

**IDEA<sup>®</sup>**  
**WORLD**  
CONVENTION  
FITNESS • NUTRITION • INSPIRATION

**JULY 13–17, 2016 • LOS ANGELES, CA**

**#ideaworld**

# WHERE THE COMES

“Alone we can do so little;  
together we can do so much.”

HELEN KELLER

A global community that comprises all facets of fitness and wellness is converging to set the foundation for a stronger, fitter and healthier tomorrow. Join the more than **14,000** **personal trainers, group fitness instructors, club and studio owners and managers, mind-body professionals** and **nutrition professionals** from over **60 COUNTRIES** for an event that will transform you and those you serve. We've added two new events, the **IDEA World Club & Studio Summit** and the **IDEA World Nutrition & Behavior Change Summit**, that will take our industry and profession to a new level of success.



# WORLD TOGETHER

## A BETTER WORLD AWAITS

Nowhere else can you find all of the tools, education and inspiration you need to build a fulfilling career.

- ▶ Stay on top of the trends that can take your career and business to the next level and increase your income potential.
- ▶ Reignite your passion for encouraging positive change in your community.
- ▶ Surround yourself with thought leaders who challenge you to master your skill sets.
- ▶ Network with like-minded peers for ongoing support and friendship.



"Every year we aim to create an event that features the best in education, experiences and inspiration to help you continue to build a rewarding, life-changing career. We hope you'll join us this year for an even more evolved program that offers the tools you need to truly transform your world."

**PETER AND KATHIE DAVIS,**  
CO-FOUNDERS OF IDEA

# THE Industry Event of the Year

## EVENT HIGHLIGHTS



### COMPREHENSIVE EDUCATION

- ▶ 370+ sessions to give you the know-how to do your job more effectively
- ▶ 200+ experts share the latest in research, program design, behavior change strategies and more
- ▶ Up to 23 CECs to fulfill your certification requirements—in one weekend; earn an additional 4–8 with pre- and post-cons
- ▶ The IDEA Success Academy— Understand what it takes to develop a lasting, lucrative and fulfilling career

THE IDEA  
SUCCESS  
ACADEMY



### 2 BRAND-NEW EVENTS



IDEA WORLD  
CLUB & STUDIO SUMMIT

A 4-day intensive program on how to create fitness facilities that inspire members and blow away the competition.



IDEA WORLD  
NUTRITION &  
BEHAVIOR CHANGE  
SUMMIT

Upgrade your ability to affect long-term client success.



### PERSONAL CHALLENGES

Test your abilities against other attendees in the IDEA World Challenge Arena Fueled by Gatorade® and Propel® with:

- ▶ The IDEA Summer Games, Powered by SPRI®
- ▶ The Epic Series Challenge
- ▶ Lunchtime Body Weight Match-Up Session



### NEW INNOVATIVE PRODUCTS

Be the first to explore over 300 of the top industry brands in fitness, nutrition, technology and wellness at the IDEA World Fitness & Nutrition Expo Hall

- ▶ Preview new products, trends and apparel from more than 300 companies
- ▶ Test the latest fitness technology
- ▶ Sample snacks and participate in food demos in the Nutrition Pavilion
- ▶ Enjoy high energy action at the IDEA World eXertainment Stage

Where the World  
Comes to Party!

SPONSORED BY BOLLY X

THURSDAY,  
JULY 14  
7:30-10:00PM

Party included with your full registration.

There's no party like an IDEA World party! Join fellow attendees for dinner, drinks and dancing. Then, grab new and old friends and stop by the photo booth to make some memories that will last a lifetime!

# Opening Ceremonies

Don't miss this once in a lifetime opportunity to hear the remarkable and inspirational stories from people who are transforming the world.

**THURSDAY, JULY 14**  
10:20am



## 2016 KEYNOTE PRESENTATION

### Jack Canfield

*Originator of the Chicken Soup for the Soul® Series*

Knowing how to achieve success is like knowing the combination to a lock. If you are missing any of the numbers, or have them in the wrong order, the lock won't open. In this fast paced, entertaining and powerful keynote, Jack will teach you his proven breakthrough success system that guarantees you greater levels of peak performance and success in every area of your life—your career, your finances and your personal life.

Jack Canfield is an inspirational speaker, internationally recognized transformational trainer, highly acclaimed personal success coach and best-selling author.

## 2016 IDEA FITNESS INSPIRATION AWARD Presented by Jenna Wolfe



### Amy Van Dyken-Rouen

*Six-Time Olympic Medal Finalist in Swimming*

Amy has led a storied career in competitive swimming. In 2014, she suffered an injury that severed her spinal cord, leaving her paralyzed from the waist down. She has since developed a foundation aimed at helping others with spinal cord injuries.

## 2016 IDEA JACK LALANNE AWARD Presented by Elaine LaLanne

### Tony Horton

*Creator of P90X®*

His efforts in spreading the importance of exercise and quality nutrition have made Tony a well-recognized fitness icon. Perhaps most famous for developing the fitness series P90X, he is also an accomplished motivational speaker and author of several top-selling books.



## IDEA World Fitness Awards

Be there to celebrate and support your peers as we announce the recipients of the 2016 IDEA World Fitness Awards in the following categories:

- IDEA Program Director of the Year
- IDEA Personal Trainer of the Year
- IDEA Fitness Instructor of the Year

# A WORLD OF

**IDEA World truly is a one-stop shop for the tools and education you need to become an even more effective and accomplished fitness professional. Here is a small sampling of what you can learn at this year's event:**

## **SUCCEED WITH SMALL-GROUP TRAINING**

Small-group training is here to stay. Learn how to build, lead and grow a safe, successful and lucrative program.

- How to Maximize Revenue From Small-Group Training
- Cuing, Coaching and Communicating With Small Groups
- Ramp Up Your Group Training Business With the Functional Movement Screen™ (FMS)
- GAME-ification of Small-Group Training Programs

## **TARGET NEW MARKETS**

There is no one-size-fits-all client. These sessions will give you a broader foundation of expertise that will help you serve more people.

- Functional Power Training for Older Clients
- 10 Simple Youth Fitness Assessment Solutions
- Solutions for Training Postpregnancy Clients
- Help Your Overweight Clients—Be a Part of the Solution!

## **GROW YOUR EXERCISE SCIENCE TOOLBOX**

Explore emerging research so you can provide your clients with top-of-the-line training to help them move and feel better.

- Assessment and Corrective Exercise Strategies for Improved Shoulder Function
- Mindset, Motivation and Changing Habits
- Functional Flexibility and Fascia Fitness
- Metabolic Conditioning: Myths, Mysteries and Monster Workouts

## **ENHANCE SUCCESS WITH NUTRITION EDUCATION**

Acquaint yourself with new science and methods for integrating nutrition education into your training sessions and classes.

- Get the Most Out of Your 60 Minutes—Nutrition Strategies for Before, During and After Exercise
- Toward Progressive Client Care—Where Fitness, Nutrition and Medicine Intersect
- Protein Overload: Are You Eating More Than You Need?
- The Art of Nutrition and Health Coaching: How to Change Lives and Your Business
- The Diet Fix: Why Diets Fail

## **MAXIMIZE REVENUE AND PROFITS**

Learn how to employ attention-getting marketing strategies, perform online training, implement new programs to drive membership and build community, and much more.

- Build a Stronger Business and Life in 12 Months—Work Smarter, Not Harder!
- Package and Sell Your Fitness Expertise Online
- Strategize Your Social Media With Six Steps to Success
- Your Guide to Opening a Profitable Facility
- Fit Biz 101: Flex Your Marketing Muscle to Grow, Retain and Succeed

**STOCK UP  
ON CECS!**

Earn up to 23 CECS during this event. Get an additional 4-8 CECS with preconference and postconference workshops.



# POSSIBILITY

## GROW YOUR GROUP FITNESS CAREER AND SKILL SET

Investigate some of the most popular group exercise offerings that will help you fill your classes and maximize member results every time you teach.

- Successful Cuing for the Barre Instructor
- Asymmetrical Dance—Tips and Tools to Create Balanced Choreography
- Zumba® Mash-up: Turn It Up and Turn It On!
- Kettlebells for Group Ex: First Steps
- Creative Conditioning Combos for Trainers

## UPGRADE YOGA, PILATES AND MIND-BODY OFFERINGS

Help people counteract the stresses of daily life with programs that provide greater mental, emotional and physical balance.

- Functional Healing
- Heavily Meditated and Highly Motivated—Meditation for the Fitness Mind
- Fast Track Feldenkrais® for the Fitness Professional
- Groundplay: Explore Traditional Pilates Techniques

## DEVELOP SMART TRAINING PROGRAMS AND CLASSES

Our high-level experts will show you how to design intelligent client sessions and classes that lay the foundation for long-term improvement.

- Core Connections: Progression Strategies to Enhance Core Function
- Get Ripped and Don't Die Trying—Strength Training Versus HIIT
- Coaching Versus Training—Get Clients to Take Charge of Their Lives
- Sports Conditioning Programs for the Nonathlete

## Club Spotlight

Be the first to find out what's trending in top fitness clubs around the world. Featured this year:

**THE CUT, by Equinox®** EQUINOX  
Christa DiPaolo and Team Equinox

**Holiday Sports Club Presents J-POP**



Shigeru Kusano, Takako Niimi,  
Jim Suzuki and Syun Yoshinaga

**The Showdown, Presented by Lifetime Fitness**



Rob Glick and Kimberly Spreen-Glick

**The Flow Ninja Games With Team24 and Jamie Wheal**



Jamie Wheal and Team24

## IDEA ROOKIE RUMBLE

**With Presenters Shannon Fable and Brett Klika**

If this is your first time at an IDEA event, join us at this session for a special IDEA welcome. Connect with other fitness professionals through interactive games, drills and exercises.

# COME TOGETHER FOR A BETTER WORLD

There are no limits on the avenues to take to develop a well-rounded career so that you can make a lasting difference across all facets of fitness and wellness.



## PERSONAL TRAINERS

Today's client doesn't fit into an easily defined box. Learn how those at the top of their game adapt popular and effective programs and approaches to meet the needs of an increasingly varied client spectrum, and increase profits and success while doing it.



## CLUB AND STUDIO OWNERS

Running a club or studio can be quite an arduous challenge. Take advantage of the expertise of the most successful entrepreneurs and business leaders so that you can take the guesswork out of building a better business and inspiring your members.



## GROUP EXERCISE INSTRUCTORS

Group exercise continues to evolve and fuel excitement in the fitness industry. In order to stay relevant and keep your classes bursting at the seams, it's vital to maximize your skills with new programs and research.



## PROGRAM DIRECTORS AND MANAGERS

The needs and interests of fitness consumers change rapidly. Learn the latest program and equipment trends so that you can offer them what they're looking for and keep your facility running strong.



## MIND-BODY PROFESSIONALS

The general population is more invested than ever in seeking out a stronger mind-body connection. Make the most of their experience—and your career—by enhancing your knowledge of the most sought after mind-body offerings.



## NUTRITION PROFESSIONALS

There has never been a better time for those working in the nutrition, coaching or allied health fields to take advantage of the only event that brings fitness, nutrition and wellness under one roof. Learn from world renowned experts and leave with a new plan to grow your business and create real change for your clients.

## IDEA World Discovery College Program

SPONSORED BY *propel*

Whether you are a college student or educator, knowledge is a key component of scholastic improvement. With the IDEA World Discovery College Program, educators can beef up curriculum with new programming ideas and students can get insider insight into fitness as a career. This program is for colleges and universities that offer degreed programs in fitness, exercise and related fields, and schools that have a collegiate recreational program.

Learn more at [www.ideafit.com/discovery](http://www.ideafit.com/discovery) to find out more about the benefits this program offers.



NEW FOR 2016



# IDEA WORLD NUTRITION & BEHAVIOR CHANGE SUMMIT

Learn how to truly help others implement healthy nutrition and behavior change for the long term.

This 1-day intensive event features preeminent nutrition and behavior change experts who will give you the tools, techniques and application strategies to positively impact client health.

**SATURDAY,  
JULY 16, 2016**

**Seating is limited,  
so register early.**

These sessions are included with your full IDEA World registration. One-day tickets are also available for purchase.

**Change Anything and You Change Everything** **Stacy Nelson, EdD**  
Behavior change is the keystone in personal transformation architecture. Learn from this renowned behavior change expert how to help clients unlock their behavioral GPS and downshift confidently, even joyfully, toward renewal.

**The Power of Food—Wisdom From the World’s Leading Experts**  
**David Eisenberg, MD, Yoni Freedhoff, MD, Christopher Gardner, PhD, and David Katz, MD**  
Join these educators from Harvard, University of Ottawa, Stanford and Yale as they explore how plant-forward eating, understanding protein, common sense living and the magic of home cooking can heal most of today’s chronic diseases and obesity.

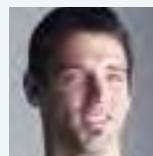
**The Diet Fix: Why Diets Fail** **Yoni Freedhoff, MD**  
Learn from Canada’s most sought after obesity authority and best-selling author on how we can fix the way we lose weight while maintaining a healthy, enjoyable lifestyle.

**BE the Solution: Transformation Depends on US** **David Eisenberg, MD**  
Gain inspiration and insight from this Harvard physician on how to approach our shared mission to actively and cooperatively help people to live a healthier lifestyle through nutrition and behavior change.

**The Art of Nutrition and Health Coaching: How to Change Lives and Your Business** **John Berardi, PhD, Natalie Digate Muth, MD, MPH, RDN, FAAP, Margaret Moore, MBA, and Holly Wyatt, MD**  
These experts will reveal secrets for harnessing the power of a referral network to both grow your business and coach unparalleled results with clients.



**David Katz, MD**  
Emcee and Featured Presenter  
Founding director of Yale University’s Yale-Griffin Prevention Research Center



**John Berardi, PhD**  
Co-Founder, Precision Nutrition



**David Eisenberg, MD**  
Harvard Medical School



**Yoni Freedhoff, MD**  
University of Ottawa



**Christopher Gardner, PhD**  
Stanford Prevention Research Center



**Margaret Moore, MBA**  
Founder and CEO, Wellcoaches®



**Natalie Digate Muth, MD, MPH, RDN, FAAP**  
Director, ACE Healthcare Solutions



**Stacy Nelson, EdD**  
Senior Master Certified Trainer, VitalSmarts®



**Holly Wyatt, MD**  
University of Colorado Anschutz Medical Campus

LEARN MORE AT [www.idealife.com/nutritionsummit](http://www.idealife.com/nutritionsummit)



# IDEA WORLD CLUB & STUDIO SUMMIT

## The Formula for Inspired Clubs and Studios

IDEA is excited to announce a new 4-day event—the IDEA World Club & Studio Summit—specifically for club and studio owners, operators, program directors and managers, providing an opportunity to gain in-depth knowledge on how to run a superior fitness business. If you are a club or studio owner or manager who wants to grow smarter, get past your business plateau, get “unstuck,” network with like-minded leaders, and learn from the greatest innovators, entrepreneurs and leaders in business, this is your must-attend event for 2016.

You will discover new tools to grow revenues, streamline operations, get clarity on your mission, and change your future for 2016 and beyond.

### FEATURED PRESENTERS



**Confidence Sells:  
Increase PT Sales  
and Retain Top  
Trainers**

**Trish Blackwell**



**LIVING the Success  
Principles—How to  
Get From Where  
You Are to Where  
You Want to Be**

**Jack Canfield, MS**



**Creating Your  
Purpose and  
Legacy—How to Live  
a Life Worth Telling  
a Story About!**

**Todd Durkin, MA**



**Know Your Niche:  
You Can't Have  
Culture Without  
a Cult**

**Mark Fisher**



**Why Motivating  
People Doesn't  
Work**

**Susan Fowler**

NEW  
FOR 2016!

# SCHEDULE OF EVENTS

## WHY YOU NEED TO ATTEND

- ▶ Equip yourself with the skills and motivation you need to transform your club or studio with simple, actionable steps.
- ▶ Learn from over 20 of the most forward-thinking presenters and get tools to exponentially grow your business.
- ▶ Discover how to achieve greater levels of peak performance and success in every area of your life.
- ▶ Network with like-minded leaders who will open doors to expanding your business in new ways.

Your learning will unfold over 4 fantastic days. These highlights merely scratch the surface of what you can expect:

### DAY 1 JULY 14

Jack Canfield, MS, best-selling author of the Chicken Soup for the Soul® Series, will set the inspirational tone with his keynote address, "LIVING the Success Principles—How to Get From Where You Are to Where You Want to Be." This motivational legend will then lead an in-depth breakout session so you can absorb the maximum from his message.

### DAY 2 JULY 15

**IDEA Success Academy**  
Learn from the brightest industry leaders, entrepreneurs and innovators about the best practices, strategies—and even failures—that helped them build multimillion dollar businesses and highly satisfying careers. *See page 12 for more details.*

### DAY 3 JULY 16

You'll roll up your sleeves and tackle the nuts and bolts of building an inspired club or studio. You'll learn to develop services to reach your ideal market; fine-tune your business operating systems; attract and retain members and staff; and expand revenue streams to maintain profitability, all while changing lives and the WORLD!

### DAY 4 JULY 17

Enjoy an array of education, with more than 20 sessions open to you on the IDEA World Program to round out your weekend of learning.

DON'T  
MISS THE  
FEATURED  
PRESENTERS



**Marketing Magic:  
Make Your  
Members the  
Heroes**

Trina Gray



**High Performance  
Tips: Dominate  
Business and Life**

Randy Hetrick



**The School of  
Greatness—Hustle,  
Passion, Focus and  
Vision**

Lewis Howes



**Seven Figure Laws  
of Leadership**

Ryan Lee



**Build Your Dream:  
Create Time and  
Financial Freedom**

Rick Mayo



**Strengthen Your  
Club With Multiple  
Revenue Streams**

Ashley Selman

**& MUCH MORE!**

# IDEA World Fitness



Be the first to discover the latest and greatest in products, trends, programs, equipment, technology, food and more from over 300 top brands. The IDEA World Fitness & Nutrition Expo has everything you need to stay on the cutting edge of the industry and grab the best deals while you're there!

## EXPO HALL HOURS

**THURSDAY, JULY 14**

12:20-6:30pm

**FRIDAY, JULY 15**

11:30am-6:30pm

**SATURDAY, JULY 16**

10:30am-6:30pm

# & Nutrition Expo



## IDEA World Challenge Arena, Fueled by Gatorade® and Propel®

Take a break from learning and step into the arena, where you'll have a variety of chances to put your skills to the test.

- Go for gold as you aim to out-muscle other attendees during a variety of grueling fitness challenges at the IDEA Summer Games, Powered by SPRI®.
- Experience the EPIC Series Challenge, the first-ever functional obstacle course featuring more than a dozen fitness challenges, plus cardio and plyometric routines. See if you have what it takes to be Epic!
- Don't miss Body Weight Match-Up, a super-charged bodyweight-only workout. Come to this exclusive IDEA World Challenge Arena session, join a team, and work together to reach a common goal.



## Nutrition Pavilion—An IDEA World Exclusive!

Fitness and nutrition go hand in hand. The Nutrition Pavilion features more than 85 companies that are leading the charge to improve health through food. A unique IDEA exclusive offering will give you the chance to learn about and sample some of the newest food products, healthy snacks, recovery items and more, so that you can be a more informed guide for your clients.



## IDEA World eXertainment Stage

Experience high energy demos and explore new program trends presented by top performers from across the globe.

Plus, meet your favorite fitness celebrities, including **Jillian Michaels** and **Cassey Ho!**

# THE IDEA SUCCESS ACADEMY

## Success Leaves Clues: Revealing the Stories, Struggles and Secrets Behind Great Brands in Fitness

Learn how an idea in a garage, a discussion at lunch or an observation in a client session built multimillion-dollar enterprises. Change your thinking and fuel your future with more than 30 best practices, lessons and predictions, and walk away feeling empowered and ready to tackle your big, audacious dreams.

### FEATURED PRESENTERS



**Trina Gray, Emcee**  
National presenter and owner of the award-winning Bay Athletic Club



**Autumn Calabrese**  
Creator of the 21 Day Fix®, the number one selling infomercial in the world



**Todd Durkin, MA**  
Author, speaker and network television celebrity trainer



**Chris Freytag**  
Health and fitness guru, blogger, author and motivational speaker



**Cathe Friedrich**  
Creator of over 300 award-winning workout videos



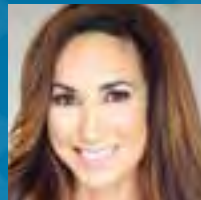
**Sara Gottfried, MD**  
Harvard-trained MD and *New York Times* best-selling author



**Randy Hetrick**  
Founder of TRX® and multi-patented inventor



**Lewis Howes**  
*New York Times* best-selling author of *The School of Greatness*



**Natalie Jill**  
Author and social media sensation



**Ryan Lee**  
Most influential “lifestyle entrepreneur” in the fitness industry

“I attended the IDEA Success Academy sessions, which helped me to see the bigger picture of my profession. Working on my own—outside of a club environment—means that I have to market and promote myself. I feel better equipped now to do just that.”—JONATHON ROSE, 2015 ATTENDEE

**ONLY AT  
IDEA!**

# The IDEA World SHOWCASE ROOM

**ELECTRIFYING PERFORMANCES  
BY THE BIGGEST NAMES  
IN FITNESS**

Don't miss these high tech, high energy concert-style shows that mix big sound with celebrity star power for the hottest workout events of the year. Reserve your spot early—sessions sell out fast!



## **22-Minute Hard Corps TONY HORTON**

Inspired by his visits to U.S. and joint military bases around the world, Tony will be premiering two back-to-back workouts that feature real-life types of exercises that the Army, Navy, Air Force and Marines use to train during a typical 8-week boot camp. Get ready to get down, get up and get some!

## **Natalie Jill's 7-Day Jump Start Body Weight Workout NATALIE JILL**

Get ready for the best BODY WEIGHT workout with fitness influencer Natalie Jill! Natalie will show her specific FORM in all movements that will help prevent any lower-back pain while getting you functionally fit!



## **The Real TD Boot Camp Experience TODD DURKIN, MA**

Combine functional sports training exercises, metabolic conditioning, partner and group training exercises, and several user friendly, easy-to-implement games and competitions.



## **Celebrity Trainer Jillian Michaels Presents BODYSHRED™ JILLIAN MICHAELS**

"America's Favorite Trainer" shares the secrets and science of what really works for ultimate weight loss and total body transformation. Fill your water bottles and bring a towel to get ready for this ultimate celebrity sweat session!



## **POP Pilates® Showcase Party!**

### **CASSEY HO**

Come experience a dance on the mat...it's Pilates like you've NEVER seen before. Gorgeous exercises choreographed to Top 40 hits, with infectious energy and incredible motivation.



# PRECONFERENCE SESSIONS WEDNESDAY, JULY 13



## 100 Schwinn® Cycling: Indoor Cycling Instructor Certification WORKSHOP



8:00am-6:00pm (1 hour lunch is on your own)

**AMY DIXON AND JEFFREY SCOTT**

Get certified in the industry's most respected and progressive indoor cycling instructor training course. In one power packed day, you'll get the tools you need to become a successful and sought after instructor on any brand of bike. This critically acclaimed certification is based on the newly updated Schwinn Cycling Coach's Pyramid, a specialized system that makes teaching simple for you and an incredible experience for your students.

You will learn bike fit, cycling science, class design, music, communication skills, motivation techniques and more. Join us for the one indoor cycling certification that is always innovating, making it worth repeating to refresh your skills and inspire your teaching.

You'll ride the Schwinn AC Performance Plus bike with the MPower Echelon2 Console and discover how measuring power, heart rate, calories and more turns up the volume on rider motivation!

Take-home exclusives include:

- Your choice of Power Music® Schwinn Cycling signature music CDs
- Eight complete class plans
- A comprehensive resource manual

This preconference workshop has been approved for 0.9 ACE CECs and 8.25 AFAA CEUs. CECs from other agencies are pending.



### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/16	\$219	\$239
<b>REGULAR REG.</b> After 6/3/16	\$239	\$259

Participants will receive an IDEA CERTIFICATE OF COMPLETION.



## 101 NASM®: Excelling at Group Personal Training WORKSHOP



8:00am-3:00pm (1 hour lunch is on your own)

**RICK RICHEY, MS**

Group personal training is a booming trend in the fitness industry. It allows trainers to make more money per hour and at the same time help more people in less time. In this interactive workshop, you will learn how to run effective group training programs and avoid the common mistakes that many trainers make that prevent them from being successful.

We'll uncover a variety of programming and communication techniques that will help to maximize the client experience. Participants will gain an understanding of specific exercises, program design options, and coaching/cuing techniques used in group training settings. Walk away equipped with the skills required for working with groups by incorporating common models that spell success, and get prepared to find your niche within the growing field of group training!

In this instructional workshop, you will learn how to:

- Compare and contrast group personal training against other forms of exercise service offerings.
- Conduct assessments in a group personal training environment
- Design and tailor a group personal training program specific to client abilities and goals
- Put new learned skills into practice and conduct a group personal training session
- Build your business around the skills and techniques required to operate as a successful group trainer

This preconference workshop has been approved for 0.6 ACE CECs, 6.0 ACSM CECs and 0.6 NASM CECs.

### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/16	\$159	\$179
<b>REGULAR REG.</b> After 6/3/16	\$179	\$199

This is not a certification. Participants will receive an IDEA CERTIFICATE OF COMPLETION.



## 102 ACE®: Applying Behavior Change Techniques LECTURE



8:00am-1:30pm (30 minute lunch is on your own)

**JESSICA MATTHEWS, MS**

Health coaching has been proven to play a pivotal role in producing long term behavioral change. Coaches are equipped to empower clients to adopt and maintain new behaviors that extend beyond simply educating them on what they should and shouldn't do.

Learn how to develop and utilize effective communication strategies to establish a positive and productive client-coach relationship rooted in empathy. This 5 hour workshop outlines best practices in behavior change science and provides the opportunity to learn and practically apply cutting edge coaching interventions that effectively translate into meaningful lifestyle changes and improved health outcomes.

This preconference workshop has been approved for 0.5 ACE CECs and 5.0 ACSM CECs. Exact CEC hours and approvals are pending.

### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/16	\$139	\$159
<b>REGULAR REG.</b> After 6/3/16	\$159	\$179

This is not a certification. Participants will receive an IDEA CERTIFICATE OF COMPLETION.





## 103 Halo® Training: Building Intensive Interval Programs WORKSHOP

8:00am-12 Noon

**PJ O'CLAIR**

Explore how the Halo Trainer can be used alone or in conjunction with a Stability Ball™, medicine ball and resistance tubing to create a totally unique interval-style workout designed by the MERRITHEW programming team. Challenge the neuromuscular system by integrating the upper and lower extremities and the core using multidirectional moves ideal for functional training at any level. Learn to identify efficient form, moving from stability to unidirectional instability to multidirectional instability using this unique fitness tool and select props to increase external resistance, and add intensity and variety to the intervals. Progressions and regressions of exercises will be practiced, and ideas will be shared on how to incorporate both timed and repetition-based intervals with active recovery between sets.

Learning objectives:

- Understand the concept and value of interval training
- Learn how to use the Halo Trainer alone or with other props to create client specific intervals
- Explore different types of exercise intervals, i.e., timed and repetition-based
- Discover how core-integrated body weight training is an essential tool for personal trainers and group instructors

This preconference workshop qualifies for CECs from several certification agencies. Exact CEC hours and approvals are pending.



### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/16	\$129	\$149
<b>REGULAR REG.</b> After 6/3/16	\$149	\$169

This is not a certification. Participants will receive an IDEA CERTIFICATE OF COMPLETION.



## 104 BOSU®: Complete Workout System Certification WORKSHOP

8:30am-5:30pm (1 hour lunch is on your own)

**CANDICE BROOKS, DOUGLAS BROOKS, MS, AND SHANNON FABLE**

Unlock the potential of the BOSU Balance Trainer with this foundational balance training certification that combines science, practical application, and over 150 BOSU exercises and drills. It's a jam-packed day that will provide you with a toolbox full of ideas to make the BOSU Balance Trainer more effective in your club, in your classes and with your clients.

This certification takes you step by step through the BOSU Complete Workout System, provides you with five full workouts that you can start using right away, and gives you a unique system to help progress, regress, or vary any exercise. Leave with knowledge of the science behind functional balance training, teaching skills to accommodate all levels of fitness, and new tools and ideas for designing endless BOSU workouts that are effective and fun!

Participants will receive the BOSU Balance Training Certification workbook, and the BOSU® Complete Workout System Kit, which includes 5 DVDs, a 192 page manual, and 9 laminated workout charts.

This preconference workshop has been approved for 0.8 ACE, 8.0 ACSM and 8.0 AFAA CECs. CEC approvals from other agencies are pending.



### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/16	\$159	\$179
<b>REGULAR REG.</b> After 6/3/16	\$179	\$199

Participants will receive an IDEA CERTIFICATE OF COMPLETION.



## 105 Functional Aging Specialist Certification Course WORKSHOP

8:30am-5:30pm (1 hour lunch is on your own)

**DAN RITCHIE, PHD, AND CODY SIPE, PHD**

The rapid growth of the aging population (age 50+) presents unprecedented opportunity for the fitness professional who understands how to train these clients effectively. This comprehensive and innovative certification program is just what you need to become an expert in functional fitness for mature adults.

Boomers and aging adults come to you for your expertise. This interactive workshop will give you the tools and teach you the skills necessary to implement functional training techniques, strategies and movements that are important to your aging clientele. Also, learn to conduct meaningful functional assessments and develop effective exercise programs. Whether you conduct private trainings, small-group trainings or group fitness classes, the techniques learned in this valuable certification will serve you and your clients for years to come.

Participants will get full access to all of the online educational modules (6+ hours of video, manuals, audio files), several of which will need to be completed prior to the workshop. This certification also requires participants to complete an online exam.

This preconference workshop has been approved for 1.8 ACE CECs, 17 ACSM CECs, 17 AFAA CECs, 1.7 NASM CECs, 1.8 NFPT CECs and 16 SCW CECs. CEC approvals from other agencies are pending.



### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/16	\$249	\$269
<b>REGULAR REG.</b> After 6/3/16	\$249	\$269

Participants will receive an IDEA CERTIFICATE OF COMPLETION.



CERTIFICATION SESSION

# PRECONFERENCE SESSIONS WEDNESDAY, JULY 13



## 106 Effective and Complete Program Design for the Fitness Professional—The 4Q Model of Programming WORKSHOP

8:30am-5:30pm (1 hour lunch is on your own)

**MICHOL DALCOURT**

4Q is a powerful programming framework that adapts to any client need and every type of movement, and gives you an at-a-glance understanding of imposed demands, expected tissue responses and recovery needs.

Learn to easily organize a program that balances training with recovery, intensity with rest, specificity with randomness, and structure with variance in and out of the gym setting. 4Q provides the why and when behind exercise selection. This comprehensive approach to effective program design makes it simple to get it right for every client, every time.

In this course, participants will learn the following:

- The four quadrants of program design and the rationale for each of these quadrants in creating well balanced programs
- Exercises from each of the quadrants
- Systematic regressions and progressions
- How to put 4Q into practice

This preconference workshop qualifies for CECs from several certification agencies. Exact CEC hours and approvals are pending.

### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/16	\$179	\$199
<b>REGULAR REG.</b> After 6/3/16	\$199	\$219

This is not a certification. Participants will receive an IDEA CERTIFICATE OF COMPLETION.



## 107 BollyX®: The Bollywood Workout—Instructor Training WORKSHOP

9:00am-6:00pm (1 hour lunch is on your own)

**MINAL MEHTA, SHAHIL PATEL AND FEN TUNG**

BollyX is the Bollywood-inspired dance workout where participants unleash their inner rock star! Get certified to teach this interval-based dance format that incorporates authentic choreography to the best beats from around the world. This effective cardio workout will have you sweating and smiling at the same time.

This 8 hour preconference instructor training workshop includes a master class, authentic South Asian dance movements, fitness and safety concepts, as well as valuable instruction and presentation exercises that will enhance your ability to lead safe and effective exercise classes. You will also join our community of rock stars!

This certification workshop will:

- Educate you on the class format and core dance styles of BollyX, with emphasis on presentation and performance
- Teach you how to deliver an effective and safe cardio dance class for individuals with varying fitness levels
- Make Bollywood approachable by bringing South Asian and Western cultures together through music and dance
- Introduce you to the benefits of joining the BollyX Portal, where a wealth of resources that will help you teach successful classes are provided

This preconference workshop has been approved for 8.5 AFAA, 4.0 AEA, 0.8 ACE, 0.7 NASM CECs. CEC approvals from other agencies are pending.



### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/16	\$199	\$219
<b>REGULAR REG.</b> After 6/3/16	\$219	\$239

Participants will receive an IDEA CERTIFICATE OF COMPLETION.



## 108 TriggerPoint™ Myofascial Compression™ Techniques: The Evolution of Foam Rolling WORKSHOP

9:00am-6:00pm (1 hour lunch is on your own)

**KYLE STULL, MS**

Take your knowledge of self-myofascial release beyond just foam rolling. This 8 hour, hands-on workshop focuses on the practical application of TriggerPoint's Myofascial Compression Techniques, a systematic approach to address the body's soft tissue. Learn how to apply these techniques to improve mobility, increase range of motion and enhance performance for an overall improvement in the body's biomechanics. This course provides fitness professionals with in-depth and practical knowledge of how to properly teach these techniques to increase the performance and training results that your clients receive in your sessions.

Fitness professionals will:

- Learn the foundations, including the anatomical and biomechanical benefits, of Myofascial Compression Techniques
- Understand the terminology, coaching and cuing techniques associated with Myofascial Compression Techniques
- Learn how to effectively apply the concepts and skills of Myofascial Compression Techniques
- Study the current research surrounding Myofascial Compression
- Learn the methods and tools appropriate for specific releases along the kinetic chain
- Understand and apply the methods taught for population specific programming

This preconference workshop has been approved for 0.7 ACE, 0.7 NASM, 7.0 ACSM, 3.0 USAT, 4.75 AFAA, 4.0 CanFitPro (FIS, PTS) and 7.0 NCBTMB CECs. CEC approvals from other agencies are pending.



### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/16	\$199	\$219
<b>REGULAR REG.</b> After 6/3/16	\$219	\$239

This is not a certification. Participants will receive an IDEA CERTIFICATE OF COMPLETION.



## 109 Cutting Edge Training Methodology for Achieving Optimal Body Composition LECTURE

9:00am-6:00pm (1 hour lunch is on your own)

**CHARLES R. POLIQUIN**

Body composition is cited as one of the top goals of gym goers, no matter where they come from. It is a deal breaker for a client looking for a trainer and can make or break a career. In this full day intensive training, you will learn how to determine your optimal macronutrients ratio, how to train for fat loss, and the best energy system protocols, including demonstration of body composition improvement techniques. You will learn how to customize your supplement program to increase fat loss results and to fit into your physiological needs and budget. Take home all the information you need to implement a cutting edge training methodology to help you and your clients achieve optimal body composition.

Charles R. Poliquin is recognized as the world's most accomplished strength coaches. He attributes his success to the endless quest for the "magical training program." His quest has led him to produce countless Olympic and World Championships medals, wins and personal bests for many elite athletes in over 18 different sports, including athletes from Summer and Winter Olympics, and every major professional sports league including the NFL and NHL. Now as Strength Sensei, he shares his acquired knowledge and wisdom with the emerging leaders in the strength and conditioning field.

This preconference workshop qualifies for CECs from several certification agencies. Exact CEC hours and approvals are pending.

### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/16	\$297	\$357
<b>REGULAR REG.</b> After 6/3/16	\$397	\$497

This is not a certification. Participants will receive an IDEA CERTIFICATE OF COMPLETION.



## 110 EXOS®: Train Like an Athlete—The Coach's Guide to Improved Sports Performance WORKSHOP

**EXOS.**

10:00am-5:00pm (1 hour lunch is on your own)

**BRENT CALLAWAY**

The ability to develop, coach and correct movement skills has emerged as an important skill set for those looking to position themselves as sports conditioning coaches or performance specialists. The industry has spoken, and more clients are looking to train "like an athlete" and develop the movement skills needed to stay in top shape. Whether it is helping a client improve his running technique for an upcoming race, or a youth athlete improve her ability to change direction, the ability to effectively coach movement skills is needed.

Attend this preconference event and develop the coaching skills needed to identify and articulate the characteristics that represent "effective technique" across specific linear and multidirectional movement skills. We will discuss how to identify and prioritize specific "technical errors" associated with each movement skill, and provide focused cues and drills that will be used to correct the prioritized movement errors. This course will not only provide a blueprint for those seeking to transition into sports performance, it will also provide an evidence-based guide to programming, coaching and correcting a diversity of movement skills.

This preconference workshop qualifies for CECs from several certification agencies. Exact CEC hours and approvals are pending.

### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/16	\$159	\$179
<b>REGULAR REG.</b> After 6/3/16	\$179	\$199

This is not a certification. Participants will receive an IDEA CERTIFICATE OF COMPLETION.



## 111 Total Barre™: Create Great Choreography to Music WORKSHOP

**merrithew™**

leaders in mindful movement™

1:00-5:00pm

**KIM KRAUSHAR**

The Total Barre system provides the perfect opportunity to combine music and movement to create more than just a prechoreographed fitness class. In this workshop, created by the MERRITHEW team, learn how every aspect of choreography, from choosing individual pieces to stringing together the perfect movements, will motivate your classes and deliver exceptional results.

The Total Barre workout segment platform and movement essences are used as the backdrop in the creation of effective full body classes. Explore every step of the choreographic process, including how to select music, how to hear counts and phrasing, and how to develop a music vocabulary. Next, learn how to match tempo, musical breaks, accents, lyrics and crescendos/diminuendos with physical versions of the same. Finally, discuss how the essence of each segment and movement principles serve as a guide to developing safe and effective choreography, while motivating classes.

Learning objectives:

- Apply the Total Barre foundational principles in the creation of individual exercise segments
- Discover how rhythm, pace, counts and phrasing contribute to effective choreography
- Learn how music selection and exercise choice can increase energy output and physical benefits
- Explore how the 11 segment system helps create dynamic workouts every time

This preconference workshop qualifies for CECs from several certification agencies. Exact CEC hours and approvals are pending.

### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/16	\$129	\$149
<b>REGULAR REG.</b> After 6/3/16	\$149	\$169

This is not a certification. Participants will receive an IDEA CERTIFICATE OF COMPLETION.



CERTIFICATION SESSION

# PRECONFERENCE SESSIONS WEDNESDAY, JULY 13



## 112 Build a Stronger Business and Life in 12 Months—Work Smarter, Not Harder! LECTURE

2:00–6:00pm

**TRINA GRAY**

What fitness professional doesn't want to build a better business and enjoy life more? Attend this special preconference offering and walk away with valuable tools for creating a smarter work-life balance plan, mastering time management, and organizing your business campaigns. Chock full of solutions, this action-packed seminar, presented by leading entrepreneur Trina Gray, takes you behind the scenes of her multimillion dollar fitness businesses to show you her successful 12 month marketing campaign, including themed boot camps, unique group training programs, client celebrations, nutritional offerings and special events.

You'll leave with a blueprint for creating a comprehensive marketing plan with fresh fitness and nutrition offerings. To help you pack your business with loyal clients, Trina will also share tips on promoting your brand, growing programs and adding revenue with smarter social media strategies. Stop throwing programming and business ideas at the wall to see what sticks and relegating marketing to the bottom of your list. Your whole year will change with this one seminar.

This preconference workshop qualifies for CECs from several certification agencies. Exact CEC hours and approvals are pending.

### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/16	\$129	\$149
<b>REGULAR REG.</b> After 6/3/16	\$149	\$169

This is not a certification. Participants will receive an IDEA CERTIFICATE OF COMPLETION.



## 113 Gray Institute®: Low Back Pain—Assessing and Progressing for Performance WORKSHOP



2:00–6:00pm

**BRETT BLOOM, DPT**

Low back pain is frequent and all too common for many of our clients. This is an opportunity, not a problem. Get this... it's not the low back's fault! Assessing the entire body, especially the low back's best friends (subtalar/ankle complex, hip complex and thoracic spine complex), and progressing the entire body (tweaking numerous movement variables) is a must in alleviating low back pain and restoring function for the individual.

In this Gray Institute preconference session, come ready to learn by moving. Learn how...

- To assess the entire body utilizing a succinct and powerful process
- To progress the mobility and stability of the body by leveraging movement variables
- Applied Functional Science® empowers you, the practitioner, to train/treat low back pain, as well as the rest of the body!

This preconference workshop qualifies for CECs from several certification agencies. Exact CEC hours and approvals are pending.

### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/16	\$99	\$119
<b>REGULAR REG.</b> After 6/3/16	\$119	\$139

This is not a certification. Participants will receive an IDEA CERTIFICATE OF COMPLETION.



## 114 NPE FAST-FORWARD™ Intensive Workshop: One Day to More Clients, More Profits, More Fun! LECTURE



10:00am–4:00pm

**SEAN GREELEY**

FAST FORWARD™ is NPE's 1 day fitness business building workshop that educates fitness professionals and business owners on business systems that will attract more clients and increase profits. Whether you offer group training, semi-private, or private training services, this power packed, 6 hour workshop is designed to help you develop a clearer vision for the growth path of your business, how to package, price and sell your services, as well as provide key marketing strategies that are tailor made to drive the right prospects to your facility. Participants will:

- Learn how to develop and implement an intelligent 1 to 3 year strategic business plan guaranteed to grow your business
  - Learn how to create a compelling packaging and pricing model for your training services
  - Build a "big picture" marketing calendar and proven marketing system that will entice and assure new clients flow into your business throughout the year
  - Learn a 7.5 step sales process that communicates the value your business delivers, resulting in more closed sales
- The concepts learned in this preconference session will help you realize greater fiscal and personal success, as well as have more fun in your business. It's time to reach your potential as a business owner and successful fitness professional!

Lunch will be provided for all participants registered in this preconference workshop. This preconference workshop qualifies for CECs from several certification agencies. Exact CEC hours and approval are pending.

### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/16	\$179	\$199
<b>REGULAR REG.</b> After 6/3/16	\$199	\$229

This is not a certification. Participants will receive an IDEA CERTIFICATE OF COMPLETION.



# FUEL YOUR PASSION. <

## NETWORK. EARN CEUs.

Join NASM's informative and interactive education sessions at the 2016 IDEA World Fitness Convention™ and accelerate your training expertise while earning valuable CEUs.

### **NASM WORKSHOPS AT A GLANCE\*:**

- NASM®: Excelling at Group Personal Training (PRECON)
- NASM®: Technology Doesn't Have to Scare You: Embrace it for Business
- NASM®: Coaching Not Training -The Future of Personal Training
- NASM®: Screening and Assessment Strategies for the Weekend Warrior
- NASM®: Mental Toughness Training
- NASM®: Corrective Exercise - Using the Newest Fitness Modalities
- NASM®: Get Your Flex-Ability On!
- NASM®: Morning Jumpstart Workout
- NASM®: Where's the Gym? Workouts You Can Do Anywhere!

**NASM.ORG**

\*Look for the NASM logo on IDEA's Session Description pages to learn more about NASM's education sessions, times and dates.

# POSTCONFERENCE SESSIONS SUNDAY, JULY 17



## 900 POP Pilates®: Instructor Training Course WORKSHOP

8:00am-5:00pm (1 hour lunch is on your own)

**JULES FULTZ**

POP Pilates is an incredible fusion of ab-chiseling and total body defining moves choreographed to your favorite Top 40 hits. This intense, mat-based workout challenges students to rhythmically flow from one exercise to the next, developing a rock solid core while leaving no muscle untouched.

While POP Pilates moves all originate from classical Pilates, the class design, relationship with music, sequencing and reps, differ from reformer classes and traditional mat classes. The fundamentals of breathing, core engagement and powerhouse-based movements are shared. However, the emphasis on moving to the beat of pop music is what makes POP Pilates so unique.

The POP Pilates Instructor Training Course will offer you the practical application skills and foundation from which to offer safe, smart, effective, engaging and fun class experiences to groups of all levels. Upon completion of this course, each participant will:

- Have the opportunity to become an Official POP Pilates Instructor
- Receive an instructor manual
- Gain access to the online POP Pilates Instructor in Training Portal, which provides specific choreography videos, 1:1 technique and form breakdown, complete choreography notes and so much more
- Receive the official music playlist from Spotify
- Have access to the Instructor Forums

This postconference workshop has been approved for 8 AFAA CEUs, 0.8 ACE CECs and 0.8 NASM CEUs. CECs from other agencies are pending.



### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/15	\$249	\$249
<b>REGULAR REG.</b> After 6/3/15	\$299	\$299

Participants will receive an IDEA CERTIFICATE OF COMPLETION.



## 901 Jillian Michaels BODYSHRED™: Instructor Certification WORKSHOP

8:00am-5:00pm (1 hour lunch is on your own)

**KENDELL HOGAN**

This 8 hour course is designed to systematically prepare you to teach and coach a high intensity, metabolic-driven Jillian Michaels BODYSHRED class within a group exercise setting. You will be introduced to new concepts, teaching tools and a motivating delivery style that will change the way you view teaching fitness, while expanding your own professional growth. This training course includes the science that informs BODYSHRED along with interactive, practical application of the methodology and a creative experience of the moves and programming.

Participants will be required to pass a practical exam at the end of the training and a written exam within 2 weeks after the workshop to become a fully certified BODYSHRED instructor.

Requirements:

1. Instructors must be at least 18 years old.
2. Instructors must hold certification as a trainer from a recognized national fitness association, such as NETA, YMCA Foundations of Group Exercise, WITS, NFPT, NESTA, AFAA, ACE, ACSM, ISSA, NCSF, NCCPT, NASM, or AAI/ISMA.
3. Instructors must attend the 1 day, in-person BODYSHRED Instructor Certification workshop, pass the practical examination administered at the end of the workshop, and pass the Web-based at-home written exam with a score of 80% or better.
4. Prior to teaching BODYSHRED, instructors must be affiliated with a BODYSHRED-approved gym.

This postconference workshop has been approved for 0.8 ACE, 7.5 AFAA, 0.8 NASM and 0.5 NESTA CECs. CECs from other agencies are pending.



### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/15	\$189	\$209
<b>REGULAR REG.</b> After 6/3/15	\$199	\$229

Participants will receive an IDEA CERTIFICATE OF COMPLETION.



CERTIFICATION SESSION



## 902 BOSU®: Beyond Balance—Keys to Anti-Aging WORKSHOP



8:30am-3:30pm (1 hour lunch is on your own)

**BERNADETTE O'BRIEN, MA, AND ERIKA QUEST**

Don't miss this 6 hour certification course that will give you the tools to train your clients in the critical elements associated with anti-aging! Functional strength and balance training are key components to improved performance and successful activities of daily life at any age.

This course will explore how the BOSU Balance Trainer can enhance total body fitness and balance with games and sequences that build strength, challenge proprioception, and ultimately promote efficient movement through the entire kinetic chain. Receive research-based ideas to learn why certain movement patterns are important for the active aging population, and how to implement these cutting edge movement skills and training techniques into group workouts and personal training sessions. Get new ideas for active aging workouts that make functional strength and balance training empowering and fun!

Participants will receive the BOSU Active Aging Training Manual, the BOSU Mobility and Stability for Active Aging DVD, a comprehensive list of practical take-aways from cutting edge, peer reviewed research on active aging, and hands-on practical experience.

This postconference workshop has been approved for 0.6 ACE CECs, 6 ACSM CECs, and 6.0 AFAA CECs. Exact CEC hours and approvals are pending.



### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/15	\$139	\$159
<b>REGULAR REG.</b> After 6/3/15	\$159	\$179

Participants will receive an IDEA CERTIFICATE OF COMPLETION.



## 903 CIZE® LIVE: Instructor Training Workshop WORKSHOP



9:00am-5:30pm (45 minute lunch is on your own)

**JOIE WALSH**

Make your best move, become a CIZE LIVE instructor! CIZE LIVE was created by Shaun T, who has an extensive dance and fitness background along with a track record of delivering incredible results. This highly sought after program is backed by extensive nationwide Beachbody® advertising, to make it the class everyone wants to take! Become a CIZE LIVE instructor in just one day.

You'll learn how to properly do the moves, cue to the beat of the music, and break into a serious sweat without getting bored! The professionally choreographed routines are broken down so they're super simple to learn...and teach! You'll be able to get ANYONE to dance. Get the latest dance workout routines with fresh music from Shaun T's favorite playlists, and marketing tools to keep your CIZE LIVE classes packed and your dance crew coming back for more!

Participants will receive access to the CIZE LIVE Instructor Manual and Workshop Outline, digital access to the current CIZE LIVE Round (choreography, corresponding music and choreography notes) and hands-on practical experience from our master trainers.

This postconference workshop has been approved for 0.7 ACE CECs, 7 AFAA CECs, 4 canfitpro CECs. CECs from other agencies are pending.



### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/15	\$199	\$219
<b>REGULAR REG.</b> After 6/3/15	\$219	\$239

Participants will receive an IDEA CERTIFICATE OF COMPLETION.



## 904 Metabolic Conditioning: Myths, Mysteries and Monster Workouts LECTURE

9:00am-1:00pm

**LEN KRAVITZ, PHD, AND TONY NUÑEZ, MS**

Join Len for a comprehensive review of the metabolic and physiological processes that drive physical exercise and athletic performance. Scientific studies will be presented showing how the body adapts to cardiovascular and anaerobic training. Several myths and misconceptions about fat burning, muscle acidosis, metabolic stress, extreme conditioning and substrate utilization will also be presented. Every exercise professional will leave with nine cutting edge, research-based cardiovascular workouts and seven evidence-based anaerobic training programs (each program includes five to six exercises).

This postconference workshop qualifies for CECs from several certification agencies. Exact CEC hours and approvals are pending.

### PRICING

	IDEA Member	Nonmember
<b>EARLY BIRD REG.</b> Before 6/3/16	\$99	\$119
<b>REGULAR REG.</b> After 6/3/16	\$119	\$139

This is not a certification. Participants will receive an IDEA CERTIFICATE OF COMPLETION.



# UNLEASH YOUR COMPETITIVE SPIRIT!

This is your chance to push your boundaries and compete with other attendees in a variety of intense fitness challenges. Your mental and physical fortitude will be taken to task within the **IDEA World Challenge Arena Fueled by Gatorade® and Propel®** as you aim to claim a bronze, silver or gold medal.

## THURSDAY, JULY 14

### The Ultimate Strength Challenge

2:30-4:20pm

Test your limits with weighted resistance and body weight exercises. Experience new individual and team strength training drills in this ultimate strength challenge!

### The Ultimate Power Challenge

5:15-6:30pm

This session features power trials that consist of free weights, Olympic-style movement and plyometric activities...training exercises you can use with your clients.

## FRIDAY, JULY 15

### The Ultimate SAQ Challenge

2:15-4:05pm

Compete for the quickest, fastest, and most agile individual, team or team player. Test your own skills in multiple SAQ course trials, consisting of cones, ladders, hurdles, line drills and more.

### The Ultimate Cardio Challenge

4:30-5:30pm

Compete in this cardio-endurance course that includes obstacle runs, hops, leaps and bounding activities.

**MEDALS WILL BE AWARDED AFTER EACH HEART POUNDING COMPETITION.**





# IDEA World Inspiration MEDALS

Throughout the convention there is ample opportunity to be rewarded for your passion for excellence in learning. The IDEA Inspiration Medals are given to teams and individuals who work hard and complete fun challenges during select educational sessions.

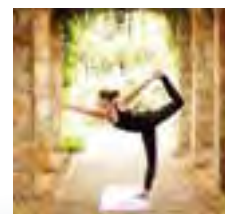
Those who receive a medal will have the chance to win these prizes during Saturday's Grand Finale event.



A Schwinn® AC Performance Plus Bike featuring the MPower Echelon Console. Experience why Measurement = Motivation!



A 4-day stay for two at the world famous fitness resort and spa, Rancho La Puerta



## SCHEDULE AT A GLANCE

### WEDNESDAY, JULY 13

- 8:00am-6:00pm **PRECONFERENCE WORKSHOPS**  
Additional fee required. Up to 8 CECs.
- 3:00-7:30pm **L.A. ADVENTURES**  
The Santa Monica Escape Walking Tour  
Additional fee required.

### THURSDAY, JULY 14

- 7:00-7:45am **Workouts** No CECs
- 8:00-9:50am **Workshops and Lectures** Up to 2 CECs
- 10:20am-12 Noon **OPENING CEREMONIES** With Keynote Address
- 12:20-6:30pm **IDEA World Fitness & Nutrition Expo OPEN**
- 2:30-4:20pm **Workshops and Lectures** Up to 2 CECs
- 5:15-6:30pm **Workshops and Lectures** Up to 1 CEC
- 7:30-10:00pm **WHERE THE WORLD COMES TO Party!**

### FRIDAY, JULY 15

- 7:30-9:20am **Workshops and Lectures** Up to 2 CECs
- 8:00am-5:30pm **IDEA Success Academy**
- 9:40-11:30am **Workshops and Lectures** Up to 2 CECs
- 11:30am-6:30pm **IDEA World Fitness & Nutrition Expo OPEN**
- 2:15-4:05pm **Workshops and Lectures** Up to 2 CECs
- 4:30-5:30pm **Workshops and Lectures** Up to 1 CEC

### SATURDAY, JULY 16

- 7:00-9:30am **L.A. ADVENTURES**  
Hollywood Hills Hike Additional fee required.
- 7:30-9:20am **Workshops and Lectures** Up to 2 CECs
- 7:30am-5:30pm **IDEA World Nutrition & Behavior Change Summit**
- 9:40-11:30am **Workshops and Lectures** Up to 2 CECs
- 10:30am-6:30pm **IDEA World Fitness & Nutrition Expo OPEN**
- 1:45-3:35pm **Workshops and Lectures** Up to 2 CECs
- 4:00-5:30pm **Workshops and Lectures** Up to 1 CEC
- 7:15-8:15pm **INTERNATIONAL RECEPTION**  
Open to international attendees only.

LAST CHANCE TO SHOP!

### SUNDAY, JULY 17

- 7:30-9:20am **Workshops and Lectures** Up to 2 CECs
- 9:40-11:30am **Workshops and Lectures** Up to 2 CECs
- 8:00am-5:30pm **POSTCONFERENCE WORKSHOPS**  
Additional fee required. Up to 8 CECs.
- 10:00am-12:30pm **L.A. ADVENTURES**  
L.A. Urban Safari Walking Tour Additional fee required.

# EDUCATION SCHEDULE

**KEY**

- WS** Workshop: Approximately 25% Lecture/75% Movement
- WO** Workout: No CECs Offered
- L** Lecture
- P** Panel Discussion
- ★** Showcase Room Session
- 🌞** IDEA Success Academy Summer Games Session
- 🍎** Nutrition/Behavior Change Summit
- 🏠** Club/Studio Summit

<b>PERSONAL TRAINING &amp; EXERCISE SCIENCE</b> <small>Anatomy, Assessment, Biomechanics, Corrective Exercise, Functional Training, Mindset Training, Research, Specific Populations</small>	<b>PERSONAL TRAINING TECHNIQUES</b> <small>Program Design, Sports Conditioning, Metabolic Training, Balance and Core, Coaching</small>	<b>SMALL-GROUP &amp; BOOT CAMPS</b> <small>Small-Group/Partner Training, Boot Camps, Circuit/Interval Training</small>	<b>BUSINESS &amp; MANAGEMENT</b> <small>Marketing, Revenue, Technology/Social Media, Program/Club Management, Leadership</small>	<b>NUTRITION &amp; PERSONAL GROWTH</b> <small>Nutrition Research, Metabolism, Weight Management, Health Coaching, Behavior Change, Wellness, Success</small>	<b>GROUP EXERCISE</b> <small>Choreography, Cardio, Dance, Group Strength, Martial Arts, Step, Specific Populations, Teaching Techniques</small>	<b>SPECIALIZED EQUIPMENT</b> <small>Indoor Cycling, Indoor Rowing, TRX® Suspension and RIP Training</small>	<b>MIND-BODY</b> <small>Pilates, Fusion, Meditation, Yoga, Barre</small>
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## WEDNESDAY, JULY 13 Preconference Sessions

<b>TIME BLOCK A</b> <small>See session for exact times</small>	<b>105</b> Functional Aging Specialist Certification Course <b>RITCHIE/SIPE</b> 8:30am-5:30pm <b>108</b> TriggerPoint™ Myofascial Compression™ Techniques: The Evolution of Foam Rolling <b>ws STULL</b> 9:00am-6:00pm	<b>103</b> Halo® Training: Building Intensive Interval Programs <b>ws O'CLAIR</b> 8:00am-12 Noon <b>104</b> BOSU®: Complete Workout System Certification <b>ws C. BROOKS/D. BROOKS/FABLE</b> 8:30am-5:30pm <b>106</b> Effective and Complete Program Design for the Fitness Professional—The 4Q Model of Programming <b>ws DALCOURT</b> 8:30am-5:30pm <b>109</b> Maximal Results For Achieving Optimal Body Composition <b>L POLIQUIN</b> 9:00am-6:00pm <b>110</b> EXOS®: Train Like an Athlete—The Coach's Guide to Improved Sports Performance <b>ws CALLAWAY</b> 10:00am-5:00pm	<b>101</b> NASM®: Excelling at Group Personal Training <b>ws RICHEY</b> 8:00am-3:00pm <b>114</b> NPE FAST-FORWARD™ Intensive Workshop: One Day to More Clients, More Profits, More Fun! <b>L GREELEY</b> 10:00am-4:00pm	<b>102</b> ACE®: Applying Behavior Change Techniques <b>L J. MATTHEWS</b> 8:00am-1:30pm	<b>104</b> BOSU®: Complete Workout System Certification <b>ws C. BROOKS/D. BROOKS/FABLE</b> 8:30am-5:30pm <b>107</b> BollyX®: The Bollywood Workout—Instructor Training <b>ws MEHTA/PATEL/TUNG</b> 9:00am-6:00pm	<b>100</b> Schwinn® Cycling: Indoor Cycling Instructor Certification <b>ws DIXON/SCOTT</b> 8:00am-6:00pm	<b>103</b> Halo® Training: Building Intensive Interval Programs <b>ws O'CLAIR</b> 8:00am-12 Noon
<b>TIME BLOCK B</b> <small>See session for exact times</small>	<b>113</b> Gray Institute®: Low Back Pain—Assessing and Progressing for Performance <b>ws BLOOM</b> 2:00-6:00pm		<b>112</b> Build a Stronger Business and Life in 12 Months—Work Smarter, Not Harder! <b>L GRAY</b> 2:00-6:00pm				<b>111</b> Total Barre™ Create Great Choreography to Music <b>ws KRAUSHAR</b> 1:00-5:00pm
<b>3:00-7:30pm</b>	<b>150 L.A. ADVENTURES The Santa Monica Escape Walking Tour</b> Additional fee required.						

## THURSDAY, JULY 14

<b>TIME BLOCK C</b> <b>7:00-7:45am WORKOUTS</b> <small>Workouts do not qualify for CECs.</small>	<b>201</b> Creative Conditioning Combos for Trainers <b>wo DIXON</b> <b>203</b> NASM®: Morning Jumpstart Workout <b>wo NASM FACULTY</b> <b>204</b> SandBell® Elements, by Hyperwear™ <b>wo BENTEN</b> <b>208</b> Crossfire—Performance Targets for Trainers <b>wo APPEL</b>	<b>200</b> IDEA Rookie Rumble 2016 <b>wo FABLE/KLIKA</b> <b>205</b> Extreme Body Weight Boot Camp <b>wo ROBINSON</b> <b>206</b> Tabata Express™ <b>wo MYLREA</b> <b>213</b> Freestyle Boot Camp—More Fun Than the Indy 500! by Lebert Fitness <b>wo WEICHERT/O'GRADY</b>	<b>202</b> IDEA Rookie Rumble 2016 <b>wo FABLE/KLIKA</b> <b>207</b> A Therapeutic Approach to Group Exercise: Help Your Students Attain Fitness (Injury Free), by Gray Institute® <b>wo VAN GILDER</b> <b>210</b> Latinva® Dance Fitness <b>wo CANGAS</b> <b>211</b> Step: Stomp On It! <b>wo MOTTOLA</b> <b>217</b> Ugi® Fit: 30 'n 30 <b>wo STEWART</b>	<b>218</b> Schwinn® Cycling Presents the All-Star MPower™ Super Ride! <b>wo COOK/JENNINGS/THEWS/VANDERBURG</b> <b>219</b> LES MILLS SPRINT™ <b>wo EVANS/LOWERY</b> <b>220</b> Flat Out, by ICG® <b>wo MICHELS</b>	<b>214</b> Groundplay: Explore Traditional Pilates Techniques <b>wo DEGENHARDT</b> <b>215</b> Yoga Sculpt by CorePower Yoga® <b>wo MUNN</b> <b>216</b> Floetry in Motion <b>wo MCLEAN</b>			
<b>TIME BLOCK D</b> <b>8:00-9:50am WORKSHOPS/LECTURES</b> <small>Up to 2 CEC hours</small> <b>WORKOUTS</b> <small>Workouts do not qualify for CECs.</small>	<b>230</b> TRX®: Move Better—Raising the Bar <b>ws FELZMANN/WAGNER</b> <b>231</b> Functional Power Training for Older Clients, by FAI <b>ws SIPE</b> <b>237</b> 3-D Flexibility and Strength: Triplane <i>Mostability</i> of the Body, by Gray Institute® <b>ws BLOOM</b> <b>244</b> Beyond Randomness: Exercise Selection Based on Movement Screening <b>ws CLAYTON</b>	<b>232</b> SPRI®: Ropes Unleashed—Power Meets Precision <b>ws NUNEZ</b> <b>235</b> Reinvent the Wheel—Plus Burpees, Squats and Lunges, by Escape Fitness® <b>ws BARRETT</b> <b>239</b> Punch Up Your Programs <b>L VALENCY</b> <b>242</b> Understanding Loaded Movement Training—Moving Effectively for Life and Sport <b>L DALCOURT</b> <b>248</b> BOSU®: Dimensional Core Training <b>ws VANDERBURG</b>	<b>234</b> Introduction to SandBell® for Group Training <b>ws CONDRON</b> <b>236</b> ActivMotion Bar™ Boot Camp With SGT Ken®: Operation Steady as She Goes™ <b>wo WEICHERT</b> <b>245</b> The PFT Guide to Becoming a Hybrid Instructor <b>ws SANCHEZ</b>	<b>240</b> Calling All Leaders: Learn the Millionaire Mindset <b>L LA FATA</b> <b>241</b> Package and Sell Your Fitness Expertise Online <b>L LEE</b>	<b>243</b> Food for Thought: Brain, Gut, Microbes, Diet <b>L WEISS</b>	<b>246</b> U-Jam Live! Building Community Through Unity <b>ws MARKS</b> <b>247</b> Step—The Long and the Short of It! <b>ws AVIDAR</b> <b>248</b> BOSU®: Dimensional Core Training <b>ws VANDERBURG</b> <b>249</b> X Marks the Spot, by Power Music   Group Rx <b>ws T. CROSBY</b>	<b>230</b> TRX®: Move Better—Raising the Bar <b>ws FELZMANN/WAGNER</b> <b>254</b> Schwinn® Cycling: Music Makeover—There's an App for That! <b>ws SCOTT</b> <b>255</b> Keiser® Cycling: Road Race or Road Rage? <b>ws POPOWYCH</b> <b>256</b> Stages™ Cycling: Triple Threat Mindset <b>ws TROUTMAN</b>	<b>250</b> STOTT PILATES® Stability Barrel™: Intermediate Challenge <b>ws MERRITHEW</b> <b>251</b> Conscious Strength <b>ws ROBERTS</b> <b>252</b> Hip Opening Flow-Yoga Progressions <b>ws MCCARTHY</b> <b>253</b> Introduction to IN-TRINITY® <b>ws IN-TRINITY FACULTY</b>

<b>TIME BLOCK E</b> <b>10:20am-12 Noon</b>	<h1 style="margin: 0;">Opening Ceremonies</h1> <p style="margin: 0;">Keynote Address/Awards/Presentations</p>						
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# EDUCATION SCHEDULE

**KEY**





- WS** Workshop: Approximately 25% Lecture/75% Movement
- WO** Workout: No CECs Offered
- L** Lecture
- P** Panel Discussion
- ★** Showcase Room Session
- ☀** IDEA Success Academy Summer Games Session
- 🍎** Nutrition/Behavior Change Summit
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<b>PERSONAL TRAINING &amp; EXERCISE SCIENCE</b> Anatomy, Assessment, Biomechanics, Corrective Exercise, Functional Training, Mindset Training, Research, Specific Populations	<b>PERSONAL TRAINING TECHNIQUES</b> Program Design, Sports Conditioning, Metabolic Training, Balance and Core, Coaching	<b>SMALL-GROUP &amp; BOOT CAMPS</b> Small-Group/Partner Training, Boot Camps, Circuit/Interval Training	<b>BUSINESS &amp; MANAGEMENT</b> Marketing, Revenue, Technology/Social Media, Program/Club Management, Leadership	<b>NUTRITION &amp; PERSONAL GROWTH</b> Nutrition Research, Metabolism, Weight Management, Health Coaching, Behavior Change, Wellness, Success	<b>GROUP EXERCISE</b> Choreography, Cardio, Dance, Group Strength, Martial Arts, Step, Specific Populations, Teaching Techniques	<b>SPECIALIZED EQUIPMENT</b> Indoor Cycling, Indoor Rowing, TRX® Suspension and RIP Training	<b>MIND-BODY</b> Pilates, Fusion, Meditation, Yoga, Barre
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## THURSDAY, JULY 14 CONTINUED

<b>TIME BLOCK S</b> 12:45-1:45pm <b>WORKOUTS</b> Workouts do not qualify for CECs.		260 Body Weight Match-Up: A Challenge Arena Exclusive! wo <b>DIXON/FABLE/POPOWYCH/VANDERBURG</b>				260 Body Weight Match-Up: A Challenge Arena Exclusive! wo <b>DIXON/FABLE/POPOWYCH/VANDERBURG</b>		
<b>TIME BLOCK F</b> 2:30-4:20pm <b>WORKSHOPS/LECTURES</b> Up to 2 CEC hours <b>WORKOUTS</b> Workouts do not qualify for CECs.	276 Warm It Up! The Workout Before the Workout ws <b>VALENCY</b> 278 3-D Movement Analysis and Performance System (3DMAPS), by Gray Institute® ws <b>BLOOM</b> 279 Stretch Stronger: TriggerPoint™ Rolling and Ki-Hara Resistance Stretching ws <b>SHORE/STULL</b> 280 The Science of Anti-Aging, by FAI L <b>SIPE</b> 286 10 Simple Youth Fitness Assessment Solutions ws <b>KLIKA</b>	270 IDEA Summer Games: The Ultimate Strength Challenge, Powered by SPRI® wo <b>SPRI MASTER INSTRUCTORS</b> ☀ 272 TRX®: Rotation Matters ws <b>CORONEL/WOODAL</b> 274 Program Design Made Simple ws <b>ECKLUND</b> 275 NASM®: Where's the Gym? Workouts You Can Do Anywhere! ws <b>RICHEY</b>  285 How to Create High Performance Outcomes ws <b>DALCOURT</b>	270 IDEA Summer Games: The Ultimate Strength Challenge, Powered by SPRI® wo <b>SPRI MASTER INSTRUCTORS</b> ☀ 277 PLAY! TRAIN! GAIN!—A Unique Group Training Format, by Escape Fitness® ws <b>T. MATTHEWS</b>	281 Build a Powerful, Profitable Group Exercise Program—Top to Bottom L <b>HAINES</b> 282 Three Technologies to Engage and Empower Clients Inside and Outside the Session L <b>BARNES/LA FATA</b>		271 LIVING the Success Principles—How to Get From Where You Are to Where You Want to Be! L <b>CANFIELD</b> (Keynote Speaker)  283 Health Coaching for Fitness Professionals, Powered by ACE® L <b>JORDAN/WALL</b> 284 Nutrition Beyond the Calorie L <b>MOSEY</b>	270 IDEA Summer Games: The Ultimate Strength Challenge, Powered by SPRI® wo <b>SPRI MASTER INSTRUCTORS</b> ☀ 273 Functional Barbell Strength: Reps, Integration, Power (RIP), by Power Music   Group Rx ws <b>T. CROSBY/A. GARCIA</b> 287 Club Spotlight: Holiday Sports Club Presents J-POP wo <b>KUSANO/NIIMI/SUZUKI/YOSHINAGA</b> 288 All in One: Group Fitness Training, Volume 2 ws <b>AVIDAR</b> 289 101 Ways to BOSU®! ws <b>FABLE/WAITE</b> 290 Body Bar®: Flex-N-Kick ws <b>SAFFELL</b>	291 STOTT PILATES®: Prenatal Matwork™ With Stability Ball™ and Flex-Band® ws <b>KRAUSHAR</b> 292 Balanced Body® Fit: Bring It and Be Mindful! ws <b>GONZALEZ/QUEST</b> 293 Yoga: Adjust Me Puhleeeeeeze! ws <b>MCCARTHY</b> 294 Peak Pilates®: Powerful Private Sessions ws <b>TRAP</b>
<b>TIME BLOCK G</b> 5:15-6:30pm <b>WORKSHOPS/LECTURES</b> Up to 1 CEC hour <b>WORKOUTS</b> Workouts do not qualify for CECs.	322 How Prolonged Sitting Undermines Personal Training Client Success, by Life Fitness Corporation L <b>DILEONARDO</b> 325 C.H.E.K Institute: How to Work-In™ ws <b>LUSTRICK</b>	310 IDEA Summer Games: The Ultimate Power Challenge, Powered by SPRI® wo <b>SPRI MASTER INSTRUCTORS</b> ☀ 315 ACE®: Workout Pot Pie—How to Use Any Equipment in Any Session ws <b>ROSS/WALL</b>	310 IDEA Summer Games: The Ultimate Power Challenge, Powered by SPRI® wo <b>SPRI MASTER INSTRUCTORS</b> ☀ 311 Total Body Boot Camp wo <b>WOLFE</b> 312 TRX® Fit wo <b>CROSBY</b> 320 How to Maximize Revenue From Small-Group Training L <b>CLAYTON</b> 326 The BYOB Workout ws <b>SKILTON-HAYES</b> 329 Renegade—Athletic Circuits Reinvented ws <b>D. BROOKS/JENNINGS/MYLREA/STUTZMAN</b>	323 How to Run Your Own “Drop Two Sizes Challenge” L <b>COSGROVE</b>		310 IDEA Summer Games: The Ultimate Power Challenge, Powered by SPRI® wo <b>SPRI MASTER INSTRUCTORS</b> ☀ 313 Club Spotlight: THE CUT, by Equinox® wo <b>DIPAULO/TEAM EQUINOX</b> 327 Step Up to the Challenge ws <b>MCLEAN</b> 328 Tips and Tools to Create Balanced Dance Choreography ws <b>AVIDAR</b> 330 60 Is the New 40, by AFAA® ws <b>A. MILLER</b> 	312 TRX® Fit wo <b>CROSBY</b> 335 Schwinn® Cycling: Dynamic Duos ws <b>COOK/FABLE/KOLOVOU/SCOTT</b> 336 Keiser® Cycling: Glowstick Cycle Party ws <b>MACUHA</b> 337 Stages® Cycling: Party With a Purpose! wo <b>ANTHONY/BENCHLEY/CHINATT/TROUTMAN</b> 338 RealRyder® Cycling: 300 in 30—The Ride! ws <b>BENDER</b>	317 Barre Amp'd by Savvier ws <b>MURPHY-MADDEN</b> 331 Pilates: Moving Beyond the Core ws <b>DEGENHARDT</b> 332 Balanced Body Barre: Latin Style ws <b>L. GARCIA/PAGE</b> 333 Yoga Rocks Bootcamp (YRB), Powered by Ahnu® ws <b>PASKEL</b>

## FRIDAY, JULY 15

<b>TIME BLOCK H</b> 7:30-9:20am <b>WORKSHOPS/LECTURES</b> Up to 2 CEC hours <b>WORKOUTS</b> Workouts do not qualify for CECs.	409 TriggerPoint™ for Movement: Hip and Shoulder Mobility ws <b>STULL</b> 410 Solutions for Training Postpregnancy Clients ws <b>HORLER/PIMLLEY</b> 414 NASM®: Mental Toughness Training L <b>MCGILL</b> 	402 TRX® for Mobility ws <b>EATHORNE/FRANKEL</b> 404 SPRI®: Plyo Play ws <b>ROSS</b> 416 Core Connections: Progression Strategies to Enhance Core Function ws <b>WOLF</b> 417 Olympic Lifting—The Mechanics and Progressions, by World Gym ws <b>KATONA</b> 422 Halo®: Foundations to Integrated Body Weight Training ws <b>O'CLAIR</b> 430 Mastering Elastic Resistance, by Anchor Point Training ws <b>SEVERS</b>	405 Teaching Strategies for Small-Group Training ws <b>ROBERTS</b> 420 Magnificent Seven 2016—The Ultimate Circuit Training Workout ws <b>GLICK/ISALY/JENNINGS/SHERMAN/SHORE/SPREEN-GLICK/WEICHERT</b>	400 Seven Figure Laws of Leadership L <b>LEE</b> Special time: 8:00-9:20am   412 Strategize Your Social Media With Six Steps to Success L <b>VOGEL</b> 413 Program Director Business Boot Camp L <b>FABLE</b>		411 Exercise Is Medicine: Innovative and Practical Strategies for Establishing Partnerships Between Doctors and Exercise Professionals P <b>HUTBER/SALLIS/THOMPSON</b> 415 The Cost of Getting Lean—Is It Really Worth the Tradeoff? L <b>BERARDI</b>	403 Functional Barbell Strength: Reps, Integration, Power (RIP), by Power Music   Group Rx ws <b>T. CROSBY/A. GARCIA</b> 407 LTS™: SRT (Spring Resistance Training) Group Fitness Barbell—Time for Spring Training wo <b>O'GRADY</b> 408 Crazy Core and So Much More ws <b>MYLREA</b> 418 Choreography Tools 101: Step for Success ws <b>SKILTON-HAYES</b> 419 Dance 2-fer-1: Dance Art and Dance Party! wo <b>AVIDAR/MOTTOLA</b>  421 Fitness Instructor's Guide to Success (FIGS), by AFAA® ws <b>A. MILLER</b>	402 TRX® for Mobility ws <b>EATHORNE/FRANKEL</b> 426 Schwinn® Cycling: It's All About the BASE ws <b>DIXON</b> 427 Keiser® Cycling: Lights, Camera, Cycle! ws <b>MACUHA</b> 428 Indoor Evolution: The Master Class for Serious Instructors, by ICG® ws <b>MICHELS</b> 429 RealRyder® Cycling: 50 Rides That Rock! ws <b>REID</b>	422 Halo®: Foundations to Integrated Body Weight Training ws <b>O'CLAIR</b> 423 Successful Cuing for the Barre Instructor ws <b>DE ANDA</b> 424 Traditionally Speaking: Ashtanga Primary to Intermediate ws <b>FREEMAN-WEBSTER</b> 425 Heavily Meditated and Highly Motivated—Meditation for the Fitness Mind ws <b>KOLBER</b>
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## FRIDAY, JULY 15 CONTINUED

TIME BLOCK	PERSONAL TRAINING & EXERCISE SCIENCE	PERSONAL TRAINING TECHNIQUES	SMALL-GROUP & BOOT CAMPS	BUSINESS & MANAGEMENT	NUTRITION & PERSONAL GROWTH	GROUP EXERCISE	SPECIALIZED EQUIPMENT	MIND-BODY
<b>9:40-11:30am</b> <b>WORKSHOPS/LECTURES</b> Up to 2 CEC hours <b>WORKOUTS</b> <i>Workouts do not qualify for CECs.</i>	<b>441</b> TRX®: Functional Training Circuits ws <b>ANDREWS/BARTLETT</b> <b>445</b> Assessment and Corrective Exercise Strategies for Improved Shoulder Function ws <b>WOLF</b> <b>448</b> Training Fascia—Research Developments in Fibrous Connective Tissue Training ws <b>DALCOURT</b> <b>449</b> Anatomy: Reconnect With Your Spine Muscles, by NFPT ws <b>HOSFORD</b> <b>453</b> Mindset, Motivation and Changing Habits L <b>K. MOHR</b>	<b>442</b> Advanced Art of Coaching High Transfer Performance Training ws <b>TWIST</b> <b>451</b> C.H.E.K Institute®: Flatten Your Abs L <b>LUSTRICK</b> <b>469</b> Slackline 101, Presented by Slackline Industries™ ws <b>BEAUDOIN</b>	<b>444</b> StrongBoard Balance®: Mastering Small and Large Group Exercise ws <b>CURRY</b> <b>455</b> Small-Group and Partner Training 2016 ws <b>MCMILLAN</b> <b>459</b> BOSU®: 3D XTREME™—Creative Circuit Solutions ws <b>DIXON/THEWS</b> <b>470</b> BoxMaster® Circuit: Round 1 ws <b>FRIEND-UHL/MCCALL</b>	<b>440-B</b> Market to the Masses and Change Millions of Lives P <b>FREYTAG/FRIEDRICH/JILL</b> <i>Special time: 10:40-11:30am</i> S 🏠 <b>452</b> Your Guide to Opening a Profitable Facility L <b>GREELEY</b>	<b>440-A</b> Creating Your Purpose and Legacy—How to Live a Life Worth Telling a Story About! L <b>DURKIN</b> <i>Special time: 9:40-10:40am</i> S 🏠 <b>450</b> Trends in Food and Nutrition, Presented by NOW® and Truitt Family Foods® L <b>BAZILIAN/RATCLIFFE</b> <b>453</b> Mindset, Motivation and Changing Habits L <b>K. MOHR</b> <b>454</b> Balance Your Hormones With Your Fork and Gym L <b>GOTTFRIED</b>	<b>444</b> StrongBoard Balance®: Mastering Small and Large Group Exercise ws <b>CURRY</b> <b>447</b> Maximize Attendance in Express Group Exercise Classes With ActivMotion® Training ws <b>SHERMAN</b> <b>456</b> The Lost Art Form of True Sculpt ws <b>SAFFELL</b> <b>457</b> FitDancer: The Ultimate Dance-Fitness Experience ws <b>GRIMES</b> <b>458</b> Go Vertical—Inspired Step Choreography for Die Hard Steppers! ws <b>AVIDAR</b> <b>460</b> Fitness Over 50—Getting “Restarted” ws <b>WILLIAMS-EVANS</b>	<b>441</b> TRX®: Functional Training Circuits ws <b>ANDREWS/BARTLETT</b> <b>465</b> Schwinn® Cycling: If You Build It, They Will Come! ws <b>FABLE</b> <b>466</b> Keiser® Cycling: Do I Look Fat in These (Bike) Shorts? ws <b>POPOWYCH</b> <b>467</b> Stages™ Cycling: Get on the Leaderboard! ws <b>CHINATTI</b> <b>468</b> RealRyder® Cycling: Ride and Release ws <b>BENDER</b>	<b>461</b> Total Barre™ Endurance 2 ws <b>KRAUSHAR</b> <b>462</b> Balanced Body®: Pilates for Office Workers ws <b>ST. JOHN</b> <b>463</b> Advanced Intelligent Sequencing: Pathways to Postures, by CorePower Yoga® ws <b>SAND</b> <b>464</b> Peak Pilates®: Connect the Dots ws <b>TRAP</b>
<b>12:30-1:30pm</b> <b>WORKOUTS</b> <i>Workouts do not qualify for CECs.</i>	<b>480</b> Body Weight Match-Up: A Challenge Arena Exclusive! wo <b>DIXON/FABLE/POPOWYCH/VANDERBURG</b>	<b>480</b> Body Weight Match-Up: A Challenge Arena Exclusive! wo <b>DIXON/FABLE/POPOWYCH/VANDERBURG</b>	<b>480</b> Body Weight Match-Up: A Challenge Arena Exclusive! wo <b>DIXON/FABLE/POPOWYCH/VANDERBURG</b>	<b>480</b> Body Weight Match-Up: A Challenge Arena Exclusive! wo <b>DIXON/FABLE/POPOWYCH/VANDERBURG</b>	<b>480</b> Body Weight Match-Up: A Challenge Arena Exclusive! wo <b>DIXON/FABLE/POPOWYCH/VANDERBURG</b>	<b>480</b> Body Weight Match-Up: A Challenge Arena Exclusive! wo <b>DIXON/FABLE/POPOWYCH/VANDERBURG</b>	<b>480</b> Body Weight Match-Up: A Challenge Arena Exclusive! wo <b>DIXON/FABLE/POPOWYCH/VANDERBURG</b>	<b>480</b> Body Weight Match-Up: A Challenge Arena Exclusive! wo <b>DIXON/FABLE/POPOWYCH/VANDERBURG</b>
<b>2:15-4:05pm</b> <b>WORKSHOPS/LECTURES</b> Up to 2 CEC hours <b>WORKOUTS</b> <i>Workouts do not qualify for CECs.</i>	<b>493</b> Heart Rate Variability—The Science of Recovery-Based Training ws <b>BRACKO</b> <b>499</b> Your Secret Weapon for Smart Program Design, by Functional Movement Systems (FMS) ws <b>VIVES</b> <b>504</b> Organize Your Mind for Personal Training L <b>MOORE</b>	<b>491</b> IDEA Summer Games: The Ultimate SAQ Challenge, Powered by SPRI® wo <b>SPRI MASTER INSTRUCTORS</b> ☀️ <b>492</b> TRX® Coach Better: Coaching Redefined ws <b>QUELCH</b> <b>494</b> Become a World-Class Coach—Top Seven Must Do's to Create Success and Significance ws <b>DURKIN</b> <b>496</b> Glutes 'n Abs—Integrating Core Into Everything ws <b>TWIST</b> <b>497</b> Get Ripped and Don't Die Trying—Strength Training Versus HIIT ws <b>T. MATTHEWS</b> <b>510</b> BOSU®: Performance Drills ws <b>C. BROOKS/D. BROOKS</b>	<b>491</b> IDEA Summer Games: The Ultimate SAQ Challenge, Powered by SPRI® wo <b>SPRI MASTER INSTRUCTORS</b> ☀️ <b>495</b> HIGHX™, Powered by Lifeline®: TRAIN FOR LIFE™ ws <b>REECE</b> <b>500</b> The Future of Small-Group Training! Technology Programming and Team Development, Powered by MYZONE® ws <b>DUMAS</b> <b>506</b> Boot Camp Quick Fit ws <b>APPEL</b>	<b>490-A</b> High Performance Tips: Dominate Business and Life L <b>HETRICK</b> <i>Special time: 2:15-3:00pm</i> S 🏠 <b>490-B</b> FIX Your Life With Passion and Persistence L <b>CALABRESE</b> <i>Special time: 3:00-3:35pm</i> S 🏠 <b>490-C</b> Become the Expert and Explode Your Brand L <b>GOTTFRIED</b> <i>Special time 3:35-4:05pm</i> S 🏠 <b>502</b> Fit Biz 101: Flex Your Marketing Muscle to Grow, Retain and Succeed L <b>HERINGER</b> <b>503</b> Your Slam-Dunk Personal Training Marketing Solution L <b>MCMILLAN</b>	<b>490-A</b> High Performance Tips: Dominate Business and Life L <b>HETRICK</b> <i>Special time: 2:15-3:00pm</i> S 🏠 <b>490-B</b> FIX Your Life With Passion and Persistence L <b>CALABRESE</b> <i>Special time: 3:00-3:35pm</i> S 🏠 <b>501</b> Toward Progressive Client Care—Where Fitness, Nutrition and Medicine Intersect P <b>BERARDI/GALLAGHER/C. MOHR/MOSEY/WYATT</b> <b>505</b> Protein Overload: Are You Eating More Than You Need? L <b>GARDNER</b>	<b>491</b> IDEA Summer Games: The Ultimate SAQ Challenge, Powered by SPRI® wo <b>SPRI MASTER INSTRUCTORS</b> ☀️ <b>507</b> Kettlebells for Group Ex: First Steps ws <b>KATAMI</b> <b>508</b> LaBlast®: Let's Blast! ws <b>VAN AMSTEL</b> <b>509</b> Two Men and a Step, Volume 3 ws <b>AVIDAR/MOTTLA</b> <b>511</b> MMA Conditioning: A WAR Worth Fighting, by Power Music   Group Rx ws <b>A. GARCIA</b>	<b>492</b> TRX® Coach Better: Coaching Redefined ws <b>QUELCH</b> <b>516</b> Schwinn® Cycling: Girl Power 2.0—Leaning Into the Schwinn Sisterhood ws <b>DIXON/FABLE/KOLOVOU/WAITE</b> <b>517</b> Keiser® Cycling: Get Your Asana to the Cycle Studio ws <b>FREEMAN-WEBSTER</b> <b>518</b> The Ultimate 90 Minute Climb: Finding Your Everest, by ICG® ws <b>PLOURDE</b>	<b>498</b> Barre Biomechanics 2016, by Savvier ws <b>BENDER</b> <b>512</b> STOTT PILATES®: Total Body Sculpting, Flex-Band®, Level 2 ws <b>PJ O'CLAIR</b> <b>513</b> Balanced Body®: Advancing Your Mat ws <b>ST. JOHN</b> <b>514</b> Choreographing Yoga ws <b>JAKUBOWICZ</b> <b>515</b> Heart and Sole Barre Refined ws <b>KAHN</b>
<b>4:30-5:30pm</b> <b>WORKSHOPS/LECTURES</b> Up to 1 CEC hours <b>WORKOUTS</b> <i>Workouts do not qualify for CECs.</i>	<b>540</b> The Inner Pelvic Core Workout, by Pelvic Solutions, LLC wo <b>CHRISTIE</b> <b>545</b> ACE®: Can You Trust the Headlines? L <b>BRYANT</b> <b>550</b> Using Function to Avoid Dysfunction in Aging wo <b>KELLY</b>	<b>531</b> IDEA Summer Games: The Ultimate Cardio Challenge, Powered by SPRI® wo <b>SPRI MASTER INSTRUCTORS</b> ☀️ <b>539</b> NASM®: Get Your Flex-Ability On! wo <b>NASM FACULTY</b>	<b>531</b> IDEA Summer Games: The Ultimate Cardio Challenge, Powered by SPRI® wo <b>SPRI MASTER INSTRUCTORS</b> ☀️ <b>533</b> Partner Playground, Round 2 wo <b>T. CROSBY/MCLEAN</b> <b>537</b> LTS™: Cool New Tools for Boot Camp and Group Fitness With SGT Ken® ws <b>WEICHERT</b> <b>547</b> Boot Camp Body Blast! wo <b>FRIEDRICH</b> <b>559</b> Krank Boot Camp ws <b>KRANKCYCLE® FACULTY</b>	<b>530</b> The School of Greatness—Hustle, Passion, Focus and Vision L <b>HOWES</b> S 🏠 <b>542</b> Culture and Community Are Keys to Client Retention L <b>BYLSMA</b> <b>543</b> The Three Most Powerful Ways to Grow Yourself and Your Business L <b>MANCINI</b>	<b>530</b> The School of Greatness—Hustle, Passion, Focus and Vision L <b>HOWES</b> S 🏠 <b>543</b> The Three Most Powerful Ways to Grow Yourself and Your Business L <b>MANCINI</b> <b>544</b> Rebranding Exercise: It's Not About Weight L <b>FREEDHOFF</b>	<b>531</b> IDEA Summer Games: The Ultimate Cardio Challenge, Powered by SPRI® wo <b>SPRI MASTER INSTRUCTORS</b> ☀️ <b>536</b> SandBell® Xtreme, by Hyperwear® wo <b>BENTEN</b> <b>538</b> Booty Camp: The Best Bun and Leg Training on the Planet wo <b>MYLREA</b> <b>541</b> The Future of Group Fitness: Programming for Success PANEL <b>KIRK/DALE/FABLE/IRACE/OWEN/SPREEN-GLICK</b> <b>548</b> Everybody Dance wo <b>KOLBER</b> <b>551</b> POUND: Rockout. Workout.™ wo <b>PEERENBOOM/POTENZA</b>	<b>556</b> Schwinn® Cycling Presents the All-Star MPower™ Super Ride! wo <b>COOK/JENNINGS/ROBERTS/THEWS</b> <b>557</b> LES MILLS SPRINT™ wo <b>EVANS/LOWERY</b> <b>558</b> RealRyder® Cycling: Sweat, Soul and Switchbacks wo <b>MARTINS/REID</b> <b>559</b> Krank Boot Camp ws <b>KRANKCYCLE® FACULTY</b>	<b>552</b> Get Real on the Mat wo <b>GUTIERREZ</b> <b>553</b> Elevated Classical Barre: The Workout wo <b>DE ANDA</b> <b>554</b> LSD Yoga—Long, Slow, Deep Yoga wo <b>GLICK</b> <b>555</b> IN-TRINITY®: Warrior Program wo <b>IN-TRINITY FACULTY</b>

# EDUCATION SCHEDULE

**KEY**

- WS** Workshop: Approximately 25% Lecture/75% Movement
- WO** Workout: No CECs Offered
- L** Lecture
- P** Panel Discussion
- ★** Showcase Room Session
- Ⓢ** IDEA Success Academy
- ☀** Summer Games Session
- 🍎** Nutrition/Behavior Change Summit
- 🏠** Club/Studio Summit

<b>PERSONAL TRAINING &amp; EXERCISE SCIENCE</b> Anatomy, Assessment, Biomechanics, Corrective Exercise, Functional Training, Mindset Training, Research, Specific Populations	<b>PERSONAL TRAINING TECHNIQUES</b> Program Design, Sports Conditioning, Metabolic Training, Balance and Core, Coaching	<b>SMALL-GROUP &amp; BOOT CAMPS</b> Small-Group/Partner Training, Boot Camps, Circuit/Interval Training	<b>BUSINESS &amp; MANAGEMENT</b> Marketing, Revenue, Technology/Social Media, Program/Club Management, Leadership	<b>NUTRITION &amp; PERSONAL GROWTH</b> Nutrition Research, Metabolism, Weight Management, Health Coaching, Behavior Change, Wellness, Success	<b>GROUP EXERCISE</b> Choreography, Cardio, Dance, Group Strength, Martial Arts, Step, Specific Populations, Teaching Techniques	<b>SPECIALIZED EQUIPMENT</b> Indoor Cycling, Indoor Rowing, TRX® Suspension and RIP Training	<b>MIND-BODY</b> Pilates, Fusion, Meditation, Yoga, Barre
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## SATURDAY, JULY 16

<b>7:00-9:30am</b>	<b>570 L.A. ADVENTURES Hollywood Hills Hike</b> Additional fee required.							
<b>TIME BLOCK L</b> <b>7:30-9:20am</b> <b>WORKSHOPS/LECTURES</b> Up to 2 CEC hours <b>WORKOUTS</b> <i>Workouts do not qualify for CECs.</i>	<b>603 NASM®: Corrective Exercise—Using the Newest Fitness Modalities</b> ws <b>MILLER</b> <b>609 Expose Weaknesses With ActivMotion®</b> Assessment and Corrective Exercise Strategies ws <b>SHERMAN</b> <b>610 Girls to Grandmas: Inspiring Wellness</b> Throughout the Female Lifecycle, by Pelvic Solutions, LLC ws <b>CHRISTIE/HORLER</b> <b>611 Stabilize the Scapula in Three Easy Steps</b> , by NFPT ws <b>HOSFORD</b> <b>613 Your Brain on Exercise—Holistic Benefits Explored</b> L <b>KELLY</b> <b>617 Anatomy in Three Dimensions™: The Lower Leg</b> ws <b>ST. JOHN</b>	<b>605 SPRI®: Tubing Training Redefined</b> ws <b>NUNEZ</b> <b>606 ACE®: STOP. GO. Turn and Burn</b> ws <b>WALL</b> <b>607 Functional Core Matrix—Improving Efficiency of the Back and Core</b> ws <b>BRACKO</b> <b>615 The Power of Programming</b> , by World Gym L <b>KATONA</b>	<b>601 The Real TD Boot Camp Experience</b> wo <b>DURKIN</b> <b>Special time: 8:00-9:20am</b> ★ <b>604 Indo-Row®: The Perfect Calorie Burn</b> ws <b>J. CROSBY/THEWS</b> <b>612 Cuing, Coaching and Communicating With Small Groups</b> L <b>LEWIS-MCCORMICK</b> <b>616 Ramp Up Your Group Training Business With Functional Movement Systems</b> ws <b>SNOW</b> <b>630 BoxMaster® Circuit: Warrior Training</b> ws <b>FRIEND-UHL/MCCALL</b>	<b>602 Build Your Dream: Create Time and Financial Freedom</b> L <b>MAYO</b> <b>Special time: 8:00-9:20am</b> <b>616 Ramp Up Your Group Training Business With Functional Movement Systems</b> ws <b>SNOW</b>	<b>600 Change Anything and You Change Everything</b> L <b>NELSON</b> <b>Special time: 8:00-9:20am</b> <b>614 The Path to Personal Excellence for Health and Fitness Professionals</b> L <b>STELLA</b>	<b>601 The Real TD Boot Camp Experience</b> wo <b>DURKIN</b> <b>Special time: 8:00-9:20am</b> ★ <b>608 A New Way of Stepping, With Escape Fitness®</b> ws <b>BARRETT</b> <b>618 Three-Ring Circuit: Volume, Load and Power</b> ws <b>APPEL</b> <b>619 Club Spotlight: The Flow Ninja Games With Team24 and Jamie Wheel</b> ws <b>WHEAL/TEAM24</b> <b>620 BollyX®—The Workout</b> ws <b>MEHTA/PATEL/TUNG</b> <b>621 Bring the Beat Back to Group X</b> , by AFAA® ws <b>A. MILLER</b>	<b>604 Indo-Row®: The Perfect Calorie Burn</b> ws <b>J. CROSBY/THEWS</b> <b>626 Schwinn® Cycling: Teaching Tips From TED®—Noble to Noteworthy</b> ws <b>KOLOVOU/SCOTT</b> <b>627 Keiser® Cycling: Triple Threat Power Cycling</b> ws <b>MACUHA</b> <b>628 Stages™ Cycling: Oh No! Not the Power Police</b> ws <b>BENCHLEY</b> <b>629 RealRyder® Cycling: 50 Rides That Rock!</b> ws <b>REID</b>	<b>622 STOTT PILATES®: Mini Stability Ball™ Workout</b> ws <b>KRAUSHAR</b> <b>623 Bodhi Suspension System: Pilates Meets Suspension</b> ws <b>QUEST</b> <b>624 Yoga—The Art of Adjusting</b> ws <b>JAKUBOWICZ</b> <b>625 Create Smart Bodies—Use the Primal Senses, Powered by Vibram®</b> ws <b>KRAUSS</b>
<b>TIME BLOCK M</b> <b>9:40-11:30am</b> <b>WORKSHOPS/LECTURES</b> Up to 2 CEC hours <b>WORKOUTS</b> <i>Workouts do not qualify for CECs.</i>	<b>645 Posture for Performance and Personal Power</b> ws <b>KIRK</b> <b>649 Functional Flexibility and Fascia Fitness</b> ws <b>BENDER</b> <b>651 Introductory Back Mechanics and Its Relationship to the Hip and Knee</b> , by the M.E.C.A. Back Institute L ws <b>ANDERSON/H.CROSBY</b> <b>657 Anatomy in Three Dimensions™: The Spine</b> ws <b>ST. JOHN</b>	<b>641 Celebrity Trainer Jillian Michaels Presents BODYSHRED™</b> wo <b>MICHAELS</b> <b>Special time: 10:30-11:30am</b> ★ <b>655 Metabolic Threshold Testing: The Ultimate Assessment and Design For Endurance Performance</b> L <b>KRAVITZ/MCCORMICK</b> <b>658 Metabolic Mayhem: Metabolic Training Made Easy</b> ws <b>RAWCLIFFE</b> <b>670 Mastering Elastic Resistance</b> , by Anchor Point Training ws <b>SEVERS</b> <b>671 Slackline 101</b> , Presented by Slackline Industries™ ws <b>BEAUDOIN</b>	<b>644 Indo-Row®: The Team Attack on Total Body Training</b> ws <b>J. CROSBY/THEWS</b> <b>646 The 2016 IDEA Circuit Challenge—Sport Inspired and Game Ready</b> wo <b>KLIKA/BARRETT/ISALY/KATAMI/KATONA/T. MATTHEWS/MCLEAN/MYLREA/RICHEV/ROBERTS/TWIST/WALL/WEICHERT</b> <b>650 Pressed for Time? Perfect Partner Programming</b> ws <b>CARRIKER</b>	<b>642-A Marketing Magic: Make Your Members the Heroes</b> L <b>GRAY</b> <b>Special time: 9:40-10:30am</b> <b>642-B Know Your Niche: You Can't Have Culture Without a Cult</b> L <b>FISHER</b> <b>Special time: 10:30-11:30am</b> <b>652 NASM®: Technology Doesn't Have to Scare You: Embrace It for Business</b> L <b>COMANA</b> <b>654 Seven Steps to Doubling Your Fitness Business Income</b> L <b>GREELEY</b> <b>656 Turning Posts Into Profits With Social Media</b> L <b>JILL</b>	<b>640 The Power of Food—Wisdom From the World's Leading Experts</b> <b>EISENBERG/FREEDHOFF/GARDNER/KATZ</b> <b>653 The Happiness Epidemic 2016—Catch It If You Can!</b> L <b>KOLBER</b>	<b>641 Celebrity Trainer Jillian Michaels Presents BODYSHRED™</b> wo <b>MICHAELS</b> <b>Special time: 10:30-11:30am</b> ★ <b>647 Club Spotlight: The Showdown</b> , Presented by Lifetime Fitness wo <b>GLICK/SPREEN-GLICK</b> <b>659 Super Sculpt Sequencing!</b> ws <b>SHERON</b> <b>660 Zumba® Mashup: Turn It Up and Turn It On!</b> wo <b>G. GRANT/JONES/MCKINLEY/WONDER</b> <b>661 Body Bar® Flex-Fit for Life</b> ws <b>KAHN</b>	<b>643 TRX® for Yoga</b> ws <b>MCDONOGH/SAY</b> <b>644 Indo-Row®: The Team Attack on Total Body Training</b> ws <b>J. CROSBY/THEWS</b> <b>666 RealRyder® Cycling: HRT Done Right</b> ws <b>STUTZMAN</b> <b>667 Schwinn® Cycling: Go With the Flow—The Cycling Coach's Survival Kit</b> ws <b>FABLE/SCOTT</b> <b>668 Keiser® Cycling: Once Upon a Bike—A Cycling Story</b> ws <b>FREEMAN-WEBSTER</b> <b>669 The Art of Coaching With Questions and Color</b> , by ICG® ws <b>PLOURDE</b>	<b>643 TRX® for Yoga</b> ws <b>MCDONOGH/SAY</b> <b>645 Posture for Performance and Personal Power</b> ws <b>KIRK</b> <b>648 LTS™: LeBARRE</b> ws <b>O'GRADY</b> <b>662 Peak Pilates®: Chair for Athletes</b> ws <b>COYLE</b> <b>663 Elastic Pilates</b> ws <b>GAREY</b> <b>664 ZEN-GA™: Power and Strength</b> ws <b>O'CLAIR</b> <b>665 AYPit™—AcroYoga® for Fitness!</b> ws <b>IMPELLIZZERI/NEMER</b>
<b>TIME BLOCK U</b> <b>12 Noon-1:00pm</b> <b>WORKOUTS</b> <i>Workouts do not qualify for CECs.</i>	<b>680 POP Pilates®: Showcase Party!</b> wo <b>HO</b> ★							
<b>TIME BLOCK N</b> <b>1:45-3:35pm</b> <b>WORKSHOPS/LECTURES</b> Up to 2 CEC hours <b>WORKOUTS</b> <i>Workouts do not qualify for CECs.</i>	<b>693 TRX® for Pre- and Postnatal</b> ws <b>KING/VERSTEGEN</b> <b>699 Transform Your Posture—Transform Your Body!</b> ws <b>BENDER</b> <b>700 It's All About the Base!</b> by Pelvic Solutions, LLC ws <b>CHRISTIE</b> <b>702 The Exercise Gene—Does Your Client Have It?</b> L <b>BRACKO</b> <b>705 Supramaximal Eccentric Training</b> L <b>KRAVITZ</b> <b>715 Barefoot Workouts—Coach From Head to Toe, Powered by Vibram®</b> ws <b>KRAUSS</b>	<b>691 22-Minute Hard Corps</b> wo <b>HORTON</b> ★ <b>695 SPRI®: 360 Training Drills</b> ws <b>NUNEZ</b> <b>696 Practical and Proven Methods for Improving Speed</b> ws <b>TAYLOR</b> <b>703 NASM®: Coaching Not Training—The Future of Personal Training</b> L <b>COMANA</b> <b>709 Killer Complexes: Glutes and Core Edition</b> ws <b>RAWCLIFFE</b> <b>710 BOSU®: Sport Kids</b> ws <b>KLIKA</b>	<b>694 ShockWave Inferno</b> ws <b>COOK/J. CROSBY/JENNINGS/THEWS</b> <b>697 GAME-ification of Small-Group Training Programs</b> ws <b>TWIST</b> <b>698 LTS™: LeHIIT Group Fitness—Strengthened</b> ws <b>GLEESON</b>	<b>692-A Why Motivating People Doesn't Work</b> L <b>FOWLER</b> <b>Special time: 1:45-2:45pm</b> <b>692-B Confidence Sells: Increase PT Sales and Retain Top Trainers</b> L <b>BLACKWELL</b> <b>Special time: 2:45-3:35pm</b> <b>704 Nail Your Niche to Build Your Business</b> L <b>WOODALL</b>	<b>690 The Art of Nutrition and Health Coaching: How to Change Lives and Your Business</b> P <b>BERARDI/DIGATE MUTH/MOORE/WYATT</b>	<b>691 22-Minute Hard Corps</b> wo <b>HORTON</b> ★ <b>710 BOSU®: Sport Kids</b> ws <b>KLIKA</b> <b>711 POP DIVA DANCE</b> ws <b>BAKER</b>	<b>693 TRX® for Pre- and Postnatal</b> ws <b>KING/VERSTEGEN</b> <b>694 ShockWave Inferno</b> ws <b>COOK/J. CROSBY/JENNINGS/THEWS</b> <b>716 Schwinn® Cycling: The HARD Conversation</b> ws <b>FABLE</b> <b>717 Keiser® Cycling: Top Themes and Fantastic Focuses</b> ws <b>POPOWYCH</b> <b>718 RealRyder® Cycling: Ride and Release</b> ws <b>STUTZMAN</b>	<b>712 STOTT PILATES®: Matwork™ Flow With Weights</b> ws <b>KRAUSHAR</b> <b>713 Perfect Your Barre Performance</b> ws <b>KAHN</b> <b>714 Light the Fire: Vinyasa Flow</b> ws <b>SPREEN-GLICK</b> <b>715 Barefoot Workouts—Coach From Head to Toe, Powered by Vibram®</b> ws <b>KRAUSS</b>

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- 🍎** Nutrition/Behavior Change Summit
- 🏠** Club/Studio Summit

<b>PERSONAL TRAINING &amp; EXERCISE SCIENCE</b> Anatomy, Assessment, Biomechanics, Corrective Exercise, Functional Training, Mindset Training, Research, Specific Populations	<b>PERSONAL TRAINING TECHNIQUES</b> Program Design, Sports Conditioning, Metabolic Training, Balance and Core, Coaching	<b>SMALL-GROUP &amp; BOOT CAMPS</b> Small-Group/Partner Training, Boot Camps, Circuit/Interval Training	<b>BUSINESS &amp; MANAGEMENT</b> Marketing, Revenue, Technology/Social Media, Program/Club Management, Leadership	<b>NUTRITION &amp; PERSONAL GROWTH</b> Nutrition Research, Metabolism, Weight Management, Health Coaching, Behavior Change, Wellness, Success	<b>GROUP EXERCISE</b> Choreography, Cardio, Dance, Group Strength, Martial Arts, Step, Specific Populations, Teaching Techniques	<b>SPECIALIZED EQUIPMENT</b> Indoor Cycling, Indoor Rowing, TRX® Suspension and RIP Training	<b>MIND-BODY</b> Pilates, Fusion, Meditation, Yoga, Barre
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## SATURDAY, JULY 16 CONTINUED

<b>TIME BLOCK</b> <b>O</b> <b>4:00-5:30pm</b> <b>WORKSHOPS/LECTURES</b> Up to 1 CEC hour <b>WORKOUTS</b> <i>Workouts do not qualify for CECs.</i>	<b>738</b> Posture Re-Education for Performance Athletes and Active Adults <b>ws JEREMY MCCANN</b> <b>741</b> TriggerPoint™ for Desk Jockeys <b>ws STULL</b> <b>743</b> Say When! When More Isn't Better! <b>L KELLY</b>	<b>733</b> TRX®: Programming With Foundational Movements <b>ws FRANKEL</b> <b>735</b> SPRI®: Roll, Restore, Recharge! <b>ws ROSS</b> <b>737</b> Design Functional Super-Set Workouts for Super Results, by Hyperwear® <b>ws WEICHERT</b> <b>745</b> Coaching Versus Training—Get Clients to Take Charge of Their Lives <b>L DIETRICH</b>	<b>731</b> Natalie Jill's 7 Day Jump-Start Body Weight Workout <b>wo JILL</b> <i>Special time: 4:00-5:00pm</i> <b>★</b> <b>734</b> ShockWave Inferno <b>ws J. CROSBY/T. CROSBY/DIXON/SCOTT</b> <b>737</b> Design Functional Super-Set Workouts for Super Results, by Hyperwear® <b>ws WEICHERT</b>	<b>732-A</b> Strengthen Your Club With Multiple Revenue Streams <b>L SELMAN</b> <i>Special time: 4:00-4:30pm</i> <b>732-B</b> LEADERSHIP at ALL Levels—What It Takes to Be Great in Business and Life <b>L DURKIN</b> <i>Special time: 4:30-5:30pm</i> <b>742</b> Build a Kitchen and They Will Come! <b>L GALLAGHER</b> <b>744</b> Selling in a Mobile World <b>L STEPHANIE JENNINGS</b>	<b>730-A</b> The Diet Fix: Why Diets Fail <b>FREEDHOFF</b> <i>Special time: 4:00-4:45pm</i> <b>🍎</b> <b>730-B</b> BE the Solution: Transformation Depends on Us <b>EISENBERG</b> <i>Special time: 4:45-5:30pm</i> <b>🍎</b> <b>742</b> Build a Kitchen and They Will Come! <b>L GALLAGHER</b> <b>745</b> Coaching Versus Training—Get Clients to Take Charge of Their Lives <b>L DIETRICH</b>	<b>731</b> Natalie Jill's 7 Day Jump-Start Body Weight Workout <b>wo JILL</b> <i>Special time: 4:00-5:00pm</i> <b>★</b> <b>736</b> Dance Mixx, by Jazzercise® <b>wo ABPLANALP/GONZALEZ</b> <b>739</b> Rope Burn <b>ws APPEL</b> <b>748</b> LaBlast®: Blast a Move! <b>wo VAN AMSTEL</b> <b>750</b> Kamagon®: Total Body Conditioning <b>ws BENCHLEY/ROBERTS</b> <b>751</b> Tubing Transformation <b>ws SHERON</b>	<b>733</b> TRX®: Programming With Foundational Movements <b>ws FRANKEL</b> <b>734</b> ShockWave Inferno <b>ws J. CROSBY/T. CROSBY/DIXON/SCOTT</b> <b>756</b> Schwinn® Cycling: The Recovery RX <b>ws COOK/VANDERBURG</b> <b>757</b> Keiser® Cycling: The Three Stage Ride <b>ws FREEMAN-WEBSTER/MACUHA/POPOWYCH</b> <b>758</b> Stages™ Cycling: Your Optimal Intervals <b>ws ANTHONY</b> <b>759</b> RealRyder® Cycling: Take the Training Wheels Off <b>ws REID</b>	<b>735</b> SPRI®: Roll, Restore, Recharge! <b>ws ROSS</b> <b>752</b> STOTT PILATES®: Intermediate Matwork™ <b>ws O'CLAIR</b> <b>753</b> Balanced Body®: Ring Around the Body <b>ws PAGE</b> <b>755</b> Peak Pilates®: Pump It Up Chair <b>ws COYLE</b>
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## SUNDAY, JULY 17

<b>TIME BLOCK</b> <b>P</b> <b>7:30-9:20am</b> <b>WORKSHOPS/LECTURES</b> Up to 2 CEC hours <b>WORKOUTS</b> <i>Workouts do not qualify for CECs.</i>	<b>802</b> Assessment and Solutions for the Foot and Ankle Complex <b>ws PARRACINO</b> <b>803</b> Relax and Restore—Foam Roller Training <b>ws LEWIS-MCCORMICK</b> <b>805</b> Faster, Higher, Stronger—Sleep and Athletic Performance <b>L BRACKO</b>	<b>800</b> Games for Gains—Mix It Up and Retain Clients <b>ws CARRIKER</b>	<b>801</b> Thrash It! A No Equipment Revolution <b>ws POPOWYCH</b> <b>806</b> The Business of Small-Group Training <b>L TROTTER</b>	<b>804</b> Turning Technology Into Profit: Apps, Podcasts and e-Books <b>L BLACKWELL</b> <b>806</b> The Business of Small-Group Training <b>L TROTTER</b>	<b>807</b> Kettlebell Killer Kombos, Level 2—For Group Fitness Instructors <b>ws KATAMI</b> <b>808</b> Circuit Party 2016 <b>ws GAREY</b>	<b>810</b> Schwinn® Cycling: The ABCs of Indoor Cycling <b>ws JENNINGS/THEWS</b>	<b>803</b> Relax and Restore—Foam Roller Training <b>ws LEWIS-MCCORMICK</b> <b>809</b> Fast Track Feldenkrais® for the Fitness Professional <b>ws V. GRANT</b>	
<b>TIME BLOCK</b> <b>Q</b> <b>9:40-11:30am</b> <b>WORKSHOPS/LECTURES</b> Up to 2 CEC hours <b>WORKOUTS</b> <i>Workouts do not qualify for CECs.</i>	<b>820</b> Fascia—What Does This Mean Practically in Your Training? by Gray Institute® <b>ws PARRACINO</b> <b>822</b> NASM®: Screening and Assessment Strategies for the Weekend Warrior <b>ws DEL MASTRO</b> <b>825</b> Help Your Overweight Clients—Be a Part of the Solution! <b>L DRUXMAN</b> <b>826</b> The Body Follows the Head—Best Practices and Mind Tips for Fitness Professionals <b>L ALMAN</b>	<b>828</b> Sports Conditioning Programs for the Nonathlete <b>ws TAYLOR</b>	<b>827</b> Small-Group Personal Training Success System <b>ws RAWCLIFFE</b>	<b>824</b> Land a Corporate Fitness Account: Secrets Revealed <b>L JUSTICE/MCDERMOTT</b>	<b>826</b> The Body Follows the Head—Best Practices and Mind Tips for Fitness Professionals <b>L ALMAN</b>	<b>825</b> Help Your Overweight Clients—Be a Part of the Solution! <b>L DRUXMAN</b> <b>829</b> The Remix <b>ws BAKER</b>	<b>830</b> Schwinn® Cycling: Unapologetically Authentic <b>ws COOK/ROBERTS</b>	<b>823</b> Functional Healing <b>ws GUTIERREZ</b>

**9:40-11:30am** **850 L.A. ADVENTURES L.A. Urban Safari Walking Tour** Additional fee required.

## SUNDAY, JULY 17 Postconference Sessions

<b>TIME BLOCK</b> <b>R</b> See session for exact times	<b>902</b> BOSU®: Beyond Balance—Keys to Anti-Aging <b>ws O'BRIEN/QUEST</b> <i>8:30am-3:30pm</i> <b>904</b> Metabolic Conditioning: Myths, Mysteries and Monster Workouts <b>L KRAVITZ/NUNEZ</b> <i>9:00am-1:00pm</i>				<b>900</b> POP Pilates®: Instructor Training Course <b>ws FULTZ</b> <i>8:00am-5:00pm</i> <b>901</b> Jillian Michaels BODYSHRED™: Instructor Certification <b>ws HOGAN</b> <i>8:00am-5:00pm</i> <b>902</b> BOSU®: Beyond Balance—Keys to Anti-Aging <b>ws O'BRIEN/QUEST</b> <i>8:30am-3:30pm</i> <b>903</b> CIZE® LIVE: Instructor Training Workshop <b>ws WALSH</b> <i>9:00am-5:30pm</i>		<b>900</b> POP Pilates®: Instructor Training Course <b>ws FULTZ</b> <i>8:00am-5:00pm</i>
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# SESSION DESCRIPTIONS THURSDAY, JULY 14

**JULY 14, 2016**

**TIME BLOCK C**

**7:00-7:45am** Unless otherwise indicated.  
Workouts do not qualify for CECs

## 200 IDEA Rookie Rumble 2016

**SHANNON FABLE AND BRETT KLIKA**

If this is your first time at an IDEA event, join us at this session for a special IDEA welcome! To prepare you for a weekend of education, inspiration and perspiration, we have created a unique workout just for you. In this high energy, movement-based session, you'll have the opportunity to meet and connect with other fitness professionals while learning interactive group workout games, drills and exercises. In addition, IDEA staff will present an overview of IDEA World so you will be well informed to make the most of your weekend. Plus, receive a special welcome gift.

## 201 Creative Conditioning Combos for Trainers

**AMY DIXON**

In today's fitness landscape, our clients are being hit with many of the same interval protocols and exercises over and over again. It's time to change the focus of the programs we are designing and delivering in every training session. While you'll get a ton of unique and creative cardio and strength conditioning exercise combos, the focus of this workout will be on teaching you how to creatively apply the content with your clients. The possibilities are endless!

## 202 Eliminator: Interactive Metabolic Training

**DANA MCCAWE, MPH**

Are you ready to elevate the fun factor and eliminate exercise boredom by keeping HIIT real? Push, progress and PLAY the "work" load down with interactive metabolic training! Analyze the relationship between the physiology of time-based training and the psychology of coaching. Then see how this dynamic equation produces real results. Enhance your coaching game, excite your program design and empower your students to truly play a part in a workout that builds community and imbues variety.

## 203 NASM®: Morning Jumpstart Workout

**NASM FACULTY**

Experience NASM's integrated training model for group personal training. This fun workout will prepare you for the day of sessions at IDEA World. Start with a progressive warm-up to inhibit tight muscles, lengthen and mobilize key areas, and activate neglected muscles. Then, experience an energizing workout that will leave you feeling better than when you arrived!



## 204 SandBell® Elements, by Hyperwear®

**BROOK BENTEN, MED**

This session will teach you the key elements associated with SandBell training. You will learn exercise variations and coaching cues for the eight main action series (squat, hinge, push, pull, slam, swing, twist and slide). It also includes a combo and circuit series that can be used in small-group training. The knowledge gained in this explosive workout will allow you to add unlimited versatility to your clients' workouts.



## 205 Extreme Body Weight Boot Camp

**MIKE Z. ROBINSON**

Come and workout with Mike, the 2015 IDEA Personal Trainer of the Year, as he takes you through an extreme, full body, don't eat a bunch before you come boot camp workout that will have your heart rate climbing and have you sweating like no other. In this early morning boot camp class, you will experience a wide variety of engaging exercises you can immediately integrate into your clients' fitness routines.

## 206 Tabata Express™

**MINDY MYLREA**

Capture a larger audience and increase your small-group training attendance with Tabata Express! This program is a revolution in HIIT training and wellness coaching. It demonstrates how an amazing 30 minutes can lead you on a full wellness journey for real change. Using the 20-10 timing protocol with max intervals, mixed intervals and our unique signature foundational moves timing of 30-20-10, you will experience a totally new way to excite and challenge your students for maximum sustained success.

## 207 A Therapeutic Approach to Group Exercise: Help Your Students Attain Fitness (Injury Free), by Gray Institute®



**SANDRA VAN GILDER, DPT**

If you have students (or clients) with neck, shoulder, back, hip or knee trouble, then this refreshing, low impact flow workout is for you. This interactive session will use Applied Functional Science® to demonstrate a step by step progression of a 3-D, whole body dynamic flexibility, mobility and strength workout. Experience a unique progressive workout that will ease your participants into an effective, healing routine that promotes healthy joints and muscles, alleviates pain, and helps them reach their maximal physical potential.

## 208 Crossfire-Performance Targets for Trainers

**ABBIE APPEL**

Get caught in the crossfire with this performance-based workout. Five training targets—power, agility, strength, speed and quickness—converge to create supreme performance fitness outcomes. Experience a circuit format that targets unique intensity variables that affect effort and recovery. Gain instant access to endless exercises.

## 210 Latinva® Dance Fitness

**ALICE CANGAS**

Latinva is an innovative freestyle dance fitness program that celebrates the beauty of Latin dance and is centered solely on Latin dance steps that include bachata, cha cha, cumbia, mambo, merengue, salsa and tango. Latinva will rock your mind, body and spirit! You will learn by watching, learning the instructor's verbal and visual cues and by repetition, allowing for the freedom of self-expression. As a participant, you become the master of your own dance fitness experience.

## 211 Step: Stomp On It!

**LUCIANO MOTTOLA**

If you like to offer a variety of choreography in your step classes, you'll not want to miss this workout. Beginning with just one stomp, or a series of stomps, you will see how you can mix up your choreography offerings...keeping it simple and challenging at the same time. See how Luciano works his magic in this enlightening step session. Walk away with a ton of choreography ideas you can use on Monday morning. Come STOMP with us!

## 213 Freestyle Boot Camp—More Fun Than the Indy 500! by Lebert Fitness



**SGT KEN® WEICHERT AND ROBIN O'GRADY**

Start your engines! This freestyle boot camp workout is as challenging as it is fun. Complete with an outside track for cardiovascular conditioning and an inside pit stop for strength training, this new way of running your boot camp sessions is perfect for clients of all fitness levels. Filled with a multitude of exercise options using the Equalizer™, Buddy System™ and the Lebert SRT Barbell™, the constant movement in this action packed class is sure to get you to the winner's podium!

## 214 Groundplay: Explore Traditional Pilates Techniques

**BENJAMIN DEGENHARDT**

Based on traditional Pilates principles and exercises, this session explores human movement from the ground up. In a playful and seamless progression of skills that evolve from lying down to sitting, kneeling and standing, you'll gradually lift your body's center of gravity throughout the workout and learn full control of the body, establish postural stability, and extend movement ranges in a variety of challenges. Be prepared to squat, twist, backbend, balance, jump and sweat.

## 215 Yoga Sculpt, by CorePower Yoga®

**CHARLOTTE MUNN**

A total body workout, this yoga-inspired, group fitness sculpt class is set to energizing music and designed to tone and sculpt every major muscle group in the body. Free weights are added to each sequence, creating resistance and intensifying each pose. You'll also integrate strength training exercises such as squats, lunges and bicep curls to build lean muscle mass. Get ready to augment your regular yoga practice while boosting your metabolism and pushing your strength and flexibility to new heights!

## 216 Floetry in Motion

**ALEX MCLEAN**

Music is food for the soul and it drives fluidity in movement. This session takes the best of all the body weight disciplines—dance, athletic training, yoga, sports conditioning—to flow seamlessly from one exercise to another, like a dance. You will move freely like water as your strength and mobility are challenged. It's time for Floetry in Motion!

## 217 Ugi® Fit: 30 'n 30

**NADINE STEWART**

Experience a workout unlike any other using the weighted, squishy Ugi ball that adds a new twist to traditional medicine ball workouts. Strip off your shoes, grab your Ugi and join us for an Ugi 30 minute workout. Thirty exercises in 30 minutes! Experience core, strength and cardio combined in a fun and challenging results driven workout.

## 218 Schwinn® Cycling Presents the All-Star MPower™ Super Ride!

**GREGG COOK, SKIP JENNINGS, DORIS THEWS AND HELEN VANDERBURG**

Grab your spot quick in this indoor cycling celebration taught by our incredible master trainers, and discover the thrill of training with measurement...not only on your bike, but on the big screen with group display technology. You'll share and compare performance metrics with your fellow riders, and compete in teams, with partners, and even with yourself. Come ride the Schwinn AC Performance PLUS bike with the MPower Echelon2 Console and experience first hand how measurement is motivation!

## 219 LES MILLS SPRINT™ **LES MILLS**

**JEREMIAH EVANS AND ANNA LOWERY**

Introducing LES MILLS SPRINT, the 30 minute indoor cycling HIIT workout that improves cardiovascular fitness, strength and muscular endurance levels. This program is scientifically designed to maximize heart rate peak and recovery periods through a training philosophy known as cardio peak training. Shatter your fitness plateau one pedal stroke at a time while you move to the latest beats and signature LES MILLS coaching. The best part of the workout is that it will be over before you know it.

**KEY**

**WS** Workshop: Approximately 25% Lecture/75% Movement  
**WO** Workout: No CECs Offered  
**L** Lecture

**P** Panel Discussion  
**★** Showcase Room Session  
**S** IDEA Success Academy  
**☀** Summer Games Session

**🍏** Nutrition/Behavior Change Summit  
**🏠** Club/Studio Summit

# SESSION DESCRIPTIONS THURSDAY, JULY 14

## 220 Flat Out, by ICG®

MIKE MICHELS

The road is flat. The wind is behind you. There's only one thing to do... ride Flat Out! This session is designed to challenge your speed riding skills and test your ability to turn the pedals at a higher cadence. With Myride®+ you will become immersed in the ride and maintain your focus as the workout gets tough. Remember, the rider that pedals the fastest and hardest will win the race!

**TIME BLOCK D**  
**8:00-9:50am**  
Up to 2 CEC hours

**MATRIX**  
POWERED BY ICG®

## 236 ActivMotion Bar™ Boot Camp With SGT Ken®: Operation Steady as She Goes™

SGT KEN WEICHERT

Experience a workout that includes highly effective tactical fitness exercises using a technique known as BURST training. It's a race against the clock as participants are challenged to perform their absolute best in 40 second high intensity intervals using the ActivMotion Bar. Learn to DISRUPT normal fitness training strategies through unstable and dynamic movements that help you DISCOVER your core capabilities through integrating your body with the bar, and DEFINE your body utilizing momentum, velocity and resistance.

## 237 3-D Flexibility and Strength: Triplane Mostability of the Body, by Gray Institute®

BRETT BLOOM, DPT

This enlightening session will dramatically enhance how you approach flexibility and strength training with your clients. Traditional flexibility techniques simply don't cut it and may, in fact, be setting your clients up for disaster. Applied Functional Science® allows practitioners to understand and apply the truths of how the body functions...in three planes of motion. This session will discuss and demonstrate triplane lengthening (motion) and strengthening (stability) techniques throughout the body for authentic "mostability!"

## 239 Punch Up Your Programs!

CRAIG VALENCY, MA

Keeping your programs fresh and interesting is always a challenge for any trainer. How do you set clients up for success by implementing four rotating foundational skills, movement skills, functional strength, muscular development and movement-based recovery circuits. Take home original programs and templates that can be customized for all workout phases, including instructions on how to structure an entire 30 and 60 minute workout from start to finish.

## 240 Calling All Leaders: Learn the Millionaire Mindset

VITO LA FATA

This business leadership session will change your life, pump up your productivity and increase your influence. You win when you help others win. Whether you need help leading yourself, your staff or your clients, the principles are the same. People want more success. More happiness. More passion. More money. More energy. More productivity. More meaning. Take home the six pillars of high performance to unleash your best year.

## 241 Package and Sell Your Fitness Expertise Online

RYAN LEE

Ryan Lee is an online marketing genius who mentors fitness professionals on how to create their ultimate lifestyle business and enjoy time and financial freedom. He'll share his system to develop membership sites, conduct online training and turn your passion and expertise into profit. Ryan's practical approach helps trainers create real income online using authentic marketing. If you want greater freedom and growth in your career, you won't want to miss this session.

## 242 Understanding Loaded Movement Training—Moving Effectively for Life and Sport

MICHOL DALCOURT

Loaded movement training (or movement-based resistance training) is a critical aspect of training that is far too often overlooked or never truly understood. Speed, efficiency, positional strength and stability are all maximized with loaded movement training. In this workshop, learn the theory and applications of this critical form of training. See how tension loads, rather than compression loads, may be more beneficial for life and athletics.

## 243 Food for Thought: Brain, Gut, Microbes, Diet

JOE WEISS, MD

The brain-gut-microbiome axis is revolutionizing our understanding of mental and physical health and wellness. The microbiome is the term used to describe the trillions of microbial organisms that normally live within and on our body. Science has revealed that humans are actually a super-organism and the microbiome is in continuous communication with the body. The microbiome and diet are intimately interconnected with human health and wellness. Fitness professionals will want to be up to date in understanding this remarkable advance, as well as the role of diet, prebiotics and probiotics.

## 244 Beyond Randomness: Exercise Selection Based on Movement Screening

NICK CLAYTON, MBA

Personal trainers don't need fancy equipment or extensive testing to determine where to start when designing programs and selecting exercises. What is needed is an understanding of mobility, proper technique, effective coaching cues, and appropriate variations and progressions. In this workshop, we'll cover quick movement screens, along with specific mobility exercises, coaching cues and exercise progressions. Walk away with an effective training philosophy that will add value to your training service and increase efficiency in designing individualized training programs.

## 245 The PFT Guide to Becoming a Hybrid Instructor

PHIL SANCHEZ

Are you a personal trainer who wants to transition into teaching group fitness classes? What do you need to become a "hybrid" instructor? This workshop will cover all the basics, including class formatting, music selection, class presentation, developing your class personality, as well as how to bridge the gap from training one on one to working with a room full of students. You only have one chance to make a good first impression, so let's make this a win-win-win for your personal training business, your students and your club!

## 246 U-Jam Live! Building Community Through Unity

SUSY C. MARKS

This energetic workout is driven by world beats with urban flavor. Susy C will feature dance moves that are funky and easy to follow, but will have you working up a sweat and burning down the calories! Then gain insight on how to build unity in your class community. From teaching your students to step out of their comfort zones to utilizing social media, this session will include many effective ways to build your class community.

## 247 Step-The Long and the Short of It!

YOAV AVIDAR

Never seen at IDEA before! This unique double step workshop utilizes two platforms that are arranged in an L-shape formation. This session emphasizes and details the choreography creation and breakdown of classes where students navigate two steps, with one oriented in the standard horizontal position and one in the vertical position. This style of stepping opens up a variety of choreography options and is perfect for special classes and events!

## 248 BOSU®: Dimensional Core Training

HELEN VANDERBURG

Advance your core training techniques by taking a global approach as you explore multidimensional methods to effectively produce power and improve core function. Examine common mobility and stability imbalances and discover how to correct them by creating movement efficiency through the trunk, hips and shoulder complex. Learn a series of integrated core exercises to mobilize, stabilize and strengthen the core, giving you greater ability to access the core for optimal function. Dimensional core training delivers results!

## 230 TRX®: Move Better—Raising the Bar

MICHELLE FELZMANN AND BRANDON WAGNER

This movement-based session utilizes the TRX Suspension Trainer™ to guide clients to better, more efficient movement that leads to uniquely effective training! Experience a slice of the newly released TRX Progression Based Coaching approach that will revolutionize the way you coach and train. With key concepts from the new TRX course curriculum, this session is not to be missed!

## 231 Functional Power Training for Older Clients, by FAI

CODY SIPE, PHD

Muscle power is a critical component to maintaining our functional abilities as we age. Traditional resistance programs focus on slow and controlled movement that have little impact on muscle power, and traditional power lifting programs are too risky and dangerous for the average aging adult. Should and can older adults perform power training? Yes! This session will cover all the critical aspects of a safe and effective functional power program for older clients, including equipment, technique, moves and contraindications.

## 232 SPRI®: Ropes Unleashed—Power Meets Precision

BRIAN NUNEZ

Just when you thought you knew the power of rope training, this program will take your classes to the next level. Using a unique combination of ropes and medicine balls, you will challenge your power to match your precision. Learn new moves on the ropes coupled with fun and partner-based drills using medicine balls. Hone your skills in this high intensity, fun and challenging workout.

## 234 Introduction to SandBell® for Group Training

DECLAN CONDRON, MS

SandBells are one of the most versatile and challenging, functional free weights you will ever come across. They may look innocent, but they will challenge your strength, test your stamina and push your limits like nothing else. This workshop will focus on teaching the fundamental principles of SandBell training, introduce a library of SandBell exercises with progressions and regressions, offer key coaching points and safety considerations, and finally, cover SandBell program design and implementation.

## 235 Reinvent the Wheel—Plus Burpees, Squats and Lunges, by Escape Fitness®

STEVE BARRETT

This workshop will help you inject new levels of energy, excitement and challenge into familiar moves. Changing the speed, body position and range of motion can transform your workouts! Get your participants to surprise themselves by doing things they never thought themselves able to do. This is a "see one, do one, teach one" session, so not only will you take away great ideas, you'll also develop the ability to be more creative with the exercises you already know.

**TRX**

**GRAY INSTITUTE**

**SPRI**

**HYPERWEAR**

**BOSU**



# SESSION DESCRIPTIONS THURSDAY, JULY 14

## 249 X Marks the Spot, by Power Music | Group Rx

**TAHNEETRA CROSBY**

Your best asset is your core. In X Marks the Spot, learn how tipping the scale and playing with your AXIS, the axial skeleton, creates stability. At Group Rx we layer on mobility, strength, power and the science behind the exercises, and voila—power to the core! You have instantly usable exercises, the science that supports them, and remarkable music to drive the experience.

## 250 STOTT PILATES®

### Stability Barrel™: Intermediate Challenge

**MOIRA MERRITHEW**

This workshop uses the new Stability Barrel for full body, intermediate-level exercises, allowing for increased multidimensional movements that reinforce the concept of flow. Learn to progress individual moves from a completely supported and stable position to one that requires increasing levels of balance and control. Beginning with the ideas of postural rehabilitation and muscle rebalancing, explore how fascial integration, proprioception and preparatory counter-movements are being incorporated in a workout that goes to the next level.



## 251 Conscious Strength

**KELI ROBERTS**

With just one simple tool, SmartBells®, learn an effective methodology for training the body from the inside out. Conscious Strength incorporates core-centric exercise progressions that are both gentle on the joints and powerfully transformative. These creative, flowing mindful movement patterns not only strengthen the muscles, but also focus the mind and deepen mind-body consciousness.

## 252 Hip Opening Flow-Yoga Progressions

**STACY MCCARTHY**

The hips are one of the most challenging areas of the body in which to create uninhibited freedom of movement. Join us for a challenging, fluid and progressive series of yoga poses that works the entire body while emphasizing the hips. The series is based on standing postures and leg exercises created for all participants who are familiar with sun salutations. There will be an emphasis on postures that deepen your backbend, open your shoulders and release the hips. All levels welcomed.

## 253 Introduction to IN-TRINITY®

**IN-TRINITY FACULTY**

Challenge strength, flexibility and balance with the IN-TRINITY Core program. This program consists of movements from different disciplines. See how performing familiar exercises from qigong, yoga, Pilates, and athletic strength training and conditioning are enhanced by the characteristic elements of Johnny G's IN-TRINITY training deck. This specialized piece of equipment will allow you to break through the limitations of traditional movement and explore movement in ways you've never experienced before.



## 254 Schwinn® Cycling: Music Makeover—There's an App for That!

**JEFFREY SCOTT**

Music is the magic ingredient that helps your class stand out while keeping riders motivated from warm-up to cool-down. Whether the thought of finding, mixing and customizing music for your next cycling class overwhelms you or excites you, come see how making a memorable playlist is easier and more accessible than ever. We guarantee you'll walk away with useful tools to set your playlist apart from the rest.

## 255 Keiser® Cycling: Road Race or Road Rage?

**KRISTA POPOWYCH**

What's the difference between smart road cycling technique and just pedaling? What skills and drills are needed out on the course that may be missed in an indoor class? Provide a class based on road skills versus crazy road rage, and gain an understanding of real-road application and drills to increase your cycling efficiency and power, and improve your class planning and cuing skills. Come find out how to provide the best ride for ALL cyclists!

## 256 Stages™ Cycling: Triple Threat Mindset

**NEIL TROUTMAN**

Are you a triple threat indoor cycling instructor? Can you keep the Beat Junkies, the Traditionalists and the Power Purists coming back for more? To get results you need to be the perfect planner; independent of which playlist you choose and what style you use to deliver the goods. Get ready to run three stylistically different rides, adaptable to any studio culture, using the same music for each! This will change the way you view class planning and prep.

**TIME BLOCK S**  
12:45-1:45pm

Workouts do NOT qualify for CECs

## 260 Body Weight Match-Up...A Challenge Arena Exclusive!

**AMY DIXON, SHANNON FABLE, KRISTA POPOWYCH AND HELEN VANDERBURG**

You won't want to miss this super-charged body-weight-only workout in IDEA's Challenge Arena in the Expo Hall. Your award-winning coaches have prepared several challenges designed to test your endurance, strength, agility, speed and yes, determination! Come to this session...join a team...and work together to reach a common goal. Plus, take home some great new ideas to challenge your clients and members when you return home.

**TIME BLOCK F**  
2:30-4:20pm Unless otherwise indicated.

Up to 2 CEC hours. Workouts do NOT qualify for CECs.

## 270 IDEA Summer Games: The Ultimate Strength Challenge, Powered by SPRI®

**SPRI MASTER INSTRUCTORS**

Whether you are an experienced athlete or a fitness pro, have you ever wondered just how strong you really are? This IDEA Summer Games session will test your limits with weighted resistance and body weight exercises that are sure to leave no muscle untouched and give you a few new tricks to take home to your clients. Multiple challenge course trials allow you to better your score and compete for gold, silver or bronze medals. Experience new individual and team strength training drills in this ultimate strength challenge!

**SPRI**

## 271 LIVING the Success Principles—How to Get From Where You Are to Where You Want to Be!



**JACK CANFIELD, MS (KEYNOTE SPEAKER—BREAKOUT SESSION)**

Knowing how to achieve success is like knowing the combination to a lock. If you are missing any of the numbers, or have them in the wrong order, the lock won't open. In this fast paced, entertaining and powerful session, Jack will teach you his proven breakthrough success system that guarantees you greater levels of peak performance and success in every area of your life: your career, your finances and your personal life.

## 272 TRX®: Rotation Matters **TRX**

**MARC CORONEL AND KARI WOODAL**

This session utilizes the TRX Rip™ Trainer to delve into what is perhaps the most important yet under-trained of all of the foundational movements. Learn why and how to integrate rotation into your training regimen. This eye opening session will take you through a rotational journey, from how to coach the basic mechanics of rotation, all the way up to producing rotational power in high speed movements to benefit functional strength and high intensity training.

## 273 Functional Barbell Strength: Reps, Integration, Power (RIP), by Power Music | Group Rx

**TAHNEETRA CROSBY AND ANJA GARCIA**

Functional, rotational and undeniably motivational, RIP delivers results. You and your participants are after the same things: physical results, safe and motivating exercises, great music to drive the workout, and the thrill of the group atmosphere. RIP is the group barbell workout that incorporates functional orthopedic strength training. Every movement plane is attacked using weights and body weight. Learn what, why and how to deliver a scientifically researched RIP class that you can implement immediately, license free, customizable and affordable.

## 274 Program Design Made Simple

**CHRIS ECKLUND, MA**

In this session, we will provide trainers with a systematic approach to evaluating clients and designing programs that are effective, interesting and creative at the same time. The concepts covered in this session can be applied to both the private and small-group training settings. We'll delve into the foundational components of movement preparation, self-myofascial release, muscle activation, corrective exercise, core training, strength training and so much more. New personal trainers are encouraged to attend!

## 275 NASM®: Where's the Gym? Workouts You Can Do Anywhere!

**RICK RICHEY, MS**

Gym access is not available to everyone, and not desired by others. This workout is designed to explore options for exercise tools and toys that fit into a gym bag and can be taken anywhere. More importantly, we will analyze movement and function to better understand the most important piece of exercise equipment that you always have with you—the body!



## 276 Warm It Up! The Workout Before the Workout

**CRAIG VALENCY, MA**

The beginning of a workout is a unique opportunity for trainers to set the tone and prepare the body for movement. This is your chance to address energy system training, mobility, stability, and correcting individual imbalances—which often get overlooked while rushing to “burn calories.” It is also the time to have fun with agility, balance, and coordination games. You'll experience several safe and effective warm-up protocols that maximize space and equipment.

## 277 PLAY! TRAIN! GAIN!—A Unique Group Training Format, by Escape Fitness®

**TOMMY MATTHEWS**

This unique course utilizes unconventional strength training tools and combines them with a high intensity training system that uses team training to bring out the very best in every participant. Gain insight on how to design intense, engaging and fun programs for partner and team training environments. Participants will be able to integrate the drills and skills into their one-on-one and small-group training workouts. Come see how your clients can achieve the results they desire.

# SESSION DESCRIPTIONS THURSDAY, JULY 14

## 278 3-D Movement Analysis and Performance System (3DMAPS), by Gray Institute®



**BRETT BLOOM, DPT**

This unique session will dramatically and systematically enhance how you address your clients' training programs. 3DMAPS is a strategic arrangement of succinct movements that allow for assessment of the entire body in all three planes of motion. Not only will you learn how to assess the entire body using Applied Functional Science® principles, but also how to progress the entire body based on your clients' priorities. These quickly understood techniques can be directly applied with ANY client, ultimately enhancing their overall function!

## 279 Stretch Stronger: TriggerPoint™ Rolling and Ki-Hara Resistance Stretching



TRIGGERPOINT

**JEREMY SHORE AND KYLE STULL, MS**

Try a new way to create a strong, balanced and restriction-free musculature while preparing the body for movement. Stretch stronger uses Ki-Hara Resistance Stretching, combined with a form of self-myofascial release called mashing, to prepare six key areas of the body. Free restrictions, trigger points and adhesions, and discover how to utilize your own resistance to safely strengthen and lengthen the targeted muscle groups, creating balance and efficiency through their functional range of motion.

## 280 The Science of Anti-Aging, by FAI

**CODY SIPE, PHD**

Now more than ever middle-aged and older clients need credible information on how to live a long and healthy life. Establishing yourself as an authority on healthy aging with credible, evidence-based information can help you attract new clients by becoming the local celebrity and by helping current clients maximize their results. This session will review the latest scientific evidence on strategies to extend the human lifespan, with a special emphasis on exercise and nutrition.

## 281 Build a Powerful, Profitable Group Exercise Program—Top to Bottom

**CARRIE HAINES**

Shortcut your success in managing group exercise. Learn how to create a well rounded, thriving group exercise program that meets your clients' needs and attracts great instructors. That is a win-win because group exercise drives retention and sales. Take a peek at some behind the scenes tips from the top directors in the industry. Bonus: Learn to build bridges with personal trainers and find ways to work together for the greater good.

## 282 Three Technologies to Engage and Empower Clients Inside and Outside the Session

**TRAVIS BARNES AND VITO LA FATA**

You've mastered the art of program design, now it's time to add the technology WOW factor to your arsenal of moves. Travis will show how SMS adds a touch point with clients between sessions. He'll explain how heart rate monitor technology, body composition tracking and reporting helps his clients set and achieve new goals and dials into their inner competitor. Vito will explain how customized fitness apps allow trainers to create their own online client community with simple, effective swiping and daily reporting.

## 283 Health Coaching for Fitness Professionals, Powered by ACE®

**LEE JORDAN AND ANTHONY WALL, MS**

With a global obesity epidemic, people need more help than ever. They need someone who can empower them to change their lifestyle behaviors. This session will address what a health coach really does. See how Jordan, a personal trainer turned health coach, set up his business as a health coach and how he works with clients in person and remotely. This session is a must for anyone who wants to become a successful and established health coach professional.

## 284 Nutrition Beyond the Calorie

**TERI MOSEY, PHD**

In recent decades, nutrition has been reduced to counting calories. But food has thermal natures, energetic properties and its own chemical signature that communicates with our DNA. We'll explore the full spectrum of food's characteristics and their influences on our health. Understanding the properties of food will allow you to make practical choices, not just in times of health imbalance but also for overall vitality. Come and learn more about how our food influences and nourishes us in times of need.

## 285 How to Create High Performance Outcomes

**MICHOL DALCOURT**

In this interactive session, we uncover the many aspects of elite physical performance. Getting the most out of your body relies on myriad systems working together in balance to achieve an outcome. Each system needs to be trained under certain guidelines and often use different protocols to achieve maximal effects. We will address structured movement protocols, along with structured recovery protocols, to maximize neural, metabolic and mechanical overload and recovery. This is the proven way to reach optimum adaptations to create high performance.

## 286 10 Simple Youth Fitness Assessment Solutions

**BRETT KLIKA**

If you work with kids, you are well aware that the most common methods of fitness assessment are outdated and nearly irrelevant. In this hands-on session, learn how to quickly and objectively assess basic movements to provide valuable information for all levels of youth program design. Discover how to use this information to create fun, dynamic programs that improve children's fitness, coordination and health. Go home with a blueprint you can use with kids immediately!

## 287 Club Spotlight: Holiday Sports Club Presents J-POP



**SHIGERU KUSANO, TAKAKO NIIMI, JIN SUZUKI AND SHUN YOSHINAGA**

J-POP Dance is one of the original programs from the Holiday Sports Club. We will dance to the latest and most popular J-POP songs. You will also experience other essential Japanese culture such as karate, traditional Yosakoi dance, karaoke and more! Dance to great music, with great people, and have a great time. No one is judging you by your dance abilities, just have fun and feel the music!

## 288 All in One: Group Fitness Training, Volume 2

**YOAV AVIDAR**

All in One is a revolutionary concept in group fitness training! This session incorporates strength and core exercises together in a choreography routine that is taught like an aerobics class. In this session, you will see how you can get it all in: cardio, strength, mobility, stability, balance and much more. Join Yoav in one of his signature classes and get a fresh new look at group strength and body conditioning workouts.

## 289 101 Ways to BOSU®!



**SHANNON FABLE AND LUCY WAITE**

How many ways can you BOSU? We promise 101 exercises on the spot that quickly morph into double the fun. Explore new ideas for cardio, strength, core and flexibility drills that are easily scaled for clients who are new to balance training as well as veteran participants. We'll explore building blocks to restructure drills for unlimited BOSU workouts. Come fill your toolbox with more than enough ideas to get you through the next year!

## 290 Body Bar®: Flex-N-Kick

**JANIS SAFFELL**

This workshop will provide the tools needed to stay on the cutting edge of strength training and kickboxing. Learn how to integrate cardio kickboxing and strength conditioning for a challenging interval/circuit training workout. Utilize the Body Bar FLEX for muscular endurance, strength, agility and power for a safe and effective cardio, upper and lower body kickboxing workout.

## 291 STOTT PILATES®: Prenatal Matwork™ With Stability Ball™ and Flex-Band®



**KIM KRAUSHAR**

Expectant mothers will love this workout, specifically designed by the team at MERRITHEW. The stability ball is a perfect tool to use with prenatal clients and adding resistance with the Flex-Band exerciser delivers moves that realign the changing body, strengthen arms and shoulders and increase a sense of well-being. Learn to apply the most current medical information, exercise guidelines and research available on pregnancy and movement to innovative STOTT PILATES exercise adaptations.

## 292 Balanced Body® Fit: Bring It and Be Mindful!



**NICO GONZALEZ AND ERIKA QUEST**

Are you ready to experience a supercharged circuit while experiencing mindful movement? Come learn strategies, exercise sequences and great programming ideas while experiencing the perfect balance of work and rest, strength and flexibility, focus and fun. You will leave this workshop with a template for creating successful circuits for clients of all levels of ability.

## 293 Yoga: Adjust Me Puhleeeeee!

**STACY MCCARTHY**

This workshop will deepen your understanding of optimal alignment and adjustments in standing poses, backbends and hip openers. We'll examine modifications for challenging poses and discuss the use of props for assistance. Learn how to bring greater stability and energy flow to each yoga pose to facilitate a greater sense of joy and empowerment.

## 294 Peak Pilates®: Powerful Private Sessions

**ZOEY TRAP, MSC**

Teaching a great private Pilates session requires a different approach and different skills than those required for teaching groups. Learn the secrets to success that all pros know. Discover how you can customize sessions around client goals. Expand your exercise repertoire, learn to cue to the individual and touch for impact, as well as progress the client in each and every session.

## 295 Schwinn® Cycling: Train Right 2 Ride Right

**AMY DIXON**

Our motto at Schwinn is to "Ride Right." This workshop takes a good look at range of motion and the common muscular imbalances involved in indoor cycling, and arms you with the tools to create complementary flexibility and strength-based programs to counter the riding position on the bike. You will experience two different cross-training programs that integrate mobility, strength and cardio while staying true to the promise of doing it right.

## 296 Keiser® Cycling: Speed Demon Super Hero



**LINDA FREEMAN-WEBSTER**

You want your students to feel like super heroes on the bike, yet they still shy away from using the appropriate gear at higher cadences, and they practically bounce through the ride. Learn how to teach your students the whys and hows of being powerful in the saddle while keeping the fun factor, encourage technique without lecturing, and coach speed while cultivating super hero powers! Get ready to create an entire class of Speed Demon Super Heroes!

# SESSION DESCRIPTIONS THURSDAY, JULY 14

## 297 The POWER Advantage— Train to Gain, by ICG™

**MATRIX**  
POWERED BY ICG™

**JESSE THOMAS**

Combining power meters and heart rate monitoring devices allows participants to get dialed in to their greatest and most optimal training potential. Gain an understanding of how to combine or use power production and heart rate during this well rounded, high intensity interval workshop. Participants will be asked to work in functional threshold power zones for three intervals while comparing their heart rate to specific power training zones for a specified period of time. Come ready to ride!

**TIME BLOCK**

**5:15–6:30pm** Unless otherwise indicated.  
Up to 1 CEC hour. Workouts do NOT qualify for CECs.

## 310 IDEA Summer Games: The Ultimate Power Challenge, Powered by SPRI®

**SPRI**

**SPRI MASTER INSTRUCTORS**

How much attention do you pay to developing power in yourself and your clients? Is it an important part of your training routine? If so, you might just be ready for the power trials that are included on this seriously challenging course. This IDEA Summer Games session features power trials that consist of free weights, Olympic-style movement and plyometric activities...training exercises you can use with your clients. Test yourself and better your scores, then cheer your teammates on for a chance to earn gold, silver or bronze medals in this ultimate power challenge!

## 311 Total Body Boot Camp

**JENNA WOLFE**

Find out what you're made of with this high intensity, 10 move, 10 minute explosive pyramid. 100 reps of an exercise, then 90 of another, 80 of another...all the way down to 10. That's one round. We'll do four. No stops, no mercy (unless you need mercy), no equipment. Just you. Combine strength training, cardio, flexibility and core work for a powerful and shredding workout. And you can change up the exercises depending on your clients' needs, ability and preferences.

## 312 TRX® Fit

**TRX**

**TAHNEETRA CROSBY**

This is a high intensity interval workout designed to build muscular endurance, improve lean to fat ratios and increase cardio capacity while getting your clients to sweat and have fun. After a warm-up, two endurance blocks each culminate with a heart thumping cardio challenge. The workout ends with a beautiful cool-down that consists of exercises from our Flow programming. Get an advanced look at some of the exciting new training concepts and best practices in group training from TRX.

## 313 Club Spotlight:

**THE CUT, by Equinox®**

**EQUINOX**

**CHRISTA DIPAOLO AND TEAM EQUINOX**

THE CUT is a cardio-forward boxing workout that includes kickboxing and total body conditioning with no bags, no wraps and no ring. It's just you, light hand weights, and your own killer instinct, set to an explosive playlist that powers you through five rhythmic, relentless rounds. Improved speed, power, balance and flexibility are part of the deal. Intense, celebratory, mindful and fierce, this one of a kind new workout will train you to move, look and feel like a champion.

## 315 ACE®: Workout Pot Pie—How to Use Any Equipment in Any Session

**JONATHAN ROSS AND ANTHONY WALL, MS**

You've made the plan, designed the workout and then can't use the equipment because someone else got to it first. Sound familiar? Learning to program on the fly can make the difference between a world class session and a boring fragmented workout. So how do the best trainers in the world do it? Join Jonathan and Anthony in a fast paced, on the fly, fun packed session. See how these two experts design a session with any piece of equipment.

## 317 Barre Amp'd by Savvier

**TRICIA MURPHY-MADDEN**

Barre workouts focus on muscular endurance, and whether you are a seasoned barre instructor or stepping up to the barre for the first time, this session will provide ideas for creating fun, interesting and challenging classes. There are several small props you can incorporate that will provide innumerable options for unique barre sequencing and choreography without costly equipment. This workshop will amplify your barre classes and leave your members begging for more.

## 320 How to Maximize Revenue From Small- Group Training

**NICK CLAYTON, MBA**

Small-group training provides affordable access to your services and it is an opportunity for you to make more revenue per hour. Success in small-group training results from having the right mix of the four P's: product, price, promotion and place. Join Nick in this session as he walks you through a step by step process for generating revenue, including pricing and promotion models, a product matrix and upselling opportunities. You'll leave with everything you need to double or triple your hourly revenue!

## 321 Overcome Adversity—Start Living Your Dreams

**TRAVIS BARNES**

Who gives you permission to create your dream life? You! The secret to getting ahead is starting. Get out of your way and move past adversity, struggle, lack of resources or self-doubt. Learn how Travis turned a decade of incarceration and an unemployment check into three thriving fitness studios, a book, a legacy and a six-figure income. Get the mindset and tools to start living your dream today.

## 322 How Prolonged Sitting Undermines Personal Training Client Success, by Life Fitness Corporation

**MELISSA DILEONARDO**

Did you know that the average office worker spends more than two-thirds of the work day sitting? Despite regular exercise, prolonged sitting imposes serious health risks and can undermine even the best fitness programming. Personal trainers are in the best position to educate their clients and help them combat sedentary workplace behavior. Learn effective strategies to help clients win the war against prolonged sitting.

## 323 How to Run Your Own “Drop Two Sizes Challenge”

**RACHEL COSGROVE**

Learn this proven system to run your own “skinny jeans challenge,” guaranteeing your clients, both men and women, lose two sizes in 8 weeks. You will learn everything from marketing the challenge, to enrollment, to the exact week by week steps guaranteeing their success. Get the actual plan for their training, nutrition and mindset coaching. Convert them to become long term clients with ease. Learn to successfully implementing this feeder program to boost revenues and grow your business and client satisfaction.

## 324 Get the Most out of Your 60 Minutes—Nutrition Strategies for Before, During and After Exercise

**GATORADE**  
THE SPORTS FUEL COMPANY

**CHRISTOPHER MOHR, PHD, RD**

Most individuals have only a limited amount of time to devote to their fitness and they want to maximize their efforts to get the best results. Proper nutrition and hydration before, during and after exercise are key in capitalizing on the rewards of exercise. Learn the latest nutrition research—including recommendations for optimal recovery—and gain practical nutrition tips for you and your clients to ensure maximum benefits from workouts.

## 325 C.H.E.K Institute: How to Work-In™

**ANGIE LUSTRICK**

“Working In” is a system of modifying exercises to produce energy accumulation, compared to the energy expenditure of working out. Many people are overworked, overloaded and too stressed by the demands of the 21st century, and simply don't have the energy to work out. Yet movement is one of the best ways of cultivating and maintaining health and well-being. See how these specialized exercises build energy and a greater sense of ultimately meeting and exceeding set physiological and psychological goals.

## 326 The BYOB Workout

**LYNNE SKILTON-HAYES**

No, it's not what you think! This workshop is about time management in the gym. You've heard it before...“I don't have enough time to work out!” Well, we know with all the HIIT protocols today you don't need to spend hours at the gym in order to achieve results. Chock full of great ideas, this session will provide you with four different 30 minute cardio, strength HIIT workouts using nothing but body weight. So next time you go to the gym, we suggest you BYOB!

## 327 Step Up to the Challenge

**ALEX MCLEAN**

Experience the timeless yin and yang of step! Grace vs. Power! Dance vs. Athleticism! Why not the best of both? Walk away with an action plan and techniques to seamlessly fuse high energy cardio intervals with dance inspired choreography. Leave with inspiration for Monday morning that will keep your students dripping with sweat and smiling.

## 328 Tips and Tools to Create Balanced Dance Choreography

**YOAV AVIDAR**

Asymmetrical dance-aerobic choreography is sometimes easier for our participants to learn. The rule that a certain move is always performed in the same direction with the same lead leg makes it easier to remember the routine. In many cases, the downside is a routine that isn't balanced on both sides of the body. In this workshop, we'll cover choreography tips that will help you create creative asymmetrical routines that consider balance for improved coordination and equal distribution of load on the muscles.

## 329 Renegade—Athletic Circuits Reinvented

**DOUGLAS BROOKS, MS, SKIP JENNINGS,  
MINDY MYLREA AND CASEY STUTZMAN**

This fast paced athletic training circuit will push you out of your comfort zone and beyond your expectations! Using a variety of functional training equipment, this high energy workout encourages you to meet challenge and unpredictability head on. Leave with a unique circuit format that will train your body from head to toe. Train the rebel in you and push the boundaries!

## 330 60 Is the New 40, by AFAA®

**ANGIE MILLER, MS**

**AFAA**

Strong, savvy and sculpted. The Boomers are here and group exercise classes are the perfect place to keep them active and healthy. Group environments give them the energy, camaraderie and social support they need to get fit and stay well. Learn how to design safe and effective group exercise programs for older adults using combination exercises that challenge the brain and body.

## 331 Pilates: Moving Beyond the Core

**BENJAMIN DEGENHARDT**

With body weight exercise and functional movement training on the rise, both within the fitness landscape and in the public eye, it is time to reframe our understanding of Pilates mat work. Exploring essential elements of Joe Pilates's original and groundbreaking teachings, this session introduces a “new old” paradigm in movement training that addresses the whole body in a logical, developmental fashion. This is a must attend session for fitness professionals who are looking to build full-bodied simple and effective movement progressions for classes/clients.

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STOTT PILATES® zen<sup>ga</sup>® CORE™ totalbarre. HALO<sup>®</sup>  
TRAINING

# Mindful Movement education that gives you the competitive edge.

Mind-body is about more than Zen. It's about strength, sweat, agility and building healthier people, from the outside in and the inside out. Built on the foundation of STOTT PILATES®, our newest training programs incorporate the latest in fascial fitness, biomechanics of movement, functional fitness and core-integrated bodyweight training — all while integrating the mind-body connection like never before.

Join the movement. [merrithew.com/mmr](https://merrithew.com/mmr)

 **merrithew**<sup>™</sup>  
leaders in mindful movement.<sup>™</sup>

# SESSION DESCRIPTIONS THURSDAY, JULY 14 - FRIDAY, JULY 15

## 332 Balanced Body Barre: Latin Style

LIZBETH GARCIA AND PORTIA PAGE

Add some sass to your barre classes by incorporating hip and torso moves based in Latin dance styles like salsa, meringue and tango. Choreographic sequences will be taught to introduce your classes to hip and spinal mobility, footwork patterns and new rhythms to get their juices flowing. Latin-inspired music helps set the tone for this fun class.

## 333 Yoga Rocks Bootcamp (YRB), Powered by Ahnu

ERIC PASKEL

YRB, created by Eric Paskel, is an earth shattering, mind blowing symphony of movement and sound! This program was born from yoga flow, boot camp exercises and functional training. Designed for athletes and workout enthusiasts who want to be challenged on every level, this workout blends cardio, isometric, plyometric, balancing and stretching exercises to create an experience you'll not soon forget. Come experience a yoga class like no other. It's time to rock!

## 335 Schwinn® Cycling: Dynamic Duos

GREGG COOK, SHANNON FABLE, TATIANA KOLOVOU, MBA, AND JEFFREY SCOTT

Join us for a faceoff between our very own dynamic duos. Pairs of powerhouses will have you riding, sweating, laughing and loving in this team teaching inspired all-star ride. Not only will you get to witness some of the best in the business create magic on the bike in tandem, but you'll learn tricks of the team teaching trade. It may not take two to make a thing go right, but it certainly can help double the fun. Come find out how.

## 336 Keiser® Cycling: Glowstick Cycle Party

BUDDY MACUHA

Glow sticks, high energy music and indoor cycling come together for a nonstop party on the bike that will have you sweating, singing and pedaling to the beat of the music! By creating positive experiences for our participants, we make the workout less about exercise and more about having a great time. Bring a dance groove attitude and a towel because you're going to need them! Are you ready for a Glowstick Cycle Party?

## 337 Stages™ Cycling: Party With a Purpose!

LENITA ANTHONY, MS, PAM BENCHLEY, CAMERON CHINATTI AND NEIL TROUTMAN

Join Team Stages for a 60 minute ride that will surely become a part of your regular class rotation. Determine your Power Rx in the first 10 minutes of the class, then ride the rainbow. It's that simple! No need to remember numbers or averages, simply color match for a perfectly personalized, power FILLED par-tay! This best practices group display ride features Stages IQ technology, where getting it done meets keeping it fun!

## 338 RealRyder® Cycling: 300 in 30- The Ride!

LESLEE BENDER

Three hundred calories in 30 minutes. No retreat. No surrender. Thirty minute express cycling classes are right for the busiest of clients, our aging population and new riders...or anyone who's averse to full, hour long classes. Accelerate your results using the only indoor bike that burns 20% more calories. Time efficient, fun, focused, tolerable and 100% results oriented. Learn the science that supports less time in the saddle. Get in, get out, get on with your day!

## FRIDAY, JULY 15

### TIME BLOCK

7:30-9:20am Unless otherwise indicated.  
Up to 2 CEC hours. Workouts do NOT qualify for CECs.

## 400 Seven Figure Laws of Leadership

Special time: 8:00-9:20am

RYAN LEE

Ryan Lee went from being a gym teacher to being an online marketer, best-selling author and national presenter. This down to earth, East Coast dad has returned to the fitness industry with fervor and conviction. Hear Ryan's story of success and his five leadership principles to build million dollar businesses. From leading with integrity and managing your productivity to positioning yourself in a crowded marketplace, Ryan will deliver golden nuggets to immediately apply in your business and life.

## 402 TRX® for Mobility

ROSS EATHORNE AND CHRIS FRANKEL, PHD

This cutting edge approach to enhance mobility delivers TRX's progressive system of training to take your clients from simple joint mobility to full body integration and then on to full functioning mobility. These concepts were originally developed to enhance the functional performance of elite military athletes and are now available to everyone. Learn the science of how to create and maintain peak mobility for durability and performance and how to easily incorporate it into your training.

## 403 Functional Barbell Strength: Reps, Integration, Power (RIP), by Power Music | Group Rx

TAHNEETRA CROSBY AND ANJA GARCIA

Functional, rotational and undeniably motivational, RIP delivers results. You and your participants are after the same things: physical results, safe and motivating exercises, great music to drive the workout, and the thrill of the group atmosphere. RIP is the group barbell workout that incorporates functional orthopedic strength training. Every movement plane is attacked using weights and body weight. Learn what, why and how to deliver a scientifically researched RIP class that you can implement immediately, license free, customizable and affordable.

## 404 SPRI®: Plyo Play

JONATHAN ROSS

Welcome to the intersection of fun, fast and fitness. Playful, intense, plyometric exercises allow you to experience a challenge while you are captivated by the fun and friendly competition. Ideal for clients seeking a nontraditional exercise experience that remains challenging enough to create change. Mix some sweat, speed and smiles. Come get lost in play to find yourself in fitness!

## 405 Teaching Strategies for Small-Group Training

KELI ROBERTS

In a perfect world, all small groups would consist of individuals who possess the same level of skill and fitness. We know this is not reality! Through practical application, trainers will experience multilevel teaching strategies that enhance motor learning and movement efficiency. Learn to recognize cognitive, associative and autonomous learners and apply effective coaching tactics that improve skill development. Take away proven tools to develop your coaching expertise and new skills that are Monday morning ready.

## 407 LTS™: SRT (Spring Resistance Training) Group Fitness Barbell-Time for Spring Training

ROBIN O'GRADY

This is the ULTIMATE barbell class! Imagine all your barbell exercises with added movement, muscle activation and resistance with the new SRT spring technology. Engage every muscle in your body by taking regular exercises like the bicep curl, and add some crazy chest and delt activation, hitting muscles you never knew you had! The SRT will change the face of group fitness by adding that WOW factor to your classes. Get strong!

## 408 Crazy Core and So Much More

MINDY MYLREA

The core is the powerhouse of the body and we should attack the core from every angle and in every way. This workshop is jam packed with critical cutting edge core research as well as amazing abdominal and back routines using every twist and turn in the book. Mindy will show you how one repetition done right is better than 10 done wrong. You will learn the best core exercises on the planet.

## 409 TriggerPoint™ for Movement: Hip and Shoulder Mobility

KYLE STULL, MS

Can you move? Hips and shoulders should be very mobile, but they often lock up, creating a cycle of improper movement and injury. Functional activities, like walking, require extension, flexion and rotation of the hips and shoulders. If hindered, the nervous system will alter the spine or gait. Learn to identify these patterns and address these areas with self-myofascial release. This approach can create myofascial relationships that optimize movement, prevent injury and prepare the body.

## 410 Solutions for Training Postpregnancy Clients

KRISTEN HORLER, MS, AND KYLAN PIMLEY

After the baby is born, new moms often think they should bounce back to their prepregnancy state. Learn how to support your postpregnancy clients with movements that alleviate common aches and pains during the postpartum period. Learn about new mom hot spots such as carpal tunnel inflammation, separation of the rectus abdominus, tight hamstrings and weak transverse abdominus muscles. Walk away with a clear understanding of which abdominal exercises are safe for your postpregnancy clients and which ones to avoid.

## 411 Exercise Is Medicine: Innovative and Practical Strategies for Establishing Partnerships Between Doctors and Exercise Professionals

ADRIAN HUTBER, PHD, ROBERT E. SALLIS, MD, WALTER R. THOMPSON, PHD

Established by the American College of Sports Medicine®, Exercise Is Medicine (EIM) is a global health initiative that is focused on bridging the gap between the medical professional and the exercise professional. Join us for an informational session on the following topics.

**From Health Club to Health Care: The Fitness Professional's Role:** Fitness professionals have tried for years to gain the respect of doctors within their communities. This presentation will provide proven strategies for the exercise professional to align with physicians and healthcare systems.

**From Health Care to Health Club: The Healthcare Provider's Role in Exercise Is Medicine:** It's time for doctors to promote exercise and to refer patients to exercise professionals. So what do physicians and healthcare systems expect? And what are the keys to highly effective physician referrals to allied health professionals? This presentation covers these questions and more!

**Creating Overall Community Integration Between the Healthcare Provider and the Exercise Professional:** This presentation covers strategies that will teach exercise professionals (and physicians) how EIM can be used to get healthcare systems and fitness professional networks working together to create lasting behavior change and healthy lifestyles for clients and patients.

## 412 Strategize Your Social Media With Six Steps to Success

AMANDA VOGEL, MA

Are you all over the map with your social media for your fitness business or personal brand? Get on track with this clear, effective session. Amanda will teach you that simply having Facebook, Twitter or Instagram accounts is not what matters. It's how you leverage them. If you need a smart, well rounded strategy for your fitness marketing on social media, start here. Rev up your revenue, attract more qualified followers and save time. Take away a six step plan and a template for mapping your every move on social media.

# SESSION DESCRIPTIONS FRIDAY, JULY 15

## 413 Program Director Business Boot Camp

**SHANNON FABLE**

Did you know you would be managing so many personalities when you took on managing group exercise or personal training? In this business boot camp, Shannon will share her secrets to success for communicating with your trainers and instructors in a way that is exciting, engaging and gets results. She will share her best tips for mentoring and grooming your staff to greatness. Walk away with everything you need to recruit, train, celebrate and even course-correct a world class fitness team.

## 414 NASM®: Mental Toughness Training

**ERIN MCGILL, MA**

All clients encounter mental and physical obstacles as they work to accomplish their goals. In this session, trainers will learn tactics and strategies that have been used by successful sport psychologists and coaches to get athletes in the right mindset to accomplish more and rise above the rest. We'll discuss concepts such as imagery, focus, concentration and cognitive restructuring. All of these are invaluable in developing the right mindset for ourselves and our clients.



## 415 The Cost of Getting Lean—Is It Really Worth the Tradeoff?

**JOHN BERARDI, PHD**

Six-pack abs. Tight butts. Lean, vibrant, flawless health. That's what the fitness industry is selling. Ever wondered what that costs? What you have to do more of? And what you have to give up? Make no mistake, there are trade-offs as you lose fat and improve your health. John takes you through each one so you can help clients balance getting the body they really want with living the life they really enjoy.

## 416 Core Connections: Progression Strategies to Enhance Core Function

**CHUCK WOLF, MS**

Integrated movement patterns require a transmission of forces whether the movement is initiated from the ground up or top down. The great toe, foot, ankle, hips, torso and arms are all a part of a woven matrix and are considered to be part of the core. Learn how limitations in these regions can create deficits in the central unit function. Develop progression strategies to enhance core function by changing body angles, using extremity movements, and understanding the fascial relationships that functionally feed the core.

## 417 Olympic Lifting—The Mechanics and Progressions, by World Gym

**DOUG KATONA, MS**

In this session, participants will learn how to execute and coach the key Olympic lifts. Attention will be paid to proper setup, performance and scalability for the squat and press progressions, and we will analyze the proper technique and progression principles behind the snatch and clean and jerk. We'll also focus on athletic readiness as well as the biomechanics associated with power positions and lifts. If you work with athletes and weekend warriors, this is a must attend session.

## 418 Choreography Tools 101: Step for Success

**LYNNE SKILTON-HAYES**

Although metabolic classes like "30 secs, go as fast as you can" have proven to yield great results, it has reduced the frequency of instructors using the tools necessary to be able to teach choreography effectively. Step choreography can yield great results as well, but only if your participants can follow you. Want step to live on? Struggle with the daunting task of putting ideas together and having them all flow seamlessly? This workshop will provide teaching strategies for success.

## 419 Dance 2-fer-1: Dance Art and Dance Party!

**YOAV AVIDAR AND LUCIANO MOTTOLA**

Come experience two amazing dance workouts in one mega-dance session. First, Luciano shows his artistry with Dance Art, a workout that features symmetrical and asymmetrical choreography that is fluid and perfect for multilevel classes. Next, Yoav brings together brilliantly layered steps and up to date music you can really dance to! If dance is your passion, you won't be disappointed. It's time to party!

## 420 Magnificent Seven 2016—The Ultimate Circuit Training Workout

**ROB GLICK, ALEX ISALY, SKIP JENNINGS, ROBERT SHERMAN, JEREMY SHORE, KIMBERLY SPREENGLICK AND SGT KEN® WEICHERT**

In this circuit session, each station will focus on challenging one of the seven bio-motor abilities of athleticism in a fun and functional way. You will experience seven coaches, motivating you to perform at your best with their own unique style in this intense one of a kind experience. You will leave with ideas for more than two complete circuits.

## 421 Fitness Instructor's Guide to Success (FIGS), by AFAA®

**ANGIE MILLER, MS**

How do you raise the bar in the fitness industry and stand out among a sea of instructors? Building and maintaining your professional image, understanding the key elements behind successful instruction, and creating community are just the highlights of this workshop. You'll learn how to apply the AFAA five questions, the five P's of professionalism, and the 10 commandments for dynamic instructional practices. Whether you're a new or veteran instructor, this session is practical, informative and full of inspiration.



## 422 Halo®: Foundations to Integrated Body Weight Training

**PJ O'CLAIR**

Halo training provides overall body conditioning that incorporates strength and endurance work, flexibility training, interval training and injury prevention. In this hands-on workshop, developed by the MERRITHEW team, instructors are introduced to the essential elements of Halo Training and the Halo Trainer. Because every client has unique demands, learn how to modify exercises for functional strength and stability. Incorporating the basic science of core-integrated body weight training, this multi-functional and three-dimensional system empowers instructors to advance any client.



## 423 Successful Cuing for the Barre Instructor

**NICOLE DE ANDA**

Cuing is how we communicate and connect with our students each and every class. In fact, how we cue could make or break their experience. Expand your barre-specific vocabulary and you will immediately up-level your ability to communicate. Both verbal and nonverbal cuing will be addressed to offer comprehensive techniques for successful cuing practices that will ultimately provide your students with a greater understanding of barre-specific form and a deeper connection to the work.

## 424 Traditionally Speaking: Ashtanga Primary to Intermediate

**LINDA FREEMAN-WEBSTER**

Modern meets traditional in this ashtanga-based class. Utilize the benefits of ashtanga's primary series, a practice that builds sequentially with flexibility and strength. This workshop will provide participants with the tools to effectively progress their students by breaking each posture down in terms of technique, alignment and anatomy. Gain a better understanding of standing and seated postures in this series to create balanced, solid yoga classes and set the foundation for a successful practice for your students.

## 425 Heavily Meditated and Highly Motivated—Meditation for the Fitness Mind

**PETRA KOLBER**

The greatest muscle you will ever train is your mind. Come and learn "gateway" meditations that can be first steps to incorporating meditation into a fitness lifestyle. Learn the latest research that supports the many health and wellness benefits of this practice and discover easy to replicate mini meditations that are grounded in language that is both familiar and nonthreatening. Train a body—change a body. Train a mind—change a life.

## 426 Schwinn® Cycling: It's All About the BASE

**AMY DIXON**

It's official! The fitness world has crowned HIIT as the only way to get fit and see results. No doubt HIIT delivers, but it should only comprise 20% of overall workout volume per week. So what's a coach to do with the other 80%? The simple answer is endurance-based training. This workshop shines a light on the "anti-HIIT workout" that will have your riders going harder for longer, translating to higher wattage output and bigger calories across the board.

## 427 Keiser® Cycling: Lights, Camera, Cycle!

**BUDDY MACUHA**

Set your class up for an unforgettable experience that will have the critics cheering and the audience begging for more! Learn how to set up your beginning, deliver an incredible storyline and finish with a dramatic ending. Cycling is all about timing and knowing how to balance out all the elements. When you create a memorable experience, your students will be waiting for the sequel.



## 428 Indoor Evolution: The Master Class for Serious Instructors, by ICG®

**MIKE MICHELS**

Learn how to combine the many outdoor cycling disciplines—mountain, road, urban and time trial—into a single, sizzling cycling session. This unique indoor cycling program will enhance your teaching skills while offering you new ideas to integrate into existing classes or to teach as a whole new concept. Are you ready for the Indoor Evolution?



## 429 RealRyder® Cycling: 50 Rides That Rock!

**ADAM REID**

If you're stuck in a rut when it comes to planning your classes, this is the creative inspiration you need. Re-energize your approach to teaching while reducing your workload for up to a year! You'll get 50 rockin' rides when you attend this session, plus, an easy to use template for developing many more. Learn how to organize, recycle and refresh a library of class profiles, as well as how to access motivating music that will excite and inspire all fitness personalities.



## 430 Mastering Elastic Resistance, by Anchor Point Training

**CHRIS SEVERS**

The unique properties and possibilities of progressive elastic resistance are demonstrated. This session explores several unique aspects of elastic resistance and how they can be exploited to create useful work. Learn about: training vectors of force by anchoring resistance at different heights, using plyometric, isometric, eccentric and oscillating force. These are all unique properties offered by elastic resistance. (applied to all populations)

### TIME BLOCK

**9:40-11:30am** Unless otherwise indicated.  
Up to 2 CEC hours. Workouts do NOT qualify for CECs.

## 440-A Creating Your Purpose and Legacy—How to Live a Life Worth Telling a Story About!

**Special time: 9:40-10:40am**

**TODD DURKIN, MA**

Everyone has a life worth telling a story about. But it's your job to craft your deepest purpose and live your best life. In this high powered presentation, one of America's top trainers will share how he took his own experience as a broken down athlete and transformed it into uber-success as a trainer, motivational speaker, author and network television celebrity trainer. You'll be on the edge of your seat as Todd shares what it takes to create success, significance and ultimately your legacy, that will change lives forever.

# SESSION DESCRIPTIONS FRIDAY, JULY 15

## 440-B Market to the Masses and Change

Millions of Lives  

Special time: 10:40-11:30am

**CHRIS FREYTAG, CATHE FRIEDRICH AND NATALIE JILL**

This action packed panel features three top female brands who lead fitness empires. You'll learn how they market to millions with nutrition books, massive DVD libraries, live streaming workouts, product affiliates, fitness apps, clothing and fitness gear, and social media coaching programs. They are everywhere. Chris and Cathe went from leading local group exercise classes to leading national weight loss programs. Natalie went from the bottom of the barrel in life to the top of her game in business.

## 441 TRX®: Functional Training Circuits

**ELIZABETH ANDREWS AND DANNY BARTLETT**

Experience this advanced multimodality workout that will leave you properly worked but wishing for more. This advanced session will illustrate innovative TRX coaching practices and emerging new programming in a high energy, multimodality setting. Get ready to experience the safest and most effective high intensity interval training approach you've ever seen!

## 442 Advanced Art of Coaching High Transfer Performance Training

**PETER TWIST, MSC**

In a fitness industry so great at doing phenomenal cardio and anaerobic training programs, this session will focus on the art of orchestrating outstanding physical performance with every rep in every second of every workout. Trainers will learn HOW to COACH physical performance in a session that highlights Pete's top 10 tips and techniques to significantly improve movement abilities and transferable strength performance. Expand the art of your craft and transform your client's fitness outcomes.

## 444 StrongBoard Balance®: Mastering Small and Large Group Exercise

**MIKE CURRY**

Cater to all fitness levels with the StrongBoard Balance group exercise program. Whether you are instructing two people or fifty, you'll learn 15, 30, 45 and 60 minute curricula as well as basic balance training and muscle fatigue drills for legs, butt, abs, shoulders, arms and back, active recovery and stretching. Learn to implement traditional exercises on the StrongBoard Balance, pushing participants to gain cardio endurance and improve their dynamic stability and strength while body sculpting.

## 445 Assessment and Corrective Exercise Strategies for Improved Shoulder Function

**CHUCK WOLF, MS**

Understanding the interaction between the lower and upper extremity is critical to developing a true functional shoulder training program. Assessing shoulder function is dependent upon the knowledge base of how the lower extremity and thoracic region impact shoulder function. This session will demonstrate functional assessment techniques and apply function into a strategy to enhance shoulder action with cutting edge movements for all populations.

## 447 Maximize Attendance in Express Group Exercise Classes With ActivMotion® Training

**ROBERT SHERMAN**

Let's face it, people are busy. So much so, that small and large group express classes are gaining in popularity. ActivMotion Training has been shown to increase muscle activation and caloric expenditure over standard programs, meaning that members and clients can get better results in less time! Learn how to create ActivMotion Training express formats that can be easily and seamlessly plugged into any program. See how you can get results for your clients and boost your bottom line with ActivMotion Training.

## 448 Training Fascia—Research Developments in Fibrous Connective Tissue Training

**MICHOL DALCOURT**

As more and more research sheds light on tissue dynamics, we are becoming more aware of the role and behaviors of fascia (fibrous connective tissue matrix) and its importance in movement function. What is less clear, however, are guidelines around how to train and influence adaptation through this all important structure. This session is geared toward elucidating the research and clarifying the organization of program design around fascia, and then putting tangible exercises in place in a systematic way.

## 449 Anatomy: Reconnect With Your Spine Muscles, by NFPT

**BEVERLY HOSFORD, MA**

"Why don't I feel my abs?" "This hurts my low back." If you hear these phrases in your business, then this is the session for you! There are 20 different muscles in the thorax, each with a very specific function. Learn to navigate your way around the muscles and their attachments to better serve your clients. Learn the differences between the various erector spinae once and for all! This workshop will open your eyes to new possibilities when it comes to core exercise.

## 450 Trends in Food and Nutrition, Presented by NOW® and Truitt Family Foods®

**WENDY BAZILIAN, DRPH, MA, RD, AND MICHELLE RATCLIFFE, PHD**

You won't want to miss these two great presentations wrapped into one enlightening session.

**Food Tribes and Optimizing Performance:** We face a sea of choices when it comes to our nutrition. With 44% of adults today reporting some form of food restriction or allergy, the food industry rallies to innovate and provide solutions. We'll look at how our personal values and preferred eating styles (our tribes) are impacted by the foods we choose and the influence those choices have on health and fitness goals.

**Sustainable Diets and Human Sustainability:** Fitness professionals can have a major influence over our food and nutrition. Studies show that what we eat is directly related to health promotion, disease prevention and now environmental sustainability. This session will explore the concept of human sustainability and sustainable diets, from food production to consumption and disposal.

## 451 C.H.E.K Institute: Flatten Your Abs

**ANGIE LUSTRICK**

Everyone dreams of flat abs, but all too often the dreaded paunch remains, despite your aggressive abdominal routine! Come to this lecture and see why your exercise program may not be getting you the results you want. We'll address common problems that prevent success, including ineffective exercise programming, poor nutritional habits, hormonal imbalance, gynecological and gastrointestinal disorders and much more. Understand important factors to look for when assessing your clients and how multidisciplinary programs can really work to condition and flatten abdominals.

## 452 Your Guide to Opening a Profitable Facility

**SEAN GREELEY**

If you aspire to have your own facility, then this is your must attend session to learn a step by step plan to open a profitable facility in less than 12 months. If you are ready to make your dream a reality, grab your notebook and get a seat. Sean will take you through the critical components of the business plan, from site selection, securing funding, budgeting and branding to creating a clear path to profitability. Open the door to your future.

## 453 Mindset, Motivation and Changing Habits

**KARA MOHR, PHD**

Behavior change can be a frustrating process for clients and fitness professionals alike. Does mindset create the foundation for success? Discover the latest tools for changing mindset, unlocking motivation and changing even the most stubborn behaviors. Learn specific strategies to use with your clients to help them focus their efforts, tackle tough habits and change that behavior for good!

## 454 Balance Your Hormones With Your Fork and Gym

**SARA GOTTFRIED, MD**

Calories are important when optimizing body composition and health, but hormones and nutrients matter more. This workshop focuses on the role of key hormones for women: testosterone, estrogen, insulin, leptin, growth hormone, cortisol and thyroid. Learn to screen for hormone imbalances that impact weight loss resistance. Discover how food and exercise impact hormones and metabolism, and how to guide people toward natural hormone reset. Dr. Gottfried is the Harvard educated, *New York Times* best-selling author of *The Hormone Reset Diet*.

## 455 Small-Group and Partner Training 2016

**SHERRI MCMILLAN, MSC**

This interactive workshop will review the principles of resistance training and teach you a number of progressive, full body partner exercises that will improve your client's muscle conditioning, endurance, speed, balance and core stability utilizing tubing and medicine balls. Whether you teach group fitness or train clients privately or in small group settings, this session is a must and will provide you with 30+ new exercise ideas and progressions.

## 456 The Lost Art Form of True Sculpt

**JANIS SAFFELL**

An art form that had been lost with all the hype of HIIT, Tabata, boot camp and circuits, the traditional sculpt class is undergoing a strong resurgence in popularity. Learn the art of teaching a modern traditional sculpt class that flows from one exercise to the next. This style of strength class keeps the participants moving without rest periods and keeps them engaged. Utilize the step, weights, tubing, etc. to create a true sculpt workout!

## 457 FitDancer: The Ultimate Dance-Fitness Experience

**MADONNA GRIMES**

This cardio-dance style workshop is the perfect union of dance and fitness. See how you can blend a variety of dance genres from ballet, hip-hop, funk and salsa to traditional aerobics and jazz. The best part is that this exciting dance-fitness workout program really gets results. You don't have to be a professional dancer to turn, leap, hop and soar in this one of a kind dance program. A must for dance lovers!

## 458 Go Vertical—Inspired Step Choreography for Die Hard Steppers!

**YOAV AVIDAR**

Spice up your step classes with Vertical Step. There's a multitude of clever approaches to planning a vertical step class. Participants will walk away with a long list of choreography tips on how to develop and break down movement patterns that will get your audience inspired to Go Vertical! Come to this workshop and get basic principles for teaching a creative, balanced class, as well as clever ways to deliver the ultimate vertical experience.

## 459 BOSU®: 3D XTREME™—Creative Circuit Solutions



**AMY DIXON AND DORIS THEWS**

Are you looking for ways to refresh circuit programming and maximize usage of BOSU Balance Trainers? BOSU 3D XTREME is a unique, high intensity, team-oriented program that combines functional total body training with cardio, intense core and interactive team challenges. You'll re-imagine what circuits look like and how they can be delivered for maximum impact. Whether you implement a 3DX circuit, or use ideas from the amazing library of drills for other workouts, we know 3D XTREME will inspire you!

## 460 Fitness Over 50—Getting "Restarted"

**KYMBERLY WILLIAMS-EVANS, MA**

How many times have you heard, "I want to restart a fitness program, but NOT the hard core one I did when I was younger?" Boomers are looking for intelligent, effective, yet comfortable exercise options. They worry about losing cognitive skills, getting hurt, gaining weight, losing strength and not being able to do activities they love. This session offers joint friendly, brain challenging and functional workout options. Learn to create programs that are low risk, yet yield high rewards!

# SESSION DESCRIPTIONS FRIDAY, JULY 15

## 461 Total Barre™ Endurance 2



**KIM KRAUSHAR**

We're "raising the barre" with this workshop by adding more neuromuscular challenge to the coordination learned in Level 1. Balance and strength exercises now use a number of props such as hand weights or toning balls, foam rollers and ankle tubing to help challenge and bump up the strength and calorie burning results. Working in a continuous flow to keep the heart rate elevated, we provide beats per minute guides for each suggested song on the playlist.

## 462 Balanced Body®: Pilates for Office Workers



**NORA ST. JOHN, MS**

Most Americans are spending 6 to 10 hours per day sitting and working on a laptop, computer, tablet or phone. This can lead to poor posture, pain in the neck, arms, back and hips and other health problems. Understand what sitting and computer work do to the body and learn a Pilates-based mat program for keeping your working clients healthy.

## 463 Advanced Intelligent Sequencing: Pathways to Postures, by CorePower Yoga®

**KATHLEEN SAND**

Come and learn the teaching tools and physically experience how to intelligently sequence a postural path that guides students of varying abilities into advanced yoga asanas (postures) in a vinyasa class. This interactive workshop is divided into three advanced posture categories: backbends, standing balances, and arm balances and inversions. During each, you will personally be guided through pathways to postures and later be asked to create and present your own alternate intelligent sequence.

## 464 Peak Pilates®: Connect the Dots

**ZOEY TRAP, MSC**

Do you know how to connect through your core? To button up? To link one body part to another for added stability, alignment and strength? In this session, you'll learn how to "connect the dots" by linking one body part to another from head to toe for a more powerful and engaging movement session.

## 465 Schwinn® Cycling: If You Build It, They Will Come!

**SHANNON FABLE**

Looking for ways to ensure your riders get what they need each and every time they sit in the saddle? Look no further. Come learn Schwinn's new and improved class design system that makes creating classes a cinch. You'll leave with an easy to follow, turnkey system for selecting the best content, layering in mind-body elements and organizing music to bring it all together. This session will fill your toolbox with practical tips you'll put to work right away!

## 466 Keiser® Cycling: Do I Look Fat in These (Bike) Shorts?



**KRISTA POPOWYCH**

Many of your students come to group cycling because they know it's a calorie torching class. Everyone wants to lose weight and decrease body fat. Learn how to apply the most current fat burning research science to your indoor cycling classes to truly help your participants reach their goals! This workshop will help you create smokin' hot, fat melting classes that blend science and motivation for the best cycling class on the schedule!

## 467 Stages™ Cycling: Get on the Leaderboard!

**CAMERON CHINATTI**

Do you kick butt on a bike? Do you have what it takes to hang on the leaderboard? Prove it. Join Stages Indoor Cycling for our signature benchmark event where we identify your best sustainable effort. This is how the pros do it, only a lot more fun! Post ride we use your ride results to determine your Power Rx, the most important piece of ride data you'll ever need!

## 468 RealRyder® Cycling: Ride and Release



**LESLEE BENDER**

Training in multiple planes of motion is one critical component to helping reduce repetitive stress on the body's joints. Learn how to shape a healthy body by training on the only indoor bike that offers significantly less lateral shear forces. Join us for an exciting "un-stationary" indoor cycling experience and learn how to introduce postural corrective techniques and creative fascial release methods. Leave your riders feeling energized, limber and free of post-cycling body aches and pain.

## 469 Slackline 101, Presented by Slackline Industries™

**JOSH BEAUDOIN**

Discover the benefits of utilizing slacklining as a cross-trainer by experiencing a workout session. Our instructor will guide the class through beginner basics and move through a full body series of exercises that will engage the core and have attendees working up a sweat. Slacklining is a new and fun way to tone the whole body while improving balance, reaction time and overall body control.

## 470 BoxMaster® Circuit: Round 1

**SONJA FRIEND-UHL AND PETE MCCALL, MS**

BoxMaster is the latest training tool for boxing specialists and fitness enthusiasts alike. If you want to improve your reaction time, agility, stamina or coordination, BoxMaster is the opponent for you! This is a new form of boxing-style conditioning that will WOW your members and help boost retention. Join us for a high energy class that takes you through drills, skills and full body conditioning exercises.

**TIME BLOCK T**  
12:30-1:30pm

Workouts do NOT qualify for CECs.

## 480 Body Weight Match-Up...A Challenge Arena Exclusive!

**AMY DIXON, SHANNON FABLE, KRISTA POPOWYCH AND HELEN VANDERBURG**

You won't want to miss this super-charged body-weight-only workout in IDEA's Challenge Arena in the Expo Hall. Your award-winning coaches have prepared several challenges designed to test your endurance, strength, agility, speed and yes, determination! Come to this session...join a team...and work together to reach a common goal. Plus, take home some great new ideas to challenge your clients and members when you return home.

**TIME BLOCK J**  
2:15-4:05pm Unless otherwise indicated.  
Up to 2 CEC hours. Workouts do NOT qualify for CECs.

## 490-A High Performance Tips: Dominate Business and Life

**Special time: 2:15-3:00pm**

**RANDY HETRICK**

Randy Hetrick, founder of TRX®, has amassed three decades of unique accomplishments: collegiate athlete, 14 year Navy SEAL Officer, bootstrap entrepreneur, multi-patented inventor and CEO of a \$50 million company that leads the world in functional fitness. Randy will share his remarkable journey as well as five tips for dominating in business and life, from blazing a new trail and serving a niche market to creating an award winning workplace that values healthy lifestyles.

## 490-B FIX Your Life With Passion and Persistence

**Special time: 3:00-3:35pm**

**AUTUMN CALABRESE**

Autumn Calabrese is the creator of the 21 Day Fix®, the number one selling infomercial in the world. This celebrity trainer shares her journey from bikini competitor to becoming a worldwide expert in fitness and nutrition. Learn how creativity and persistence opened many doors for Autumn and helped her create a thriving brand by never "working" a day in her life. She will share five tips on how you can, too.

## 490-C Become the Expert and Explode Your Brand

**Special time 3:35-4:05pm**

**SARA GOTTFRIED, MD**

Dr. Gottfried used to call herself "frumpy and fat." Now she is a *New York Times* best-selling author, a Harvard-trained MD, as well as a yoga instructor and mom of two. She built her brand from the ground up and will share her personal experiences and five secrets to success. Her presentation will have you dreaming bigger and strategizing your own unique expertise. You'll leave ready to explode your business and brand right away.

## 491 IDEA Summer Games: The Ultimate SAQ Challenge, Powered by SPRI®



**SPRI MASTER INSTRUCTORS**

Three of the most important attributes seen in high level athletes and weekend warriors are speed, agility and quickness. These vital training elements are seriously important in developing a complete athlete. Here's your chance to test your own skills in multiple SAQ course trials, consisting of cones, ladders, hurdles, line drills and more. Participants in this IDEA Summer Games session will compete for the quickest, fastest, and most agile individual, team or team player. Attendees will have the opportunity to vie for gold, silver and bronze medals in the ultimate SAQ challenge.

## 492 TRX® Coach Better: Coaching Redefined



**FRASER QUELCH**

This practical session builds on some of the fundamental TRX Training concepts and focuses on getting better results in the shortest imaginable time. Learn several innovative methods to quickly evaluate movement and identify key movement faults to ultimately Coach Better. Integrating key concepts from the newly launched TRX course curriculum, this session will deepen your understanding of human movement and provide a highly effective method of communication that will redefine your coaching standard.

## 493 Heart Rate Variability—The Science of Recovery-Based Training

**MIKE BRACKO, EDD**

Heart rate variability (HRV) training is based on the science of recovery, preventing overtraining, and how stress affects our clients' ability to train. It accounts for all kinds of stress and monitors the day to day fluctuations in heart rate and intensity. We'll discuss the research behind HRV, the practical application of the training, and the best apps to use; then we'll put it to the test by performing a unique HRV training program using minimal equipment. See how you can use HRV training to gain maximum benefit from each workout.

## 494 Become a World Class Coach—Top Seven Must Do's to Create Success and Significance

**TODD DURKIN, MA**

All trainers want to be ultra successful. They want to maximize their impact in their studio/club and their communities, and scale their message beyond. There are some universal must do's if you want to achieve ultimate success and significance. In this session, world renowned coach Todd Durkin reveals details of the seven things you MUST do to be a great coach. In addition, he will share exactly how he created multiple coaching models over the past 10 years, including what works, what doesn't, how he manages and delivers these programs, and the essential tools and resources needed to operate a successful coaching program or business. This inspirational program will have your head spinning with ideas you can implement right away!



# SESSION DESCRIPTIONS FRIDAY, JULY 15

## 495 HIGHX™, Powered by Lifeline®: TRAIN FOR LIFE™

GABBY REECE

Experience HIGHX, a workout where explosive training takes center stage. This 10 circuit course is designed to maximize the body's fat burning capabilities, build lean muscle, and optimize the body's hormone and physiological responses to exercise. Also featured, is the science behind this top notch fitness program, as well as coaching tips to get individuals and teams working together. See how the techniques learned in this workshop will build community in your club. Lifeline patented products power this superb circuit training format.

## 496 Glutes 'n Abs—Integrating Core Into Everything

PETER TWIST, MSC

A sleek torso, ripped abs and powerful glutes are familiar goals many clients have shared with their trainers. Well, do you want to know how to achieve better than ever results that also transfer to strong powerful movement in life and sport? Re-imagine, re-engineer and re-boot your workouts with mind blowing glute work and core overload to gain optimal results. Learn how to manipulate overload variables for upper and lower body strength exercises, power drills, plyometrics and more into core integrated movement. Look great and move better!

## 497 Get Ripped and Don't Die Trying—Strength Training Versus HIIT

TOMMY MATTHEWS

Overtraining just to look great doesn't have to come at the expense of your health. In fact, it's just a one-way ticket to getting injured! This workshop looks at the benefits of strength training versus HIIT training and how they can be combined for maximum results. Smart training protocols, proper recovery methods, fat burning workouts and other tools for success will be covered in this special workshop. Walk away with new ways to get your clients ripped.

## 498 Barre Biomechanics 2016, by Savvier

LESLEE BENDER

This session brings the tools you need to teach barre based on the science of movement and how the body is best trained for optimal function. Discover why isolation, instead of integration, and tucking the pelvis not only creates back pain but can lead to dysfunction and injury. Come see how specific exercises and dynamic choreography can lengthen and strengthen the body authentically. Experience strength, flexibility and balance and how the body is meant to move!

## 499 Your Secret Weapon for Smart Program Design, by Functional Movement Systems (FMS)

DIANE VIVES, MS

In the competitive world of personal training, and more specifically corrective exercise, many trainers make the mistake of adopting one particular method or training philosophy. It is important to recognize that correctives are NOT the program, but a bridge to more progressive programming and training. Also, not all corrective exercises will help every client. Come to this workshop, and learn how to objectively apply the Functional Movement Screen to provide a clear pathway to corrective exercise and get hands-on examples of exercises that can amplify your training.

## 500 The Future of Small-Group Training! Technology Programming and Team Development, Powered by MYZONE®

DENNIS DUMAS

There is a multitude of ways to build a successful small-group training business. In this session, participants will work together to understand the psychology of small-group training and why it is so important for the growth of our industry. From building community and relationships to finding a way to get more people involved in fitness, participants will walk away with an arsenal of ideas and program design options to keep their businesses and clients on track.

## 501 Toward Progressive Client Care—Where Fitness, Nutrition and Medicine Intersect

MODERATOR: JOHN BERARDI, PHD

PANELISTS: BRENT GALLAGHER, MSS, CHRISTOPHER MOHR, PHD, RD, TERI MOSEY, PHD, AND HOLLY WYATT, MD

Clients who commit to change need a team of professionals to guide them. Specifically, they need their primary physician to understand the power of exercise and nutrition prescription; they require a fitness professional/health coach to shepherd their journey toward behavior change and safe movement; and they need a nutrition professional to design a reasonable eating plan. This multidisciplinary panel will examine how the power of this referral network can benefit your business and get unparalleled results for clients.

## 502 Fit Biz 101: Flex Your Marketing Muscle to Grow, Retain and Succeed

JOHN HERINGER

Fasten your seat belts. John's session is going to take you from 0 to 100 mph in your fitness business with his secrets and systems to success. As a successful studio owner and entrepreneur, John will show you how to market at a higher level by sharing his top campaigns, help you obtain new clients, improve your retention and build a sustainable fitness business that thrives.

## 503 Your Slam-Dunk Personal Training Marketing Solution

SHERRI MCMILLAN, MSC

As a personal training manager or director, are you frantically brainstorming marketing initiatives that are quick and easy to implement? Is your job to help attract clients, keep clients and wow clients? If you're unsure how to create an effective marketing plan, worry no more. This session will provide you with a step by step, 12 month marketing strategy with all the detailed actions you need to succeed and lead your department and your staff. Experience the financial benefits and job satisfaction of a plan that works.

## 504 Organize Your Mind for Personal Training

MARGARET MOORE, MBA

Our way of life today is generating lousy operating conditions for the brain's prefrontal cortex, which is responsible for developing new healthy habits. Even personal trainers can't escape stress, chronic multitasking, technology distraction, or even addiction. This session teaches trainers how to use a range of brain states during training sessions. Five strategies to cultivate an organized mind will be explored as an effective self-coaching and training tool for trainers and their clients.

## 505 Protein Overload: Are You Eating More Than You Need?

CHRISTOPHER GARDNER, PHD

Americans are obsessed with protein. We buy high protein bars, high protein cereals, protein fortified drinks, and we eat meat, eggs or dairy at nearly every meal. In fact, we eat more meat per capita than any country in the world. But why? Christopher, a health researcher at Stanford, will guide attendees through the protein maze with a research-based, common sense view toward understanding this nutrient's human impact, it's reasonable distribution at meals, and nutrition options that could shift our cultural approach to it.

## 506 Boot Camp Quick Fit

ABBIE APPEL

This fun and engaging boot camp combines the fundamental elements of strength training and short bursts of explosive power with high level skills in order to enhance overall performance. First, learn the movements, then experience the workout by quickly rotating from station to station, integrating conditioning drills and quick precision skills. Get stronger, fitter and faster with this dynamic workshop made for groups of all sizes and discover the secrets of optimal functional performance.

## 507 Kettlebells for Group Ex: First Steps

PAUL KATAMI

If you have never used a kettlebell before, then you will not want to miss this nuts and bolts session that covers all the do's and don'ts, as well as the foundations of kettlebell training. This introductory workshop demonstrates proper kettlebell techniques and useful skills that are necessary for successful kettlebell classes. Get a brief history of kettlebell training, then dive into the structural movements, including swings, cleans, rack positions and more.

## 508 LaBlast®: Let's Blast!

LOUIS VAN AMSTEL

Work out to music from every artist, genre and era, and learn the true skill of dance with three time World Dance Champion and fitness expert Louis van Amstel. Join pro dancer Louis from *Dancing With the Stars* for his ground breaking dance fitness program, LaBlast! You'll learn true ballroom dances such as cha cha, samba, foxtrot, merengue, tango and Viennese waltz, as well as disco, jive, the twist and more. We also invite you to take session #748 for a completely different dance experience.

## 509 Two Men and a Step, Volume 3

YOAV AVIDAR AND LUCIANO MOTTOLA

And the beat goes on! Join energetic duo Luciano and Yoav for the third chapter of their step adventure. Challenge your body and your brain as you explore the world of double step and multilevel choreography. Learn cutting edge methodology to seamlessly command a classroom and improve your teaching techniques. Leave this class bursting with fresh ideas for your classes on Monday morning! (Note: this class is for experienced steppers.)

## 510 BOSU®: Performance Drills

CANDICE BROOKS AND DOUGLAS BROOKS, MS

Quick, explosive, reactive movement is essential for developing athleticism, regardless of age or fitness level. BOSU Performance Drills focuses on core, and lower and upper body progressions. These head to toe integrated movements are appropriate for all levels of clients, athletes or small-group participants. Learn drill mechanics, progressions and coaching cues to successfully implement sport performance training into your boot camp, fitness and sport conditioning programs. Be challenged, build your exercise library and optimize results!

## 511 MMA Conditioning: A WAR Worth Fighting, by Power Music | Group Rx

ANJA GARCIA

This unique program is specifically designed to make movement fun and effective. With an emphasis on mixed martial arts, WAR incorporates all planes of motion, varying lever lengths and peripheral heart action to give your clients the most lean muscle and highest caloric expenditure possible. Learn how to punch effectively, kick safely, and perform hooks and uppercuts like the pros, utilizing the music to foster motivation. This is a WAR worth fighting.

## 512 STOTT PILATES®: Total Body Sculpting, Flex-Band® Level 2

 **merrithew.**  
leaders in mindful movement™

PJ O'CLAIR

Explore exercises to increase core and peripheral strength, while adding multidimensional joint movements, variety and challenge to the basic Flex-Band exerciser routine developed by the MERRITHEW team. Discover how this resistance band can transform simple mat work exercises while maintaining focus on precision and control.

## 513 Balanced Body®: Advancing Your Mat

 **balanced body™**

NORA ST. JOHN, MS

Using traditional advanced Pilates mat exercises, we will roll through a full sequence with smooth transitions to create a challenging workout while remaining mindful. Flowing smoothly from one exercise to the next demands concentration, commitment and clarity. Come and be re-inspired by the power of classical Pilates work.

# HIGH(ER) INTENSITY TRAINING

Visit the SPRI Booth  
at the 2016 IDEA  
World Fitness  
Convention.



**SPRI**<sup>®</sup>  
visit us at [spri.com](http://spri.com)

# SESSION DESCRIPTIONS FRIDAY, JULY 15

## 514 Choreographing Yoga

**RINA JAKUBOWICZ**

Learning how to string together poses and movements is essential for any successful flow in your class. Experience the key techniques needed to piece this dance-like puzzle together on your yoga mat and for your students. Making it seamless will be the element that makes your students stay focused with you and within. We will delve into unique and rarely done sequence options that will keep your class interesting and your students present.

## 515 Heart and Sole Barre Refined

**JUNE KAHN**

Combining the principles of standing Pilates and dance with studio barre and HIIT techniques is at the heart of this unique class. This barefoot training program will elevate your heart rate, while the Pilates and barre-inspired movements work to improve core strength, balance and flexibility, creating a longer leaner body that moves beautifully and efficiently. This is strength redefined! Don't miss this flowing, nonstop and inspiring workout that will challenge your body and inspire your soul!

## 516 Schwinn® Cycling: Girl Power 2.0—Leaning Into the Schwinn Sisterhood

**AMY DIXON, SHANNON FABLE, TATIANA KOLOVOU, MBA, AND LUCY WAITE**

We're taking the conversation to the next level after the first 2 years of this record breaking Schwinn workshop. What do your female students need to have an amazing class experience? What holds them back and how do you, as their trainer, find the sweet spot between fierce challenge and ferocious fun? This workshop is stacked with the latest applied research, strategies for reaching out to every personality in the room and advice from female icons to inspire and uplift you.

## 517 Keiser® Cycling: Get Your Asana to the Cycle Studio **KEISER®**

**LINDA FREEMAN-WEBSTER**

Use yoga-inspired dynamic warm-ups and effective post-workout stretch sequences to enhance your students' cycling experience. These easy to follow, easy to implement routines will help your students cycle more powerfully and reverse the forward flexion cycling posture of tight anterior lines. This workshop will take you through several effective routines for pre- and post-cycling along with a dynamic ride for the total yin/yang experience!

## 518 The Ultimate 90 Minute Climb: Finding Your Everest, by ICG® **MATRIX** POWERED BY ICG®

**CHRIS PLOURDE**

One of the largest peaks on earth is Mt. Everest. How would you like to achieve the ultimate test of strength and grit? Let's persevere together as we explore this 90 minute personal journey, and engage in an experience that is fun and rewarding. Instructors will gain insight on how to replicate this ride and how to use multimedia in conjunction with your profile and music as you coach your clients to the top!

**TIME BLOCK K**  
**4:30–5:30pm** Unless otherwise indicated.  
Up to 1 CEC hour. Workouts do NOT qualify for CECs.

## 530 The School of Greatness—Hustle, Passion, Focus and Vision

**LEWIS HOWES**

After getting injured while playing professional football, Lewis went from sleeping on his sister's couch to running a seven-figure business and becoming a *New York Times* best-selling author in a couple of years. Hear his compelling story of how hustle, passion, focus and consistent vision led him to success, and learn the specific tools and habits that prove how anyone is capable of achieving greatness. Lewis will teach you lessons and practical exercises that will change the game for your business and life.

## 531 IDEA Summer Games: The Ultimate Cardio Challenge, Powered by SPRI® **SPRI**

**SPRI MASTER INSTRUCTORS**

Are you a cardio animal? How much time do you and your clients spend in cardiovascular (aerobic and anaerobic) activity each week? Well, in this heart pumping, lung driving challenge, you're sure to get totally gassed. This IDEA Summer Games Challenge features multiple cardio trials that include obstacle runs, hops, leaps and bounding activities that will completely stimulate your clients and YOU! Compete in this cardio-endurance course as an individual and as part of a team, and improve your chances of earning a gold, silver or bronze medal in this ultimate cardio challenge.

## 533 Partner Playground, Round 2

**TAHNEETRA CROSBY AND ALEX MCLEAN**

If you missed this really fun workout last year, you won't want to miss Round 2! Kids and adults alike will really enjoy this partner-play format. Revitalize your fitness classes with games like leapfrog, freeze tag, ring around the rosy and more. Get ideas on how to use your partner for resistance to maximize results. We'll encourage teamwork and bring out the competitor that lives in all of us. Best of all, no equipment is needed for this workout.

## 536 SandBell® Xtreme, by Hyperwear®

**BROOK BENTEN, MED**

SandBell Xtreme is a dynamic, no nonsense workout that is high energy from start to finish. This workout is the ultimate combination of serious strength moves with heart pumping cardio that will amplify the caloric burn and deliver results. Get ready to be challenged like never before. This 60 minute class will deliver a dynamic warm-up, a high intensity workout and a cool-down/mobility portion, all using a variety of SandBells.



## 537 LTS™: Cool New Tools for Boot Camp and Group Fitness With SGT Ken®

**SGT KEN WEICHERT**

Body weight training and calisthenics are not only key for the military but for your civilian boot camps as well. They are highly effective and offer variety with minimal equipment. Let SGT Ken take you through agility and mobility drills, compound body weight movements and unique unilateral rowing, as well as manual resistance exercises, partner training, athletic conditioning drill sequences, unique class programming and more with the amazing portable Equalizer™ and Buddy System™! Your troops will love it!



## 538 Booty Camp: The Best Bun and Leg Training on the Planet

**MINDY MYLREA**

You have heard of boot camp but have you ever heard of Booty Camp for the buns and legs? Take your below the belt classes to camp with this whole new approach to buns and leg training—circuit style. Four stations of USE exercises coupled with barre, gliding, tubing, traveling body weight training and so much more. You will experience the best ideas on the planet for a lower body challenge that is booty crazy.

## 539 NASM®: Get Your Flex-Ability On!

**NASM FACULTY**

Are you feeling stiff and sore? Or do you simply need to work on your mobility? This body friendly workout will take you through a progressive flexibility program using self-myofascial release, select static stretching for common overactive areas, and dynamic flexibility/mobility exercises to dramatically improve your movement quality. This is a great way to end your day!



## 540 The Inner Pelvic Core Workout, by Pelvic Solutions, LLC

**CHRISTINA CHRISTIE, PT**

The pelvic core neuromuscular system (PCNS) is the power source for walking, running, pushing, pulling, throwing, jumping, landing, etc. The PCNS includes the abdominals, respiratory diaphragm, back/hip muscles and pelvic floor muscles. Abnormalities within the PCNS can be the cause of many biomechanical dysfunctions. This session will cover a principle-strategy-application process to assist in the exploration of designing an inner core workout utilizing the principles of Applied Functional Science® and the Pelvicore™ Pro.

## 541 The Future of Group Fitness: Programming for Success

**MODERATOR: PATRICIA KIRK, MS**

**PANELISTS: LASHAUN DALE, MPH, SHANNON FABLE, KEITH IRACE, INGRID OWEN AND KIMBERLY SPREEN-GLICK**

Join us for a lively discussion on how these industry leaders drive and deliver successful group fitness programming for their members. We'll talk about current fitness trends and programming, staying competitive among the growing number of boutique fitness studios, the pros and cons of using preprogrammed formats versus creating your own, and strategies for instructor satisfaction. If you want a peek into the future of group fitness, you will not want to miss this informative panel discussion.

## 542 Culture and Community Are Keys to Client Retention

**KENDRA BYLSMA**

Stop worrying about the facility down the road. Your only real competition is yourself. To create a thriving fitness business, you need a strong sense of community. Our clients are bombarded with offers to lose weight and get in shape. Your best weapon is the vibe of your tribe. What do you stand for? Successful studio owner Kendra will teach you how to differentiate yourself in the marketplace by getting your trainers and clients all singing the same powerful tune.

## 543 The Three Most Powerful Ways to Grow Yourself and Your Business

**FABRIZIO MANCINI, DC**

After over 30 years of being a part of the personal development movement, attending thousands of hours of seminars, writing four best-selling books, reaching millions through TV and radio, and lecturing with the most influential people in the world, Dr. Fabrizio Mancini reveals the most successful ways to grow you. Get ready to be inspired with stories of how people went from ordinary to extraordinary. Learn how to not let your circumstances dictate your destiny. This session is meant to be transformational. This is your time!

## 544 Rebranding Exercise: It's Not About Weight

**YONI FREEDHOFF, MD**

This enlightening session will take you on a sobering trip through the medical literature surrounding exercise and weight loss. From objectively measured metabolism studies, to kids with accelerometers, to carefully controlled and supervised year long physical activity programs, the data is clear, "energy balance" is a misnomer and it may be time to uncouple exercise from weight. Instead, we should focus on the incredible benefits of exercise to health, and on mitigating the direct risks attributable to weight.

## 545 ACE®: Can You Trust the Headlines?

**CEDRIC BRYANT, PHD**

Dubbed the "workout watchdog" by the *Wall Street Journal* in 1997, ACE frequently commissions leading universities and research institutions to conduct studies on popular fitness products and programs. Join Cedric as he reviews key ACE-sponsored studies on a wide array of products and programs, including CrossFit, Kettlebells, P90X®, activity trackers and more. After this session, attendees will be able to help their clients make more informed decisions regarding these heavily marketed and sometimes hyped products and programs.

# SESSION DESCRIPTIONS FRIDAY, JULY 15–SATURDAY, JULY 16

## 547 Boot Camp Body Blast!

CATHE FRIEDRICH

Ready...Set...Go! Join Cathe in this nonstop, action packed, circuit-based masterclass that leaves no body part untouched and no calorie uncrushed. This high energy boot camp experience combines rounds of intense cardio interval training followed by lower/upper body sculpting and unique core training. To get the job done, we'll use steps, tubing and body bars! Get ready to get sweaty and learn some new training techniques to integrate into your own classes and boot camps.

## 548 Everybody Dance

PETRA KOLBER

Join Petra in a nonstop, choreography packed and easy to replicate dance workout that is Monday morning ready. Learn how to teach to your students' strengths and have everyone leaving your classes feeling successful. Discover how to utilize the latest techniques from the world of positive psychology in your classes, so every time you will move your students into a happier mindset, and have your students smiling and motivated to come back for more.

## 550 Using Function to Avoid Dysfunction in Aging

MARK KELLY, PHD

Let's take a look at some new perspectives on working with older adults. See how making an early start on healthy aging practices and focusing on fun, mentally engaging exercises will help older adults to maintain functional status. Learn why and how exercise counters age-related declines, and also which exercises are required for different individuals. Walk away with realistic exercise regressions and progressions, as well as mentally engaging exercises that can be used to dial up the fun factor while enhancing neural plasticity.

## 551 POUND: Rockout. Workout.™

CRISTINA PEERENBOOM AND KIRSTEN POTENZA

POUND is a full body cardio jam session, combining light resistance with constant simulated drumming. The workout fuses cardio, Pilates, isometric movements, plyometrics and isometric poses into a 45 minute series. Burn between 400 and 900+ calories per hour, strengthen and sculpt infrequently used muscles, and drum your way to a leaner, slimmer physique, all while rocking out to your favorite music!

## 552 Get Real on the Mat

TANDY GUTIERREZ

So you've moved to the floor, but are you exercising intelligence while training the core? It's time to get back to the basics and move away from the props. Discover how less can be more while deepening your understanding of the hormonal, nervous and musculoskeletal system as it relates to delivering and designing a mat-based program. Learn how to cue in connection with breath and walk away with a renewed appreciation for simple but grounded training.

## 553 Elevated Classical Barre: The Workout

NICOLE DE ANDA

Enjoy a classical barre experience with ballet-inspired exercises that pay homage to the philosophy set forth by Lotte Berk, while incorporating contemporary techniques with conditioning intervals and props to elevate the barre challenge. This workout seamlessly blends movements and sequences at a cadence that raises the intensity and transforms the traditional poses into unique variations in order to increase the challenge for both the fundamental and advanced client.

## 554 LSD Yoga—Long, Slow, Deep Yoga

ROB GLICK

With all of the HIIT training, fast vinyasa flows and just the overall speed of life, sometimes it's really nice to simply slow down. In this soothing session, we will slowly move through poses, holding them for a while. Our focus will be to dive in deep and let go of everyday stresses and tension. This is a great way to end your day!

## 555 IN-TRINITY®: Warrior Program

IN-TRINITY FACULTY

The IN-TRINITY Warrior Program expands upon your knowledge of the core principles, concepts and signature movements of the IN-TRINITY Training System. Incorporating movements from yoga, qigong, martial arts and strength and flexibility training, the Warrior Program introduces new rhythm, pacing and breathing guidelines along with the unique characteristics of the IN-TRINITY Board to present new personal challenges and opportunities for improving familiar movement patterns.

## 556 Schwinn® Cycling Presents the All-Star MPower™ Super Ride!

GREGG COOK, SKIP JENNINGS, KELI ROBERTS AND DORIS THEWS

Grab your spot quick in this indoor cycling celebration taught by our incredible master trainers, and discover the thrill of training with measurement...not only on your bike, but on the big screen with group display technology. You'll share and compare performance metrics with your fellow riders, and compete in teams, with partners, and even with yourself. Come ride the Schwinn AC Performance PLUS bike with the MPower Echelon2 Console and experience first hand how measurement is motivation!

## 557 LES MILLS SPRINT® LESMILLS

JEREMIAH EVANS AND ANNA LOWERY

Introducing LES MILLS SPRINT®, the 30 minute indoor cycling HIIT workout that improves cardiovascular fitness, strength and muscular endurance levels. This program is scientifically designed to maximize heart rate peak and recovery periods through a training philosophy known as cardio peak training. Shatter your fitness plateau one pedal stroke at a time while you move to the latest beats and signature LES MILLS coaching. The best part of the workout is that it will be over before you know it.

## 558 RealRyder® Cycling: Sweat, Soul and Switchbacks

TRACY MARTINS AND ADAM REID

Hustle up some muscle and drop to the beat as you lean, steer and trek your way up to the top of the mountain peak! Partnering with your fellow riders and sharing the load, you'll ignite your inner fire and challenge your strength riding to the rhythm of live drums. Leave this session energized and eager to add some creative new cardio games to your next indoor cycling class!

## 559 Krank Boot Camp

KRANKCYCLE® FACULTY

Take your conventional boot camp training to a whole new level by adding the Johnny G Krankcycle by Matrix into the mix! This rotational format combines body weight exercises that will challenge your balance, strength and flexibility. So get ready to krank up the heat (pun intended) with the Krankcycle, the most sophisticated indoor cycling tool available. This session is sure to deliver a unique and exhilarating workout for all fitness levels.

## SATURDAY, JULY 16

TIME BLOCK   
7:30–9:20am Unless otherwise indicated.  
Up to 2 CEC hours. Workouts do NOT qualify for CECs.

## 600 Change Anything and You Change Everything

Special time: 8:00–9:20am

STACY NELSON, EDD

Behavior change is the keystone in personal transformation architecture. A caterpillar's linear metamorphosis to a butterfly is a quiet process, but for human beings, meaningful change is a convoluted journey with surprise obstacles at every turn. Sustained behavior change happens when we accept that altering long-ingrained actions will be a painstaking but rewarding evolution. Every person holds a custom map to navigate through the behavioral maze they've devised over a lifetime. Learn from this renowned behavior change expert how to help clients unlock their behavioral GPS and downshift confidently, even joyfully, toward renewal.

## 601 The Real TD Boot Camp Experience

Special time: 8:00–9:20am

TODD DURKIN, MA

Get ready for an extraordinary experience in the IDEA World Showcase Room! Find out how to create a phenomenal workout by using several creative and unique moves utilizing just your body weight. Combine functional sports training exercises, metabolic conditioning, partner and group training exercises, and several user friendly, easy to implement games and competitions. You will even learn a few boot camp motivational chants to help deliver a world class experience!

## 602 Build Your Dream: Create Time and Financial Freedom

Special time: 8:00–9:20am

RICK MAYO

Do you want your fitness business to be profitable and fun? Rick shows struggling or stagnant leaders the light. As the owner of one of America's most profitable gyms per square foot, he changes lives and takes time off to enjoy his own. He has licensed his successful business model to many health clubs worldwide and will share his best practices. You'll leave believing that owning or managing a successful business and having a thriving personal life can coexist.

## 603 NASM®: Corrective Exercise—Using the Newest Fitness Modalities

MARTY MILLER, DHSC

Corrective exercise techniques are becoming more and more commonplace within the fitness industry. Techniques once only thought of for use in physical therapy are being integrated within fitness settings to prevent or correct movement and posture imbalances. Learn how to use tools such as suspension training, kettlebells, battling ropes and other fitness gadgets to not only correct your clients' common movement impairments, but take their fitness level to new heights.

## 604 Indo-Row®: The Perfect Calorie Burn

JOSH CROSBY AND DORIS THEWS

Sometimes it's best not to mess with perfection. Dubbed "the perfect calorie burn," Indo-Row is a one of a kind workout and the hottest fitness trend in full body training. You'll work in teams, partners and as one crew to finish together, breathless and begging for more. Give your clients or group exercise participants the high intensity, energizing workout they want without the impact and with no experience required.

## 605 SPRI®: Tubing Training Redefined

BRIAN NUNEZ

Rediscover the lost art of eccentric load training, fused with alternating tempo (speed) training. In this partner-based workout session, rubber resistance will be used to regulate and modify both load and tempo, creating a series of tri-set supersets training routines that will activate and stimulate the muscles like never before. These routines may be put together for a full workout or incorporated into shorter, more intense training sessions. Join us and get jacked!

## 606 ACE®: STOP. GO. Turn and Burn

ANTHONY WALL, MS

Discover the hidden art of acceleration and quickness, a critical component of any athletic program. Regardless of ability or experience, programming needs to be structured and progressive in nature. In this session, you'll discover the concept of "relative training," and how foundational training principles for recreational and professional athletes are the same. Learn how to blend these skills into a seamless workout that will leave you breathless for more!

# SESSION DESCRIPTIONS SATURDAY, JULY 16

## 607 Functional Core Matrix—Improving Efficiency of the Back and Core

MIKE BRACKO, EDD

In all movement, you must be able to maintain balance, prevent injury, move efficiently and perform well while moving in multiple planes. This requires the core to stabilize, accelerate, decelerate, rotate and aid in lifting. This session will identify the risk factors associated with back injury and provide solutions for injury prevention, performance enhancement, and improving the efficiency of the back and core. Walk away with a toolbox filled with horizontal and vertical core training exercises that can be used with clients.

## 608 A New Way of Stepping, With Escape Fitness®

STEVE BARRETT

Step classes have evolved slowly. Steps got higher, then lower; we did taps, then no taps; we went faster and choreography became more complicated, but the platform stayed the same. With Escape Fitness' new step, you are no longer restricted to set movement patterns that are dictated by the shape and size of the platform. Experience travelling and lift steps that you've ever done in a step class before, and try some new ways of enhancing creativity and manipulating intensity.

## 609 Expose Weaknesses With ActivMotion® Assessment and Corrective Exercise Strategies

ROBERT SHERMAN

Learn how to employ active resistance using the ActivMotion Bar™ to identify underactive muscles and potential imbalances in your clients. This innovative approach to assessment will empower you to uncover weaknesses that may have otherwise gone unnoticed. We'll address assessment protocols and introduce methods to improve physiological and anatomical concerns using tried and true corrective programming techniques. If you want to add an incredible new tool to your training toolbox, you don't want to miss this session!

## 610 Girls to Grandmas: Inspiring Wellness Throughout the Female Lifecycle, by Pelvic Solutions, LLC

CHRISTINA CHRISTIE, PT, AND KRISTEN HORLER, MS

Are you confident working with special populations? Teenage girls have different physiological and psychological needs than pregnant women, new moms, or menopausal women. Understand the influence of hormones during the female lifecycle as it relates to fitness and wellness. Experience specific body weight and functional movement exercises that will prevent injury with developing teens, help women recover from pregnancy and support women throughout their lifecycle. Learn how to market yourself to the fastest growing segment of the wellness industry and inspire wellness for future generations.

## 611 Stabilize the Scapula in Three Easy Steps, by NFPT

BEVERLY HOSFORD, MA

How many muscles attach to the scapula? Hint: More than 10. The scapula is a floating bone and requires balanced muscles on all sides to be stable. Take a break from your search for the hottest new technique and let's enhance the foundation of your body and business. With a better understanding of anatomy, you'll radiate confidence and help more people.

## 612 Cuing, Coaching and Communicating With Small Groups

IRENE LEWIS-MCCORMICK, MS

Small-group training is the fastest growing segment of fitness, and those who participate report improved fitness. But coaching small groups requires knowledge of leadership, command cuing and group strategy. You may be great when working with large groups or one on one, but can you do both well? Discover YOUR leadership style, critical cuing techniques, when to switch gears, and how to create a thriving small-group training culture in your business.

## 613 Your Brain on Exercise—Holistic Benefits Explored

MARK KELLY, PHD

In this powerful session, we will demonstrate how the nervous system functions during exercise, reveal the amazing neuroendocrine effects of exercise, elaborate on how negative stress and strain affect the brain, and show how environmental factors influence our brain function. Get clear guidelines on how to induce relaxation and laughter to enhance overall brain function. If you have ever been interested in the mind-body connection, how it works and why it is so powerful, you will want to attend this session!

## 614 The Path to Personal Excellence for Health and Fitness Professionals

JASON STELLA

Being a great fitness professional requires seven unique skill sets. Jason will outline and explain each one based on interviews that were conducted with 200 successful trainers. With this blueprint, you'll learn to thrive in any training environment, from the club to in-home training. Whether you are just starting or need to grow, this workshop will give you the tools to have a long, successful career as a health and fitness professional.

## 615 The Power of Programming, by World Gym

DOUG KATONA, MS

Programming done right! Gain a detailed understanding of how to integrate proper strength and conditioning movements and athletic training into your own training as well as your members'/clients'. Learn strength progressions and power-based programs, and get numerous workout ideas to develop greater work capacity. Insight into athletic and competitive program cycles will also be provided. Walk away with effective programming methodologies that will benefit both personal trainers and group fitness instructors.

## 616 Ramp Up Your Group Training Business With Functional Movement Systems

MARK SNOW

If you have a boot camp business or offer small-group training in a club or as an independent trainer, you will not want to miss this informative session. See how the FMS principles are used in group training programs to individualize the experience, including how to interpret the FMS scores, how to utilize the correctives in your workouts and how to gain referrals from using the system. See how using these principles will help you build a better training base and long term results for your clients.

## 617 Anatomy in Three Dimensions™: The Lower Leg

NORA ST. JOHN, MS

In this course, we will build the primary muscles of the foot and ankle with clay on specially designed skeletons using the Anatomy in Three Dimensions system. You will learn the origin, insertion and action of the major muscles as well as functional movements for lower body training. This is a great way to enhance your understanding of how the muscles of the lower leg work together to create stability and mobility for functional movement.



## 618 Three-Ring Circuit: Volume, Load and Power

ABBIE APPEL

Give your group exercise circuit training classes a boost! This beyond-basics circuit utilizes three unique strategies to inspire optimal performance. Activate the core stabilizers by utilizing more volume of movement to challenge muscular endurance. Then increase the challenge factor and decrease time to enhance muscular strength. Finally, incorporate short bursts of speed to develop power. Learn to progressively challenge participants by developing balanced programs in three planes of motion for improved functional stability, strength, flexibility and coordination.

## 619 Club Spotlight: The Flow Ninja Games With Team24 and Jamie Wheal

JAMIE WHEAL AND TEAM24

Team24 and Jamie Wheal, director of the Flow Genome Project, invite you to Learn to Play Fearlessly. Find your courage in a multisensory circuit challenge that reinvents conventional fitness to harness flow state and unleash your inner athlete. Shortcut your path to mastery, tap higher performance and experience the best feeling on earth. Can't wait? Complete your flow profile now at [www.flowgenomeproject.co](http://www.flowgenomeproject.co)



## 620 BollyX®—The Workout

MINAL MEHTA, SHAHIL PATEL AND FEN TUNG

The BollyX workout session will allow conference attendees to experience our Bollywood-inspired dance-fitness program that combines dynamic choreography and intensive workouts with upbeat music from around the world. This 45-75 minute workout will be fun and invigorating, but more importantly, will drive fitness results through cardio and muscle building exercises. In addition to fitness and dance, we will also emphasize expression, which is an attribute that is essential to Bollywood and encourages people to bring out their inner boldness.

## 621 Bring the Beat Back to Group X, by AFAA®

ANGIE MILLER, MS

Predesigned programs are a great way to earn your stripes in the industry and get experience leading group exercise classes, but when you understand the magic of musical phrasing you can create your own combinations and take your instruction to a whole new level. With music as the foundation and beat as the building blocks, your options are endless. You can design choreography that is authentic to you and your participants and open up a world of opportunity.



## 622 STOTT PILATES®: Mini Stability Ball™ Workout

KIM KRAUSHAR

Brighten up your workout and feel energized with the lively orange Mini Stability Ball! The 12-inch Mini Stability Ball meets our Pilates workout to create total body strengthening and conditioning. The exercises work on improving posture, with a major focus on core stability and back mobility, while also lengthening and strengthening the surrounding muscles. Keeping the elements of the STOTT PILATES five basic principles in mind, learn how to add variety and fun to traditional mat work routines.



## 623 Bodhi Suspension System: Pilates Meets Suspension

ERIKA QUEST

Suspension Training™ goes mind-body in this core-centered class combining the refinement and detail of Pilates with the athleticism and strength of suspension. Sequences for core training, stability, balance and flexibility are the focus of this unique take on Suspension Training from Balanced Body®.



## 624 Yoga—The Art of Adjusting

RINA JAKUBOWICZ

Hands-on assists are frequently used to establish optimal alignment, strengthen body awareness, and deepen the yoga experience. Whether you are new or seasoned, this workshop will serve to strengthen your ability to comfortably and confidently teach and touch. We will examine the mechanics of a spectrum of postures (simple to complex), with accompanying assists, all while instructing to a class of students. Take away a teaching toolkit that will strengthen the teacher-student connection!

# SESSION DESCRIPTIONS SATURDAY, JULY 16

## 625 Create Smart Bodies—Use the Primal Senses, Powered by Vibram®

STACEY LEI KRAUSS

Coaching students to move with focused intent is a tricky business in this highly stimulated world. Adding extraneous bells and whistles can overload the nervous system resulting in less accurate movement. By integrating the most primal senses, our students will respond to exercise sequencing and move like human animals. This workshop provides strategic remedies to approach the underlying sensory issues that affect performance. If you want to enhance movement quality in your students, you must attend this session.

## 626 Schwinn® Cycling: Teaching Tips From TED®—Noble to Noteworthy

TATIANA KOLOVOU, MBA, AND JEFFREY SCOTT

TED (Technology, Education, Design) Talks are sweeping the nation with their poignant and prophetic style that moves people to action. Think public speaking and power presenting is in your job description? Think again! TED speakers can teach us stage presence, word choice, structure and design. This workshop delivers top 10 professional tips and the three pillars of influence to help you deliver masterful cycling classes. Walk away with morning ready coaching and cueing tips.

## 627 Keiser® Cycling: Triple Threat Power Cycling

BUDDY MACUHA

Combine endurance, strength and power drills into your class and become a triple threat cycling instructor! Each one is slightly different and knowing how to better utilize power is the key. You'll maximize your results by understanding how both slow and fast twitch muscle fibers activate and experience both steady state and interval drills while tapping into the different energy systems the body uses during exercise.

## 628 Stages™ Cycling: Oh No! Not the Power Police

PAM BENCHLEY

It's official: consoles and power measurement for indoor cycling are here to stay. But with every new piece of equipment comes "creative" misuses and abuses. Avoid getting caught by never committing a crime in the first place! You'll learn the most common crimes against consoles, then get ready to ride as we explore our top 10 best power practices. These Simple Sets™ will give you hours of new ride content and provide priceless aha! moments for your participants.

## 629 RealRyder® Cycling: 50 Rides That Rock!

ADAM REID

If you're stuck in a rut when it comes to planning your classes, this is the creative inspiration you need. Re-energize your approach to teaching while reducing your workload for up to a year! You'll get 50 rockin' rides when you attend this session, plus, an easy to use template for developing many more. Learn how to organize, recycle and refresh a library of class profiles, as well as how to access motivating music that will excite and inspire all fitness personalities.

## 630 BoxMaster® Circuit: Warrior Training

SONJA FRIEND-UHL AND PETE MCCALL, MS

Welcome to Warrior Training on the BoxMaster. Southpaws and conventional boxers alike will appreciate the intense combinations in this lively session! This workshop is designed to test not only your fitness and skill, but also your efficiency and ability to stay focused in a state of fatigue. Take your reaction time, agility, stamina and coordination to the next level as the combinations become more complex and even the active recovery is hard core!

TIME BLOCK   
9:40-11:30am Unless otherwise indicated.  
Up to 2 CEC hours. Workouts do NOT qualify for CECs.

## 640 The Power of Food—Wisdom From the World's Leading Experts

DAVID EISENBERG, MD, YONI FREEDHOFF, MD, CHRISTOPHER GARDNER, PHD, AND DAVID KATZ, MD

Though the media tend to depict that scientific consensus surrounding healthful eating and lifestyle practices is lacking, these four thought leaders know the opposite is true. They believe that a major body of studies spanning decades and diverse global populations demonstrates that the basic themes of eating well, combined with exercise and other straightforward practices, is associated with a staggering reduction in lifetime risk for all chronic diseases. Join these educators from Yale, Stanford, the University of Ottawa and Harvard as they explore how plant-forward eating, understanding protein, common sense living and the magic of home cooking can heal most of today's chronic diseases and obesity.

## 641 Celebrity Trainer Jillian Michaels Presents BODYSHRED™

JILLIAN MICHAELS

Special time: 10:30-11:30am

Join "America's Favorite Trainer" in the Showcase Room as she shares the secrets and science of what really works for ultimate weight loss and total body transformation. She will present her newest fitness regimen: Jillian Michaels BODYSHRED. This 3-2-1 interval workout method consists of 3 minutes of strength training, 2 minutes of cardio and 1 minute of core work. Each exercise in each category lasts about 30 seconds, and the full circuit is repeated until you hit 30 minutes. Fill your water bottles and bring a towel to get ready for this ultimate celebrity sweat session!

## 642-A Marketing Magic: Make Your Members the Heroes

Special time: 9:40-10:30am

TRINA GRAY

The most effective marketing tugs at people's heartstrings, evokes emotion and unleashes enthusiasm. You've heard the saying, "Build a business worth telling a story about." Trina will show you how to make the story about your members, their successes and their struggles. Make the people you serve the heroes of the story, from weekly "60 second inspiration" videos to annual fitness galas, celebrate members with style. When you do, you'll take your business beyond equipment, classes and camps.

## 642-B Know Your Niche: You Can't Have Culture Without a Cult

Special time: 10:30-11:30am

MARK FISHER

Go behind the scenes of Mark's wild success in his New York fitness studio. He will dive into the values and mission that drive his business and help you find clarity on yours. Mark will offer colorful strategies to create and strengthen a remarkable business culture that attracts a thriving team and clientele. You'll leave with action steps that can be applied on Monday morning, whether you own multiple facilities or are building your first personal training or studio business.

## 643 TRX® for Yoga

DAN MCDONOGH AND KRISTAL SAY

This session provides a yoga-inspired TRX flow using the Suspension Trainer™ to add stability and support in the performance of poses while at the same time increasing the challenge for experienced practitioners. See how this unique combination is the perfect partnership in the mind-body setting.

## 644 Indo-Row®: The Team Attack on Total Body Training

JOSH CROSBY AND DORIS THEWS

Whether you are a veteran rower or brand new to the crew, this session brings out your personal best through team energy! In this workshop, you'll learn about the fascinating team culture of rowing, then experience the total body, calorie burn of Indo-Row through challenging interval drills based on time, distance, power, team synchronicity and overall passion for an invigorating no holds barred workout. Get ready to attack and race with your team to the finish!

## 645 Posture for Performance and Personal Power

PATRICIA KIRK, MS

Good posture is very important to our health and ability to move well and stay injury free. This session leads you through unique postural exercises, myofascial release, and "gentle traction" techniques that will help your clients improve alignment and range of motion for enhanced exercise performance. New mind-body research will also be presented on how good posture and positive body language helps our clients with positive behavioral change: good posture influences good choices and decisions, and motivates us to stick with them.

## 646 The 2016 IDEA Circuit Challenge—Sport Inspired and Game Ready

BRETT KLIKA, EMCEE, AND STEVE BARRETT, ALEX ISALY, PAUL KATAMI, DOUG KATONA, MS, TOMMY MATTHEWS, ALEX MCLEAN, MINDY MYLREA, RICK RICHEY, MS, KELI ROBERTS, PETER TWIST, MSC, ANTHONY WALL, MS, SPRI® MASTER INSTRUCTOR AND SGT KEN® WEICHERT

Perseverance is the name of the game as you push your body to the limit in this pedal to the metal athletic circuit challenge. IDEA has brought together some of the best and brightest presenters in the fitness industry to coach you through a custom workout that tests your speed, agility, strength and endurance. Your coaches will dig into their training toolboxes and introduce you to some of their favorite individual and team challenges. We've got a lot planned for you...as well as a chance to win the grand prize of a 2017 IDEA World Convention registration. Don't miss this one of a kind mega-circuit challenge.

## 647 Club Spotlight: The Showdown, Presented by Lifetime Fitness

ROB GLICK AND KIMBERLY SPREEN-GLICK

Which is better, dance or athletic training? If you have an opinion or a favorite, we challenge you to show up and support the style you love because we intend to crown a winner in this exciting session! Come in with your preference and be open to what each presenter throws your way. Then, of course, be prepared to vote. Thank goodness we don't have to choose...but bragging rights are always fun! See you at the Showdown!

## 648 LTS™: LeBARRE

ROBIN O'GRADY

Taking the hottest trend in dance-inspired conditioning and using "make-sense progression" to create a format suitable for every level of exerciser, this is a session like no other! Using the portable Equalizer™, LeBARRE combines balance, agility, resistance, working recovery and eloquence into a challenging full body workout. Use the exercises alone or in the unique sequencing patterns provided to create an entire LeBARRE program! No dance experience or pink tights required!

## 649 Functional Flexibility and Fascia Fitness

LESLEE BENDER

Come experience the benefits of specific pressure point fascia techniques on the lower extremities with functional flexibility exercises guaranteed to improve the body's ability to move pain free. A tennis ball/therapy ball and foam roller is all you need to make dramatic changes in your client's performance. Walk away with ideas and techniques to increase flexibility and strength. Be able to perform a functional assessment on your client to determine which are the most appropriate techniques and exercises.

# SESSION DESCRIPTIONS SATURDAY, JULY 16

## 650 Pressed for Time? Perfect Partner Programming

**COLIN CARRIKER, PHD**

Are your clients pressed for time? This interactive workshop highlights perfect partner programming for clients with busy schedules, especially those who say they don't have enough time to exercise. Warm up, rev up and cool down in 30 minutes or less with three phenomenal programs designed to target the whole body using partner exercises. Trainers can incorporate these exercises into partner training and small-group sessions right away. Join Colin as he introduces exercises following evidence-based programming strategies to save time and maximize fitness results in this engaging, nonstop workshop.

## 651 Introductory Back Mechanics and Its Relationship to the Hip and Knee, by the M.E.C.A. Back Institute

**JEFFREY ANDERSON, DC, AND HEATHER CROSBY**

Learn the latest biomechanical science explaining the spinal stabilization system and back pain, revealing important information to an otherwise convoluted puzzle. Using visuals and animation, you will understand the four negative cultural affects impacting spine function and that relationship to the hip and knee, and the viscoelastic creep effect on soft tissue and how to effectively correct this dysfunction. This empowering information is best suited to the trainer and can be applied to individuals or in classes. Results are quick and unparalleled.

## 652 NASM®: Technology Doesn't Have to Scare You: Embrace It for Business



**FABIO COMANA, MA, MS**

Technology has the power to radically change your business if you know how to use it. This is your session to get up to date on the latest trends in mobile health and fitness applications. Fabio will teach emerging technologies, their capabilities, and how to effectively use them to benefit your clients and your business. He'll explain and discuss the concept of the "quantified self," where we use technology to measure and collect physiological, biological and psycho-emotional parameters.

## 653 The Happiness Epidemic 2016—Catch It If You Can!

**PETRA KOLBER**

The science is in and happier people are more successful, creative, energetic, likable, resilient and live longer. Learn how to use positive psychology to create an optimistic mindset that enables you to mobilize untapped motivation in both yourself and others. Discover how to set goals based on meaning and purpose, and create more happiness and success in your life and the lives of everyone you meet.

## 654 Seven Steps to Doubling Your Fitness Business Income

**SEAN GREELEY**

To grow your client base, you have to have effective, powerful communication skills and talk to more people. Most fitness professionals struggle to market the real value of their services to prospective clients. In this session, Sean will lay out a seven step plan. You'll walk away with the power to convert more prospects to clients, and get your current clients better results by setting the right expectations. As a result, you'll change more lives and amp up your bottom line.

## 655 Metabolic Threshold Testing: The Ultimate Assessment and Design for Endurance Performance

**LEN KRAVITZ, PHD, AND JEREMY MCCORMICK, MS**

While a high VO2 max is a prerequisite for success in endurance events, the ability to sustain it without accumulating fatigue is of greater importance. The lactate test will precisely determine a client's maximal sustained running velocity and heart rate. For the first time, IDEA will show this incredible technology and science to you. This session will explain metabolic threshold physiology, metabolic threshold testing and metabolic program design.

## 656 Turning Posts Into Profits With Social Media

**NATALIE JILL**

This session is designed to show you, step by step, how to grow your brand on social media. You'll be given tips and tools on how to reach your target audience and expand your client base. Turn your followers into dollars by knowing how to post an image that stands out and gets attention.

## 657 Anatomy in Three Dimensions™: The Spine



**NORA ST. JOHN, MS**

Learn how the spine works and how it can work better in this hands-on workshop using the Anatomy in Clay system. We will review the anatomy and actions of the spine as well as build intervertebral discs and the key spinal muscles. You will come away with a deeper understanding of how the spine works, common spinal pathologies and training strategies to address these pathologies.

## 658 Metabolic Mayhem: Metabolic Training Made Easy

**SCOTT RAWCLIFFE**

HIIT and metabolic training are much used terms/formats in today's training environment, but do we fully understand them beyond the 30 seconds on, 30 seconds off style of training? In this session, we'll break down the truth behind metabolic training and introduce new training concepts you can start implementing today. We'll define what heart rate variability really is, explain the science behind the different work/rest ratios, and take attendees through different types of metabolic training protocols for maximum effect.

## 659 Super Sculpt Sequencing!

**AILEEN SHERON**

This workshop will challenge your body and mind utilizing a variety of equipment you probably already have. Learn how to flawlessly incorporate drills of intensity, balance, agility and strength into exercise combinations that are fun and functional. From standing to seated to floor, pump up performance and power with the use of smooth transitions that leave you with practically no down time. Add in some killer cardio to keep your heart pumping and this format will deliver an unbelievable total body conditioning experience.

## 660 Zumba® Mashup: Turn It Up and Turn It On!

**GINA GRANT AND DAHRIO WONDER/  
ANDREW JONES AND RUCKUS MCKINLEY  
(AKA "THE BRUTEZ™")**

Be among the first to experience the magic as four top Zumba stars work together to create the ultimate Zumba mashup dance challenge. First, we'll "turn it up" as Gina and Dahrio pay homage to the global hip-hop culture that is dominating music, dance, fashion and lifestyle. Then, we'll "turn it on" as The Brutez demonstrates dance that exudes its own special brand of strength and power by incorporating sculpt and toning movements that are easy to learn and fun to do. Then, a back and forth battle ensues between hip-hop and street dance as these master trainers take you through a workout that is sure to amaze!

## 661 Body Bar® Flex-Fit for Life

**JUNE KAHN**

Join us for a fun, energizing group of exercises and mini workouts. These 15 to 20 minute progressions incorporate integrated full body movements designed to improve the functional skills of daily living. Utilizing the disciplines of yoga, Pilates, barre and tai chi, and age-appropriate Tabata-style segments, this workshop explores movements specifically chosen to improve joint mobility and stability, improving muscular strength, endurance and power while training brain-body response.

## 662 Peak Pilates®: Chair for Athletes

**KATHRYN COYLE**

Athletes need a challenge and to hone performance specifically for their sport. As hard-charging athletes, they suffer from muscle balances that come from daily training. Gain insight into training cyclists, golfers, tennis players, equestrians, runners and more! Explore sport-specific demands, imbalances and injury risks. Using the Pilates chair, you will learn set sequences that include power and agility moves for your recreational and competitive Pilates students.

## 663 Elastic Pilates

**JOHN GAREY, MS**

Using fitness and Pilates tools that have an elastic quality is a great way to enhance Pilates mat work. Stability balls, flex-bands and fitness circles can greatly enhance a traditional Pilates workout when used correctly. Learn the science behind elastic resistance and why it's so beneficial in Pilates. Discover creative and fun exercises utilizing a variety of elastic tools.

## 664 ZEN-GA™: Power and Strength



**PJ O'CLAIR**

Experience first hand how the mindful movement principles of the ZEN-GA method are explored in a routine that brings calm and peace of mind, and strength and control to the body. This challenging mat-based program developed by the MERRITHEW team includes all the components of fitness training: the pace will rev up the cardiovascular system, the fluidity of the sequences will enhance flexibility, and the controlled stationary holds will result in improved total body strength and vitality.

## 665 AYFit-AcroYoga® for Fitness!

**AMY IMPELLIZZERI AND JASON NEMER**

Come and experience this safe and equipment-free partner-based, acrobatic yoga program! This interactive fitness innovation will turn your fitness routine upside down, with safe, skillfully executed and progressive exercises and poses. We will combine strength, flexibility and balance training through the lens of acrobatics and yoga. Build community as you mutually support each other in this fun and engaging session. Beginners and expert athletes are encouraged to attend.

## 666 RealRyder® Cycling: HRT Done Right



**DOUGLAS BROOKS, MS, AND CASEY STUTZMAN**

So you think you know how to do heart rate training? Think again! 220 minus your age? Wrong! Working with a percentage of maximum heart rate? Wrong! Once you know the secret, you can use each of your riders' personal data in a fun, interactive and effective way. Watch results skyrocket, whether you're working with deconditioned older adults, running interval ladders or building stamina.

## 667 Schwinn® Cycling: Go With the Flow—The Cycling Coach's Survival Kit

**SHANNON FABLE AND JEFFREY SCOTT**

Teach long enough and you'll meet Murphy—Murphy's Law, that is. Inevitably, what can go wrong will go wrong! The stereo doesn't work, microphone batteries are dead, new member walks in 10 minutes late, bikes are broken, etc. We've created your cycling survival kit so you don't have to! Walk away with a comprehensive list of what you need stashed in your bag, your head and on your phone to handle every moment like a pro.

## 668 Keiser® Cycling: Once Upon a Bike—A Cycling Story

**LINDA FREEMAN-WEBSTER**

Take your class to another level by adding storytelling and meaning to your drills. You'll learn to capture your audience with vivid descriptions and empower their inner motivation for being in class. In addition, you'll learn how to write a story that will have the biggest impact on your student's performance, focus and drive. When you tap into the mind, the body follows!

# SESSION DESCRIPTIONS SATURDAY, JULY 16

## 669 The Art of Coaching With Questions and Color, by ICG®

**MATRIX**  
POWERED BY ICG®

**CHRIS PLOURDE**

As coaches, we want to impact our clients as profoundly as possible. Sometimes it's about the art of questioning rather than the instructing. The ICG Coach by Color® is a powerful tool for motivating your clients and getting their best performance. We will explore the power of asking questions as a coaching tool, give examples of effective communication to get the most out of client performance and tap into each instructor's true coaching potential.

## 670 Mastering Elastic Resistance, by Anchor Point Training

**CHRIS SEVERS**

The unique properties and possibilities of progressive elastic resistance will be demonstrated in this session that explores several unique aspects of elastic resistance and how they can be exploited to create useful work. Learn about training vectors of force by anchoring resistance at different heights, using plyometric, isometric, eccentric and oscillating force. This session is for new and experienced trainers.

## 671 Slackline 101, Presented by Slackline Industries™

**JOSH BEAUDOIN**

Discover the benefits of utilizing slacklining as a cross-trainer by experiencing a workout session. Our instructor will guide the class through beginner basics and move through a full body series of exercises that will engage the core and have attendees working up a sweat. Slacklining is a new and fun way to tone the whole body while improving balance, reaction time and overall body control.

**TIME BLOCK U**  
12 Noon-1:00pm  
Workouts do NOT qualify for CECs

## 680 POP Pilates®: Showcase Party!

**CASSEY HO**

Come experience a dance on the mat...it's Pilates like you've NEVER seen before. Entrepreneur, author and YouTube fitness superstar Cassey Ho will be teaching POP Pilates LIVE in the Showcase Room! Gorgeous exercises choreographed to Top 40 hits, infectious energy and incredible motivation. You'll come out vibrating with a new found respect for how far you can push your body and your mind. This will be the most anticipated total body sculpting party of the weekend!

**TIME BLOCK N**  
1:45-3:35pm Unless otherwise indicated.  
Up to 2 CEC hours. Workouts do NOT qualify for CECs.

## 690 The Art of Nutrition and Health Coaching: How to Change Lives and Your Business

**JOHN BERARDI, PHD, NATALIE DIGATE MUTH, MD, MPH, FAAP, MARGARET MOORE, MBA, AND HOLLY WYATT, MD**

Clients who commit to change need a team of professionals to guide them. Specifically, they need their primary medical provider to understand the power of exercise and nutrition prescription; they require a fitness professional/health coach to shepherd their journey toward behavior change and safe movement; and they need a nutrition professional to design a reasonable eating plan. These experts will reveal secrets for harnessing the power of a referral network to both grow your business and get unparalleled results with clients.

## 691 22-Minute Hard Corps

**TONY HORTON**

In this routine I will be premiering two back-to-back workouts from my new program 22-Minute Hard Corps, which will be available to the public March 1, 2016, and was inspired by my visits to U.S. and joint military bases around the world. 22-Minute Hard Corps is a boot-camp-style program, made up of cardio, strength, core and functional exercises, with little or no equipment required. In this workout, which I've created just for IDEA, I'll be combining the advanced cardio and resistance routines from 22-Minute Hard Corps. These include real-life types of exercises that the Army, Navy, Air Force and Marines use to train during a typical 8-week boot camp. Get ready to get down, get up and get some!

## 692-A Why Motivating People Doesn't Work



**Special time: 1:45-2:45pm**

**SUSAN FOWLER**

Stop trying to motivate people. It is frustrating for everyone and doesn't work. What is the solution? This presentation from a top leadership researcher will map out a new way to get the best results from your staff and members. It has less to do with external rewards and more to do with meeting deeper psychological needs. Susan will share the science and strategy behind leading, energizing and engaging others.

## 692-B Confidence Sells: Increase PT Sales and Retain Top Trainers

**Special time: 2:45-3:35pm**

**TRISH BLACKWELL**

Do your trainers hate to sell? Do you? This session is your solution. To thrive in the industry, you must connect your services to consumers who need you. Trish teaches trainers to find the fun in sales by coaching on the most important ingredient: confidence. Success in sales will boost your staff's self-esteem. In return, they will invite more people and the cycle continues. Trish shares her inside secrets from leading PT departments for record breaking success.

## 693 TRX® for Pre- and Postnatal

**JUDY KING AND SHANA VERSTEGEN**

Finally, a practical TRX program for the pre- and postnatal client is here. Review the important program considerations for the various stages of pregnancy and follow it up with a down to earth approach to safely and effectively getting back into shape while under the constraints of the early stages of motherhood. Learn how to best approach the challenges of training the pre- and postnatal client for the most important job on Earth.

## 694 ShockWave Inferno

**GREGG COOK, JOSH CROSBY, SKIP JENNINGS AND DORIS THEWS**

The media has dubbed ShockWave "The Most Efficient Total Body Workout in the World" and instructors are raving about this high intensity circuit that builds community, competition and retention. Come get new ideas for boot camp and circuit workouts designed to amplify team spirit, push limits and maximize the fun factor. Experience this easy to teach, simple to do, minimal equipment format that includes ShockWave's jaw-dropping secret sauce and ideas for recreating this experience in your classes.

## 695 SPRI®: 360 Training Drills

**BRIAN NUNEZ**

Train like never before with the SPRI 360 Trainer. One tool, tons of training! Increase mobility, balance, reaction time, endurance, strength, power and athletic performance. Combine partner drills, team coaching and individual skill challenges to create the complete 360 training experience. So hit the mark and bring your training full circle.

## 696 Practical and Proven Methods for Improving Speed

**COREY TAYLOR**

In every sport, games and match-ups are decided by a fraction of an inch or getting to the spot a millisecond sooner. Because of this, every athlete works to achieve any speed advantage they can. Until recently, training methods to achieve this edge have been a mystery. In this presentation, trainers and coaches will learn specific speed, agility and quickness techniques that can be used with athletes ranging from age 7 to the professional level. Come to this session and help your clients gain the ultimate advantage in their sport.

## 697 GAME-ification of Small-Group Training Programs

**PETER TWIST, MSC**

Video game companies use behavioral psychology to give people a sense of accomplishment and intrinsic reward that is so addictive and fun. Take home the most potent ways to gamify small-group and large-group exercise. Create positively contagious workout experiences and dramatically increase client retention by applying four key recipes to create top notch small-group experiences. Your small-group clients won't even realize how much work they are doing when their FUN meter registers off the charts.

## 698 LTS™: LeHIIT Group Fitness-Strengthened

**LEBERT FITNESS**

**DEBBIE GLEESON**

LeHIIT is the complete approach to interval training! Using the Lebert Equalizer™ and Buddy System™, this workshop combines high intensity interval training, familiar fitness choreography, and strength moves with high energy music and fun for a new and challenging spin on HIIT for group fitness classes. This class alternates between cardio-based patterns and fat burning strength moves, speed intervals, agility and power. The finishing touch is a yoga-inspired cool-down using the Lebert Stretch Strap for complete relaxation.

## 699 Transform Your Posture-Transform Your Body!

**LESLEE BENDER**

Postural issues can lead to pain and injuries if not addressed. Antiquated crunches and core exercises are not only useless but can cause back issues and compromise good posture! In this session, you'll discover it all happens from the ground up and the feet are a major influence on dysfunction and postural anomalies! Walk away with the latest techniques to perform functional evaluations and strategies that will transform your clients' bodies, and perhaps drastically improve their quality of life.

## 700 It's All About the Base! by Pelvic Solutions, LLC

**CHRISTINA CHRISTIE, PT**

Your "base" is the foundation of all function for activities of daily living, as well as athletic and sports performance. Most traditional training methods were developed from the structural anatomy model and the male biomechanical model. In this session, a functional anatomy model and specifics for female biomechanics will be presented. Learn how to functionally train the base—both female and male—because our bases are not the same!

## 702 The Exercise Gene-Does Your Client Have It?

**MIKE BRACKO, EDD**

All trainers have clients who are either "responders" or "nonresponders." We will discuss the number one variable that gives your clients the ability to succeed or fail at exercise...it is called the exercise gene. Learn about the research and see how it impacts the work you do with your clients. Discover how you can use physiology and fitness personality to prescribe exercise for your clients. If you have clients who don't respond to training as expected, you won't want to miss this session.



# SESSION DESCRIPTIONS SATURDAY, JULY 16

## 703 NASM®: Coaching Not Training—The Future of Personal Training

**FABIO COMANA, MA, MS**

What differentiates great trainers from the rest? One key trait is how they don't train, but actually coach. Learn how to implement a client-centered, ask-oriented approach to empower sustainable change. Join this session to learn innovative ideas and strategies utilized by successful coaches in empowering sustainable behavioral change through effective coaching and communication techniques. Evolve your training, be relevant and remain a leader in the field.

## 704 Nail Your Niche to Build Your Business

**KARI WOODALL**

You *can* train anyone, but *should* you? Find your niche and hone in on your specialty markets to create a fail-proof business model. Use your specialized strengths. Learn how Kari, a small business owner, went from "kicked out and cancelled" to creating a tribe of hardcore followers. This business model seamlessly blends boot camps, TRX® training, outdoor adventure training, fire fighters, youth athletes and online training. Kari will take you through her best programming and marketing for you to rip off and duplicate.

## 705 Supramaximal Eccentric Training

**LEN KRAVITZ, PHD**

What is the most powerful training tool for serious resistance training women and men? We'll cover all the newest research on delayed onset muscle soreness (DOMS), the repeated bout effect with eccentric exercise, the mystery of eccentric exercise and metabolism, as well as the unique new research on the use of eccentric training in rehabilitation settings. Len will showcase 30 great eccentric exercises using multi media technology and three different eccentric training techniques. A must attend for all personal trainers.

## 709 Killer Complexes: Glutes and Core Edition

**SCOTT RAWCLIFFE**

The hips, glutes and core are the powerhouse for every movement in the body. Train the glutes and core for both performance and aesthetics using complexes that are sure to leave your clients coming back for more. This session introduces the concept of the full body core, not just the typical isolated core exercises. See how you can combine specific exercises and create highly effective and fully integrated movement for great results. Walk away with a whole new toolbox of exercises your clients will love!

## 710 BOSU®: Sport Kids

**BRETT KLIKA**

BOSU Sport Kids will teach you how to create exercise sessions and classes that encourage kids to have lots of fun while they get fit, strong and flexible. Discover a total body fitness program targeting 6-12 year olds that combines coordination, motor skill development, flexibility and fitness workouts that kids love! You'll experience five specially designed workouts that focus on different components of youth fitness and physical development. Get new ideas to get kids excited about exercise and plant the seeds for a lifetime!

## 711 POP DIVA DANCE

**ILYSE BAKER**

Ladies with an attitude...Fellows who are in the mood...Don't just stand there...Let's get to it...Strut your stuff...There's nothing to it. Let's groove to our favorite POP diva and divo artists while learning two choreography-based routines that will connect together for THE grand finale! It will be HOT, FUNKY and FIERCE, and might lead us to opening next year's convention or even the music awards! Step out of your comfort zone and leave it all on the dance floor!

## 712 STOTT PILATES®: Matwork™

**KIM KRAUSHAR**

This innovative mat workout, one of the series of flowing sequences developed by the MERRITHEW team, promotes breath to enhance the quality of movement, energize the body and calm the mind. Small handheld weights are incorporated into this challenging flowing series creating a greater awareness of the periphery, while the essential breath patterns maintain mindfulness of the quality of movement.

## 713 Perfect Your Barre Performance

**JUNE KAHN**

The hottest trend of 2016 is still at the barre! This session explores the critical three acts that set the stage for a successful performance in every class. Experience properly sequenced progressions that focus on lengthening against gravity in weight bearing positions in all three planes of motion. Explore actions specific to each act that enhance movement quality and execution. Walk away with ideas that inspire creative, functional and unique sequencing, eliciting a standing ovation every time you teach.

## 714 Light the Fire: Vinyasa Flow

**KIMBERLY SPREEN-GLICK**

Turn up the heat in this challenging vinyasa flow yoga practice with a special focus on breath and bodily sensation. Through the uplifting soundtrack and the flow, the goal is to build an internal fire that will inspire you to let go of any expectations, judgments, etc. All you need is an open mind and your breath.

## 715 Barefoot Workouts—Coach From Head to Toe, Powered by Vibram®

**STACEY LEI KRAUSS**

Barefoot workouts are gaining traction, but foot fitness is more than just being barefoot. Feet constrained in traditional footwear often lose neural connections. Learn to properly integrate foot fitness with specific coaching and your students will gain enhanced joint proprioceptive awareness. Experience a strong, drill-based workout that incorporates this proven coaching methodology. Ground up training is the future of fitness—get on board now!

## 716 Schwinn® Cycling: The HARD Conversation

**SHANNON FABLE**

In our time crunched society, no one ever wants to leave class feeling like they didn't get enough. Unfortunately, many rumors exist regarding how to make classes tough. In this workshop, we'll shine the light on the top five ways instructors and riders are attempting to make classes harder, what's actually happening and what to do instead. Learn how to avoid the temptation of using these ineffective methods and replace them with solid strategies to keep your classes challenging in all the right ways.

## 717 Keiser® Cycling: Top Themes and Fantastic Focuses

**KRISTA POPOWYCH**

Stop taking your class on a road to nowhere! This workshop will take you through a grab bag of theme ideas and focuses that have proven successful in the indoor cycling setting, along with the tips, tricks and tools to pull them off. Learn how to develop and deliver rides that will get the entire facility buzzing about the experience, the challenge and what is coming next.

## 718 RealRyder® Cycling: Ride and Release

**CASEY STUTZMAN**

Training in multiple planes of motion is one critical component to help reduce repetitive stress on the body's joints. Learn how to shape a healthy body by training on the only indoor bike that offers significantly less lateral shear forces. Join us for an exciting "un-stationary" indoor cycling experience and learn how to introduce postural corrective techniques and creative fascial release methods. Leave your riders feeling energized, limber and free of post-cycling body aches and pain.

**TIME BLOCK **  
**4:00–5:30pm** Unless otherwise indicated.  
Up to 1 CEC hour. Workouts do NOT qualify for CECs.

## 730-A The Diet Fix: Why Diets Fail

**Special time: 4:00–4:45pm**

**YONI FREEDHOFF, MD**

Despite big headlines regularly touting the success of new fad diets, 90% of all diets fail miserably. Why? The majority of dieting and weight loss programs demand unreasonable sacrifice: give up a whole food group; fight hunger pangs around the clock; undertake grueling and exhausting exercise regimes. These approaches are unrealistic, unhealthy and are incongruous with more sustainable behavior change practices. Learn from Canada's most sought after obesity authority and best-selling author on how we can fix the way we lose weight while maintaining a healthy, enjoyable lifestyle.

## 730-B BE the Solution: Transformation Depends on Us

**Special time: 4:45–5:30pm**

**DAVID EISENBERG, MD**

If we expect our clients to transform, then part of the process must be shifting our thinking—and the continuum of care—to be more comprehensive. How can we as fitness professionals, physicians and dietary professionals converge expertise and consistently focus on emerging models of multidisciplinary self-care that combine nutrition science with culinary instruction, exercise, mindfulness training and health coaching to optimize health outcomes and reduce costs? Gain inspiration and insight from this Harvard physician on how to approach our shared mission to actively and cooperatively help people to live a healthier lifestyle.

## 731 Natalie Jill's 7 Day Jump-Start Body Weight Workout

**Special time: 4:00–5:00pm**

**NATALIE JILL**

Get ready for the best BODY WEIGHT workout in the Showcase Room with fitness influencer Natalie Jill! This full body workout engages ALL muscles while avoiding muscle imbalances, no equipment needed. Natalie will show her specific form in all movements that will help prevent any lower back pain, while getting you functionally fit! A 5 minute warm-up, a 35 minute advanced full body workout, a 5 minute cool-down and a 15 minute Q & A...period.

## 732-A Strengthen Your Club With Multiple Revenue Streams

**Special time: 4:00–4:30pm**

**ASHLEY SELMAN**

How do you focus on your club's core mission and add additional streams of revenue to stay profitable? With the right strategy. Ashley will teach you how to layer on services that don't distract your focus, fragment your marketing or steal your time. Adding revenue streams—from hosting educational events to partnering with healthcare professionals—is smart for your bottom line and creates a one stop shop for your clients. That is a winning combination.

## 732-B LEADERSHIP at ALL Levels—What It Takes to Be Great in Business and Life

**Special time: 4:30–5:30pm**

**TODD DURKIN, MA**

A leader of one, a leader of many...if you can't lead one, you can't lead any. LEADERSHIP. It's the cornerstone that will ultimately determine your club's success. Lack of leadership will KILL your culture, community and team. GREAT LEADERSHIP will take your club to astronomical levels and build a community and business that's built to last. Find out Todd's top 10 DO's and DON'T's when it comes to leadership and building a business on passion, purpose and IMPACT.

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# SESSION DESCRIPTIONS SATURDAY, JULY 16

## 733 TRX®: Programming With Foundational Movements



CHRIS FRANKEL, PHD

Deconstruct and rethink your workouts! This advanced session integrates some of the most exciting thinking from the strength and conditioning world with evidence-based research to redefine the way you program. Get a taste of this simple yet powerful and compelling programming model that is built on a foundational movement approach to training, and accelerate toward your goals.

## 734 ShockWave Inferno

JOSH CROSBY, TAHNEETRA CROSBY, AMY DIXON AND JEFFREY SCOTT

The media has dubbed ShockWave "The Most Efficient Total Body Workout in the World" and instructors are raving about this high intensity circuit that builds community, competition and retention. Come get new ideas for boot camp and circuit workouts designed to amplify team spirit, push limits and maximize the fun factor. Experience this easy to teach, simple to do, minimal equipment format that includes ShockWave's jaw-dropping secret sauce and ideas for recreating this experience in your classes.

## 735 SPRI®: Roll, Restore, Recharge!



JONATHAN ROSS

Roll away restrictions, rehydrate your muscles and enhance recovery. Reactivate and recharge less active muscles using the "soften, lengthen and strengthen" method for regaining joint mobility and muscle flexibility. Use self-massage combined with unique and creative exercises to enhance your warm-ups and workouts. Remove the brakes, reactivate muscles and perform better...then do the same for your clients!

## 736 Dance Mixx, by Jazzercise®

CANDACE ABPLANALP AND TONI GONZALEZ

That's right, Jazzercise...the original dance fitness workout! Come see what began the dance fitness craze and why we're still around! Torch fat, sculpt lean muscle and crush calories with this high intensity workout that mixes dance-based cardio with strength training. Fresh pulse pounding music and body blasting moves bring the intensity to transform your body, boost your mood and ignite your energy. Don't let the name stand in the way!

## 737 Design Functional Super-Set Workouts for Super Results, by Hyperwear®



SGT KEN® WEICHERT

This nonstop, high octane, tour de force session combines body weight intervals with functional SandBell® strength moves back to back for maximum effect. Learn how to design heart pumping workouts that utilize super-set methodology. These workouts are sure to be a hit with all clients who are looking for a workout that pushes them to their limits (in a good way), leaving them spent and energized at the same time.

## 738 Posture Re-Education for Performance Athletes and Active Adults

JEREMY MCCANN

The average age of gym-goers is increasing...and many are concerned with moving well and living pain free. There are several common exercises that are frequently used to improve strength, but they may also cause muscle imbalances to occur. Unfortunately, these imbalances are never addressed. This session will provide trainers with a simple home maintenance plan that will allow them to spend more of their valuable session time addressing specific biomechanical or structural issues that affect a client's ability to achieve goals.

## 739 Rope Burn

ABBIE APPEL

This circuit style workshop is the perfect trifecta of fitness modalities all rolled into one effective program. Rope Burn strategically combines the cardio benefits of jumping rope, the muscular endurance benefits of strength training with tubing, and the functional benefits of core stabilization training with the stability ball to create a total body training experience. Learn new movements and sequences that will keep your circuit workouts fresh, exciting and challenging. You've never had this much fun jumping rope!

## 741 TriggerPoint™ for Desk Jockeys



TRIGGERPOINT

KYLE STULL, MS

Did you know that 86% of American workers sit all day? If corporate wellness programs can increase productivity, boost morale and reduce stress, then why are we not seeing results? Sitting behind a desk, the body's soft tissue begins to stick together. This interactive workshop will introduce the benefits of teaching your clients how best to address soft tissue restrictions throughout the work day and how to integrate a foam rolling program specifically designed to mobilize the corporate athlete or desk jockey client.

## 742 Build a Kitchen and They Will Come!

BRENT GALLAGHER, MSS

The field of nutrition has become a confusing mess with talk of calories, fat diets and the prescription for more movement. It's become difficult for fitness professionals to keep up with the current science and even more difficult for clients to adhere to a sustainable plan. What if you could make good nutrition more convenient and attainable? Join Brent as he walks you through his unique plan to help your clients' waistlines and ultimately your bottom line.

## 743 Say When! When More Isn't Better!

MARK KELLY, PHD

The hot trend in fitness has been to deliver mega-hard (HIIT) workouts that leave you drained. While this mentality may seem logical, especially in the short term, research is showing more negative effects than positive from high doses of exercise...especially high intensity exercise. Mark will introduce how dose-response and dose-recovery curves apply to exercise. Then we'll explore the research on overtraining and learn when to tell your clients to back off the accelerator. Practical recovery methods and dose assessment will also be covered.

## 744 Selling in a Mobile World

STEPHANIE JENNINGS

Meet your potential clients where they are...on their phones. Selling your fitness services and promoting your brand begins well before the client ever walks through the door. In this session, join Stephanie for an in-depth look at marketing in a mobile world. Get up to date on the latest research and trends for capitalizing your clients' attention and securing more sales. Leave with a new respect for the profitability of the device in your back pocket.

## 745 Coaching Versus Training—Get Clients to Take Charge of Their Lives

PAUL DIEDRICH

Discover motivational interviewing techniques to help others self-realize their own need for change and keep them motivated throughout their behavior change journey. Mastering this art will translate into less pressure but successful new sales, while laying the groundwork for long term clientele and retention. Fine tune your business and learn how to take your training practices to a new level by incorporating this element.

## 748 LaBlast®: Blast a Move!

LOUIS VAN AMSTEL

Join pro dancer Louis van Amstel from *Dancing With the Stars* for LaBlast, a partner-free dance fitness program that is accessible to everyone at all fitness levels. You'll learn the salsa, rumba, lindy hop, Latin hustle, paso doble, quickstep, samba and swing. Using music from pop to rock, country to hip-hop and everything in between, you'll blast a move in this full body workout! We also invite you to take session #508 for a completely different dance experience.

## 750 Kamagon®: Total Body Conditioning



PAM BENCHLEY AND KELI ROBERTS

This is NOT your mama's body sculpt class! Total body conditioning with the Kamagon Ball offers a fresh approach to training with this highly effective and fun workout. Learn unique sequences that utilize multi joint, tri planar functional movement patterns. Experience how flowing movement progressions, combined with the Hydro-Inertia® of the water-filled Kamagon Ball, demand input from the nervous system for motor learning, coordination and equilibrium, with a perfect balance between stability and mobility.

## 751 Tubing Transformation

AILEEN SHERON

This workshop showcases the tremendous versatility of resistance tubing, integrating strength, cardio, balance and flexibility exercises. Combinations will isolate specific muscle groups and combine others, allowing for a limitless variety of both functional and traditional training. Learn how to optimize anchoring, placement and line of pull to provide different approaches to the targeted muscles. Throw in a variety of speeds, rhythms and positions to optimize body work. Then, use the tube to stretch muscles, increase proper joint mobility and improve flexibility.

## 752 STOTT PILATES®: Intermediate Matwork™



PJ O'CLAIR

For participants already familiar with basic Matwork exercises, this interactive workshop, developed by the MERRITHEW team, teaches select exercises from the STOTT PILATES Intermediate Matwork repertoire. Review the more complex and coordinated Intermediate-level skills, with emphasis on the goals of the exercises, biomechanics and alignment.

## 753 Balanced Body®: Ring Around the Body



PORTIA PAGE

Adding the ring or Magic Circle to a Pilates mat workout adds resistance, assistance and fun choreography to your mat classes. The class will be taught in tracks so you can add a piece at a time to your classes or string them together for a fully circular workout!

## 755 Peak Pilates®: Pump It Up Chair

KATHRYN COYLE

The chair repertoire is daunting and the advance exercises require a mix of strength, stability, flexibility and balance. Learn how to progress your students to the more advanced exercises, one pump at a time with sequences that build skills. Work with intelligence to learn strategies that set students up for success on the chair and keep them safe, inspired and learning.

## 756 Schwinn® Cycling: The Recovery RX

GREGG COOK AND HELEN VANDERBURG

The peaks of training get all the attention. We continue to tweak the "work" to be more challenging and effective, often overlooking the important part our valleys or recovery play in prescribing programs. Learn how proper fuel, submaximal cardiovascular exercise, and complementary flexibility and strength programs are directly tied to increasing the overall health and performance of our students. Review the research you need, resources you'll reference and rides you'll relish to give your riders just what the doctor ordered.

# SESSION DESCRIPTIONS SATURDAY, JULY 16–SUNDAY, JULY 17

## 757 Keiser® Cycling: The Three Stage Ride

**KEISER**

**LINDA FREEMAN-WEBSTER, BUDDY MACUHA AND KRISTA POPOWYCH**

Looking for a simple class planning system? Are you tired of coming up with 14 different drills for every cycle class? Stop working harder and start working smarter with the three stage ride plan. Learn how to put together effective, fun cycling classes that are easy to teach and easy to follow as well as fun and challenging for all. Discover how effortless it is to plan the drills, the terrain and the music when you implement the three stage system!

## 758 Stages™ Cycling: Your Optimal Intervals

**LENITA ANTHONY, MS**

Interval training's value is well known in the fitness world, but on an indoor bike, coaching intervals that assure your participants the most value for their effort is tough to prove. Is there, in fact, a point when attempting just one additional interval repeat is actually detrimental? In this interactive session, we'll look at how the pros do it and how you stack up (gulp!). Get ready for a 45 minute interval-style ride as we put your numbers to the test!

## 759 RealRyder® Cycling: Take the Training Wheels Off



**ADAM REID**

Experience the joy and functional training benefits of outdoor riding...inside. Access the freedom to turn, lean and balance while reducing joint stress and bringing greater creativity to your cycling classes. Ride the flats, roll through the hills, and climb the steeps because bikes are made to move!

## SUNDAY, JULY 17

**TIME BLOCK P**

**7:30–9:20am** Unless otherwise indicated.  
Up to 2 CEC hours. Workouts do NOT qualify for CECs.

## 800 Games for Gains—Mix It Up and Retain Clients

**COLIN CARRIKER, PHD**

What if you were to introduce a variety of movement based games and drills that camouflage the hard work your clients have come to expect? All fitness professionals can add variety to their training sessions/classes by including a cornucopia of FUNdamentals and engaging activities to complement their current routines. If variety is the spice of life, then why not let go of the monotony of a traditional set/rep workout and break out the games?

## 801 Thrash It! A No Equipment Revolution

**KRISTA POPOWYCH**

In this high intensity interval training and strength workout, participants partner up and experience both high intensity intervals and strength work while aiming to achieve the perfect ratio of work to recovery. This no equipment-based format is perfect for small groups, personal training, boot camps and group fitness classes. This session is highly interactive, totally fun and packed with amazing ideas for individuals or groups of two or more.

## 802 Assessment and Solutions for the Foot and Ankle Complex

**LENNY PARRACINO**

As practitioners, we strive for efficient, optimal performance, but what happens when movement creates negative reactions? We can't improve what we don't assess! This session will provide you with more than just a series of techniques to memorize. Instead, you will learn a process to empower assessment individuality for all populations. Be prepared to move and practice assessment and strategic solutions for the foot and ankle complex.

## 803 Relax and Restore—Foam Roller Training

**IRENE LEWIS-MCCORMICK, MS**

At the soft tissue level, foam rollers can be used to release muscle tension and increase range of motion, which is an important part of recovery and performance enhancement. In this practical session, learn to address posture and spinal extension in your clients, helping them to identify muscle restrictions and improve overall body awareness. Create effective individualized programming that can be replicated with multiple clients, producing results that are immediate and long lasting.

## 804 Turning Technology Into Profit: Apps, Podcasts and e-Books

**TRISH BLACKWELL**

Want to expand your reach and share your expertise beyond your own zip code and outside the gym? Leverage the technology at your fingertips. In this action packed, how-to session, you'll learn the specific benefits and steps to create an app, start a podcast and write an e-book from one fitness professional who has mastered them all. Trish built a tribe of loyal followers online, helps thousands of people and made earning passive revenue a way of life.

## 805 Faster, Higher, Stronger—Sleep and Athletic Performance

**MIKE BRACKO, EDD**

Sleep is an athlete's natural steroid. During proper sleep, human growth hormone is secreted, which has dramatic effects on human performance. Sleep has been shown to improve reaction time, mood, recovery and sprint time, not to mention decreasing daytime fatigue. If professional athletes use sleep as a performance tool, your clients can, too. This compelling lecture will take you through the essentials of how to counsel clients to improve their sleep and performance.

## 806 The Business of Small-Group Training

**STEVEN TROTTER, MS**

Small-group training and HIT are both considered to be top trends in 2016. Our consumers are becoming more savvy and want the most bang for their buck in the shortest time possible. In this session, we will address several benefits to adding small-group training to your program offerings. In addition, we'll identify at least one business model that will work for your facility. We'll also brainstorm together and get the creative juices flowing, so you can bring home some innovative ideas for your own programs.

## 807 Kettlebell Killer Kombos, Level 2—For Group Fitness Instructors

**PAUL KATAMI**

This session expands on the fundamental principles of kettlebell training. Take your kettlebell workouts to the next level with this workshop that focuses on intermediate and advanced techniques as well as program design. Drills to drive your heart rate are the start to sequences connecting power, endurance and dynamic moves. Solidify your skills and discover new moves and combinations using the kettlebell as a dynamic weight. This session is for instructors with kettlebell experience.

## 808 Circuit Party 2016

**JOHN GAREY, MS**

Get ready for the best small-group circuit party of the year. You can expect tons of great content, creative exercises with various fitness props, small-group training tips, secrets to creating successful class experiences, and fun and inspiring challenges you can use in your own classes. Walk away with awesome handouts and notes to help you remember what you learned. Let's party... circuit style!

## 809 Fast Track Feldenkrais® for the Fitness Professional

**VALERIE GRANT**

Experience the benefits of the Feldenkrais Method in this basic introduction, including an "awareness through movement class" and a "functional integration" demonstration to bring knowledge of the method and how it can easily be utilized and integrated into any personal training, group exercise, yoga or Pilates class. Take away five instant applications to add a new dimension to your training base, and help your clients heal chronic injuries and imbalances.

## 810 Schwinn® Cycling: The ABCs of Indoor Cycling

**SKIP JENNINGS AND DORIS THEWS**

The secrets to a Schwinn instructor's success starts and ends with the Schwinn Cycling Coach's Pyramid. While keeping the ride simple through authenticity, we focus on creating a profound experience for the broadest of audiences through coaching style instruction. This not to miss deep dive into the pyramid will help you master how to coach and inspire your students every class. New instructors will feel in control and veterans will learn the tweaks needed to go from great to rock star status.

**TIME BLOCK Q**

**9:40–11:30am** Unless otherwise indicated.  
Up to 2 CEC hours. Workouts do NOT qualify for CECs.

## 820 Fascia—What Does This Mean Practically in Your Training?



**LENNY PARRACINO**

It might seem that the anatomy of the human body is well established. Countless anatomy books testify to our incredibly detailed knowledge of the structure of living bodies and one assumes there is little remaining to be discovered. New research has shattered that myth! Join us for a practical exploration of three-dimensional tissue dynamics, and how to assess, condition and train this tissue continuum for optimal tensional integrity.

## 822 NASM®: Screening and Assessment Strategies for the Weekend Warrior



**DINO DEL MASTRO, DC**

Whether it's training for a Spartan Race, Tough Mudder, CrossFit, Triathlon or a first 10K, weekend warriors are energetically flocking to large scale fitness and adventure competitions. These clients typically work 40+ hours a week. They train early mornings or late nights, all with a large scale competitive fitness goal in mind. If you work with these clients, you need to develop screening and assessment strategies that focus on injury prevention and corrective exercise.

## 823 Functional Healing

**TANDY GUTIERREZ**

Why are our clients moving more yet still sitting and standing in pain? Modern technology has even the active population actively living in chronic pain. "Tech" posture can be countered and lives can be changed with a powerful prescription known as functional healing. Learn to implement and apply this three step approach to improve posture, alignment and lifestyle. Walk away feeling armed and ready to heal with 14 specific exercises and stretches that can be integrated into any mind-body format.

## 824 Land a Corporate Fitness Account: Secrets Revealed

**GREG JUSTICE, MA AND ART MCDERMOTT**

This must attend session is your answer to the afternoon training lull and can make your business buzz with new profits and energy. Trainers are leaving corporate revenue on the table. This presentation leads trainers through the process of corporate client acquisition, marketing materials, training programs and pricing models. Industry experts Greg and Art reveal the strategies they use to land contracts that range in value from \$7,000 to \$70,000 per year. This session could pay your entire trip.

# SESSION DESCRIPTIONS SUNDAY, JULY 17

## 825 Help Your Overweight Clients—Be a Part of the Solution!

LISA DRUXMAN, MA

Fitness today is unfortunately for the already fit. More than one-third of Americans are obese. Come learn about the psychological barriers of overweight clients, how to make them feel more comfortable, and specific techniques to get them the results they want. We'll also provide trainers with the tools necessary to increase long term lifestyle behavior change. Fitness professionals have the opportunity to inspire amazing change in a group of individuals who truly need to be helped and understood.

## 826 The Body Follows the Head—Best Practices and Mind Tips for Fitness Professionals

BRIAN ALMAN, PHD

It is essential that personal trainers develop and hone specific techniques that can be used to get every client to reach their potential. In this enlightening session, you'll learn some simple mind tips that can be taught in 10 seconds... tips that can get your clients to take charge of their overall wellness and stop the self-sabotage and procrastination cycle. Help them to be more successful and motivated to continue working with you, so much so that they'll recommend you to friends, families and co-workers.

## 827 Small-Group Personal Training Success System

SCOTT RAWCLIFFE

As one-on-one personal trainers, it can be a bit daunting to make the foray into semi-private and small-group training. We'll discuss the most common mistake fit pros make when making the transition to this training format. You'll also learn how to write programs and how to adjust your coaching style to effectively work with more people. Also, learn the key marketing, sales and business systems you need to grow your business. Get on board...small-group training is the future of the fitness industry.

## 828 Sports Conditioning Programs for the Nonathlete

COREY TAYLOR

Whether you work with clients who like to participate in weekend athletic pursuits, or those who simply want to get in great condition while having fun at the same time, this workshop is for you. Take this session and learn how to recreate a professional athlete program for adults by infusing the dedication, mindset and training methods of elite athletes. This dynamic training combines functional sports training, cardiovascular conditioning and mental fortitude in a fun environment. Participants will walk away with 10 sports specific exercises that can be easily implemented into any adult training program.

## 829 The Remix

ILYSE BAKER

Jam to the hottest dance moves that can be done on any dance floor in carefully sequenced intensity levels. We know that interval training burns maximum calories without overstressing your body. Perform dance move where the intensity builds in three distinct stages: dress rehearsal, intermission and the finale. The result...one successful performance! So are you ready to set your stage the right way and challenge your bodies? Let's go...5, 6, 7, 8!

## 830 Schwinn® Cycling: Unapologetically Authentic

GREGG COOK AND KELI ROBERTS

The indoor cycling category has become crowded with programs ranging from the uber athletic to beyond the bike concepts, making it confusing to know which direction to go for your students. This workshop will teach you how to stay true to the second most popular activity on the planet (outdoor cycling), while providing the excitement of the best group fitness experiences. Walk away with three fully baked, authentic and theme based rides that will impress the masses.

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### The Santa Monica Escape Walking Tour

**Wednesday, July 13 • 3:00-7:30pm**

Escape from the glitz and glamour of L.A. to the beautiful beachside community of Santa Monica. You'll see the new post-modern Civic Center, the bustling 3rd Street Promenade, and Palisades Park, which overlooks Santa Monica Bay from Malibu to Catalina Island. We'll also visit the world famous Santa Monica Pier and play on the rings, swings and ropes at the beach before taking the light rail train back to the Convention Center.

Total walk distance: about 3 miles

\$35 IDEA Members/\$45 Nonmembers



### Hollywood Hills Hike

**Saturday, July 16 • 7:00-9:30am**

Follow the best trails to the top of the Hollywood Hills for an incredible 360-degree view of the L.A. Basin. Get up close and personal with the legendary Hollywood sign, and get an insiders' tour of the newly restored Griffith Park Observatory. Be sure to bring a camera! The hike is 3.0 miles round trip and includes transportation, a personal tour guide and a bottle of water.

Total walk distance: about 3 miles

\$57 Members/\$67 Nonmembers



### L.A. Urban Safari Walking Tour

**Sunday, July 17 • 10:00am-12:30pm**

L.A. is home to some of the most iconic and fascinating architectural structures. On this walking tour you will see such masterpieces as the historic and renovated L.A. Central Library and gardens, the world-renowned Walt Disney Concert Hall, the Bunker Hill steps, the new Los Angeles Cathedral and much more. Be sure to bring a camera—you won't want to miss out on capturing these majestic manmade landmarks.

Total walk distance: about 4 miles

\$25 IDEA Members/\$35 Nonmembers

**SIGN UP EARLY TO HAVE AN L.A. ADVENTURE. SPACE IS LIMITED.**

# REGISTRATION INFORMATION

Early Bird Pricing Expires

# JUNE 3, 2016!

Register early and get priority access to select your sessions at [www.ideafit.com/world](http://www.ideafit.com/world)

OR CALL 800.999.4332, EXT. 7

Outside the U.S. and Canada: 858.535.8979, ext. 7

## BUDGET-FRIENDLY PAYMENT PLANS

If you don't want to pay for the IDEA World Convention in full, you can sign up for one of our budget-friendly payment plans. You'll get instant access to select your sessions!

### 3-PAYMENT PLAN

Valid through May 1, 2016

IDEA MEMBERS  
3 payments of \$133  
  
NONMEMBERS  
3 payments of \$163

### 2-PAYMENT PLAN

Valid through June 1, 2016

IDEA MEMBERS  
1st payment \$199  
2nd payment \$200  
  
NONMEMBERS  
1st payment \$244  
2nd payment \$245

For more information, or to sign up for this plan, please visit [WWW.IDEAFIT.COM/WORLD](http://WWW.IDEAFIT.COM/WORLD).

## ATTENTION NONMEMBERS!

Your full nonmember registration includes a 1-year IDEA membership—**A \$109 VALUE!\***

\*This offer cannot be combined with any other offer or special pricing, has no cash value and cannot be used for refunds or credits. International attendees will receive an e-membership. Offer valid only for nonmembers of IDEA who are registering for the 2016 IDEA World Convention at the full nonmember rate. Renewal rate will be at standard rates.

## PRICING FULL REGISTRATION

EARLY BIRD REG. BY 6/3/16

REGULAR REG. AFTER 6/3/16

IDEA MEMBER	\$399	\$469
NONMEMBER See left sidebar!	\$489	\$559

### 1-DAY PACKAGE (Thursday, Friday or Saturday only)

IDEA MEMBER	\$219	\$249
NONMEMBER	\$259	\$299

### IDEA World Club & Studio Summit

IDEA World Club & Studio Summit (Thursday-Sunday)		
IDEA MEMBER	\$399	\$469
NONMEMBER	\$489	\$559

### IDEA World Club & Studio Summit (1-Day Package; Fri. or Sat. only)

IDEA MEMBER	\$219	\$249
NONMEMBER	\$259	\$299

### IDEA World Nutrition & Behavior Change Summit

IDEA MEMBER/NONMEMBER	\$189	\$209
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### 100 Schwinn® Cycling: Indoor Cycling Instructor Certification

IDEA MEMBER	\$219	\$239
NONMEMBER	\$239	\$259

### 101 NASM®: Excelling at Group Personal Training

IDEA MEMBER	\$159	\$179
NONMEMBER	\$179	\$199

### 102 ACE®: Applying Behavior Change Techniques

IDEA MEMBER	\$139	\$159
NONMEMBER	\$159	\$179

### 103 Halo® Training: Building Intensive Interval Programs

IDEA MEMBER	\$129	\$149
NONMEMBER	\$149	\$169

### 104 BOSU®: Complete Workout System Certification

IDEA MEMBER	\$159	\$179
NONMEMBER	\$179	\$199

### 105 Functional Aging Specialist Certification Course

IDEA MEMBER	\$249	\$249
NONMEMBER	\$269	\$269

### 106 Effective and Complete Program Design for the Fitness Professional—The 4Q Model of Programming

IDEA MEMBER	\$179	\$199
NONMEMBER	\$199	\$219

### 107 BollyX®: The Bollywood Workout—Instructor Training

IDEA MEMBER	\$199	\$219
NONMEMBER	\$219	\$239

### 108 TriggerPoint™ Myofascial Compression™ Techniques: The Evolution of Foam Rolling

IDEA MEMBER	\$199	\$219
NONMEMBER	\$219	\$239

### 109 Cutting Edge Training Methodology for Achieving Optimal Body Composition

IDEA MEMBER	\$297	\$397
NONMEMBER	\$357	\$497

### 110 EXOS®: Train Like an Athlete—The Coach's Guide to Improved Sports Performance

IDEA MEMBER	\$159	\$179
NONMEMBER	\$179	\$199

### 111 Total Barre™ Create Great Choreography to Music

IDEA MEMBER	\$129	\$149
NONMEMBER	\$149	\$169

### 112 Build a Stronger Business and Life in 12 Months—Work Smarter, Not Harder!

IDEA MEMBER	\$129	\$149
NONMEMBER	\$149	\$169

### 113 Gray Institute®: Low Back Pain—Assessing and Progressing for Performance

IDEA MEMBER	\$99	\$119
NONMEMBER	\$119	\$139

### 114 NPE FAST-FORWARD™ Intensive Workshop: One Day to More Clients, More Profits, More Fun!

IDEA MEMBER	\$179	\$199
NONMEMBER	\$199	\$229

### 900 POP Pilates®: Instructor Training Course

IDEA MEMBER/NONMEMBER	\$249	\$299
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### 901 Jillian Michaels BODYSHRED®: Instructor Certification

IDEA MEMBER	\$189	\$199
NONMEMBER	\$209	\$229

### 902 BOSU®: Beyond Balance—Keys to Anti-Aging

IDEA MEMBER	\$139	\$159
NONMEMBER	\$159	\$179

### 903 CIZE® LIVE: Instructor Training Workshop

IDEA MEMBER	\$199	\$219
NONMEMBER	\$219	\$239

### 904 Metabolic Conditioning: Myths, Mysteries and Monster Workouts

IDEA MEMBER	\$99	\$119
NONMEMBER	\$119	\$139

EVENT REGISTRATION

SPECIAL EVENT PRICING

PRECONFERENCE SESSIONS

POSTCONFERENCE SESSIONS



# EVENT INFORMATION

**EVENT NAME:** IDEA World Convention

**DATES:** July 13-17, 2016

**PRECONFERENCE SESSIONS:** July 13, 2016

**POSTCONFERENCE SESSIONS:** July 17, 2016

**LOCATION:** Los Angeles Convention Center

**HEADQUARTER HOTEL:** JW Marriott Los Angeles at L.A. LIVE

**EARLY BIRD REGISTRATION DEADLINE:** June 3, 2016—SAVE \$70!

## CONVENTION FACILITIES

All sessions, registration and the IDEA World Fitness & Nutrition Expo will be held at the **Los Angeles Convention Center**, located at 1201 South Figueroa Street, Los Angeles, CA 90015, and the **JW Marriott Los Angeles at L.A. LIVE** located at 900 West Olympic Blvd, Los Angeles, CA 90015.

## REGISTRATION DISCOUNTS

**IDEA Member Discount.** Become an IDEA Member and save on your convention and pre/postconference sessions registration. You'll enjoy all the privileges of membership, including special savings on future IDEA events. To become an IDEA Member, register online or call Inspired Service at 800.999.4332, ext. 7.

**Business Member Discount.** IDEA Business Members receive the discounted member price on unlimited registrations for the conference and pre/postconference sessions. Please indicate the name and number under which the membership is listed. Call Inspired Service at 800.999.4332, ext. 7, for assistance. Not valid with any other discounts.

**Group Discount.** Groups of five or more registering together save \$25 on each full registration. All registration forms and fees must be submitted together. Call Inspired Service at 800.999.4332, ext. 7, for assistance. Not valid on 1-day registrations, pre/postconference sessions or with any other discount.

## INTERNATIONAL REGISTRATION/ WIRE PAYMENT INFORMATION

International attendees can submit event registration fees via wire transfer. Complete the registration form, fax it to IDEA and wire transfer your payment. Please contact Inspired Service at 858.535.8979, ext. 7, or by email at [member@ideafit.com](mailto:member@ideafit.com) for IDEA's wire transfer bank account information.

## AGE REQUIREMENT

In response to attendee requests and to preserve the educational atmosphere of the convention, children under the age of 18 are not allowed in sessions.

## CANCELLATION POLICY

If we receive your cancellation notice 30 days prior to an event, the administrative processing fee is \$100. There will be no refunds allowed after that date or for no-shows. You can cancel anytime prior to the event and a credit will be issued that can be used toward a future IDEA event. Credits issued will expire on December 31 of the following calendar year.

We've made it easier to switch names on event registrations at no charge. If you can't make it, you may send a colleague in your place by contacting Inspired Service at least 7 days prior to the event (switches are subject to a fee increase based on member status). Contact Inspired Service for further assistance at 858.535.8979, ext. 7, or email at [member@ideafit.com](mailto:member@ideafit.com).

IDEA Health & Fitness Association is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IDEA shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency.

**BRING A  
COMPANION!**

Share this exciting fitness experience with a spouse, friend or family member for only \$100. Your companion receives admission to the **Opening Ceremonies, Party, the IDEA World Fitness & Nutrition Expo and a commemorative gift.** Please register your companion online.

**Please note: package does not include admission to convention sessions.**

# HOTEL & TRAVEL INFORMATION

## ACCOMMODATIONS

### JW MARRIOTT LOS ANGELES AT L.A. LIVE

900 West Olympic Blvd, Los Angeles, CA 90015 | 213.765.8600

**Special IDEA Room Rate.** Single/Double Rate: \$232, plus applicable state and local taxes (currently at 16%). Each additional person \$20 per night, plus applicable state and local taxes.

Go to [www.ideafit.com/world](http://www.ideafit.com/world) and click on "Travel" to book your hotel reservations.

### ALTERNATE HOTEL ACCOMMODATIONS

For alternative hotel options, go to [www.ideafit.com/accommodations](http://www.ideafit.com/accommodations)

**Guaranteed Reservations.** Special prices are for convention attendees only. Mention that you are an IDEA World Convention attendee to receive the discounted rates. Rates are applicable 3 days before and 3 days after the convention based on availability. All reservation requests must be accompanied by a first night's deposit guaranteed with a major credit card. Deposits are nonrefundable 21 days prior to arrival. To ensure a room reservation at the special convention rate, reservations must be received on or before June 23, 2016. Reservations received after June 23, 2016 will be accepted based on availability at the hotel's prevailing published rate.

## TRAVEL INFORMATION

### AIRPORT INFORMATION

The **Los Angeles International Airport** is 17 miles from the Los Angeles Convention Center. Estimated taxi fare is \$50 and estimated Super Shuttle fare is \$16 one way. Make reservations directly with Super Shuttle at 800.258.3826.

### MAPS AND DIRECTIONS

For maps, directions and information on ground travel, please visit: [www.ideafit.com/world/maps](http://www.ideafit.com/world/maps) or [maps.google.com](http://maps.google.com).

### GROUND TRANSPORTATION

**Public Transportation:** Bus and rail rates will range from \$1.50-\$9.00 depending on your starting location and travel dates. Use the following website to plan your trip and determine exact costs: [www.metro.net](http://www.metro.net).

### PARKING\* & WALKING

**Los Angeles Convention Center:** \$12 per day (no in/out privileges). No overnight parking.

**JW Marriott Los Angeles:** \$42 per day for valet parking. Please allow 10 minutes of walking time to the Los Angeles Convention Center.

\*Subject to change.

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**JULY 13-17, 2016**  
**LOS ANGELES, CA**

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"IDEA World stoked the fire and ignited the passion in me to be a better coach, trainer, athlete and person."—KEVIN REHAK

"Absolutely the most valuable investment I've made in my fitness career—an incredible opportunity to learn from the industry's elite. This is the best experience I've had in my life."—JENNY FORD

"IDEA World re-energized my purpose as a trainer and as a fitness professional. It's motivating to be around so many people who are so fired up about helping people and learning. It was an incredible experience!"—JEFF BRISTOL

