

SCW MIDWEST
MANIA[®]
FITNESS PRO CONVENTION

OCT. 1-3, 2021
WESTIN O'HARE
CHICAGO, IL

- 200+ Powerful Workshops
 - 80 Recorded Sessions
- 50 Business Summit Lectures
 - 70 Expert Presenters
 - 20 Certifications
 - 3-Day Fitness Expo
- 20 CEC/CEUs from SCW, ACE, AEA, AFAA & NASM



scwfit.com/MIDWEST



ECO-FRIENDLY

CERTIFICATIONS
WED. SEPT. 29

CERTIFICATIONS
THURS. SEPT. 30

📺 Indicates session is Recorded

SCW
TAI CHI CERTIFICATION
M. VELAZQUEZ • 9:00AM - 5:00PM

SCW
ACTIVE AGING CERTIFICATION
GILBERT • 9:00AM - 5:00PM

SCW
GROUP EX CERTIFICATION
HOWARD • 8:00AM - 5:00PM

SCW
YOGA 1 CERTIFICATION
M. VELAZQUEZ • 8:00AM - 5:00PM

SCW
PERSONAL TRAINING CERTIFICATION
ROBERTS • 8:00AM - 5:00PM

CORE HEALTH & FITNESS
SCHWINN®: INDOOR CYCLING INSTRUCTOR CERTIFICATION
HOGG & MCLEAN • 7:00AM-5:00PM

SCW
AQUATIC EXERCISE CERTIFICATION
HOWARD • 9:00AM - 6:00PM

SCW
PILATES MATWORK CERTIFICATION
APPEL • 8:00AM - 5:00PM

Savvier Fitness
BARRE ABOVE® POWERED BY SAVVIER FITNESS®
MURPHY-MADDEN • 9:00AM-5:00PM

ZUMBA
ZUMBA® BASIC 1 INSTRUCTOR TRAINING
BOSTIC • 8:00AM - 5:00PM

SCW
KETTLEBELL TRAINING CERTIFICATION
ROSELLI • 10:00AM-4:00PM

SCW
CORRECTIVE EXERCISE & COACHING TECHNIQUES CERTIFICATION
COMANA • 9:00AM - 5:00PM

A ACTIVE AGING	B FUNCTIONAL / HIIT	C MIND-BODY / CORE	D BARRE / GX	E CYCLING
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FRIDAY, OCTOBER 1	FR1	7:30am-8:45am	📺 Seated Asanas Howard Chairs	Bodyweight Warrior Roselli	📺 The Stability/Mobility Paradox Roberts	Schwinn®: Set the Stage: Perfect Ride McLean	
	EXPO SHOPPING 8:30am- 9:45am						
	FR2	9:45am-11:00am	📺 Balance for Active Aging Roberts	📺 BOSU® Toolbox Weigelt & Lenart	📺 Step On. Step Up. Howard	📺 Cardio Barre Murphy Madden	Schwinn®: A DJ Saved My Life Appel
	FR3	11:15am-12:30pm	📺 Seated Lateral Trainer Strength Circuit Roberts	📺 M.E.P.S. Full Body Experience Moyer	📺 50 Unique Core Lovers Exercises Murphy Madden	📺 Boogie Barre Carvalho	Schwinn®: Work Not Twerk Thews
	FR4	SESSION 1 12:45pm-2:00pm SESSION 2 1:30pm-2:45pm	📺 S.E.A.T. Supported Exercise for Ageless Training Gilbert SESSION 1	📺 BOSU® Bootcamp Redefined Weigelt & Thews SESSION 2	Complete Guide to Metabolic Flexibility Roselli SESSION 1	📺 Zumba® Bostic SESSION 1	Schwinn®: SchwINTENSITY Hogg SESSION 1
	EXPO SHOPPING 12:15pm-3:00pm						
	FR5	3:00pm-4:15pm	📺 Tai Chi + Weights = Iron Fusion Carbo		📺 5 Seconds to Improved Flexibility Fulton	📺 Lower Body Burnout Howard	Schwinn®:Dry Tri: Beast Mode Fusion Thews & Hogg
EXPO SHOPPING 4:00pm-6:00pm							
FR6	5:00pm-6:15pm	📺 Sitting Pretty...Strong! Gilbert	📺 BOSU® Yoga Fusion Thews	📺 Happy Hips & Backs Fulton	📺 Yoga Block Vinyasa L. Lowell		
FR7	6:30pm-7:30pm	FITNESS IDOL COMPETITION With Judges: Sara Kooperman, Kell Roberts, Jeff Howard & Mac Cavalho		📺 Swexy & Fit Polga - Pole Yoga Gilfry	📺 Yoga Beats Yoga L. Lowell & J. Lowell		

SATURDAY, OCTOBER 2	SA1	7:30am-8:45am	📺 Fall Prevention: Lateral Strength, the Missing Component Howard	📺 BOSU® Barre Strong Ingebrigtsen & Lenart	📺 Best of Polga - Pole Yoga Gilfry	📺 Anatomy of a Smart Warm-Up Christopher	Schwinn® Cycling: Pedal N Pulse Appel
	EXPO SHOPPING 8:30am- 9:45am						
	SA2	9:45am-11:00am	KEYNOTE ADDRESS PAVING THE WAY FOR THE FUTURE OF FITNESS WITH TRICIA MURPHY MADDEN				
	SA3	11:15am-12:30pm	📺 The Golden Gait Layne White Board	📺 ABSolutely Core Training M. Williams	📺 Matching Principles With Equipment Christopher	📺 HIIT the Ballet Lenart	Schwinn®: HIIT & Quit it! Hogg
	EXPO SHOPPING 11:00am-3:00pm						
	SA4	SESSION 1 12:45pm-2:00pm SESSION 2 1:30pm-2:45pm		📺 BOSU® Body in Balance: Life Training for Active Aging Ingebrigtsen & Roberts SESSION 1	📺 STRONG Nation™ Bullard SESSION 2	📺 Barre Moves & More Hilleboe SESSION 2	Schwinn®: Breathy Not Breathless Appel SESSION 1
SA5	3:00pm-4:15pm	📺 Tai Chi for Warmup & Recovery Carbo	📺 Maximize Your Sessions With Cluster Circuits M. Williams	📺 Namaste Away From Knee & Hip Pain Kooperman	📺 Balletone® Meets Barre Murphy Madden & Lenart	Schwinn®: F.E.A.R. Face Everything & RIDE Roberts	
EXPO SHOPPING 4:00pm-6:00pm							
SA6	5:00pm-6:15pm	📺 Better Balance Training Dziubinski	📺 The Impact of MELT Hitzmann	📺 Cardio Yoga™ - Yoga Focus Chilazi	📺 Barre Essentials Appel	Schwinn®: Bring IT: Verbal & Visual Cueing Hogg	

SUNDAY, OCTOBER 3	SU1	7:30am-8:45am	📺 Training the Active Aging Female: Upper Extremity Roberts	📺 Straight to the Core Robinson	📺 Active Recovery for Better Results Fulton	📺 Soothe & Strengthen- Pilates/Tai Chi Hill	Schwinn®: Ride or Die: Killer Vibe Thews
	SU2	9:00am-10:15am	📺 Strong Body Fountain of Youth Howard	📺 Stress Management Guidance: Trainer to Client Hill	📺 Cardio Yoga™ - Cardio Focus Chilazi	📺 The Art of Adjusting Your Students in Yoga L. Lowell & J. Lowell	Schwinn®: Rock Steady- Recovery Rides Roberts
	EXPO CLOSE-OUT SHOPPING 10:00am-1:00pm						
	SU3	11:15am-12:30pm	📺 Sculpt & Strength for Active Agers M. Velazquez	📺 Recess Howard	📺 Yoga Sculpt Murphy Madden	📺 Getting to the Core: Core Training Methods Mullins	STRONG NATION™ TRAINING BULLARD 7:30AM - 4:00PM
SU4	12:45pm-2:00pm	📺 4 Quarters of Fitness Robinson	📺 Use of ManualResistance with Clients Christopher		📺 Butt Blaster & More Howard		

■ Indicates session is Recorded

MIDWEST MANIA® SCHEDULE

OCTOBER 1-3, 2021 • CHICAGO, IL



F CIRCUITS / ROWING	G AQUA (STARTS IN LECTURE)	H NUTRITION MANIA® + SUMMIT	I LEADERSHIP / EX. SCIENCE	J SALES / RETENTION	
Welcome to the Jungle-STAIRMASTER® HIIT Friend-Uhl	Acquapole® Strong Circuit A. Velazquez	■ Nutrient Timing Comana	Unlocking the Service Within Us Ancharski	Capitalizing on Global Fitness Trends Thompson	FR1
EXPO SHOPPING 8:30am- 9:45am		EXPO SHOPPING 8:30am- 9:45am			
Basic Movement Assessments by Star Trac Friend-Uhl	Aqua Zumba® Bostic	■ Forget the Rest? Layne	The State of the Science and Future Outlook of CBD Comana	Exercise is Medicine Business Expansion Thompson	FR2
Anchors Away: Resistance and Rowing™ SGT Ken®	Aqua Dance, Dance, Dance M. Velazquez	■ Unleash the Power of Superfruits! Davis	The Functional Training Debate Roselli	Attracting Talent Post-COVID Kublin	FR3
Toning is NOT a Thing - Nautilus Friend-Uhl SESSION 2	Cool Pool Moves: 8 Tools to Remember M. Velazquez, Kulp & Carvalho SESSION 2	■ Growth of a Muscle Cell Layne SESSION 2	Crushing the Competition with Service Ebeling SESSION 1	Maximizing Revenue Through Value-Added Programming Murphy Madden SESSION 2	FR4
EXPO SHOPPING 12:15pm-3:00pm		EXPO SHOPPING 12:15pm-3:00pm			
	Aqua Core Senior Style Kulp	■ How Calories & Fat Tissue Work Digsby	Recovery With Muscle Stimulation Appel	World Class Fitness Service Ancharski	FR5
EXPO SHOPPING 4:00pm-6:00pm		EXPO SHOPPING 4:00pm-6:00pm			
Pulling for Power: Program 06™ SGT Ken®	Acquapole® Aqua Boxing A. Velazquez	■ Fad Diet Update Digsby		State of the Industry: Panel Discussion Kooperman, McBride, Murphy Madden & Ancharski	FR6
	Aqua Ease: Flexibility for Active Agers M. Velazquez				FR7
Purpose NOT Circus: Legit HIIT - STAIRMASTER® McCall	Aqua Barre Carvalo	■ The Truth About Ketosis Layne	CBD and Your Best Self Roberts		SA1
EXPO SHOPPING 8:30am- 9:45am		EXPO SHOPPING 8:30am- 9:45am			
			KEYNOTE ADDRESS Rebuilding Sandcastles: Post-Pandemic Renovation with Bill McBride		SA2
The WaterRower® Games™ SGT Ken® WaterRower	WATERinMOTION® Strength Kulp, Cavalho, Gilbert, Jansen & M. Velazquez	■ How to Eat Sugar Digsby	Balancing Your Business & Yourself Thews	Internal Guidelines - Inspecting What You Expect McBride	SA3
EXPO SHOPPING 11:00am-3:00pm		EXPO SHOPPING 11:00am-3:00pm			
Your Brain on HIIT- STAIRMASTER® Friend-Uhl SESSION 2	Liquid Gym Toolkit Program A. Velazquez SESSION 2	■ Nutrition for HIIT & LIIT Sessions Layne SESSION 1	Why Fascia Matters Beyond Muscles Hitzmann SESSION 1		SA4
Nautilus Strength - Does Size Really Matter? McCall	H2O Personal Training Dziubinski	■ Nutrition Coaching for General Population Toole	Maximize Your Business's Earning Potential Polson	Six Steps to Six Figures Schelberg	SA5
EXPO SHOPPING 4:00pm-6:00pm		EXPO SHOPPING 4:00pm-6:00pm			
	WATERinMOTION® Silver Tsunami M. Velazquez, Carvalho, Kulp & Jansen	■ Nutrition & Fitness Strategies Hilleboe	Optimize Performance with Form & Function! Davis		SA6
	H2O Pilates Experience Jansen	■ Golden Nutrition Toole	Stop Attrition in Aging Populations Gilbert	Teach, Grow & Innovate in the Virtual Space Murphy Madden	SU1
	Liquid Gym Star Workout A. Velazquez	■ Stopping Inflammation Through Nutrition Layne	5 G's to a Stronger Mindset Moyer	Attention To Rentention Robinson	SU2
EXPO CLOSE-OUT SHOPPING 10:00am-1:00pm		EXPO CLOSE-OUT SHOPPING 10:00am-1:00pm			
		■ Why You Can't Stop Eating Digsby White Board/Markers	Owning Your Own Fitness Studio L. Lowell & J. Lowell	Unique Programming for Boutique Gyms Gilfry	SU3
	Take it to the Water Dziubinski	■ SAD Plan, SAD People Toole	Apps & Sites for Fitness Pros Digsby	The Ulitimate Customer Experience in 2021 Polson	SU4

FRIDAY, OCTOBER 1

SATURDAY, OCTOBER 2

SUNDAY, OCTOBER 3

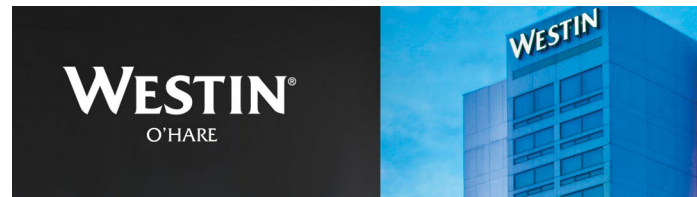
WELCOME BACK!



We can't wait to see your smiling faces again this October! SCW is proud to bring back live events and crafted a schedule to keep you on the bleeding edge of the industry. Whether you're a seasoned vet or a budding newbie, MANIA® has countless sessions for you – completely customizable at one flat rate. We have all the tools and education to separate you from the pack.

As the fitness industry continues to shift, you can no longer sit back and wait for clients to come to you. That's why there's MANIA®, we give you everything you need to thrive again. See you in October!

HOTEL/CONVENTION SITE



The Westin O'Hare
6100 North River Road
Rosemont, Illinois 60018
800-937-8461 (reservations only)
847-698-6000

\$146 Single-Quad. (Reg. \$269)
Pay as little as \$36.50 per night when you share a room with 3 others!

- FREE Coffee Maker, FREE Mini Fridge, FREE Roll-Away (for King Room only, based upon availability.)
- Refrigerators may be available in-room upon request.
- Wi-Fi – \$1 per day. (Complimentary for Marriott Bonvoy members.)

Hotel Room Discount Deadline: Sept. 7, 2021

THANKS TO OUR SPONSORS!


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Associate Sponsors

Educational Partners





WEDNESDAY, SEPT. 29 CERTIFICATIONS

SCW T'AI CHI CERTIFICATION 
Manuel Velazquez
Wednesday, September 29, 9:00am-5:00pm
\$179 MANIA® Attendees / \$199 Non-Attendees
 Learn T'ai Chi techniques to bring balance to your group exercise programming, your individual sessions and your personal training offerings. Explore this ancient practice, and discover ways to effectively apply this unique curriculum to a multi-level group fitness setting. Discover the 8 essential principles of T'ai Chi and how to incorporate and emphasize traditional breathing methods. Receive a 9-step routine and teaching syllabus to grow your repertoire of programming. Study how frequency, intensity and duration are expressed to teach your clients how to feel more invigorated, energized, and balanced from the natural choreographic flow of movements. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), ACE (0.7), ACSM (8.0), AEA (7.0), AFFA (8.0), NASM (0.8). Visit <https://scwfit.com/store/product/taichi-qigong-online-certification/>

SCW AQUA EXERCISE CERTIFICATION 
Keli Roberts
Wednesday, September 29, 9:00am-6:00pm
\$179 MANIA® Attendees / \$199 Non-Attendees
 This Nationally Recognized Personal Training Certification is led by one of the top Presenters/Trainers in the country. Combine lecture and activity to address academic foundations, training principles and hands-on program design. Acquire the necessary skill sets and critical knowledge to guide and inspire individuals to achieve their health, fitness and performance goals. Explore the essentials of exercise physiology and kinesiology, health-risk assessment, physical evaluations, programming alternatives for cardio, strength and flexibility advancement, and an introduction to facilitating behavior change in addition to basic business and marketing skills in this full-day course. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), ACSM (8.0), AEA (4.0). If you can't make the Live Stream Certification, take the course online. Visit <https://scwfit.com/store/product/personal-training-online-certification/>

THURSDAY, SEPT. 30 CERTIFICATIONS

SCW ACTIVE AGING CERTIFICATION 
Ann Gilbert
Thursday, September 30, 9:00am-5:00pm
\$179 MANIA® Attendees / \$199 Non-Attendees
 As millions of baby-boomers enter their golden years, staying mentally, socially and physically active is the key to maintaining quality of life. Cutting-edge research reveals there's no secret to aging well. By focusing on mental health, cardiovascular conditioning, strength training, flexibility, fall prevention and balance, we can slow the aging process. Discover ways to empower seniors, not just teach them. Group fitness instructors, trainers and managers overseeing active aging programming will enjoy this one-day course that combines relevant research and proven practical approaches to training brains and bodies of 50+ participants. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), ACE (0.7), ACSM (8.0), AEA (4.0), AFAA (7.0), NASM, (0.7). If you can't make the Live Stream Certification, take the course online. Visit <https://scwfit.com/store/product/active-aging-online-certification/>

SCW PERSONAL TRAINING CERTIFICATION 
Keli Roberts
Thursday, September 30, 8:00am-5:00pm
\$179 MANIA® Attendees / \$199 Non-Attendees
 This Nationally Recognized Personal Training Certification is led by one of the top Presenters/Trainers in the country. Combine lecture and activity to address academic foundations, training principles and hands-on program design. Acquire the necessary skill sets and critical knowledge to guide and inspire individuals to achieve their health, fitness and performance goals. Explore the essentials of exercise physiology and kinesiology, health-risk assessment, physical evaluations, programming alternatives for cardio, strength and flexibility advancement, and an introduction to facilitating behavior change in addition to basic business and marketing skills in this full-day course. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), ACSM (8.0), AEA (4.0). If you can't make the Live Stream Certification, take the course online. Visit <https://scwfit.com/store/product/personal-training-online-certification/>

SCW KETTLEBELL TRAINING CERTIFICATION



Giovanni Roselli

Thursday, September 30, 10:00am-4:00pm

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

Kettle weights are a popular strength training option. Unfortunately, little has been done to educate Personal Trainers about the appropriate movement patterns, methodology, and biomechanics of this highly effective modality. This in-depth study of planes of motion and exercise prescription with kettle weights offers a variety of traditional and modified lifts and assists the Personal Trainer with gaining a thorough understanding of each exercise. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (6.0), ACE (0.4), ACSM (6.0), AEA (2.0), AFAA (4.0), NASM (0.4). If you can't make the Live Stream Certification, take the course online. Visit <https://scwfit.com/store/product/kettlebell-practical-online-certification/>

SCW GROUP EXERCISE CERTIFICATION



Jeff Howard

Thursday, September 30, 8:00am-5:00pm CST

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

Have you always wanted to be a group fitness instructor? Learn proper class sequencing, warm-up progressions, musical phrasing, effective cueing techniques, choreography development and all of the practical skills required to deliver your best class, every class. Leave this Nationally Recognized Certification with confidence in your ability to demonstrate impactful teaching skills and successfully lead a group fitness class. Understand group cardiovascular fitness, muscular endurance and flexibility training techniques with one of our industry's finest. The balance of theoretical and practical training makes this cutting-edge Group Exercise Certification perfect to prepare you for the newest variety of fitness programming. Learn components of Hi/Lo impact cardiovascular training, muscle conditioning and sculpting, HIIT programming and more. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), ACSM (8.0), AEA (4.5), AFAA (8.0), NASM (0.8). If you can't make the Live Stream Certification, take the course online. Visit <https://scwfit.com/store/product/group-exercise-online-certification/>

SCW YOGA I CERTIFICATION



Manuel Velazquez

Thursday, September 30, 8:00am-5:00pm

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

Ready to take the next step to becoming a Yoga Instructor? Get certified by the #1 Yoga Certification in the U.S. Experience a comprehensive, theoretical and practical approach to hands-on yoga instruction. Learn different Hatha Yoga postures suitable for varying clientele – young or old, fit or de-conditioned, competitor or recovering athlete. Understand the latest scientific research about yoga and discover a simple, systematic approach to program design and effective cueing techniques. Seasoned and novice participants leave qualified to passionately lead a successful yoga class and yoga-inspired recovery and cool-down. Price includes training manual and testing fee (\$59 value) Manuals will be emailed from SCW Fitness Education. SCW (8.0), ACE (0.8), ACSM (8.0), AEA (4.0), AFAA (7.0), NASM (0.7). If you can't make the Live Stream Certification, take the course online. Visit <https://scwfit.com/store/product/yoga1-online-certification/>

SCW PILATES MATWORK CERTIFICATION



Abbie Appel

Thursday, September 30, 8:00am-5:00pm

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

Experience the classical series of movement and modifications based on the timeless methods of Joseph Pilates in this Nationally Recognized Certification. Principles of core stabilization, optimal alignment and Pilates matwork create the foundation for this intensive blend of theoretical and practical training. Learn proper execution, form and technique of over 40 essential Pilates exercises. Modifications and variations are provided to address common spinal dysfunction and postural imbalances. Leave with multiple levels of programming options and the skills necessary to teach a Pilates Mat Class as they apply to training all ages and abilities. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), ACE (0.8), ACSM (8.0), AEA (4.5), AFAA (8.0), NASM (0.8). If you can't make the Live Stream Certification, take the course online. Visit <https://scwfit.com/store/product/pilates-matwork-online-certification/>

WATERinMOTION® AQUA EXERCISE CERTIFICATION



Cheri Kulp

Thursday, September 30, 9:00am-5:00pm

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

This WATERinMOTION® Certification is the perfect program for aqua instructors to take their classes to the next level. This comprehensive training includes an effective five-part preparatory online course addressing the principles of water exercise, the WATERinMOTION® RIPPLE teaching method, verbal and visual cueing techniques, deck teaching skills, and active aging principles. The live full-day practical training utilizes choreography routines to enhance your class sequencing, musical phrasing, teaching skills, and choreography development. Free-style instructors benefit from WATERinMOTION® through class structure design, routine creation, and leadership development. Leave certified in both the WATERinMOTION® Original program and the WATERinMOTION® Platinum (older adult) program, with the skills to teach your best class, every class! Certification includes a FREE online 5-part course, downloadable choreography video, one-hour music CD, educational materials, choreography booklet, flash cards, memorization notes, and optional Video Assessment (\$300 value). SCW (7.0), ACE (0.9), ACSM (7.0), AEA (8.0), AFAA (7.0), NASM (0.7). If you can't make the Live Stream Certification, take the course online. Visit <https://waterinmotion.com/onlinecert/>

SCW PRACTICAL GUIDE TO NUTRITION, HORMONES & METABOLISM CERTIFICATION



Melissa Layne, MED

Thursday, September 30, 9:00am-3:00pm

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

This practical program provides participants with cutting-edge information on nutrition, hormones, and metabolism. In easy-to-understand terms, learn how each macronutrient operates within energy pathways and how digestive and reproductive hormones affect metabolism. The body's adaptations to an incomplete diet and/or disease and the physiological consequences during various exercise regimes will be addressed during this session. You receive a handout detailing simple nutritional calculations and recommendations that Fitness Professionals can incorporate into a nutritional counseling session while remaining within the scope of practice. This comprehensive certification also provides information pertaining to Nutritional Health History Forms with prescriptive dietary suggestions that can be used immediately. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. CECS: SCW (7.0),

ACE (0.7), ACSM (7.0), AEA (8.0), AFAA (8.0), NASM (0.8).

If you can't make the Live Stream Certification, take the course online. Visit <https://scwfit.com/store/product/practical-nutrition-online-certification/>

SCW ACTIVE AGING NUTRITION CERTIFICATION



Amber Toole

Thursday, September 30, 5:30pm-9:30pm

\$99 MANIA® Attendees / \$129 Non-Attendees

Join Amber as she shares scientific, research-based, current insights on the distinct nutritional needs of your active-aging classes and over 50 clients. Learn practical tips for preserving and increasing lean body mass, enhancing cognition, losing excess body fat, acquiring essential vitamins and minerals and MORE. Explore nutritional strategies from regions across the globe known for longevity. Make yourself more marketable to this population by sharpening your nutritional knowledge on aging. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (4.0), ACE (0.4), ACSM (4.0), AEA (4.0), AFAA (4.0), NASM (0.4). If you can't make the Live Stream Certification, take the course online. Visit <https://scwfit.com/store/product/active-aging-nutrition-online-certification/>

SCW CORRECTIVE EXERCISE CERTIFICATION



Fabio Comana, MA, MS

Thursday, September 30, 9:00am-5:00pm

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

In this comprehensive course, learn to conduct and interpret key movement screens and implement a corrective exercise program to restore the body's proper biological design. Discover how to effectively coach the five movement patterns to perform any exercise safely and effectively without the risk of injury. Acquire the skills of a movement specialist and present prehab exercises to prevent the necessity of rehab. As exercise-related injuries continue to increase in fitness, it is time to revisit and understand the foundational concepts of movement, the relationship of stability and mobility throughout the kinetic chain and how they function in exercise and movement. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (7.0), ACE (0.6), ACSM (7.0), AEA (6.5), AFAA (6.0), NASM (0.6). If you can't make the Live Stream Certification, take the course online. Visit <https://scwfit.com/store/product/small-group-training-certification/>

**BARRE ABOVE® -
POWERED BY SAVVIER FITNESS®**



Tricia Murphy Madden

Thursday, September 30, 9:00am-5:00pm

\$229.99 MANIA® Attendees / \$249.99

Non Attendees

Whether you currently teach barre or are motivated to add this popular format to your repertoire, look no further than Barre Above®, one of the fastest growing barre programs in the country. Discover the essentials of barre and see how this dynamic and progressive method of training enhances strength, flexibility and balance. Watch your toolbox expand as you study and practice the progressions and regressions necessary to teach a fun, effective and efficient barre workout that is perfect for all fitness levels. Walk away with tips on how to implement, launch and run a successful and in-demand barre program that requires little to no equipment. Certification includes: (2) Digital barre workout videos, print and electronic instructor manual, online education modules Instructor web membership, equipment and apparel discounts, no licensing fees, options for ongoing choreography and Certificate of Completion. CPR cards are not required. SCW (12.0), ACE (1.2), ACSM (12.0), AFAA (12.0), NASM (1.2).

**SCHWINN® CYCLING:
INDOOR CYCLING CERTIFICATION**



Jenn Hogg, MA & Alex McLean

Thursday, September 30, 7:00am-5:00pm

\$179 early bird registration price through September 1st. \$199 registration price after September 1st.

#RideRight anywhere & everywhere with the industry's most up to date, respected and progressive indoor cycling instructor training course. Experience the AC Power Bike and accurate power provided by the 4iiii Powermeter! Get the tools you need to become a successful and sought-after instructor on any brand of bike in one power packed day. This critically acclaimed certification, based on the Schwinn® Cycling Coach's Pyramid™, allows you to work smart, break through, fill your room and shine in the studio. Course also covers proper bike fit, cycling science, class design, music, communication skills & motivation techniques. Takeaways include: Power Music® Schwinn® Cycling Signature Music Eight complete class design plans A comprehensive manual & Certificate of Completion SCW (9.0), ACE (0.8), AFAA (8.0), NASM (0.8), ACSM (9.0)

ZUMBA® BASIC 1 TRAINING



Jenna Bostic

Thursday, September 30, 8:00am-5:00pm

\$235 Registration Fee (Use PROMO CODE: TSSCW55 to receive a 55% discount)

www.zumba.com/en-US/training/2021-09-30_B1_Rosemont_US_Zumba_Convention

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

**SUNDAY OCT. 3
CERTIFICATIONS**

SCW BARRE CERTIFICATION



Abbie Appel

Sunday, October 3, 8:00am-4:00pm

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

This one-day Nationally Recognized Certification does not require a dance background and enables each participant to teach Barre to his or her clients and implement programming in any type of facility using a fixed ballet barre. Barre training combines the core conditioning of Pilates with the flexibility of Yoga while increasing stability by using isometric exercises. Leave with an easy-to-follow, flexible, choreographed routine for a 60-minute Barre class that includes a plethora of variations enabling you to discover creative ways to structure your own Barre workouts for months to come. Equipment options include light dumbbells, flat resistance bands, and mini-balls. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. No club or instructor licensing fees. Video and music support available. SCW (7.0), ACE (0.6), ACSM (7.0), AEA (4.0), AFAA (7.0), NASM (0.7). If you can't make the Live Stream Certification, take the course online. Visit <https://scwfit.com/store/product/ballet-barre-online-certification/>

SCW AQUA BARRE CERTIFICATION



Mac Carvalho

Sunday, October 3, 7:00am-11:00am

\$99 MANIA® Attendees / \$129 Non-Attendees

Dive into the hottest up-and-coming trend! Bring the extremely popular Barre format to the pool with this brand-new certification, which uses a noodle as a ballet barre for stability. Learn how ballet-inspired movements and gentle resistance can strengthen arms, legs, and especially core. Experience isometric movements that will tone every muscle in the body. Explore long lever movements to lengthen, strengthen, and improve your range of motion. Leave with innovative programming that will allow you to creatively plan multiple Aqua Barre workouts appropriate for all levels of fitness. Discover the aqua excitement a Barre-A-Cuda Class can bring and be among the first to offer this fun and inspiring water workout! Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. No club or instructor licensing fees. SCW (6.0), ACE (0.7), ACSM (6.0), AEA (6.0), AFAA (6.0), NASM (0.6). If you can't make the Live Stream Certification, take the course online. Visit <https://scwfit.com/store/product/aqua-barre-online-certification/>

**BALLETONE® - POWERED BY
SAVVIER FITNESS®**



Elizabeth Lenart, MEd

Sunday, October 3, 8:00am-4:00pm

\$199.99 Attendees MANIA® Attendees / \$229.99 Non-Attendees

Ballet is back...and with the popularity of barre, Pilates, and strength conditioning cardio, it's bigger than ever. Balletone provides a dancer's workout for the non-dancer. Learn how to create a dynamic, total body workout with no equipment by combining Pilates, barre, and flowing ballet movements that not only improve posture, flexibility, cardiovascular fitness, strength, muscular endurance, and balance, but also challenge your students to progress. Balletone choreography is easy to learn and master and is all center-floor, keeping your students constantly moving, motivated, mentally focused, and ready to come back time and time again. Capture your fitness and your inner dancer you never knew you had...and bring out the dancer in you and your students with Balletone. Certification includes: Print and electronic instructor manual, Balletone® Dancer's Download, Instructor web membership with exercise library included (value \$100), Equipment and apparel discounts, No licensing fees, and Certificate of Completion. CPR card is not required. SCW (7.0), ACE (0.7), ACSM (7.0), AFAA (7.0), NASM (0.7)

STRONG NATION™ TRAINING



Kelly Bullard, MS

Sunday, October 3, 7:30am-4:00pm \$275 Registration Fee (Use PROMO CODE: TSSCW55 to receive a 55% discount)

strong.zumba.com/en-US/training/2021-10-03_SXZ_Rosemont_US_Zumba_Convention

STRONG Nation™ combines high-intensity interval training (HIIT) with the science of Synced Music Motivation for a group fitness experience like no other. During an intensive 1-day training, you'll learn the science behind high intensity cardio and bodyweight training, as well as how to combine moves and patterns with perfectly synced music, and all about the program's unique progression system used to increase intensity. The training will also touch on topics such as physiology, bio-mechanics, movement fundamentals, and injury prevention. Price includes Electronic Instructor Training Manual, Training Recap Video - delivered digitally, STRONG Nation™ My First Class™ - 60 minutes of music and moves delivered digitally, E-learning course with the foundational fitness moves and science behind the program and Certificate of Completion. SCW (8.0), AFAA (8.0), ACE (0.8), ACSM (8.0).

Sessions



FRIDAY, OCTOBER 1

FR1 - 7:30am-8:45am

SEATED ASANAS

Jeff Howard

Chair yoga doesn't have to lack intensity! In this session, learn to transition yoga poses to chair accessible asanas. Blend into salutations involving creative strength building and movements to improve flexibility, perfect for clients of all fitness levels. Leave with innovative programming sure to receive a "seated" ovation from all of your active aging clients!

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

BODYWEIGHT WARRIOR

Giovanni Roselli

Bruce Lee said water can flow and water can crash - Be like water! Learn unique bodyweight exercises and prep that flow seamlessly from one movement to the next. Challenge your clients to enhance control and deceleration of movements to gain mobility, strength and engage more muscles. Greater muscle activation translates to increased caloric expenditure and metabolism.

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

MIND & BODY BOOTCAMP

Manuel Velazquez

Shrink the gap between mind and body by becoming more aware of the overall health benefits of holistic training. Incorporate the foundational principles of Yoga, pilates, breath work, and mindful body awareness to your training sessions in order to achieve and maintain sustainable lifestyle changes and healthy long term training results.

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

THE STABILITY/MOBILITY PARADOX

Keli Roberts

Comprehensively examine the stability/mobility relationships of the body to provide the foundations to systems that enhance and respect this precise equilibrium. Learn effective methods to enhance core stability while developing mobility in key areas. Train the body from the inside out to bring posture and alignment back in balance.

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

SCHWINN® CYCLING: SET THE STAGE: PLANNING THE PERFECT RIDE EVERY TIME

Alex McLean

K.I.S.S. the class design blues away! Learn how to create thoughtful, physiologically sound classes that provide RESULTS! We simplify the process to save you time while setting riders up for success. Unlock the secret of the Schwinn Coach's Pyramid and set the stage for powerful performances! Whether you're a seasoned pro or rookie of the year, this workshop will change your mindset on class design.

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

WELCOME TO THE JUNGLE - STAIRMASTER® HIIT

Sonja Friend-Uhl

Bring your beast mode! Journey into the many ways you can monkey around with HIIT. Experience multiple modalities. Discover techniques for optimizing effort. Learn how to tweak time and organize effective work intervals to lend to greater client or member success.

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

AQUAPOLE STRONG CIRCUIT

Andrea Velazquez

Jumpstart your cardiovascular workout, wake up your muscles with strengthening exercises, and end with stretching for maximum flexibility and range of motion all using the exciting new Liquid Gym.

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

NUTRIENT TIMING

Fabio Comana, MA, MS

We focus heavily upon movement prep, the exercise bout and muscle recovery, but ignore the impact of nutrient and fluid intake on performance, recovery and muscle adaptation. Why train hard when you should train smart? This session discusses the carbohydrate, protein and fluid intake (timing, type, quantity) before, during and following exercise. (Lecture)

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

CORE
HEALTH & FITNESS

CORE
HEALTH & FITNESS

INDIGO
AQUATICS

**HEALTH & FITNESS
BUSINESS SUMMIT** **IHRSA**

UNLOCKING THE SERVICE WITHIN US

Frank Ancharski, MS

It can take weeks to attract a new client but only a few seconds to lose them. In this session attendees will learn how to translate their values into a quality service to assist in retaining clients. We will cover best practices, and unlock the Simple Truths of Service and Appreciation.

FR1I Friday, 7:30am-8:45am

**HEALTH & FITNESS
BUSINESS SUMMIT** **IHRSA**

CAPITALIZING ON GLOBAL FITNESS TRENDS

Dr. Walt Thompson

The year 2020 was the most memorable of our generation, especially the fitness industry. The worldwide COVID-19 pandemic changed everything. Clubs are slowly opening, and most have re-structured their services. For that reason, annual surveys of fitness trends will have the most impact it has ever had on the industry.

FR1J Friday, 7:30am-8:45am

**HEALTH & FITNESS
BUSINESS SUMMIT** **IHRSA**

FR2 - 9:45am-11:00am

BALANCE FOR ACTIVE AGING

Keli Roberts

Comprehensively examine the relationship between stability and mobility in the aging body. Learn effective methods to increase core stability and develop mobility in key areas, improving gait efficiency. Apply strategies for fall prevention through effectively training key areas for body balance.

FR2A Friday, 9:45am-11:00am

BOSU® TOOLBOX

Melissa Weigelt, MS & Elizabeth Lenart, MEd

Learn how to build a fitness toolbox with the goal of exponentially expanding your BOSU® Balance Trainer movement library. Using progressive variations of base skills, you'll discover how to create building blocks of metabolic, conditioning, core and mobility exercises which can then be fused into creative formats that are scalable and easily manipulated. This Workshop will inspire you with dozens of ideas, and leave you feeling motivated and inspired to fill that toolbox!

FR2B Friday, 9:45am-11:00am

BOSU

STEP ON. STEP UP.

Jeff Howard

Join Jeff as he introduces you to a simple tubing apparatus that challenges the core to build stability and balance. Give clients just enough of an added challenge, increasing internal physical awareness and stabilization in their workout. Learn how to incorporate Arca Rays in to your core and functional training sessions using these simple techniques that can be easily integrated in your already existing class and PT formats.

FR2C Friday, 9:45am-11:00am

ARCA
RAYS

CARDIO BARRE

Tricia Murphy Madden

High Intensity Interval Training (HIIT) continues to dominate the fitness marketplace by focusing on fast and furious workouts where participants experience results-based training. Barre was a hit (no pun intended) pre-covid and now it's an even more popular format. Navigating HIIT protocols with Barres requires a working knowledge of kinesiology as well as an understanding of sustainable and scalable movement selection for a global population. This workshop will guide the fitness professional in the exploration of safe and effective time-based, HIIT protocols with expert coaching cues that are inclusive for all fitness levels.

FR2D Friday, 9:45am-11:00am

Savvier
Fitness

SCHWINN®: A DJ SAVED MY LIFE

Abbie Appel

Where did you get that song? Schwinn has the secrets to sourcing music for playlists that rock every ride. Learn where to find the tunes and uncover new apps and programs to remix and customize your own tracks. You're going to want a backstage pass to this show! Become your own DJ and the savior of savvy playlists.

FR2E Friday, 9:45am-11:00am

CORE
HEALTH & FITNESS

BASIC MOVEMENT ASSESSMENTS FOR CARDIO MODALITIES BY STAR TRAC

Sonja Friend-Uhl

Performing a movement screen and assessment on a client before you assign their exercise protocol can help understand potential risk factors and offer suggestions on how to improve the mechanics of how someone moves. This not only may help prevent injury, it will most likely enhance their results and overall performance. The four assessments that follow are some of the most common and helpful in identifying potential mobility and stability issues.

FR2F Friday, 9:45am-11:00am

CORE
HEALTH & FITNESS

AQUA 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!

FR2G Friday, 9:45am-11:00am**FORGET THE REST?****Melissa Layne, MD**

Even with the best diet and fitness routine, if sleep is off, you're wrecked. Rest and sleep are crucial to healing and maintenance of health. This session will explore the physiology of the body when deprived and how it affects testosterone, GH, IGF and other hormones involved in satiety and appetite control. We will also tune into the newest research on how to improve the hours spent in slumber. (Lecture)

FR2H Friday, 9:45am-11:00am**THE STATE OF THE SCIENCE & FUTURE OUTLOOK OF CBD****Fabio Comana, MA, MS**

Things are changing so rapidly these days in the world of cannabis and CBD. Review the science behind CBD, what we know about how it works, and what we can expect in the future. It promises to be a fast paced, informative session.

FR2I Friday, 9:45am-11:00am**EXERCISE IS MEDICINE BUSINESS EXPANSION****Dr. Walt Thompson**

There exists an urgent opportunity to firmly link exercise with the prevention, treatment, and management of chronic diseases. New federal guidelines focus on physical activity and chronic conditions providing an exceptional opportunity to use the Exercise is Medicine platform to connect healthcare to health clubs as resources of distinctive value.

FR2J Friday, 9:45am-11:00am**ZUMBA®****FR3 - 11:15am-12:30pm****SEATED LATERAL TRAINER STRENGTH CIRCUIT****Keli Roberts**

How do you future-proof your body? By training in the three, often neglected, areas that are crucial for longevity! Introducing M1ND - functional mobility, flexibility and stability training for non-yogi's... with zero namaste! Join us for M1ND and discover why it's the format every fitness junkie NEEDS on their schedule!

FR3A Friday, 11:15am-12:30pm**M.E.P.S. FULL BODY EXPERIENCE****Jessica Moyer**

MEPS is a full body experience that focuses on Mental, Emotional, Physical, Social and/or Spiritual wholeness. Beginning and ending with journaling and reflection, MEPS takes people through an hour-long experience that brings health and balance to the mind and body connection. "Everyone experiences challenges and difficulties. "This class is designed to give women walking through storms an experience in which they can learn to heal and move one."

FR3B Friday, 11:15am-12:30pm**50 UNIQUE CORE LOVERS EXERCISES****Tricia Murphy Madden**

This workshop utilizes all three planes of motion in both prone and supine positions, along with small apparatus tools to give you more than 50 unique, core exercises. Walk away with a library of new moves that students will love and feel successfully challenged in your next class or training session.

FR3C Friday, 11:15am-12:30pm**BOOGIE BARRE****Mac Carvalho**

Boogie Barre is a party off of the ballet barre that will unleash your inner boogie. Inspired by ballet, dance training, interval training and muscle conditioning, this 13-track class will activate your muscles, ignite your soul & fire you up! Never before have you seen a barre class like this!

FR3D Friday, 11:15am-12:30pm**SCOOP®****Purposeful****Savvier Fitness****SCHWINN® CYCLING: WORK NOT TWERK - RESULTS WITH RHYTHM****Doris Thews**

Rhythm rides don't need smoke and mirrors or unnecessary distractions. It's time to stop the madness. Discover how to capture and captivate your riders the RIGHT way. Learn how to program a Rhythm Ride to create a magical, memorable workout that gets real results.

FR3E Friday, 11:15am-12:30pm**ANCHORS AWAY: RESISTANCE & ROWING™****SGT Ken®**

Anchors Away™ with SGT Ken® is a creative combination of calisthenics and rowing drills designed to deliver an extraordinary experience and rapid response like never before! Anchors Away™ demonstrates how to effectively operate the WaterRower machine as a multi-station home gym while also simulating the dynamics of a rowing boat!

FR3F Friday, 11:15am-12:30pm**AQUA DANCE, DANCE, DANCE****Manuel Velazquez**

Let's play with multiple progressions and rhythm changes over your regular aqua-moves. Then add some flair and directional changes. You will find enough creative ideas to help you to transform your regular aquatic class into a dance ball.

FR3G Friday, 11:15am-12:30pm**UNLEASH THE POWER OF SUPERFRUITS!****Dr. Samantha Davis, DPT**

With the rising concerns of inflammation, poor gut health, detoxification, and boosting the immune system, superfruits have become a hot topic. Unleash the 'Mfinite' benefits of an undiscovered superfruit found to support skincare, healthy fat loss, and core health. Discover the power of the world's greatest antioxidants and spices of life. (Lecture)

FR3H Friday, 11:15am-12:30pm**THE FUNCTIONAL TRAINING DEBATE****Giovanni Roselli**

The word 'functional' has hit the forefront of the fitness industry, however it is looked at in many different ways and contexts. Learn how different companies define "functional", and leave with an understanding of how you can take and learn from multiple methods, making your own practice out of a variety of disciplines.

FR3I Friday, 11:15am-12:30pm**CORE HEALTH & FITNESS****WaterRower****ATTRACTING TALENT POST-COVID****Allison Kublin, MBA**

The fitness landscape has changed, and the talent you choose when rebuilding your team will have the greatest impact on your company's success. Examine how the priorities of fitness professionals have changed, what they are looking for in their next endeavor, and proven strategies to attract top talent for a successful business in a post-COVID world.

FR3J Friday, 11:15am-12:30pm

FR4 - SESSION 1 - 12:45pm-2:00pm
(IF YOU CHOOSE THIS SESSION, THEN 2:00PM - 3:00PM 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!

FR4A Friday, 12:45pm-2:00pm**COMPLETE GUIDE TO METABOLIC FLEXIBILITY****Giovanni Roselli**

High Intensity Interval Training is all the rage in various training circles. Excessive high intensity training comes at a cost to long term health & repetitive stimulus becomes less effective. That's where Metabolic Flexibility comes in, a training approach that promotes Variable Metabolic Conditioning to enhance our ability to switch efficiently between different energy systems to meet the demands of tasks in life and sport.

FR4C Friday, 12:45pm-2:00pm**ZUMBA®****Kelly Bullard, MS**

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 interval-style, 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.

FR4D Friday, 12:45pm-2:00pm**ZUMBA®**

SCHWINN® CYCLING: SCHWINTENSITY

Jenn Hogg, MA

Coaching clear INTENSITY expectations is KEY to getting participants to achieve their greatest potential. The latest research shows Intensity - not complexity - is what makes a cycling class GREAT and we'll show you how to apply it to connect with your riders. True feeling unlocks undeniable results.

FR4E Friday, 12:45pm-2:00pm

CRUSHING THE COMPETITION WITH SERVICE

Hank Ebeling

How do you compete in today's highly competitive fitness business landscape? The answer? Delivering outstanding customer service and an outstanding customer experience. Learn all the proper tactics and strategies to do this and crush the competition! It doesn't matter if you are a studio owner, manager or instructor, this talk will be your gameplan to success!

FR4I Friday, 12:45pm-2:00pm

FR4 - SESSION 2 - 1:30pm-2:45pm
(IF YOU CHOOSE THIS SESSION, THEN 12:30PM - 1:30PM
WILL BE YOUR EXPO AND LUNCH BREAK)

BOSU® BOOTCAMP REDEFINED



Melissa Weigelt, MS & Doris Thews

Whether you're coaching virtual workouts for individual clients or training small groups outdoors or indoors, you'll get ideas to last all year! Learn drills that are skill driven, crazy creative, adaptable to all fitness levels, and performed with OR without equipment. Now is the time to up your game and be ready for the future!

FR4B Friday, 1:30pm-2:45pm

"TONING" IS NOT A THING. WORK IS PART OF WORKOUT



Sonja Friend-Uhl

Survey says, "I want to lose weight and tone up". "Oh, and I want to do it quickly without too much effort or sacrifice". UGH! What's worse, there are workouts on every corner that promise just that! This interactive workshop will review the science and latest research behind the trends (and false promises) vs. tested strategies while providing exercise program design to deliver the results clients want.

FR4F Friday, 1:30pm-2:45pm



COOL POOL MOVES: 8 TOOLS TO REMEMBER



Manuel Velazquez, Cheri Kulp, Mac Carvalho & Chris Jansen

In this workshop, experience a cascade of fresh aqua ideas. Leave with six (6), 64-count choreography blocks that you can effortlessly incorporate into your next aqua workout. Take home detailed choreography notes to ensure easy preparation of sequences and successful delivery of low-impact, dynamic, total body WATERinMOTION® inspired moves. All fresh and ALL new!

FR4G Friday, 1:30pm-2:45pm

GROWTH OF A MUSCLE CELL



Melissa Layne, MEd

Hypertrophy or hyperplasia? Protein isolate before or after the workout? Why is leucine so important? What other amino acids help? What hormones ramp up the process? Melissa addresses answers to these important questions in an easy to understand science!

FR4H Friday, 1:30pm-2:45pm

"MAXIMIZING REVENUE THROUGH VALUE-ADDED PROGRAMMING"



Tricia Murphy Madden

Learn the secret ingredients for launching time-based challenges at your facility to gain and retain members. From weight loss, nutrition, and fitness transformation challenges, we'll cover it all. See how these limited-time programs, when implemented and managed correctly, can ignite energy and excitement throughout your entire gym and serve as a feeder into all of your departments. Walk away with the steps on how to organize your internal team, hire the right coaches and marketing these incredible events.

FR4J Friday, 1:30pm-2:45pm

FR5 - 3:00pm-4:15pm

5 TAI CHI + WEIGHTS = IRON FUSION



Marcus Carbo

Fusion classes are structured to blend together Tai Chi with another movement modality in a way that one cannot really distinguish where one modality begins or ends within the choreography. Iron Fusion is a combination of Tai Chi and weights.

FR5A Friday, 3:00pm-4:15pm

DEVELOPING ELITE FITNESS EXPERIENCES

Kevin Mullins, CSCS

Feel the intensity of flow state as Kevin Mullins pushes your mind and your body into a zone where timelessness, selflessness, and effortlessness come to life. Learn how to create this exact experience in your own training rooms as Kevin breaks down his secrets to building the perfect group experience.

FR5B Friday, 3:00pm-4:15pm

5 SECONDS TO IMPROVED FLEXIBILITY

Ronnie Fulton

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

FR5C Friday, 3:00pm-4:15pm

LOWER BODY BURNOUT

Jeff Howard

This complete lower body workout targets the glutes, quads and hamstrings to tone and tighten these muscle groups as well as target 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.

FR5D Friday, 3:00pm-4:15pm

SCHWINN®:

DRY-TRI: BEAST MODE FUSION

Doris Thews & Jenn Hogg, MA

Fusion workouts are all the rage and this daring trifecta is designed to push your limits. Let Schwinn show you how to do it right while taking the workout to the next level. Bring your beast mode to heart pounding cardio modalities with smart muscle conditioning for strong, balanced bodies ready for any challenge. Time to dig deep and throw down like a true warrior.

FR5E Friday, 3:00pm-4:15pm

AQUA CORE SENIOR STYLE

Cheri Kulp

Enjoy six different segments of core training exercises for water exercise. Experience this on deck training course focused on working the abs, the back, obliques, hips and shoulders. Basically, anything core goes! Focusing on a senior market demands special emphasis on posture and alignment. Enjoy this session with one of the top aquatic presenters in the world!

FR5I Friday, 3:00pm-4:15pm



HOW CALORIES & FAT TISSUE WORK



Sohailla Digsby, RDN, LD

What's more important, calories, macros, or the nutrient profile of foods? Can you make any impact on where fat tissue is lost from? Is weight maintenance really a numbers game, or is there more to it? Are some people just unable to manage their weight? Find out in this session! (Lecture)

FR5H Friday, 3:00pm-4:15pm

RECOVERY WITH MUSCLE STIMULATION



Abbie Appel

In this session we will show you how to use massage guns and electronic muscle stimulators to recover faster, reduce delayed onset muscle soreness and do a myofascial release in different muscle groups. We will deal, hands on, with any tension, knot, or soreness. Our goal is to educate you about the technology and leave you refreshed for the rest of your weekend. Our technology allows for a transformative physiological experience, which is already helping millions around the world.

FR5I Friday, 3:00pm-4:15pm

WORLD CLASS FITNESS SERVICE



Frank Ancharski, MS

Learn that SERVICE differentiation is vital to World Class Service delivery and gain appreciation for NPS & its impact on loyalty/retention. Discovering World Class Service is a choice while avoiding the pitfalls of "average" professionals. Empower your team to deliver such service.

FR5J Friday, 3:00pm-4:15pm

FR6 - 5:00pm-6:15pm

SITTING PRETTY...STRONG!



Ann Gilbert

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

FR6A Friday, 5:00pm-6:15pm

■ BOSU® YOGA FUSION



Doris Thews

Allow your flexibility training or yoga practice to expand by experiencing a new approach to traditional yoga postures. Fusing the BOSU® Balance Pods with yoga-inspired poses, you'll explore several 'flows' to challenge the mind and body while building strength, improving mobility and creating better physical & mental awareness. Whether added to a yoga class or used as an alternative to a warm-up/cool-down sequence, consider this interpretation another means to enhance movement efficiency, restoration & recovery – something any client or participant can benefit from.

FR6B Friday, 5:00pm-6:15pm

■ HAPPY HIPS & BACKS

Ronnie Fulton

Chronic back pain and "tight" hips will undoubtedly stand in the way of your clients achieving their fitness goals. Unhealthy fascia in this region can affect the quality of movement. Discover effective ways to use foam rolling tools to minimize pain and improve mobility in the lumbo-pelvic hip complex.

FR6C Friday, 5:00pm-6:15pm

■ YOGA BLOCK VINAYASA

Lori Lowell

Lori focuses on using the yoga block with more meaning and intention. Drishti means focused and concentrated gaze. This vinyasa class keeps the flow moving while you incorporate the block into your postures. This class will allow you to recognize benefits and a heightened experience that the block can provide.

FR6D Friday, 5:00pm-6:15pm

■ PULLING FOR POWER: PROGRAM 06™



SGT Ken®

Pulling for Power: Program 06™ with SGT Ken® employs extremely effective Variable Intensity Interval Training (VIIT) with dynamic WaterRower drills paired with powerful body resistance exercises specifically structured to support excess post-exercise oxygen consumption (EPOC) while also providing an exceptional psycho-emotional response. Pull for power today to produce progress tomorrow! #PullingForPower.

FR6F Friday, 5:00pm-6:15pm

■ ACQUAPOLE® AQUA BOXING



Andrea Velazquez

Give your water workout a PUNCH! Experience a truly unique workout to reduce fat, strengthen your core, and tone arms and legs while improving coordination and flexibility. This class is full of jabs, punches and kicks all in the water!

FR6G Friday, 5:00pm-6:15pm

■ FAD DIET UPDATE



Sohailla Digsby, RDN, LD

Overwhelmed with the many diets and weight loss options out there from Keto to Intermittent Fasting? Are your clients frustrated and confused (and you too)? Do you know the fads from the facts? Learn from a registered dietitian who works on the fitness front lines just exactly what works and why. (Lecture)

FR6H Friday, 5:00pm-6:15pm

■ 5 FUNDAMENTALS OF ELITE PERSONAL TRAINERS



Kevin Mullins, CSCS

Develop your craft and evolve into one of the best trainers in your region by learning the 5 things that all great trainers do. Learn from an industry veteran, with almost twenty-thousand training sessions, and experience how to build rapport, create change, become memorable, and elevate your brand to elite status.

FR6I Friday, 5:00pm-6:15pm

■ STATE OF THE INDUSTRY ADDRESS PANEL DISCUSSION



Sara Kooperman, JD, Bill McBride, Tricia Murphy Madden & Frank Ancharski, MS

Meet with industry experts regarding the future of group fitness, personal training, nutrition and club operations as they discuss where our industry is now, the challenges we face in today's market, and where our future lies. Questions will be asked to the group to stimulate unified answers and differing opinions. An open forum will follow where you can address the experts and hear first-hand the best practices that exist today.

FR6J Friday, 5:00pm-6:15pm

FR7 - 6:30pm-7:30pm

■ FITNESS IDOL

Judges: Sara Kooperman, JD, Keli Roberts, Jessica Maurer & Jeff Howard

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 2022 SCW press releases, but you'll get a chance to show off your skills as a featured presenter at the 2022 SCW MANIA® Convention of your choice!

Each 2021 SCW Fitness Idol Winner receives:

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

FR7A Friday, 6:30pm-7:30pm

■ "SWEXY" & FIT POLGA- POLE YOGA

Carla Gilfry, MA

Do you want to learn how incorporating the fitness pole can bring some "spice" to your workouts while becoming stronger and more flexible? Polga (pole yoga) has over 100 poses that can be done using the vertical barre (fitness pole). This session will introduce you to the "sexier/dancer" side of Polga (pole yoga).

FR7C Friday, 6:30pm-7:30pm

■ YOGA BEATS

Lori Lowell & Jeremy Lowell

Dive into an amazing experience of yoga, music and vinyasa flow as Lori and Jeremy take you on a beautiful class journey. See what it feels like to truly connect movement to breath while they collaborate with live music & weave Drishti Beats own production of music into their vinyasa.

FR7D Friday, 6:30pm-7:30pm

■ AQUA EASE: FLEXIBILITY FOR ACTIVE AGERS

Manuel Velazquez

Aquatic exercise provides many benefits, including an ideal environment to exercise throughout the year. The buoyancy of the water supports a portion of your body weight making it easier to move in the water and improve your flexibility. Join me to review and experience at least ten of my favorite flexibility moves for the water environment and get ideas to develop sensitive sequences ideal for active aging clients.

FR7G Friday, 6:30pm-7:30pm

SATURDAY, OCT 2

SA1 - 7:30am-8:45am

■ FALL PREVENTION: LATERAL STRENGTH, THE MISSING COMPONENT



Jeff Howard

The majority of older adult falls occur sideways, or laterally. Explore the crucial role later exercise training plays in fall prevention. Explore new and exciting equipment from ArcaRays, perfect for virtual and in-person training sessions, that can easily be implemented into your active aging programming to train your clients and strengthen the key hip area.

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

■ BOSU® BARRE STRONG



Becky Ingebrigtsen & Elizabeth Lenart, MEd

Step away from the wall and learn flowing sequences in multiple body positions with the BOSU® Balance Trainer and Balance Bar. When held vertically, the weighted bar offers assistance and is a smart alternative to wall mounted bars, maximizing space in any studio. Use the same bar as a strength tool to create dynamic floor barre sequences that emphasize core connection and total body integration. A variety of flow progressions, set to music, stimulates both physical and cognitive fitness.

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

■ BEST OF POLGA - POLE YOGA



Carla Gilfry, MA

Be introduced to "the best of pole yoga". Featuring some of the best "vertical barre" exercises that can be used to achieve a stronger, more flexible body. Polga combines pole fitness with yoga to create an unbelievably fun workout. Join us and be one of the first trained in Polga (pole yoga), because Polga is NEW and here to stay.

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

■ ANATOMY OF A SMART WARM-UP

Paul Christopher

From observation in the landscape of fitness, it has become evident that thorough preparation before intense exercise has been fundamentally lacking. It's not that complicated or difficult to follow a logical path of physiology of a proper warm up, to ensure a safe and effective workout.

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

SCHWINN® CYCLING: PEDAL N PULSE

Abbie Appel

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

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

CORE
HEALTH & FITNESS

PURPOSE, NOT CIRCUS: LEGIT HIIT STAIRMASTER®

Pete McCall, MS

You can have too much of a good thing! Over-programming HIIT lends itself to overtraining and potential injury. Learn the benefits of aerobic steady-state and aerobic interval training and how to design workouts that blend the best of both to burn calories and torch fat while reducing the risk of injury.

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

CORE
HEALTH & FITNESS

AQUA ABS: WIM-SY Mac Carvalho

This WATERinMOTION® inspired workshop will explore the benefits and challenges of working our core in an aquatic environment. We will discuss ways that you can use progressions and regressions for some movements to ensure greater participant success regardless of exercise experience. A practical section that focuses on progressions and regressions in the water will be included in this session. We will also focus on many of the core routines from WATERinMOTION®.

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

water
motion

THE TRUTH ABOUT KETOSIS Melissa Layne, MEd

Ketonic diets are the hottest topics in the fitness world as well as on social media. Unfortunately, many of our clients don't understand the science behind ketosis, or the process prior to gluconeogenesis. We will cover the science behind the fad diet, the pros and cons of the foods eaten while on this plan, the long-term repercussions on the body as well as the myths of this popular phenomenon. (Lecture)

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

HEALTH & FITNESS
BUSINESS SUMMIT
IHRSA

CBD AND YOUR BEST SELF

Keli Roberts

Our bodies are sacred and should be treated with the best self-care. But are you doing everything you can to promote your best self? Learn the ins and outs of CBD and how you can incorporate CBD products into your daily self-care routine to achieve your best life.

SA1I Saturday, 7:30am-8:45am

SACRED
Your Trusted CBD Source

HEALTH & FITNESS
BUSINESS SUMMIT
IHRSA

RECRUIT, TRAIN, MOTIVATE & RETAIN

Myrna Brady

Your clients and staff are the backbone of your fitness business. In this session, learn innovative approaches for recruiting ideal staff members and clients, and proven strategies for retention that will motivate for years to come.

SA1J Saturday, 7:30am-8:45am

HEALTH & FITNESS
BUSINESS SUMMIT
IHRSA

SA2 - KEYNOTE ADDRESSES 9:45am-11:00am

PAVING THE WAY FOR THE FUTURE OF FITNESS

Tricia Murphy-Madden

Whether offering virtual programming, a facility without walls or group fitness wherever they are, instructors and trainers are experiencing the next phase of identifying the needs for this new version of clients and student's needs. It is time to THINK TANK your class and services offerings! Let us pave the future together!

SA2A Saturday, 9:45am-11:00am

Savvier
Fitness

REBUILDING SANDCASTLES: POST-PANDEMIC RENOVATION

Bill McBride

Most if not all of us have been building our businesses over time. Prior to Covid, we seemed to have traction and a path forward as well as some varying degrees of success. We built something very special, Covid washed it all away (at least for a period), just like a Sandcastle well-built and beautiful gets washed away by high tide. How do you handle the next 12-18 Months?

SA2K Saturday, 9:45am-11:00am

HEALTH & FITNESS
BUSINESS SUMMIT
IHRSA

SA3 - 11:15am-12:30pm

THE GOLDEN GAIT

Melissa Layne, MEd

One of the biggest losses of independence in the later years is due to decreased mobility. This session explores functional aging exercises that maintain the muscles utilized in the proper gait pattern, how to test for deficiencies and building patterns for floor work that can be done anywhere. We will also address how to build bridges of communication, aging sensitivities, issues and priorities with mobility.

SA3A Saturday, 11:15am-12:30pm

ABSolutely CORE TRAINING

Maurice Williams, MS, CSCS

Prepare to dive deep into the anatomy, function & aesthetics of the core. You'll not only learn what muscles make up the core, but also the best exercises for stabilization, corrective exercise, sports & how to achieve the washboard abs look our clients want. Leave with ready-made programming tailored for the middle, but that will put you on top!

SA3B Saturday, 11:15am-12:30pm

MATCHING PRINCIPLES WITH EQUIPMENT

Paul Christopher

There are pillars, or principles, within the movement science of exercise. The intention of this presentation is to merge principles of movement to the equipment you utilize. This interactive session will teach the attendee how to scientifically catalog their program design and use of functional equipment.

SA3C Saturday, 11:15am-12:30pm

HIIT THE BALLET

Elizabeth Lenart, MEd

What happens when HIIT meets ballet? You leave breathless and feel like a graceful powerhouse! This session will explore the benefits of HIIT and VIIT then showcase opportunities to creatively blend in bursts of HIIT training with ballet-inspired movement, achievable regardless of dance background. You will leave with choreography that you can easily adapt and insert into dance, fitness and Barre classes.

SA3D Saturday, 11:15am-12:30pm

Savvier
Fitness

SCHWINN® CYCLING: HIIT & QUIT IT!

Jenn Hogg, MA

HIIT is still a hit! Fusion workouts are still in fashion & shorter, efficient workouts are completely on trend. This workshop explores ways to give members everything they want in a 30-minute workout that works! Fast, fresh fitness. Are you ready to HIIT it & QUIT it.

SA3E Saturday, 11:15am-12:30pm

THE WATERROWER® GAMES™

SGT Ken®

The WaterRower® Games™ with SGT Ken® is an extremely exciting multi-event challenge utilizing calisthenics and rowing races! Crews of four endure several stations of strength and stamina drills for 60 seconds, followed by 60-second recovery periods. Repetitions and meters achieved are added to determine 1st, 2nd and 3rd place teams.

SA3F Saturday, 11:15am-12:30pm

WaterRower
AN AMERICAN FITNESS BRAND

WATERINMOTION® STRENGTH

Cheri Kulp, Mac Carvalho, Chris Jansen
& Manuel Velazquez

WATERinMOTION® Strength takes advantage of the aqua environment to build muscular endurance, power and overall tone in a 45-minute workout using aqua dumbbells. Combine the unique properties of water to build lean muscle through the creative use of drag, resistance, and buoyancy. Water minimizes the strain of gravity on the joints and ligaments to prevent overuse on the muscles while enhancing recovery time and improving flexibility and power. Experience WATERinMOTION®'s unique choreographed formula to keep your training fresh, new, and challenging.

SA3G Saturday, 11:15am-12:30pm

water
motion

HOW TO EAT SUGAR

Sohailla Digsby, RDN, LD

Should you avoid sugar like it's the devil, or eat as much of it as you want - with plans to just "work it off?" How much is a reasonable amount to allow? What are the consequences if you have too much? It is possible to eat it strategically, so that it doesn't control you? (Lecture)

SA3H Saturday, 11:15am-12:30pm

HEALTH & FITNESS
BUSINESS SUMMIT
IHRSA

BALANCING YOUR BUSINESS & YOURSELF

Doris Thews

Balance is not something that just happens...it needs to be nurtured, practiced & created. In this business and personal development workshop use quadrant logic to discover & identify your dream life, recognize roadblocks that may be preventing success, then create a map for professional and personal balance. Conclude with a meditative practice to provide space for your own perception of true balance in life and legacy - on your own terms.

SA3I Saturday, 11:15am-12:30pm

INTERNAL GUIDELINES - INSPECTING WHAT YOU EXPECT

Bill McBride

Join Bill for a strategic overview of club quality control and a tactical approach to setting up and managing your facility. Learn proven methods to ensure the highest standards of quality control, cleanliness, brand consistency, safety, and operational excellence. This session is an invaluable resource for all operations staff, managers, and facility owners.

SA3J Saturday, 11:15am-12:30pm

SA4 - SESSION 1 - 12:45pm-2:00pm
(IF YOU CHOOSE THIS SESSION, THEN 2:00PM - 3:00PM WILL BE YOUR EXPO AND LUNCH BREAK)

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 best programs, the best results, and an exciting business. Experience functional training firsthand as Kevin leads you through a challenging workout that incorporates every movement pattern, your core, and your cardiovascular fitness.

SA4A Saturday, 12:45pm-2:00pm

BOSU® BODY IN BALANCE: LIFE TRAINING FOR ACTIVE AGING

Becky Ingebrigtsen & Keli Roberts

Enhancing balance from a cohesive perspective means more than just preventing falls - it begins with a foundational comprehension of the specific needs and concerns for the active aging body. As strength, mobility, stability, bone and muscle mass decline, precise training strategies play a critical role in successfully addressing these issues. Utilizing the BOSU



Balance Trainer, Ballast Ball and Balance Bar, transform your approach beyond the basics and learn a system that provides integrated balance to increase life performance for the active aging client.

SA4B Saturday, 12:45pm-2:00pm

SCHWINN® CYCLING: BREATHY NOT BREATHLESS - BASE BUILDING THRESHOLD TRAINING

Abbie Appel

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

SA4E Saturday, 12:45pm-2:00pm

NUTRITION FOR HIIT & LIIT SESSIONS

Melissa Layne, MEd

HIIT (sympathetic training) is popular on fitness schedules due to its effectiveness and parasympathetic training (LIIT) is also growing. Fitness professionals must understand the nutritional concepts that feed these systems and hormonal effects of overtraining. We will cover these topics as well as timing and macronutrient combinations for training these programs (Lecture)

SA4H Saturday, 1:30pm-2:45pm

WHY FASCIA MATTERS BEYOND MUSCLES

Sue Hitzmann, MS, CST, NMT

If your goal is to live a vibrant life with less aches and pains and more vitality, understanding the role fascia plays in every aspect of your health is critical to achieving that goal. Whether you're working with high performance athletes, active adults, or clients who need rehabilitation, this session will give you the tools to help others and yourself live a better life. From the cellular and molecular level of fascia's critical role in stability to the macro level of postural and structural stability, we'll explore the extracellular matrix in detail and learn simple application concepts to tap into this system.

SA4I Saturday, 12:45pm-2:00pm



SA4 - SESSION 2 - 1:30pm-2:45pm

(IF YOU CHOOSE THIS SESSION, THEN 12:30PM - 1:30PM WILL BE YOUR EXPO AND LUNCH BREAK)

STRONG NATION™

Kelly Bullard, MS

Experience the HIIT workout driven by music that helps students reach — and crush — their fitness goals. Cardio and muscle-conditioning routines are synced to original music customized to match every single move. Every squat, every lunge, every burpee is driven by the beat. So instead of counting reps, students can push past their limits, burn more calories, and get results faster.

SA4C Saturday, 1:30pm-2:45pm

YOUR BRAIN ON HIIT - STAIRMASTER®

Sonja Friend-Uhl

You have the burn, and the after burn, but High Intensities also promote brain health in big ways. Understand the science and the age-defying benefits of HIIT training that tends to be overlooked and misunderstood.

SA4F Saturday, 1:30pm-2:45pm

LIQUID GYM TOOLKIT PROGRAM

Andrea Velazquez

Turn your aquatic facility into a liquid gym using small equipment. Wake up your muscles with strengthening exercises, and end with stretching for maximum flexibility and range of motion. Use of the Liquid Star, Liquid Gloves and Acquatone equipment for optimum use of drag resistance to tone upper body muscles.

SA4G Saturday, 1:30pm-2:45pm

SPECIALIZE YOUR EXERCISE

Myrna Brady

Learn how to increase your class attendance and client base by marketing your skills to special populations. We will discuss niche groups in detail and identify the resources you can explore to become educated and certified on how to train these groups.

SA4J Saturday, 1:30pm-2:45pm



SA5 - 3:00pm - 4:15pm

TAI CHI FOR WARMUP & RECOVERY

Marcus Carbo

Make your classes stand out by using Tai Chi for warmups and active recovery periods. As ancient and profound as yoga, Tai Chi simultaneously activates every part of the kinetic chain. It's a moving meditation that instantly gets your students into a calm, focused, and mindful state. For active recovery periods, use Tai Chi to re-align and balance the body and calm the sympathetic nervous system.

SA5A Saturday, 3:00pm-4:15pm

MAXIMIZE YOUR SESSIONS WITH CLUSTER CIRCUITS

Maurice Williams

Getting more done in less time is pivotal in today's busy world. Learn how "tri" & "quad" sets aka: CLUSTERS can give your clients what they want and need in as little as 30 minutes. Feel the difference between traditional circuit training and this ready-made model that you can start using with your clients immediately! You'll walk away from this session with programming for three different types of client goals.

SA5B Saturday, 3:00pm-4:15pm

NAMASTE AWAY FROM KNEE & HIP PAIN

Sara Kooperman, JD

Whether it's a twinge from overexercising, a post-injury recovery, or arthritis wear and tear, troublesome knees & hips don't have to stand between you and your yoga practice. In this session, learn practical modifications to implement into your yoga instruction to reduce discomfort. None of the risks, but all of the rewards!

SA5C Saturday, 3:00pm-4:15pm

BALLETONE® MEETS BARRE

Tricia Murphy Madden & Elizabeth Lenart

Dancers learned the fundamentals, built strength at the barre, THEN took their skills to the center floor... to dance. Use the skills at the barre to create a seamless functional flow of movements making it possible for all levels to enjoy the gift of dance together! This workshop will highlight the benefits, similarities and differences of both workouts and then reveal three fun fusions to showcase to your clients.

SA5D Saturday, 3:00pm-4:15pm



SCHWINN®: F.E.A.R. FACE EVERYTHING AND RIDE

Keli Roberts

Bring a never-quit conviction and discover your true grit in this workshop where Schwinn takes it to the MAX. Numbers don't lie and Power is a real indicator of intensity. Learn what POWER is, find your true max, and learn coaching techniques to use power to motivate in a variety of different ways. When you marry truth and intensity, you unlock your riders' greatest potential.

SA5E Saturday, 3:00pm-4:15pm

NAUTILUS STRENGTH: DOES SIZE REALLY MATTER

Pete McCall, MS

Why do bodybuilders and powerlifters look so different? The answer lies in the two different types of muscle tissue in our fascia system. Traditional exercise programs focus on the contractile element, however, effective strategies for strengthening the fascia can enhance physical performance while reducing the risk of injury. This workshop will explain these differences and illustrate program design strategies to strengthen the fascia as well as reviewing the science of muscle growth.

SA5F Saturday, 3:00pm-4:15pm

H2O PERSONAL TRAINING

MaryBeth Dziubinski

Water is the perfect environment for one-on-one personal training. Creating a program to meet the needs and goals of your client requires preparations and planning. This session outlines the "how to get started steps" to advance your skills in one-on-one or small group training in the pool.

SA5G Saturday, 3:00pm-4:15pm

NUTRITION COACHING FOR THE GENERAL POPULATION

Amber Toole

Fitness Professionals walk a fine line of "staying in your lane" when helping clients understand nutrition. Nutrition is a large puzzle piece of health and getting clients results. Learn how to properly do that with the general population, creating lasting results and doing so within the scope of your practice. (Lecture)

SA5H Saturday, 3:00pm-4:15pm



MAXIMIZE YOUR BUSINESS'S EARNING POTENTIAL

Billy Polson, CSCS

Gain creative insight into maximizing the spending density of your clients, developing the ideal products and programs to subsidize your current revenue and adjusting your current pricing structures, in order to better maximize your fitness business earning potential.

SA5I Saturday, 3:00pm-4:15pm

SIX STEPS TO SIX FIGURES

Jordana Schelberg

This session will teach you how to completely reframe your fitness business to work smarter (not harder) and transform your clients into a committed community by harnessing the power of pre-commits. We'll break down what pre-commits are and why they have the power to supercharge your revenue. You'll learn how to identify your ideal client and niche to start attracting the right clients, and how to structure, price and develop, and launch your pre-commits with a framework for selling effortlessly on social media.

SA5J Saturday, 3:00pm-4:15pm

SA6 - 5:00pm - 6:15pm

BETTER BALANCE TRAINING

MaryBeth Dziubinski

This land-based session utilizes an evidence-based approach, containing dynamic, static and somatosensory exercises to address balance dysfunction in the older adult population. Learn how to incorporate functional movement patterns into your programming to improve the mobility, strength and balance of your aging clients.

SA6A Saturday, 5:00pm-6:15pm

THE IMPACT OF MELT

Sue Hitzmann, MS, CST, NMT

This 45 minute active session provides a glimpse into a MELT embodiment experience. Founder & creator, Sue Hitzmann, will teach you how to assess and restore the supportive qualities of your neurofascial system. Far beyond "myofascial release" concepts, you'll embody profound changes that can lead to more stability, vitality, mobility and better performance. MELT is a game-changing innovation that complements any fitness practice. Feel the true impact of MELT in just one session! Bring your MELT Tools or rolled up yoga mat or towel. For best results, get the MELT Tools bundle for SCW Members only.

SA6B Saturday, 5:00pm-6:15pm



CARDIO YOGA™ - YOGA FOCUS

Siri Chilazi, MBA, MA

Yoga students love their practice, but struggle to find cardiovascular formats that speak to yogic lifestyles. The secret is lifting both physical and mindful intensity simultaneously. Learn how to integrate dynamic, powerful bursts of cardio with the quiet, patient strength of yoga flow utilizing specific cueing to focus and engage the mind throughout.

SA6C Saturday, 5:00pm-6:15pm

BARRE ESSENTIALS

Abbie Appel

What are the true elements that make a Barre class? If you've always wanted to teach barre or some barre movements in your sculpt classes, Barre essentials gives you the tools and confidence to do it. Learn the basics and beyond with up-to-date techniques and moves to maintain the essence of Barre and understand the essentials and science of functional training.

SA6D Saturday, 5:00pm-6:15pm

SCHWINN®: BRING IT: VERBAL & VISUAL CUEING MASTERY

Jenn Hogg, MA

When your verbal and visual cues are perfectly paired it's like poetry in motion. Level up on your language and communication skills – both verbal and non-verbal to create a powerful experience on the bike. Learn techniques about tone and timing to engage riders and motivate performance. Experience the Yin & Yang of masterful cueing.

SA6E Saturday, 5:00pm-6:15pm

WATERinMOTION® SILVER TSUNAMI

Manuel Velazquez, Mac Carvalho, Cheri Kulp & Chris Jansen

Make a splash with these brand new WATERinMOTION® Platinum-inspired routines. Experience six 64-count choreography blocks of captivating, low-impact aqua sequences and discover why moving in water is natural for our silver population. Comprehensive choreography notes are provided to enhance your teaching skills and movement mastery and inspire active aging adults to safely improve cardiovascular endurance, balance, strength and flexibility. Stay current with these fresh ideas!

SA6G Saturday, 5:00pm-6:15pm



NUTRITION & FITNESS STRATEGIES

Cassie Hilleboe

Eating healthier and starting a Fitness program can be challenging. In this course you will learn simple strategies to help clients shift their Nutrition & Fitness one step at a time for optimal health. (Lecture)

SA6H Saturday, 5:00pm-6:15pm

OPTIMIZE PERFORMANCE WITH FORM & FUNCTION

Dr. Samantha Davis, DPT

Improve your ability to identify and correct common positional faults found in the active individual. Discover how the relationship between proper alignment and posture supports healthy movement. There is a unique relationship between stability and mobility throughout the kinetic chain. Let's revisit the foundation to improve performance.

SA6I Saturday, 5:00pm-6:15pm

ACTIVE AGING IN THE NEXT NORMAL PANEL

Sara Kooperman, JD, Ann Gilbert, Jeff Howard & Keli Roberts

By the year 2030, the fastest growing segment of the population will be the 85+ individuals. There will be 70 million 65 year olds and older. This staggering shift in societal demographics promises to have tremendous impacts on our economic, social and physical well-being. Land and water programming for group fitness professionals and personal trainers alike will be addressed. Leave with effective strategies to connect with and conquer this broad demographic.

SA6J Saturday, 5:00pm-6:15pm

SUNDAY, OCT 3

SU1 - 7:30am-8:45am

TRAINING THE ACTIVE AGING FEMALE: UPPER EXTREMITY

Keli Roberts

Training the Active Aging Female Upper Extremity requires a high level of skill. Observing posture and performing movement screens begins the process. Through practical application in an interactive environment, review the typical postural compensation we see as women age. Review biomechanics and kinesiology while learning specific techniques for training active aging female clients.

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



STRAIGHT TO THE CORE

Dane Robinson

Are your core workouts just featuring crunches? Ready to elevate your clients' core training into an integrative system and approach? This session combines lecture and activity to coach you on the fundamentals of core training and how to create stellar core programming for private and small group clients!

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

ACTIVE RECOVERY FOR BETTER RESULTS

Ronnie Fulton

Based on the latest research in myofascial stretching, mobility and muscle care this session provides a comprehensive four step approach to help minimize muscle pain, improve joint health and maximize physical performance.

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

SOOTHE & STRENGTHEN - PILATES MAT/TAICHI

Demetreous Hill, MS

This is the ultimate fusion of Tai Chi, Pilates and Stretching. Learn how to combine the Pilates mat principles, static, active, passive stretching with Tai Chi to create an extraordinary strengthening yet relaxing group fitness class. You'll walk away with a series of techniques to increase stretching effectiveness & adherence.

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

SCHWINN® CYCLING: RIDE OR DIE - KILLER VIBE TO CONNECT WITH YOUR TRIBE

Doris Thews

You know when you're with your tribe you will "ride" ANY stage drill with them or "die" trying. Learn techniques for getting into your riders' heads to push them further than they thought possible. Understand the importance of creating that connection not only to the work but to each other to harness the power of a team. You can be strong alone, but you will be stronger together.

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

H2O PILATES EXPERIENCE

Chris Jansen

Ready to take Pilates to the water? In the H2O Pilates experience, we will use buoys and noodles to create a core-strengthening, toning, and overall flexibility experience that mimics the use of a Pilates Reformer. No Pilates experience required, this workshop is good for anyone looking to add some new and innovative core work to the water or take their classes to the next level.

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

"GOLDEN" NUTRITION

Amber Toole

As clients enter different phases of life, their nutrition needs change. The Golden years are a time where you can help your client understand the physical and hormonal changes that are happening and guide them toward a nutrition plan that supports their active aging lifestyle. Learn tips and tricks to help them increase their energy and make healthy eating a breeze. (Lecture)

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

STOP ATTRITION IN AGING POPULATIONS

Ann Gilbert

Client retention is important to maintaining a successful business, but can be more difficult to obtain in the aging population. Learn from Ann, the owner of two Shapes for Women franchises, how to decrease client attrition and grow your business. Explore programming that enables seniors to safely remain active and social in an increasingly distant world.

SU1I Sunday, 7:30am-8:45am

TEACH, GROW & INNOVATE IN THE VIRTUAL SPACE

Tricia Murphy-Madden

Growing and connecting with a following when you are in-person versus when utilizing live streaming platforms is a unique challenge we all must face head on. The type of cueing, technology and marketing strategies have to change from one to the other. In this session, learn how to upskill yourself in this era of offering both entry points for your clients and members. After a compare and contrast we will then talk through the hybrid where we stream and teach live simultaneously. Whether it's the technology or teaching strategies you need to understand better, this session will be jam packed with tips, tools and serious life hacks for coaching and teaching in our new hybrid world.

SU1J Sunday, 7:30am-8:45am

SU2 - 9:00am-10:15am

STRONG BODY FOUNTAIN OF YOUTH

Jeff Howard

Combining the latest exercise science and aging research with unique sequences, this workout is guaranteed to help participants build muscle, burn calories and slow the body's aging process. Learn easy-to-implement sequences, progressions and modifications that will increase mobility and strength and accommodate all fitness levels. Your members will feel challenged and successful after this fun, high intensity cardio workout!

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

STRESS MANAGEMENT GUIDANCE: TRAINER TO CLIENT

Demetreous Hill

Join this illuminating session into the exploration of the theory of Stress Management Guidance facilitation. Learn the facets of self regulation and self-care life skills that empower you to lower stress and improve the quality of life for yourself and your clients.

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

CARDIO YOGA™ - CARDIO FOCUS

Siri Chilazi, MBA, MA

CARDIO YOGA™ is a calorie-burning, total body toning, mind/body fusion that lifts both physical and emotional fitness. Based on scientific "power posturing", rhythmic flow, and an innovative teaching methodology for intertwining positive mental cueing, CARDIO YOGA™ takes you on a sweat drenched, mind-altering journey that elevates the euphoric endorphin high of fitness.

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

THE ART OF ADJUSTING YOUR STUDENTS IN YOGA

Lori Lowell & Jeremy Lowell

The Art of Adjusting Your Students In Yoga: Yoga students love to be adjusted in class. Learn the most professional and best practices for "hands on" adjustments for your students. This class will take you through all poses and the most appropriate and helpful adjustments for your students.

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

SCHWINN® CYCLING: ROCK STEADY - RECOVERY RIDES THAT DRIVE RESULTS

Keli Roberts

In all disciplines recovery & regeneration are key to making performance gains. Learn tried and true techniques for creating a ride that delivers solid work and efficient recoveries for maximum training effect. Discover ways to effectively work these necessary rides into your training protocols. Time to Rock Steady.

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

LIQUID GYM STAR WORKOUT

Andrea Velazquez

Combine the positive energy of aqua yoga with a cardiovascular workout. Wake up your muscles with strengthening exercises, and end with stretching for maximum flexibility and range of motion. Using the Liquid Starfish equipment for optimum use of drag and resistance to tone upper body muscles.

SU2I Sunday, 9:00am-10:15am

STOPPING INFLAMMATION THROUGH NUTRITION

Melissa Layne, MEd

Disease states such as cancer, diabetes, and autoimmune conditions flourish in an acidic inflamed body. We will address the science behind inflammation, both acute and chronic states, as well as the changes that occur as the pH of the body decreases. What foods are highly acidic? What foods are the most alkaline to decrease inflammation?

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

5 G's TO A STRONGER

Jessica Moyer

A positive mindset is the key to optimal physical and mental health! In this session, learn the 5 G's to build a stronger mindset: Gratitude, Generosity, Growth, Grit and Grace. Explore how to influence behavioral changes to dispel negativity for living a purposeful, healthy, and impactful life while helping clients achieve desired goals.

SU2I Sunday, 9:00am-10:15am

ATTENTION TO RETENTION

Dane Robinson

Personal Training businesses, much like any other business, are much more sustainable when client retention is achieved.. In this session, explore top level strategies to inspire, enlighten, encourage, and retain your current community of clients so they are engaged with you constantly, keeping the longevity of your training business high!

SU2J Sunday, 9:00am-10:15am

SU3 - 11:15am-12:30pm**SCULPT & STRENGTH FOR ACTIVE AGERS****Manuel Velazquez**

While everyone can benefit from lifting weights, older adults can reap even more benefits when they work toward a stronger, healthier body. This total body workout is a great way to get started with strength training with the focus on avoiding injuries, falls, pain, and other issues associated with getting older.

SU3A Sunday, 11:15am-12:30pm**RECESS****Jeff Howard**

A matchless full-body, fat-burning workout designed to get your clients mind and body into top athletic shape. Combining easy to duplicate exercise blocks with bouts of conditioning & high-intensity cardio intervals will transform your strength. Using the principle of adaptation, this format is easily duplicated and will prove successful.

SU3B Sunday, 11:15am-12:30pm**YOGA SCULPT****Tricia Murphy Madden**

Two incredible practices come together for a fusion like no other. Learn how the breath and flexibility of a Yoga practice meet the muscular endurance of a ballet-inspired practice. Learn how to combine these practices in a logical application that is both physically beneficial and calorically attractive to your members. Walk away with the format, the music selection and cueing strategies that will have you teaching immediately.

SU3c Sunday, 11:15am-12:30pm**GETTING TO THE CORE: CORE TRAINING METHODS****Kevin Mullins, CSCS**

The core is vital for spinal stabilization and for 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.

SU3E Sunday, 11:15am-12:30pm**AQUATIC TOTAL BODY CONDITIONING****MaryBeth Dziubinski**

This aquatic exercise program focuses on 3 training modalities for optimal outcome. Learn a total body conditioning format utilizing the physical properties of the water, intensity changes and directional changes. Learn the move, progress the move and intensify the move.

SU3G Sunday, 11:15am-12:30pm**WHY YOU CAN'T STOP EATING****Sohailla Digsby, RDN, LD**

Explore the influence of an obesogenic environment and hyper-palatable foods. Could it be true that current food culture and accessibility are making it almost impossible for us to manage weight and stay healthy, despite how much we work-out? Learn from a registered dietitian which foods and triggers are setting up our downfall, and what to do about it! (Lecture)

SU3H Sunday, 11:15am-12:30pm**OWNING YOUR OWN FITNESS STUDIO****Lori Lowell & Jeremy Lowell**

COVID over! Virtual tiring? Now what? A studio perhaps? A collaboration with an already existing club or studio? This lecture will take you through the steps and how to develop your business for success. From proformas, to business plans, to negotiating leases, to brand success tactics.

SU3K Sunday, 11:15am-12:30pm**UNIQUE PROGRAMMING FOR BOUTIQUE GYMS****Carla Gilfry, MA**

Own a boutique style gym? Want to add boutique style classes to your existing gym, yoga studio, or fitness facility? Learn how incorporating "alternative" fitness classes & "parties" can increase your customer base & bring in new clients to your facility. Delve into trends that bring "fresh & fun" ideas to gyms. Client "experience" taught by "Exertainers" is the name of the game!

SU3J Sunday, 11:15am-12:30pm**SU4 - 12:45pm-2:00pm****4 QUARTERS OF FITNESS****Dane Robinson**

Drawing from his time as a professional football player, Dane harnesses PROVEN methods to design this one-of-a-kind workout. In this session, gain a complete understanding of how to create and develop programming to drive the "athletic engines" of weekend warriors and youth athletes, improving mobility, speed & agility, power, and recovery. Grab some water and get in the game!

SU4A Sunday, 12:45pm-2:00pm**USE OF MANUAL RESISTANCE WITH CLIENTS****Paul Christopher**

There's a profound benefit to being "connected" physically to your clients. From gauging their performance capacity directly to providing resistance to areas where equipment cannot isolate, you'll learn the key concepts of why manual resistance can and should be a key tool utilized by every Personal Trainer.

SU4B Sunday, 12:45pm-2:00pm**CORE CONTROL PILATES****Demetreous Hill, MS**

Core Control is a mat Pilates workout that utilizes a Pilates ball. In the creative Pilates Mat exploration we'll focus on scapular depression, posterior lateral breathing, the pelvic floor and neutral spine. Demetreous offers tips for cuing to stabilize the core in order to perform excellent functional movement.

SU4C Sunday, 12:45pm-2:00pm**BUTT BLASTER & MORE****Jeff Howard**

The most common exercises for the butt, hips and thighs are the big three — squats, lunges, and deadlifts. But there are tons more! Join Jeff to discover how to take traditional lower body exercises and change them using the basic principles of stability and mobility. Adding on linearly sequencing to take your clients to the next level.

SU4D Sunday, 12:45pm-2:00pm**TAKE IT TO THE WATER****MaryBeth Dziubinski**

Aquatic one-on-one training is a great way to expand your career as a fitness professional. This course will introduce you to the different types of training you can offer, and programming factors related to exercise program adherence for best results. These guidelines are based on the American College of Sports Medicine guidelines and aquatic industry standards.

SU4E Sunday, 12:45pm-2:00pm**SAD PLAN, SAD PEOPLE****Amber Toole**

The Standard American Diet (SAD) wreaks havoc on our health, fitness and wellness. As Fitness Professionals, we can teach our clients how to create a nutritional plan that is balanced and healthy without militant rules to what we consume. Learn techniques to coach your clients on modifying their standard diet to one that will lead to a healthier, happier life. (Lecture)

SU4H Sunday, 12:45pm-2:00pm**APPS & SITES FOR FITNESS PROS****Sohailla Digsby, RDN, LD, CPT**

Could you be overlooking apps and sites that would make your clients more successful...ones that convey how brilliant your services are? This cheat-sheet-session outlines which apps and sites are ideal for menu planning, assigning workouts, answering hard questions, and streamlining systems...especially if you have remote clients or members.

SU4I Sunday, 12:45pm-2:00pm**THE ULTIMATE CUSTOMER EXPERIENCE IN 2021****Billy Polson, CSCS**

Go deep into analyzing exactly what connects your target clients to their favorite brands in 2021. Then incorporate these practices into every element of your business, from your marketing and intake to each customer's daily interactions with your community, in order to boost both acquisition and retention.

SU4J Sunday, 12:45pm-2:00pm

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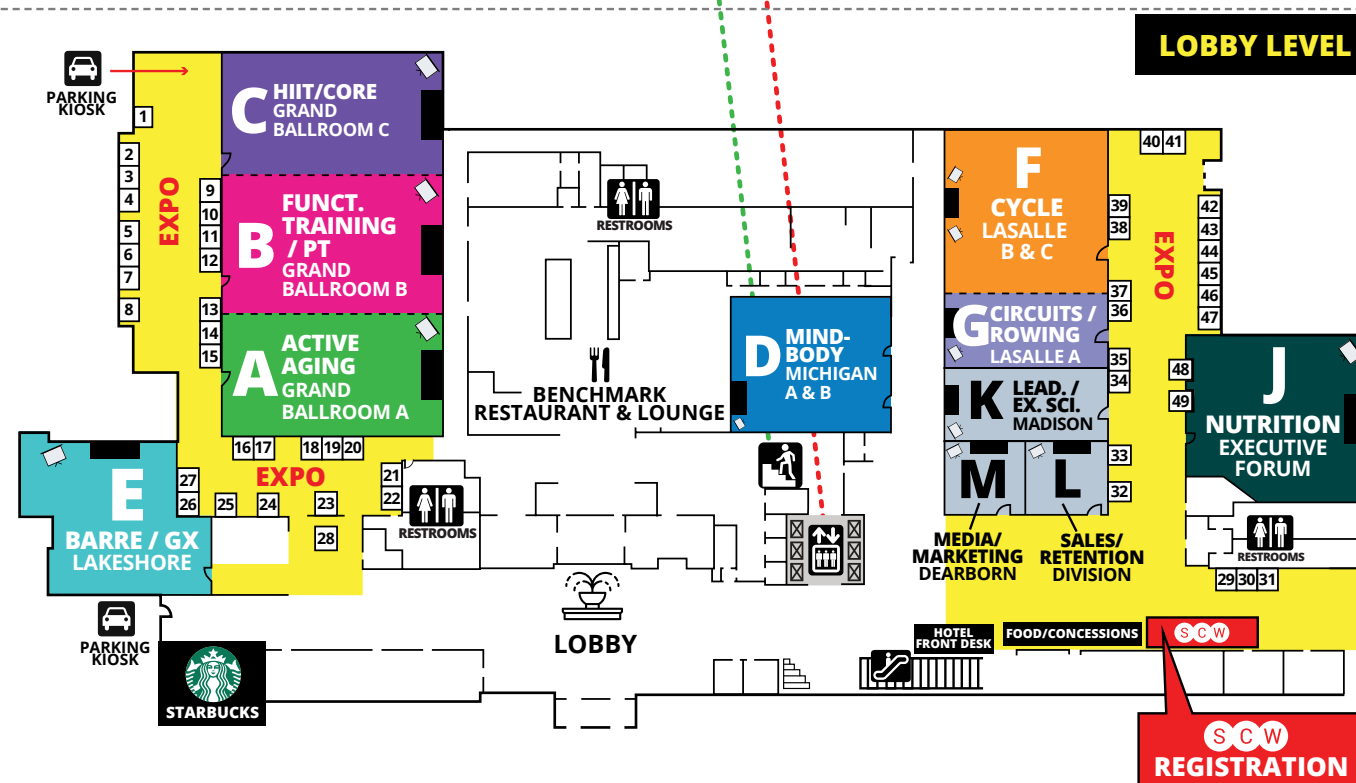
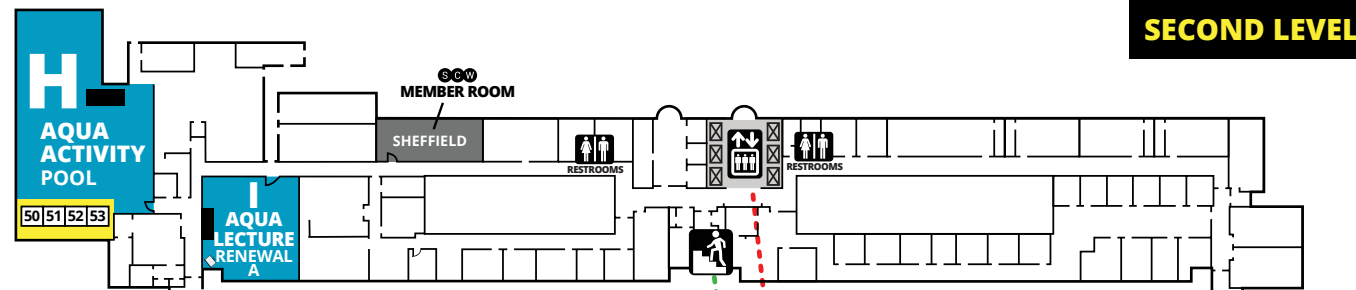
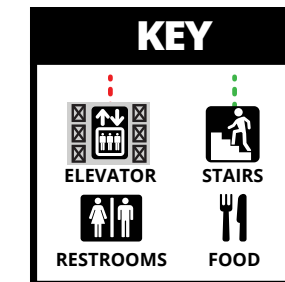
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