## 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 o r 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.

#### 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

#### Cardio Kickboxing for the Active Ager NEW!

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

Dynamic motion at its most fun! The need for reactive and anticipatory balance, power and agility training is incredibly important as we age. Come sweat, laugh and learn how to facilitate a purposeful cardio kickboxing class that includes whole-body mobility, repetition and coordination. Walk away with class formats to play with, and teach!

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

## Kettlebell Krush NEW!

#### **Tara Turner**

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

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

## Chair Yoga for the Young at Heart NEW!

#### Sara Kooperman, JD

This creative workshop focuses on yoga postures done with the support of a chair. Seated and Standing work poses are beautifully blended into asanas that encompass a creative strength building and flexibility-promoting workout. A union of mind, body and spirit are at the heart of this program with special attention focused on activities of daily living and the ability to rise, fall, and flow by oneself. Supported by a group of like-minded individuals, this program has far-reaching positive effects on aging exercisers of all shapes and sizes, building communities with a mindful attention to self-awareness.

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

#### 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®: Breathy Not Breathless NEW!



#### **Dawn Stenis**

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.

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

## HIIT H20 for ALL

#### Jeanette Pvle

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!

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

#### Agua Yoga for Arthritis

#### Christa Fairbrother, MA, ERYT 500

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

#### PRE-RECORDED

#### Functional Nutrition & 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)

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

#### Technologies to Affordably Expand NEW!





#### **Nick Dennis**

All successful fitness businesses, large and small, need technologies that allow the operators to spend less time doing administrative tasks. This gives us more face time with our clients, the reason why we got into this type of business in the first place! Examine affordable marketing automations (social media, emails, text messaging), surveys & feedback, loyalty rewards and software payment processing to grow your memberships and revenue.

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

#### Building Successful Hybrid Businesses NEW!



#### Reena Vokoun, MS

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

#### PRE-RECORDED

SA6

4:30pm-5:45pm

## 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.

#### SA6A 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.

#### PRE-RECORDED

#### Sole Sisters

#### Siri Chilazi, MBA, MA & Elizabeth Lenart, MEd

Be prepared to have your soles soar to new heights with this barefoot duo! You will learn evidence-based foot fitness and apply barefoot programming through a powerful cardio dance experience. This variable intensity, functional flow connects you to your soles – and your soul – in unique and inspiring ways.

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

#### LaBlast® Fitness: Emotional Wealth



#### Jennifer Venezio & Laura Mikszan

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!

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

Melt. Mold. Move.

A Mobility and Restoration Class 
NEW!





#### Michael Hughes

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

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

#### 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

#### Agua Ab Arsenal NEW!

#### Ann Gilbert

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

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

#### H20 Tap Out | NEW!

## **Harley Cofield**

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

#### PRE-RECORDED

Melissa Layne, MEd

#### Feasting & Fasting? NEW!

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

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

#### 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. 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.

## 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

## SA7

6:00pm-7:00pm

## Rag The Barre® Belly Dance Fitness NEW!





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

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

## SUNDAY, NOVEMBER 5

SU1

7:30am-8:45am

## SOULstrength™ Cardio Kickboxing Intervals ■ NEW!





#### Michele Park

Strength training to the BEAT! Love music-driven formats? Love strength training and HIIT training? Need strength training ideas to spice up your classes? This session is for you. SOULstrength is rhythmic resistance training using easy-to-learn, easy-to-teach patterns set to crazy cool music. Cardio Kickboxing Intervals will bring out your inner BEAST!

#### 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

#### The Aging Brain **NEW!**

#### Melissa Layne, MEd

Starting in our 40's, the brain begins age-related changes. In this lecture and movement session, we will explore the latest research about why mental decline happens and what we can do, both in and out of the fitness arena, to slow this decline.

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

#### Disco & Dumbbells

#### Tanisha (Tani) Haggard

Shake your "groove thing" in the ultimate cardio-circuit workout, simple and fun for all levels. A mix of 70's and 80's tunes will help you get your sweat on in this challenging mind and body workout with a combination of functional training, light weights and dance. Channel your inner "dancing queen" and see you at the disco!

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

## Work Your ASANA Off NEW!

#### **Doria Aronson**

Someone call the Yoga Police! This non-traditional yoga class incorporates conventional vinyasa flow yoga, weighted yoga flow, HIIT and banded exercises and LOUD UPBEAT tunes. It truly is a little bit of EVERYTHING fitness has to

#### 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 continue doing the things they love!

#### PRE-RECORDED

#### Tabata Agua 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!

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

#### Agua 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

Michael Hughes

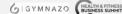
#### Fad Diets & Failed Expectations NEW!

#### **Amber Toole**

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

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

#### Bridging Medicine & and Fitness NEW!





As trainers, we are not doing enough for our clients. Michael breaks down what the gap between medical and fitness is and what you can do to fill that gap, help more people, and ultimately create a sustainable and profitable business model.

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

## 20 Menopause Fitness Studies for Fitness Pros NEW!



#### Debra Atkinson, MS, CSCS

This session emerges you in the science of menopause exercise and exercise nutrition. Featuring the latest on bone, muscle, strength training, HIIT, exercising fasted or fed in menopause and a review of quality research and how to interpret results, and practical application in programming protocols (and your marketing).

#### PRE-RECORDED

## SU<sub>2</sub>

9:00am-10:15am

#### Core off the Floor ■ NEW!

#### Elizabeth Lenart, MEd

Get your "Core OFF the Floor" for an extraordinary workout beyond basic crunches. Engage in low-impact, multi-planar movements that enhance core strength, balance, and cardio fitness. Elevate your fitness experience with powerful transitions, unique challenges and the ultimate in ab workouts.

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



#### Top Tier Core Conditioning **NEW!**

#### **Dane Robinson**

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

#### PRE-RECORDED

#### LaBlast® Chair Fitness ■ NEW!

#### Jennifer Venezio & Laura Mikszan



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 blasti

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

#### Agility Ability NEW!

#### Melissa Layne, MEd

The ability to react and change direction isn't only important to athletes. Agility helps the body to maintain proper alignment and posture during movement as well as preventing injuries. Join us for agility research, program design, and FUN, UNUSUAL drills with minimal equipment.

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

#### Active Aging: No Place Like Foam NEW!

#### Siri Chilazi, MBA, MA

This exploratory session addresses foam rolling for the Active Ager. Self-care is increasingly important to incorporate into our daily activity to ensure that our body functions optimally. Get "on a roll" to evaluate and experience safe methods of myofascial release, including self-massage, to manage reduced flexibility, accumulated injuries and decreased mobility and circulation for the 50+ market. Start with a researched-based lecture portion and end with a simple but creative foam-rolling activity session to accommodate this fast-growing segment of the population.

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

#### The Art of Flow: Yoga Basics NEW!

#### **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 Yoga Barre **NEW!**

#### Billie Wartenberg

Nourish your soul with this Ballet-inspired Aqua Yoga/Barre workout. The session provides you with many ideas for a functional flow in the water. Learn choreography and how to apply sequences to design a seamless, fluid Yoga/ Barre class.

#### 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

### Nutrition for Group Fitness and Personal Trainers NEW!

#### Dr. Kella Price, DBA

With so many fad diets - keto, paleo, Atkins, South Beach, and more-- it's no wonder people are confused as to what is good for them. This course gives you the pillars of nutrition to share with your clients to support their fitness goals. Leave with an understanding of Fads vs. Facts. (Lecture)

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

## Fostering Employee Wellbeing Through NEW!





#### **Brian Weiss**

Learn how to boost employee wellness and lifelong success by engaging them through fitness, wellness, and recreation. This session covers creating a successful yearly plan, promoting happiness with Pickleball and recreational activities, and fostering employee engagement for a thriving workplace culture.

#### 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

## Planks in all Three Planes NEW!

#### 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.

#### 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

#### 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.

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

#### Elevate Your Class Experience NEW!

#### Jalynn Brown

There are many factors that contribute to the overall experience of a Group Fitness Class. In this hands-on workshop, learn to elevate your class experience through motivation, music, energy, and engagement. No matter where you teach, this workshop will bring your coaching to the next level.

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

## Beauty & the Beast: Yoga Power Bar NEW!

#### 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!

#### 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.

#### H20 Reporting for Duty **NEW!**

#### Tanish (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.

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

#### Liquid Levels **NEW!**

#### Jessica Pinkowski

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

#### PRE-RECORDED

#### Chasing the Dragon: Food Addiction NEW!

#### Melissa Layne, MEd

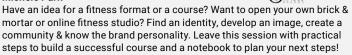
Food scientists are paid high dollars to create an elusive pursuit of food as a drug. We will explore the bliss point of food, the science behind food addictions, neurotransmitters, and regulation of receptors. Most importantly, how do we avoid "chasing the dragon" with our nutritional plans. (Lecture)

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

#### The Beauty of Building a Brand **II NEW!**

#### Michele Park

(Lecture)



#### 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

## 12:15pm-1:30pm

#### Kicking H.I.T ■

#### Eugene Lloyd

SU4

In this interactive kickboxing workshop, participants put the power back into their programming. Learn how the worlds of H.I.T. (High Intensity Training,) Athletic Conditioning, and Martial Arts (Kickboxing) fit together. Experience the 4-points theory and examine how this principal super charges your kickboxing workout.

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

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

#### **Ann Gilbert**

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

#### PRE-RECORDED

#### Core by 4 **E4 NEW!**

#### Billie Wartenberg

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

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

#### Kickbox N Chaos NEW!

#### Jalynn Brown

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

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

#### Time With Tissue ■ NEW!

#### Ann Gilbert

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

#### 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

#### Soca Splash **NEW!**

#### Tanisha (Tani) Haggard

Welcome to the Islands!! Let's wind up that body with the sweet sounds of Soca while we build strength and mash up the legs and booty. This is a high energy Aqua Dance class that mixes HIIT and strength with a sexy twist. Bring your moves, booty and aqua dumbbells and get ready to dance!

#### 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

### Build a High Performing Personal Training Team NEW!



#### **Lindsay Canty**

Recruit and hire top talent. Consider techniques for onboarding and staff training. Acquire systems and best practices for managers to hold teams accountable. Understand what opportunities are important for your company to keep your employees happy. Decide what tools to use to boost sales and expand your client base.

## 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.



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BRIAN BETTENDORF, MSM, MA



**JALYNN BROWN** 



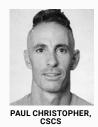
LINDSEY CANTY



MAC CARVALHO water motion



SIRI CHILAZI, MBA, MA





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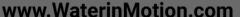
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