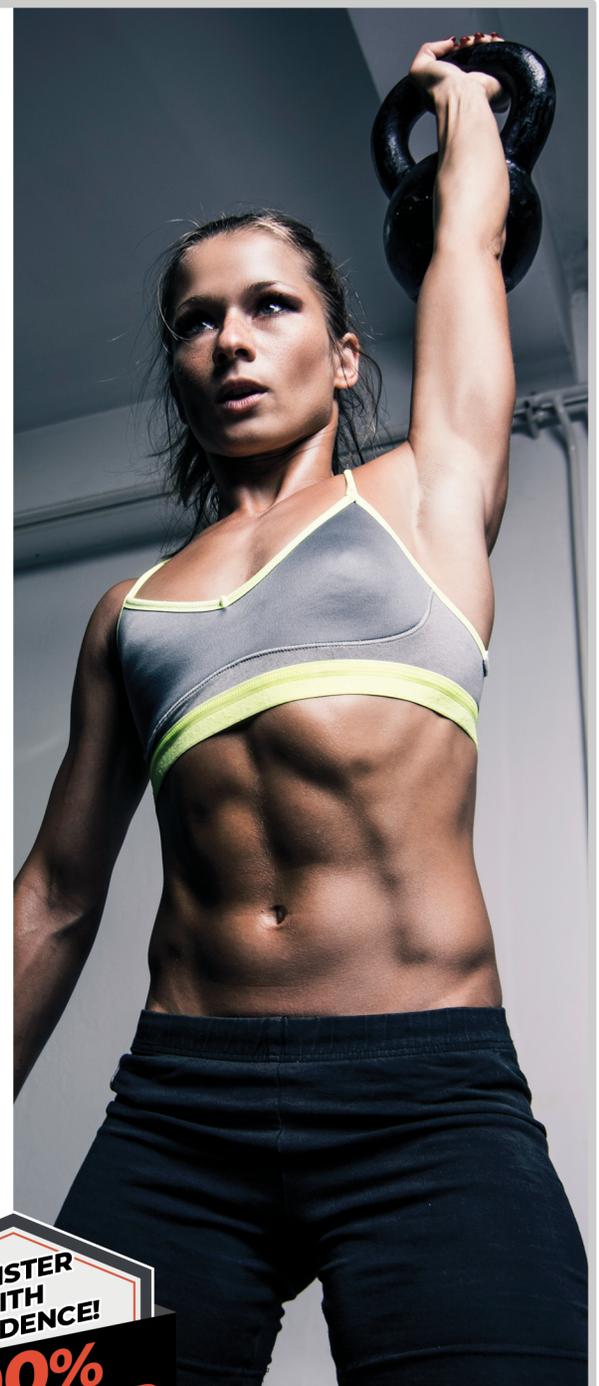


SCW DALLAS
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NOV. 5-7, 2021
THE FAIRMONT
DALLAS

- 150+ Powerful Workshops
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- 50+ Business Summit Lectures
 - 60+ Expert Presenters
 - 25 Certifications
 - 3-Day Fitness Expo
- 20 CEC/CEUs from SCW, ACE, AEA, AFAA & NASM



scwfit.com/DALLAS



ECO-FRIENDLY

WELCOME BACK!



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

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

HOTEL/CONVENTION SITE



THE FAIRMONT HOTEL

1717 N Akard Street, Dallas, TX 75201
(214)720-2020 / (800) 441-1414 reservations

\$169 Single or Double (Reg. \$225)
\$179 Triple / \$189 Quad

Pay as little as \$47.25 per night when you share a room with three others! Included with your Room – two double beds & FREE Coffee Maker! Mini Fridge (\$35) and roll-away cots (\$20) available upon request (King rooms only).

HOTEL ROOM DISCOUNT DEADLINE:
October 18, 2021, 5:00pm CST

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WEDS. NOV 2 - CERTIFICATIONS



SCW

**AQUATIC EXERCISE
CERTIFICATION**

HOWARD • 9:00AM - 6:00PM



SCW

**ACTIVE AGING
CERTIFICATION**

GILBERT • 9:00AM - 5:00PM



SCW

**TAI CHI
CERTIFICATION**

VELAZQUEZ • 9:00AM - 5:00PM

THE WESTIN

GALLERIA
DALLAS

**WEDNESDAY
& THURSDAY
LOCATION:**

The Westin Galleria
Dallas Hotel
13340 Dallas Parkway,
Dallas, TX 75240

THURS. NOV 3 - CERTIFICATIONS



SCW

**PRACTICAL GUIDE TO NUTRITION,
HORMONES AND METABOLISM**

LAYNE • 9:00AM - 3:30PM



Savvier
Fitness

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

MURPHY-MADDEN 9:00AM - 5:00PM



SCW

**GROUP EX
CERTIFICATION**

HOWARD • 8:00AM - 5:00PM



SCW

**YOGA I
CERTIFICATION**

VELAZQUEZ • 8:00AM - 5:00PM



SCW

**LIFE COACHING
CERTIFICATION**

SPREEN-GLICK • 8:00AM - 5:00PM



SCW

**PILATES MATWORK
CERTIFICATION**

APPEL • 8:00AM - 5:00PM



water
motion

**WATERinMOTION®
CERTIFICATION**

KULP • 9:00AM - 5:00PM



SCW

**KETTLEBELL TRAINING
CERTIFICATION**

ROSELLI • 5:30PM - 9:30PM



SCW

**CORRECTIVE EXERCISE
& COACHING
TECHNIQUES CERTIFICATION**

COMANA • 5:30PM - 9:30PM



SCW

**YOGA II
CERTIFICATION**

M. VELAZQUEZ • 5:30PM - 9:30PM



SCW

**AQUA BARRE
CERTIFICATION**

CARVALHO • 5:30PM - 9:30PM

SUN. NOV 7 - CERTIFICATIONS



CORE
HEALTH & FITNESS

**SCHWINN®: INDOOR CYCLING
INSTRUCTOR CERTIFICATION**

THOMSON & THEWS • 7:30AM - 4:30PM



CORE
HEALTH & FITNESS

**STAIRMASTER®: HIIT JUST
GOT REAL CERTIFICATION**

FRIEND-UHL • 8:00AM-12:00PM



SCW

**PERSONAL TRAINING
CERTIFICATION**

K. ROBERTS • 8:00AM-5:00PM



SCW

**BARRE
CERTIFICATION**

APPEL • 8:00AM - 4:00PM



STRONG
BY ZUMBA

**STRONG BY ZUMBA®
CERTIFICATION**

HERNANDEZ • 7:30AM-4:00PM



ZUMBA

**ZUMBA® BASIC 1
INSTRUCTOR TRAINING**

MARTIN • 8:00AM-5:00PM



Savvier
Fitness

**PUMPED UP STRENGTH®
POWERED BY SAVVIER FITNESS®**

MCCALL & GEORGE • 9:00AM-3:00PM



SCW

**CHRONIC DISEASE & FITNESS
SPECIALIST CERTIFICATION**

CONTI • 8:00AM-12:00PM

Fairmont
DALLAS

**SUNDAY
LOCATION:**

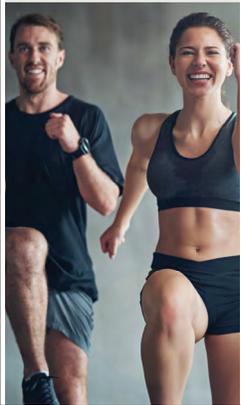
The Fairmont Hotel
1717 N Akard Street
Dallas TX 75201

DALLAS MANIA® SCHEDULE

 [Enlarge & Print](#)

A ACTIVE AGING	B FUNCTION/HIIT	C MIND-BODY/CORE	D BARRE/GX	E CYCLE
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FRIDAY, NOVEMBER 5	FR1	7:30am-8:45am
	FR2	9:45am-11:00am
	FR3	11:15am-12:30pm
	FR4	SESSION 1 12:45pm-2:00pm SESSION 2 1:30pm-2:45pm
	FR5	3:00pm-4:15pm
	FR6	5:00pm-6:15pm
	FR7	6:30pm-7:30pm
SATURDAY, NOVEMBER 6	SA1	7:30am-8:45am
	SA2	9:45am-11:00am
	SA3	11:15am-12:30pm
	SA4	SESSION 1 12:45pm-2:00pm SESSION 2 1:30pm-2:45pm
	SA5	3:00pm-4:15pm
	SA6	5:00pm-6:15pm
SUNDAY, NOVEMBER 7	SU1	7:30am-8:45am
	SU2	9:00am-10:15am
	SU3	11:15am-12:30pm
	SU4	12:45pm-2:00pm

<ul style="list-style-type: none"> ■ BOSU® Barre Strong Scott & Roberts ■ Exploring Chair Yoga Spreen-Glick ■ Weigh2Dance Lauria Schwinn®: Breathy Not Breathless Appel 	EXPO SHOPPING 8:30am-9:45am			
<ul style="list-style-type: none"> ■ Bodyweight Booty Appel ■ Tai Chi + Weights = Iron Fusion Ross ■ HIIT the Ballet George Schwinn®: Dry-Tri: Beast Mode Fusion Thews & Hogg 	<ul style="list-style-type: none"> ■ HIIT Mix Up! Keenan-Stryka & Hughes ■ The SOULfusion EXPERIENCE Park ■ Let the Beat Drop George Schwinn®: Ride or Die: Killer Vibe McLean 	<ul style="list-style-type: none"> ■ BOSU® Pilates Core Power Scott & Vanderburg SESSION 1 ■ Stretch & Perform: The Bannister Method™ Bannister- Munn SESSION 1 ■ Balletone® Meets Barre Reynolds SESSION 2 Schwinn®: F.E.A.R. Face Everything & RIDE Roberts SESSION 2 	EXPO SHOPPING 12:15pm-3:00pm	
<ul style="list-style-type: none"> ■ This is HIIT! Erickson ■ Flow Free & Be Spreen-Glick Where Functional Training Meets Fun Rodriguez Schwinn®: Set the Stage: Perfect Ride McLean 	EXPO SHOPPING 4:00pm-6:00pm			
<ul style="list-style-type: none"> ■ Straight to the Core Robinson ■ Yoga Sculpt Murphy Madden & Reynolds ■ Core-tensity Leachman Schwinn®: Bring IT: Verbal & Visual Cueing Hogg 	<ul style="list-style-type: none"> ■ Fitness Idol Kooperman, Roberts, Spreen-Glick, Conti & Howard ■ Gengtle Yoga for Mobility M. Velazquez ■ Boogie Barre Carvalho 	<ul style="list-style-type: none"> ■ S.E.A.T. Supported Exercise for Ageless Training Gilbert ■ BOSU® Toolbox Paulson & Thews ■ Tai Chi Fire Fusion Ross ■ Let's Get FHITT Robinson Schwinn®: Master Your One Appel 	EXPO SHOPPING 8:30am- 9:45am	
<ul style="list-style-type: none"> ■ Training the Ageless Female Client Roberts ■ Fundamental Performance Leachman ■ STRONG Nation™ Hernandez ■ Quarters of Fitness Robinson Schwinn®: A DJ Saved My Life Thomson 	EXPO SHOPPING 11:00am-3:00pm			
<ul style="list-style-type: none"> ■ Hot Crossed Buns Howard SESSION 1 ■ BOSU® Kinetic Line Training Paulson & Vanderburg SESSION 2 ■ Turf Yoga Fusion Keenan-Stryka & Hughes SESSION 2 ■ Barre for Cardio Junkies George SESSION 2 Schwinn®: HIIT & Quit it! Hogg SESSION 1 	<ul style="list-style-type: none"> ■ Barre Boom Appel The Bare Essential: Strength Training 101 Bannister-Munn ■ Cardio Yoga™ - Cardio Focus Chilazi ■ Zumba® Martin Schwinn®: Rock Steady-Recovery Rides Roberts 	EXPO SHOPPING 4:00pm-6:00pm		
<ul style="list-style-type: none"> ■ Active Agers From the Ground Up M. Velazquez ■ HIIT IT - Sports Cardio Bonina ■ Rhythmic Vinyasa Flow L. Lowell & J. Lowell ■ Weigh2Dance Banded Lauria Schwinn®: Work Not Twerk Thomson 	<ul style="list-style-type: none"> ■ Playful Patterns for Seniors Gilbert ■ 50 Unique Core Lovers Exercises Murphy Madden ■ Hands on Stretching: The Bannister Method™ Bannister-Munn ■ The SOULstrength EXPERIENCE Park 	<ul style="list-style-type: none"> ■ Better Balance Training Dziubinski ■ This HIIT Just Got Real! Erickson ■ Core Strong Yoga Howard Move Your Core the Latin Way Rodriguez 	EXPO CLOSE-OUT SHOPPING 10:00am-1:00pm	
<ul style="list-style-type: none"> ■ G.R.I.T Gilbert ■ Lower Body Burnout Howard ■ Yoga Block Vinyasa L. Lowell ■ The Impact of MELT Hitzmann 	<ul style="list-style-type: none"> ■ Get Upright for an Upgraded Core Howard ■ Level Up Your Strength Classes! Bannister Munn ■ Fascia, ROM & Flexibility M. Velazquez ■ Innovative Planking for Core Strengthening Chilazi 	 <p>DISCOUNTED ROOM RATES AVAILABLE! scwfit.com/dallas/hotel</p> 		

■ Indicates session is Recorded



F CIRCUITS/ROWING		G AQUA		H NUTRITION		I LEADERSHIP/EX SCIENCE		J SALES/RETENTION/ PROGRAMMING			
Complete Guide to Metabolic Flexibility Roselli		Acquapole® Strong Circuit A. Velazquez		■ Forget the Rest? Layne		Exercise, Stress, Hormones & Inflammation Comana		Small Group Training Profits & Programs Stevenson		FR1	
EXPO SHOPPING 8:30am-9:45am						EXPO SHOPPING 8:30am-9:45am					
Back to Business Roselli		Smart Sets for Aqua Dumbbells Kulp		■ Diet Myths & Misconceptions Bryce		The State of the Science and Future Outlook of CBD Comana		Best Of Both Worlds Kinworthy		FR2	
Stop Hurting Your Shoulders Roselli		Turbulence Training PluimMentz		■ Metabolism 101: Nourish to Flourish Panel Layne, McCall, Comana & Digsby		Optimize Performance with Form & Function! Davis		Recruit, Train, Motivate & Retain Brady		FR3	
Welcome to the Jungle-STAIRMASTER® HIIT Hogg SESSION 2		Cool Pool Moves: 8 Tools to Remember M. Velazquez, Kulp, Gilbert & Carvalho SESSION 1		■ Pros & Cons of Fasting Layne SESSION 2		Legal Essentials in a Covid World Sterling & Kooperman SESSION 2		Solution Based Sales Stevenson SESSION 1		FR4	
EXPO SHOPPING 12:15pm-3:00pm						EXPO SHOPPING 12:15pm-3:00pm					
Your Brain on HIIT-STAIRMASTER® McCall		Aqua ROM Training for Mature Adults Gilbert		■ Fad Diet Update Digsby		Arthritis Integration: The Who, What & How! Conti		Working in Niche Markets Panel Kooperman, Appel, Murphy Madden & Ross		FR5	
EXPO SHOPPING 4:00pm-6:00pm						EXPO SHOPPING 4:00pm-6:00pm					
Basic Movement Assessments by Star Trac McCall		Mix-Match Aqua: Moves to the Max Howard		■ Diet vs. Exercise: Food Choices Always Win Fearheiley		Balancing Your Business & Yourself Thews		Talks & Takes Kooperman, Darden, McBride & Stevenson		FR6	
		Liquid Gym Star Workout A. Velazquez		■ Nutrition Panel Layne, Digsby, Fearheiley & Davis		Glute Training for Strength & Performance Bryce		Specialize Your Exercise Brady		FR7	
		Acquapole® Aqua Boxing A. Velazquez		■ Functional Foods for a Fantastic You Fearheiley		CBD and Your Best Self Roberts		New World Sales & Management McBride		SA1	
EXPO SHOPPING 8:30am- 9:45am						EXPO SHOPPING 8:30am- 9:45am					
						BUSINESS KEYNOTE ADDRESS SLINGSHOT LEADERSHIP with Brent Darden				SA2	
Purpose NOT Circus:Legit HIIT - STAIRMASTER® McCall		Aqua Abs: WIM-sy Carvalho		■ Why Fascia Matters Beyond Muscles Hitzmann		Why ALL Women Should Strength Train Bryce		Grow Your Audience Using Tik Tok & Reels Kinworthy & Rich		SA3	
EXPO SHOPPING 11:00am-3:00pm						EXPO SHOPPING 11:00am-3:00pm					
Nautilus Strength - Does Size Really Matter? Appel SESSION 1		Aqua Zumba® Hernandez SESSION 2		■ How Calories & Fat Tissue Work Digsby SESSION 1		Launch, Grow & Elevate Your Brand Morris SESSION 1		2021 Growth Panel Kooperman, McBride, Murphy Madden & Stevenson SESSION 2		SA4	
When Good Knees Go Bad Bryce		WATERinMOTION® Silver Tsunami M. Velazquez, Kulp, Carvalho & Gilbert		■ Killing the Buzz Layne		Are You FallPROOF? Conti		Maximize Your Business's Earning Potential Polson		SA5	
EXPO SHOPPING 4:00pm-6:00pm						EXPO SHOPPING 4:00pm-6:00pm					
Toning is NOT a Thing - Nautilus McCall		Aquatic Balance Solutions Dziubinski		■ How to Eat Sugar Digsby		Recovery With Muscle Stimulation Appel		Get More Clients Without Ads Polson		SA6	
  scwfit.com/dallas/certs		Aqua Ease: Flexibility for Active Agers M. Velazquez		■ Unleash the Power of Superfruits! Davis		Fit comes in EVERY SIZE! Lauria		Build an Unbeatable Digital Marketing Strategy Polson		SU1	
		Aqua Core Senior Style Kulp		■ Mastering Menopause Layne		Exercise Research 101: Facts vs. Fake News Chilazi		Owning Your Own Fitness Studio L. Lowell & J. Lowell		SU2	
		EXPO CLOSE-OUT SHOPPING 10:00am-1:00pm									
		WATERinMOTION® Strength Kulp, M. Velazquez & Cavallo		■ Why You Can't Stop Eating Digsby		Maximizing Revenue Through Value-Added Programming Murphy Madden		Marketing Messages Atkinson		SU3	
One on One Aquatic Training Dziubinski		■ Got Muscle? Targeting Hypertrophy Layne		What Women Want! Atkinson		Six Steps to Sales Success Bustamante		SU4			

FRIDAY, NOVEMBER 4

SATURDAY, NOVEMBER 5

SUNDAY, NOVEMBER 6

Certifications



WEDNESDAY, NOV. 3 CERTIFICATIONS

SCW AQUATIC EXERCISE CERTIFICATION



Jeff Howard

Wednesday, November 3, 9:00am-6:00pm

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

Drawing on over 100 years of combined expertise in the aquatic fitness industry, this nationally recognized comprehensive certification serves as an essential first step into the field of teaching water exercise. Learn the benefits of aquatic exercise and gain practical skill mastery in the unique environment of water. The principles of aquatic training, as they apply to general anatomy, kinesiology, water depth, movement planes, cueing skills, musicality and special population adaptations, are thoroughly addressed. Professionalism, leadership skills, and legal considerations are reinforced. Experience on-site coaching and one-on-one assessment of teaching skills to successfully develop and deliver effective water programming. 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 (9.0), AFAA (8.0), NASM (0.8). If you can't make the Live Stream Certification, take the course online. Visit <https://scwfit.com/store/product/personal-training-online-certification>

SCW ACTIVE AGING CERTIFICATION



Ann Gilbert

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

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

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

AEA (4.0), AFAA (7.0), NASM, (0.7) .

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

SCW YOGA | SCW T'AI CHI CERTIFICATION



Manuel Velazquez

Wednesday, November 3, 9:00am-5:00pm

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

Some claim that T'ai Chi is one of the oldest forms of group exercise on the planet. Learn exercises from Qi Gong, which can be done in any order, at any time of the day and without equipment. These exercises are also known as the age-old Yang Short Form of T'ai Chi. Teach your clients to feel more invigorated, more energized, and more balanced from this natural choreographic flow of wellness. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), ACE (0.7), ACSM (8.0), AEA (7.0), AFAA (8.0), NASM (0.8). Visit <https://www.scwfit.com/store/product/taichi-qigong-online-certification>

THURSDAY, NOV. 4 CERTIFICATIONS

SCW GROUP EXERCISE CERTIFICATION



Jeff Howard

Thursday, November 4, 8:00am-5:00pm

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

Have you always wanted to be a group fitness instructor? Learn proper class sequencing, warm-up progressions, musical phrasing, effective cueing techniques, choreography development and all of the practical skills required to deliver your best class, every class. Leave this Nationally Recognized Certification with confidence in your ability to demonstrate impactful teaching skills and successfully lead a group fitness class. Understand group cardiovascular fitness, muscular endurance and flexibility training techniques with one of our industry's finest. The balance of theoretical and practical training makes this cutting-edge Group Exercise Certification perfect to prepare you for the newest variety of fitness programming. Learn components of Hi/Lo impact cardiovascular training, muscle conditioning and sculpting, HIIT

programming and more. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), ACSM (8.0), AEA (4.5), AFAA (8.0), NASM (0.8). Visit <https://scwfit.com/store/product/group-exercise-online-certification/>

YOGA 1 CERTIFICATION

Manuel Velazquez

Thursday, November 4, 8:00am-5:00pm

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

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



SCW PILATES MATWORK CERTIFICATION

Abbie Appel

Thursday, November 4, 8:00am-5:00pm

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

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



SCW PRACTICAL GUIDE TO NUTRITION, HORMONES & METABOLISM CERTIFICATION

Melissa Layne, MEd

Thursday, November 4, 9:00am-3:00pm

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

This practical program provides participants with cutting-edge information on nutrition, hormones, and metabolism. In easy-to-understand terms, learn how each macronutrient operates within energy pathways and how digestive and reproductive hormones affect metabolism. The body's adaptations to an incomplete diet and/or disease and the physiological consequences during various exercise regimes will be addressed during this session. You receive a handout detailing simple nutritional calculations and recommendations that Fitness Professionals can incorporate into a nutritional counseling session while remaining within the scope of practice. This comprehensive certification also provides information pertaining to Nutritional Health History Forms with prescriptive dietary suggestions that can be used immediately. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. CECS: SCW (7.0), ACE (0.7), ACSM (7.0), AEA (8.0), AFAA (8.0), NASM (0.8). If you can't make the Live Stream Certification, take the course online. Visit <https://scwfit.com/store/product/practical-nutrition-online-certification/>



SCW LIFE COACHING CERTIFICATION

Kimberly Spreen-Glick

Thursday, November 4, 9:00am - 5:00pm

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

The landscape of the health and fitness industry has changed forever. So, how can you expand your current role and stay relevant in an industry you're passionate about, serving a community you love? Well, there is a need now more than ever for solid online life coaches to lift us from this pandemic. The great news is that, with the right education and guidance as well as a solid structure and a talent for leadership, every trainer and instructor has the opportunity to become a successful life coach! In this certification, you will learn about what life coaching really is, the categories it encompasses and how to create a strong foundation for serving your clients in the virtual world. It's a world that's here to stay and, if you want to grow your impact and income, you want to be a part of it. You'll also learn about various pathways for delivering your coaching and how to create an authentic brand that will attract your ideal clients. If you're feeling called to make a bigger difference in the world, here's your chance! 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 (7.0), AFAA (7.0), NASM (0.7). <https://scwfit.com/store/product/life-coaching-online-certification>



WATERinMOTION® AQUA EXERCISE CERTIFICATION



Cheri Kulp

Thursday, November 4, 9:00am-5:00pm

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

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

BARRE ABOVE® - POWERED BY SAVVIER FITNESS®



Tricia Murphy Madden & Lauren George, MS

Thursday, November 4, 9:00am-5:00pm

\$229.99 MANIA® Attendees / \$249.99

Non Attendees

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

SCW KETTLEBELL TRAINING CERTIFICATION



Giovanni Roselli

Thursday, November 4, 5:30pm - 9:30pm

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

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

SCW CORRECTIVE EXERCISE CERTIFICATION



Fabio Comana, MA, MS

Thursday, November 4, 5:30pm - 9:30pm

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

In this comprehensive course, learn to conduct and interpret key movement screens and implement a corrective exercise program to restore the body's proper biological design. Discover how to effectively coach the five movement patterns to perform any exercise safely and effectively without the risk of injury. Acquire the skills of a movement specialist and present prehab exercises to prevent the necessity of rehab. As exercise-related injuries continue to increase in fitness, it is time to revisit and understand the foundational concepts of movement, the relationship of stability and mobility throughout the kinetic chain and how they function in exercise and movement. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (7.0), ACE (0.6), ACSM (7.0), AEA (6.5), AFAA (6.0), NASM (0.6). Visit <https://scwfit.com/store/product/small-group-training-certification/>

YOGA II CERTIFICATION



Manuel Velazquez

Thursday, November 4, 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 while addressing the eight limbs of yoga, detailed pranayama study, partner yoga, inversions, chanting, and chakras. Price includes training

manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (4.0), ACE (0.8), ACSM (4.0), AEA (2.0), AFAA (4.0), NASM (0.4). If you can't make the Live Stream Certification, take the course online. Visit <https://scwfit.com/store/product/yoga-ii-online-certification/>

SCW AQUA BARRE CERTIFICATION



Mac Carvalho

Thursday, November 4, 5:30pm - 9:30pm

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

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

SUNDAY NOV. 7 CERTIFICATIONS

SCW PERSONAL TRAINING CERTIFICATION



Keli Roberts

Sunday, November 7, 8:00am-5:00pm

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

This Nationally Recognized Personal Training Certification is led by one of the top Presenters/Trainers in the country. Combine lecture and activity to address academic foundations, training principles and hands-on program design. Acquire the necessary skill sets and critical knowledge to guide and inspire individuals to achieve their health, fitness and performance goals. Explore the essentials of exercise physiology and kinesiology, health-risk assessment, physical evaluations, programming alternatives for cardio, strength and flexibility advancement, and an introduction to facilitating behavior change in addition to basic business and marketing

skills in this full-day course. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (8.0), ACSM (8.0), AEA (4.0). If you can't make the Live Stream Certification, take the course online. Visit

<https://scwfit.com/store/product/personal-training-online-certification/>

SCW BARRE CERTIFICATION



Abbie Appel

Sunday, November 7, 8:00am-4:00pm

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

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

SCW CHRONIC DISEASE & FITNESS SPECIALIST CERTIFICATION



Christine Conti, MEd

Sunday, November 7, 8:00am-12:00pm

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

Chronic diseases are defined broadly as conditions that last one year or more and require ongoing medical attention or limit daily living or both. According to the CDC, heart disease, cancer, and diabetes are the leading causes of death and disability in the United States. This course provides fitness professionals with the basic knowledge to understand the most prevalent chronic diseases, symptoms, causes, and treatment methods to work with this growing demographic safely and effectively. Learn valuable tools to improve client trust, decrease their pain, and increase quality of life. Level-up your career as a personal or group fitness professional with an in-depth knowledge of chronic diseases. Price includes training manual and testing fee (\$59 value). Manuals will be emailed from SCW Fitness Education. SCW (4.0), ACSM (4.0)

SCHWINN® CYCLING: INDOOR CYCLING CERTIFICATION

Eric Thomson & Doris Thews

Sunday, November 7, 7:30am-4:30pm

\$179 early bird registration price through November 10th. \$199 registration price after November 10th.

#RideRight anywhere & everywhere with the industry's most up to date, respected and progressive indoor cycling instructor training course. Experience the AC Power Bike and accurate power provided by the 4iiii Powermeter! Get the tools you need to become a successful and sought-after instructor on any brand of bike in one power packed day. This critically acclaimed certification, based on the Schwinn® Cycling Coach's Pyramid™, allows you to work smart, break through, fill your room and shine in the studio. Course also covers proper bike fit, cycling science, class design, music, communication skills & motivation techniques.

Takeaways include:

- Power Music® Schwinn® Cycling Signature Music
 - Eight complete class design plans
 - A comprehensive manual & Certificate of Completion
- SCW (9.0), ACE (0.8), AFAA (8.0), NASM (0.8), ACSM (9.0)

STAIRMASTER®: HIIT JUST GOT REAL CERTIFICATION

Sonja Friend-Uhl

Sunday, November 7, 8:00am-12:00pm

\$99 early bird registration price through November 10th., \$119 registration price after November 10th.

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, consisting 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).

ZUMBA® BASIC 1 TRAINING

Kass Martin

Sunday, November 7, 8:00am-5:00pm

\$325 Registration Fee (Use PROMO CODE: TSSCW60 to receive a 60% discount)

https://www.zumba.com/en-US/training/details/2021-11-07_B1_Dallas_US_Zumba_Convention/training_slug:2021-11-07_B1_Dallas_US_Zumba_Convention

This training is the first step to becoming a Zumba® Instruc-



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

PUMPED UP STRENGTH® -

POWERED BY SAVVIER FITNESS®

Pete McCall, MS & Lauren George, MS

Sunday, November 7, 9:00am-3:00pm

\$129 registration price

Pumped Up Strength takes resistance training to the next level by utilizing combination movement patterns to create a total body strength routine that will rev your metabolism, challenge your body in new ways, and build lean muscle mass. This workshop will teach you how to think outside of your basic squat and bicep curl. The combination of high energy music, party atmosphere, creative exercise sequences, and our signature Pumped Up Strength Blueprint will have your classes packed and your students wanting more!

Certification includes: Master class, detailed class blueprint, 2 playlists (1 themed), 4 hours in person plus 3 hours of virtual content, Ongoing support inside the Pumped Up Strength instructor Facebook page, options to join the continuity program. SCW (6.0), AC (0.6), ACSM (6.0), AFAA (6.0), NASM (0.6).



STRONG NATION™ TRAINING

Abraham Hernandez

Sunday, November 7, 7:30am-4:00pm

\$275 Registration Fee (Use PROMO CODE: TSSCW60 to receive a 60% discount)

https://strong.zumba.com/en-US/training/2021-11-07_SXZ_Dallas_US_Zumba_Convention

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



Sessions



FRIDAY, NOVEMBER 5

FR1 - 7:30am-8:45am

■ BOSU® BARRE STRONG



Ken Scott & Keli Roberts

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

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

■ EXPLORING CHAIR YOGA

Kimberly Spreen-Glick

Chair yoga is growing in popularity among mature populations! Explore movement progressions, movement sequences, and modifications to add chair yoga to your active aging programming. Since this exercise requires minimal equipment.

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

■ WEIGH2 DANCE



Rachel Lauria

Weigh2Dance is an exciting new fitness program designed to give a dance experience with fun choreography, but also incorporates a strength training/weighted element for a total body workout. A variety of dance styles will help build confidence and strength. Learn how to incorporate strength training and weights combined with exhilarating dance choreography to take your classes to the next level!

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

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



Abbie Appel

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

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

COMPLETE GUIDE TO METABOLIC FLEXIBILITY

Giovanni Roselli

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

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

AQUAPOLE STRONG CIRCUIT



Andrea Velazquez

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

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

FORGET THE REST?



Melissa Layne, MEd

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

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

EXERCISE, STRESS, HORMONES & INFLAMMATION

Fabio Comana, MA, MS

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

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



SMALL GROUP TRAINING PROFITS & PROGRAMS

Chris Stevenson

Small Group Training is growing rapidly and for good reason. From a client's standpoint it is fun, interactive, results driven and cost effective. From a personal trainer's standpoint, it is a great way to leverage time, increase income and ultimately help more people. In this interactive session, learn how to create, market, sell and execute dynamic small group training that keeps clients coming back for more. Explore tangible tips and tools that can be easily implemented for massive impact on your small group training.

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



FR2 - 9:45am-11:00am

BODYWEIGHT BOOTY

Abbie Appel

Train your booty anywhere, anytime with zero equipment! Learn tricks to fire up the glutes, drive performance and function and shape the biggest muscle of your body. Utilize multiple positions, spicy and staple moves and perfectly designed sequences...with so many different intensity variables, you'll have endless new ideas to challenge your glutes every time.

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

TAI CHI + WEIGHTS = IRON FUSION

David-Dorian Ross

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

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



HIIT THE BALLET

Lauren George, MS &

Jessica Balliew, MEd

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

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



SCHWINN®:

DRY-TRI: BEAST MODE FUSION

Doris Thews & Jenn Hogg, MA

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

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



BACK TO BUSINESS

Giovanni Roselli

More than ever clients are suffering from back pain; likely due to sedentary desk and office jobs or the constant care of small children. But, what are the actual underlying issues of frequent low back pain? Can this pain be alleviated or prevented altogether? In this session, learn unique steps and approaches to managing and handling this common, often-times distressing complaint.

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

SMART SETS FOR AQUA DUMBBELLS

Cheri Kulp

This workshop will review the basic considerations for using Aqua Dumbbells safely and effectively for a full body workout. Participants will learn the benefits and challenges for using one vs. two dumbbells along with various ways to position them, allowing for breaks on the upper body (hands, wrists, shoulders). Participants will also have the opportunity to develop some simple combinations to teach to their classes.

FR2G Friday, 9:45am-11:00am

DIET MYTHS & MISCONCEPTION

Alex Bryce, MSE, CSCS

Keto or intermittent fasting? Bulletproof coffee or detox teas? If you're confused by the misinformation on social media and don't know where to turn for evidence-based nutrition concepts, this is for you!

FR2H Friday, 9:45am-11:00am

THE STATE OF THE SCIENCE & FUTURE OUTLOOK OF CBD

Fabio Comana, MA, MS

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

FR2I Friday, 9:45am-11:00am

BEST OF BOTH WORLDS TALENT/HACK

The fitness industry has changed ... for good. In-person experiences are still a thing, AND digital options are here to stay. Make the most of both options and get the best of both worlds by going hybrid. Learn how you can simply AND successfully launch an online business without giving up opportunities in the club environment. Increase your impact by embracing this new opportunity.

FR2J Friday, 9:45am-11:00am

FR3 - 11:15am-12:30pm

HIIT MIX UP!

Jen Keenan-Strycka & Angelique Hughes

Learn unique ways to combine strength and hiit on the core gliding discs. Working on balance, core stabilization, and endurance to bring your clients a low impact high intensity workout while improving flexibility, balance and stability.. We will teach you ways to incorporate this for all your clients from beginners to extreme. Bring them something new!

FR3B Friday, 11:15am-12:30pm

SOULFUSION EXPERIENCE

Michele Park

SOULfusion™ combines yoga inspired FLOWS, cardio bursts, mobility & body weight training into one magical experience. In this workshop we will take you through a SOULfusion class and teach you how to connect music to movement to create an amazing experience for your students.

FR3C Friday, 11:15am-12:30pm

LET THE BEAT DROP

Lauren George, MS

Music is a powerful tool that can set the tone for your class, increase students' energy, and make a lasting impact on individuals. In this workshop, you will learn three ways to choreograph your workouts to music in a one song per segment format. Learn strategies to help you smoothly and efficiently move your students through the workout in a way that creates flow and leaves every student feeling successful!

FR3D Friday, 11:15am-12:30pm

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

Alex McLean

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

FR3E Friday, 11:15am-12:30pm

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.

FR3F Friday, 11:15am-12:30pm

TURBULENCE TRAINING

Irene PluimMentz

Let's create some turbulence to spice up your water aerobics, boot camp, warm water, rehab, and personal training sessions. Explore how the Aqua-Ohm can add resistance to arms and legs and challenge the core. This piece of equipment effortlessly adjusts for size and resistance level. Come check it out!!

FR3G Friday, 11:15am-12:30pm

METABOLISM 101: NOURISH TO FLOURISH PANEL

Melissa Layne, MEd, Pete McCall, MS, CSCS, Fabio Comana, MA, MS & Alex Bryce, MSE, CSCS

Metabolism, a word heard in the fitness industry every single day, but what does it actually mean? Join our panel of nutrition experts as they discuss the basics of metabolic individuality and what you must know about it. Discover tips and tricks to meet your unique needs, improve cellular performance and reach your health, fitness, performance and body composition goals.

FR3H Friday, 11:15am-12:30pm

OPTIMIZE PERFORMANCE WITH FORM & FUNCTION

Dr. Samantha Davis, DPT

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

FR3I Friday, 11:15am-12:30pm

RECRUIT, TRAIN, MOTIVATE & RETAIN

Myrna Brady

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

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

FR4 - SESSION 1 - 12:45pm-2:00pm
(IF YOU CHOOSE THIS SESSION, THEN 2:00PM - 3:00PM WILL BE YOUR EXPO AND LUNCH BREAK)

WELCOME TO THE JUNGLE - STAIRMASTER® HIIT

Ken Scott & Helen Vanderburg

Evolve your core training and take it up a level! Fusing elements of Pilates, experience an integrated approach to moving from your powerhouse and the relationship to total body strength and balance. Dive deep into core stability and mobility while learning complexes to build core strength, as well as improve performance and function.

FR4B Friday, 12:45pm-2:00pm

STRETCH & PERFORM: THE BANNISTER METHOD™

Gail Bannister-Munn

Flexibility and Strength are critical for all ages and not just for the professional athlete. "The Bannister Method" is designed to increase muscular balance, strength, flexibility, core strength, and bring energy into the body. Maintain your body's capacity to function the way you need to live. Learn how to find your Balance, Strength, Flexibility, and Flow and develop inner strength and an understanding of your limitations.

FR4C Friday, 12:45pm-2:00pm

WELCOME TO THE JUNGLE - STAIRMASTER® HIIT

Sonja Friend-Uhl

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

FR4F Friday, 12:45pm-2:00pm

COOL POOL MOVES: 8 TOOLS TO REMEMBER

Manuel Velazquez, Cheri Kulp, Ann Gilbert & Mac Carvalho

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

FR4G Friday, 12:45pm-2:00pm

SOLUTION BASED SALES

Chris Stevenson

Not many people get into the health and fitness industry because they want to sell things. Sales can be a real challenge for a fitness professional but with a simple flip of your mind-set sales can be easy. Leave with tangible tips and tools to make the process of sales an awesome experience for both the customer and the salesperson.

FR4J Friday, 12:45pm-2:00pm

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

WELCOME TO THE JUNGLE - STAIRMASTER® HIIT

Lisa Reynolds

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

FR3D Friday, 1:30pm-2:45pm

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

Keli Roberts

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

FR4E Friday, 1:30pm-2:45pm

CORE | StarMaster
ACCOMPLISH
ANYTHING
ANYWHERE
ANYTIME
HEALTH & FITNESS

WHERE FUNCTIONAL TRAINING MEETS

Jackie Rodriguez

Latin Rhythms and Athletic Movements perfectly combine in the most extraordinary, intense, dynamic and fun group fitness class on the market. Each Movement Pattern is designed to develop mobility & endurance with emphasis on the CORE. Burn up to 39% more calories than other conventional cardio workouts. It is not dance, not choreography, it's a LIFESTYLE!

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

XCO
LATIN BY
JACKIE

PROS & CONS OF FASTING

Melissa Layne, MEd

Intermittent fasting and carb cycling are extremely popular in weight loss research. In this session, we will address these topics as well as three other types of fasting; prolonged, dry and wet fasting. We will explore the effects on weight loss, the immune system and the life of our cells.

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

HEALTH & FITNESS
BUSINESS SUMMIT
iHRSA

LEGAL ESSENTIALS IN A COVID WORLD

Cory Sterling & Sara Kooperman, JD

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.

FR4i Friday, 1:30pm-2:45pm

CONSCIOUS
COUNSEL
START. GROW. LIVE.

HEALTH & FITNESS
BUSINESS SUMMIT
iHRSA

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

Alex McLean

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

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

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ANYWHERE
ANYTIME
HEALTH & FITNESS

YOUR BRAIN ON HIIT - STAIRMASTER

Pete McCall, MS

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 tend to be overlooked and misunderstood.

FR5F Friday, 3:00pm-4:15pm

CORE | StarMaster
ACCOMPLISH
ANYTHING
ANYWHERE
ANYTIME
HEALTH & FITNESS

FR5 - 3:00pm-4:15pm

THIS IS HIIT!

Carolyn Erickson & Jessica Balliew, MEd

Learn creative concepts that will change the look and feel of your HIIT classes forever. Grab a ball and some gliding discs and let me show you how to wow your students with a non-traditional format that will knock your socks off.

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

**Savvier
Fitness**

FLOW FREE & BE

Kimberly Spreen-Glick

Enjoy a feel-good vinyasa flow yoga practice with a special focus on freedom and acceptance, giving you the opportunity to move, strengthen and stretch your body and mind with no judgments; then finish with deep release postures to tap into ease from within.

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

AQUA ROM TRAINING FOR MATURE ADULTS

Ann Gilbert

With one-on-one training on the rise, combined with more aquatic centers re-opening, reviewing training techniques is more important than ever. Discuss movements to increase range of motion and incorporate deep stretching techniques to utilize in aqua programs.

FR5G Friday, 3:00pm-4:15pm

FAD DIET UPDATE

Sohailla Digsby, RDN, LD

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

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

HEALTH & FITNESS
BUSINESS SUMMIT
iHRSA

ARTHRITIS EXERCISE INTEGRATION: THE WHO, WHAT & HOW!

Christine Conti, MED

Current research indicates that 1 in 3 people in the United States has one or more forms of arthritis. As the numbers rise, so does the need for qualified fitness professionals who can work with this population. This session is an introduction to the tools needed to understand the who, what and how of working with the arthritic client. Gain an understanding of various types, symptoms and causes of arthritis as well as how to create safe and effective exercise programs

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



WORKING IN NICHE MARKETS PANEL

Sara Kooperman, JD, Abbie Appel,

Tricia Murphy Madden, David-Dorian Ross

With more individuals taking charge of their health and fitness, the need for personal trainers, health coaches, and nutritionists is greater than ever before. While exciting for successful business owners, this tremendous growth also means more competition for entrepreneurs. One of the best ways to stand out in this hyper-competitive industry is to niche down. Learn from industry experts on the importance of paying extra attention to select groups and how to set yourself apart from other trainers in the field.

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



FR6 - 5:00pm-6:15pm

STRAIGHT TO THE CORE

Dane Robinson

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

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

YOGA SCULPT

Tricia Murphy Madden & Lisa Reynolds

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

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



CORE-INTENSITY

Michelle Leachman, MS

Participants love the core focus of any class, but are we teaching the right movement patterns that prevent injury and produce results? Build the anatomical region of the core, learn powerhouse output, inclusive cueing & move through over 30 variations of exercises to strengthen and stabilize. Leave with a library of new moves that your participants will love and feel successfully challenged!

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

SCHWINN®: BRING IT:

VERBAL & VISUAL CUEING MASTERY

Jenn Hogg, MA

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

FR6E Friday, 5:00pm-6:15pm



BASIC MOVEMENT ASSESSMENTS

FOR CARDIO MODALITIES BY STAR TRAC

Sonja Friend-Uhl

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

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



MIX-MATCH AQUA: MOVES TO THE MAX

Jeff Howard

Most of us experience some kind of burnout after teaching multiple aqua classes every week. Building pyramid intervals is a great way to combat boredom and burnout! Incorporate muscle conditioning into timed patterns of HIIT and leave with a workout to propel you UPWARD! Just six (6) simple rules applied to your existing workout will give you more ideas, moves and choreography to push your class to the next level!

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

DIET VS. EXERCISE: FOOD CHOICES ALWAYS WIN



Amanda Fearheiley, RDN, LDN, CPT

Studies suggest that nutrition is more important than exercise for achieving weight loss and maintaining a healthy weight. Learn the science behind why popular diets fail and specific training-based nutritional needs. Leave with the knowledge to help your clients reach their goals, all while staying within your scope of practice.

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

BALANCING YOUR BUSINESS & YOURSELF



Doris Thews



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

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

TALKS & TAKES



Sara Kooperman, JD, Brent Darden, Bill McBride & Chris Stevenson

Join top experts as they share their thoughts and discuss the most current issues that impact the Health & Fitness Industry today. Gain insight into perceptions and sensitivities in the fitness industry, staffing shortages, club pricing, design trends and more. This is one you don't want to miss!

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

FR7 - 6:30pm-7:30pm

FITNESS IDOL

Judges: Sara Kooperman, JD, Keli Roberts, Kimberly Spreen-Glick, Christine Conti, MEd & Jeff Howard

Do you have what it takes to become the next SCW Fitness Idol? As the winner of this prestigious title, not only will you receive coverage in 2022 SCW press releases, but you'll get a chance to show off your skills as a featured presenter at the 2022 SCW MANIA® Convention of your choice!

Each 2021 SCW Fitness Idol Winner receives:

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

FR7B Friday, 6:30pm-7:30pm

GENTLE YOGA FOR MOBILITY

Manuel Velazquez

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

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

BOOGIE BARRE

Mac Carvalho

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

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

LIQUID GYM STAR WORKOUT



Andrea Velazquez

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

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

NUTRITION PANEL

Melissa Layne, MEd, Sohaila Digsby, RDN, LD, Amanda Fearheiley, RDN, LDN, CPT & Dr. Samantha Davis, DPT

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. Leave "feeling full" of ways to make smarter choices when it comes to fueling your body.

FR7H Friday, 6:30pm-7:30pm

GLUTE TRAINING FOR STRENGTH & PERFORMANCE

Alex Bryce, MSE, CSCS

If your body is a car, the glutes are definitely the engine. Rev up your understanding of gluteal anatomy/function, and learn important implications for program design. Apply these key concepts to improve the strength, power, and performance of the most important muscle group in the body.

FR7I Friday, 6:30pm-7:30pm

SPECIALIZE YOUR EXERCISE**Myrna Brady**

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

FR7J Friday, 6:30pm-7:30pm

SATURDAY, NOV. 6

SA1 - 7:30am-8:45am

SEAT. SUPPORTED EXERCISE FOR AGELESS TRAINING**Ann Gilbert**

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

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

BOSU® TOOLBOX**Steph Paulson & Doris Thews**

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

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

TAI CHI FIRE FUSION**David-Dorian Ross**

A powerful workout blending Tai Chi movements and a series of Kung Fu kicks and punches. Fusion FIRE is the integration of Tai Chi and Kung Fu, a fusion of the internal and external together.

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

LET'S GET FHIIT**Dane Robinson**

Evolve your small group training experience by applying 4 PROVEN methods of Functional High Intensity Interval Training (FHIIT) in a cooperative & collaborative team approach to achieve MAXIMUM engagement and RESULTS with your clients. Team training is going to get taken to another level!

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

SCHWINN® CYCLING: MASTER YOUR ONE - RULE YOURSELF & ROCK YOUR ROOM**Abbie Appel**

An extraordinary cycle class is artfully crafted with thoughtful and intentional moments of emotion and excitement delivered with great music and dynamic coaching. Lean into your strengths and the personality of your room to unleash the power of connection. YOU hold the key. Rule yourself and unlock the potential of your room.

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

ACQUAPOLE® AQUA BOXING**Andrea Velazquez**

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

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

FUNCTIONAL FOODS FOR A FANTASTIC YOU**Amanda Fearheiley, RDN, LD, CPT**

Functional foods do more than just providing your body with essential nutrients, they promote optimal health and help reduce the risk of disease. Learn how to elevate your nutrition and start eating your way to long-lasting health!

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

CBD AND YOUR BEST SELF**Keli Roberts**

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

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

NEW WORLD SALES & MANAGEMENT

Bill McBride

It's not just you and your fitness business that has transformed to survive the pandemic - your members have too. Join Bill McBride as he examines ways consumer habits have shifted, how they will influence the fitness industry, and ways that your business can embrace these changes to meet new expectations and be successful post-coronavirus. Learn easily implementable adaptations to traditional business approaches for optimal outcomes that ensure happy clients and owners alike.

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

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

■ SOUTHERN CHARM!

**Savvier
Fitness**

Tricia Murphy Madden & Lauren George, MS

Genuine hospitality in the Fitness Industry is one of the easiest ways to grow attendance in your classes, add clients to personal training schedules and members to your club. We know now, it's not just a workout we provide, it's an Experience! In this powerful event Lauren and Tricia will provide you with the inspiration and ideas that will have members remembering how they "felt" while working out with you, not necessarily what lunge or squat they completed. Get ready to become the ultimate host for your fitness friends.

SA2C Saturday, 9:45am-11:00am

■ SLINGSHOT LEADERSHIP

HEALTH & FITNESS
BUSINESS SUMMIT
IHRSA

Brent Darden

It's all about others! Embrace your personal leadership style as well as discover how to multiply and maximize the performance of your team members. The best leaders rely on a few key concepts that allow them to engage others and build on everyone's unique talents.

SA2J Saturday, 9:45am-11:00am

SA3 - 11:15am-12:30pm

■ 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.

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

■ FUNDAMENTAL PERFORMANCE

Michelle Leachman, MS

With all the craze of how to move, what time of the day is best and which muscles activate when you exercise- let's just hit pause. Have we lost the importance of the foundational prime movement patterns? To build a better performing body, we need to strengthen the foundation. Take part in this active moving workshop, to better understand prime movement patterns while learning a variety of exercises applicable to training for ADLs, obstacle courses and more!

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

■ STRONG NATION™

ZUMBA

Abraham Hernandez

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

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

■ 4 QUARTERS OF FITNESS

Dane Robinson

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

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

SCHWINN®: A DJ SAVED MY LIFE**Eric Thomson**

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

SA3E Saturday, 11:15am-12:30pm**PURPOSE, NOT CIRCUS:****LEGIT HIIT- STAIRMASTER®****Pete McCall, MS**

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

SA3F Saturday, 11:15am-12:30pm**AQUA ABS: WIM-SY****Mac Carvalho**

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

SA3G Saturday, 11:15am-12:30pm**WHY FASCIA MATTERS BEYOND MUSCLES****Sue Hitzmann, MS, CST, NMT**

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

SA3H Saturday, 11:15am-12:30pm**WHY ALL WOMEN SHOULD STRENGTH TRAIN****Alex Bryce, MSE, CSCS**

Resistance training is the BEST medicine you can give your body. Explore the key principles that help you fight aging, improve function, and learn why every woman should have a barbell in her hands!

SA3I Saturday, 11:15am-12:30pm**GROW YOUR AUDIENCE USING TIK TOK & REELS****Riley Kinworthy & Leah Rich**

With 1 billion active users on TikTok & the extreme popularity of Reels on Instagram, it's time to get hip to new ways of growing your audience. Review the TikTok and Instagram platform, create compelling content to tell your story, publish videos & see a high return on your emotional investment. Walk away with the confidence needed to engage your customers, content strategy framework to build on & make the most of these 'new' tools.

SA3J Saturday, 11:15am-12:30pm**SA4 - SESSION 1 - 12:45pm-2:00pm****(IF YOU CHOOSE THIS SESSION, THEN 2:00PM - 3:00PM WILL BE YOUR EXPO AND LUNCH BREAK)****HOT CROSSED BUNS****Jeff Howard**

Hot Crossed Buns is the perfect experience for the mature client! This complete lower body workout targets the glutes, quads and hamstrings to tone and strengthen these muscle groups, as well as targeting the abdominal and lower back muscles for conditioning and improved flexibility. Learn easily implemented progressions and modifications to train your mature clients in a safe, fun way that will have them cheering for more!

SA4A Saturday, 12:45pm-2:00pm**BOSU® KINETIC LINE TRAINING FOR MOBILITY & MOVEMENT****Steph Paulson & Helen Vanderburg**

Explore the latest science and principles for enhanced mobility training and discover an evolved method of approaching movement training! First, observe the fascial lines of the body and apply revolutionary flexibility training techniques then, realize the importance of specific breathing methods to stimulate a vagal nerve response to enhance relaxation. Come away with specific mobility exercises to improve movement efficiency and reduce strain to optimize performance in activities of daily living and athletic pursuits.

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

SCHWINN® CYCLING: HIIT & QUIT IT!

Jenn Hogg, MA

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

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

CORE
HEALTH & FITNESS

HOW CALORIES & FAT TISSUE WORK

Sohailla Digsby, RDN, LD, CPT

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

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



LAUNCH, GROW & ELEVATE YOUR BRAND

Rodney Morris

Having a brand that stands out and shows the world who you are, quickly and consistently, is a necessary skill set. Successful independent fitness pros need to know what a brand does, and how to build, define, and manifest their own unique brand, piece by piece.

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



SA4 - SESSION 2 - 1:30pm-2:45pm
(IF YOU CHOOSE THIS SESSION, THEN 12:30PM - 1:30PM
WILL BE YOUR EXPO AND LUNCH BREAK)

TURF YOGA FUSION

Jen Keenan-Stryska & 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.

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

BARRE FOR CARDIO JUNKIES

Lauren George, MS

There's nothing better than working up a good sweat and a good shake at the same time! As barre continues to evolve, participants are looking for the total



package in one class. Whether you are looking to throw in cardio to your traditional barre class or want to offer a whole new cardio barre format, you will walk away with a toolbox full of ideas!

SA4D Saturday, 1:30pm-2:45pm

NAUTILUS STRENGTH: DOES SIZE REALLY MATTER

Sonja Friend-Uhl

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

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

CORE
HEALTH & FITNESS

AQUA ZUMBA™

Abraham Hernandez

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

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

ZUMBA

2021 GROWTH PANEL

Sara Kooperman, JD, Bill McBride, Tricia Murphy
Madden & Chris Stevenson

Learn what's in store for the Industry in 2021 from our panel of diverse and experienced fitness leaders. They will discuss what to expect for club & boutique owners and operators, program directors, instructors & trainers in this ever-changing industry. Take advantage of the coming trends to grow appropriately in your business and role.

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



SA5 - 3:00pm - 4:15pm

BARRE BOOM

Abbie Appel

Boomers want to take your Barre class! Rumors and reviews of the class make many reluctant. Since Boomers come in all shapes, sizes, and strengths, they're the most challenging demographic to train. Learn how to accommodate Barre movements and intensity at all levels while maintaining the

essence of Barre. Understand the energy and emotion needed to inspire this ever-growing group to take a class, come back and recruit their friends to come, too!

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

■ THE BARE ESSENTIAL - STRENGTH TRAINING 101

Gail Bannister-Munn

Most strength training classes have so many props and toys. This is a total body conditioning class using few props while creating incredible results. This class will teach new instructors a strong coaching baseline in how to coach a great strength class, complete with progressions for every fitness level.

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

■ CARDIO YOGA™ - CARDIO FOCUS

Siri Chilazi

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

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

■ ZUMBA®

Kass Martin

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

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

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

Keli Roberts

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

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

■ WHEN GOOD KNEES GO BAD

Alex Bryce, MSE, CSCS

Knee pain and restricted mobility can make exercise challenging, problematic, or for some, impossible, often jeopardizing clients' health and fitness goals. Join Alex Bryce as he examines the structural and mechanical components of the knee, common injuries influencing joint dysfunction, and specific suggestions to restore function without the risk of re-injury.

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

■ WATERinMOTION® SILVER TSUNAMI

Manuel Velazquez, Cheri Kulp, Mac Carvalho & Ann Gilbert

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

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

■ KILLING THE BUZZ

Melissa Layne, MEd

If the liver could talk, it would plead for a decrease in alcohol consumption, just like we plead with our clients. Formaldehyde, AKA embalming fluid, and acetone, just like nail polish remover, are byproducts of the most popular forms of recreation in the US. This session explores the body's response to small amounts and large amounts ingested as well as what other bodily functions suffer from our favorite pastime.

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

■ ARE YOU FALLPROOF?

Christine Conti

Be the producer of your best life with FallPROOF: Fall Prevention and Trivia! This session serves as an introduction to the groundbreaking FallPROOF program that reduces fall risk through movement and education in a fun way! Answer fall prevention trivia, increase strength, balance, flexibility and coordination while stimulating the brain! This session might just save your life!

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

MAXIMIZE YOUR BUSINESS'S EARNING POTENTIAL

Billy Polson

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

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

SA6 - 5:00pm - 6:15pm

ACTIVE AGERS FROM THE GROUND UP!

Manuel Velazquez

Work every joint and muscle from the Ground Up! Learn functional self-myofascial-release and appropriate applications for maintaining and regaining range of motion, strength, balance, and proprioceptive skills allowing clients to lead an active lifestyle. Discuss the limitations faced by older adults and appropriate modifications. Improve functional mobility and dynamic flexibility without compromising safety and effectiveness.

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

HIIT IT - SPORTS CARDIO

Kayla Bonina

Need a total body strength and cardio workout to do from anywhere that's fun? HIIT IT is for you. Work in teams to compete through the sports movements and torch the calories.

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

YOGA BEATS

Lori Lowell & Jeremy Lowell

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

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

WEIGH2 DANCE BANDED

Rachel Lauria

B2A Fitness's newest fitness program Weigh2Dance Banded is everything you need for a total body workout. Take your classes outdoors, or in a gym with this easily designed format using Dance and Resistance Training. A variety of dance styles will help build confidence and strength. Learn how to incorporate resistance bands and loops combined with exhilarating dance choreography to take your classes to the next level!

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



IHRSA

SCHWINN® CYCLING: WORK NOT TWERK - RESULTS WITH RHYTHM

Eric Thomson

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

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

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

Pete McCall, MS

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

SA6F Saturday, 5:00pm-6:15pm

AQUATIC BALANCE SOLUTIONS

MaryBeth Dziubinski

The water allows you to challenge yourself more as there is minimal risk of injury when balance is lost. Muscular imbalance and weakness are significant factors and are impactful on the quality of life as you age. Learn base moves, movement patterns and how to train all skill level clients to improve balance and confidence.

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

DIETS ARE LIKE ONE NIGHT STANDS

Sohailla Digsby, RDN, LD, CPT

The attraction to diets and weight loss fads is intense: from Keto to Intermittent Fasting to pills and shakes. Be aware of potential regrets and consequences before you go there. Is it worth the "diet hangover" or is a happily-ever-after "marriage" to a streamlined 5-step plan what you need instead?

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



IHRSA

*Believe
Achieve
Fitness*

RECOVERY WITH MUSCLE STIMULATION

Abbie Appel

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

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



GET MORE CLIENTS WITHOUT ADS

Billy Polson

You don't have to spend money on ad campaigns and boosts in order to grow your business. First consider these five crucial and FREE marketing tweaks in developing a business growth strategy that successfully connects your brand with your target customer and convinces them to buy your product.

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



SUNDAY, NOV. 7

SU1 - 7:30am-8:45am

PLAYFUL PATTERNS FOR SENIORS

Ann Gilbert

In this session, explore program design techniques for training groups of all sizes. Join Ann as she covers class progressions, from warm-ups to cool-downs and everything in-between. Learn playful patterns to inspire total participation and positive client results that can be easily implemented into your group training sessions.

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

50 UNIQUE CORE LOVERS EXERCISES

Tricia Murphy Madden

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

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



HANDS ON STRETCHING: THE BANNISTER METHOD™

Gail Bannister-Munn

This workshop will show you how important stretching is, and demonstrate how easy it is to stretch your clients on your table or on the floor. Trainer-assisted stretching, as part of each training session, will help your clients improve their flexibility, keeping your training within the scope of personal training.

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

SOULSTRENGTH EXPERIENCE

Michele Park

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

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



AQUA EASE: FLEXIBILITY FOR ACTIVE AGERS

Manuel Velazquez

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

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

UNLEASH THE POWER OF SUPERFRUITS!

Dr. Samantha Davis, DPT

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

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



FIT COMES IN EVERY SIZE!

Rachel Lauria

Physical appearance does not determine if you are "FIT" In this lecture, we will explore what "Fit" means for you personally, and the science behind health and wellness. We will explore how to overcome our own doubts and judgments as instructors, look at the pressures society puts on the physical form, and how we can promote a body inclusive environment while still promoting health in our classes!

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



BUILD AN UNBEATABLE DIGITAL MARKETING STRATEGY



Billy Polson

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

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

SU2 - 9:00am-10:15am

BETTER BALANCE TRAINING

MaryBeth Dziubinski

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

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

THIS HIIT JUST GOT REAL



Carolyn Erickson

The creative juices this format brings to the table will have your students begging for more. This class will be their favorite and yours. Experience Interchangeable ratios that have your heart thumping and your muscles pumping. Empower your students to make challenging choices and watch the magic happen.

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

CORE STRONG YOGA

Jeff Howard

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

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

MOVE YOUR CORE THE LATIN WAY

Jackie Rodriguez



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

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

AQUA CORE SENIOR STYLE

Cheri Kulp

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

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

MASTERING MENOPAUSE

Melissa Layne, MEd



Approaching menopause and dealing with hormonal imbalances is tough, but doable. Join us for a comprehensive look at everything to keep females flourishing such as the how and why behind the hormones, physiological changes, proper nutrition, efficient training and mental issues with neurotransmitters.

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

EXERCISE RESEARCH 101: FACTS VS. FAKE NEWS



Siri Chilazi

Exercise science research findings are frequently misrepresented in the media. Join Siri, a Harvard researcher, to become fluent at interpreting studies and parsing fact from fiction. Learn about RCTs, sample bias, representativeness, the peer review process and more to become a credible source of knowledge to your clients and students.

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

OWNING YOUR OWN FITNESS STUDIO



Lori Lowell & Jeremy Lowell

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

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

SU3 - 11:15am-12:30pm

■ G.R.I.T.

Ann Gilbert

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

SU3A Sunday, 11:15am-12:30pm

■ 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.

SU3B Sunday, 11:15am-12:30pm

■ YOGA BLOCK VINYASA

Lori Lowell

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

SU3C Sunday, 11:15am-12:30pm

■ 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 compliments 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.

SU3E Sunday, 11:15am-12:30pm



WATERINMOTION® STRENGTH

Cheri Kulp, Mac Carvalho

& Manuel Velazquez

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

SU3G Sunday, 11:15am-12:30pm

■ WHY YOU CAN'T STOP EATING



Sohailla Digsby, RDN, LD

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

SU3H Sunday, 11:15am-12:30pm

"MAXIMIZING REVENUE THROUGH VALUE-ADDED PROGRAMMING"



Tricia Murphy Madden

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

SU3I Sunday, 11:15am-12:30pm

MARKETING MESSAGES

Debra Atkinson

When every group fitness instructor, trainer, and influencer is vying for your customer's attention and dollar, how do you compete? Explore a whole new way to think about your target demographic & make your readers and viewers say, "I felt like you were talking to me." No more hesitation before you click "send" and no more staring at blank screens. The right words open doors. They're in this session.

SU3J Sunday, 11:15am-12:30pm

SU4 - 12:45pm-2:00pm

■◀ 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!

SU4A Sunday, 12:45pm-2:00pm

■◀ LEVEL UP YOUR STRENGTH CLASSES!

Gail Bannister-Munn

Challenge your members with a combination of strength movement patterns. This class is perfect for anyone trying to improve their fitness and health. Beginners can work at their own levels and intermediate and advanced students will be pushed to their limit by this full-body workout.

SU4B Sunday, 12:45pm-2:00pm

■◀ FASCIA, ROM & FLEXIBILITY

Manuel Velazquez

Good flexibility and range of motion are essential for good posture and reducing the risks of injury. Discover this dynamic approach and learn how movement sequence patterns enhance mobility and range of motion. Explore the concept of working directly with myofascial meridians and anatomy training for self-care, flexibility and muscle tension release.

SU4C Sunday, 12:45pm-2:00pm



■◀ INNOVATIVE PLANKING FOR CORE STRENGTHENING

Siri Chilazi

Planks- the exercise we love to hate- might be common, but it's far from basic! In this session, learn benefits, cautions, proper form, cueing and coaching planks successfully along with endless variations for use with and without equipment. Don't walk the plank- get creative and have fun building a sexy core for the summer!

SU4D Sunday, 12:45pm-2:00pm

ONE ON ONE AQUATIC TRAINING

MaryBeth Dziubinski

Are you looking to build your business in the pool? Small groups or one on one aqua training is making waves and can be very lucrative. Learn how to design a comprehensive, personalized aqua program to improve the quality of life of your students in a safe, positive and effective way.

SU4G Sunday, 12:45pm-2:00pm

■◀ GOT MUSCLE? TARGETING HYPERTROPHY

Melissa Layne, MEd

There is a science behind gaining muscle and we will take a comprehensive look at hormonal influences, sleep implications, genetically influenced fiber types, and of course, proper training and nutrition.

SU4H Sunday, 12:45pm-2:00pm



WHAT WOMEN WANT!

Debra Atkinson

Join Debra Atkinson as she discusses six different studies featuring women in menopause and find out what women really want! Learn to market, sell, and design programming to attract new clients immediately, all on a shoe-string budget!

SU4I Sunday, 12:45pm-2:00pm



6IX STEPS TO SALES SUCCESS

Carlos Bustamante

Create, implement and drive leads into clients in "6ix" steps that focus on the client experience, re-framing & rephrasing, and prescribing rather than selling. Close more leads and overcome objections with confidence to have the fitness career you truly dreamed of!

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



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