





### **LETTER FROM SARA**

Dear California MANIACs,

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

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

Revitalize and rejuvenate your personal fitness community by powering up your programming with 200 sessions, 80 presenters, and over 160 recorded sessions, all this happening in our 8 activity and lecture rooms! NOBODY offers you more, nobody changes faster, and nobody cares more... about YOU.

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

Come to MANIA® and experience the change!

In Health,

Sara Kooperman, JD

Saw Koop

CEO, SCW Fitness Education





### **CEC/CEU PROVIDERS**











### **SUPPORTERS**











### CALIFORNIA MANIA® FITNESS PRO CONVENTION

March 22-24, 2024 (Fri., Sat., & Sun.)

### **SCW BUSINESS SUMMIT**

March 22-24, 2024 (Fri., Sat., & Sun.)

### **ACCREDITED LIVE CERTIFICATIONS**

March 21 (Thur.) & March 24 (Sun.) 2024

### LOCATION

**Hyatt Regency San Francisco Airport** 1333 Old Bayshore Hwy Burlingame, CA 94010 650-347-1234 (reservations)

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

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

- · Personal Training
- Functional Training
- · Active Aging
- · Core/Strength Training
- Nutrition

- · Stretching/Flexibility
- Recovery/Myofascial Release Pilates
- HIIT
- Group Exercise
- Yoga
- · Mental Health & Wellness · Boot Camp
- Exercise Science
- Circuits

- · Chair Exercise
- - Business
- · Sales/Retention
- Marketing
- · Social Media
- Aqua

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







### STAY ON-SITE AT CALIFORNIA MANIA® **AND SAVE BIG!**

**Hyatt Regency San Francisco Airport** 1333 Old Bayshore Hwy, **Burlingame, CA 94010** 650-347-1234 (reservations)

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

\$167 Single/Double/Quad (Reg. \$248)

What a savings! Pay as little as \$41.75 per night when you share a room with three others!

### STAY AT THE CONVENTION HOTEL AND GET MORE!

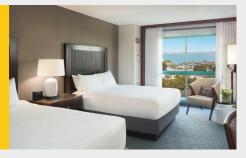
- FREE Wi-Fi
- SIXTY Bistro
- FREE Coffee Maker
- 24-Hour Gym
- FREE Mini-Fridge
- FREE Roll-Away
- · Convenient Market Store



### **HOTEL ROOM DISCOUNT DEADLINE:** TUESDAY, MARCH 5<sup>TH</sup>, 2024

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









### **PARKING**

Hotel Parking ONLY \$10 for both Hotel Guests and MANIA® Attendees!



### AIRPORT TRANSPORTATION

The FREE Hyatt Regency complimentary shuttle runs every 15 minutes. At the San Francisco Airport, go to the Departure Level area marked "Hotel Shuttle." The black bus is marked "Hyatt

Regency And Marriott" and runs 24-7, every 15 minutes. Between midnight and 4:46am, shuttles pick up every 30 minutes.



### **CALIFORNIA DREAMIN'!**

### **BEST IN BURLINGAME**

Discover exciting attractions in one of the most culturally diverse areas of the country! Hop on the Hyatt's complimentary trolley to downtown

Burlingame where you can explore the walkable shopping and restaurant scene.

### **CITY BY THE BAY**

Visit the Golden Gate Bridge & the California Academy of Sciences, the state's oldest museum, a world-class scientific and cultural institution that is part aquarium, planetarium, rainforest, and natural history museum. Located in Golden Gate Park, it is committed to environmental education and sustainability.

### **NIGHTLIFE FOR ALL**

Culture and cocktails, a DJ twin spin or a jazz solo - nighttime is the right time to discover that there's a fresh approach to everything here when it comes to new ways to have fun.





### MANIA® REGISTRATION DEADLINE: MONDAY, FEBRUARY 19<sup>TH</sup>, 2024

Avoid late fees! Register by Monday, February 19th, 2024 and lock in your lowest price, saving you \$60 off the \$399 registration fee. Pay only \$339 and receive all your class selections!



### JOIN THE MANIA® SUPPORT STAFF AND **SAVE \$240 OFF YOUR REGISTRATON** AND GET 20 CEC/CEUS

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

- · Work 1 day, get the other 2 days FREE!
- · Earn 20 CECs while staffing (SCW, AFAA, ACE, NASM, ACSM, AEA & more!)
- Save \$240 off the \$399 Registration Price (now only \$159)
- \$200 OFF all Live SCW Certifications (was \$359, now \$159)
- 50% OFF all SCW Apparel
- 50% OFF all SCW Equipment & Accessories
- FREE Event T-shirt
- FREE SCW Staff dinner party
- FREE Evening Masterclass
- FREE Refreshments in the SCW Member Room!

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



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

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



scwfit.com/membership



- \$150 OFF any regular 3-day MANIA® registration (was \$399 / now only \$249)
- FIRST CHOICE class selection guaranteed at MANIA® & Summit
- FREE Subscription to SCW OnDemand (value \$199)
- 50% OFF Equipment purchased at the SCW MANIA® booth
- 50% OFF Activewear at the SCW booth
- \$100 OFF Online Certifications (was \$359, now \$259)
- 20% OFF Online CEC/CEU Video Courses (was \$40 now \$31.96)
- \$20 OFF In-Person Certifications
- FREE Webinar Attendance & Recordings
- FREE eNewsletters (Spotlite, Business, Aqua)
- · Members-Only Room at MANIA® (FREE Coffee, Fruit & Snack Bars)
- · Sign up at www.scwfit.com/membership





### EASILY ACCESSIBLE DOWNLOADABLE **OUTLINES ONLINE**

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

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

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

Live MANIA® Conventions, along with our Online Recorded options, provide you with over 20 Continuing Education Credits/Units during the three-day convention! MANIA® CECs/CEUs are accepted by SCW, ACE, AEA, ACSM, AFAA, NASM, and other providers. We are also available to assist you in obtaining Physical Therapy or other CEUs as needed. SCW is dedicated to maintaining excellence and only features presenters who are certified or hold a fitness-related graduate or undergraduate degree.



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

Experience over 160 activity sessions, nutrition & business seminars, and 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 get your 20 CECs and benefit from all the sessions and lectures online (Now Only \$339, was \$399) Watch the live action of 100 workshops plus 60 recorded sessions for a total of 160 recordings on your time and at your convenience..Enjoy them on your own schedule and still get 20 CECs/CEUs.



### MICHAEL SCOTT SCUDDER SCHOLARSHIP

In honor of the life and esteemed career of Michael Scott Scudder, SCW is offering a complimentary attendance to the MANIA® Convention & Business Summit for an enthusiastic club owner, ambitious

manager, or emerging entrepreneur. This scholarship opportunity is available to individuals who embody the same high standards and determination for success in the fitness industry that Michael Scott Scudder exemplified, while also demonstrating financial need. To apply for a scholarship, please visit: www.scwfit.com/SCUDDER.



### ATCHARA SEESAWAT SCHOLARSHIP

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

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



# ADVANCE YOUR CAREER AND EXPAND YOUR BUSINESS.

The SCW Business Summit is an ideal platform for education, networking, and tools to steer you to a more lucrative future. Join us for 17 Business Sessions and 16 recorded sessions, totaling 40+ hours of invaluable education focused on:

- Retention
- Management
- Sales

- Technology
- Trends
- Marketing

- Finances
- Programming
- Social Media





### 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 Business Summit!

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

With 200 sessions, 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.

### **REGISTRATION HOURS**

 Thursday, March 21:
 6:30am - 8:00pm

 Friday, March 22:
 6:45am - 6:00pm

 Saturday, March 23:
 6:45am - 6:00pm

 Sunday, March 24:
 7:00am - 12:45pm

### **EXPO SHOPPING**

**Friday, March 22:** 10:00am - 11:00am

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

**Saturday, March 23:** 8:30am - 9:15am

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

Sunday, March 24: 10:00am - 1:00pm (Closeout Shopping)



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

Reach 68,000 via emails, 57,000 through text messages, and 300,000 through organic social media connections as well as 700 fitness professionals through face-to

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



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

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



# ONE EXCELLENT EXPO: FREE TO ALL!

You're going to love the great deals on fitness equipment, exercise videos, activewear, music, nutrition,

fitness resource books, and Online Certifications. The EXPO is always FREE and open to the public! Invite your friends, clients, & students! Register NOW at www.scwfit.com/California/expo

### **CO-SPONSORS**





### **ASSOCIATE PLUS SPONSORS**









### **ASSOCIATE SPONSORS**







































# hanks to our SPONSORS!

Learn more about our loyal MANIA® Sponsors & Partners in education on Page 24!



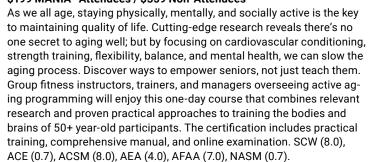
# **ACCREDITED CERTIFICATIONS**

# **CERTIFICATIONS THURSDAY, MARCH 21**

### **SCW ACTIVE AGING CERTIFICATION**

**Ann Gilbert** 

Thursday, March 21, 9:00am-5:00pm \$199 MANIA® Attendees / \$359 Non-Attendees



### **SCW GROUP EXERCISE CERTIFICATION**

Manuel Velazguez

Thursday, March 21, 8:00am-5:00pm \$199 MANIA® Attendees / \$359 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**



June Kahn

Thursday, March 21, 8:00am-5:00pm \$199 MANIA® Attendees / \$359 Non-Attendees

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

### **SCHWINN® CYCLING: INDOOR CYCLING CERTIFICATION**



Keli Roberts

Thursday, March 21, 7:00am-5:00pm \$179 early bird registration price through February 12th. \$199 registration price after February 12th.

Unleash the power of Authenticity and learn to #RideRight with Schwinn - the industry's most up-to-date, respected, and progressive indoor cycling instructor training course. 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 proprietary Schwinn® Cycling Coach's Pyramid™, allows you to work smart, connect to the masses, get results for your riders, and shine bright in the studio. This course also covers proper bike fit, cycling science, class design, music, communication skills and motivation techniques.

### Takeaways include:

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

### SCW MENOPAUSE WELLNESS: THRIVE WITH FITNESS CERTIFICATION



Melissa Layne, MEd

Thursday, March 21, 9:00am-3:30pm

\$199 MANIA® Attendees / \$359 Non-Attendees

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

### WARRIOR® TAI CHI YOGA INSTRUCTOR CERTIFICATION



Jani Roberts

Thursday, March 21, 9:00am-5:00pm \$199 MANIA® Attendees / \$359 Non-Attendees

Introducing the Warrior® Tai Chi Yoga Certification, a journey into a transformative fusion of movement and music. Crafted for those navigating challenges like self-love, confidence, anxiety, depression, or grief, this unique practice unlocks a pathway to inner peace. Set to powerful music, it offers a grounded life experience, harnessing the energy (Chi) of life. Designed for all levels, and no previous experience in Tai Chi or Yoga is required. Participants gain benefits ranging from structural and internal system rejuvenation to stress relief, improved concentration, flexibility, strength, and balance. Elevate your teaching repertoire with

this certification, guiding individuals toward a harmonious integration of

### MANIA® MASHUP!



**Hosted bt WARRIOR** 

Thursday, March 21, 6:00pm-8:00pm

mind, body, and spirit. SCW (7.0).

Embark on a fitness journey with the stars of WARRIOR in an exhilarating session blending their top programs. Elevate your workout with tips from HIIT, boxing, strength, yoga, and cardio conditioning. This fitness extravaganza promises a party of epic proportions, ensuring something for every "body" to revel in!

FREE for all Hyatt Regency San Francisco Airport Hotel Guests\* \$79 for non-hotel guests

\* Must Show Room Key For FREE Entry

# CERTIFICATIONS SUNDAY, MARCH 24

### **SCW PERSONAL TRAINING CERTIFICATION**



Keli Roberts

Sunday, March 24, 7:30am-3:30pm \$199 MANIA® Attendees / \$359 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 YOGA I CERTIFICATION**

**Manuel Velazquez** 



Sunday, March 24, 7:30am-3:30pm \$199 MANIA® Attendees / \$359 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



Sara Vandenberg

Sunday, March 24, 7:30am-3:30pm

\$199 MANIA® Attendees / \$359 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, March 24, 7:30am-3:30pm

\$199 MANIA® Attendees / \$359 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 LIFE COACHING CERTIFICATION**



**Kimberly Spreen-Glick** 

Sunday, March 24, 7:30am-3:30pm

\$199 MANIA® Attendees / \$359 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. SCW (7.0), ACE (0.7), ACSM (7.0), AEA (7.0), AFAA (7.0), NASM (0.7).

### SYMMETRY POSTURAL MEASUREMENT CERTIFICATION



**Patrick Mummy** 

Sunday, March 24, 7:30am-3:30pm

\$199 MANIA® attendees / \$359 non-attendees

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

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

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

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### ZUMBA® JUMP START GOLD TRAINING 24

ZVMBA

Eliza Stone, RD

Sunday, March 24, 7:30am-3:30pm

\$399 Registration Fee

(Use PROMO CODE: TSZUMBA65 to receive a 65% discount) https://www.zumba.com/en-US/training/2024-03-24\_JSG\_Burlin-

game\_US\_Zumba\_Convention

Teach two audiences right away! This training will give you a license to teach both Zumba® and Zumba Gold® classes by learning the foundation of the Zumba® program and how to adapt it for an active older audience. The post-con fee includes Electronic Instructor Manuals, The Ultimate Music & Choreo Video Collection To Launch Your Zumba Gold® Career on ZIN NOW, Fitness Certification Credits (varies by country), Online Videos to Review Basic Steps, and Certificate of Completion. SCW (8.0), ACE (0.9), AFAA (10.0).



REGISTER FOR CERTIFICATIONS AT CALIFORNIA MANIA®



# ONLINE discounted CERTIFICATIONS

INCLUDES THE SAME LIVE SCW CERTIFICATION FREE WITHIN A YEAR!

- FLOWING YOGA
- BOXING
- AQUATIC EXERCISE
- BARRE
- FUNCTIONAL PILATES

GROUP STRENGTH

AQUA BARRE

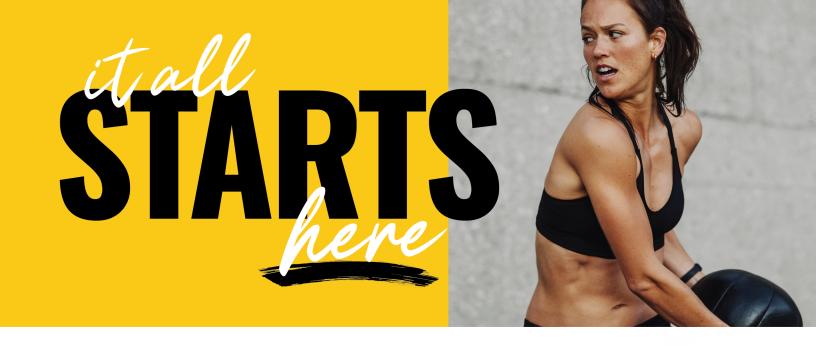
MEDITATION

FALL PREVENTION

NUTRITION COACHING

Use Code: MANIA60 scwfit.com/certifications

Norm. \$259



# MANIA® FITNESS PRO CONVENTION COURSE DESCRIPTIONS

# FRIDAY, MARCH 22

FR1 7:30am-8:45am

### CORE AMORE **1** NEW!

### Tricia Madden

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

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

# MOBILITY TRAINING — ONLINE OR IN-PERSON ■ Ruston Webb. MS



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

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

### INTO THE RING NEW!

### **Kimberly Spreen-Glick**

Attention Kickboxers! You're invited to step "into the ring" to experience a fierce workout that incorporates kickboxing combinations, functional strength training, core challenges and an extended stretch to make sure you experience an effective, complete workout. Learn how to feel fierce while having a sweaty good time.

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

### PILATES 4 LIFE ■ NEW!

### June Kahn

Pilates is a significant contributor for enhancing core strength, movement quality for life function & managing back pain. It improves posture, alignment & spinal mobility. Gain an understanding of its purpose with modifications and challenges for all. Experience why Pilates has endured as an effective form of training for decades.

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

### WARRIOR® RIDE NEW!



### **Jani Roberts**

The Warrior® Ride is designed to enable participants to energetically shift from where they are, to where they want to be. If you're having a frustrated day, join us! We will leave your frustration on the road and replace it with confidence and resilience. You are stronger than you know!

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

### RIDE THE WAVE NEW!



### Manuel Velazquez & Sara Vandenberg

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

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

# FUELING FOR FITNESS AND PERFORMANCE NEW! Fabio Comana, MA, MS

Our programs focus heavily upon movement, sets, reps, tempo and recovery intervals, but often fail to emphasize the impact of nutrient and fluid intake on performance, recovery, and muscle adaptation. Why only train hard when you should also train smart? This session discusses key recommendations on carbohydrates, proteins, and fluid intake (timing, type, quantity) before, during, and following exercise. (Lecture) FR1G Friday, 7:30am-8:45am

# BUILD A HIGH PERFORMANCE TEAM NEW! Ann Gilbert



Study a proven system designed to give you the tools to recruit, educate and supervise a high performance wellness team. Study how management has changed over the last 35 years from a seasoned fit pro who lives in the world of leggings and leadership. (Business Summit Lecture) FR1H Friday, 7:30am-8:45am

### FR<sub>2</sub> 9:00am-10:15am

### WARRIOR STRENGTH™ | SIMPLE & SERIOUSLY "STICKY" ■ NEW!



### Ellen de Werd

Seeking a change from choreography-based strength workouts? WAR-RIOR Strength™ provides the perfect solution. It's creative, FUN, easy to teach, and license free! This program is tailored to fitness pros and classgoers who want to safely and smartly get sweaty and lift weights. Say goodbye to monotonous routines and hello to a fresh fitness approach. FR2A Friday, 9:00am-10:15am

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

### **Ann Gilbert**

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

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

### MOVE YOUR CORE THE LATIN WAY NEW!



### **Jeffrey Reyes & Oscar Campos**

Xco® means Excellent CORE, & the combination of movement patterns and Latin rhythms activate and invigorate your entire body - with special emphasis on the CORE!!. Swing throughout the class in three dimensional movements while the shifting mass generates a reactive impact which activates your CORE.

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

### SYMMETRY: ADVANCED POSTURAL CORRECTIVE EXERCISE



### **Patrick Mummy**

Ever wish you had a quantifiable system for measuring the success and outcome of corrective exercise? In this session, you will learn, practice, and implement the AlignSmart™ system to measure and create custom corrective exercise routines. Leave ready to assist, mentor, coach, and guide clients through their journey to be pain-free and performance-ready. FR2D Friday, 9:00am-10:15am

### **SCHWINN®:**



### BIKER BARRE - KILLER CYCLING COCKTAIL NEW!

### **Doris Thews**

Indoor Cycling meets Barre in a fusion design that satisfies every fitness taste. Amazing cardio combos on the bike flow into elongating, strengthbased barre training on the floor. Belly up to the barre and get ready to quench your workout thirst.

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

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



### **Dusty Solis & Javier Alvarez**

LaBlast® Splash is an agua dance fitness program created by "Dancing with the Stars" pro, Louis van Amstel. Experience a diverse mix of famous ballroom dances set to your favorite music in the water. No partner needed! You will learn to Jive, Foxtrot, Viennese Waltz, Lindy Hop, Salsa & more! FR2F Friday, 9:00am-10:15am

### SIP OR SKIP: ALCOHOL'S TRUE IMPACT ■ NEW!

### Melissa Layne, MEd

Delve into the fascinating world of the mind and body with our workshop on alcohol's impact. Explore its effects on the brain, liver, and overall health. Gain insights into moderation and make informed choices for a healthier, more mindful relationship with alcohol. (Lecture)

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

### SMALL BUSINESS GRASSROOTS MARKETING ■ NEW!





In this lecture, you will learn how to market your boutique studio effectively. Topics covered include: understanding your target market, creating a unique selling proposition, developing an effective marketing plan, social media tricks & tips, and measuring your results for big profits for your small gym. FR2H Friday, 9:00am-10:15am

FR3

June Kahn

11:00am-12:15pm

### DEEP CORE AND PELVIC FLOOR ■ NEW!

### Melissa Layne, MEd

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

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

### TAILORED TRAINING FOR ACTIVE AGERS NEW!

### **Amber Toole**

This session is all about safe and effective workout routines for Active Agers. Discover personalized training strategies that cater to the unique needs of older adults, promoting mobility, strength, and overall well-being. Learn how to empower your senior clients to age gracefully and healthily. FR3B Friday, 11:00am-12:15pm

### BARREFUSION™ EXPERIENCE ■



### Michele Park

A BARRE class for EVERYbody. Not a ballerina? NO WORRIES! BARREfusion™ is designed for the ballerina, the barre enthusiast, or someone with NO barre experience! We combine ballet-inspired movement with athletic moves, cardio bursts, and our signature fuses to accommodate EVERYbody.

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

### WARRIOR® TAI CHI YOGA AND OI GONG FUSION ■ NEW!





**Jani Roberts** 

Warrior® Tai Chi Yoga and Qi Gong Fusion uniquely combines Tai Chi, Yoga and Qi Gong with powerful music designed to guiet the mind. Benefits of a regular practice range from increased flexibility, strength, balance and stress relief to rejuvenation, repair of structural and internal body systems and improved concentration.

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

### **SCHWINN®:**



SAVVY CYCLING FOR REAL RESULTS NEW!

### Jason Schneider

Riders want results and we know how to get them. When you simplify your class designs, and program like a personal trainer, you work smarter, and your riders get stronger. Learn how to create ride profiles in a way that allows you to track, progress and program like a pro. Get more mileage from your rides with work that works.

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

### CORE FUSION H2O ■ 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

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

### CHAIN REACTION BIOMECHANICS ■ NEW!



### **Michael Hughes**

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

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

### TRENDS IN FITNESS PROGRAMMING NEW!



### Sara Kooperman, JD

This entertaining presentation examines the fitness fads, exercise trends, wellness goals that have and will drive our health and wellness businesses to success in the coming year. Boutique studio successes, customer experience challenges, creative programming options and technological advancements are put under a microscope of best practices. To unlock our potential, we will inspect implementation of various programming including function, aging, strength, flexibility, relaxation in both group fitness and personal training. 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. (Business Summit Lecture)

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

## FR4 - LUNCHTIME SESSION 1 12:30pm-1:45pm

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

### STAY ON YOUR FEET **III** NEW!

### Tricia Madden

While balance training can feel very clinical for your members, it's an important component for all populations over 40. Explore how to make these workouts fun, playful, and effective. Take away several easy-to-follow formats that will make the art of staying on your feet just a little more fun AND balanced. FR4B Friday, 12:30pm-1:45pm

### SCHWINN®: ROCK & ROLL RIDE NEW!



### Keli Roberts

The 'peaks' of training get all the attention – we often tweak the work to be more challenging, while overlooking the important part our 'valleys' play in proper programming. Learn the secrets to dialing in effective recovery strategies both inside and outside the cycling studio while creating rides you'll relish like classic rock and roll.

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

### 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!

FR4F Friday, 12:30pm-1:45pm

### EFFECTIVE GX & PT SALES STRATEGIES PANEL ■



Sara Kooperman, JD, Amber Toole, Ellen de Werd,

### Brandi Clark & Jani Roberts

The ability to sell is a key skill that all fitness professionals need, whether you have years of experience or just starting out in your career. Join our interactive panel as they delve into common misconceptions around sales in our industry, effective strategies that can be adapted to different demographics, and how you can build long term value based on world class experience. **FR4H Friday, 12:30pm-1:45pm** 

### FR4 - LUNCHTIME SESSION 2 1:15pm-2:30pm

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

### ALL TIME HIITS ■ NEW!

### **Abbie Appel**

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

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

# LABLAST® KIDS FITNESS: CREATIVE MOVEMENT REVOLUTIONIZED NEW!



### **Dusty Solis & Javier Alvarez**

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

FR4C Friday, 1:15pm-2:30pm

### TIGER TAIL® GOODBYE BACK PAIN ■ NEW!



Dr. Julie Zuleger, PhD

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

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

### SIX ROOT CAUSES OF DECREASED LONGEVITY **III** NEW!



Melissa Layne, MEd

Unlock the six secrets to a longer, healthier life in this longevity workshop. Explore evidence-based practices to reduce premature mortality and enhance well-being. Dive into nutrition, exercise, stress management, and lifestyle changes that promote vitality and longevity. Empower yourself to live a fulfilling, extended life. (Lecture)

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

### FR5

2:45pm-4:00pm

### FULL BODY 3D HIIT- CIRCUIT ■ NEW!



### Michael Hughes

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

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

# 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 accommodating multiple demographics in a gym setting, this low impact workout provides total body sculpting for all participantsImprove strength, mobility and balance for clients of every ability.

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

### THE WARRIOR® WORKOUT ■ NEW!



### Jani Roberts

The Warrior® Workout is an empowerment practice that is designed to teach you a very strong mind-body connection. It is a fusion of martial arts and functional fitness based on military training. Powerful music will drive you deeper into your practice. Quiet your mind, empower your body.

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

### PILATES: MAT TO THE MAX ■ NEW!

### Abbie Appel

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

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

### SCHWINN®: HEAR US ROAR NEW!

### **Doris Thews**

The Power of Authenticity. When coaches unleash an unapologetic sense of self, a powerful purpose steps into the light. Your personal truth, combined with cycling moments of elevation, are what turn exercise into an unforgettable experience. Are you ready to ROAR into your next ride? FR5E Friday, 2:45pm-4:00pm

### **SILVER TSUNAMI**



SCHWINN

### Manuel Velazquez & Sara Vandenberg

Enjoy a tsunami of creativity with these senior-inspired routines. Leave with six (6) 64-count choreography blocks of captivating agua 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

### THE SCIENCE OF FAT ■ NEW!

### Fabio Comana, MA, MS

Understand the complexities of the fats we eat and how they are stored, metabolized within the body, and used as fuel. In this course, fitness practitioners will better understand how the fats we consume in our diets play into the physiology of fats within our body. (Lecture)

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

### NAVIGATING LEGAL PITFALLS IN FITNESS **III** NEW!



Fireside Chat with Miriam Ball and Sara Kooperman, JD

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

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

### FR6

4:30pm-5:45pm

### CREATIVE CORE SOLUTIONS NEW!



Tricia Madden

This workshop utilizes all three planes of motion in both prone and supine positions, along with small apparatus tools to give you endless ideas for your next core class or client session. Walk away with a library of new moves that students will love and feel successfully challenged in your next class or training session. FR6A Friday, 4:30pm-5:45pm

### STRENGTH TRAINING FOR LONGEVITY & VITALITY II Sara Kooperman, JD

Whether a personal quest or a way to engage the fastest-growing segment of the population, this incredibly creative bodyweight, light hand weight and foam rolling workout presents effective and manageable training techniques for the 50+ population. Led by an icon in the fitness industry, Sara takes you through this Group Strength Class using unique multi-joint, rhythmic exercises for a total body strength workout. Endurance, flexibility, and balance are the lenses we use when analyzing our programming. It's not about how long or hard you train; it's about exercising smart for longevity and vitality.

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

### DYNAMIC CONDITIONING NEW!

TuBall@

Kirsten Johnson

Dynamic Conditioning is an effective total body workout using the TUB-ALLRX resistance band. With a ball on one side, the TUBALLRX band enables a wider range of exercises. Kirsten incorporates specific techniques for maximum effectiveness, making it a well-rounded program.

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





**SCW ACTIVE AGING** CERTIFICATION Gilbert 9:00am-5:00pm



**SCW GROUP EX** CERTIFICATION Velazquez 8:00am-5:00pm



**SCW PILATES** MATWORK CERTIFICATION Kahn • 8:00am-5:00pm



**SCHWINN® CYCLING** INDOOR CYCLING CERTIFICATION K. Roberts • 7:00am-5:00pm



WARRIOR® TAI CHI YOGA INSTRUCTOR CERTIFICATION Jani Roberts 9:00am-5:00pm

# **CALIFORNIA®** FIT PRO CONVENTION

### Ĭ HIIT / CORE / STRENGTH

### B **FUNCTION / ACTIVE AGING**

# GX / DANCE / L Group Train

# RECOVERY / MIND BODY

CYCLE

HILP	RO CONV	ENTIUN			SMALL GROUP TRAINING				
	FR1	7:30am- 8:45am	CORE AMORE Madden ■∢	MOBILITY TRAINING- ONLINE OR In-Person Webb	INTO THE RING Spreen-Glick ■◀	PILATES 4 LIFE Kahn ■4	WARRIOR® RIDE Roberts		
	FR2	9:00am- 10:15am	WARRIOR STRENGTH™: SIMPLE & SERIOUSLY "STICKY" de Werd ■4	OPEN THE "GAIT" TO FALL PREVENTION Gilbert	MOVE YOUR CORE THE LATIN WAY Reyes & Campos	SYMMETRY: ADVANCED POSTURAL Corrective exercise Mummy	SCHWINN®: BIKER BARRE Thews		
				EXPO SHOPPING	3 10:00am-11:00am				
H 22	FR3	11:00am- 12:15pm	DEEP CORE AND PELVIC FLOOR Layne	TAILORED TRAINING FOR ACTIVE Agers Toole	BARREFUSION™ EXPERIENCE Park ■◀	WARRIOR® TAI CHI YOGA AND Qi gong fusion Jani Roberts ■4	SCHWINN®: SAVVY CYCLING Schneider		
				EXPO SHOPPIN	G 12:00pm-2:45pm				
AY, MA	FR4	SESSION 1 12:30pm-1:45pm SESSION 2 1:15pm-2:30pm	ALL TIME HIITS Appel Session 2 ■4	STAY ON YOUR FEET Madden Session 1 ■◀	LABLAST® KIDS FITNESS: CREATIVE MOVEMENT REVOLUTIONIZED Solis & Alvarez Session 2	TIGER TAIL® GOODBYE BACK PAIN Zuleger SESSION 2 ■4	SCHWINN®: ROCK & ROLL RIDE K. Roberts Session 1		
FRID	FR5	2:45pm- 4:00pm	FULL BODY 3D HIIT-CIRCUIT Hughes	SITTING PRETTY: STRENGTH & SUPPORT Gilbert	THE WARRIOR® WORKOUT Roberts ■◀	PILATES: MAT TO THE MAX Appel ■4	SCHWINN®: HEAR US ROAR Thews		
				EXPO SHOPPIN	G 3:45pm-4:30pm				
	FR6	4:30pm- 5:45pm	CREATIVE CORE SOLUTIONS  Madden	STRENGTH TRAINING FOR LONGEVITY & VITALITY II Kooperman	DYNAMIC CONDITIONING Johnson	TAI-CHI FUSED YOGA Velazquez			
	FR7	6:00pm- 7:00pm	<b>8</b> 4	FITNESS IDOL Kooperman, Toole, Silvas & Gilbert	<b>DANCE OFF!</b> LaBlast®, Move to Empower, ZUMBA®, Velazquez, Haggard & Madden <b>■</b>	RESET & RECHARGE Spreen-Glick ■4			
	SA1	7:30am- 8:45am	FLUID CORE FUSION Velazquez ■4	TIME WITH TISSUE Gilbert	BARRE MIXER Silvas	TRUE POWER YOGA Spreen-Glick	SCHWINN®: CYCLE A LA MODE K. Roberts		
	EXPO SHOPPING 8:30am-9:15am								
23	SA2	9:15am- 10:30am	Passion FIT	KEYNOTE ADDRESS	<b>S</b> : PURSUING YOUR PASSIONS IN WELI	LNESS • Reena Vokoun, MS   9:15an	1-10:30am • ROOM B		
<b>1</b> 2				EXPO SHOPPING 10:30am-11:00am					
SATURDAY, MARCH	SA3	11:00am- 12:15pm	ATHLETIC WOMAN: FUNCTION & STRENGTH Hughes	MASTER KNEE-PAIN REDUCTION Strategies Webb ■4	<b>SOULKICKBOXING™</b> Park & Coleman <b>■</b> ∢	GENTLE YOGA FOR MOBILITY  Velazquez  ■4	SCHWINN®: RHYTHM ROADTRIP Appel		
I≹				EXPO SHOPPIN	G 12:00pm-2:45pm				
ATURD	SA4	SESSION 1 12:30pm-1:45pm SESSION 2 1:15pm-2:30pm	ARM CANDY Appel Session 1	S.E.A.T. SUPPORTED EXERCISE FOR AGELESS TRAINING Gilbert Session 2	WARRIOR RHYTHM™   BRAVE, BOLD & BEAUTIFUL de Werd SESSION 1	TIGER TAIL® ACTIVE RECOVERY Zuleger Session 2	SCHWINN®: R.I.S.E. & #RIDERIGHT Thews Session 1		
S	SA5	2:45pm- 4:00pm	CORE TRAINING MEETS FUN Reyes & Campos	<b>ATHLETIC AGING</b> Madden ■4	LABLAST® FITNESS: BALLROOM BLITZ Solis & Alvarez	POSTURE & ALIGNMENT WITH PERSONAL TRAINING Mummy	SCHWINN®: CYCLE MIXOLOGY Appel		
				EXPO SHOPPIN	IG 3:45pm-4:30pm				
	SA6	4:30pm- 5:45pm	PICKLEBALL POWER & PERFORMANCE Kooperman	SHOULDER PAIN: OPTIMIZE THROUGH Exercise Webb	ZUMBA® Stone	BY ANY STRETCH Appel ■◀	SCHWINN®: BEAST MODE BEAST MODE Schneider		
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SU1	7:30am- 8:45am	73 WAYS TO HIT THE GLUTES Groves ■◀	FUNCTIONAL FITNESS THROUGH MIND & MOTION Pereyra ■4	DANCE PUMP Burdick ■4	SOULFUSION™ EXPERIENCE Park ■4	
SU2	9:00am- 10:15am	WARRIOR COMBAT™   KEEP FIGHTING Richards	ACTIVE AGING PLAYGROUND Toole	BOOT CAMP BUSINESS Silvas	FUNCTIONAL SOFT TISSUE: Mobility & Stability Hughes	
	EXPO SHOPPING 10:00am-1:00pm					
SU3	10:45am- 12:00pm	SOULSTRENGTH™ EXPERIENCE Park	LABLAST® CHAIR FITNESS: PULL UP A SEAT Solis & Alvarez	TOTAL BODY STRENGTH Richards ■◀	ALL GAIN NO PAIN FOAM ROLLING Thews	

MOVEMENT THROUGH MENOPAUSE







12:15pm-

1:30pm



SCW LIFE COACHING CERTIFICATION Spreen 7:30am-3:30pm

PLANKS WITH PROPS

Esau



**SCW PERSONAL** TRAINING CERTIFICATION
K. Roberts • 7:30am-3:30pn



**SCW YOGA 1** CERTIFICATION Velazquez 7:30am-3:30pm

F.I.T. CAMP

Ballard



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

FLOW SLOW YOGA

Thews



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







MANIA® MASHUP Hosted by WARRIOR 6:00pm-8:00pm



WATERINMOTION **AOUA EXERCISE** CERTIFICATION Vandenburg • 9am-5pm

# Pre-Recorded SESSIONS



# **AQUA (STARTS IN LECTURE)**

### G **NUTRITION / EX. SCIENCE**



PRE-RECORDED HIIT / CORE / STRENGTH

PRE-RECORDED
RESTORE / PILATES / TAI-CHI

PRE-RECORDED AQUA Exercise



RIDE THE WAVE Velazquez & Vandenberg	FUELING FOR FITNESS AND PERFORMANCE Comana	BUILD A HIGH PERFORMANCE TEAM Gilbert	
LABLAST® SPLASH: Buoyant Ballroom Blitz Solis & Alvarez	SIP OR SKIP: ALCOHOL'S TRUE IMPACT Layne	SMALL BUSINESS GRASSROOTS Marketing Kahn <b>a</b>	
E	XPO SHOPPING 10:00am-11:00a	m	
CORE FUSION H2O Vandenberg	CHAIN REACTION BIOMECHANICS Hughes	TRENDS IN FITNESS PROGRAMMING Kooperman	
1	EXPO SHOPPING 12:00pm-2:45pr	n	
BEAUTIFUL BUOYANT BOOTY Vandenberg Session 1	SIX ROOT CAUSES OF DECREASED LONGEVITY Layne Session 2	EFFECTIVE GX & PT SALES STRATEGIES PANEL Kooperman, Toole, de Werd, Clark & J. Roberts SESSION 1 ■  ■  ■  ■  ■  ■  ■  ■  ■  ■  ■  ■  ■	
SILVER TSUNAMI Velazquez & Vandenberg	THE SCIENCE OF FAT Comana	NAVIGATING LEGAL PITFALLS IN FITNESS Kooperman & Ball	
	EXPO SHOPPING 3:45pm-4:30pn	1	
<b>GIRL MEETS BUOY</b> Vandenberg	EXERCISE, STRESS, HORMONES AND INFLAMMATION Comana	AUTOMATE LEAD GENERATION & FOLLOW-UP PROCESSES Clark	
COCKTAILS & KEYNOTE BUSINESS INTELLIGENCE: USE YOUR DATA • Justin Raithel ROOM H			

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

AQUA ZUMBA® Bostic		THE GUT - SLEEP NETWORK EFFECT Layne	7 SKILLS TO TURN PERSONAL Training into a lifelong career Hughes			
		EXPO SHOPPING 8:30am-9:15an	1			
Passion FIT KEYNOTE		ADDRESS: PURSUING YOUR PASSIONS	IN WELLNESS • Reena Vokoun, MS			
	E	XPO SHOPPING 10:30am-11:00a	m			
AQUA SIT TO Stand Skills Layne		MYOFASCIAL RELEASE: The Vagus Nerve Zuleger ■4	GROWTH: MUST OR BUST Kooperman, Ball, Clark, Madden & Kleckner ■◀			
	i	XPO SHOPPING 12:00pm-2:45pi	n			
4 FUNCTIONAL AQUA CIRCUITS Layne Session 2		PHYSICS OF PAIN & PERFORMANCE Mummy Session 1	FIND & ENROLL CLIENTS USING SOCIAL MEDIA Clark Session 2			
BUOY, OH BUOY, OH BUOY! Velazquez & Vandenberg		KITCHEN MAKEOVER For Weight Loss Success Seti	START & GROW YOUR BUSINESS Kooperman, Webb, Day & Hughes			
	EXPO SHOPPING 3:45pm-4:30pm					
H20 REPORTING FOR DUTY Haggard		BUILDING MUSCLE While Losing Fat Layne	TAX & FINANCIAL FITNESS BOOTCAMP Day			

TAI CHI + WEIGHTS = IRON Fusion Ross	POWER TO THE POOL Dziubinski	STRETCHING FOR STRENGTH FLEX- IBLE FOUNDATIONS PANEL Kooperman, Chilazi, Appel & Roberts		
GAIN ACCESS TO THESE 60 PRE-RECORDED SESSIONS ONLINE (filmed at previous SCW Conventions) when you Add California MANIA 2024 Recordings 160 RECORDED SESSIONS IN TOTAL!				
YOGA SOUL Kooperman	CHEEKS FOR WEEKS - H2O Gilbert	PROFITABLE TRAINING WITH CLIENTS 55+ Ritchie		
FUNCTIONAL PILATES Velazquez	AQUA YOGA FOR ARTHRITIS Fairbrother	CONVERTING SOCIAL MEDIA CONTENT INTO CUSTOMERS Christopher		
SHOULDERS: PROTECTION & PERFORMANCE Christopher	<b>H20 TAP OUT</b> Cofield	BUILDING SUCCESSFUL Hybrid Businesses Vokoun		
FOREVER PILATES Appel	EASY-GRIP AQUA DUMBBELL WORKOUT Kulp	PURPOSEFUL PROGRAMMING Madden		
	FUSION Ross  S TO THESE 60 PRE OUS SCW Conventions) Ordings 160 RECORE  YOGA SOUL Kooperman  FUNCTIONAL PILATES Velazquez  SHOULDERS: PROTECTION & PERFORMANCE Christopher	FUSION Ross  POWER TO THE PUOL Dziubinski  S TO THESE 60 PRE-RECORDED SESS OUS SCW Conventions) when you Add Californ Ordings 160 RECORDED SESSIONS IN TO  YOGA SOUL Kooperman  CHEEKS FOR WEEKS - H20 Gilbert  FUNCTIONAL PILATES Velazquez  AQUA YOGA FOR ARTHRITIS Fairbrother  SHOULDERS: PROTECTION & PERFORMANCE Christopher  FOREVER PILATES Annel  EASY-GRIP AQUA DUMBBELL WORKOUT		

WATER WALKING FOR BETTER GAIT And Performance Pyle	MAGNESIUM: THE MIGHTY MINERAL Unveiled Toole ■◀	AFFECTING BEHAVIOR CHANGE Silvas ■◀
SOCA SPLASH Haggard	SLEEP: THE WEIGHT LOSS MIRACLE Seti	FIND YOUR POP (ULATION) Balbi ■4
1	XPO SHOPPING 10:00am-1:00pr	n
<b>HIIT H20 FOR ALL</b> Pyle	SELF-CARE FOR Your immune system Seti ■	BUILDING A FINANCIALLY SUCCESSFUL GYM Kleckner
<b>AQUA DISCO</b> Haggard	FEED YOUR BODY & SOUL: MINDFUL Eating Pyle ■4	

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

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



ZUMBA® JUMP Start Gold Training 7:30am-3:30pm



SYMMETRY POSTURAL MEASUREMENT CERTIFICATION Mummy • 7:30am-3:30pm



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

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

### GIRL MEETS BOUY ■ NEW!

### water@ motion

### Sara Vandenberg

Enjoy this creative class designed for women who want to improve their strength in the comfortable and un-intimidating environment of the pool. Target all the major muscle groups using aqua dumbbells (single, double, meshed and suspended) that are effective to tone and strengthen the body while remaining easy on the joints.

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

### **EXERCISE, STRESS** HORMONES AND INFLAMMATION ■ NEW!

### Fabio Comana, MA, MS

Exercise may be a good stress (eustress), but life is filled with harmful stress (distress) that alters hormonal levels, health and inflammation. How does exercise impact these effects and balance stress? Join us for a deeper dive into understanding these concepts and applications and learn how to expand your programming for success. (Lecture)

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

### **AUTOMATE LEAD GENERATION** & FOLLOW-UP PROCESSES ■ NEW!





**Brandi Clark** 

Forgetting to follow up with people results in thousands of dollars left on the table. Generating, organizing, and following up with new leads is often neglected simply because there is no organization or process that feels easy and simple. Learn how to simplify and organize the process, so you never leave another prospective behind. (Business Summit Lecture) FR6H Friday, 4:30pm-5:45pm

FR7

6:00pm-7:00pm

### FITNESS IDOL



## Judges: Sara Kooperman, JD, Amber Toole, Jacquese Silvas,

**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 2025 SCW MANIA® Convention of your choice! Each 2024 SCW Fitness Idol Winner receives:

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

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

### MANIA® DANCE OFF!! ■



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

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

### RESET & RECHARGE ■ NEW!

### **Kimberly Spreen-Glick**

A long, full day of focus, movement, and learning with like-minded professionals is exhilarating; but exhausting. Reboot after your full day of MANIA® and rejuvenated once again. Show up for this peaceful presence practice and give yourself the gift of self-care as we enjoy a collective exhale together to reset and recharge!

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

### **COCKTAILS & KEYNOTE:**

### BUSINESS INTELLIGENCE: USE YOUR DATA NEW! SYMMETRY





**Justin Raithel** 

We utilize information technology systems every day to make our jobs easier, but we are also creating large data sets we can use to improve our businesses. Your data is invaluable when it comes to tracking progress and testing out new approaches in marketing, sales, and operations. FR7H Friday, 6:00pm-7:00pm

## **SATURDAY, MARCH 23**

SA1

7:30am-8:45am

### FLUID CORE FUSION **III** 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-corestrength 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.

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

### TIME WITH TISSUE **III** 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-tofollow mobility sequence. Leave with a clear understanding of how we, as fit Pros. can contribute to movement that can transfer to advanced activities of daily living. This session is for all clients 20-90 years of age.

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

### BARRE MIXER | NEW!

### Jacquese Silvas, MEd

Mix it up with a blend of kickboxing, Barre strength and Barre-inspired active recovery. Include Tabata timing to crush a total body workout and include stretching and core-centric moves. Experience a low impact class with a big punch and lots of sweat, that's easy on the body!

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

### TRUE POWER YOGA ■◆

### **Kimberly Spreen-Glick**

Enjoy a feel good vinyasa flow yoga practice with a special focus on freedom and acceptance. Give yourself the opportunity to move, strengthen and stretch your body and mind with no judgments. Complete this practice of creative movement patterns with deep release postures to tap into your inner self.

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

### SCHWINN®: CYCLE A LA MODE NEW!



Keli Roberts

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. Let's go!

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

### **AOUA ZUMBA®**

### Jenna Bostic

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

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

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





### Melissa Layne, MEd

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

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

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



### Michael Hughes

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

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

### **SA2 KEYNOTE**

9:15am-10:30am

### PURSUING YOUR PASSIONS IN WELLNESS ■ NEW!





### Reena Vokoun, MS

In this inspiring keynote session, explore the importance of holistic wellness and providing tools for awareness, vitality, and core human motivation. Explore your own motivations and aspirations to develop and share your personal authentic passion. Discover how to find your niche in this wonderful fitness industry and how to take chances to positively impact others' lives.

SA2B Saturday, 9:15am-10:30am

### SA3 11:00am-12:15pm

### 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!

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

### MASTER KNEE-PAIN REDUCTION STRATEGIES ■ NEW!





### Ruston Webb. MS

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

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

### SOULKICKBOXING™ ■4 NEW!



### Michele Park & Lindsey Coleman

SOULkickboxing™ is a creative fusion of kickboxing, dance, inspired-cardio, balance, and the ultimate in conditioning sequences, all in our signature FIGHTER FLOW. Set to crazy, fun and motivating music, SOULkb guarantees that you find your FOCUS, find your FIGHT, and find your FLOW! No equipment needed! Time to bring out your inner BADASSERY! SA3C Saturday, 11:00am-12:15pm

### GENTLE YOGA FOR MOBILITY ■ NEW!

### Manuel Velazquez

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

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

### **SCHWINN®: RHYTHM ROADTRIP -**



MASTERING CYCLING MUSICALITY 

NEW!

### **Abbie Appel**

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.

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

### AOUA SIT TO STAND SKILLS NEW!

### Melissa Layne, MEd

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

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

### MYOFASCIAL RELEASE: THE VAGUS NERVE NEW!





### Dr. Julie Zuleger, PhD

The vagus nerve is the main nerve of the parasympathetic nervous system which calms the body after stress. Discover its untapped potential in this session that focuses on the science and connection of fascia and the vagus nerve. Experience the vagus nerve's impact on performance and wellbeing. Learn myofascial release techniques and strategies for stimulating and reducing stress to unlock client success. (Lecture)

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

### GROWTH: MUST OR BUST ■ NEW!



Sara Kooperman, JD, Miriam Ball, Brandi Clark, Tricia Madden & Dan Kleckner

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

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

and Manager. (Business Summit Lecture)

### 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.

### 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.

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

### WARRIOR RHYTHM™ | BRAVE, BOLD & BEAUTIFUL ■ | NEW!



Ever wish you loved yoga? WARRIOR Rhythm™ is the bridge between classic group exercise and traditional yoga. With its rebel vibe, edgy playlists, and unconventionally sweaty flows this format will rock your world! We intertwine mindfulness, yoga, weightlifting and even HIIT training into an extraordinary experience. We are where woo-woo meets WAAHOOOO! SA4C Saturday, 12:30pm-1:45pm

### SCHWINN®: R.I.S.E. & #RIDERIGHT



### **Doris Thews**

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

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

### PHYSICS OF PAIN & PERFORMANCE ■



### **Patrick Mummy**

Utilize physics as it pertains to musculoskeletal compensations and pain planes of motion to get your clients proactive and compliant with corrective exercises. Employ postural analysis pre- and post-workout to reinforce healthy daily habits, and ultimately increase athletic performance. (Lecture) SA4G Saturday, 12:30pm-1:45pm

### SA4 - LUNCHTIME SESSION 2 1:15pm-2:30pm

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

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



### Ann Gilbert

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

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

### TIGER TAIL® ACTIVE RECOVERY ■ NEW!



### Dr. Julie Zuleger, PhD

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

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

### 4 FUNCTIONAL AOUA CIRCUITS NEW!

### Melissa Layne, MEd

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

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

# FIND & ENROLL CLIENTS USING SOCIAL MEDIA ■ NEW!





### **Brandi Clark**

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

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

SA5

2:45pm-4:00pm

### CORE TRAINING MEETS FUN NEW!



### **Jeffrey Reyes & Oscar Campos**

Latin rhythms and athletic movements perfectly combine in the most extraordinary, intense, dynamic, and fun group fitness class on the market. Each movement pattern is designed to develop mobility & endurance with emphasis on the CORE. Burn up to 39% more calories than other conventional cardio workouts. It is not dance, not choreography, it's a LIFESTYLE! SA5A Saturday, 2:45pm-4:00pm

### ATHLETIC AGING ■ NEW!

### Tricia Madden

With so many of our Active Aging members being strong and fit already, we need to provide programming that keeps them feeling engaged and efficient. Learn to create workouts that help the fit stay. Walk away with some easy format tricks for creating intensity without discouraging the art of listening to their own body.

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

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



### **Dusty Solis & Javier Alvarez**

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

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

# POSTURE & ALIGNMENT WITH PERSONAL TRAINING ■4 NEW!



### **Patrick Mummy**

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

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



### **SCHWINN®: CYCLE MIXOLOGY: CURATING KILLER PLAYLISTS**



### **Abbie Appel**

Where did you get that song! We're sharing the secret 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 savage playlists.

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

### BUOY, OH BUOY, OH BUOY! NEW!



### Manuel Velazquez & Sara Vandenberg

Take advantage of agua 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.

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

### KITCHEN MAKEOVER FOR WEIGHT LOSS SUCCESS ■ NEW!

### Dr. Candice Seti, Psy.D.

Did you know that the set-up of your kitchen can have a direct effect on your weight? Learn all the whats, whys, and hows to set your kitchen up to be an ally in your weight loss efforts and learn how to easily present the info to your clients. (Lecture)

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

### START & GROW YOUR BUSINESS ■ NEW!



### Sara Kooperman, Ruston Webb, MS, Erica Day & Michael Hughes

### Explore your options for guaranteed financial and personal success as a Personal Trainer and/or Business Owner. Painlessly grow your business attracting new clients and retaining valuable customers. Expansion and retention are key. Examine affordable marketing automations (social media, emails, text messages), surveys & feedback, loyalty rewards and simple payment processing to grow your client base and revenue. All necessary and extremely affordable. SA5H Saturday, 2:45pm-4:00pm

SA6

4:30pm-5:45pm

### PICKLEBALL POWER & PERFORMANCE ■ NEW!

### Sara Kooperman, JD

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

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

### SHOULDER PAIN: OPTIMIZE THROUGH EXERCISE ■ NEW!





Ruston Webb, MS

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

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

### **ZUMBA®**

ZUMBA

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

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

### BY ANY STRETCH ■4 NEW!

### Abbie Appel

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

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

### SCHWINN® INDOOR CYCLING: BEAST MODE NEW!



### **Jason Schneider**

HIIT workouts are all the rage but not all are done right. This workout is designed to push your limits while honoring the science of true HIIT for real results. We'll show you how to take breathless beast mode. Get ready to Rumble!

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

### **H20 REPORTING FOR DUTY NEW!**

### Tanish (Tani) Haggard

Enjoy this bootcamp program filled with power and energy to give your agua 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.

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

### BUILDING MUSCLE WHILE LOSING FAT ■ NEW!



### Melissa Layne, MEd

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

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

**Erica Dav** 

### TAX & FINANCIAL FITNESS BOOTCAMP ■ NEW!







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

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

### **SUNDAY, MARCH 24**

SU1 7:30am-8:45am

### 73 WAYS TO HIT THE GLUTES ■ NEW!

### **Joanne Groves**

Joanne offers a workshop on designing 73 glute-targeting exercises. Mixing biomechanics, energy escape, fatigue management, and fun, she provides invaluable tips for an exceptional glute workout. Elevate your Instagram with dynamic solutions. Warning: you'll feel the burn! SU1A Sunday, 7:30am-8:45am

### FUNCTIONAL FITNESS THROUGH MIND & MOTION ■ NEW!

### Ruben Pereyra

Join Senior Fitness Specialist Ruben in a workshop focused on functional movement exercises to improve strength, balance, and flexibility for older adults. Learn how to incorporate cognitive exercises and brain challenges to promote mental sharpness and memory retention in a fun and interactive way. SU1B Sunday, 7:30am-8:45am

### DANCE PUMP NEW!

### **Gioconda Burdick**

Dance Pump is the perfect combination of cardio and strength training to the beat of the music. We dance, we pump, we laugh and burn mega calories while having fun. Dance pump is a great low impact, moderate to high intensity class.

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

### SOULFUSION™ EXPERIENCE ■ NEW!



### Michele Park

Athletic mind-body movement set to crazy fun music! Experience a SOULfusion masterclass and dive deeper into the importance of music and how it connects to movement. Walk away with easy-to-learn, easy-to-teach, fun-to-take choreography to use in your classes right away. SOULfusion is a blend of yoga-inspired moves, flexibility, mobility training, and cardio bursts designed for EVERYbody. It's more than a class it's an EXPERIENCE! SU1D Sunday, 7:30am-8:45am

### WATER WALKING FOR BETTER GAIT AND PERFORMANCE NEW!

### Jeannette Pyle

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

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

### MAGNESIUM: THE MIGHTY MINERAL UNVEILED ■ NEW!

### **Amber Toole**

Explore the vital role of magnesium in human health, emphasizing its significance in muscle function, energy metabolism, and overall well-being. Discover how to optimize magnesium intake through dietary choices and supplements for enhanced performance, recovery, and long-term health. (Lecture) SU1G Sunday, 7:30am-8:45am

### AFFECTING BEHAVIOR CHANGE NEW!

### Jacquese Silvas, MEd

Give your clients some empowering tools that can change everything. Let's dive into goal making that stops the yoyo and brings in the progress & sustainability! Let's make this an interactive process - how can you add these tools to your business and thrive? (Business Summit Lecture) SU1H Sunday, 7:30am-8:45am

SU<sub>2</sub> 9:00am-10:15am

### WARRIOR COMBAT™ | KEEP FIGHTING ■



### **Diva Richards**

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

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

### ACTIVE AGING PLAYGROUND ■ NEW!

### **Amber Toole**

Explore dynamic game-based training methods designed specifically for active agers. Discover how to infuse playfulness into fitness routines, promoting social engagement, mobility, and health. Learn the art of adapting traditional games and creating new ones to make exercise enjoyable and effective for older adults.

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

### BOOT CAMP BUSINESS ■ NEW!

### Jacquese Silvas, MEd

Heart Pumping. Soul Lifting. Fitness Fun Driven. Come take a class to release those endorphins that just make you FEEL, and FEEL GOOD! A few minutes of lecture followed by a workout to take back to add to your FitTrition treasure trove!

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

### **FUNCTIONAL SOFT TISSUE:** MOBILITY & STABILITY ■ 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.

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

### SOCA SPLASH NEW!

### Tanisha (Tani) Haggard

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

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

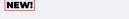
### SLEEP: THE WEIGHT LOSS MIRACLE

### Dr. Candice Seti, Psy.D.

We all know how important sleep is for our health, but did you also know it is critical for weight loss? Learn how sleep and weight loss are interconnected and learn all the tips and tricks to improve your sleep and make your nighttime repose your most effective weight loss tool! (Lecture) SU2G Sunday, 9:00am-10:15am

### FIND YOUR POP (ULATION) ■ NEW!







Are you interested in making more money per training hour? Are you trying to find your Pop-ulation? Discover positive steps in gathering multiple customers together to have better client results and higher personal wages. This is a must-see class on how to grow your customer base and your wallet! (Business Summit Lecture)

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

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

### SOULSTRENGTH™ EXPERIENCE ■ NEW!



### Michele Park

Sarah Balbi

SOULstrength™ is a creative blend of rhythmic resistance, cardio conditioning, manageable mobility, and core strength exercises set to crazy FUN music.This workshop will take you through a SOULstrength™ class and leave you with actionable tips to create an amazing class experience. Get your SOUL on!

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

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





### **Dusty Solis & Javier Alvarez**

100% Dance, 100% Fitness and 100% Seated. A perfect balance of dance and fitness with little impact on the joints. Experience a diverse mix of famous ballroom dances set to your favorite music AND the ultimate core workout. No partner needed! You will learn to Jive, Foxtrot, Viennese Waltz, Lindy Hop, Salsa & more...all from the comfort of your chair! SU3B Sunday, 10:45am-12:00pm

### TOTAL BODY STRENGTH ■ NEW!

### **Diva Richards**

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

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

### ALL GAIN NO PAIN FOAM ROLLING ■ NEW!

### **Doris Thews**

Discover a pain free approach to foam rolling that will improve your mobility, fascial wellness, and flexibility. Learn why consumers avoid Foam Rolling due to the pain and discomfort involved, and experience how to resolve this. Discover a weekly and/or daily foam rolling practice that will keep you, your clients, and your career healthy.

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

### HIIT H20 FOR ALL NEW!

### Jeanette Pyle

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

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

### SELF-CARE FOR YOUR IMMUNE SYSTEM ■

### Dr. Candice Seti, Psy.D.

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

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

### BUILDING A FINANCIALLY SUCCESSFUL GYM NEW!







### Dan Kleckner

Are you interested in making the move to gym owner, but not sure where to start? Join Dan Kleckner to discover the steps you need to take to build a financially successful and sustainable training gym that will allow you to control your time and provide financial freedom. (Business Summit Lecture) SU3H Sunday, 10:45am-12:00pm

12:15pm-1:30pm SU4

### PLANKS WITH PROPS NEW!

### Mindy Esau

Planks are incredibly effective and accessible for whole body training and easily manipulated to increase, or decrease, challenges. Adding in various props can allow us to purposefully impact the workload and feedback. Let's explore the advantages of skillfully adding props into your programming to accommodate your diverse populations next week.

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

### MOVEMENT THROUGH MENOPAUSE ■ NEW!

### Joanne Groves

Amidst generic peri-menopause strategies, this session offers tools for a tailored fitness approach. By understanding your client's feelings and using scientific research, meet the unique goals of each individual. Create experiences clients rave about and solidify your reputation as an expert in this field. SU4B Sunday, 12:15pm-1:30pm

### F.I.T. CAMP NEW!

### Rossie Ballard

F.I.T. CAMP is a combination of conditioning drills and strength, cardio, muscle endurance, flexibility, core, and functional movement training perfect for improving fat loss and metabolic function. This boot camp style class may take place inside or outside, depending on the exercises and the weather.

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

### FLOW SLOW YOGA NEW!

### **Doris Thews**

Experience a Yoga practice that offers a luxurious time to align and restore your body with intentional approach. Discover a mind-body connection through breath and sequential movement. This inclusive approach will broaden the reach of yoga in your club and keep your class counts high, your career healthy and your members wanting more.

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

### AQUA DISCO NEW!

### Tanisha (Tani) Haggard

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

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

### FEED YOUR BODY & SOUL: MINDFUL EATING ■ NEW!

### Jeannette Pyle

There is a positive relationship between mindful eating and healthy eating. Mindfulness is associated with less impulsive eating, reduced calorie consumption, and healthier snack choices. Learn the basics of mindful eating and how it can help you eat to live. (Lecture)

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

### MOVE TO EMPOWER ■4 NEW!

Toni-Michelle Rubio





The world needs you! Explore the ways to bring your talents in fitness to greater impact in your community. Learn how you can do service work locally and across the world and why it is so important today. See how this will positively impact your current class & business.

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

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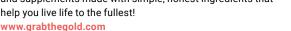
Passion Fit is your health and wellness guide to transform your career, family, and life. We focus on fitness, nutrition, mindfulness, work-life balance, and healthy lifestyles. www.passionfit.com



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### LABLAST

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### **MOVE 2 EMPOWER**

M2E emboldens children and empowers women through the benefits of health and fitness in underserved communities around the world by promoting wellness, exercise & health literacy programs.

www.movetoempower.org



### **SOUL FUSION**

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Mental health is the ability to navigate and recover from emotional, social, and psychological stress. The John W. Brick Foundation integrates self-care approaches, such as exercise, nutrition, and mind-body practices into treating mental illness and promoting mental wellness.

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### PRE-RECORDED COURSE DESCRIPTIONS

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

### Dr. Jonathan Mike PhD, CSCS\*D

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

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

### **Ronnie Fulton**

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

### **AQUA YOGA FLOW**

### **Connie Warasila**

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

### INEXPENSIVE MARKETING FOR GROWTH & PROFITABILITY

### Sara Kooperman, JD

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

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

### **Nick Tumminello**

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

### HIGH ROLLER - FOAM ROLLER PILATES

### **Abbie Appel**

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

### **AOUA HIIT THE BEAT**

### Jewell Fowler, MA

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

### FIRESIDE CHAT WITH MARK HARRINGTON, JR.

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

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

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

### **Keli Roberts**

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

### **CORE YOGA STRONG**

### **Jeff Howard**

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

### **AB ARSENAL**

### **Ann Gilbert**

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

### SUCCESSFULLY BUILD YOUR MEMBER BASE

### **Jared Williams**

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

### TOTAL BODY RESET

### Tara Turner

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

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

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

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

### **LOWER BODY SELF CARE**

### Brian Bettendorf, MSM, MA

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

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

### Jeff Howard

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

### REDEFINE FUNCTIONAL TRAINING - REDEFINE YOURSELF

### **Kevin Mullins, CSCS**

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

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

### **Jacob Glassmeyer**

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

### **AQUA BRAIN POWER**

### **Ann Gilbert**

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

### RETAIN & ENGAGE YOUR PERSONAL TRAINING CLIENTS

### Marissa Hoff, MEd

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

### **LOWER BODY BURNOUT**

### **Jeff Howard**

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

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

### Rose Zahnn

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

### **BARRACUDA BOOTY**

### Cheri Kulp

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

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

### **Bill McBride**

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

### **CORE TRAINING METHODS**

### **Kevin Mullins, CSCS**

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

### **CORE FORWARD PILATES**

### Jeff Howard

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

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

### Irene McCormick, MS, CSCS

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

### BIGGEST SECRETS IN PERSONAL TRAINING SALES SUCCESS

### Jon Baraglia

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

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

### Linda McDonald

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

### TAI CHI + WEIGHTS = IRON FUSION

### **David-Dorian Ross**

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

### **POWER TO THE POOL**

### MaryBeth Dziubinski

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

### STRETCHING FOR STRENGTH - FLEXIBLE FOUNDATIONS PANEL

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

Stretching is an integral part of any exercise program, yet there is immense inconsistency and uncertainty surrounding the practice. Join our panel of experts as they discuss both the art and the science of flexibility training and specific routines that will allow your clients to develop maximal strength gains safely and quickly.

### **CONTENDER**

### **Diva Richards**

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

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

### **Ann Gilbert**

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

### **PROFITABLE TRAINING WITH CLIENTS 55+**

### Dr. Dan Ritchie, MS, PhD

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

### **YOGA SOUL**

### Sara Kooperman, JD

Fill your soul in this Vinyasa Yoga class perfect for beginners and active agers. Flow gracefully and rhythmically from pose to pose with the greatest hits of Motown and other popular music as our guide. Focus on posture exploration while we blissfully drift through a journey of transformation and development. Leave feeling restored and rejuvenated while integrating strength and flexibility.

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

### Jeff Howard

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

### **FUNCTIONAL PILATES**

### Manuel Velazquez

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

### **AQUA YOGA FOR ARTHRITIS**

### Christa Fairbrother, MA, ERYT 500

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

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

### Paul Christopher, CSCS

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

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

### Greg Johnson, MS

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

### **SHOULDERS: PROTECTION & PERFORMANCE**

### Paul Christopher, CSCS

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

### **H20 TAP OUT**

### **Harley Cofield**

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

### **BUILDING SUCCESSFUL HYBRID BUSINESSES**

### Reena Vokoun, MS

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

### **CREATIVE COMPOUNDS**

### **Andrew Gavigan**

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

### **FOREVER PILATES**

### **Abbie Appel**

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

### **EASY-GRIP AQUA DUMBBELL WORKOUT**

### Cheri Kulp

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

### PURPOSEFUL PROGRAMMING

### Tricia Madden

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

### **TOP TIER CORE CONDITIONING**

### **Dane Robinson**

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

### THE ART OF FLOW: YOGA BASIC

### **Christine Conti. MEd**

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

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

### Manuel 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!

### **NEW CLIENT RETENTION**

### Sheldon McBee, MS

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

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

### **Ann Gilbert**

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

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

### Andrew Gavigan

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

### **LIOUID LEVELS**

### Jessica Pinkowski

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

### **ENTREPRENEURSHIP & OPENING**

### **Doug Sheppard**

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

### **CORE OFF THE FLOOR**

### Sarah Zahab

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

### YIN TO MY YANG

### Rosie Malaghan, MS, ERYT- 200

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

### **TAB-AQUA QUICKIES**

### Jeff Howard

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

### **BUILDING YOUR BUSINESS**

### Chris Stevenson, CSCS

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

# Meet our PRES



ABBIE APPEL



JAVIER ALVAREZ



SARAH BALBI



MIRIAM BALL



ROSSIE BALLARD



JON BARAGLIA



BRIAN BETTENDORF, MSM. MA GIOCONDA BURDICK



SIRI CHILAZI, MBA, MA



PAUL CHRISTOPHER, CSCS



BRANDI CLARK



HARLEY COFIELD



LINDSEY COLEMAN, MA Soul



FABIO COMANA, MA, MS



CHRISTINE CONTI, MEd



ERICA DAY



MARYBETH DZIUBINSKI











SOW SEAT



JACOB GLASSMEYER





MARK HARRINGTION JR.



MARISSA HOFF, MEd



JEFF HOWARD



MICHAEL HUGHES



GREG JOHNSON, MS



JUNE KAHN



DAN KLECKNER



SOW SEAT water motion



MELISSA LAYNE, MEd SEAT water motion GOLD\*



TRICIA MADDEN



ROSIE MALAGHAN, MS, ERYT-200 SOW SEAT



SHELDON MCBEE, MS



BILL MCBRIDE



IRENE MCCORMICK, MS, CSCS



LINDA MCDONALD



Dr. JONATHAN MIKE, PhD



KEVIN MULLINS, CSCS



PATRICK MUMMY SYMMETRY



MICHELE PARK Soul



RUBEN PEREYRA

JACKIE RODRIGUEZ



JESSICA PINKOWSKI



JEANNETTE PYLE



JUSTIN RAITHEL



DIVA RICHARDS Soul



DR. DAN RITCHIE, MS, PhD



**ΛΞ**ALIGNMENT ESSENTIALS



KELI ROBERTS





CHRIS STEVENSON, ELIZA STONE, RD ZVMBA



DAVID-DORIAN ROSS



JASON SCHNEIDER



DR. CANDICE SETI, Psy.D.

NICK TUMMINELLO



DOUG SHEPPARD



JACQUESE SILVAS,

SARA VANDENBERG SEAT water motion



DUSTY SOLIS

La Blast



KIMBERLY SPREEN-GLICK



CONNIE WARASILA water ®



JARED WILLIAMS

SARAH ZAHAB

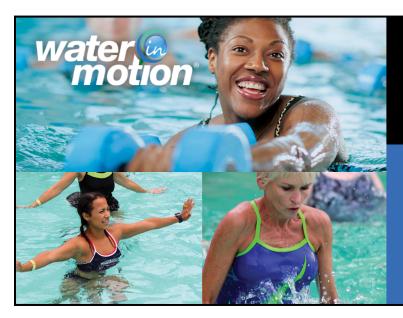






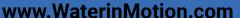


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