



AUGUST 28-29, 2021

- **60 Sessions**
- **30 Presenters**
- **6 Certifications**
- **Up to 19 CEC/CEUs** (Continuing Education Credits)
- **30 Days Recorded Sessions**
- **Starting at Only \$99**

TrainerApex.com

FRIDAY AUG. 27
CERTIFICATIONS

**PERSONAL
TRAINING
CERTIFICATION**

Roberts • 10:00am-6:00pm EDT

**ACTIVE
AGING
CERTIFICATION**

Gilbert • 10:00am-6:00pm EDT

**FUNCTIONAL
TRAINING
CERTIFICATION**

Mullins • 10:00am-6:00pm EDT

**SOCIAL
MEDIA
CERTIFICATION**

Maurer • 10am-6pm CST

ENLARGE & PRINT

A

STRENGTH, STRETCH
& CIRCUITS

B

AGING, PROGRAMMING
& ASSESSMENTS

C

CORE, GLUTES
& MORE

SATURDAY, AUGUST 28

SA1

10:00am-11:15am EDT
9:00am-10:15am CDT
7:00am-8:15am PDT

Welcome to the Jungle (Gym)
Friend-Uhl

Ladder Approach to
Program Design
Mullins

NEW!
Lower Body Burnout
Howard

SA2

11:30am-12:45pm EDT
10:30am-11:45am CDT
8:30am-9:45am PDT

Why Fascia Matters Beyond
Muscles
Hitzmann

Assessing the
Mature Client
Metcalfe

Building Better Butts
Mullins

SA3

1:00pm-2:15pm EDT
12:00pm-1:15pm CDT
10:00am-11:15am PDT

Cardio Coach Movement
Assesment
Friend-Uhl

NEW!
H2O Personal Training
Dzubinski

NEW!
Mama Core & More
Maurer

30 MINUTE BREAK

SA4

2:45pm - 4:00pm EDT
1:45pm - 3:00pm CDT
11:45am - 1:00pm PDT

NEW!
LIT 101
(LOW IMPACT TRAINING)
Robinson

Six Steps to Six Figures
Schelberg

Coaching Core Stability
McBee

SA5

4:15pm- 5:30pm EDT
3:15pm - 4:30pm CDT
1:15pm - 2:30pm PDT

NEW!
Mind & Body Movement
Bootcamp
Velazquez

NEW!
Walk the Line:
Balance & Gait
Gilbert

Strategies to Building
a Loyal Client Base
Ebeling

SA6

5:45pm - 7:00pm EDT
4:45pm - 6:00pm CDT
2:45pm - 4:00pm PDT

Lower Body: Flexibility &
Function
Metcalfe

NEW!
Training the Ageless Female
Client
Roberts

NEW!
Take it to the Water
Dziubinski

SU1

10:00am-11:15am EDT
9:00am-10:15am CDT
7:00am-8:15am PDT

NEW!
PT Spa Experience
Velazquez

Aqua Drills
& Skills
Gilbert

No Equipment, No Problem
Howard

SU2

11:30am-12:45pm EDT
10:30am-11:45am CDT
8:30am-9:45am PDT

Nautilus: Does Size Really
Matter?
McCall

NEW!
The Stability/Mobility Paradox
Roberts

Get Upright for an Upgraded
Core
Howard

SU3

1:00pm-2:15pm EDT
12:00pm-1:15pm CDT
10:00am-11:15am PDT

NEW!
Smart Strength for Small
Groups
Roberts

NEW!
Arthritis Exercise Integration:
Create, Implement & Execute
Conti

The Impact
of MELT
Hitzmann

30 MINUTE BREAK

SU4

2:45pm - 4:00pm EDT
1:45pm - 3:00pm CDT
11:45am - 1:00pm PDT

StairMaster:
Your Brain on HIIT
McCall

Secrets to
Healthy Aging
Gilbert

NEW!
Warm Beginnings & Cool
Endings
Roberts

SU5

4:15pm- 5:30pm EDT
3:15pm - 4:30pm CDT
1:15pm - 2:30pm PDT

NEW!
Advanced Lifting Techniques
& Program Design
Thomson

Turn Back Time - Programming
by Nautilus Strength
McCall

NEW!
Mobility Transformation
McCormick

SU6

5:45pm - 7:00pm EDT
4:45pm - 6:00pm CDT
2:45pm - 4:00pm PDT

NEW!
AMRAP Advantage
McCormick

NEW!
Through the Years
Roselli

NEW!
Hydration Breakthroughs
Conti

SUNDAY, AUGUST 29



Functional Trainer
Apex
SCW

D COACHING, PERFORMANCE & MEDIA	E FUNCTION & BEYOND [RECORDED]	
NEW! Personal Training Redefined McBee	Growth of A Muscle Cell Layne	SA1
NEW! 5 G's to a Stronger Mindset Moyer	Virtual Training for Personal Trainers Panel Kooperman, Roseli, Roberts, Robinson & Maurer	SA2
NEW! Why Personal Trainer's Are Missing the Boat! Conti	Glute Training for Aesthetics Bryce	SA3
30 MINUTE BREAK		
Welcome to My Tech Talk Maurer	TRX: Beyond the Basics Quelch	SA4
NEW! Traits & Habits of Highly Successful Fit Pros Stevenson	Stop Hurting Your Shoulders Roselli	SA5
Digital , Virtual, Live, Oh My! Maurer	From Intimidation to Excitement: Training Active Agers Gilbert	SA6
NEW! Personal Training Predictions Panel Kooperman, Roberts, Robinson & McCall	Bodyweight Bootcamp: Principles Before Strategies Christopher	SU1
NEW! Better Client Results Davis	Perfect Powerful Plyometric Performance Twist	SU2
NEW! Effective Client Communication to Achieve Optimal Results Thomson	5 Fundamentals of Elite Personal Trainers Mullins	SU3
30 MINUTE BREAK		
NEW! Building Your Personal Brand On Social Media Schelberg	Maximize Your Sessions With Cluster Circuits Williams	SU4
NEW! Hindsight is 2020, Unless It's Not Leachman	Active Aging No Floor Core Layne	SU5
NEW! Attention to Retention Robinson	Blast Your Glutes Roberts	SU6

Certs + Sessions Schedule



FUNCTIONAL TRAINER APEX • AUG. 28-29

Join us for an action-packed weekend of inspiring and informative sessions and direct interaction with elite training faculty streamed LIVE in the convenience and safety of your home. Both experienced and new group fitness instructors and personal trainers are invited to join this exciting 2-day Live-Streaming Fitness Professional Convention.

CERTIFICATIONS

SCW PERSONAL TRAINING CERTIFICATION

Keli Roberts

**Friday, August 27, 10:00am-6:00pm EDT,
9:00am-5:00pm CDT, 7:00am-3:00pm PDT**

\$99

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



SCW ACTIVE AGING CERTIFICATION

Ann Gilbert

**Friday, August 27, 10:00am-6:00pm EDT,
9:00am-5:00pm CDT, 7:00am-3:00pm PDT**

\$99

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



SCW FUNCTIONAL TRAINING CERTIFICATION

Kevin Mullins, CSCS

**Friday, August 27, 10:00am-6:00pm EDT,
9:00am-5:00pm CDT, 7:00am-3:00pm PDT**

\$99

Expand your reach as a Personal Trainer to attract and retain more clients through the use of functional training. Learn dozens of new exercises, refine the positions you and your clients train in, and develop a program that delivers results consistently without risk. Discover and assess how to effectively train your muscles to work together. Explore the training techniques that drive life, sport, and health. Improve human function and performance through this digestible, hands-on, practical course. Leave with a full list of new exercises and practical modifications including regressions and progressions that you can integrate today into your training programs. Grow your training business through this expert functional training course developing both your personal and small group offerings. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (7.0), ACE (0.7), ACSM (7.0), AEA (8.0), AFAA (8.0), NASM (0.8). If you can't make the Live Stream Certification, take the course online.

Visit <https://www.scwfit.com/store/product/functional-training-online-certification/>



ual and testing fee (\$59 value) Manuals will be emailed from SCW Fitness Education. SCW (7.0), ACE (0.7), ACSM (7.0), AEA (8.0), AFAA (8.0), NASM (0.8). If you can't make the Live Stream Certification, take the course online. Visit <https://www.scwfit.com/store/product/social-media-online-certification/>

CARDIO COACH BY STAR TRAC

Sonja Friend-Uhl

**Friday, August 27, 9:00am-1:00pm EDT,
8:00am-12:00pm CDT, 6:00am-10:00am PDT**

\$99 early bird price, \$109 after August 16th

The cardio equipment in any fitness facility can be used for training in various ways. For steady state, interval and variable modality training; all with specific benefits and outcomes. The NEW Cardio Coach Certification Course by Star Trac will teach coaches how to choose the right cardio modality for their clients, addressing individual client goals, abilities, and preferences. Educated staff who know how to assess client needs, wants and abilities can help their clients achieve tangible results. This workshop will teach participants how to perform a basic client assessment including a functional movement and gate screen. It will also cover the benefits of cardiovascular training on the various modalities of cardio equipment and how to instruct proper biomechanics and design exercise programs for a variety of specific fitness goals. SCW (4.0), ACE (0.4), ACSM (4.0), AFAA (4.0), NASM (0.4).



HIIT JUST GOT REAL -

HIIT CERTIFICATION

Pete McCall, MS

**Friday, August 27, 2:00pm-6:00pm EDT,
1:00pm-5:00pm CDT, 11:00am-3:00pm PDT**

\$99 early bird price, \$109 after August 16th

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 Stair-Master 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), ACSM (4.0), AFAA (4.0), NASM (0.4).



SCW SOCIAL MEDIA CERTIFICATION

Jessica Maurer

**Friday, August 27, 10:00am-6:00pm EDT,
9:00am-5:00pm CDT, 7:00am-3:00pm PDT**

\$99

Grow your social media following and build your personal and professional influence. Improve your image and increase your reach. Explore simple, usable and effective social media tricks and marketing tips. Join us for this 8-hour certification to learn how to launch your own online classes or expand your virtual studio. Address new ways to start your own live streaming personal training business or perfect your current programming. Review effective and ever-changing ways to master Instagram, Facebook, and LinkedIn with actionable items to start immediately to organize and create content quickly and successfully. This course is created to provide you with tools, techniques, and solutions to take your online life to the next level. Social Media is constantly changing and we continually update this course, so that whether you are new to social media or a seasoned veteran, you will receive the latest and greatest information. Price includes training man-



SESSIONS

SATURDAY, AUGUST 28

SA1 - SATURDAY SESSION 1

10:00am-11:15am EDT

9:00am-10:15am CDT

7:00am-8:15am PDT

WELCOME TO THE JUNGLE (GYM) - HIIT

Sonja Friend Uhl

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

SA1A Saturday, 10:00am-11:15am EDT

LADDER APPROACH TO PROGRAM DESIGN

Kevin Mullins, CSCS

Progressions and regressions are the secret sauce to a successful training program. Learn the exact method Kevin has used to help clients and trainers get the most out of their exercise programs. Leave with ladders of your own and feel ready to change the game!

SA1B Saturday, 10:00am-11:15am EDT

LOWER BODY BURNOUT

Jeff Howard

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

SA1C Saturday, 10:00am-11:15am EDT

PERSONAL TRAINING REDEFINED

Sheldon McBee, MS

In the post COVID-19 era, clients will be eager to return to training live and in-person, but still wish to maintain the flexibility of fitness solutions beyond brick and mortar studios. In this presentation, explore opportunities to utilize big brand tech solutions to become the central cog in your client's

fitness continuum. Discover unique methods to reach clients through multi-channels and prepare for the future of the fitness industry. (Lecture)

SA1D Saturday, 10:00am-11:15am EDT

GROWTH OF A MUSCLE CELL

Melissa Layne, MEd

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

SA1E Saturday, 10:00am-11:15am EDT

SA2 - SATURDAY SESSION 2

11:30am-12:45pm EDT

10:30am- 11:45am CDT

8:30am-9:45am PDT

THE IMPACT OF MELT

Sue Hitzmann, MS, CST, NMT

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

SA2A Saturday, 11:30am-12:45pm EDT

ASSESSING THE MATURE ADULT

Andrea Metcalf

Your 50 and 60-year-old clients have unique training needs that may not be met by implementing traditional training techniques. This session will address key assessments focused on balance, integrated strength and joint range of motion, memory, and agility for training the active aging population. Develop more effective training programs based on their weaknesses, range of motion and movement analysis.

SA2B Saturday, 11:30am-12:45pm EDT

BUILDING BETTER BUTTS

Kevin Mullins, CSCS

Stop wasting your time working your butt everyday and getting nowhere. Learn how to put science, the proper lifts, and the benefit of progressive overload on your side. This class is part lecture, part hands-on coaching, and part workout. You'll leave feeling confident in your ability to have and give the best backside.

SA2C Saturday, 11:30am-12:45pm EDT

5 G's TO A STRONGER MINDSET

Jessica Moyer

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

SA2D Saturday, 11:30am-12:45pm EDT

VIRTUAL TRAINING FOR PERSONAL TRAINERS PANEL

Sara Kooperman, JD, Giovanni Roselli, Keli Roberts, Dane Robinson & Jessica Maurer

Explore what it takes to be a successful Virtual Personal Trainer. As clubs open back up, online training will remain a way to effectively expand your reach and increase your income, helping those who are not ready to return to the gym. Topics include everything from marketing your services to mastering the technology needed for a successful session highlighting how to expertly communicate with your clients. (Recorded)

SA2E Saturday, 11:30am-12:45pm EDT

SA3 - SATURDAY SESSION 3

1:00pm-2:15pm EDT

12:00pm-1:15pm CDT

10:00am-11:15am PDT

H2O PERSONAL TRAINING

MaryBeth Dziubinski

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

SA3B Saturday, 1:00pm-2:15pm EDT

MAMA CORE & MORE

Jessica Maurer

In this session, explore the effects of pregnancy on core muscles and common issues fitness professionals should be aware of. Learn techniques to safely address these changes during every stage of motherhood and tips and tricks to easily remember safe training positions for your pre and postnatal clients.

SA3C Saturday, 1:00pm-2:15pm EDT

WHY PERSONAL TRAINERS ARE MISSING THE BOAT!

Christine Conti

Many personal trainers are "missing the boat" when it comes to uncovering the biggest sources of income. In this session, identify mistakes that prevent attracting ideal clients and steps to ensure success. Explore specializations, course requirements, implementation, communication and marketing skills, and tons of new ideas to grow your personal training business. (Lecture)

SA3D Saturday, 1:00pm-2:15pm EDT

GLUTE TRAINING FOR AESTHETICS

Alex Bryce, MSE, CSCS

This session will take an in-depth dive into gluteal anatomy and function, important research applications, and program design for long term progress. Learn key technique cues and the best exercises to grow your glutes! (Recorded)

SA3E Saturday, 1:00pm-2:15pm EDT

CARDIO COACH MOVEMENT ASSESSMENT

Sonja Friend-Uhl

Who doesn't want to be THE go-to coach for cardio? This ALL NEW workshop will teach you how to perform a basic client assessment for functional movement as it relates specifically to cardio modalities. Learning how to determine imbalances or limited range of motion that could impact cardio training and repetitive stress implications is a valuable tool that will set you apart from other coaches and have your clients coming back for more.

SA3A Saturday, 1:00pm-2:15pm EDT

SA4 - SATURDAY SESSION 4**2:45pm - 4:00pm EDT****1:45pm - 3:00pm CDT****11:45am - 1:00pm PDT****LIT 101 (LOW IMPACT TRAINING)****Dane Robinson**

Working around the struggle to bring the intensity but care for clients with injuries, compensations, or that are still in the start of their fitness journey? This part workout, part lecture session will cover the proven strategies of Low Impact Training to bring the intensity and results to your clients' workouts with joint friendly strength, cardio, & HIIT methods.

SA4A Saturday, 2:45pm-4:00pm EDT**SIX STEPS TO SIX FIGURES****Jordana Schelberg**

This session will teach you how to reframe your personal training business to work smarter (not harder) and transform your clients into committed loyalists. We'll break down our proven method for attracting your ideal clients and supercharge your revenue. You'll also learn how to first identify your ideal client and niche, how to structure, price, develop, and market your offerings. (Lecture)

SA4B Saturday, 2:45pm-4:00pm EDT**COACHING CORE STABILITY****Sheldon McBee, MS**

The ability to coach core stability beyond expectation will bring you, as a fitness professional, one step closer to aligning concepts and applications. In this session, learn coaching concepts specifically designed to stabilize the spine in a scalable coaching mode.

SA4C Saturday, 2:45pm-4:00pm EDT**LEGAL ESSENTIALS IN A COVID WORLD****Cory Sterling**

The pandemic flipped the fitness world on its head, meaning it's more important than ever to have best legal practices in place to ensure your business and assets are protected, and your community and clients are safe. Learn the legal essentials you need, including: waivers, employee vs. contractor agreements. (Lecture)

SA4D Saturday, 2:45pm-4:00pm EDT**TRX BEYOND THE BASICS****Fraser Quelch**

Redefine what you know about TRX Suspension Training! This session provides a deep dive into the performance and coaching nuances of a series of highly effective TRX movements and combinations. Apply these impactful TRX sequences and coaching methods immediately and watch your suspension training evolve to the next level. (Recorded)

SA4E Saturday, 2:45pm-4:00pm EDT**SA5 - SATURDAY SESSION 5****4:15pm- 5:30pm EDT****3:15pm - 4:30pm CDT****1:15pm - 2:30pm PDT****MIND & BODY BOOTCAMP****Manuel Velazquez**

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

SA5A Saturday, 4:15pm-5:30pm EDT**WALK THE LINE: BALANCE & GAIT****Ann Gilbert**

Falls are a huge risk affecting the aging population's propensity for injury and deteriorating mental health. In this session, study key movements to boost mobility and greatly reduce fall risks while learning proven strategies to improve fitness program adherence. Implement this programming into your small group training sessions today and see your clients more active and confident than ever!

SA5B Saturday, 4:15pm-5:30pm EDT**STRATEGIES TO BUILDING A LOYAL CLIENT BASE****Hank Ebeling**

How do you compete in today's highly competitive personal training business landscape? By consistently delivering outstanding service and creating an outstanding experience, for every client, in every session. Not sure where to start? This session will leave you with the tactics and strategies to crush the competition through excellent customer service! (Lecture)

SA5C Saturday, 4:15pm-5:30pm EDT**TRAITS & HABITS OF HIGHLY SUCCESSFUL FITNESS PROFESSIONALS****Chris Stevenson**

If you are not growing, you are falling behind. Successful fitness professionals must consistently find ways to grow in a variety of areas. In this inspiring and informative session, learn the scientific methods of skill development. In addition, explore five specific skills and habits that are found in the most successful professionals of the industry. This session is full of tangible tips and tools that attendees can implement immediately to make an immediate and noticeable impact. If you are serious about being the best fitness professional you can be, don't miss this. (Lecture)

SA5D Saturday, 4:15pm-5:30pm EDT

STOP HURTING YOUR SHOULDERS!

Giovanni Roselli

The shoulder is one of the most complex, and most injured, joint systems in the body. In this live session, dive into the function of the shoulder, common mistakes when training it, and best practices to maintain optimal shoulder function and health. (Recorded)

SA5E Saturday, 4:15pm-5:30pm EDT

SA6 - SATURDAY SESSION 6

5:45pm - 7:00pm EDT

4:45pm - 6:00pm CDT

2:45pm - 4:00pm PDT

LOWER BODY: FLEXIBILITY & FUNCTION

Andrea Metcalf

As muscle imbalances become more prevalent in older active adults, it is imperative to assess functionality correctly. In this session, discuss common lower body dysfunctions, techniques for proper injury assessment, and exercises to alleviate pain and improve alignment and flexibility.

SA6A Saturday, 5:45pm-7:00pm EDT

TRAINING THE AGELESS 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.

SA6B Saturday, 5:45pm-7:00pm EDT

TAKE IT TO THE WATER

MaryBeth Dziubinski

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

SA6C Saturday, 5:45pm-7:00pm EDT

DIGITAL VIRTUAL LIVE, OH MY!

Jessica Maurer

Online training, virtual challenges, live streaming. With ever-expanding technology, it is easy to be confused about where to put your time and money. This lecture will discuss the latest tools to help you obtain and retain clients while

teaching you how to create digital, virtual, and live products. (Lecture)

SA6D Saturday, 5:45pm-7:00pm EDT

FROM INTIMIDATION TO EXCITEMENT: TRAINING ACTIVE AGERS

Ann Gilbert

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

SA6E Saturday, 5:45pm-7:00pm EDT

SUNDAY, AUGUST 29

SU1 - SUNDAY SESSION 1

10:00am-11:15am EDT

9:00am-10:15am CDT

7:00am-8:15am PDT

CREATING THE PT SPA EXPERIENCE

Manuel Velazquez

Discover techniques that create a spa-like experience for your clients. Whether training live or virtually, special techniques and exercises will enhance your client's love of fitness and loyalty to you. Learn 10 different approaches to various exercises guaranteed to turn your clients into returning clients.

SU1A Sunday, 10:00am-11:15am EDT

AQUA DRILLS & SKILLS

Ann Gilbert

Innovative new programming options for large, small group sessions as well as one to one coached sessions, focusing on a 40 second interval. Students will reap the benefits of interval training while sharpening their athletic skills in the aquatic environment.

SU1B Sunday, 10:00am-11:15am EDT

NO EQUIPMENT, NO PROBLEM!

Jeff Howard

No equipment, no problem! In this session, discover unique movements utilizing the most underrated piece of exercise equipment: the human body! Combine interval training, power and plyometrics, to improve muscular endurance and balance.

Learn easily implementable modifications and progressions to “plateau proof” workouts for all of your active aging clients.

SU1C Sunday, 10:00am-11:15am EDT

PERSONAL TRAINING PREDICTIONS PANEL

Sara Kooperman, JD, Keli Roberts, Dane Robinson & Pete McCall, MS

As digital fitness continues to skyrocket, it's clear that the fitness market has been permanently altered by the global pandemic. Join our panel of industry experts to explore how studio owners and fitness professionals will need to navigate this new normal to meet consumer demand and expectations, and trends shaping the industry for unique insight into the future of fitness in the post-coronavirus era.

SU1D Sunday, 10:00am-11:15am EDT

BODYWEIGHT BOOTCAMP: PRINCIPLES BEFORE STRATEGIES

Paul Christopher

Outdoor, Bodyweight-only Bootcamps are exploding! Taking your workouts outdoors has never been easier and more important. Discover four movement principles that will change the way you design your “anywhere” workouts and challenge your clients on three physical needs: stability, strength & power. Learn how to correctly cue and execute movements in all three planes and stimulate the cardiovascular system to enhance metabolism. Introduce more play into your workouts for unlimited exercise strategies and ideas for all populations. (Recorded)

SU1E Sunday, 10:00am-11:15am EDT

SU2 - SUNDAY SESSION 2

11:30am-12:45pm EDT

10:15am- 11:15am CDT

8:15am-9:15am PDT

DOES SIZE REALLY MATTER?

Pete McCall, MS

Why do bodybuilders and powerlifters look so different? The answer lies in the two different types of muscle tissue in our fascia system. Traditional exercise programs focus on the contractile element, however, effective exercise strategies for strengthening the fascia can enhance physical performance while reducing the risk of injury. Try unique exercises, different equipment and alternative program designs to strengthen the fascia.

SU2A Sunday, 11:30am-12:45pm EDT

THE STABILITY/MOBILITY PARADOX

Keli Roberts

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

SU2B Sunday, 11:30am-12:45pm EDT

GET UPRIGHT FOR AN UPGRADED CORE

Jeff Howard

Get off the floor and build that core! In this session, learn powerful flowing sequences that strengthen the powerhouse of the body. Learn movements and patterns to condition and strengthen the deep stabilizing muscles of the back that support the spine and daily movement, not just the muscles of the coveted “6 –pack.” Step outside your comfort zone and transform your mind and body, come ready to sweat, laugh and grow!

SU2C Sunday, 11:30am-12:45pm EDT

BETTER CLIENT RESULTS

Reed Davis

Nutrition is the backbone of any personal training program and it isn't one-size-fits-all. Join Reed, owner of Functional Diagnostic Nutrition, to learn how to assess and meet the individual metabolic needs of your clients to improve health at a cellular level and better reach health and fitness goals. Separate yourself from the pack and become THE most sought after trainer by exploring innovative methods for working with clients to grow a successful personal training business. (Lecture)

SU2D Sunday, 11:30am-12:45pm EDT

PERFECT POWERFUL PLYOMETRIC PERFORMANCE!

Peter Twist

Plyometrics are a powerful exercise method combining conditioning, strength, power and function. Perfect for both virtual and in-person training, this session comprehensively examines drill intensity, from prep to peak, key regressions and progressions to meet your clients at their current level of fitness and the most effective cues to guide their action. Learn these drills by viewing the included plyo videos, to implement plyometrics into your training sessions now. (Recorded)

SU2E Sunday, 11:30am-12:45pm EDT

SU3 - SUNDAY SESSION 3

1:00pm-2:15pm EDT

12:00pm-1:15pm CDT

10:00am-11:15am PDT

EFFECTIVE CLIENT COMMUNICATION TO ACHIEVE OPTIMAL RESULTS

Eric Thomson

With the new landscape that we find ourselves in as professionals, communication can be botched, leaving the client feeling defeated and the trainer frustrated with a lack of progress. In this session, we will explore different communication techniques and strategies that will help you as the trainer interacts with your client(s) in a successful manner that will deliver maximum results. (Lecture)

SU3D Sunday, 1:00pm-2:15pm EDT

5 FUNDAMENTALS OF ELITE PERSONAL TRAINERS

Kevin Mullins, CSCS

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

SU3E Sunday, 1:00pm-2:15pm EDT

SMART STRENGTH FOR SMALL GROUPS

Keli Roberts

Intelligent ideas for strength and conditioning Small Group Training that make sense! In an interactive learning environment, review functional training principles and focus on the practical application of program design. Utilizing resistance tubing, dumbbells and a Step, learn critical body alignment, precise cueing and movement progressions for multiple Small Group class options.

SU3A Sunday, 1:00pm-2:15pm EDT

ARTHRITIS EXERCISE INTEGRATION: CREATE, IMPLEMENT & EXECUTE

Christine Conti

As a personal trainer, you have a unique opportunity to assist individuals with various forms of arthritis. A well-designed exercise program is one of the best treatments for arthritis symptoms, meaning that you can help to substantially improve the quality of life for individuals with arthritis. This session will provide you with the basic information about various forms of arthritis, the ways in which exercise improves symptoms, and how to accurately assess and implement safe and effective exercises.

SU3B Sunday, 1:00pm-2:15pm EDT

THE IMPACT OF MELT

Sue Hitzmann, MS, CST, NMT

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

SU3C Sunday, 1:00pm-2:15pm EDT

SU4 - SUNDAY SESSION 4

2:45pm - 4:00pm EDT

1:45pm - 3:00pm CDT

11:45am - 1:00pm PDT

STAIRMASTER: YOUR BRAIN ON HIIT

Abbie Appel

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

SU4A Sunday, 2:45pm - 4:00pm EDT

SECRETS TO HEALTHY AGING

Ann Gilbert

Learn to convert the philosophies of healthy aging into actionable steps for your clients. Study and learn five exercise practices that can be easily implemented into your live and virtual one-on-one coaching sessions for aging well and staying fit.

SU4B Sunday, 2:45pm - 4:00pm EDT

WARM BEGINNINGS & COOL ENDINGS

Keli Roberts

Review warm up elements beyond elevating core temperature to comprehend essential mobility and stability. Learn two different approaches to warm up your clients: Athletic or dynamic. Finish by practicing two unique cool downs: Static passive stretching with PNF and self-myofascial release.

SU4C Sunday, 2:45pm - 4:00pm EDT

BUILDING YOUR PERSONAL BRAND ON SOCIAL MEDIA

Jordana Schelberg

What separates you from all the other trainers out there? You. Your personal brand is what brings that story to life. Social media is one of the most powerful tools you have to showcase your personal brand to start attracting your ideal clients. This session will break down how to define your purpose, craft your story, and show up on social media in a way that builds trust and converts followers to clients. (Lecture)

SU4D Sunday, 2:45pm - 4:00pm EDT

MAXIMIZE YOUR SESSIONS WITH CLUSTER CIRCUITS

Maurice Williams

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

SU4E Sunday, 2:45pm - 4:00pm EDT

SU5 - SUNDAY SESSION 5

4:15pm- 5:30pm EDT

3:15pm - 4:30pm CDT

1:15pm - 2:30pm PDT

ADVANCED LIFTING TECHNIQUES & PROGRAM DESIGN

Eric Thomson

Plateaus happen. Progress stalls. Clients become frustrated. Intensities can be manipulated in various ways from tempos and progressive overload to drop sets and muscle rounds. In this session, explore ways to challenge your clients to continue making gains and appropriate applications in program design. (Lecture)

SU5A Sunday, 4:15pm-5:30pm EDT

TURN BACK TIME- PROGRAMMING

BY NAUTILUS STRENGTH

Pete McCall, MS

There actually IS a fountain of youth and we can all access it. The right exercise program can boost the production of hormones that add muscle in addition to enhancing the performance of physiological functions often affected by the aging process. In this action-packed workshop, we will learn how to apply the variables of fitness program design, equipment choice and exercise selection to help our clients turn back the clock and maintain their youthful appearance and energy levels.

SU5B Sunday, 4:15pm-5:30pm EDT

MOBILITY TRANSFORMATION

Irene McCormick, MS, CSCS

Have you ever launched into your workout prematurely, forcing the body to "catch up" when a lack of time or a desire to get started supersedes the important elements of a pre-workout routine? Learn to incorporate mobility and flexibility into your warmup routine. Include fascia flexibility, joint releases, and spinal alignment. Use balls, percussive tools, and rollers to release restrictions and transform your body with a better pre-workout heat up. Boost training and recovery results through better performance and more overall flexibility and mobility.

SU5C Sunday, 4:15pm-5:30pm EDT

DO YOU HAVE MAD CRED?

Michelle Leachman

It's not enough to be just an instructor- you need to be THE Reputable Physical Activity Influencer! In this session, learn credential requirements for various courses and programming, and steps for creating approved CEC courses to propel your passive income potential. Leave with the knowledge to set yourself apart from the competition to land the most coveted positions in the industry. (Lecture)

SU5D Sunday, 4:15pm-5:30pm EDT

ACTIVE AGING NO FLOOR CORE

Melissa Layne, MEd

As we age, the core, proprioception and balance become more important to prevent falls, maintain proper gait and keep us active. With core work often comes floor work, which can be uncomfortable for the aging population. This session is jam packed with muscular core facts, activity ideas and core exercises off the floor! (Recorded)

SU5E Sunday, 4:15pm-5:30pm EDT

SU6 - SUNDAY SESSION 6

5:45pm - 7:00pm EDT
4:45pm - 6:00pm CDT
2:45pm - 4:00pm PDT

AMRAP ADVANTAGE

Irene McCormick, MS, CSCS

Understanding today's need for quick, at-home workouts using minimal equipment that's easy to implement is critical to meet current fitness needs. Explore the variety in circuit training using AMRAP style training techniques. Learn to coach blocks of option-based exercises; simple to advanced circuits, ascending & descending pyramids, add-ons, and tri-sets. These programs offer hard core, turn-key programs for coaching in virtual or live settings.

SU6A Sunday, 5:45pm-7:00pm EDT

THROUGH THE YEARS

Giovanni Roselli

Every decade should bring about a certain change to your workouts. A mature client has significantly different needs than those of a high school athlete. Learn the specific needs of your body to successfully train not only for today, but the knowledge to continue to evolve your training style as you go through different aging processes throughout the lifetime.

SU6B Sunday, 5:45pm-7:00pm EDT

HYDRATION

Christine Conti

What do you REALLY know about proper hydration? Are you coaching your clients to drink 8-10 glasses of "naked" water each day to promote optimal health? According to the most recent research, there is a better form of water to drink and it may just surprise you! After this session, your relationship with water will NEVER be the same! (Lecture)

SU6C Sunday, 5:45pm-7:00pm EDT

ATTENTION TO RETENTION

Dane Robinson

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

SU6D Sunday, 5:45pm-7:00pm EDT

BLAST YOUR GLUTES

Keli Roberts

Going beyond aesthetics, this workshop comprehensively reviews lower body function and how to enhance muscular strength endurance. Through interactive practical application, learn how to structure a program utilizing a small ball, gliding discs, bands and dumbbells. Form follows function; get a better butt by building a better program! (Recorded)

SU6E Sunday, 5:45pm-7:00pm EDT



30 PRESENTERS

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