



FITNESSFEST

CONFERENCE & EXPO

SHERATON MESA HOTEL
Phoenix/Mesa, Arizona

**April 16-19
2020**



**All Your CECs in
One Weekend!**

A Fitness and Wellness Conference
for Group Exercise Instructors, Personal Trainers, Aqua Instructors,
Mind/Body Practitioners and Fitness Enthusiasts

WELCOME TO FITNESSFEST!

Dear Friends -

Here we are, 2020. The start of a new decade and new beginnings. They also say it's a time to be more compassionate to the plight of others. That is an exciting focal point for me and I feel that energy! I feel our industry shifting in such a positive way. I meet more and more instructors and presenters who are genuine and authentic and really want to make a difference.



I believe the fitness community is so successful in helping others not just because it's part of the job description, but also because we are invested in our own self-improvement and growth. I see fitness professionals devouring information on personal development, self-care, meditation, career building, social media strategies, and a slew of other topics that start with the individual. We know that if we continue to educate ourselves and evolve, we can best serve our communities!

Here at FitnessFest headquarters, we could not be happier about the interest in our keynote spots, sponsorship spaces, and expo opportunities. That tells me we are doing something right! We provide VALUE and we do it with a personal touch that people see and need.

We also have a few other big projects besides FitnessFest Arizona 2020 that are new this year. Our FitnessFest Podcast Series, the creation of our online aqua certification, and the overwhelming response and demand for our LIVE Aqua Progressions trainings! That's all in addition to our retreat, our work with local Native communities, and our ongoing pursuit of new endeavors.

It's my team that generates the ideas, makes the connections, and produces the work to make FitnessFest so successful. Their passion for planning and dedication to top-notch quality is incredible. Along with them, I invite you to ENJOY the greatest LIVE fitness and wellness conference in the Southwest - FitnessFest 2020!

Be Well -
Janice Jaicks

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EXPO HALL HOURS

Friday, April 17
9:00 am-4:00 pm

Saturday, April 18
9:00 am-5:00 pm

Sunday, April 19
9:00 am-1:15 pm

DEADLINES & FEES

	EARLY BIRD 1/4 - 2/29	MARCH MADNESS 3/1 - 3/31	LAST CALL 4/1 - 4/15
FULL CONFERENCE PACKAGE Includes Friday, Saturday & Sunday workshops PLUS Friday Breakfast & Keynote, Saturday Lunch & Keynote, and Sunday Brunch & Keynote	\$299	\$319	\$349
TWO-DAY PACKAGE Includes two of the following depending on which days you are attending: Friday Breakfast & Keynote, Saturday Lunch & Keynote, OR Sunday Brunch & Keynote	\$279	\$299	\$329
ONE-DAY PACKAGE Includes one of the following depending on which day you are attending: Friday Breakfast & Keynote, Saturday Lunch & Keynote, OR Sunday Brunch & Keynote	\$159	\$169	\$179
SINGLE WORKSHOP – Excludes Pre/Post-Cons	\$ 39	\$ 49	\$ 59

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AFFILIATION LOGOS



FITNESSFEST 2020 PRESENTERS

1. **Debra** Atkinson
2. **Andrea** Austin
3. **Leslee** Bender
4. **Ashley** Bishop
5. **Nina** Carr
6. **Fabio** Comana
7. **Phil** Donnelly
8. **Carolyn** Erickson
9. **Chris** Gellert
10. **Ryan** Glatt
11. **Angella** Hamilton
12. **Leslie** Harrington
13. **Joella** Hopkins
14. **Jeff** Howard
15. **Mary** Irby
16. **Janice** Jaicks
17. **Sarina** Jain
18. **June** Kahn
19. **Jason** Karp
20. **Stacey** Lei Krauss
21. **Len** Kravitz
22. **Stephanie** Kreun
23. **Connie** Lagerhausen
24. **Michelle** Lasiter
25. **Robert** Leadley
26. **Jenice** Mattek
27. **Vee** Mora
28. **Tricia** Murphy Madden
29. **Bruce** Mylrea
30. **Mindy** Mylrea
31. **Danielle** O'Reilly
32. **Evan** Osar
33. **Samantha** Parker
34. **Aly** Purdy
35. **Sarah** Reed
36. **Mike** Rickett
37. **Dan** Ritchie
38. **Matt** Segawa
39. **Aileen** Sheron
40. **Jacquese** Silvas
41. **Wendy** Stoeckel
42. **Jenn** Tarrant
43. **Erika** Taylor
44. **Jennifer** Taylor
45. **Chellie** Thomas
46. **Casey** Tom
47. **McCall** Tycksen
48. **Tyler** Valencia
49. **Manuel** Velazquez
50. **Brandon** Wagner
51. **Marissa** Ward
52. **Cheryl** Wu-Hall
53. **Tyler** Yearby
54. **Hilda** Young



SCHEDULE AT A GLANCE

PRE-CONFERENCE			THURSDAY, APRIL 16
Registration	6:00 am-6:00 pm		page 5-6
CONFERENCE			FRIDAY, APRIL 17
Registration	6:00 am-6:00 pm		
Breakfast & Keynote	7:00 am-7:45 am	Following Your Fitness Path: Defining Your Individual Journey in the Fitness Industry - Leslee Bender	page 7
Workshops	8:00 am-9:30 am		page 7
Expo Break	9:30 am-10:00 am		
Workshops	10:00 am-12:00 pm		page 7-8
Lunch On Your Own	12:00 pm-1:30 pm		
Workshops	1:30 pm-3:30 pm		page 8-9
Expo Break	3:30 pm-4:00 pm		
Workshops	4:00 pm-5:45 pm		page 9-10
Activity	6:00 pm-7:00 pm	lululemon: Winding Down-Recovery and Meditation	page 10
CONFERENCE			SATURDAY, APRIL 18
Registration	6:00 am-6:00 pm		
Activities	7:00 am-8:00 am	Morning Run @ Mesa Riverview, Rise & Shine Yoga, Dance Sweat Sesh	page 11
Workshops	8:15 am-10:00 am		page 11
BASH	8:15 am-10:00 am	Zumba® + POUND®+ "Old Skool" Step	page 11
Expo Break	10:00 am-10:30 am		
Workshops	10:30 am-12:00 pm		page 12
BASH	10:30 am-12:00 pm	Bollywood Step + EDM BODY FITNESS™ + MASHUP®	page 12
Expo Break	12:00 pm-1:30 pm		
Luncheon & Keynote	12:30 pm-1:30 pm	Unstoppable: The 3 Principles for Developing Superhuman Performance & Creating the Life You've Imagined – Dr. Evan Osar	page 13
Expo Break	1:30 pm-2:00 pm		
Workshops	2:00 pm-4:00 pm		page 13
BASH	2:00 pm-4:00 pm	Express Core + Cardio Yoga + PiYo® + JACS Bootcamp + Fire Up GX™	page 13
Expo Break	4:00 pm-4:30 pm		
Workshops	4:30 pm-6:00 pm		page 14
BASH	4:30 pm-6:00 pm	Booty Up! + STRONG by Zumba® + HIGH Fitness	page 14
CONFERENCE			SUNDAY, APRIL 19
Registration	6:00 am-3:00 pm		
Post-Cons	8:00 am-6:00 pm		page 15
Activity	7:00 am-8:00 am	YogaFit: Twist & Shout!	page 15
Workshops	8:00 am-10:00 am		page 15-16
Brunch & Keynote	10:00 am-11:00 am	The Next 5 Big Things in Fitness (and how to be ready!) – Dr. Dan Ritchie	page 16
Workshops	11:15 am-12:45 pm		page 17
Final Expo Break	12:45 pm-1:15 pm		
Workshops	1:15 pm-2:45 pm		page 17

THURSDAY, APRIL 16

Complete Hip, Knee, and Foot Conditioning for the Active Aging Client:
The New Rules for Improving Posture, Balance, and Performance
DR. EVAN OSAR

If you work with the Actively Aging clientele—baby boomers and seniors—you recognize that osteoarthritis, joint replacements, knee and foot pain, and compromised walking severely impact their quality of life as well as overall health. In this interactive session, you will discover the most common reasons for joint, balance, and walking issues in older adults, along with the most appropriate corrective exercises for improving stability, mobility, and balance. Additionally, you will leave this workshop with the most effective exercise strategies for training the hip, knee, and foot, and with the ability to create immediate and long-term changes in your clients’ posture, balance, and performance. **CECs: 7 or .7 AFAA | ACE | NASM & FAI**

8:00 am-5:00 pm

EARLY BIRD: \$217

MARCH MADNESS: \$227

LAST CALL \$297

Kettlebell Concepts (Level 1)
TYLER YEABY

Whether you are an independent or facility-affiliated fitness professional, Kettlebell Concepts teaches how to implement kettlebells in a boot camp, semi-private/small group profit center or one-on-one personal training environment. The course covers kettlebell training from a motor learning, biomechanical, and neurophysiological perspective; how to effectively teach basic to intermediate foundational, power, and traditional lifts; how to leverage time and maximize income with proven business models; and unique, innovative applications of kettlebell training for personal training, semi-private instruction, functional and athletic performance enhancement, and injury prevention. Prior to attending the live 8-hour training, there is an online portion that must be completed. **CECs: 1.6 ACE | 2.0 KIPS | 1.9 NASM**

8:00 am-5:00 pm

EARLY BIRD: \$275

MARCH MADNESS: \$275

LAST CALL \$299

White Crow Yoga Teacher Training
MARY IRBY

This workshop, which serves as a standalone introduction to yoga teacher training or as an adjunct to the full online Certified Yoga Teacher (CYT) training program, defines yoga benefits, explores the Eight Limbs of Yoga, defines yoga class themes and types of yoga cues, teaches yoga class formatting and sequencing, defines how compression and tension impact asanas, teaches pose breakdown for 15 foundational poses, demonstrates pose alignment, safety, modifications, and prop use, and shows safe, effective transitioning. Participants will receive online access to materials, certificate of completion, and \$200 discount on full Online CYT course. **CECs: 8 Yoga Alliance | 0.8 ACE**

8:00 am-5:00 p.m

EARLY BIRD: \$229

MARCH MADNESS: \$229

LAST CALL \$239

Programming for Women’s Hormone Balance
DEBRA ATKINSON

Become a perimenopause, menopause, and post-menopause fitness and coaching expert. This one-day workshop covers The Menopause Metabolism Myth, The “Dirty Dozen” and Top 10 Hormones & Balancing Tips, Hormone Status Assessment, 5 Menopause Symptoms You Can Fix with Exercise, and Positioning Yourself as a Female Hormone Balancing Expert. We also cover marketing strategies so you can get clients and share your hormone expertise with others. **CECs: .8 ACE**

8:00 am-5:00 pm

EARLY BIRD: \$217

MARCH MADNESS: \$227

LAST CALL \$297

Assessments to Performance
BRANDON WAGNER

This four-hour workshop teaches an advanced approach to self-myofascial release (SMR). This course covers fundamental principles of human movement science, including anatomy, joint motion, function and dysfunction, and the art of effective assessments. Participants walk away with an understanding of movement principles and hands-on experience coaching and cueing various assessments, along with SMR techniques using the TRIGGERPOINT® MB5 Massage Ball to best assist individuals in maximizing their movement patterns. **Up to 0.4 CECs**

8:00 am-12:00 pm

EARLY BIRD: \$165

MARCH MADNESS: \$175

LAST CALL \$200

Aqua Progressions II: Aqua Refresh & Balance
JANICE JAICKS

This course is for the instructor who has taken Aqua Progressions I or has some experience teaching water aerobics. Learn how to create a top-notch water aerobics class appropriate for all populations. The 60-minute practical pool training walks you through cardio movements with options for special populations, effective transitions, effective repetition numbers, on-deck and in-water motivational strategies, and choreography. Suspended and standing core work with the noodle, discussion of buoyancy equipment, and the use of buoys will be demonstrated. Ready for more? Experience a 45-minute Aqua Balance class while you’re still in the pool! Next, you’ll move to the classroom to put together your own ideas using new music and cueing tips. Demo a LIVE aqua class sample for the group! Four hours of learning, program design, and having a blast with the best in the field! Leave with a toolbox full of choreography on a laminated handout. **CECs: AEA 4 | AFAA 4 | ACE .4**

8:00 am-12:00 pm

EARLY BIRD: \$119

MARCH MADNESS: \$129

LAST CALL \$139

PRE-CONFERENCE CERTIFICATIONS

Fluid Strength
MINDY MYLREA

Gain strength while challenging balance, coordination, and power. Each sequenced pattern delivered in this intensive training offers progressions and regressions for every fitness level and combinations that grow from a solid base with endless possibilities. Being a Fluid Strength instructor gives you the opportunity to go beyond traditional group fitness choreography, linking movement to your mind and exploring all the possibilities that the body has to offer. Workshop includes workbook and DVD. **CECs: 4 or .4, ACE | AFAA | NASM | CFP | SCW**

8:00 am-12:00 pm

EARLY BIRD: \$129

MARCH MADNESS: \$129

LAST CALL \$139

I Am Ageless Now™
LESLEE BENDER

I Am Ageless Now™ bridges the gap between therapy and fitness. Created by international speaker and Bender Ball® creator Leslee Bender, the workshop provides strategies for people to live active, pain-free lives with vitality, no matter what age. Learn motivational techniques, how to conduct science-based sessions that feature mindful movement, and how to help clients improve joint mobility and stability. The course covers training fascial lines; methods to improve the integrity of movement; postural issues affecting movement quality; assessments; functional training techniques; motivational cueing and mantras; planes of motion; energy facilitation of fascia; benefits of massage and movement; and joint alignment integrity. Participants receive a training manual and original Bender Ball®. **CECs: 5 or .5, ACE | AFAA | NASM | PMA**

1:00 pm-6:00 pm

EARLY BIRD: \$179

MARCH MADNESS: \$189

LAST CALL \$189

Plant-Powered One Day to Wellness
BRUCE MYLREA & MINDY MYLREA

Plant-Powered One Day to Wellness is a five-hour journey covering all facets of wellness with a focus on evidenced-based, whole plant-food nutrition, meditation, and life balance. This course is for fitness, nutrition, and wellness coaches wanting to assist their clients, as well as ANYONE who needs that infusion of life-transforming energy. As a One Day to Wellness coach, you will have all the resources you need to offer worksheets, assessments, applications, and one-hour lectures to include in your toolbox. This program is also for anyone who wants to learn the truth about nutrition and how to help the planet thrive! **CECs: 9 or .9**

1:00 pm-6:00 pm

EARLY BIRD: \$179

MARCH MADNESS: \$189

LAST CALL \$189

Good to Great: Elevate into an Elite Fitness Professional
NINA CARR/MICHELLE LASITER/JACQUESE SILVAS

What sets you apart from other fitness professionals and an industry full of social-media influencers? This innovative training course is designed to highlight fundamental and unique training techniques, provide insider tips, and explore key strategies to develop your career. Learn the high-level skills you need to become a sought-after fitness professional. Led by three of Arizona’s top fitness leaders, this course covers the Essential Pillars—The Foundation: Fundamental Skills, The WOW: Ignite Your Presence, and The Professional: Build Your Brand & Your Social Media. Bonus: Attend Saturday’s Fit BASH (included in workshop cost) and join us for the ultimate mix of strength, cardio, and mobility formats, during which we’ll showcase 20 minutes of FireUp GX™, JACS Bootcamp, and PiYo® LIVE. **CECs: 5**

1:00 pm-6:00 pm

EARLY BIRD: \$99

MARCH MADNESS: \$109

LAST CALL \$119

POST-CON SUNDAY, APRIL 19

Brain Health Programming
RYAN GLATT

This post-con deal also includes the Sunday Brunch & Keynote + Dr. Dan Ritchie’s workshop ‘The Fitness Assessment for Mature Clients’ at no additional cost.

8:00 am-1:00 pm

EARLY BIRD: \$189

MARCH MADNESS: \$199

LAST CALL \$229

Barre Above Instructor Certification
TRICIA MURPHY MADDEN

8:00 am-5:00 pm

EARLY BIRD: \$249

MARCH MADNESS: \$249

LAST CALL \$249

Zumba Basic 1 Instructor Training
CHERYL WU-HALL

9:00 am-6:00 pm

EARLY BIRD: \$225

MARCH MADNESS: \$225

LAST CALL \$225

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It's Time to Give Up: Release the Lie That You Can DO IT ALL
ERIKA TAYLOR

Although we often believe we can do it all, we and our clients would be better served by looking through the lenses of our true passion and purpose, and determining where to spend our time and energy. Learn to practice perfectly, purposeful imbalance for your clients' sake and for your own!

1:30 pm-3:30 pm

Bodyweight Bootcamp
MINDY MYLREA

Using the best tool you own—your body—you'll experience a bootcamp like no other. Learn super-cool, creative, challenging, off-the-chart skills and drills for any type of bootcamp. Enjoy an interval workout that is an explosion for the sweat glands and go home with more bootcamp ideas.

1:30 pm-3:30 pm

Yoga for Back Health
MARY IRBY

In this two-hour workshop, you'll gain a high-level understanding of the types and causes of back pain and an exploration of yoga postures designed to alleviate or prevent back, sacrum, hip, neck, and shoulder pain. We will explore contraindications for specific back conditions and understand how pelvic tilt impacts back health. We will finish the session with an asana practice to implement what you've learned about back health. Participants will receive a handout of the covered materials, including a breakdown of less-common yoga poses or unique variations on yoga poses. This will serve as a great reference to begin teaching your own yoga for back health program once you return home.

1:30 pm-3:30 pm



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& ASSOCIATES

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- First Aid Coverage
- Sexual Misconduct Expense
- Optional General Liability and Additional Insureds

Underwater Tension: Tubing at its Finest
AILEEN SHERON

Resistance tubing is tremendously versatile; with just this one inexpensive, portable power tool, you can work strength, cardio, balance, and flexibility. You can use it on land or in the water. Learn to create combinations for a limitless variety of both functional and traditional exercises. Optimize anchoring placement and line-of-pull to provide different approaches to the targeted muscles. A variety of speeds, rhythms, grips, and positions increase your exercise options. Grab your tubing and hit the pool – you'll be amazed at all you can do!

1:30 pm-3:30 pm



Ride like a Pro using FTP
PHIL DONNELLY

Functional Threshold Power (FTP) training has been used by professional cyclists and triathletes for the past decade and is now popping up in your local gym. This power format takes the rider through color-coded zones, each zone representing a percentage of their personalized FTP, which enables everyone in the class to ride at their own level and still stay with the group.

1:30 pm-3:30 pm



EoS FITNESS **NOW HIRING!**

Want to join our team?

We are rapidly expanding and looking for qualified and enthusiastic fitness professionals to join our team!



Visit eosfitness.com/careers for available positions and to apply!

EXPO BREAK

3:30 pm-4:00 pm

Consistent Resistance
CAROLYN ERICKSON

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

4:00 pm-5:45 pm



101 Ways to Transition to a Plant-Based Diet
BRUCE MYLREA & MINDY MYLREA

Plant-based foods have been proven to prevent or reduce the risk of chronic disease. However, making the transition to this type of diet can be an overwhelming obstacle. Armed with the latest research in behavioral change and nutrition, Bruce has jam-packed this lecture with simple behavioral change strategies and nutritional tips to help your clients overcome their negative dietary habits and transition to a healthier lifestyle.

4:00 pm-5:45 pm



Masala Bhangra
SARINA JAIN

Masala Bhangra® is an Indian dance-based program, designed for people of all ages and fitness levels who love to stay physically active. In this session, you'll learn high-energy Bhangra and Bollywood dance movements in an easy-to-follow fitness format. With the dance choreography directly influenced by the music and dance of modern Bhangra and Bollywood styles, Masala Bhangra® is a fresh and exciting addition to the world of fitness and dance.

4:00 pm-5:45 pm



Savvier Fitness

BARRE above®

CARDIO YOGA™

booty kicker **Gliding** **Bender Ball**

CARDIO YOGA™: Yoga Focus
STACEY LEI KRAUSS

CARDIO YOGA™ is a sweat-drenched, mind-altering movement experience that allows you to reach a euphoric endorphin high! Infused with scientific "Power Posturing" and based in rhythmic flow, you can expect a barefoot, signature-series designed to tone, strengthen and lengthen your body. Plan for an emotional voyage that is engineered for you to break through your emotional obstacles while reaching for your highest aspirations.

4:00 pm-5:45 pm



mashup

Deliver Variable-Intensity Interval Training at its Finest



Pilates for Cancer Recovery
JUNE KAHN

Pilates exercise accompanying treatment for cancer is steadily gaining acceptance within the fitness community. Safe and supportive programs are improving the quality of life for survivors. The physical and physiological benefits of Pilates can aid in the rehabilitation and recovery of this special population. Pilates can be a powerful aid to cancer patients during any stage of treatment. In this session, explore the benefits, paths, and foundational Pilates exercises that assist cancer patients and survivors to gain independence and self-confidence and a stronger, more efficient self.

4:00 pm-5:45 pm

Ageless Strength Aqua Mix
MANUEL VELAZQUEZ

Incorporate all elements of fitness in this challenging and fun aquatic workout. All levels and all active ages are welcome. Increase your cardio fitness, improve your strength, and develop better balance and flexibility while performing movement sequences using noodles, buoys, or your own body for a total cardio-strength challenge experience.

4:00 pm-5:45 pm

BeatBossBASIC™
TEAM BEATBOSS

Your ultimate introduction to the amazing BeatBoss™ Methodology. BASIC does not mean easy. This session will begin with a short lecture, followed by a 60-minute, high-calorie-burn class that is uniquely inspired by Road, Mountain, and BMX Biking. BeatBossBASIC™ uses Riding The Beat and RPM/WATTS for the ultimate indoor cycling experience! All levels welcome. Get to know BeatBoss™!

4:00 pm-5:45 pm



Winding Down: Recovery and Meditation
lululemon

After an action-packed day, your body needs some love! Treat yourself to a cool-down recovery session with stretching and meditation from lululemon. This is a complimentary class with great giveaways including two complete lululemon outfits! Must be present to win.

6:00 pm-7:00 pm



Don't miss the best of the Southwest! Register now for FitnessFest.



Morning Run @ Mesa Riverview DR. JASON KARP

7:00 am-8:00 am

For many, running is a pathway to experiences and emotions that cannot always be articulated; they must be felt. Running guru and author of The Inner Runner Dr. Jason Karp will lead an inspiring outdoor group run, exploring what it means to be a runner and how running helps you become the person you want to be.



Rise & Shine Yoga MARY IRBY

7:00 am-8:00 am

Bring your yoga mat and join Mary Irby of White Crow Yoga for an invigorating one-hour multi-level yoga class based on Thirumoolar's Ashtanga Therapeutic Yoga. All fitness and experience levels are welcomed to attend. Counts as one contact hour for Yoga Alliance®.



Dance Sweat Sesh TRICIA MURPHY MADDEN

7:00 am-8:00 am

Get your Saturday started right! Blending the best of cardio dance, funk, hi-low, and even some sexy swagger, Tricia will help get you revved up for a great day at FitnessFest™ 2020!

Kettlebell Krazy TYLER YEABY

8:15 am-10:00 am

In this session, we'll explore the unique features of the kettlebell as well as address several teaching strategies. This will be followed by an exciting movement session, during which you'll experience several kettlebell flows that your clients will love!



Neuroplastic Movement SAMANTHA PARKER

8:15 am-10:00 am

Neuroplastic movement is a cutting-edge approach to addressing and combating chronic pain. Learn how to help your clients and students change their perception of pain. Also learn how to lay a basic movement foundation that facilitates quicker outcomes, along with improving proprioceptive and vestibular stimulation, all while using cognitive restructuring in addressing individual Kinesiophobia.



PT + Group Fitness = Skyrocketing Success JACQUESE SILVAS/JENNIFER TAYLOR

8:15 am-10:00 am

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



HOW TO REACH US:

info@fitnessfest.org • FitnessFest.org
480-461-3888

BASH

8:15 am-10:00 am

Zumba®

Ditch the workout, join the party! Zumba® Fitness takes the "work" out of workout by mixing low-intensity and high-intensity moves for an interval-style, calorie-burning dance fitness party.

CHERYL WU-HALL



POUND® - Rockout. Workout.

Channel your inner rockstar with this full body cardio-jam session inspired by the infectious, energizing, and sweat-dripping fun of playing the drums.

DANIELLE O'REILLY



"Old Skool" Step

This is where coordination comes into play! With an "old skool" feel, this class delivers a physical and mental challenge where you build patterns, combinations, and routines with a dance-like flair. The choreography is intricate and challenging, and there will be a huge sense of accomplishment when you get it! Challenge your inner diva!

JOELLA HOPKINS



Flexibility FAST!

AILEEN SHERON

8:15 am-10:00 am

It's time for a total stretch makeover with this flexibility cross-training workshop. Learn how to use a variety of techniques and integrate stretching styles to be more effective, and help your body recover faster. Focusing primarily on proper myofascial release, you'll learn different methods and approaches to relax and access the body to get the best results possible. Using the foam roller and tennis balls, this workshop will highlight myofascial release techniques, different traditional stretches, and range of motion or controlled rotation for better mobility. Your body will feel the difference!



Aqua Strong

JEFF HOWARD

8:15 am-10:00 am

Harness more water power in a fully aquatic strength-training and conditioning class. Push, pull, and press against the natural resistance of water, and add STROOPS® bands to take your power to the next level. Leave this workout with multiple new exercises that will challenge your aquatic class to the next level.



BeatBoss 60™ + BeatBoss Power™ TEAM BEATBOSS

8:15 am-10:00 am

60 minutes inspired by Road, Mountain, and BMX Biking. BeatBoss60™ uses Riding The Beat and RPM/WATTS for the ultimate party on a bike! All levels welcome. Following that is a 45-minute Road and Rhythm-inspired scorcher. Focusing on RPM, WATTS, and BeatBoss Drills, BeatBossPOWER™ will bring maximum calorie burn and athletic performance to new heights! All levels welcome.



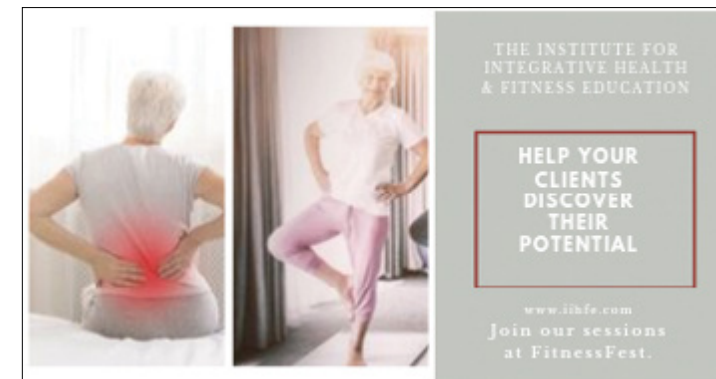
EXPO BREAK

10:00 am-10:30 am

Best Shoulder Training for Posture and Function DR. EVAN OSAR

10:30 am-12:00 pm

During this interactive session, you'll learn why many individuals struggle with shoulder issues. You'll workshop the best corrective and functional exercises to address common issues, like the forward shoulder, neck and shoulder tightness, and loss of range of motion. Additionally, you'll be able to integrate these concepts into your current shoulder exercises to immediately address clients' flexibility and stability. Leave this session with exercises and strategies to improve clients' posture and performance.



Riches are in the Niches DR. JASON KARP

10:30 am-12:00 pm

Do you train different types of clients, thinking that if you have a broad focus, you'll make more money than with a narrow one? When you were in high school, did your parents tell you to do many extracurricular activities to increase your chances of getting into college? In this workshop, you'll learn why your parents were wrong and how to choose and become a niche expert to rapidly grow your reputation and your business.

Bender Ball® Core: Never Crunch Again LESLEE BENDER

10:30 am-12:00 pm

Get ready to experience what you can do with the Bender Ball®! In this "all about the ball" session, you'll learn exercises and programming for core activation, strength, flexibility, and myofascial release.



BASH

10:30 am-12:00 pm

Bollywood Step

Bollywood Step..huh? Sarina Jain has been teaching step since 1992, and this session will blend her Indian culture with the world of step aerobics to give you a different feel for the music. Bring your dramatic energy and pretend we are going to be at an Indian wedding...and we are about to party on a step Indian-style!

SARINA JAIN



EDM BODY FITNESS™

VEE MORA/HILDA YOUNG

Leave it at the door and release on the dancefloor! EDM BODY FITNESS™ is an energetic interval workout to electronic dance music (EDM). Get lost in the music and let the amp'd up beats energize you! This dance party will give you a sweat-drenching, calorie-burning, party vibe experience in a live fitness class. EDM BODY FITNESS™ is designed for all fitness levels to enjoy with easy-to-follow dance moves, interval cardio bursts, and toning.



MASHUP®

JACQUESE SILVAS/JENNIFER TAYLOR

Maximize your results in less time with three classes in one! Experience Mind/Body, Agility & Strength, and HIIT for three fitness levels in this fun and challenging workout session!



Flexibility & Tone ALY PURDY

10:30 am-12:00 pm

Bend and reach, then add resistance. Pioneering a new twist on stretching with resistance, this session drives home an easy concept that will make you look like you invented a new technique. Discover practices that will make your yoga or stretch class seem as intense as your HIT training.



Noodle Combos ASHLEY BISHOP

10:30 am-12:00 pm

Noodles, water, and cardio combos? Who could ask for anything more? Noodles are a fun (and affordable) way to spice up your aqua fitness classes. Follow the beat of motivating music as you learn easy-to-teach and effective choreography while using noodles for added resistance and support.



HIIT the Road

TRICIA MURPHY MADDEN

10:30 am-12:00 pm

With HIIT formats at an all-time high in popularity, cycling instructors have the opportunity to introduce an incredible challenge into a traditional indoor cycling ride. In this workshop, learn how to incorporate different HIIT protocols and explore unique ways to make HIIT training fun. Take away a full master class and playlist to accompany your ride.

EXPO BREAK

12:00 pm-12:30 pm

LUNCHEON & KEYNOTE 12:30 pm-1:30 pm
Unstoppable: The 3 Principles for Developing Superhuman Performance & Creating The Life You’ve Imagined
DR. EVAN OSAR

Despite the \$10 billion spent every year on self-help programs, many of us struggle to consistently perform at the level we want. The challenge isn’t our motivation, our discipline, or our need for a more inspiring goal. There are specific things that the most successful, unstoppable individuals do differently than the rest of us. In this keynote address, Dr. Evan Osar shares the three myths that keep you mired in mediocrity and not living up to your potential. Additionally, you’ll discover the three principles to unlock superhuman performance so that you become Unstoppable and create the life you’ve imagined.



EXPO BREAK 1:30 pm-2:00 pm

Steel Mace Training 2:00 pm-4:00 pm
TYLER VALENCIA



In this session, trainers will learn the fundamentals of teaching steel mace to their clients. Exercises instructed in this workshop will be strength-based and can be progressed depending on the client’s skill level. Trainers will learn the benefits, research, and cueing associated with steel mace.

Cognified Fitness for Optimal Aging 2:00 pm-4:00 pm
DR. DAN RITCHIE / RYAN GLATT



“Brain training” and cognitive stimulation are becoming mainstream, bringing ripe opportunities for slowing cognitive decline, but also breeding snake-oil solutions. Luckily, emerging evidence is showing promise for cognitively-enhanced physical activity over cognitive stimulation using computerized brain games. Come learn the latest science on how you can “cognify” your exercise movements and programming while practicing fun and innovative strategies to stimulate the brain while you train the body.

Answers to 20 Social Media Questions You’re Not Asking but Should 2:00 pm-4:00 pm
DEBRA ATKINSON



This session will answer questions about social media platforms, practices, what to post, when to post, apps that help, what’s a waste of time, and what works. This list was built by experts who are making money using social media on a variety of sites, including Instagram, YouTube, and Facebook.

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BASH 2:00 pm-4:00 pm

Express Core TRICIA MURPHY MADDEN/MINDY MYLREA

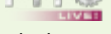
The core is the powerhouse of the body and we should attack it from every angle! Join powerhouse presenters Tricia Murphy Madden and Mindy Mylrea to try the BEST core exercises on the planet!

CARDIO YOGA™ STACEY LEI KRAUSS



CARDIO YOGA™ is a sweat-drenched, mind-altering exercise experience that takes your endorphin high to the next level! Based on scientific “Power Posturing” and rhythmic movement, expect an energetic barefoot series designed to tone, strengthen, and lengthen your body. The class is an emotional voyage, engineered for you to break through emotional obstacles while reaching for your highest aspirations! This is the perfect solution for fitness fans who “can’t slow down” for yoga.

PiYo® LIVE MICHELLE LASITER



PiYo®LIVE is a functional and athletic bodyweight workout inspired by Pilates and yoga that incorporates balance, flexibility, cardiorespiratory endurance, agility, and bodyweight strength set to upbeat music. It’s for all fitness levels and can be done barefoot or with shoes. Just bring your yoga mat!

JACS Bootcamp JACQUESE SILVAS



Feel your best physically AND mentally after this empowering bootcamp for all fitness levels! This session is for REAL people who like REAL fun and want REAL progress. You’ll leave with a sense of strength and belonging as you experience the fitness tribe vibe!

Fire Up GX™ NINA CARR



By incorporating movement to the hottest beats, Tabata (off the beat), and the mind/body connection all in one class, this format will take you on a workout journey from start to finish! Targeted to help you transform mentally, physically and spiritually, this class is more than a workout – it’s a feeling! We guarantee you will leave with your soul “set on fire”!

Lower Cross Syndrome 2:00 pm-4:00 pm
MATT SEGAWA

Lower cross syndrome can be simplified as poor lower body posture. People are often asymptomatic until the body can’t take any more, which can lead to pain. This workshop covers how to manage the resulting low back, hip, and knee pain due to muscular imbalances in the hips. You’ll learn how to create optimal mobility and strength to create long-lasting effects. Walk away with practical knowledge that you can implement immediately into your training programs.

Pilates Fit + Pilates Strong 2:00 pm-4:00 pm
JUNE KAHN

Pilates Fit focuses on the body as a human kinetic chain. By applying the fundamental Pilates technique and exercises, Pilates Fit aims to offset musculoskeletal imbalances through a unique series of combinations of Pilates-based exercises. Each series is

designed to make the maximum use of your time, targeting specific deep postural and core muscles, building strength from the inside out to rebalance your muscles. Gain a better understanding of how combining breath and control yields better efficiency, and leave with a routine that results in a properly-aligned body with less risk of injury.

Hydro Lift Off! 2:00 pm-4:00 pm
JEFF HOWARD

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

EXPO BREAK 4:00 pm-4:30 pm

Upper Extremity Movement Mechanics and Exercise 4:30 pm-6:00 pm
FABIO COMANA



Coaching efficient movement is fundamental for every professional, yet chronic injury rates continue to rise. Instructing proper form requires an understanding of stability and mobility throughout the kinetic chain and key principles in kinesiology. This session focuses on applied movement science research, during which you’ll learn how to properly coach movement patterns and exercises for the upper extremities.

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The Physiology of Fat Loss 4:30 pm-6:00 pm
DR. LEN KRAVITZ

Join Len for a comprehensive lecture explaining the physiology of fat metabolism. You’ll learn the newest research on hormonal regulation, lipolysis, and the best exercise for fat oxidation. Ten (yes, 10) groundbreaking exercise programs that maximize caloric expenditure and fat metabolism will be presented.

Brain Health Nutrition 4:30 pm-6:00 pm
CASEY TOM



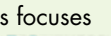
The fitness industry is consumed with nutrition for body weight and physical performance. But what about your brain? What you eat doesn’t just affect your muscles; it also affects brain function. In this lecture, you’ll learn how to feed your brain so that it functions optimally.

Self-Defense Bootcamp 4:30 pm-6:00 pm
SARAH REED

This interactive workshop shares life-saving skills and knowledge to help you protect yourself, while burning fat and building strength at the same time. Krav Maga uses instinctive, practical, self-defense techniques to develop functional fitness programs with high-energy workouts that keep your heart racing from start to finish. Be prepared to gain increased levels of empowerment and confidence while learning in a safe, supportive, and fun training environment.

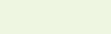
BASH 4:30 pm-6:00 pm

Booty Up! JOELLA HOPKINS



Everyone knows it’s all about the “booty” and this class focuses on just that – building a beautiful, lifted, strong booty! By using specialty “booty bands”, this one-of-a-kind workout focuses on strengthening your backside in all directions – side to side, back and forth, and up and down! What will the result be? A booty to die for!

STRONG by Zumba® CHERYL WU-HALL



STRONG by Zumba® combines bodyweight, muscle conditioning, cardio, and plyometric training moves synced to original music that has been specifically designed to match every single move.

HIGH Fitness MCCALL TYCKSEN



AEROBICS is back! Bigger, better, HIGHer. HIGH Fitness is an emerging leader in group fitness, inspiring people from all walks of life to a lifestyle of better health and overall wellness. HIGH transforms old school aerobics into a highly addictive new fitness experience that combines simple, modern fitness techniques (i.e. HIIT, plyometrics, etc.) with music you know and love. This results in a high energy, INTENSE, and crazy fun workout that leaves you feeling HIGH and wanting more. Get addicted to fitness!

Barre Trilogy 4:30 pm-6:00 pm
LESLEE BENDER



Are you looking for a class that incorporates yoga, Pilates, and barre all in one? This session brings in three disciplines for a class that keeps members coming back for more. This functionally-based session works with all bodies and any individual needs of regressions and progressions that will enhance mobility and stability for a well-rounded, truly mindful experience. You’ll walk away with ready-to-teach formats using science-based movement and planes of motion for a truly amazing experience. No barre necessary!

Aqua Yoga 4:30 pm-6:00 pm
MARY IRBY



Leave your yoga mat at home and jump in the pool for a soothing aqua yoga practice with Mary Irby of White Crow Yoga. You’ll leave this one-hour class feeling relaxed yet energized. CECs: 1.0 Yoga Alliance®

POST-CON View Pricing on Page 6

Brain Health Programming
RYAN GLATT

Health and fitness professionals have the opportunity to join allied health professionals in addressing the major epidemic of cognitive decline and neurodegenerative diseases, such as dementia and Alzheimer's. Although exercise has been proven to benefit brain health and cognitive functioning, precise exercise prescriptions are not clear to the general public or the industries of health and fitness. This has led to further confusion, and leaves clients, patients, and caregivers wondering if they are doing all that is possible to stave off cognitive decline. This post-con training will review the research on how certain modalities of exercise can differentially affect the brain, and provide an initial framework for the assessment and programming of cognitive health within exercise programs. This post-con deal also includes the Sunday Brunch & Keynote + Dr. Dan Ritchie's workshop 'The Fitness Assessment for Mature Clients' at no additional cost!

CECs: 4 ACSM | 4 NASM | 4 AFAA

8:00 am-1:00 pm

FAI

Barre Above® Instructor Certification —Powered by Savvier Fitness®
TRICIA MURPHY MADDEN

Whether you currently teach Barre, or are motivated to add this popular format to your repertoire, look no further than Barre Above®, one of the fastest-growing Barre programs in the country. Discover the essentials of Barre and see how this dynamic and progressive method of training enhances strength, flexibility, and balance. Watch your toolbox expand as you study and practice the progressions and regressions necessary to teach a fun, effective, and efficient Barre workout that is perfect for all fitness levels. Walk away with tips on how to implement, launch, and run a successful and in-demand Barre program that requires little to no equipment. Certification course includes two electronic workouts, print and electronic instructor manual, instructor web membership, and equipment and apparel discounts. No licensing fees, options for ongoing choreography, and certificate of completion.

CECs: 12 SCW | 12 AFAA | 1.2 ACE | 1.2 NASM

8:00 am-5:00 pm

Savvier Fitness

Zumba® Basic 1 Training
CHERYL WU-HALL

This introductory training gives you the tools to lead your own Zumba® class. Learn the Zumba® formula, our four basic rhythms, and more! The course includes the basic steps to the four Zumba® core rhythms: Merengue, Salsa, Cumbia, and Reggaeton; identification of different parts of a song and applying the basic steps to build an effective Zumba class; live practice with a Zumba Education Specialist to gain confidence to teach; license to teach Zumba® classes; access to tools to help you start teaching faster; opportunity to receive monthly choreography and music, and ongoing support. Receive electronic instructor manual, online videos, and certificate of completion.

CECs: ACE | AFAA

9:00 am-6:00 pm

ZUMBA

Twist & Shout!
JENN TARRANT

A fun morning flow to start your day off right! Grab your yoga mat and join YogaFit's Jenn Tarrant and she leads you through a beautiful morning session to get you prepped and ready for the day ahead.

7:00 am-8:00 am

YogaFit

Transformer Bootcamp
JACQUESE SILVAS

Are you ready to create solidarity and connection in a transformational bootcamp setting? This energetic, intense, mindful-thinking approach will bring a new flavor to your bootcamp-style workouts as we sweat, smile, and revolutionize group fitness! In addition to maximizing fit gains, it's time to maximize your treasure chest and amplify your people skills, classroom magic, and training techniques!

8:00 am-10:00 am

JACS Figure On Fit

Clarifying the Postural Torsion Syndrome
CHRIS GELLERT

Postural Torsion Syndrome Assessment (PTSA) is an evidence-based model that will empower your understanding of human movement. Using PTSA, you'll be able to see injuries before they occur, have the tools to prevent them, and enhance physical movement to optimum levels. This understanding of human movement will provide inspiration for countless adaptations of exercises tailored specifically to each client's needs.

8:00 am-10:00 am

The Age Antidote
DR. LEN KRAVITZ

Len unveils the 10 key strategies to slow down aging, extend quality of life, and live optimally. If you work with a mature population, this lecture will give you many inspiring interventions to teach your clients.

8:00 am-10:00 am

ZUMBA

SHAKE UP YOUR CAREER!
BECOME A ZUMBA INSTRUCTOR.

ZUMBA

Becoming the Creative Genius of Functional Circuits
ALY PURDY

Join Aly as she reveals a whole new concept of circuit training that includes Pilates, Barre, HIT, muscle fitness, core work, and more! Learn what makes elastic bands unique and versatile and get everyone to use these multi-modality tools in their clubs.

8:00 am-10:00 am

STROOPS

YoMo®: Yoga in Motion
SAMANTHA PARKER

Experience the new revolutionary YoMo® program that is leading the way in bridging the medical and fitness worlds to help people manage chronic pain. Designed to address patient Kinesiophobia, this fun, simple, easy, and duplicable movement recovery program, which is based off of yoga asana (poses) and pranayama (breath work), can be implemented with little space, little or no equipment, and can be practiced anywhere.

8:00 am-10:00 am

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Visit our booth for 10% off on our first Yoga Therapy Retreat Spain!

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Samantha Parker, C-IAYT and bestselling author of Yoga for Chronic Pain ... WTF?

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Hysterical Historical Aqua
CONNIE LAGERHAUSEN

An informative look at the aquatics industry, with a side of comedy and heaping portion of fun! Discover where we came from and how far we've come through the decades. Grab your shower cap for some simple choreography to 'shape your figure,' and don't forget the milk jugs. We will discuss the history of aquatic fitness and explore the different movements, music, and trends. Top it off with boot camp and power aqua moves. Relive the past and embrace the future!

8:00 am-10:00 am

SUNDAY BRUNCH & KEYNOTE 10:00 am-11:00 am

The Next 5 Big Things in Fitness (and how to be ready!)

DR. DAN RITCHIE

Join Functional Aging Institute co-founder Dr. Dan Ritchie to discuss what's on the horizon for the fitness industry and what you should be doing NOW to be ready.

•All registered attendees may attend at no extra charge. Excludes single workshop attendees.

FAI

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Lower Extremity Movement Mechanics and Exercise Technique
FABIO COMANA

Coaching efficient movement throughout the kinetic chain is a fundamental goal for every professional, yet chronic injury rates continue to rise, increasing by 4% over the past decade. Instructing proper form requires a solid understanding of stability and mobility throughout the kinetic chain and serves as the basis for every exercise. This session focuses on the latest movement research and teaches how to properly coach the movement patterns of the lower extremity: the bend-and-lift and step/lunge.

11:15 am-12:45 pm

NASM

Optimizing Nutrition for Longevity
CASEY TOM

To live the longest and healthiest lives possible, we must understand what to put in our bodies. In this lecture, participants will acquire a successful toolkit for implementing nutrition habits to live a high quality, healthy life!

11:15 am-12:45 pm

ICAN

Upper Cross Syndrome
MATT SEGAWA

Upper cross syndrome can be simplified as poor upper-body posture. People are often asymptomatic until pain develops. This workshop covers how to manage the resulting neck, shoulder, and back pain due to muscular imbalances in the shoulders. You'll learn how to create optimal mobility and strength to create long-lasting effects. Walk away with practical knowledge that you can implement immediately into your training program.

11:15 am-12:45 pm

Core and Much More!
AILEEN SHERON

In this workshop, the foam roller will be used to challenge your balance, focus on your core, work deep stabilizers, integrate cross-lateral movement, improve total body strength, and roll out stress. From standing to seated to floor work, transition smoothly between different planes and approaches. Get ready for the ultimate total body conditioning class!

11:15 am-12:45 pm

Omniball

Yoga Journey: Yin & Yang
JEFF HOWARD & MANUEL VELAZQUEZ

Join Manuel (Yin) and Jeff (Yang) for this Yin & Yang yoga experience. Bringing together two styles of yoga into one practice, you'll learn the benefits of passively holding yoga poses with dynamic sequences. Exploring the Taoist concepts, Yin (Manuel) takes you on an internal, passive, cooling journey, while Yang (Jeff) guides you into an active practice of building muscle strength, blood flow, stamina, and flexibility.

11:15 am-12:45 pm

Dynamically Rhythmic
ASHLEY BISHOP

Let the music motivate the movement as you rhythmically cool down your classes. Using choreography patterns, dynamic combinations, and feel-good song choices, you'll create the optimum environment for effective cool-downs that will leave your participants feeling elongated and energized.

11:15 am-12:45 pm

12:45 pm-1:15 pm – FINAL EXPO BREAK

Controversies in Resistance Training: SOLVED

DR. LEN KRAVITZ

Join Len for a research round-up of the most relevant and controversial topics on resistance exercise. This lecture highlights some of the latest-breaking studies on resistance training and weight management, resistance training and resting metabolic rate, cortisol and protein catabolism, delayed-onset muscle soreness, overtraining, metabolic stress, acidosis (the burn) and how to prevent it, exercise sequences, and much more. This is a must-attend lecture for all personal trainers who want evidence-based answers to the pressing questions of optimal resistance training.

1:15 pm-2:45 pm

FAI

The Fitness Assessment for Mature Clients

DR. DAN RITCHIE

Many fitness assessments are simply not designed with the 75-year-old person in mind, or someone with a joint replacement, or even a young person with a functional limitation. Learn a variety of assessment tools from functional aging expert Dr. Dan Ritchie so you can be prepared to evaluate, assess, and design programs for all levels of functional abilities.

1:15 pm-2:45 pm

FAI

Conscious Eating

STEPHANIE KREUN

Experience a technique that allows you to gain control of your eating habits to promote weight loss, reduce binge eating, and bring forth an overall sense of well-being. When we eat mindfully, we involve all the senses by engaging the mind and body. Mindful eating can take us beyond what we are craving into why we are craving. Learn to bring eating and life into balance through mindfulness and conscious eating.

1:15 pm-2:45 pm

FAI

Buns, Legs, Core, & More

MINDY MYLREA

Using an integrated, closed-chain, linked-movement, patterning progression, this session will weave seamlessly through lower body, upper body, and core connections that hit every muscle in every way. Change the way you approach, progress, regress, and structure your workouts. Integrate the body and the body will understand movement through agility, grace, and power.

1:15 pm-2:45 pm

FAI

Sole Intention

STACEY LEI KRAUSS

Yogis and dancers practice barefoot because it reflects core values like deep connection to the physical body and emotions. In this yoga flow, we'll begin the experience by intentionally awakening our feet. As we carry this strong visceral connection through a smooth flow, you'll be amazed at how connected and focused your physical body becomes. Be prepared to feel fully alive and yet completely restored from the ground up!

1:15 pm-2:45 pm

FAI

Aqua Men x 2

JEFF HOWARD & MANUEL VELAZQUEZ

Enjoy this fantastic class with two of our FitnessFest men of aqua! The pool will never look the same once you experience this tidal wave of energy, creativity, and enthusiasm. Manuel and Jeff focus on different styles and formats of aquatic fitness techniques, pushing you to the next level. Leave with a flood of new ideas to make a big splash in your own aqua fitness classes.

1:15 pm-2:45 pm

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EXPO

Friday, April 17 9AM-4PM

Saturday, April 18 9AM-5PM

Sunday, April 19 9AM-1:15PM

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