

Debuting:

CLUB INDUSTRY BUSINESS SUMMIT

www.scwfit.com/ClubAT

(See page 17-18 for details)



ATLANTA MANIA[®]

FITNESS PRO CONVENTION



JULY 26-28 • ATLANTA, GA

ATLANTA MANIA®

FITNESS PRO CONVENTION

**ATLANTA MANIA®
FITNESS PRO CONVENTION
JULY 26-28, 2019**

(Friday, Saturday and Sunday)

**CERTIFICATIONS
JULY 24, 25 & 28**

(Wednesday, Thursday and Sunday)



LETTER FROM SARA KOOPERMAN, JD

Dear Atlanta MANIACs,

We are excited to be back in Atlanta!

As I write this letter, preparing for Atlanta MANIA®, I appreciate our SCW staff, our new home office and our fitness community more than ever.

This past summer, our office was completely burned down in an electrical fire. Our "home base" that we have inhabited for over a decade was destroyed overnight. While our SCW team has faced many challenges over these past 34 years in business, nothing that has compared with the devastation and ongoing repercussions of this fire. Thankfully, no one was hurt and my amazing team inspired me with how they rose to the challenge to keep this SCW MANIA® Machine running! It takes losing so much to realize what is important in life.

Through all of this, we have come out stronger with a way to make MANIA® even more exciting by expanding our business offerings! SCW Fitness Education is honored to be partnering with Club Industry to run a Club Industry Business Summit at our MANIA® Fitness Education Conventions around the United States to help you build your business and career! The partnership means that over 40 business seminars with 25 top fitness industry leaders are now offered at the MANIA® Conventions to enhance the existing 250+ seminars. Together, the SCW MANIA® Conferences and Club Industry educate and inspire fitness industry Owners, Managers and Directors reaching deep into commercial multipurpose clubs, boutique studios, YMCAs, JCCs, parks & rec facilities, universities, and hospital wellness centers. This outstanding Business Summit is perfect for networking and growing your small business or controlling your larger enterprise and is truly an exciting (and long-needed) ONE-STOP-SHOP for our Fitness Community!

I am eternally grateful to my incredible, hard-working staff. We are the oddest bunch of individuals that call each other family (thank goodness with no genetic relations!)

Whether you have been with us thirty years or simply plan on joining us for three days, we wouldn't be here without YOU and your tremendous support!

Thank You!

In Health and Wellness

Sara Kooperman, JD
CEO, SCW Fitness Education

SAVE \$50!
Early Bird Pricing
Ends July 1



MANIA®
FITNESS PRO CONVENTIONS

MANIA® FITNESS PRO CONVENTIONS

MANIA® is more than just a Fitness Pro Convention; it's the place where the fitness community goes to be educated, inspired and recharged! As the largest global provider of Fitness Conferences in the world, earn up to 24 CECs in a single weekend, running up to 19 sessions every hour, featuring 70+ presenters. Our 9 MANIA® Conventions in NYC, CA, FL, GA, TX, PA, IL, MA and DC attract world-renowned fitness educators leading over 35 Certifications and 250 sessions.

EXPERIENCE IT ALL UNDER ONE ROOF AT ONE EVENT

19 Sessions per hour with over 250 sessions on such topics as:

- Group Fitness
- Personal Training
- Functional Training
- HIIT/Boot Camp
- Foam Rolling
- Active Aging
- Meditation
- Yoga
- Pilates
- Recovery
- Barre
- Nutrition
- Meditation
- Cycling
- Dance
- Aqua
- Leadership
- And Much More!

For all the MANIA® locations and dates visit www.scwfit.com/MANIA.



CLUB INDUSTRY BUSINESS SUMMIT

NEW!
**3-DAY CLUB INDUSTRY
BUSINESS SUMMIT**

This Newest Addition to the 250+ Educational Workshops that MANIA® offers, provides 44 Business Sessions focusing on Social Media, Management, Programming, Sales, Retention, Technology, Finances and Trends! Attend the MANIA® Fitness Convention; affordably priced at \$199. Add in the Club Industry Business Summit to your MANIA® registration for only \$20 more. Conveniently build your business and career in your own backyard! (Look for the shaded blue/grey box throughout the course descriptions and pull-out chart which indicate the Club Industry Business Summit sessions.)

Learn more at scwfit.com/ClubAT





GRAND HYATT™ ATLANTA IN BUCKHEAD

CONVENTION & HOTEL LOCATION

GRAND HYATT ATLANTA IN BUCKHEAD

3300 Peachtree Road NE, Atlanta, Georgia
(404) 237-1234

ROOM RATES- NOW ONLY \$169 (REGULARLY \$234 A NIGHT):

\$169 Single, Double, Triple or Quad (regularly \$234 a night)
WOW – what a savings! Pay as little as \$42.25 per night when you share a room with four others!

Refrigerators can be available in room upon request.

Book early, our hotel ALWAYS SELLS OUT!

HOTEL ROOM DISCOUNT DEADLINE: JULY 2, 2019

DISCOUNTED PARKING*

Hotel Guests: \$24 self- parking & \$31.50 valet with in/out privileges (charged to your hotel room each night).

Non-Hotel Guests: \$24 self- parking & \$31.50 valet parking with no in/out privileges. Validation at the SCW registration desk required. Enter the parking lot and receive your Parking Ticket. Pick up a discounted Validation Card at the SCW Registration desk upon your arrival at MANIA®! Use the Validation Card when you exit and SAVE!

Executive Parking Systems 250 Pharr Road Northeast \$4.00 – 9 minute walk	Park Simple, LLC. Buckhead Centre 2964/2970 Peachtree Rd NE \$12 – 4 minute walk	Lanier Parking Solutions One Buckhead Plaza 3060 Peachtree Road NW \$15 – 7 minute walk
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SCW is not responsible for validation or changes in rates

AIRPORT TRANSPORTATION

MARTA

Travelers can board the Metropolitan Atlanta Rapid Transit Authority (MARTA) train within the airport. Train fare is \$2.50. Train service runs from 4:45am - 1:00am on weekdays and 6:00am -1:00am on week-ends. See www.itsmarta.com for more information.

TAXI

One-way taxi fares from the Atlanta airport to the Grand Hyatt Atlanta range from \$42 plus tax, depending on traffic. Uber/Lyft one-way fares start at \$25.00.



EXPLORE ATLANTA

Travel to many of Atlanta's exciting destinations in less than 30 minutes from the MANIA® hotel! Visit the Georgia Aquarium, Martin Luther King Jr. Birth Home, Olympic Centennial Park, Atlanta Botanical Garden, Fernbank Museum, Atlanta History Center and much more!

MANIA® REGISTRATION & SAVINGS



BE A STAFF ASSISTANT - PAY ONLY \$99 + EARN 24 CECS & SAVE!

SCW needs energetic, outgoing, flexible fitness pros to help run our MANIA® Conventions

- Work 1 day, get the other 2 days FREE
- Earn up to 24 CECS (SCW, AFAA, ACE, NASM, ACSM, NFPT & more!)
- 50% OFF all SCW Certifications (25+ to choose from!)
- 20% OFF all SCW Products (DVDs, music, activewear)
- FREE MANIA® T-shirt
- FREE Refreshments in the SCW Member Room
- FREE SCW Staff Dinner Party with Drinks & Prizes

For further details on becoming part of the Staff Assistant Team, please visit www.scwfit.com/staff or contact Denise Johnston directly at staff@scwfit.com or Call or Text 678-901-9642.



WEEKEND WARRIOR SPECIAL

Take charge with our Weekend Warrior special! Attend any two-day combination and pay only \$199! Use the Weekend Warrior code when registering: WARRIOR. This offer maximizes your MANIA® dollars and lets you take

a Sunday Certification or go to your job on Friday and attend MANIA® on Saturday and Sunday!



YMCA DISCOUNT RATE

For our friends at the YMCA, we offer a \$70 Savings (Regularly \$259, Now \$189) when you use our special YMCA discount code: YMCA. All Group Exercise Instructors, Personal Trainers, Aqua Instructors, Cycle Instructors, and Management Staff receive this special discount. Please know that we are required to confirm your affiliation with the YMCA.



WATCH FOR TEXT MESSAGE UPDATES

SCW sends text messages regarding updates and discounts, so watch your cell phones! To start receiving our FREE Spotlight eNewsletter and informative text messages, sign up here www.scwfit.com/INFO.



REGISTER ONLINE & SAVE

Register Online at www.scwfit.com/atlanta - It's fast, easy, safe, and secure. Pay by Visa, MasterCard, or Discover. A \$4 convenience processing fee applies to each registration. Mailed or Faxed registrations pay an additional \$25.

Questions? Email registration@scwfit.com or Call or Text 847-562-4020. We are always here to help!



BECOME AN SCW MEMBER - IT PAYS FOR ITSELF ... AND THEN SOME!

- \$80 off any regular 3-day MANIA® registration (was \$259 / now Only \$179)
- 1st choice class selection at MANIA® guaranteed!
- 20% discount on products purchased online and at MANIA® booth!
- 20% discount on all SCW Online Certifications
- 20% discount on all SCW CEC Video Courses
- 20% discount on SCW OnDemand
- Access to our Members Only room at MANIA® for complimentary refreshments all weekend!
- NEW Discounted Insurance

www.scwfit.com/membership



24 CONTINUING EDUCATION CREDITS/UNITS (CECS/CEUS) IN 1 WEEKEND

MANIA® Conventions supply you with up to 24 Continuing Education Credits/Units during the 3-day convention including the Keynote speech and evening sessions!

SCW, AFAA, ACE, NASM, AEA, ACSM, NFPT and other providers accept MANIA® CECS/CEUs. We are happy to help you secure Physical Therapy or other CEUs! SCW is committed to excellence and utilizes only presenters that are certified or carry a fitness-related graduate or undergraduate degree. Please check with your individual certification organization to determine the exact number of CECS/CEUs required for credential maintenance. All courses are subject to CEC/CEU approval by your corresponding educational organization.



ONE EXCELLENT EXPO!

You're going to love the great deals on fitness equipment, exercise videos, activewear, music, nutrition, fitness resource books, shoes and Online Certifications. The EXPO is FREE and open to the public! Invite your friends, family and clients!

They can register NOW at www.scwfit.com/EXPO.



PARTNER WITH "THE BEST" SPONSOR / EXHIBIT / ADVERTISE

Reach 8,500 Fitness Professionals in face-to-face contact, another 85,000 through emails, 65,000 text messages, and 200,000 through organic virtual connections. All our event sites are held at Non-Union Hotels and include tables, chairs and carpet at no added expense. Move in and out without crazy drayage fees! Our MANIA® attendees will use your products, try your programs and experience your offerings! Host MANIA® sessions, provide inserts for the Welcome Bag, publish Articles with Ads in our Newsletter, promote your business through our SCW Quarterly Guides and receive Discount Coupons in our Emails. Go to www.scwfit.com/PARTNER, email partner@scwfit.com or Call or Text our Partner Director, Cheryl Vincent or our Partner Manager, Will Harris, at 847-562-4020.



DOWNLOADABLE OUTLINES ONLINE

Download & Print BEFORE you come! Outlines are NOT provided onsite. To download your outlines, go to www.scwfit.com/OUTLINES. The outlines are put up 2 weeks before the convention and will remain online

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

REGISTRATION HOURS

Thursday, July 25:6:00am - 6:30pm
 Friday, July 26:.....6:00am - 7:00pm
 Saturday, July 27:6:00am - 7:45pm
 Sunday, July 28:.....6:30am - 1:30pm

EXPO SET UP:

Thursday, July 25:.....12:00pm - 5:00pm

EXPO HOURS:

Thursday, July 25:5:00pm - 7:00pm
 Friday, July 26:.....8:45am - 2:30pm
 (Charity Auction) 5:00pm - 6:45 pm
 Saturday, July 27:8:15am - 3:30pm
6:00pm - 7:00pm
 Sunday, July 28:.....(Closeout Shopping) 10:00am - 1:30pm



SCW WOMEN'S LEADERSHIP SUMMIT

Fuel your fire and advance your career in this innovative and inspiring full-day leadership and business summit. Both experienced and novice owners and instructors alike explore proven strategies and successful practices

for professional advancement, program profitability, club success and personal fulfillment. Visit scwfit.com/atlanta/womens-summit or apply for a scholarship at www.scwfit.com/scudder.



SPECIAL OLYMPICS CHARITY RAFFLE FRIDAY, 5:30PM - 6:30PM (EXPO AREA)

Join SCW at our Reception and Charity Raffle Friday Night 5:30pm-6:30pm in the Expo Area to bid on fabulous fitness equipment, certifications, apparel and educational material donated by our generous exhibitors and sponsors. Proceeds support Special Olympics, which provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities. For more information visit www.specialolympics.org.



MICHAEL SCOTT SCUDDER SCHOLARSHIP

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

NOTHING BEATS

LIVE



PAY ONLY
\$199
 (Norm. \$259)

USE CODE: BOOST

\$60 OFF 3-DAY MANIA® EXPIRES: JULY 1, 2019

Standard Registration Prices:

3-Day MANIA®: \$259

3-Day MANIA® + Club Industry: \$279

Weekend Warrior: \$229

Any ONE day (Fri or Sat): \$189

Sunday only: \$179

Staff Assistant Special: \$99

CO-SPONSORS



ASSOCIATE SPONSORS



SPONSOR SPECIALS

Expo Only Pass For Friends, Family & Clients! Register at www.scwfit.com/Expo



Discover how WATERinMOTION® has resuscitated hundreds of aqua programs nationwide through a constant stream of exceptional music, invigorating choreography and magnificent marketing. Including free certifications, this innovative program empowers experienced aqua instructors, transitions land instructors to the pool smoothly and efficiently and provides high-quality available aqua subs consistently. For a fountain of creativity and education, dive into WATERinMOTION®! For info: www.waterinmotion.com, water@scwfit.com and Call or Text 847-562-4020.



Join the leader in cutting-edge programming and products! Savvier Fitness has provided thousands of professionals nationwide with innovative programming, education, and products specifically designed for health clubs, studios, and independent fitness professionals. With cutting-edge programs like Barre Above®, Tabata GX™ and more, Savvier Fitness captures unique and in-demand approaches to exercise and wellness that help drive member acquisition and retention. Additionally, Savvier Fitness also creates fitness apparel, like Barre Sox® Fitness socks, and also products that are portable, storable, versatile, and affordable for facilities, such as Gliding™ and Bender Ball™. Attend any Savvier Fitness® sponsored session at SCW MANIA and receive a FREE GIFT when you stop by the booth! www.SavvierFitness.com.



Stages Indoor Cycling is the fastest growing cycling and technology company. We feature products that bring more cyclists into studio spaces, and help all cyclists improve their performances. From the Stages SC3 indoor bike, to Stages Flight, our group experience, to Stages Solo, our immersive gym floor bike, Stages is focused 100% on cycling to bring your cyclists the best experiences possible. Learn more at www.stagesindoorcycling.com.



Country Fusion® is a new fitness workout that incorporates country music and dance. This workout can burn up to 500 calories in its 50min class and is designed for all levels and ages. This is a total body workout that you will be addicted to! Learning how to dance, getting an amazing workout all while having fun! You too can attend Country Fusions training program by registering now to join us to become a Country Fusion Star Instructor. For more info: www.countryfusion.net, elizabeth@countryfusion.net.



POUND® is a fitness & lifestyle brand based in Los Angeles, CA. The workout combines cardio, Pilates, isometric movements and plyometrics with constant simulated drumming—all to loud, kick-ass music. An energizing, infectious, sweat-dripping workout, each strike of the Ripstix releases a primal aggression as well as a neuromuscular reward of mixing sound and movement. It allows you to truly become the music. For more information, visit www.poundfit.com



When you step into Rykă, you step into more than a shoe - you step into a world MADE JUST FOR WOMEN. You join the tribe. You find community and support. We are stronger together than we are apart - and that is how we choose to move through life. Because OUR FEET ARE DIFFERENT than his - and we think our individuality is a pretty amazing thing to celebrate. JOIN THE MADE FOR WOMEN MOVEMENT. YOUR FIT, YOUR SHOES, YOUR LIFE LIVED THE RYKĂ WAY. Stop by our booth or visit rykafit.com.



For Schwinn® the ride started outdoors more than a century ago and in 1995 Schwinn® launched a phenomenon with the first production bike designed specifically for indoor cycling. The bike set the standard for an entire industry - a standard that we've raised with each Schwinn® innovation. Today, we not only bring the industry great bikes; we bring expertise and unmatched education. Join the tens of thousands of successful indoor cycling instructors worldwide who are Schwinn® Cycling Certified! Then, take exciting new ideas and skills back to your club to energize and engage your team and members! For show discounts on education events and Schwinn® Indoor Cycling Bikes, email bmuck@corehandf.com. For additional information please visit SchwinnEducation.com. Connect with us on social media at facebook.com/SchwinnIndoorCycling and Twitter @SCHWINNtraining.



WaterRower combines stylish design, handcrafted American-made quality and our unique WaterFlywheel resistance to produce the world's finest rowing simulator. Our vast assortment of rowing machines are enjoyed within expansive health clubs, luxury hotels and boutique fitness studios throughout the world. Whether you are looking to add rowing to your cardio floor, incorporate ergs and our industry-leading rowing education into your group-ex classes or create a rowing-centric fitness facility, the WaterRower Team will help to bring your vision to life. Contact our team at sales@waterrower.com to experience our product and programming, first-hand, and receive SCW preferred-pricing.



AEROBICS is BACK! BIGGER, BETTER, HIGHER! HIGH Fitness is a hardcore fun aerobic group fitness format created to bring back old school aerobics infused with modern fitness techniques. HIGH Fitness has swept the nation over the past three years in its ability to make fitness both challenging and fun for participants. The challenge of the HIGH leaves them ADDICTED and coming back for more. Our courses teach you everything you need to know to successfully teach and run your HIGH classes and business and take your participants even HIGHER. SCW MANIA® attendees receive 20% off trainings and a FREE HAT. To learn more, visit our booth or visit www.highfitness.com.

PRE-CONVENTION CERTIFICATIONS & WORKSHOPS

WEDNESDAY, JULY 24

SCW AQUATIC EXERCISE CERTIFICATION

Jeff Howard

Wednesday, July 24, 9:00am-6:00pm

\$159 MANIA® Attendees / \$199 Non-Attendees

Drawing on over 100 years of combined expertise in the aquatic fitness industry, this Nationally Recognized Certification serves as an important first step into the field of teaching water exercise. This comprehensive course addresses practical skill mastery while reinforcing the benefits of aquatic exercise in the unique environment of water. The principles of aquatic training as they apply to general anatomy, kinesiology, water depth, movement plans, practical cueing skills, musical usage, and special population adaptations are thoroughly addressed. The need for professionalism, leadership skills, and legal considerations are reinforced. Practical on-site coaching of teaching skills is included. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), AFAA (8.0), NASM (0.8), AEA (9.0), ACSM (8.0), NFPT (1.6).*

THURSDAY, JULY 25

SCW GROUP EXERCISE CERTIFICATION

Jeff Howard

Thursday, July 25, 8:00am-5:00pm

\$159 MANIA® Attendees / \$199 Non-Attendees

Learn class sequencing, warm-up progressions, musical phrasing, proper cueing techniques, choreography development, and all the practical skills required to teach your best class, every class. Leave this Nationally Recognized Certification with confidence in your ability to lead and demonstrate proper group teaching skills. Understand cardiovascular training, muscular endurance, and flexibility training techniques with one of our industry's finest. The balance of theoretical and practical training make this cutting-edge Group Exercise Certification perfect to prepare you for the newest variety of fitness programming - Hi/low impact, muscle 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), AFAA (8.0), NASM (0.8), AEA (4.5), ACSM (8.0), NFPT (1.6).*

SCW PERSONAL TRAINING CERTIFICATION

Keli Roberts

Thursday, July 25, 8:00am-5:00pm

\$159 MANIA® Attendees / \$199 Non-Attendees

This Nationally Recognized Personal Training Certification is led by only the top Presenters/Trainers in the country. Combining lecture and activity, this certification addresses academic foundations, training principles, and hands-on program design to provide students with the skill sets and critical knowledge required to guide individuals to achieve their health-fitness and performance goals. 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 along with basic business and marketing skills are all addressed in this day-long course. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), AEA (4.0), ACSM (8.0), NFPT (1.6).*

SCW PILATES MATWORK CERTIFICATION

Abbie Appel

Thursday, July 25, 8:00am-5:00pm

\$159 MANIA® Attendees / \$199 Non-Attendees

Get introduced to a progressive series of exercises and modifications based on the methods of Joseph Pilates in this Nationally Recognized Certification. The principles of core stabilization, Pilates mat work, and physical therapy techniques create the foundation for this intensive combination of theoretical and practical training. Proper execution of form, technique, and programming are explored as they apply to training all ages and abilities, including those individuals rehabilitating from injury. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), AFAA (8.0), ACE (0.8), NASM (0.8), AEA (4.5), ACSM (8.0), NFPT (1.6).*

SCW YOGA I CERTIFICATION

Manuel Velazquez

Thursday, July 25, 8:00am-5:00pm

\$159 MANIA® Attendees / \$199 Non-Attendees

Ready to get certified by the #1 Yoga Certification in the U.S.? Participants will learn the most comprehensive theoretical and practical approach to hands-on yoga instruction. Experience different Hatha yoga postures suitable for varying clientele - young, old, competitor, injured, or recovering athlete to advanced or deconditioned participant. Research, postures, program design and cueing techniques are addressed in a passionate and systematic approach. Participants leave qualified to lead a successful yoga class or yoga-inspired cool down regardless of their previous teaching experience. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), AFAA (7.0), ACE (0.8), NASM (0.7), AEA (4.0), ACSM (8.0), NFPT (1.6).*

SCW YOGA II CERTIFICATION

Manuel Velazquez

Thursday, July 25, 5:30pm-9:30pm

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

Take a deeper look into the fundamentals of Yoga instruction from an authentic, fitness-appropriate perspective. This condensed course serves as the next level of the Hatha Yoga postures discussed in Yoga Fundamentals I, addressing the eight limbs of yoga, detailed pranayama study, partner yoga, inversions, chanting, and chakras. SCW Yoga Fundamentals I is recommended, but not required. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (4.0), AFAA (4.0), ACE (0.4), NASM (0.4), AEA (2.0), ACSM (4.0), NFPT (0.8).*

SCW FOAM ROLLING CERTIFICATION

Irene Lewis-McCormick, MS, CSCS

Thursday, July 25, 8:00am-3:00pm

\$159 MANIA® Attendees / \$199 Non-Attendees

Self-myofascial release, also known as foam rolling, has transformed from a once elite recovery technique into a daily fitness practice appropriate for all levels. Recent research, technology, and affordable products have made this part of today's fitness culture. Self-massage is effective when applying pressure to specific points on the body and can be used to decrease tightness, increase mobility and improve joint stability. Correct Foam Rolling leads to faster and more complete recovery. This intensive training course will offer guidelines for Fitness Professionals on how to use foam rollers with coaching options. We will examine the science of muscle, rolling, and relaxation techniques and spinal alignment for enhanced posture. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (6.0), AFAA (6.0), ACE (0.7), NASM (0.6), AEA (6.0), ACSM (6.0), NFPT (1.2).*

SCW AQUA BARRE CERTIFICATION

Billie Wartenberg

Thursday, July 25, 9:00am-4:00pm

\$159 MANIA® Attendees / \$199 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), AFAA (6.0), ACE (0.7), NASM (0.6), AEA (6.0), ACSM (6.0), NFPT (1.2).*

SCW ACTIVE AGING CERTIFICATION

Melissa Layne, MEd

Thursday, July 25, 9:00am-5:00pm

\$159 MANIA® Attendees / \$199 Non-Attendees

Many individuals are living longer and better than ever. Cutting-edge research reveals the secrets involving aging and how we can proactively become involved with our chronologically enriched friends. We know that we can train and slow the aging process by focusing on mental health, cardiovascular conditioning, strength training, flexibility, fall prevention, and balance. We will discuss why we don't just "teach seniors" any longer. Group fitness instructors, personal trainers, and those in charge of active aging programming will enjoy this exciting day that combines research and practical approaches for training the brains and bodies of our 50+ participants. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), AFAA (7.0), ACE (0.7), AEA (4.0), NASM (0.7), ACSM (8.0), NFPT (1.6).*

SCW ACTIVE AGING NUTRITION CERTIFICATION

Tricia Silverman RD, LDN, MBA

Thursday, July 25, 5:30pm-9:30pm

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

Tricia shares with you research-based, current insights on the distinct nutritional needs of your classes and clients over 50. Learn practical tips for preserving or increasing lean body mass, enhancing mental cognition, losing excess body fat, getting needed vitamins and minerals, and more. Discover studied nutritional strategies from regions across the globe known for longevity. Make yourself more marketable to this population by sharpening your nutrition 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), AFAA (4.0), NASM (0.4), NFPT (0.8).*

SCW CORRECTIVE EXERCISE CERTIFICATION

Fabio Comana, MA, MS

Thursday, July 25, 9:00am-5:00pm

\$159 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 so that any exercise can be performed safely and effectively, without the risk of injury. Gain expertise on how to become more of a movement specialist and present pre-hab exercises to prevent the necessity



BOOST YOUR CAREER

of re-hab. As exercise-related injuries continue to increase in fitness, is it time to revisit and understand the foundation 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), ACSM (7.0).*

SCW CORE TRAINING WORKSHOP

Pete McCall, MS

Thursday, July 25, 1:00pm-5:00pm

\$99 MANIA® Attendees / \$129 Non-Attendees
Everyone wants a strong, lean, sculpted core. Effective core exercises require much more than just lying on the floor. Knowing how the muscles of the core work can help you deliver results clients want. Upright movements require core muscles to work in all three planes of motion to control the body's center of gravity over a moving base of support. Learn how to design core training programs that help the body both move and look better to produce results clients want. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (4.0), AFAA (4.0), ACE (0.4), NASM (0.4), AEA (2.0), ACSM (4.0), NFPT (0.8).*



WOMEN'S LEADERSHIP SUMMIT

Sara Kooperman, JD, Jenn Hall, Melissa Layne, MEd, Jessica Maurer, Sohailla Digsby RDN, LD, CPT & Irene Lewis-McCormick, MS, CSCS

Thursday, July 25, 8:30am-5:00pm

\$79 For All Attendees

Fuel your fire and advance your career in this innovative and inspiring full-day leadership and business summit. Join both experienced and novice owners, directors, managers, trainers and teachers alike as we discover attainable goals to create a financially secure future while fulfilling your destiny. Expand your horizons and your mind by exploring social media, facility service and sales, program selection, management solutions, technology options, and more. Join your fellow female fitness leaders from independent health clubs, boutique studios, and local YMCAs to network and enjoy valuable leadership presentations and active discussions along with a healthy sit-down lunch. For more information, visit scwfit.com/atlanta/womenssummit. To apply for a scholarship to this one-of-a-kind event visit: www.scwfit.com/scudder. *SCW (7.0), AFAA (7.0), NASM (0.7), AEA (7.0), ACSM (7.0), ACE (0.7), NFPT (1.4).*

SCW MEDITATION CERTIFICATION

Yury Rockit

Thursday, July 25, 5:30pm-9:30pm

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

Learn the background to traditional tenets of Eastern meditation, from principles to prana to practices. Fuse theory and practical meditation techniques to gain a deeper sense of self and consciousness. Learn mindful skills that gradually progress with the potential to develop into a lifelong practice for yourself and others. Movement enhances our physical body; meditation improves our mental and emotional states. This vibrant program is suitable for any fitness professional (no experience required). Acquire new skills to be able to start your own meditation class or simply implement aspects of meditation into your current recovery programs. Strengthen your emotional balance, stimulate clearer thinking, and enhance your personal and professional creativity with this elevated course that encourages deeper sleep, reduced anxiety, and increased self-confidence. *Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (4.0), ACE (0.4), AFAA (4.0), NASM (0.4), ACSM (4.0), NFPT (0.8).*

SCHWINN® CYCLING: INSTRUCTOR CERTIFICATION

Jeffrey Scott & Doris Thews

Thursday, July 25, 7:00am-5:00pm

\$199 MANIA® Attendees / \$229 Non-Attendees
Get certified in the industry's most respected and progressive indoor cycling instructor training course. In one power-packed day, you'll get the tools you need to become a successful, sought-after instructor on any brand of bike. This critically acclaimed certification is based on the newly updated Schwinn Cycling Coach's Pyramid, a specialized system that makes teaching simple for you and an incredible experience for your students. You will learn bike fit, cycling science, class design, music, communication skills, and motivation techniques. *Take home exclusives include a comprehensive manual and Certificate of Completion, eight complete class designs and Power Music® Schwinn Cycling Signature Music. SCW (9.0), ACE (1.2), AFAA (8.0), NASM (0.8), ACSM (9.0).*

STAIRMASTER® : HIIT JUST GOT REAL - HIIT CERTIFICATION

Sonja Friend-Uhl

Thursday, July 25, 8:00am - 12:00pm

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

The benefits of cardio and high intensity training are as diverse as they are conclusive, and span the entire continuum of health, fitness and performance. HIIT Just Got Real by StairMaster offers an easy to follow system, comprised of interval training protocols that can be mixed and matched on a variety of equipment. Simple execution and scientifically sound programming provide maximum impact on your small group training program for ultimate member engagement. HIIT MIX can be scaled up or down to suit the participant, space and available equipment options. *SCW (4.0), ACE (0.4), AFAA (4.0), NASM (0.4), ACSM (4.0)*

ONE DAY TO WELLNESS

Bruce & Mindy Mylrea

Thursday, July 25, 8:00am-5:00pm

\$199 for MANIA® Attendees / \$229 Non-Attendees

What if one day could change your career and your life? One Day to Wellness is a comprehensive wellness course encompassing all the latest and greatest in behavioral-change research, eating strategies for sustained success, and mindful and productive goal-setting. This course is for fitness, nutrition, and wellness coaches who want to assist their clients with all the latest coaching and motivational tools, as well as anyone who needs that infusion of life-transforming energy. As a One Day to Wellness coach, you'll have all the resources you need to offer worksheets, assessments, applications, and one-hour lectures to include in your toolbox for recruitment and retention. *Seminar day deliverables: Manual, tote bag, food samples, special gift, customized action plan, CD/DVD/downloads. SCW (9.0), AFAA (9.0), ACE (0.9), NASM (0.9), ACSM (9.0)*

ZUMBA® BASIC SKILLS LEVEL 1 INSTRUCTOR TRAINING



Erick Santana

Thursday, July 25, 8:00am-5:00pm

\$225 Registration Fee (Use PROMO CODE: SCW25 to receive a \$25 discount)

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! *Pre-con fee includes: The Zumba® Electronic Instructor's Manual, Online Videos to Review Basic Steps and Zumba® Certificate of Completion.* SCW (8.0), AFAA (5.5), ACE (0.7), ACSM (8.0).

HIGH FITNESS INSTRUCTOR TRAINING



Metta Semrad

Thursday, July 25, 8:30am-5:00pm

\$199 MANIA® Attendees / \$229 Non-Attendees

Aerobics is Back, Bigger, Better HIGHer! HIGH Fitness is a hardcore, fun group fitness class that has taken Aerobics and brought it to the next level with modern fitness techniques. Our full-day Instructor Training will provide you with everything you need to know to teach a HIGH Fitness class. This hands-on training will provide you with the skills, knowledge, tips and tricks to support you in becoming a successful HIGH Fitness Instructor. SCW (7.5), ACE (0.7) AFAA (8.0), NASM (0.8), ACSM (7.5), CanFitPro (4.0), AFLCA (6.5).

BARRE ABOVE® POWERED BY SAVVIER FITNESS



Lauren George

Thursday, July 25, 9:00am-5:00pm

\$229.99 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 worth 4.0 AFAA & 0.4 ACE CECs, Instructor web membership, Equipment and apparel discounts, No licensing fees, Options for ongoing choreography, Certificate of Completion.* SCW (8.0), AFAA (8.0), ACE (0.8), NASM (0.8), ACSM (8.0).

SWORD FITNESS CERTIFICATION WITH JUNGSHIN FITNESS®



Annika Khan

Thursday, July 25, 8:30am-4:00pm

\$227.00 MANIA® Attendees / Non-Attendees (includes a FREE long sword and carrying bag)

Jungshin is a sword fitness experience that encourages passion and motivation to successfully achieve wellness goals using a wooden practice sword. The program is inclusive of everyone. Jungshin Fitness integrates ancient wisdom of martial arts with modern conditioning techniques. Exercise with the weighted lever of a wooden sword helps participants focus the mind, leaving them empowered and revitalized. In the training you will be introduced to Jungshin's philosophy, directional momentum training, and the radical health benefits offered through the 8 by 8 stance and strike flows. You will leave having the tools necessary to teach a Jungshin Athletic Flow class. *Easy to access CECs to all major accreditation orgs. Please email info@jungshinfitness.com for details.*

SUNDAY, JULY 28

SCW BARRE CERTIFICATION



Abbie Appel

Sunday, July 28, 8:00am-4:00pm

\$159 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), AFAA (7.0), ACE (0.6), AEA (4.0), NASM (0.7), ACSM (7.0), NFPT (1.4).

SCW BOXING CERTIFICATION



Steve Feinberg

Sunday, July 28, 8:00am-4:00pm

\$159 MANIA® Attendees / \$199 Non-Attendees

Prepare to shock your students and their bodies with this outstanding boxing certification. Whether you are looking to start or grow your own boxing program or bring it to your studio or club, we will provide you the tools you need. Learn to implement the basics of boxing, address the science behind the sport, and leave with the knowledge and confidence to empower others - from novices to well-trained fighters. This certification explores three learning styles, auditory, visual and tactile and provides you with several authentic workouts that are taught at a traditional boxing gym or independent studio. *Price includes training manual and testing fee. Manuals will be emailed from SCW Fitness Education.* SCW (7.0), AFAA (7.0), NASM (0.7), AEA (4.0), ACSM (7.0), NFPT (1.4).

WATERinMOTION® AQUA EXERCISE CERTIFICATION



Manuel Velazquez

Sunday, July 28, 8:00am-4:00pm

Additional \$159 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), AFAA (7.0), ACE (0.9), NASM (0.7), AEA (8.0), ACSM (7.0), NFPT (1.4).

SCW NUTRITION, HORMONES & METABOLISM CERTIFICATION



Melissa Layne, MEd

Sunday, July 28, 9:00am-3:30pm

\$159 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 (\$24.95 value). Manuals will be emailed from SCW Fitness Education.* SCW (7.0), AFAA (6.0), ACE (0.7), NASM (0.6), AEA (8.0), ACSM (7.0), NFPT (1.4).

BALLETONE® - POWERED BY SAVVIER FITNESS®



Lauren George

Sunday, July 28, 8:00am-4:00pm

\$229.99 MANIA® Attendees / \$249.99 Non-Attendees

Ballet is back...and with the popularity of barre, Pilates, and strength conditioning cardio, it's bigger than ever. Balletone provides 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 Workout DVD, Instructor web membership, Equipment and apparel discounts, No licensing fees, Options for ongoing choreography and Certificate of Completion.* SCW (7.0), AFAA (7.0), ACE (0.7), NASM (0.7).

COUNTRY FUSION® STAR INSTRUCTOR CERTIFICATION



Elizabeth Mooney

Sunday, July 28, 8:00am-4:00pm

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

Country Fusion® Star Instructor Certification Course provides you with the background you will need to become a Country Fusion® Star. In this course, you will learn what Country Fusion™ is and how to dance the Country Fusion® dances.

- Discover the history of Country Fusion®
- Learn about the set-up of a Country Fusion® Class; such as the LIIT intervals, wild card songs, and how the class is designed to work your whole body
- Become familiar with Country Line Dancing Terms and dance steps like TAGS, Restarts, Rocking Chair, Pivots, Grapevines and Shuffles
- Dance to classic country songs and learn classic country line dances
- Gain an understanding of the human anatomy and learn modifications to help students perform their best
- Learn how to assess a class and make students feel confident and comfortable

SCW (7.0), AFAA (7.0), NASM (0.7), ACSM (7.0).

MANIA® COURSE DESCRIPTIONS

FRIDAY, JULY 26

FR1

7:30AM-9:00AM

PULLING FOR POWER, PROGRAM 004™

SGT Ken®

Pulling for Power™ with SGT Ken® utilizes extremely effective Variable Intensity Interval Training (VIIT) techniques with WaterRower drills and calisthenics uniquely arranged to muster muscle-fatigue like never before. VIIT can help you burn body fat for 24 hours from a 60-minute workout. Pull for power today to produce progress tomorrow!

FR1A Friday, 7:30am-9:00am



HIGH FITNESS: AEROBICS IS BACK!

Metta Semrad

Aerobics is back- Bigger, Better, Higher! High Fitness is a hardcore group fitness class that has taken aerobics to the next level with modern techniques. High combines FUN (choreography to current music), INTENSITY (HITT, plyometrics, toning, cardio) and CONSISTENCY. High Fitness can be modified for participants of all levels!

FR1B Friday, 7:30am-9:00am



POUND® - SWEAT. SCULPT. ROCK.

Amber Bruehl

Unleash your inner rockstar in this cardio jam session inspired by the infectious, energizing and sweat-dripping fun of playing the drums. Designed for all fitness levels, whether you're a conditioned athlete or a beginner, POUND provides the perfect atmosphere for letting loose, getting energized, improving your health, and rocking out!

FR1C Friday, 7:30am-9:00am



SPEEDBALL CORE

Steve Feinberg

Speedball is an intense, NON-STOP multi-directional conditioning program featuring the revolutionary SpeedBALL. Speedball Core introduces unique core exercises, balance, mobility, stability, and incorporates interactive partner training. The program can be performed in an existing conditioning class or seamlessly inserted into a personal training session.

FR1D Friday, 7:30am-9:00am

GO WITH THE FLOW SALUTATIONS

Jeff Howard

We have all done the sun salutation, earth and possible moon. But why not create your own? Learn the building blocks behind salutations. How to then link your very own favorite vinyasa poses into your personal patterns. Leave with the confidence and creativity to link from one pose to another a go with your own flow!

FR1E Friday, 7:30am-9:00am

FITOUR®: SEXY MYOFASCIAL RELEASE W/PILATES

CarolAnn, MS, CPT, CN

In addition to relieving muscle and joint soreness and improving flexibility, your fitness students are interested in foam rolling to enhance their fitness performance. You will learn the concepts and benefits of myofascial release, the muscles involved, and how to engage your students in the practice of myofascial release by integrating Pilates techniques on a foam roller.

FR1F Friday, 7:30am-9:00am

POWER BODY BARRE

Billie Wartenberg

Barre Classes can ROCK using a weighted bar. Learn creative patterns, dynamic choreography and a seamless flow combining the weighted bar with your own body. Help your members improve balance, muscular endurance + muscle strength, with combined cardio blocks to improve overall fitness.

FR1G Friday, 7:30am-9:00am



ZUMBA® CARDIO BLAST

Erick Santana

Revolutionize your cardio workout and feel the Latin Heat with exotic world rhythms in red-hot, never-before-seen ways. This class will challenge and inspire you all at the same time! Learn how to make your routines really 'pop' with hits from multi-platinum Latin and international artists. So come walk in, and dance out!

FR1H Friday, 7:30am-9:00am



BECOME A
FORCE

SCHWINN®: STEP INTO YOUR SHINE

Doris Thews

What do sold out classes, savvy social media and strong personal branding have in common? YOU! Learn how to work your "Why" and attract people to not only your classes but also to your vision. Build your base and your business. Are you ready to step into your shine?

FR1I Friday, 7:30am-9:00am



STAGES®: THE POWER OF PROGRESSION



Pam Benchley

Crush plateaus, no more guesswork! Here are the specific protocols and tools you need to lead six weeks of systematic, progressive classes that peak with measurable change your clients will see and feel. You could even use this system for specialty programming or small group coaching to generate additional revenue!

FR1J Friday, 7:30am-9:00am

ACQUAPOLE® NEXT GENERATION

Andrea Velazquez & Kristy Anaya

Not your typical water aerobics class! Take your water workout to the next level with high intensity ab, upper and lower body training using the Acquapole® equipment in advanced level holds and positions.

FR1K Friday, 7:30am-9:00am

LABLAST® SPLASH: SHALLOW AQUA FITNESS

Louis Van Amstel

Dive into a fun and exciting way to teach shallow aqua fitness. Based on interval training and using AEA teaching principles, LaBlast® Splash uses simple ballroom patterns, accessible for the water. Our logical and easy-to-master format will keep your members happily dancing in the water to their favorite tunes!

FR1L Friday, 7:30am-9:00am



SUGAR VS. NON-NUTRITIVE SWEETENERS?

Fabio Comana, MA, MS

We have opinions on sugar versus non-nutritive sweeteners, but which is worse? Expand your expertise on science, not opinion, media hype or anecdotal evidence? This session provides the science on both pros/cons of each to give you more credibility in helping others. (LECTURE)

FR1M Friday, 7:30am-9:00am

STAIRMASTER: SCIENCE OF VARIABILITY FOR SERIOUS HIIT

Pete McCall, MS

It's the INTENSITY of a workout, not duration that produces results, but too much high intensity exercise is not good for the body. NOT every interval needs to be at high intensity for an effective HIIT workout. Learn how the science of variable intensity interval training can deliver serious results.

FR1N Friday, 7:30am-9:00am



BELIEVE THE DOTS WILL CONNECT

Amy Goldberg

Any kind of personal or professional transition in life can be daunting. Sometimes we don't even know where to start. Now what? How do you action what you need to do? Making a move can seem terrifying if you don't know how to prepare for what could be.

FR1O Friday, 7:30am-9:00am



SELF- COACHING STRATEGIES FOR WELLNESS

Tricia Silverman, RD, LDN, MBA

Discover helpful strategies that you can use or share with your clients. Find new ways to motivate yourself and clients to move more and eat right. Learn more about mindful eating, tapping, self-compassion, journaling, vision boards, gratitude and more for wellness and weight loss!

FR1P Friday, 7:30am-9:00am



LOUIS VAN AMSTEL

Louis is a three-time World Latin Dance Champion who is best known as a nine-season, crowd favorite Pro on the ABC hit TV show *Dancing with the Stars*. An Emmy-nominated choreographer, Louis regularly works for *So You Think You Can Dance* and *Dancing with the Stars*. He presents internationally as CEO of LaBlast® Fitness sharing his passion for dance and mission to get people moving through LaBlast® Fitness and LaBlast® Splash.

WORKING TOWARDS MENTAL FITNESS



Kurt Gillon

Effort (or a lack thereof) is seldom a reason for clients ceasing exercise. We will discuss the three essential elements all clients must have to successfully change their behavior here, and what you can do as a trainer and fitness coach to 'plug any gaps' your clients may have.

FR1Q Friday, 7:30am-9:00am

FR2

10:00AM-11:30AM

MASHUP®: VIIT IT!

Amber Cura & Shannon Lyon

VIIT is the New HIIT! Experience a short, effective workout with Variable-intensity Interval Training (VIIT). Learn the nuts and bolts of this research-based program featuring Mind/Body, Agility & Strength, and High-intensity Interval exercises for every fitness level for a fun and challenging workout!

FR2A Friday, 10:00am-11:30am



FROM THE GROUND UP!

Manuel Velazquez

Experience and test the benefits of combining effective techniques of Self myofascial release along with sequences of dynamic flexibility for each joint and muscle group from the Ground Up! This is a great session for any group fitness instructor or personal trainer to help their clients improve mobility and flexibility.

FR2B Friday, 10:00am-11:30am

CARDIO KICK TO THE MAX

Andrea Kozma

Experience martial arts techniques with cardio fusion choreography. This high-energy workout challenges the beginner and elite athlete alike. It is a class format that builds stamina, improves coordination and flexibility, and is a fun and challenging workout!

FR2C Friday, 10:00am-11:30am

TEACHING THE DEADLIFT

Jonathan Mike PhD, CSCS*D

This session will discuss & identify the biomechanics and technical intricacies of the deadlift for personal trainers and coaches to help clients and athletes better understand the deadlift and its execution. We will cover its importance along with a complete analysis of the mechanics and intricacies of the movement.

FR2D Friday, 10:00am-11:30am

DEEP STRETCH & THE AGING Ann Gilbert

Study a popular new land based format focusing on the science behind the deep stretch for your active ager. Eliminate the fear of mat work and empower your members with the educational based format that will be easily launched into your growing active aging program GX line up.

FR2E Friday, 10:00am-11:30am

PREVENTION & RECOVERY THROUGH MUSCLE STIMULATION**Steve Feinberg**

The latest technology of injury prevention and muscle recovery now fits in your pocket. We will show you how you and your clients can experience a transformative physiological experience with the use of our device, which is already helping millions across the world.

FR2F Friday, 10:00am-11:30am**BARRE MOVES – UPDATE YOUR CHOREOGRAPHY****Lauren George & Jenn Hall**

Refreshing your barre choreography doesn't have to be a chore. While you want to stay true to the purpose of barre, it doesn't mean you can't have fun with new ideas. Learn how to manipulate movement elements to create fresh sequences that will inspire and energize your students' class experience.

FR2G Friday, 10:00am-11:30am**COUNTRY FUSION®****Elizabeth Mooney**

Country Fusion® is an aerobic workout that is centered around Country Line Dance, while infusing various other dances such as Salsa, Cha-Cha, Hip Hop, Samba, Merengue and more. Each class is 90 minutes long, structured as a LIIT (Low Intensity Interval Training) workout, where participants can burn over 500 calories during each class.

FR2H Friday, 10:00am-11:30am**SCHWINN®: RHYTHM DONE RIGHT****Abbie Appel**

When the music and coaching are spot on, Rhythm Riding can be magical! The RIGHT Rhythm ride doesn't need smoke and mirrors or unnecessary distractions. Discover how to capture and captivate your riders the RIGHT way and provide members with a memorable, results based, musically amazing cycling experience.

FR2I Friday, 10:00am-11:30am**STAGES®: BUILD IT (FASTER!). THEY'LL COME****Pam Benchley**

How many hours do you spend trying to create that "perfect" ride profile? What if we told you there is an easier way to design PURPOSEFUL, goal driven, fun rides – faster? From beat junkies to power pros – let us show you the quick and simple way to deliver measurable results to your riders!

FR2J Friday, 10:00am-11:30am**AQUATAINMENT - 100+ CONCEPT AQUATIC POSSIBILITIES****Evelyn & Greg Keyes**

Evelyn & Greg Keyes are globally known for their innovative entertaining methods of instructor training to entice the endorphins to not just stimulate the brain, but open it to retentive possibilities of the many Aquatic Possibilities. They put FUN into both the FUNctional and FUNDamental specifics of aquatic exercise.

FR2K Friday, 10:00am-11:30am**GIRLS JUST WANNA HAVE FUN!****Sara Kooperman, JD, Melissa Layne, MEd & Billie Wartenberg**

Bring a tidal wave of energy and excitement to the pool! The fabulous Women of MANIA® will provide a flood of new ideas that will give new meaning to fluid fun. Plunge into a fantastic workout that covers all body parts and add a major splash of WOW! to your aqua classes.

FR2L Friday, 10:00am-11:30am**DIET DIAGNOSIS****Bruce & Mindy Mylrea**

Scores of new diet books are published every year by the \$60B weight loss industry, so why is the general population still is gaining weight? What gives? Mindy and Bruce sift through scientific evidence of the biggest diet trends to diagnose which, if any, really work for sustained, healthy, long-term weight loss. (LECTURE)

FR2M Friday, 10:00am-11:30am**STAIRMASTER: REAL RATIOS FOR RESULTS - HIIT****Sonja Friend-Uhl**

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.

FR2N Friday, 10:00am-11:30am**HIGH FITNESS: BRINGING AEROBICS BACK!****Metta Semrad**

Discover the tips and tools that you need to make your dreams reality! Learn how two moms without business backgrounds, self-funded a subscription based, e-commerce business, HIGH FITNESS!. Teaching classes to cover start-up costs and using only social media as marketing, they created an international fitness company in less than 4 years!

FR2O Friday, 10:00am-11:30am**METABOLISM & FAT – SCIENCE & APPLICATION****Fabio Comana, MA, MS**

As a population obsessed with weight loss, 'metabolism' and 'fat' grab attention. Come to this session to gain a better understanding of the complexities of each, gather updates in recent research, and learn how to effectively design, develop and deliver strategies to achieve those much-desired results.

FR2P Friday, 10:00am-11:30am**EQUIPMENT FOR MEMBERSHIP RETENTION & GROWTH PANEL****Carolyn Erickson, Brian Bettendorf, MSM, MS & SGT Ken®**

Let's explore ways how incorporating equipment can drive membership and keep clients coming back for more. Our group of industry experts will focus on the importance of all equipment related aspects for your gym, studio and/or personal clients – choosing the "right" gear, effectively incorporating equipment with programming, and finding the right budget for you.

FR2Q Friday, 10:00am-11:30am**FR3 - SESSION 1****11:45AM-1:15PM**

If you choose this session, then 1:15pm-2:15pm will be your EXPO and lunch break.

EXTREME HIIT CHAOS™ MEETS FLUID STRENGTH**Carolyn Erickson & Mindy Mylrea**

Savvier's newest programs will have you training in Chaos and challenging your strength. Extreme Chaos co-creator, Carolyn Erickson, and Fluid Strength creator, Mindy Mylrea, introduce innovative new methods to HIIT and Strength train that will knock your socks off! Be the first to take these new formats to your students.

FR3A Friday, 11:45am-1:15pm**LOWER BODY BLASTER****Jeff Howard**

Want to learn the latest in lower body workouts? This a complete lower body experience to tone and strengthen the glutes, thighs and hamstrings.. Complete the workout with abdominal and lower back conditioning and hip and thigh flexibility. Includes great add -on to any traditional sculpting class.

FR3B Friday, 11:45am-1:15pm**REB3L STRENGTH™: NO REP COUNTING****Tricia Cremeans & Ashleigh Hughes**

A seriously effective, kick ass, total-body toning workout designed to sculpt your muscles through low-impact, high-repetition training, using the weight of your own body and minimal equipment. Each routine is choreographed to songs that are powerful, bold, hard-hitting and inspiring. Get ready to discover what you're truly capable of!

FR3D Friday, 11:45am-1:15pm

LABLAST®: DANCE FITNESS: A TRUE HIIT!**Louis Van Amstel**

What goes up must come down...oh-so-true with your heart rate during proper interval training! LaBlast® teaches simple ballroom patterns keeping the true meaning of HIIT in mind. This is a dynamic workout incorporating weight training and plyometrics and will appeal to both dance and interval fitness fanatics at your club.

FR3H Friday, 11:45am-1:15pm

LaBlast®

STAGES®: W.T.F.T.P.?**Cameron Chinatti**

If you teach on a bike with Power, you've heard: "What's a GOOD wattage?" Come experience a fun-filled, action-packed FTP ride that will personalize and give meaning to all those numbers, and take home an easy to understand plan to guide your classes to understanding theirs. Power Up!

FR3J Friday, 11:45am-1:15pm

STAGES

ACQUAPOLE® JUMP TONING**Andrea Velazquez & Kristy Anaya**

Engaging customers in innovative aquatic styles is a strategic need. Using the round jump this class emphasizes toning exercises for hips, thighs, abs and buttocks.

FR3K Friday, 11:45am-1:15pm**SIX STEPS TO CREATIVE DRILLS****Melissa Layne**

There comes a time when an aqua instructor truly believes all the moves in the water have been created! This is when burnout tends to set in. This session incorporates a six-step process to take any previously taught water exercise and recreate it with a twist to give your class a boost of creativity. Bring your favorite move and be prepared to leave with a new take on the old!

FR3L Friday, 11:45am-1:15pm**SIMPLE APPROACHES TO WEIGHT LOSS****Fabio Comana, MA,MS**

The US weight loss industry exceeds \$70 billion, and with 19% of Americans following diets and 77% struggling with healthier eating choices, yet the information is overwhelming and confusing. This session presents a simplified coaching approach to change based on understanding ambivalence and resistance and building self-efficacy and change.

FR3M Friday, 11:45am-1:15pm**SOCIAL MEDIA BASICS & BEYOND****Jessica Maurer**

From platform changes to confusing lingo to the ever-changing landscape of our online lives, the world of social media can be overwhelming. In this lecture, we break down the basics of the top three fitness-related platforms and create a personalized plan that you can quickly implement on Monday.

FR3Q Friday, 11:45am-1:15pmCLUB INDUSTRY
BUSINESS SUMMIT**FR3 - SESSION 2****12:30PM-2:00PM**

If you choose this session, then 11:30am-12:30pm will be your EXPO and lunch break.

HIIT THE TURF**Jen Keenan-Stryka & Angelique Hughes**

You won't want to miss this NEW energetic HIIT based class featuring easy to travel with TURF ON THE GO mats. Sessions showcase exciting new moves using gliding discs, cardio and strength. Proven to sculpt muscles and burn fat! This workout will keep your clients coming back for more!

FR3C Friday, 12:30pm-2:00pmTurf
anywhere, anytime**MULTI-GENERATIONAL FITNESS****Billie Wartenberg**

Is it possible to blend the ages of Millennials through Baby Boomers in your classes? YES, it can be done! Bridge the generational gap with effective and functional ways you can successfully have classes for ALL Fitness Ages and Levels.

FR3E Friday, 12:30pm-2:00pm

OnDemand

VERTICALLY PILATES**Manuel Velazquez**

Standing Pilates provides a link between Pilates mat work and everyday movement as it enhances precise control of each muscle through balance and coordination. The breath is revisited in order to adapt to the increased work effort. Moves are a combination of traditional Pilates, rhythmic movement, and balance patterns with the usual focus on proper body alignment and core strength.

FR3F Friday, 12:30pm-2:00pm**BARRE WITH A TWIST****Abbie Appel**

Lovers of Barre take your class to a whole new level with all of the classic, rotational moves, safely executed to add variety and challenge to any Barre workout. Discuss fundamentals of Barre including alignment, posture and intensity variables. Then, twist, bend and stretch in a beyond-basics workout to overcome training plateaus and help your students reach their goals.

FR3G Friday, 12:30pm-2:00pm

LEAD

THE CHARGE



SCHWINN®: SCHWINTENSITY**Jeffrey Scott**

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.

FR3I Friday, 12:30pm-2:00pm**BOXING: THE METHOD****Steve Feinberg**

This cardio-boxing class uses the best asset in your studio: YOU! Combine the technique work of punching, method training, and core work ALL in one high-intensity class. If you like to move to the beat of the music, you will LOVE this workout, which not only burns up calories and works your body, but also trains your mind.

FR3N Friday, 12:30pm-2:00pm**FITNESS BUSINESS TRENDS FOR 2019****Sara Kooperman, JD**

This entertaining presentation examines the fitness fads, exercise trends, and the direction that our clients wish us to pursue. Customer experience, programming options and technological advancements are put under a microscope of best practices. To unlock our potential, we will inspect implementation, experimentation and systematization of exercise execution, and review the predictions from IHRSA, ACSM, Club-Intel and SHAPE Magazine. Join Sara Kooperman, an Industry Icon, for this engaging and illuminating presentation guaranteed to leave you excited about our fitness future.

FR3O Friday, 12:30pm-2:00pm**KEYES SECRETS TO MANIPULATING****DIFFICULT PEOPLE Evelyn & Greg Keyes, PhD**

The Star of Communication Stratagem' was on interpersonal communication skills, specifically on the plethora of streams available to communicate with virtually all forms of communicators, with specific focus on the multiple difficult people types. This presentation shares many of the dynamics of such skills.

FR3P Friday, 12:30pm-2:00pm**FR4****2:15PM-3:45PM****THE EPOCALYPSE WATERROWER® POWER WORKOUT™****Irene Lewis-McCormick, MS, CSCS**

The EPOCalyse™ with Irene McCormick is an extremely exciting fitness circuit training program filled with several Versa Loop and Medicine Ball exercises, and finished with highly effective WaterRower drills designed to immediately improve your strength and power like never before. Endure the EPOCalyse today to become a better you tomorrow!

FR4A Friday, 2:15pm-3:45pm**HIGH FITNESS: AEROBICS IS BACK!****Metta Semrad**

Aerobics is back- Bigger, Better, Higher! High Fitness is a hardcore group fitness class that has taken aerobics to the next level with modern techniques. High combines FUN (choreography to current music), ITENSITY (HITT, plyometrics, toning, cardio) and CONSISTENCY. High Fitness can be modified for participants of all levels!

FR4A Friday, 2:15pm-3:45pm**JUNGSHIN® FITNESS - RHYTHM - SHORT SWORDS WORKOUT****Annika Kahn, MS**

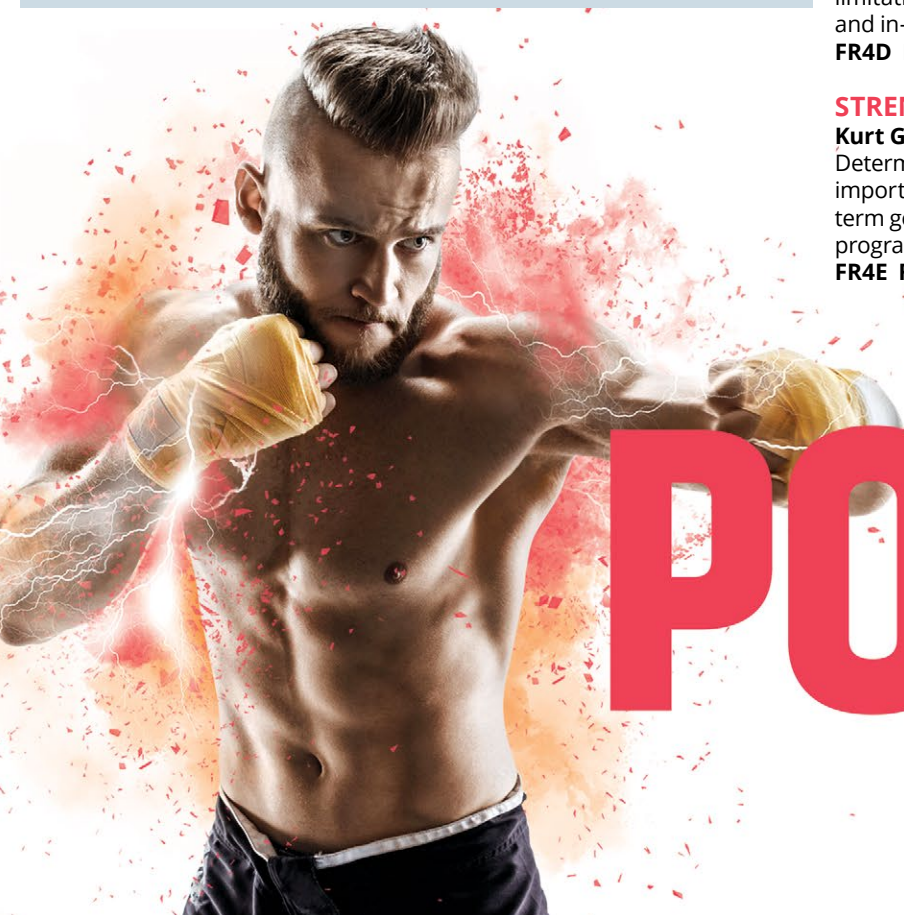
Athletic Flow is a high-intensity class that blends Martial Arts techniques with modern fitness conditioning. The movements are choreographed implementing a unique tool: the sword. Used as an extension of the body, the sword builds core engagement, mental focus and flexibility while harmonizing the endocrine system and promoting overall health. All Jungshin sessions introduce combat flow!

FR4C Friday, 2:15pm-3:45pm**CONSISTENT RESISTANCE****Carolyn Erickson**

Join Carolyn Erickson as she leads you through a conditioning workshop using sleeved elastic (Slastix) bands of all sizes. Explore training possibilities and learn innovative ways to move through space without limitations. Be ready for the optimal combination of research-based data and in-the-trenches experiences to maximize the impact on your clients.

FR4D Friday, 2:15pm-3:45pm**STRENGTH TRAINING FOR ACTIVE AGERS****Kurt Gillon**

Determining the older adult's current physical activity status is very important when creating an exercise program and setting short and long-term goals. We will address physical activity readiness questionnaires, program design and exercises.

FR4E Friday, 2:15pm-3:45pm

POWER

STARTS WITHIN

RUMBLEROLLER® ROLL BETTER, ROLL LESS**Brian Bettendorf, MSM, MS**

So you think you know foam rolling? Come learn how to assess mobility with some movement screens followed by learning and practicing key movements allowing you and your clients to increase their get the biggest improvement in the shortest time for improved recovery and performance.

FR4F Friday, 2:15pm-3:45pm**LET THE BEAT DROP - BARRE ABOVE®****Lauren George**

Music is a powerful tool that sets the tone for your class, increase students' energy, and makes a lasting impact. Learn four ways to choreograph barre workouts to music in a one song per segment format, master cueing strategies to smoothly and efficiently move students through workouts that creates flow.

FR4G Friday, 2:15pm-3:45pm**CLUB VIBE® - DANCE MEETS FITNESS****Allyson Ponte & Kelly Schur**

Experience the definition of dance fitness! An exercise science based dance format which cohesively blends authentic studio style dance with cutting edge fitness to deliver a fun, non-stop, safe and results driven workout that appeals to all levels and abilities.

FR4H Friday, 2:15pm-3:45pm**SCHWINN®: HOW TO WOW!****Mindy Mylrea**

Learn the secret to creating buzz in the locker room and a waitlist for your class! Discover HOW to build class designs that WOW your participants by integrating the latest cycling protocols through Schwinn's proven system. Get ready to have your mind blown and your classes sold out!

FR4I Friday, 2:15pm-3:45pm**STAGES®: MIXED EMOTIONS****Cameron Chinatti**

Are you passionate about your music? Looking to learn or improve your mixing skills? iTunes, Spotify, MixMeister... From the basics of mixing to bar counting, this Workshop will show you how to create a curated mix that perfectly suits the mood, terrain, intensity, and movements of your ride. Cue music!

FR4J Friday, 2:15pm-3:45pm**STROOPS AQUA BOOT CAMP****Jeff Howard**

Get out of the studio and into the pool! Dive into a completely new type of Aqua HIIT class using products powered by STROOPS. Build strength, raise your heart rate, and get some great ideas for your water classes that help build your creativity and generate camaraderie.

FR4K Friday, 2:15pm-3:45pm**DIVE INTO AQUA CHOREOGRAPHY****Manuel Velazquez, Ann Gilbert, Connie Warasila & Billie Wartenberg**

Bring a tidal wave of excitement to your pool! Learn eight new 64-count choreography blocks, which will be provided in written form, that you easily can incorporate immediately into your aqua classes. These WATERinMOTION®-inspired moves provide a low-impact, high-energy challenge that tightens and tones the entire body and floods your classes with fun.

FR4L Friday, 2:15pm-3:45pm**NUTRITION PANEL****Sohailla Digsby, RDN, LD, CPT, Melissa Layne MEd, Bruce Mylrea, Tricia Silverman, RD, LDN, MBA, Keli Roberts - Moderator**

Come together to explore controversial research, ask questions, and discover cutting edge options in food and nutrition. Hear from these nutrition experts on how and why they

choose to eat the way they do. You will leave "feeling full" of ways to make smarter choices when it comes to fueling your body. (LECTURE)

FR4M Friday, 2:15pm-3:45pm**STAIRMASTER: HIIT & REST****Sonja Friend-Uhl**

Yep, HIIT & Rest are a perfect pair and that's no BS. Active rest intervals allow for optimal intensity during the work intervals to produce results without overtraining. Learn how to use the rest interval in your workout programs to help your clients and classes perform their best.

FR4N Friday, 2:15pm-3:45pm**WHAT FITPROS WANT FROM LEADERS****Nathalie Lacombe, MS**

Yep, HIIT & Rest are a perfect pair and that's no BS. Active rest intervals allow for optimal intensity during the work intervals to produce results without overtraining. Learn how to use the rest interval in your workout programs to help your clients and classes perform their best.

FR4O Friday, 2:15pm-3:45pm**TIDBITS TO GROW YOUR BUSINESS****Paul Bosley**

This seminar reviews 14 key concepts that taken together, present an overview of how to be successful in the fitness industry. The concepts begin with launching the business to operating and managing a fitness business and ends with exit strategies. Questions and answers are encouraged as each concept is shared.

FR4P Friday, 2:15pm-3:45pm**WHAT'S UP WITH WEARABLES?****Pete McCall, MS**

Fitness trackers, heart rate monitors, calorie counters, there are many ways that technology is being used to help monitor the effects of exercise. This session will review current trends in wearable technology and offer solutions for how to integrate into your fitness business.

FR4Q Friday, 2:15pm-3:45pm**FR5****4:00PM-5:30PM****LOWER EXTREMITY TRAINING - FEMALE CLIENT****Keli Roberts**

Smart strategies for training the female lower extremity can be simple. Effectively training the lower body doesn't necessitate heavy equipment or complicated techniques. Through practical application in an interactive environment, trainers will review biomechanics and kinesiology while learning specific techniques for training their female clients.

FR5A Friday, 4:00pm-5:30pm**MAXIMIZING OUTDOOR FITNESS PROGRAMMING****AJ Mays & Brooke Neff**

Take it outside with fun, dynamic and unique workouts to do in an outdoor environment utilizing minimal or no equipment. Bust out of the four walls and incorporating cardio, strength, and mobility while enjoying the great outdoors.

FR5B Friday, 4:00pm-5:30pm**JEFF HOWARD**

Jeff is a world-renowned fitness presenter who has lived in South Africa, Puerto Rico, and the United States. As part of the SCW Faculty, he has starred in numerous SCW Fitness videos and has educated fitness professionals at conventions worldwide for over a decade. Jeff trained countless celebrities as the pioneer instructor at the Golden Door Spa and has appeared on several national TV shows. Jeff is currently the Promotional Director of Fitness for Milestone Baptist East.

ATLANTA MANIA® SCHEDULE-AT-A-GLANCE

THURS. JULY 25

THURSDAY PRE-CON WORKSHOPS	 ZUMBA® BASIC SKILLS LEVEL 1 INSTRUCTOR TRAINING Santana • 8:00am-5:00pm • pg 9	 SCW Group Exercise Certification Howard 8:00am-5:00pm pg 7	 SCW PERSONAL TRAINING CERTIFICATION K. Roberts • 8:00am-5:00pm pg 7	 SCW Pilates Matwork Certification Appel 8:00am-5:00pm pg 7	 SCW Active Aging Certification Layne 9:00am-5:00pm pg 7	 SCW Yoga I Certification M. Velazquez 8:00am-5:00pm pg 7	 SCW Yoga II Certification M. Velazquez 5:30pm-9:30pm pg 7	 BARRE ABOVE® POWERED BY SAVVIER FITNESS George • 9:00am-5:00pm • pg 9	 HIGH FITNESS INSTRUCTOR TRAINING Semrad 8:30am-5:00pm • pg 9
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 CLICK HERE >> TO ENLARGE & PRINT	A HIIT / FUNCTIONAL TRAINING	B GROUP EXERCISE	C PERSONAL TRAINING	D PERSONAL TRAINING / SPECIALTY	E ACTIVE AGING / WELLNESS	F MIND/BODY / RECOVERY	G BARRE	H DANCE / SPECIALTY
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FR1 7:30am-9:00am Pages 10-11	Pulling for Power, Program 004™ SGT Ken®	HIGH Fitness: Aerobics is Back! Semrad	POUND® - Sweat. Sculpt. Rock. Bruehl	Speedball Core Feinberg	Go With the Flow Salutations Howard	FITOUR®: Sexy Myofascial Release w/Pilates CarolAnn	Power Body Barre Wartenberg	Zumba® Cardio Blast Santana
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FR2 10:00am-11:30am Pages 11-12	MASHUP® : VIIT IT! Cura & Lyon	From the Ground Up! M. Velazquez	Cardio Kick To The Max Kozma	Teaching the Deadlift Mike	Deep Stretch & The Aging Gilbert	Prevention & Recovery through Muscle Stimulation Feinberg	Barre Moves - Update Your Choreography George & J. Hall	Country Fusion® Mooney
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FR3 Session 1 11:45am- 1:15pm Pages 12-13	FR3 Session 2 12:30pm- 2:00pm Pages 13-14	Extreme HIIT Chaos Meets Fluid Strength Erickson & M. Mylrea Session 1	Lower Body Blaster Howard Session 1	HIIT the TURF Keenan-Stryka & Hughes Session 2	REB3L Strength™: No REP Counting Creameans & Hughes Session 1	Multi- Generational Fitness Wartenberg Session 2	Vertically Pilates M. Velazquez Session 2	Barre With a Twist Appel Session 2	LaBlast® - Dance Fitness: A True HIIT! Van Amstel Session 1
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FR4 2:15pm-3:45pm Pages 14-15	The EPOCalyse WaterRower® Power Workout™ Lewis-McCormick	HIGH Fitness: Aerobics is Back! Semrad	JUNGSHIN® Fitness: Rhythm- Short Swords Workout Kahn	Consistent Resistance Erickson	Strength Training for Active Agers Gillon	RumbleRoller® Roll Better, Roll Less Bettendorf	Let the Beat Drop George	Club Vibe® Dance Meets Fitness Ponte & Schur
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FR5 4:00pm-5:30pm Pages 15-19	Lower Extremity Training Female Client K. Roberts	Maximizing Outdoor Fitness Programming Mays & Neff	AAA - Abs at All Angles Appel	Benefits of Periodization: Dance Corps Dorsey	Active Aging: No Place Like Foam Kooperman	Yoga for Healthy Backs Lacombe	Barre Hop Wartenberg	Country Fusion® Workshop Mooney
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FR6 EVENING SESSIONS 6:30pm-7:30pm Pages 19-20	MANIA® Dance-Off! with Club Vibe, Country Fusion®, HIGH Fitness, LaBlast®, POUND®, REB3L & WERQ®					Recovery Through Meditation Rockit		Incredibooty Toning Experience Robertson
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SA1 7:00am-8:30am Pages 20-21	Battle with Boats and Ropes™ SGT Ken®	HIGH Fitness: Aerobics is Back! Semrad	JUNGSHIN® Athletic Flow - Long Sword Workout Kahn	The Next Generation of POUND® Bruehl	Aging Fit Gilbert	Pilates Functional Progressions Velazquez	FUNctional Barre George	REB3L Groove™: Dance Fitness Redefined Creameans & Hughes
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SA2 KEYNOTE & AWARDS 9:30am-10:45am Pages 21								
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SA3 11:00am-12:30pm Pages 21-23	Gamify Your Workout Gavigan	Training the Female Core K. Roberts	Les Mills GRIT™: Cardio & HIIT Lavinge	Speedball For Personal Trainers Feinberg	Yoga for the Young at Heart: Chair Kooperman	HIIT the Turf - Yoga Fusion Keenan-Stryka & Hughes	Barre Soul Wartenberg	ALLEGRO~ Lenart & George
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SA4 Session 1 12:45am- 2:15pm Pages 23-24	SA4 Session 2 1:30pm- 3:00pm Page 24	Strength in the Storm™ SGT Ken® Session 2	Gliding Reinvented M. Mylrea & J. Hall Session 1	RumbleRoller® Group Exercise Flow Lewis-McCormick Session 2	WERQ ® Dance Fitness: #dancechallenge Stone Session 2	Strength Training for Longevity & Vitality Kooperman Session 1	2 Minutes to Pain Relief Sellers Session 1	Barre Training: Grace And Flow K. Roberts Session 1	The Art of Cueing™ Ponte & Schur Session 2
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SA5 3:15pm-4:45pm Pages 24-25	Extreme HIIT Chaos Erickson & M. Mylrea	Group Training Aussie Style: Oi Oi Oi Tempest	Rockit Strength®: Hard Core/ Peace Core Rockit	Power Up! McCall	Country Fusion® For Active Agers Mooney	Trending: HIIT With Active Recovery Cura & Lyon	Barre Necessities Appel	LaBlast® - Yes, Ballroom is HIIT! Van Amstel
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SA6 5:00pm-6:30pm Pages 25-26	HIIT: Quantity or Quality? Thomson	Functional Abs: Core Strong! M. Velazquez	Training by the Numbers Gavigan	POUND® Why Your Body Rocks Bruehl	The Science of Aging Gracefully McCall	More Chi For Me Haan	Weight at the Barre Wartenberg	Balletone - The Non-Dancer Workout Lenart
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SA7 EVENING SESSIONS 6:45pm-7:45pm Page 27	Fitness Idol with Judges: Kooperman, Roberts, Howard & Wartenberg	Club Vibe National Dance Day Celebration! Ponte & Schur				MANIA® Rest and Recovery with Fit Columbia, Namirsa & RumbleRoller		
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SU1 7:00am-8:30am Pages 27-28	BODYATTACK® Workout Keenum	Quick & Dirty 30 Lewis-McCormick	HIIT the Turf - For Personal Trainers Keenan-Stryka & A. Hughes	Programming Foundations for the Obese Population Thomson	Training the Active Aging Female Client K. Roberts	Rolling with Mindfulness and Breathwork Bettendorf		
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SU2 8:45am-10:15am Pages 28-29	Camp Gladiator Outdoor Fitness Workout B. Hall & Jackson	Chiseled Faith®: Faith Based Fitness Movement CarolAnn	From Burnout to Boost Haan	WERQ ® Dance Fitness: Formation Stone	Practical Core 55+ Wartenberg	Core Forward Pilates Howard		
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SU3 11:15am-12:45pm Pages 29-30	50 Unique Core Lovers Exercises M. Mylrea	Double the Fun! Double the Results! Erickson	Cardio Mix to the Max Kozma	Keep It Simple & Smart Thomson	Sizzling Seniors Hunt	Restorative Yoga Sellers		
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SU4 1:00pm-2:30pm Pages 30	Mandatory Teamwork Gavigan	Top2Bottom Bootcamp Howard	Chiseled Faith®: Fitness for Impact CarolAnn	Dance Corps: HIIT It Hard! Dorsey	"I Wish I Knew Before..." Rockit	Whose Back? Your Back! Haan	 BARRE CERTIFICATION APPEL 8:00am-4:00pm • pg 9	 COUNTRY FUSION® STAR INSTRUCTOR CERTIFICATION Mooney 8:00am-4:00pm • pg 9
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FRIDAY, JULY 26

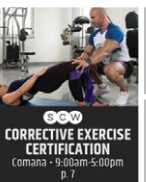
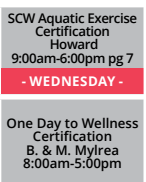
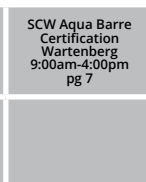
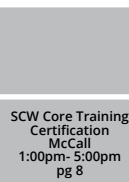
SATURDAY, JULY 27

SUNDAY, JULY 28

FREE PASS

www.scwfit.com/Expo

Thurs., July 25:.....5:00pm - 7:00pm
 Fri., July 26:.....8:45am-2:30pm & 5:00pm - 6:45pm (Charity Auction)
 Sat., July 27:.....8:15am-3:30pm & 6:00pm-7:00pm
 Sun., July 28:.....10:00am-1:30pm (Closeout Shopping)


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 MEDIA

Schwinn®: Step into Your Shine Thews	Stages®: The Power of Progression Benchley	Acquapole® Next Generation A. Velazquez & Anaya	LaBlast® Splash - Shallow Aqua Fitness Van Amstel	Sugar vs. Non-Nutritive Sweetness Comana	StairMaster: Science of Variability for Serious HIIT McCall
Schwinn®: Rhythm Done Right Appel	Stages®: Build it (FASTER!). They Will Come Benchley	Aquataintment - 100+ Concept Aquatic Possibilities E. & G. Keyes	Girls Just Wanna Have Fun Kooperman, Layne & Wartenberg	Diet Diagnosis B. & M. Mylrea	StairMaster: Real Ratios for Results - HIIT Friend-Uhl
Schwinn®: SchwINTENSITY Scott Session 2	Stages®: W.T.F.T.P.? Chinatti Session 1	Acquapole® JUMP Toning A. Velazquez & Anaya Session 1	Six Steps to Creative Drills Layne Session 1	Simple Approaches to Weight Loss Comana Session 1	Boxing: The Method Feinberg Session 2
Schwinn®: How to WOW! M. Mylrea	Stages®: Mixed Emotions, a Practical Approach Chinatti	Stroops Aqua Boot Camp Howard	Dive Into Aqua Choreography M. Velazquez, Gilbert, Warasila & Wartenberg	Nutrition Panel - Digsby, Layne, B. Mylrea, Silverman, K. Roberts-Moderator	StairMaster: HIIT & Rest Friend-Uhl
Schwinn®: Music & SO MUCH MORE! Scott	Stages®: Team Pursuit: The Experience Benchley	Water Running Rockit	Aqua Yoga Flow Warasila	Abs are Made in the Kitchen Digsby	
	Les Mills SPRINT™ Homes	Acquapole® Boxing A. Velazquez & Anaya			
Schwinn®: Take it to the MAX K. Roberts	Stages®: One Size DOESN'T Fit All Kohler	Hydro Lift Off! Howard	Aqua Bootcamp Circuit Lewis-McCormick	Nutrition for Fitness Professionals Layne	StairMaster: Real Ratios for Results - HIIT Thomson
Schwinn®: Ride and Row Scott & Thews	Stages®: Power vs. Rhythm Kohler & Chinatti	Aquatic Beauties and the Beasts E. & G. Keyes	It's Raining Men! Equipment Revealed Howard, Van Amstel, M. Velazquez, & Rockit	Nutrition Tips, Tidbits & Treats B. & M. Mylrea	StairMaster: A Moment in Time - Optimizing HIIT Intervals McCall
Schwinn®: Master the Moment Thomson Session 2	Stages®: Party Through the Decades Benchley, Chinatti & Kohler Session 1	Happy Aqua Flow A. Velazquez & Anaya Session 1	LaBlast® Splash - Aqua Dance Intervals Van Amstel Session 1	What TO Eat: End the Frustration Digsby Session 2	Boxing Bootcamp Feinberg Session 1
Schwinn®: R&R - Ride & Restore K. Roberts	Stages®: The Power of Cue-munication Benchley	Creative Methodologies for Innovative Aquatic Sessions G. & E. Keyes	Silver Aqua Solutions M. Velazquez, Gilbert, Warasila & Wartenberg	Carbohydrate Crazyness Kravitz	3:1 Punchout Feinberg
Schwinn®: Balancing Act - Cycling Fusion Appel	Stages®: Triple Threat Mindset Kohler	Aqua Core Options Warasila	Aqua FusionMANIA Layne	The Female Training Advantages 2019 Kravitz	StairMaster: HIIT & Rest Friend-Uhl
		Acquapole® Circuit Revolution A. Velazquez & Anaya			
Schwinn®: Let the Music Play M. Mylrea	Stages®: Playing With Power Mellon		Aqua Drums A. Velazquez & Anaya	The Metabolic Effects of Resistance Training Kravitz	
Schwinn®: Prime Design Thomson	Stages®: The Invisible Road Chinatti		Aquatic Solutions for the Aging Gilbert	Prevention and Performance for Runners Bettendorf	
			Dive In Rockit	Fat Loss: The Real Story Kravitz	
			Armed and Dangerous Gilbert	Exercise: The Ultimate Brain Booster Kravitz	

Believe the Dots Will Connect Goldberg	Self-Coaching Strategies for Wellness Silverman	Working Towards Mental Fitness Gillon	FR1 7:30am-9:00am Page 11
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What FitPros Want From Leaders Lacombe	Tidbits to Grow Your Business Bosley	What's Up With Wearables? McCall	FR4 2:15pm-3:45pm Page 15
Insurance for Studios, Instructors & Trainers Urmston-Lowe	From Sub List to CEO Stone	Utilizing Fitness Technology Maurer	FR5 4:00pm-5:30pm Page 19
STATE OF THE INDUSTRY Lewis-McCormick - McCall - Layne - SGT Ken® ROOM P - 6:30pm-7:30pm			FR6 6:30pm-7:30pm Page 20
PT + Group Fitness = Skyrocketing Success Cura & Lyon	Brand Bootcamp- Guide to a Healthy Brand Williamson	Instagram Glam Quality over Quantity Hall	SA1 7:00am-8:30am Page 21
HOW TO THRIVE NOT JUST SURVIVE IN THE FITNESS INDUSTRY KEYNOTE ADDRESS THEWS • 9:30am-10:45am			SA2 9:30am-10:45am Page 21
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Increased Business for Fitness Professionals Panagopoulos	Eccentric Training Unleashed Mike	Marketing for Growth & Profitability Kooperman	SA5 3:15pm-4:45pm Page 25
Female Leadership: Personal & Professional Kooperman, K. Roberts, Lewis-McCormick & Gilbert	Electronic Stimulation For Athletic Performance Feinberg	Engaging Clients: Heart Rate Monitors Sopo	SA6 5:00pm-6:30pm Page 26
			SA7 6:45pm-7:45pm
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Lead AND Succeed REB3L Style Cremeans & Hughes	Strategies for Fitness Career Longevity Erickson	Soft Skills for Tough Employees Lacombe	SU2 8:45am-10:15am Page 29
Trends for 2019 & Growth Panel Gilbert, Lacombe & Howard	Building Choreography Like a Pro Nathanson	Stop Selling Packages! Wollan	SU3 11:15am-12:45pm Pages 29-30
It Starts With You Goldberg	Heart Rate Tracking: Exploring Benefits Sopo	Studio Synergy: 8-Week Programs Digsby	SU4 1:00pm-2:30pm Page 30

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FRIDAY, JULY 26

SATURDAY, JULY 27

SUNDAY, JULY 28

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July 26-28 • Atlanta, GA

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The Club Industry Business Summit is a three-day Fitness Education Conference, running three sessions every hour and featuring 25 world-renowned Fitness Business Educators leading more than 40 sessions on such topics as:

- Social Media
- Marketing
- Technology
- Fitness Trends
- Sales/Retention
- Membership
- Programming
- Motivation
- Finance
- Leadership

MANIA® + Summit Bundle: \$279

**Club Industry Business Summit
(Fri., Sat., Sun.): \$199**

Friday Only: \$119

Saturday Only: \$119

Sunday Only: \$99

scwfit.com/ClubAT



SCW Fitness Education MANIA® Conventions Partner with Club Industry to Help you Build your Business and Career



Club Industry has joined forces with SCW Fitness Education to run an exclusive Club Industry Business Summit at seven (7) MANIA® Fitness Professional Conventions throughout the USA in 2019 starting in Atlanta, GA on July 26, 2019.

The education sessions cover a wide range of topics including; marketing, technology, trends, sales, retention, products, programming, social media, finance and leadership. **44 hand-picked business sessions were carefully selected by 28 top industry professionals.**

This premier event runs concurrent to the MANIA® Fitness Conventions held in the same location - the beautiful Grand Hyatt Atlanta in Buckhead. Attend BOTH the Club Industry Business Summit + Atlanta MANIA® for the bundle price of \$279. Roam the halls and experience the latest in fitness programming and equipment brought to you by the largest and most widespread global provider of continuing education for fitness instructors and trainers.



Take advantage of the leadership and business education opportunity that is provided at the Club Industry Business Summit. **Three (3) full days of all the education, networking and tools you need to set yourself apart from the competition and move your business into a more profitable future.**

AAA - ABS AT ALL ANGLES**Abbie Appel**

As fitness professionals, we are always looking for exciting ways to develop and deliver dynamic and effective core and abdominal workouts. In this workshop, briefly review the core musculature and core training. Then, learn 2 brand new workouts with unique movements and timing protocols. Utilize stability balls and loop bands to safely and effectively challenge the core from all positions, all planes of motion and at All Angles.

FR5C Friday, 4:00pm-5:30pm**BENEFITS OF PERIODIZATION: DANCE CORPS****Danielle Dorsey**

Experience Dance Corps and challenge your muscular endurance, strength, and power/agility, all while enjoying the element of dance! This session is great for those interested in learning how to effectively progress someone through a workout program for results and injury prevention, from the novice exerciser to the recreationally fit individual.

FR5D Friday, 4:00pm-5:30pm**ACTIVE AGING: NO PLACE LIKE FOAM****Sara Kooperman, JD**

This exploratory session addresses foam rolling for the Active Ager. Self-care is increasingly important to incorporate into our daily activity to ensure that our body functions optimally. Get "on a roll" to explore safe methods of myofascial release, including self-massage, to manage reduced flexibility, accumulated injuries and decreased mobility and circulation for the 50+ market.

FR5E Friday, 4:00pm-5:30pm**YOGA FOR HEALTHY BACKS****Nathalie Lacombe, MS**

With 80% of adults experiencing back pain at some point in their lifetime, we owe it to our students to consider the health of their backs. We'll put into practice the stability and mobility of our core and second chakra to find space physically, mentally, and energetically in order to release our backs into bliss.

FR5F Friday, 4:00pm-5:30pm**BARRE HOP****Billie Wartenberg**

Get a "nightclub" feeling at the Health Club! Barre Hop is a high-energy fitness class that combines hip-hop dance with ballet barre-inspired elements that will tone and condition your entire body.

FR5G Friday, 4:00pm-5:30pm**COUNTRY FUSION® WORKSHOP****Elizabeth Mooney**

This 90 minute workshop will breakdown all of the Country Fusion dances. You will learn actual line dances such as the Tush Push, C C Shuffle, Cowboy Rhythm along with the step terminology. Take the knowledge learned from this session and get out on the dance floor!

FR5H Friday, 4:00pm-5:30pm**SCHWINN®: MUSIC & SO MUCH MORE!****Jeffery Scott**

Learn the latest and greatest places to source the best music, remixes, mash-ups and the perfect "Surprise & Delight" to set your playlist apart from everyone else. Uncover new apps and programs available to remix and customize your own music tracks. This is a HOT workshop so claim your seat fast!

FR5I Friday, 4:00pm-5:30pm**STAGES®: TEAM PURSUIT: THE EXPERIENCE****Pam Benchley**

This ride will be like no other you've experienced, as you and your team race in a heart-pounding simulated Team Pursuit. Work at power zones authentic to this Olympic event, as you help your team get the gold. Just like a real-life track bike: fixed gear, no brakes, top speed!

FR5J Friday, 4:00pm-5:30pm**WATER RUNNING Yury Rockit**

Two of the most authentic and natural forms of human movement are walking and running. Exploring running techniques in the water not only mimics and creates an adaptation for better land movement, but also challenges us to become more efficient and mindful of our form, muscle activation, and breathing without excessive wear on our joints!

FR5K Friday, 4:00pm-5:30pm**AQUA YOGA FLOW Connie Warasila**

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

FR5L Friday, 4:00pm-5:30pm**ABS ARE MADE IN THE KITCHEN****Sohailla Digsby, RDN, LD, CPT**

What can you do for 10 minutes a day (or an hour each weekend) that would impact what you end up putting in your mouth? Learn from an RD, Cookbook author, and mom of 3 that it doesn't have to be so hard: streamline your meal prep, grocery time, and kitchen-set up! (LECTURE)

FR5M Friday, 4:00pm-5:30pm**INSURANCE FOR STUDIOS, INSTRUCTORS & TRAINERS Jennifer Urmston-Lowe****CLUB INDUSTRY
BUSINESS SUMMIT**

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

FR5O Friday, 4:00pm-5:30pm**FROM SUB LIST TO CEO****Haley Stone****CLUB INDUSTRY
BUSINESS SUMMIT**

Ever wondered how to take your passion and turn it into a career? Spend a session with Haley Stone, CEO of WERQ, the wildly addictive cardio dance workout based on pop and hip-hop music. The session begins with a behind-the-scenes look into her path from part-time instructor to full-time CEO.

FR5P Friday, 4:00pm-5:30pm**UTILIZING FITNESS TECHNOLOGY****Jessica Maurer****CLUB INDUSTRY
BUSINESS SUMMIT**

With the ever-expanding technology industry, it is easy to be confused about where to put your time and money. This lecture will discuss the latest fitness programs and gadgets plus how this technology can become tools to help you obtain and retain clients.

FR5Q Friday, 4:00pm-5:30pm**FR6****6:30PM-7:30PM****MANIA® DANCE OFF!**

with Club Vibe, Country Fusion®, HIGH Fitness, LaBlast®, POUND®, REB3L® Groove & WERQ®

Join the stars of MANIA® in this wild workout with the best in dance fitness. Have a blast with Club Vibe, Country Fusion®, HIGH Fitness, LaBlast®, POUND®, REB3L® Groove and WERQ® and learn tons of new moves to drive your dance programs to the next level. You even can win a free certification from one of these amazing programs. It's going to be a party of epic proportions!

FR6A Friday, 6:30pm-7:30pm**RECOVERY THROUGH MEDITATION Yury Rockit**

Learn with Yury the background to traditional tenets of Buddhist meditation: from principles to prana to practices. Instead of learning just the theory, we will practice meditation to gain some new pranayama skills and drills you can implement into your own life or use with clients and classes almost immediately for both physiological and psychological benefits for mind and body.

FR6F Friday, 6:30pm-7:30pm

LES MILLS SPRINT™**Alyssa Homes**

Take your training to the next level with a new cycling workout built on the science of high-intensity interval training (HIIT) that returns rapid results with minimal joint impact. Learn how to increase your offerings to maximize value of your cycling studio, increasing attendance, and pinpoint more demographics.

FR6J Friday, 6:30pm-7:30pm**LES MILLS****HIGH FITNESS: AEROBICS IS BACK!****Metta Semrad**

Aerobics is back- Bigger, Better, Higher! High Fitness is a hardcore group fitness class that has taken aerobics to the next level with modern techniques. High combines FUN (choreography to current music), ITENSITY (HITT, plyometrics, toning, cardio) and CONSISTENCY. High Fitness can be modified for participants of all levels!

SA1B Saturday, 7:00am-8:30am**HIGH**
fitness**INCREDIBOOTY TONING EXPERIENCE****Tia Robertson**

Ever thought about what you can do to get your "Gluteals" in shape? Join us as we focus on time-tested techniques with simple tools to help women tone, lift and shape their glutes in the best way possible! Grab your spot and get ready to tone those glutes

FR6H Friday, 6:30pm-7:30pm**ACQUAPOLE® BOXING****Andrea Velazquez & Kristy Anaya**

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!

FR6K Friday, 6:30pm-7:30pm**STATE OF THE INDUSTRY
ADDRESS – PANEL DISCUSSION****CLUB INDUSTRY
BUSINESS SUMMIT****Irene Lewis-McCormick, MS, CSCS, Pete McCall, MS, Melissa Layne, MEd & SGT Ken®**

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 are facing 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.

FR6P Friday, 6:30pm-7:30pm**SATURDAY, JULY 27****SA1****7:00AM-8:30AM****BATTLE WITH BOATS AND ROPES****SGT Ken®**

Battle with Boats and Ropes™ with SGT Ken® is an extraordinary athletic conditioning workshop with 16 safe and exciting WaterRower drills and battle rope movements. Love rowing and battle ropes exercises? Come experience both in this power-packed program designed to challenge your stamina and charge your spirit like never before!

SA1A Saturday, 7:00am-8:30am**WaterRower**
AN AMERICAN FITNESS BRAND**JUNGSHIN® ATHLETIC FLOW****- LONG SWORD WORKOUT Annika Kahn**

Using custom weighted wooden swords, Jungshin Fitness will take your body and mind through a stimulating, cutting-edge workout. During this session you will experience the deep benefits of ancient eastern modalities while you achieve maximum health through movement. Jungshin, with its simple eight stances and eight strikes, will get you to the look and feel you desire, both inside and out. All Jungshin sessions introduce combat flow!

SA1C Saturday, 7:00am-8:30am**JUNGSHIN****THE NEXT GENERATION OF POUND®****Amber Bruehl**

Discover POUND's newest program, Generation POUND, a movement aimed at changing the concept of health and fitness for today's youth. Generation POUND makes fitness about self-expression, empowerment, self-love, and fun by introducing alternative ways to move, rock, play, and make noise.

SA1D Saturday, 7:00am-8:30am**POUND**
HEAVY. HARD. SMART.**AGING FIT Ann Gilbert**

Muscle endurance and gait training disguised in an innovation low impact format designed to bring new interest in to your active aging programming. Treat your VIP ager to new and exciting patterns focusing on strength, balance and muscle balance.

SA1E Saturday, 7:00am-8:30am**PILATES FUNCTIONAL PROGRESSIONS****Manuel Velazquez**

Functional fitness exercises train your muscles to work together and prepare them for daily tasks by simulating common movements. This session emphasizes core strength & stabilization along with the principles of spinal alignment & articulation. Layering sequences of movement will help your students to effectively choose the perfect progression to become efficient and stronger movers, in the studio & life.

SA1F Saturday, 7:00am-8:30am**FUNCTIONAL BARRE****Lauren George**

Put the FUN in FUNctional back into your barre classes with Stroops® Connectus, Slaxstix and Loops! Move through the planes of motion boosting your students workouts. You will leave with a plethora of new choreography and ideas to create amazing classes, challenge your members, and keep them coming back.

SA1G Saturday, 7:00am-8:30am**STROOPS**

REB3L GROOVE™: DANCE FITNESS REDEFINED

REB3L
ACROBATIC • DANCE • FITNESS

Tricia Cremeans & Ashleigh Hughes

Check your inhibitions at the door. This intense dance workout is fun, high-energy and unapologetic. The choreography uses full-range, powerful movements that maximizes your burn. The feeling of the music pumping through you will leave you craving more. You will leave feeling inspired, motivated, strong, and empowered. It is sexy...redefined.

SA1H Saturday, 7:00am-8:30am



KELI ROBERTS

Keli has been Inducted into the National Fitness Hall of Fame and is a Schwinn® Master Trainer. She is the recipient of the IDEA International Fitness Instructor of the Year and OBOW ECA award for Best Use of Equipment, Best Female Presenter, and Lifetime Achievement Award. As SCW Faculty and an ACE Master Trainer, Keli is known for her acclaimed workshops worldwide. Her award-winning videos demonstrate her exceptional teaching skills.

SCHWINN®: TAKE IT TO THE MAX

Keli Roberts

What's your true max? Numbers don't lie and Power is a real indicator of intensity. When you marry truth and intensity performance improves. Learn what POWER is and how to coach to it to motivate in a variety of different ways. Bring a never-quit conviction and discover what true grit feels like.

SA1I Saturday, 7:00am-8:30am



STAGES®: ONE SIZE DOESN'T FIT ALL

Ben Kohler

Feel like you're reaching the front row, but struggle to connect with other attendees in your class? Genetic makeup, body type, nature and nurture... Everyone will respond differently to your coaching and cues. How can we personalise our group experiences to cater to all members in our cycling classes? Join us and find out!

SA1J Saturday, 7:00am-8:30am



HYDRO LIFT OFF!

Jeff Howard

This non-traditional water workout will effectively strengthen and define your entire body! Designed to sculpt with non-stop resistance and steady state training combine new moves with interval 'cardio bursts' to give you maximum calorie burn. Core work and a quick stretch will end this aqua session leaving you feeling energized and accomplished!

SA1K Saturday, 7:00am-8:30am

AQUA BOOTCAMP CIRCUIT

Irene Lewis-McCormick, MS, CSCS

Circuit training is effective, enormously popular, athletic, effective and safe in water. Combine these easy as A, B, C drills in an efficient and fast-paced workout incorporating stations and a cardio explosion that crosses the lactate threshold. All that and more in this powerful shallow water circuit workout.

SA1L Saturday, 7:00am-8:30am

NUTRITION FOR FITNESS PROFESSIONALS

Melissa Layne, MEd

This session will incorporate the basics on the latest nutrition research, trends and fads such as carb cycling, intermittent fasting, ketosis, and other diets. What can a fitness professional provide in nutritional guidance and stay within the scope of practice? We will also debunk nutrition myths and review the basics of weight loss and metabolism. (LECTURE)

SA1M Saturday, 7:00am-8:30am

STAIRMASTER: REAL RATIOS FOR RESULTS - HIIT

Eric Thomson

How does the length of an interval affect intensity? Do work intervals always need to be the same duration during a high intensity workout? Discover techniques for optimizing effort. Learn how to tweak time and organize effective work intervals to lend to greater client success.

SA1N Saturday, 7:00am-8:30am



PT + GROUP FITNESS = SKYROCKETING SUCCESS

CLUB INDUSTRY
BUSINESS SUMMIT

Amber Cura & Shannon Lyon

Bridging personal training with group fitness ignites sustainability and affects longer-term change. The concept is strategic, distributes your time more effectively, and builds stronger relationships between you and your clients. Skyrocket your success in transforming yourself into group fitness through MASHUP®, a progressive VIIT group instruction format.

SA1O Saturday, 7:00am-8:30am

BRAND BOOTCAMP - GUIDE TO A HEALTHY BRAND

CLUB INDUSTRY
BUSINESS SUMMIT

Mark Williamson

Few fitness club owners are aware of their brand presence and how it's doing. However, doing that is critical for your sales and marketing efforts to work, and your business as a whole to thrive. With this workshop, discover the foundations of building a killer brand and how to communicate your unique and differentiated story – a true competitive advantage.

SA1P Saturday, 7:00am-8:30am

INSTAGRAM GLAM: QUALITY OVER QUANTITY

CLUB INDUSTRY
BUSINESS SUMMIT

Jenn Hall

Does size really matter? Wondering how many followers you "should" have? Learn how to navigate the world of Instagram, create your best profile and why 200 followers can be more lucrative than 20,000.

SA1Q Saturday, 7:00am-8:30am

SA2 - KEYNOTE ADDRESS

9:30AM-10:45AM

HOW TO THRIVE, NOT JUST SURVIVE, IN THE FITNESS INDUSTRY

CLUB INDUSTRY
BUSINESS SUMMIT

Doris Thews

What does it take to build a strong foundation & endure long term as a Fitness Professional? One word... Reputation. Doris Thews 30+ Years Fitness Industry expert will share with you tips and tools to develop, evolve and sustain a solid brand image and build R.E.S.P.E.C.T in today's competitive Fitness landscape.

SA2A Saturday, 9:30am-10:45am

SA3

11:00AM-12:30PM

GAMIFY YOUR WORKOUT

Andrew Gavigan

Use the various motivations and techniques from the world of play as a novel way to design your workout structure, excite your clients, and improve retention. This hands-on session presents concepts based on the benefits of "gamifying" activities as well as a number of formats that can be applied in personal training and small group settings.

SA3A Saturday, 11:00am-12:30pm

TRAINING THE FEMALE CORE

Keli Roberts

A comprehensive review of the deep inner unit and superficial core provide background for the female body. In an interactive environment through hands-on practical application, trainers will learn a series of specific techniques to train the female core, utilizing stability balls, rubber resistance, Gliding and the Bender Ball.

SA3B Saturday, 11:00am-12:30pm



MELISSA LAYNE, Med

Melissa is a Kinesiology Department faculty member at the University of North Georgia. She has 30 years of experience and a master's degree in Exercise Physiology. She taught elementary PE and coordinated fitness programs for Royal Caribbean, Home Depot and orthopedic surgeons. Melissa is the author of *WATER EXERCISE* (Human Kinetics 2015), a member of the educational faculty and a DVD presenter for SCW. She is well versed at taking complicated material and breaking it down into easily understood pieces.

LES MILLS GRIT® CARDIO & HIIT

Ashley Lavinge

GRIT® Cardio is a 30-minute high-intensity interval training (HIIT) workout that improves cardiovascular fitness, increases speed, and maximizes calorie burn. This workout uses a variety of bodyweight exercises and provides the challenge and intensity you need for fast results. Get education around HIIT and how it can benefit your members' goals and increase retention.

SA3C Saturday, 11:00am-12:30pm

SPEEDBALL FOR PERSONAL TRAINERS

Steve Feinberg

Speedball is an intense, NON-STOP multi-directional conditioning program featuring the revolutionary SpeedBALL. Progressions to increase range of motion or add impact are available to challenge the conditioned athlete, but the base techniques are safe and functional for any fitness level. The program simultaneously challenges muscular endurance and integrates functional core training without sacrificing cardiorespiratory intensity.

SA3D Saturday, 11:00am-12:30pm

YOGA FOR THE YOUNG AT HEART: CHAIR

Sara Kooperman, JD

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

SA3E Saturday, 11:00am-12:30pm

HIIT THE TURF: YOGA FUSION

Jen Keenan-Stryka & Angelique Hughes

Explore the lighter side of TURF training. This class incorporates yoga movement into our basic HIIT style Turf Training. Learn how to combine simple yoga poses with a higher intensity class to increase your client's flexibility and strength. Ideal for cardio-based clients looking to add yoga to their busy schedules.

SA3F Saturday, 11:00am-12:30pm

BARRE SOUL

Billie Wartenberg

You can be a poser, a dancer or just let out your inner "warrior" at Barre Soul! Barre Soul is a fusion of Ballet Barre elements combined with yoga poses, cult moves and cardio blocks that will rev up your body and lean you out in no time.

SA3G Saturday, 11:00am-12:30pm

ALLEGRO~

Elizabeth Lenart & Lauren George

Allegro is the "Exclamation Point", or finale, in a Balletone® Class. Learn to link and create simple ballet inspired movements for a beautiful Standing Flow. Use as a compliment to a barre class or as its own standalone class.

SA3H Saturday, 11:00am-12:30pm

LES MILLS

OnDemand

Turf
Training

Savvy
Fitness

SCHWINN®: RIDE AND ROW

Jeffrey Scott & Doris Thews

Like peanut butter and jelly, this combination of riding and rowing will soon be your FAVORITE! A dynamic cardiovascular workout that is deliciously balanced from front to back creating length and strength for a body that moves well and feels good. So yummy!

SA3I Saturday, 11:00am-12:30pm

STAGES®: POWER VS. RHYTHM

Cameron Chinatti

Finding the balance between power and rhythm

is one of the biggest challenges that IC instructors face nowadays. Not an easy task, but this workshop will not only give you a deeper overall understanding of both (+ practical takeaways), but will also take your instructor skills to the next level!

SA3J Saturday, 11:00am-12:30pm

AQUATIC BEAUTIES AND THE BEASTS

Evelyn & Greg Keyes

An amazing workshop awarded the 'Aqua Emma' at the European Aquatic Fitness Convention in Germany. It was voted by 100's of aquatic instructor/presenter participants as the best presentation of the convention. It covers in an entertaining way Recognition of Contra-Indicated Exercises when formatting routines and a host of teaching improvement domains.

SA3K Saturday, 11:00am-12:30pm

IT'S RAINING MEN! EQUIPMENT REVEALED

Jeff Howard, Manuel Velazquez, Louis Van Amstel & Yuri Rockit

Join our Men of MANIA® for a tidal wave of new equipment ideas on how to use noodles, hand buoys and aqua gloves creatively. Leave a flood of exciting ideas to bring home to your students! The pool will never be the same when you experience this fountain of energy and enthusiasm.

SA3L Saturday, 11:00am-12:30pm

NUTRITION TIPS, TIDBITS AND TREATS

Bruce Mylrea & Mindy Mylrea

It's that time of day and you're hungry! You want quick and tasty. Your body wants nutritious and sustaining. You want great ideas to satisfy your taste buds and your body's nutritional needs. Learn to prepare yummy, healthy, easy-to-make snacks for every palate. Best of all, you get to take home the recipes! (LECTURE)

SA3M Saturday, 11:00am-12:30pm

STAIRMASTER: A MOMENT IN TIME - OPTIMIZING HIIT INTERVALS

Pete McCall, MS

How does the length of an interval affect intensity? Do work intervals always need to be the same duration during a high intensity workout? Discover techniques for optimizing effort. Learn how to tweak time and organize effective work intervals to lend to greater client success.

SA3N Saturday, 11:00am-12:30pm

2018 GLOBAL FITNESS TRENDS - WHAT'S ALL THE RAGE?

Mark Williamson

Learn the hottest fitness industry trends from ClubIntel's recent study on operator's adoption of over 100 practices. ClubIntel's study tracks behaviors of approximately 1400 operators representing 19,000+ facilities worldwide to expose the trends impacting today's business environment. This session can directly impact how you plan for your club's future.

SA3O Saturday, 11:00am-12:30pm



FINANCING OPTIONS FOR YOUR BUSINESSCLUB INDUSTRY
BUSINESS SUMMIT**Paul Bosley**

The first half of this seminar focuses on how to prepare yourself and your business for underwriting. The second half of this seminar reviews all of the various methods and products available to finance a new studio and fitness center. The session ends with a question and answer session.

SA3P Saturday, 11:00am-12:30pm**MOVEMENT PREP HOW TO'S**CLUB INDUSTRY
BUSINESS SUMMIT**Mark Williamson**

Learn the hottest fitness industry trends from ClubIntel's recent study on operator's adoption of over 100 practices. ClubIntel's study tracks behaviors of approximately 1400 operators representing 19,000+ facilities worldwide to expose the trends impacting today's business environment. This session can directly impact how you plan for your club's future.

SA3Q Saturday, 11:00am-12:30pm**SA4 - SESSION 1****12:45PM-2:15PM**

If you choose this session, then 2:15pm-3:15pm will be your EXPO and lunch break.

GLIDING REINVENTEDSavvier
Fitness**Mindy Mylrea & Jenn Hall**

You are about to experience gliding reinvented! Learn from the creator herself the magic of Gliding and how your body can be super challenged with this simple tool. From lower body, upper body and core you will walk away with a unique and diverse library for your training toolbox.

SA4B Saturday, 12:45pm-2:15pm**STRENGTH TRAINING FOR LONGEVITY & VITALITY**

OnDemand

Sara Kooperman, JD

Whether a personal quest or way to engage the fastest growing population segment, this workout presents effective training techniques for the 50+ population. Experience this Group Exercise Class using simple exercises and portable equipment for a total-body workout. It's not how long or hard you train, it's about exercising smart for longevity and vitality.

SA4E Saturday, 12:45pm-2:15pm**2 MINUTES TO PAIN RELIEF****Angela Sellers**

Experience the newest tissue muscle manipulation technique which offers immediate pain relief in 2 minutes. Intended for practitioners and therapists with all levels of experience in soft tissue techniques, we will combine the concept of skin/fascial/nerve gliding with assisted soft tissue mobilization using stainless steel tools that are similar to The Graston Technique.

SA4F Saturday, 12:45pm-2:15pm**BARRE TRAINING: GRACE AND FLOW****Keli Roberts**

Graceful movement flows provide the foundation for this Barre-inspired total body, sculpting program. While respecting the body's biomechanics and joint kinematics, instructors will experience an intense workout that focuses on flowing movement progressions. Utilizing bodyweight movements and simple equipment, learn a class format that leaves the body feeling lengthened and strengthened.

SA4G Saturday, 12:45pm-2:15pm**STAGES®: PARTY THROUGH THE DECADES**

STAGES

Pamela Benchley, Cameron Chinatti & Ben Kohler

We know you can sweat on a bike, but can you party like it's 1999??? This high-energy journey ride will have you pedaling the 60's, climbing the 70's and racing the 80's... all the way up to present day!!! Party, sing, and RIDE your way through the decades with a video compilation that will take you back to the future!

SA4J Saturday, 12:45pm-2:15pm**HAPPY AQUA FLOW****Andrea Velazquez & Kristy Anaya**

Generate positive energy with a yoga flow using Acquapole® Starfish. The fun EVA foam disk shaped like a smiling starfish will give you resistance to make your yoga practice in the water just that more fun... cultivating health, overall well-being, and mindfulness.

SA4K Saturday, 12:45pm-2:15pm**LABLAST® SPLASH: AQUA DANCE INTERVALS**

LaBlast®

Louis Van Amstel

Spice up your shallow aqua fitness program with this blend of ballroom dance and strength training based on all the dances seen on Dancing with the Stars. Learn how to fuse dance and strength endurance while utilizing proper principles of water, all while having a "BLAST" dancing to the Quickstep, Lindy Hop, Foxtrot, Waltz, and more!

SA4L Saturday, 1:30pm-3:00pm

LET THEM HEAR YOU
ROAR



BOXING BOOTCAMP**Steve Feinberg**

Looking for ideas for a new station in your Circuit class or Tabata Bootcamp? This session explores the basics of boxing with bags, gloves, ropes, medicine balls, and more. It has been proven that hitting a bag and focusing on combinations can provide relief from the aggression-filled issues that enter our lives. Experience a high-intensity level of training and enjoy one of the world's most disciplined sports: Boxing.

SA4N Saturday, 1:30pm-3:00pm**PROGRAMMING FOR MEMBER & REVENUE SUCCESS****Kurt Gillon**

Trainers face the challenge of training from two to 10 people at once with the goal of getting results for everyone simultaneously. In this session, we will discuss what small group training (SGT) is, programming, pricing and profitability as well as top benefits of SGT.

SA4P Saturday, 1:30pm-3:00pm**SA4 - SESSION 2****1:30PM-3:00PM**

If you choose this session, then 12:30pm-1:30pm will be your EXPO and lunch break.

STRENGTH IN THE STORM™**SGT Ken™**

Strength in the Storm™ with SGT Ken® is a thrilling WaterRower pyramid program that challenges each athlete to increase the number of strokes during three 60-second sets, followed by decreasing the rate for three. Discover how easy it is to enjoy the journey when you show strength in the storm.

SA4A Saturday, 1:30pm-3:00pm**RUMBLEROLLER® GROUP EXERCISE FLOW****Irene Lewis-McCormick, MS, CSCS**

Experience a full-body routine that's adaptable to a wide range of users to get people to feel better and move better. This session uses a combination of foam rolling and other bodyweight based mobility exercises.

SA4C Saturday, 1:30pm-3:00pm**WERQ® DANCE CHALLENGE: #DANCECHALLENGE****Haley Stone**

What does social media have in common with Group Fitness? Connection. People motivated by group exercise enjoy sharing their experiences being a part of community. Learn how to apply trending dance challenges and to create your own #dancechallenge to engage your participants inside the studio and online through Social Media.

SA4D Saturday, 1:30pm-3:00pm**THE ART OF CUEING™****Allyson Ponte & Kelly Schur**

Cueing is a fundamental staple of professional group fitness instruction. Enhance your communication skills and engage with your participants by fine tuning your verbal & visual cues. Learn tips/techniques to enhance your instruction and improve each experience you deliver.

SA4H Saturday, 1:30pm-3:00pm**SCHWINN®: MASTER THE MOMENT****Eric Thomson**

An extraordinary cycle class is artfully crafted with thoughtful and intentional moments of emotion and excitement delivered with great music and dynamic coaching. By taking your riders through a very specific "arc" of energy, you create a ride experience they will never forget. Learn how to Master the Moment.

SA4I Saturday, 1:30pm-3:00pm**WHAT TO EAT: END THE FRUSTRATION****Sohailla Digsby, RDN, LD, CPT**

You've heard enough about what not to eat...what about learning what you SHOULD DEFINITELY eat, along with streamlined tips on how to make it happen. Learn from a cookbook author and fitness-based dietitian what to fill up your power-plate with, and your pantry and fridge too! (LECTURE)

SA4M Saturday, 1:30pm-3:00pm**EXPERIENCE & INSIGHTS ON BOUTIQUES & FRANCHISES****Ann Gilbert**

There is no better time than now to open your own facility. Learn from the Owner/Operator of three (3) Shapes Fitness for Women who also co-owns another 70 clubs. Having started from nothing, explore the trials and tribulations of building a successful niche studio of your dreams. Discuss business lessons and successful strategies to guarantee profits in the coming years. Jump into the new chapter of ownership with your eyes and ears wide open.

SA4O Saturday, 1:30pm-3:00pm**INSPIRING THE HUSTLE****Amy Pylant, Carol Martin & Ty Bradshaw**

Trainers get into the business to impact lives. Over time, the luster of hustle wears off as days become long and hours become longer. Learn how to maximize your day as a trainer and manager to inspire quality hustle, drive and desire to continue training and make the most out of it. The second half of this lecture will focus on how outdoor group training through Camp Gladiator has mastered how to impact more lives in less time!

SA4Q Saturday, 1:30pm-3:00pm**SA5****3:15PM-4:45PM****EXTREME HIIT CHAOS™****Carolyn Erickson & Mindy Mylrea**

Extreme Chaos is a muscle stimulating, mind-blowing HIIT workout experience delivering random HIIT, PHA (peripheral heart action), and powerful, mindful movement utilizing real-time feedback where all body systems are challenged to work in collaboration. Transform your client's body and mind in a brand new way; because when they train in chaos, you prepare them for anything.

SA5A Saturday, 3:15pm-4:45pm**ROCKIT STRENGTH®: HARD CORE/PEACE CORE**

Get Yuri's ideas and moves that create a flowing, balanced muscle conditioning experience using barefoot bodyweight. We will incorporate a variety of planes, body positions, transitions, progressions & regressions to transform our traditional movement patterns with a mindful component.

SA5C Saturday, 3:15pm-4:45pm**POWER UP! Pete McCall, MS**

Isolation exercises use only one muscle at a time and can lead to bulky muscles while explosive moves like swings, throws or jumps involve many muscles working together. Learn the difference between muscle and fascia, how they create movement and the benefits of power exercises for developing a lean, sculpted physique.

SA5D Saturday, 3:15pm-4:45pm**COUNTRY FUSION® FOR ACTIVE AGERS****Elizabeth Mooney**

Country Fusion® for active agers is a new fitness workout that incorporates country music and dance. This workout will burn calories and create a healthy and strong mind! In this 90 minute session you will learn easy to follow line dances, create flexibility, and correct posture alignment, all while having fun!

SA5E Saturday, 3:15pm-4:45pm

TRENDING: HIIT WITH ACTIVE RECOVERY**Amber Cura & Shannon Lyon**

Active recovery is a trending exercise modality that plays important role in our overall fitness by balancing out High-intensity interval workouts. It promotes muscle recovery and maintains a healthy habit of working out. Learn how MASHUP® programming incorporates this component effectively into a group fitness experience for all fitness levels!

SA5F Saturday, 3:15pm-4:45pm**BARRE NECESSITIES** **Abbie Appel**

Barre is still the hottest format around! Learn the basics of Barre...plus a whole lot more. Understand the movement principles and intensity variables that make Barre, Barre. Discover a proven system that will take your Barre class from great to exceptional. Experience an authentic Barre class with movements that will challenge and enhance any conditioning class.

SA5G Saturday, 3:15pm-4:45pm**LABLAST® YES, BALLROOM IS HIIT!****Louis Van Amstel**

LaBlast® answers the million-dollar question: how to deal with ALL ages and abilities, ALL integrated into the same class! Learn how ballroom dance-based movements can incorporate all the elements of a great HIIT workout using Cardio, Endurance, Weight Training, and Plyometrics.

SA5H Saturday, 3:15pm-4:45pm**SCHWINN®: R&R - RIDE AND RESTORE****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 maximal training effect. Discover ways to effectively work these class designs into your training protocols. Get ready to Ride & Restore.

SA5I Saturday, 3:15pm-4:45pm**STAGES®: THE POWER OF CUE-MUNIFICATION****Pam Benchley**

Feel like what you say in class is falling on deaf ears? Cue-munification is more than just cheering for your participants or telling them what's next. Partake in this practical session and experience the difference between inspiring vs. de-motivating communication based on the psychology of language. Let's Cue-munificate!

SA5J Saturday, 3:15pm-4:45pm**CREATIVE METHODOLOGIES****FOR INNOVATIVE AQUATIC SESSIONS** **Evelyn & Greg Keyes**

This Workshop shares multiple Tools, that extend beyond spoon fed choreographic ideas. It will enable Instructors to create a magnitude of Aquatic Classes with unlimited possibilities to keep all Aquatic Sessions fresh and innovative, at the same time enticing the Instructors potential to a fore.

SA5K Saturday, 3:15pm-4:45pm**SILVER AQUA SOLUTIONS****Manuel Velazquez, Ann Gilbert, Connie Warasila, & Billie Wartenberg**

Active agers thrive in the water. Discover eight new 64-count choreography blocks of fun, low-impact aqua exercises for this growing population. These WATERinMOTION® Platinum-inspired routines, which you'll take home in written form, are easy to master and teach, and they provide older adults with an engaging workout that improves cardiovascular endurance, balance, strength, and flexibility.

SA5L Saturday, 3:15pm-4:45pm**CARBOHYDRATE CRAZINESS** **Len Kravitz, PhD, CSCS**

Carbohydrate diets are a craze, but is this the best approach to fuel physical activity? This lecture will explain carbohydrate metabolism as well as the metabolic dangers of high-fructose corn syrup. In this 'no holds barred' lecture Len will present the evidence on all of the controversies with carbohydrate intake. (LECTURE)

SA5M Saturday, 3:15pm-4:45pm**3:1 PUNCHOUT****Steve Feinberg**

Have you ever trained at a Boxing Gym? That "old school" feeling and the respect that embodies the coaches and the workout is priceless. Join SCW as we delve into the sweet science of boxing and experience a high-intensity combat-sport workout. Work your body and mind and experience the training of a discipline that still is considered one of the toughest sports in the world.

SA5N Saturday, 3:15pm-4:45pm**INCREASED BUSINESS FOR FITNESS****PROFESSIONALS** **Cristina Panagopoulos****CLUB INDUSTRY
BUSINESS SUMMIT**

This course is designed to help fitness professionals further their career and business in the field. Learn how to increase your revenue while decreasing work hours, have a strong staff and overall, do more with your business and time.

SA5O Saturday, 3:15pm-4:45pm**ECCENTRIC TRAINING UNLEASHED****Jonathan Mike****CLUB INDUSTRY
BUSINESS SUMMIT**

New developments have been discussed with eccentric training including its application in body composition, progressive overload, and training guidelines. ECC training can be proposed to athletes and healthy subjects, but also those with limited exercise capacity. This presentation examines the science of eccentric training & provides practical impact for all.

SA5P Saturday, 3:15pm-4:45pm**MARKETING FOR GROWTH & PROFITABILITY****Sara Kooperman, JD****CLUB INDUSTRY
BUSINESS SUMMIT**

Examine how to market effectively and explore branding your business and driving it to success. Uncover your unique market position, create email blasts, construct an eNewsletter, mold your website and social networking and cost-effectively plan and promote events. Explore ways to take your business to the next level with effective, strategic and inexpensive marketing. Learn from this entrepreneur who started from a 3rd floor walk-up and created a multi-million-dollar enterprise. Bring your business cards, flyers and brochures and leave with plenty of FREE advice and resources!

SA5Q Saturday, 3:15pm-4:45pm**SA6****5:00PM-6:30PM****HIIT: QUANTITY OR QUALITY?****Eric Thomson**

Learn if there really is quality control in movement patterns as the clock counts down the 30 seconds. How good are those 30 seconds or is it better to get 10 good reps or 25 okay reps? Compare HIIT with basic strength training and walk away a step above the rest.

SA6A Saturday, 5:00pm-6:30pm**FUNCTIONAL ABS: CORE STRONG!****Manuel Velazquez**

Functional core training is about stabilization, power and strength. Multi-plane action movement is what we do to achieve and execute our daily tasks efficiently and effectively. Combine range of motion, lever length and speed with functional movement and fun games to sculpt, tone and strengthen your body's center of power.

SA6B Saturday, 5:00pm-6:30pm**TRAINING BY THE NUMBERS****Andrew Gavigan**

Attendees will participate in 4 different workouts based on routines for personal or semi-personal training. Using these fun, simple outlines based on unique rep or time patterns, we can keep our clients engaged and excited. Basic human behavioral concepts will be discussed between each workout along with practical ways to implement.

SA6C Saturday, 5:00pm-6:30pm

POUND® WHY YOUR BODY ROCKS!**Amber Bruehl**

Using Ripstix®, lightly weighted exercise drumsticks, POUND® transforms drumming into an incredibly effective way of working out. Besides providing a challenging way to train the body, POUND® releases inner rockstars and creates environments that elicit confidence, enhance unity, and ultimately, inspires positive action in life.

SA6D Saturday, 5:00pm-6:30pm**THE SCIENCE OF AGING GRACEFULLY****Pete McCall, MS**

Yes, it's true, exercise can slow down the aging process. Learn the science of designing and coaching workouts that can help clients maintain youthful appearance and energy. This interactive session will cover specific strategies and techniques for creating workouts to help your clients find their fountain of youth.

SA6E Saturday, 5:00pm-6:30pm**MORE CHI FOR ME****Elia Haan**

We discuss, feel and experience the benefits of yoga and qi gong in trauma work, and how exercise can benefit people with trauma. Empower others with a gentle approach to exercise and energy work and leave with a deeper understanding of understanding trauma, its impact and the neuroscience behind the approach.

SA6F Saturday, 5:00pm-6:30pm**WEIGHT AT THE BARRE****Billie Wartenberg**

This all in one class utilizes a variety of strength training exercises, combinations and a little cardio fused within a traditional Barre class format. Your class will leave saying Barre is worth the weight!

SA6G Saturday, 5:00pm-6:30pm**BALLETONE - THE NON-DANCER WORKOUT****Elizabeth Lenart**

Ballet is back! Maybe you took ballet classes as a child, or maybe you loved ballet, but aren't a dancer. Bring that ballerina back to life. Join us for a dynamic, total body workout that combines Pilates, barre, and flowing ballet movements that improve posture, flexibility, balance, cardiovascular fitness, muscular endurance and strength. Capture your fitness and your inner dancer you never knew you had... Beauty Meets Strength & Power, Fitness meets Balletone!

SA6H Saturday, 5:00pm-6:30pm**SCHWINN®: BALANCING ACT - CYCLING FUSION****Abbie Appel**

At Schwinn, we #RideRight. To ride right you must train right by incorporating exercise protocols that balance out the riding position. Uncover a variety of cycling fusion formats including yoga, barre, strength and core to ride right & train right. You can have it all and Schwinn will show you how.

SA6I Saturday, 5:00pm-6:30pm**STAGES®: TRIPLE THREAT MINDSET****Ben Kohler**

Are you a triple threat IC instructor? Do you have the chops to keep the Rhythm Riders, the Traditionalists, and the Power Purists coming back for more? Ready yourself for a Triple Treat; three stylistically different rides adaptable to any studio culture using the same music for each!

SA6J Saturday, 5:00pm-6:30pm**AQUA CORE OPTIONS** **Connie Warasila**

Explore the benefits and challenges of working your core in an aquatic environment. Use progressions and regressions for a variety of routines that ensure greater participant success regardless of fitness experience. Leave with eight new 64-count choreography sequences (all written down!) Discover a flood of new WATERinMOTION®-inspired Aqua Core Options!

SA6K Saturday, 5:00pm-6:30pm**AQUA FUSIONMANIA** **Melissa Layne, MEd**

It's time to create a water class that incorporates a bit of dance, a bit of athleticism, a bit of yoga and Pilates drills to link and a whole lot of fun! Jump in the pool to experience an all-encompassing water workout and learn how to create your own fusion-mania in three logical steps.

SA6L Saturday, 5:00pm-6:30pm**THE FEMALE TRAINING ADVANTAGES 2019****Len Kravitz, PhD, CSCS**

This state-of-the-art lecture summarizes new research on the physiological effects of exercise in females. A comprehensive review of fat metabolism, hormones, caloric expenditure, health and physiology related to exercise are discussed. Several highly effective resistance training and endurance workouts (from studies) will be presented. (LECTURE)

SA6M Saturday, 5:00pm-6:30pm**STAIRMASTER: HIIT & REST** **Sonja Friend-Uhl**

Yep, HIIT & Rest are a perfect pair and that's no BS. Active rest intervals allow for optimal intensity during the work intervals to produce results without overtraining. Learn how to use the rest interval in your workout programs to help your clients and classes perform their best.

SA6N Saturday, 5:00pm-6:30pm**FEMALE LEADERSHIP: PERSONAL & PROFESSIONAL****CLUB INDUSTRY BUSINESS SUMMIT****Sara Kooperman, JD, Keli Roberts, Irene Lewis-McCormick, MS, CSCS & Ann Gilbert**

Explore the very personal success stories of some of the most successful women in the fitness industry. Discover the secrets on how to overcome challenges, engage opportunities and demand success. Wander down the road to professional fulfillment, using confidence, competition, and character. Let these visionary industry icons empower you to make game-changing decisions.

SA6N Saturday, 5:00pm-6:30pm**ELECTRONIC STIMULATION FOR ATHLETIC PERFORMANCE** **Steve Feinberg****CLUB INDUSTRY BUSINESS SUMMIT**

We will demonstrate and go over the use of muscle and nerve electronic stimulators to improve overall athletic performance.

SA6P Saturday, 5:00pm-6:30pm**MANUEL VELAZQUEZ**

Manuel is a proud Faculty Member for SCW Fitness Education and a WATERinMOTION® National Trainer. He is a valued trainer for BOSU®, Tabata Bootcamp and Barre Above, and a recipient of the NYC All-Around International Presenter of the Year award and has been presenting at fitness conferences worldwide for over two decades. Manuel is a continuing education faculty member for SCW, ACE, AFAA, ACSM, AEA and WATERinMOTION® and stars in over 50 Fitness Training Videos. He is also RYT-200 Yoga certified and an AFAA Team Pro and Examiner.

SA7 - EVENING SESSIONS

6:45PM-7:45PM

FITNESS IDOL



Sara Kooperman, JD, Keli Roberts, Jeff Howard & Billie Wartenberg

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 2020 SCW press releases, but you'll get a chance to show off your skills as a featured presenter at the 2020 SCW MANIA® Convention of your choice!

Each 2019 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

To compete, visit: scwfit.com/idol. Everyone is invited to attend. So, if you're not competing, come and watch, participate or cheer on the contestants!

SA7A Saturday, 6:45pm-7:45pm

**CLUB VIBE NATIONAL
DANCE DAY CELEBRATION!**



Allyson Ponte & Kelly Schur

You are on the VIP list for a jam-packed - unparalleled - high energy - dance fitness party!!! Raise your hands in the air like you just don't care! The VIBE is contagious...you have been warned!!!

SA7B Saturday, 6:45pm-7:45pm

MANIA® REST & RECOVERY



Fit Columbia, Namirsa & RumbleRoller

Join the newest trends in Recovery to help wind down after the first day of MANIA® and be recharged to take on the rest of the weekend! Learn about different products and techniques that you can use on yourself and clients to stay in.

SA7F Saturday, 6:45pm-7:45pm

ACQUAPOLE® CIRCUIT REVOLUTION

Andrea Velazquez & Kristy Anaya

Revitalize the management of water space by adding a horizontal dimension to the Acquapole® equipment for a wider execution of movements. The versatility of accessories that can be attached to the basic pole provides additional exercises for different target areas to increase flexibility, muscle toning and improved cardiovascular function.

SA7K Saturday, 6:45pm-7:45pm

SUNDAY, JULY 28

SU1

7:00AM-8:30AM

BODYATTACK®

LES MILLS

Josh Keenum

BODYATTACK® is a high-energy fitness class with athletic moves that cater to every level. Join us for education where we reveal strategies for long-term member success & retention through attention to results-focused, accessible and effective workouts. Walk away with tools to inspire your participants to fall in love with fitness.

SU1A Sunday, 7:00am-8:30am

QUICK & DIRTY 30

Irene Lewis-McCormick, MS, CSCS

Ideas for quick training, ready-made class routines using minimal to maximal equipment. Experience 3, 30-minute workouts designed to inspire intensity, effort and sweat. This session offers hard core, turn-key class designs to improve performance, incorporate partner training in a coach-based group training format.

SU1B Sunday, 7:00am-8:30am

HIIT THE TURF: FOR PERSONAL TRAINERS



Jen Keenan-Stryka & Angelique Hughes

Learn how to utilize core strength, stamina and stability training on the TURF for each unique client. HIIT the Turf training is modifiable for adolescents through active aging clients, combining intense cardio-burn in a fun, low-impact and engaging way!

SU1C Sunday, 7:00am-8:30am

**PROGRAMMING FOUNDATIONS FOR THE OBESE
POPULATION**

Eric Thomson

How is training an obese individual different from training someone who is considered general population or just overweight? What training variables, equipment, and environment need to be considered? In this active lecture, you will be provided with solutions to these questions and learn/experience different programming options to best help the obese population.

SU1D Sunday, 7:00am-8:30am

MAKE GOLDEN YEARS
GLISTEN



TRAINING THE ACTIVE AGING FEMALE CLIENT**Keli Roberts**

The aging female body has specific needs and concerns. As strength, mobility, stability and bone density decline, precise training strategies play a large role in successfully addressing these issues. Review foundational conditioning concepts to transform your approach. Learn to apply these principles through practical application in a hands-on session.

SU1E Sunday, 7:00am-8:30am**ROLLING WITH MINDFULNESS AND BREATHWORK****Brian Betterndorf, MSM, MS**

This mindful session combines multiple approaches using mindfulness, self-awareness and breath control to improve mobility and recovery. Learn how to get the most of your RumbleRoller self-myofascial release and mobility sessions with skills that transfer to all other activities.

SU1F Sunday, 7:00am-8:30am**SCHWINN®: LET THE MUSIC PLAY****Mindy Mylrea**

Learn to lead an amazing cycle experience without any words spoken. Challenge yourself to go where perhaps you have never gone before. Using body language, facial expressions, chimes, drums, and even sign language Mindy will guide you through a workout without speaking a word. This is truly a unique ride.

SU1I Sunday, 7:00am-8:30am**STAGES®: PLAYING WITH POWER****Ben Kohler**

Teaching with power can seem quite puzzling. Fear not! We have the pieces to help you solve the puzzle all while creating a fun, yet challenging IC experience. Learn to identify the Top 5 potential 'roadblocks' when teaching with metrics and leave with a strategy for long-term SUCCESS!

SU1J Sunday, 7:00am-8:30am**AQUA DRUMS****Andrea Velazquez & Kristy Anaya**

Play the drums in the water! Combine unique rhythms and moves using the innovative SAF Aqua Drums Vibes® equipment, enjoy a challenging new way to get yourself fit and have fun in the water.

SU1L Sunday, 7:00am-8:30am**THE METABOLIC EFFECTS OF RESISTANCE TRAINING****Len Kravitz, PhD, CSCS**

Based on a new scientifically developed research review, Len will present state-of-the-art evidence for resistance training as a treatment for weight loss, post-exercise fat metabolism, type 2 diabetes, cardiometabolic health and lipoprotein-lipid profiles. Len will present the research results and workouts of 5 great resistance training programs. (LECTURE)

SU1M Sunday, 7:00am-8:30am**NUTRITION & SLEEP: FASCINATING CONNECTIONS****Tricia Silverman, RD, LDN, MBA**

Learn how sleeping well can help to control your cravings and weight. Discover foods, herbs, teas and minerals that can make you feel sleepier and others that may interfere with sleep. Get the eight great, sleep-tight tips.

SU1O Sunday, 7:00am-8:30am**MARKETING TO THE 55+ POPULATION****Cosmo Wollan**

The 55+ population is one of the most overlooked, undervalued membership markets, but baby boomers are an important market that must be engaged in ways that are organic to their preferences. We explore the pitfalls of "digital" marketing to attract them and discuss options that better connect with them and are more easily understood by this all important target demographic.

SU1P Sunday, 7:00am-8:30am**17 SOCIAL MEDIA MARKETING TRICKS****Jenn Hall**

Take your social media marketing endeavors to the next level! Explore new and forgotten methods of getting your business name out to the masses and gaining customers. If you currently market classes, personal training services, events, gyms, studios or yourself, this session is for you!

SU1Q Sunday, 7:00am-8:30am**SU2****8:45AM-10:15AM****CAMP GLADIATOR OUTDOOR FITNESS WORKOUT****Brandon Hall & Sheila Jackson**

Experience the number one outdoor fitness program in the nation with outgoing, professional and experienced trainers. See how to take the typical "boot camp" style workout and make it engaging, challenging and fun!

SU2A Sunday, 8:45am-10:15am**CHISELED FAITH®: FAITH-BASED FITNESS MOVEMENT****CarolAnn, MS, CPT, CN**

You, the fitness professional, are being sought to help rescue the out-of-shape church community. Experience a faith-based fitness program that injects high-energy music into total-body conditioning/cardio exercises. This workshop stretches beyond learning a new routine but empowers you to INSPIRE a transformation physically and spiritually to yourself and your community.

SU2B Sunday, 8:45am-10:15am**FROM BURNOUT TO BOOST!!****Eliaan Haan**

Sometimes we get in a fog of repetition and complacency. This session will give you a boost with energy for a creative mindset. Let's overcome the side effects of boredom and create the workouts you love. Combine, create and conquer, your tribe attracts your vibe!

SU2C Sunday, 8:45am-10:15am**WERQ® DANCE FITNESS: FORMATION****Haley Stone**

Changing up how your group fitness class is positioned in the studio can be an effective way to shift the weekly routine and engage participants in a fun way. Learn how to circle up, split the group, team up, change lines, face off and flip the script to keep your participants on their toes from week to week.

SU2D Sunday, 8:45am-10:15am**PRACTICAL CORE 55+****Billie Wartenberg**

Core Boom! This session will lead you in practical exercises to meet the needs of Boomers, the largest population in America. Learn core options and modification to meet the wide variety of fitness levels within the Active Adult population to keep them young in their golden years!

SU2E Sunday, 8:45am-10:15am**CORE FORWARD PILATES****Jeff Howard**

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

SU2F Sunday, 8:45am-10:15am**SCHWINN®: PRIME DESIGN****Eric Thomson**

Stop the madness! Prime Design will teach you how to create thoughtful, physiologically sound classes that provide RESULTS! Learn how to save



time and simplify how you build your classes while setting riders up for success. Unlock the secret of the Schwinn Coach's Pyramid and get ready to shine!

SU2I Sunday, 8:45am-10:15am

STAGES®: THE INVISIBLE ROAD

Cameron Chinatti

Got Certified? Yay! Now, what?!?! Getting certified is step one to becoming an instructor. After that, are you really ready to teach? How to prepare for auditions? Or subbing? Discover the tricks the pros use to overcome stage fright. Improve vocalization and body language skills, and captivate your audience in every ride!

SU2J Sunday, 8:45am-10:15am

AQUATIC SOLUTIONS FOR THE AGING

Ann Gilbert

Identify typical functional declines of the active aging population, and consider ways to adapt your aquatic programming to create effective formats that will improve walking efficiency, general mobility and confidence.

SU2L Sunday, 8:45am-10:15am

PREVENTION AND PERFORMANCE FOR RUNNERS

Brian Bettendorf, MSM, MS

16 million Americans run 3 or more days per week and over 20% are injured within a given year. Understand current research on managing runners in pain. Learn movement screens along with self-myofascial release and mobility drills that are focused on helping runners reduce injuries, move better and recover faster.

SU2M Sunday, 8:45am-10:15am

LEAD & SUCCEED REB3L STYLE

Tricia Cremeans & Ashleigh Hughes

Building and fostering a strong sense of community is integral to the success of any instructor, format and business. We will share some of our best practices for building a successful class that redefines fitness and empowers students.

SU2O Sunday, 8:45am-10:15am

STRATEGIES FOR FITNESS CAREER LONGEVITY

Carolyn Erickson

Reinvent yourself with tactics that elevate you. Learn how to adjust your priorities through the challenges we face in an industry that requires continuous amounts of selflessness and self-sacrifice. Stay motivated and innovative while practicing what you preach. Re-Evaluate work life balance and bring back the joy in what you do.

SU2P Sunday, 8:45am-10:15am

SOFT SKILLS FOR TOUGH EMPLOYEES

Nathalie Lacombe, MS

As leaders we've all had days when we wish an HR pro could handle the "people issues" so we can get back to our real work of running our business. Then we remember our people ARE our business and we need to keep growing our ability to face and handle those employee challenges. Learn soft skills key to mitigating recurring issues in the fitness industry.

SU2Q Sunday, 8:45am-10:15am



DOUBLE THE FUN! DOUBLE THE RESULTS!

Carolyn Erickson

Need something really innovative and engaging? Discover unique Stroops resistance band programming that is guaranteed to elevate your sessions. Discover modifications that work even when paired up partners have variable strength and size. Learn to how to turn individual exercises into partner workouts that create interaction and community.

SU3B Sunday, 11:15am-12:45pm

CARDIO MIX TO THE MAX

Andrea Kozma

An athletic, creative, and powerful cardio fusion class layered with seamless progressions designed to inspire, motivate...and make you sweat! MOVE to energizing, tailored mixed music, beats and experience elite teaching and choreography breakdown methods.

SU3C Sunday, 11:15am-12:45pm

KEEP IT SIMPLE. KEEP IT SMART

Eric Thomson

In this experience we use minimal equipment to deliver and experience that is smart, looks simple, but is going to leave the individual completely worked from the floor up!

SU3D Sunday, 11:15am-12:45pm

SIZZLING SENIORS

Denise Hunt

Learn why Seniors stay away from gyms and how instructors can build their confidence, flexibility and strength. This session uses light-weight dumbbells, old school music, and chairs for a fun filled class. Seniors will Sizzle beginning with a cardio warm up, continue with resistance training and end with a seated flex and stretch routine.

SU3E Sunday, 11:15am-12:45pm

RESTORATIVE YOGA

Angela Sellers

With the ever increasing popularity of props for workouts & yoga, it is only natural that more and more accessories have become available in the marketplace. Selecting the right props will help you stretch, workout and even relax. Here is an overview of the most useful yoga props.

SU3F Sunday, 11:15am-12:45pm

DIVE IN

Yury Rockit

Join Yury to experience the most effective and innovative ways to enhance your cardiovascular capacity while submerging your head in the water. Challenge both strength and endurance while using land-based pieces of fitness equipment in the water and become a better athlete on land.

SU3L Sunday, 11:15am-12:45pm

FAT LOSS: THE REAL STORY

Len Kravitz, PhD, CSCS

This engaging lecture will explain the science of metabolism, calorie burning, resting metabolic rate, fat loss, and the latest biomedical research understandings on exercise for weight management. Len will present 8 science-based super calorie burning workouts that deliver and the best weight management findings from the real life biggest losers. (LECTURE)

SU3M Sunday, 11:15am-12:45pm

TRENDS FOR 2019 & GROWTH PANEL

Ann Gilbert, Nathalie Lacombe, MS & Jeff Howard

Learn about what's in store for the Industry in 2019 from our panel of diverse and experienced fitness leaders. They will discuss what to expect for club & boutique owners and operators, program directors and the trainers in this ever-changing industry. They will focus on how to take advantage of the coming trends to grow appropriately in your business and role.

SU3O Sunday, 11:15am-12:45pm



SU3

11:15AM-12:45PM

50 UNIQUE CORE LOVERS EXERCISES

Mindy Mylrea

This workshop utilizes all three planes of motion 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.

SU3A Sunday, 11:15am-12:45pm



BUILDING CHOREOGRAPHY LIKE A PRO**Desiree Nathanson**

Explore various techniques for developing and teaching choreographed routines in ways that are easy to follow, make sense to your class and leave your participants feeling not just sweaty, but successful.

SU3P Sunday, 11:15am-12:45pmCLUB INDUSTRY
BUSINESS SUMMIT**STOP SELLING PACKAGES****Cosmo Wollan**

Approximately 75% of personal training programs are underperforming and most have the same, solvable problem. Selling personal training packages is not conducive to long-term fiscal success. We introduce a more effective business model that eliminates the most common roadblock and introduces a new paradigm to ensure optimum results, retention and referrals. (LECTURE)

SU3Q Sunday, 11:15am-12:45pmCLUB INDUSTRY
BUSINESS SUMMIT**SU4****1:00PM-2:30PM****MANDATORY TEAM WORK****Andrew Gavigan**

Attendees will participate in a bootcamp/circuit style workout featuring drills and exercises that require 2 or more people. Partner drills will not only develop a stronger sense of community between our clientele but are a great way to design workout programming if our class count ever outweighs our equipment count.

SU4A Sunday, 1:00pm-2:30pm**TOP2BOTTOM BOOTCAMP****Jeff Howard**

A matchless full-body, fat-burning class to get your mind and body into Top2Bottom Bootcamp shape. Combining easy to duplicate exercise blocks with bouts of conditioning with high-intensity cardio intervals will transform your strength, cardiovascular fitness and take you to the next level.

SU4B Sunday, 1:00pm-2:30pm**CHISELED FAITH®: FITNESS FOR IMPACT****CarolAnn, MS, CPT, CN**

Learn to introduce a faith-based fitness program choreographed to energizing, inspirational music. Implement a 6-week fitness reset class that introduces HIIT, Circuit, Strength, Pilates, Yoga. Inspire your church community to truly honor their bodies as the temple and help make a positive impact on the growing obesity crisis within it.

SU4C Sunday, 1:00pm-2:30pm**DANCE CORPS: HIIT IT HARD!****Danielle Dorsey**

Join the Dance Corps experience for a Bootcamp feel mixed with hard-hitting dance moves to crowd pleasing Hip Hop music! Participants will improve their CRF in a more time efficient manner and maximize calorie burn from use of HIIT methods. Attendees will also sample Dance Corps CORE and STRENGTH!

SU4D Sunday, 1:00pm-2:30pm**"I WISH I KNEW BEFORE.."****Yury Rockit**

Any age can teach active aging clients with understanding of the aging mental process from the perspective of mindfulness. Current research reveals possible secrets and tips that Yuri shares for adding to aging process mindfulness, meditation, and music. We also will address balance from a mental and physical perspective.

SU4E Sunday, 1:00pm-2:30pm**WHOSE BACK? YOUR BACK!****Elia Haan**

This session is all about posture, pain relief and the current trend in somatic approach to healing and wellness. Eliminate back and nerve pain with integrated target exercises in your fitness classes and personal training sessions that keep your clients come BACK for more!

SU4F Sunday, 1:00pm-2:30pm**ARMED AND DANGEROUS****Ann Gilbert**

Upper body strength may be the key ingredient to living an empowered and pain free life. Grow your class and retain your students by adding a few new innovative upper body patterns to your format and by educating the masses on the importance of function, as well as tone. Please proof and change if you see fit!

SU4L Sunday, 1:00pm-2:30pm**EXERCISE: THE ULTIMATE BRAIN BOOSTER****Len Kravitz, PhD, CSCS**

Join Dr. Kravitz in an incredible educational journey documenting the mental health benefits of exercise. Len will present the newest research on what type of exercises improves memory, thinking, central control and brain processing. A highlight of this presentation is a practical update on how to alleviate stress and anxiety. (LECTURE)

SU4M Sunday, 1:00pm-2:30pm**IT STARTS WITH YOU****Amy Goldberg**CLUB INDUSTRY
BUSINESS SUMMIT

Prioritizing your wellness just might be one of those areas in your life where you just can't quite figure it out. Despite all efforts, life happens, and you don't always have a fail-safe plan to reply upon. Amy distills the noise and shows you how.

SU4O Sunday, 1:00pm-2:30pm**HEART RATE TRACKING: EXPLORING BENEFITS****Emily Sopo**CLUB INDUSTRY
BUSINESS SUMMIT

Discover the benefits and practices for integrating effort tracking into group fitness and personal training sessions. Explore ways to structure your gym sessions around heart rate and gamification to increase member engagement. Explore how heart rate tracking can effectively coach members to be successful within the workout and beyond.

SU4P Sunday, 1:00pm-2:30pm**STUDIO SYNERGY: 8 WEEK PROGRAMS****Sohailla Digsby, RDN, LD, CPT**CLUB INDUSTRY
BUSINESS SUMMIT

Imagine the synergy and success that would come from everyone

having the same agenda for 8 weeks: to reach their very Best Bodies regardless of their starting fitness level or weight. In this session, get prepared to launch an 8-week facility-wide program where everyone sees and feels results.

SU4Q Sunday, 1:00pm-2:30pm**LEN KRAVITZ, PHD**

Len is a favorite presenter at SCW MANIA® conventions and no stranger to accolades; Len was voted into the National Fitness Hall of Fame in 2016. He received the prestigious Canadian Fitness Professionals Lifetime Achievement Award in 2008, was named CanFitPro's "Specialty Presenter of the Year" in 2006 and 2009 and earned the ACE® "Fitness Educator of the Year" title in 2006. Len is also the Program Coordinator of Exercise Science at the University of New Mexico where he won the "Outstanding Teacher of the Year" award.



ATLANTA MANIA® PRESENTERS

For full bios visit: www.scwfit.com/atlanta



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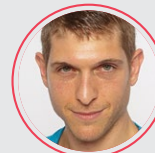
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RDN, LD, CPT



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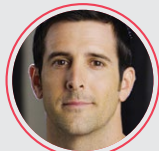
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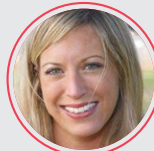
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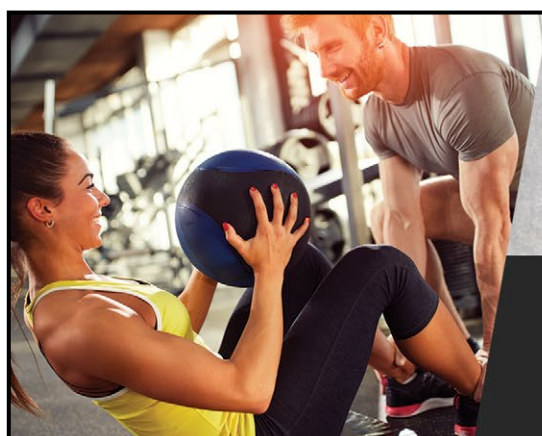
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