



FitnessFest

Conference & Expo

Where Land and Water Meet...

April 19th-22nd 2012

**Valley of the Sun JCC
Scottsdale, Arizona**



A fitness and wellness conference for novice and veteran group exercise instructors, personal trainers, aqua instructors, and mind/body practitioners.



Dear Friends:

I always struggle with starting these letters when we begin planning for a new conference, mostly because I want what I say here to reflect the excitement I have about the current and future planning going on at FitnessFest...not to mention, I don't want to repeat myself year after year by telling you how great and amazing the upcoming conference will be (even though it WILL be great and amazing, because we make sure of it!).

It is a pleasure to know that you are reading this note because you have received, downloaded or picked up the latest FitnessFest Conference & Expo brochure to see what's in store for 2012. I can assure that our upcoming events will be just as rewarding and useful as those in the past, enhanced by the most up-to-date topics, choreography, and research available. It is my experience that each FitnessFest DOES feel like the best one yet, because each time I thoroughly embrace the present, enjoy the knowledge, and appreciate the people with whom I'm experiencing that conference.

It is my hope that every participant that attends a FitnessFest Conference & Expo walks away with more than just an arsenal of new moves and new ideas for better classes and training sessions; FitnessFest is also a resource for networking, a weekend to make new friends, and sometimes the perfect place to find personal inspiration for your daily life.

I look forward to seeing you in Scottsdale April 19th – 22nd if you're a returning FitnessFest veteran, and I look forward to meeting you if you are just now making the decision to give it a whirl. What is more, we have many distinguished presenters from all over the nation who can't wait to see and interact with you--I guarantee this. That's the advantage of attending FitnessFest Conference & Expo – we make the connection with you, because we do this FOR you.

Janice

Janice

P.S. Many of our followers are interested in our new Mind, Body, Spirit Retreats. Follow us on Facebook, or visit us at www.fitnessfest.org and click the Inspirational Series link for our series of small and inexpensive seminars leading up to our next retreat. Our first seminar is in Mesa, Az January 20th and 21st.



What's Inside

- P. 1 Thursday & Friday workshops**
- P. 2 Friday workshops**
- P. 3, 4, 5 Saturday workshops**
- P. 6, 6 . . Sunday workshops, Presenter bios**
- P. 7 Special Events**
- P. 8, 9 Schedule at a glance**
- P. 10 Details**
Important Information
about Hotel, Expo, and more
- P. 11, 12 Schedule, CECs,
Prices and
Registration Form**
- P. 13 FitnessFest Expo**

Thank You to Our Sponsors



H2O Pool Pilates / Craig Stuart

4:00 PM - 6:00 PM

Prepare your students for dynamic stability and improve posture with Pilates-inspired training in the pool. Learn how Pilates principles and concepts can be successfully adapted in the water environment to target and challenge the deepest muscle layers in the body. Discover the "powerhouse" and how it can transform your body, your creativity and the effectiveness of your teaching. You have to feel it to believe it! **ONLY 20 SPOTS!!!**

Yoga for Doing and Being: A Balanced and Therapeutic / Leeann Carey

4:00 PM - 8:00 PM

Approach to Meeting Your Students' Needs

A well-rounded yoga practice includes the three best styles of practice: Vinyasa (flow) to warm and prepare the body, static heat building poses to play your edges, and relaxing restorative poses for complete surrender and relaxation. This session is designed for yoga instructors and practitioners who desire to deepen their understanding of how a balanced yoga practice can yield therapeutic results. The session includes:

- Understanding therapeutic pose breakdowns using strategic yoga prop support.
- Learning how to easily modify and adapt to meet the individual needs of students at all levels of experience and skill.
- Applying safe and logical sequencing skills that build a skill and thread a relevant theme into all segments of the practice.
- Designing an innovative practice that includes a Vinyasa (flow), heat building and restorative poses that complete a balanced and therapeutic practice for all demographics.

This creative practice is developed and presented exclusively by Leeann Carey Yoga, and is a fun and intelligent approach to being and breathing on the mat.

Props and Beyond – The Professional's Toolbox / June Kahn & Tricia Murphy Madden

4:30 PM - 8:00 PM

Join industry superstars June Kahn and Tricia Murphy Madden in this jam-packed workshop filled with new ideas, successful strategies and valuable information on implementing the right tools available in your group exercise or personal training environment. This session will illustrate the growing popularity and efficiency of using valuable tools such as the **Body Bar Flex®** and **Bender Ball™**, as well as help you reignite your interest in **variable resistance tubing**. Learn how to design effective, fun and safe exercise routines for your clients, classes and/or small group training programs regardless of their fitness level.

Friday, April 20th

Kettlebells & Ropes / Daniel Sawaya

7:00 AM - 9:00 AM

This action-packed workshop offers options for your personal training clients, group classes, boot camps and small group training. The combination of ropes, kettlebells and bodyweight training will bring new life into your programs. The biggest benefits are that these tools allow for excellent strengthening and conditioning of the entire body with nearly no impact on the joints. Focus on the kettlebell swing, squat, and numerous rope movements that will train multiple planes of movement. If you think you are in the shape of your life, expect a fun challenge!

Personal Training for / Josh Stone & Mike Fantigrassi

7:00 AM - 9:00 AM

Older Adult Fitness

As the body ages, physiologic degeneration occurs which negatively affects the older adult's neuromuscular, cardio-respiratory, skeletal and sensory systems. These degenerative changes bring about increased risk of injury and falls. The health and wellness professional must be cognizant of these changes when designing a training program for the older client. In addition to injury risk, physiological precautions and contraindications exist in the older adult. Questions such as why should aerobic exercise be altered or how do I train an older adult with certain chronic disease (such as osteoporosis or cardiovascular disorders) are tough questions to answer. This session will provide insight to these questions so the health and wellness professional can develop a focused personal fitness program for any older adult.



Core Yoga Flow / Carol Argo

7:00 AM - 9:00 AM

Power up your yoga stretches by activating the core muscles. Learn the best poses for strengthening the core.

Streetfighter – Kickboxing Boot Camp / Heidi Benson

7:00 AM - 9:00 AM

This workshop is for anyone looking for a more demanding class style that not only challenges the body from all directions, but also creates a unique connection with the mind. Streetfighter requires balance, strength, coordination, quick thinking and memorization. You will help your students achieve this through interval training, drills and choreography.

Deep in Depth / Craig Stuart

7:00 AM - 9:00 AM

Develop and refine your knowledge of vertical core training in deep water. Learn and understand the differences between gravity-assisted/resisted exercise and gravity-neutral exercise. Discover techniques for developing postural awareness, balance and coordination in the buoyant environment and explore the added challenges and training benefits of placing buoyancy and resistance at the ankles.

Fast Fat Loss / Josh Stone & Mike Fantigrassi

9:15 AM - 11:15 AM

The workshop will highlight strategies to combat weight loss plateaus through nutrition and exercise alignment that will yield fat loss.

Yoga for Happy Hips / Leeann Carey

9:15 AM - 11:15 AM

Learn (and practice) warm-ups and dynamic and relaxing supported poses that balance mobility, flexibility and stability for happier and healthier hips! You'll explore your free range of motion in yoga sequences that invite you to meet and play your edges.

Body Bar Flex® / June Kahn

9:15 AM - 11:15 AM

Similar in appearance to the Body Bar®, this easy-to-use, unweighted tool has the ability to bend and flex, making it the ideal device to enhance strength, flexibility and incorporate dynamic movement in the process. It is perfect for many populations, from beginners to extreme athletes looking to enhance their core strength and add variety to their training regimen. Experience a plethora of exercises for all disciplines, in a variety of positions that will teach your body how to perform beautifully as well as enhance your range of motion, vital to everyday movement and fitness and sport activities.

C.P.R. – Cue, Pace, Resist / MaryBeth Marotto

9:15 AM - 11:15 AM

C.P.R. will save your life and pump up your teaching skills! Cueing, safe transitions and rhythm changes will be taught and applied to this resistive environment, the “liquid weight room.” Whether you are a seasoned, veteran instructor or new to the industry, you will learn techniques sure to WOW your students!

Fluid Yoga / Carol Argo

9:15 AM - 11:15 AM

Experience a medley of flowing movement and stretches in the pool. Learn how to adapt popular poses like the Warrior, Tree, Eagle, Half Moon and more in this creative aquatic format. Your body will open up and feel freer with backbends, side bends, hip openers, twists and more!

LUNCH & EXPO SHOPPING

11:15 AM - 12:30 PM

TRX® Advanced Concepts in Foundational Movements / Brandon Wagner

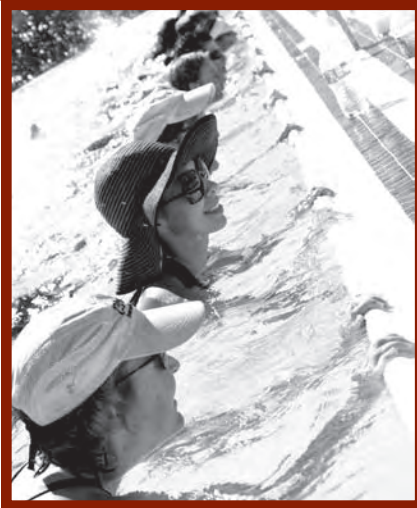
12:30 PM - 2:15 PM

This illuminating session delves into the very heart of foundational movements and provides an incredibly insightful look at the intricacies of assessing and coaching them. The session then builds on these principles and teaches participants how to use the TRX® Suspension Trainer™ to modify these fundamental actions to address common dysfunctions and build to peak performance.

Cardio Funk / Tricia Murphy Madden

12:30 PM - 2:15 PM

Old school moves combined with extreme intervals let your members experience a cardio routine like no other. These moves aren't complicated, they are fun! The energy of the room jumps and teaching this class takes you back to a simpler time in fitness where no equipment was necessary and you just needed a good attitude to literally sweat your heart out. Take away choreography, format ideas and a new attitude.



Aqua Abs & Arms / Janice Jaicks

12:30 PM - 2:15 PM

The majority of our aqua students tend not to cross-train. That means it is our job as their instructor to be sure they are getting the most out of their abdominal exercises and their upper body routines. With Hydro-Fit noodles, regular skinny noodles, monster noodles and buoys we will find a variety of ways to work.

Reverse Aquatic Pyramid / Donna Adler

12:30 PM - 2:15 PM

Do you know what to look for in a client that may be diabetic or pre-diabetic? Did you realize that the CDC estimates 25% of Arizonans are at risk of developing Type 2 Diabetes? Discover what you need to know and how to develop a secret ‘pool recipe’ for your at-risk clients by learning how to make your aquatic classes anaerobic with an interval twist. Experience ways to burn 19x more sugar with your aquatic exercise routine. Walk away understanding how food is medicine for these types of clients, while also learning how to lower cholesterol and control triglycerides.

Got Allergies?? / Kathleen Gould

12:30 PM - 2:15 PM

No need to suffer any longer. Join us as we learn about simple herbs that will relieve your allergy symptoms and move you to an allergy-free life forever. Believe it!

The Roller Coaster Ride / Jennifer Sage

12:30 PM - 1:30 PM

– Master Class
Single-track refers to the narrow trails that mountain bikers seek out for maximum excitement, but riders beware: to arrive at the single-track portion at the top of the plateau, we have a long 15-minute grind up the approach jeep road, much like a roller coaster that must slowly climb to the apex before screaming downhill! Develop patience and mental acuity to help you up this challenging section, then learn when it's appropriate (and necessary) to stand on the single-track or when one must stay seated to power up a rocky trail. Expect a very real-life and exciting experience where you'll work *hard -- very hard!!*

Fat Loss 2012: New Programs to Lose Weight / Brett Klika

2:30 PM - 4:30 PM

and Feel Great at Any Age
Losing fat is a common goal among clients of all ages and levels. Providing effective, efficient programming that maximizes results in minimum time will keep your clients coming back for more, and telling their friends! In this hands-on workshop, learn researched and successfully applied cutting-edge methods being used by the top trainers and coaches in the world to create fat loss success in their clients. Come away with over 25 new exercises, programming ideas, and other tips to apply immediately!

Healthy Back Yoga / Donna Horwitz

2:30 PM - 4:30 PM

Musculoskeletal weakness of the lower back is a primary focus in instructor/trainer exercise design. Healthy Back Yoga offers an innovative, science-based approach to lessening temporary or chronic back pain through a series of floor and chair-based yoga poses. The workshop includes stress reduction exercises to release deep chronic muscle tension, and the most effective yoga poses to safely and progressively increase strength and flexibility for the lower back.

Batuka Dance and Batuka Force Combo / Carol Murphy

2:30 PM - 4:30 PM

Batuka bridges the gap between pre-choreographed and freestyle dance! Batuka Dance features musical themes and dance genres from every corner of our world. Batuka Force rocks to original world music as it targets seven Foundational Movement Patterns to make you stronger, more powerful and more coordinated. Batuka Master Trainer Carol Murphy takes you through the essentials of each program.
Join Carol in this workshop for the chance to win a FREE Batuka Dance Foundation Course!

Water Tai Chi / Carol Argo

2:30 PM - 4:30 PM

This workshop combines the beautiful, flowing, graceful movements of Tai Chi with the resistive yet relaxing properties of moving in the water. Connect the mind and body in an aquatic environment while increasing vitality and energy. Benefits include improved balance, strength, agility, flexibility, grace, coordination, posture, and mental focus.

Stride & Strength / MaryBeth Marotto

2:30 PM - 4:30 PM

Lengthen, strengthen and challenge your lower body in this resistive, effective, shallow water striding class. Learn the “push-pull” concept to strengthen upper body musculature.

Cause & Effect: How to Cue Cadence and Resistance / Jennifer Sage

2:30 PM - 4:30 PM

to Optimize Performance
Ever said “add on one full turn” to your students to cue them to increase resistance? You're not alone, but it's probably the most ineffective way to cue adding load on a typical indoor bike. This session is an exploration of cadence and resistance, and the effect on the body as they are manipulated throughout the ride. Instructors will leave with new ideas for motivating students to choose their resistance wisely!

Bodyweight Bootcamp / Brett Klika

7:00 AM - 8:30 AM

No equipment necessary! Break the shackles of traditional gym equipment and learn over 30 exercises to burn fat and get stronger using the best piece of equipment around -- your body! Strategies to design dynamic, fun exercises and routines for different class sizes and populations will be demonstrated as you work, sweat and challenge your mind, body and spirit! Ooh Rah!

Caffeinated Pilates / June Kahn

7:00 AM - 8:30 AM

Energize and empower your students with this awakening, fresh and uplifting approach to Pilates matwork through a flowing combination of Pilates progressions in a unique format. Experience core challenges that incorporate fluid transitions for seamless routines and gather endless ideas for your Pilates classes. Charge up your traditional routines by adding an eclectic twist.

CSF for Diabetes / Deborah Redder

7:00 AM - 8:30 AM

Combine Cardio-Strength-Flexibility training to maximize physiological improvements for those with diabetes. The proven clinical benefits of a circuit format are achieved with easy-to-follow standing, non-impact choreography, alternated with resistance training. Flexibility training increases joint stability and mobility for a total body conditioning program. A chair and elastic tubing with handles are used to effectively support the intensity of the choreography without increasing risk.

Barre None / Tricia Murphy Madden

7:00 AM - 8:30 AM

Come try the hottest program in fitness and decide if you should be launching your own barre classes! Combining the best of strength training, ballet, Pilates and flexibility modalities, the barre will leave you feeling the burn. Learn how to develop your barre program without needing a ballet barre. Take away the perfect format for your facility and an entire movement library.



Water Tai Chi / Carol Argo

7:00 AM - 8:30 AM

This workshop combines the beautiful, flowing, graceful movements of Tai Chi with the resistive yet relaxing properties of moving in the water. Connect the mind and body in an aquatic environment while increasing vitality and energy. Benefits include improved balance, strength, agility, flexibility, grace, coordination, posture and mental focus.



Stride & Strength / MaryBeth Marotto

7:00 AM - 8:30 AM

Lengthen, strengthen and challenge your lower body in this resistive, effective shallow water striding class. Learn the "push-pull" concept to strengthen upper body musculature.

Corrective Exercise: Recognize & Address Common Issues of the Lower Back / Daniel Sawaya

8:45 AM - 10:35 AM

Many clients come to fitness professionals with common complaints of back pain and aggravation. This workshop will review common scenarios of many clients. We will discuss when to refer clients to medical professionals and when proper assessment can lead to appropriate flexibility and stabilization exercises to correct improper movement patterns.

Yoga for Lower Back Luck / Leeann Carey

8:45 AM - 10:35 AM

Learn and experience for yourself the method for using yoga as a way to heal the lower back. Simple assessments can help to determine who you are in all segments of your spine, whether on or off your mat. You'll explore the best modifications for your lower back in all groups of asanas: standing, sitting, back bending, twisting, forward bending and inverting.

Triple Threat / Carol Murphy

8:45 AM - 10:35 AM

It's no surprise that tubing, stability balls and dumbbells top the list for the most popular pieces of equipment used in clubs today. Keep your members inspired as you learn some new ways to improve balance, strength and flexibility with this simple and accessible equipment. Say goodbye to the same old, same old and come away with a fun and functional routine that works for fitness enthusiasts of all levels.

Aqua Abs & Arms / Janice Jaicks

8:45 AM - 10:35 AM

The majority of our aqua students tend not to cross-train. That means it is our job as their instructor to be sure they are getting the most out of their abdominal exercises and their upper body routines. With Hydro-Fit noodles, regular skinny noodles, monster noodles and buoys we will find a variety of ways to work.

Aquatic Techniques for Osteoporosis / Donna Adler

8:45 AM - 10:35 AM

Land has historically been utilized for exercise to prevent and improve osteoporotic and osteopenic conditions. In this workshop, learn how to effectively use your aquatic exercise classes to assist in building bone strength. Equipment use, proper body mechanics and the impact of water depth will be discussed.

Effective Intervals: Adaptations, Formats and Cueing / Jennifer Sage

8:45 AM - 10:35 AM

Intervals are popular and fun to teach in an indoor cycling class, but are you using this training technique effectively to maximize your students' results? Haphazard intervals without a training objective may dilute the effects and bring about haphazard results. *Not all intervals are created equal!* We will discuss the different training objectives of interval training, and through terrain choices, resistance, and cadence you'll learn how to change the focus from cardiovascular to neuromuscular to muscular endurance to force development. You'll also learn how to cue intervals based on perceived exertion and finish with a ride to experience the three most important types of HIIT intervals.

Is Your "Functional Training" Functional? / Brett Klika

10:45 AM - 12:15 PM

"Functional Training" has become a buzzword in the fitness industry, but there are various interpretations as to what functional training truly is. Some current methodologies may not only be ineffective, they may be dangerous! Discover how to design and implement truly fun, effective, and functional programs based on individual client and small group needs. Learn to teach and implement over 15 new functional training methods that will have your individuals and small groups sweating, smiling and coming back for more while staying injury-free.

Body Bar Flex® - Senior Fit Program / June Kahn

10:45 AM - 12:15 PM

Experience this fun, energizing program incorporating the use of the unique Body Bar Flex® - a unique, lightweight, bendable tool that allows seniors to build strength without lifting weight. Explore exercises designed to improve joint mobility and stability through integrated movement patterns. Take home a variety of progressions that delivers a safe, effective and challenging workout - giving you options and ideas for your active adult programming.

Compound Challenge / Lorey Pro

10:45 AM - 12:15 PM

Compound the challenge of your class or training session by pre-exhausting a muscle group before you deliver two different exercises for the same muscle group performed in a sequence with no rest. This format is perfect for those who are looking for time-efficient strength training options or a training variation to elicit greater results. Challenging, fun and effective!

Deep Choreography Blast / Craig Stuart

10:45 AM - 12:15 PM

Harness the power of liquid resistance and get a blast of new deep-water exercises and choreography ideas. Join Craig as he combines equal amounts of strength training, cardio routines and core technique specially designed for the buoyant environment of deep water. Learn by doing and discover new moves, teaching terminology and class options you can immediately take home to your classes. Note: This session builds on the fundamentals and principles presented in Deep in Depth (Friday 7:00am).

Mastering the Art of Endurance Training through Cycling / Stephanie Kreun

10:45 AM - 12:15 PM

Endurance training challenges the mind and the body. Learn cycling techniques to condition your body and train your mind to maintain a consistent, steady heart rate for an extended period of time. The use of visualization and imagery will be used to assist our students in understanding the strength in endurance training on the bike.

NETWORKING LUNCH & EXPO SHOPPING

12:15 PM - 2:15 PM

CEx for Personal Trainers / Josh Stone & Mike Fantigrassi

2:15 PM - 4:15 PM

Are you aware that 80% of the adult population will experience some type of low back pain during their adult life and 21% will experience shoulder pain? Did you know there are more than 2 million ankle sprains and approximately 100,000 ACL injuries that occur annually? These injuries are preventable. This presentation will introduce personal trainers to the Corrective Exercise, a simple program designed to prevent common musculoskeletal injuries and reduce pain complaints. Following simple movement assessments and a step by step process backed by research, personal trainers will be able to correct movement dysfunction in less than 30 minutes.

Introduction to The / Kyria Sabin **Fletcher Towelwork®**

2:15 PM - 4:15 PM

The Fletcher Towelwork® was developed by Pilates Master Ron Fletcher over the course of four decades. Originally designed to stabilize and balance the shoulder girdle, Towelwork can be applied to your Pilates studio, personal training and/or physical therapy settings. A complete Towelwork program ranges from simple stabilization and range of motion exercises to complex movement patterns that challenge advanced students and athletes alike.

Tubing Challenge / Carol Murphy

2:15 PM - 4:15 PM

Take a fresh look at one of the most popular pieces of equipment used in 94% of clubs today -- tried and true tubing! This session is packed full of solo and partner resistance tubing exercises that are designed to enhance fitness and performance goals. Learn why and how to employ the fundamentals of functional performance and functional movement patterns to create "usable strength".

Anti-Aging Aqua / Carol Argo

2:15 PM - 4:15 PM

Learn how to create an aquatic total body conditioning routine designed especially for the aging body. Concepts are drawn from Carol's extensive background in the body-mind disciplines, and applied to the aquatic environment. Posture, mobility, stability, flexibility, strength, and agility are emphasized in this format.

Free to Move / MaryBeth Marotto

2:15 PM - 4:15 PM

This workshop will focus on using the natural support and resistance of the water to relieve stiffness and stress in the body associated with fibromyalgia, chronic fatigue and arthritis. Balance work and breathing techniques will be explored. Experience innovative, gentle movement patterns to enrich and free the body of pain while promoting a feeling of total body wellness.

Exercise and the Female: What's Estrogen Got to Do with It? / Dr. Jason Karp

2:15 PM - 4:15 PM

The menstrual cycle is the defining physiological characteristic of females. Coupled with the many anatomical, physiological, hormonal, and metabolic differences between males and females, the menstrual cycle and its constant fluctuation of hormones influence many aspects of a woman's physiology, including oxygen consumption, body temperature, hydration, bone health, and metabolism, many of which influence females' response to exercise. This exciting presentation delves into the science of a woman, discussing her unique physiology and offering recommendations for training to maximize results.



Energia Magica / Jennifer Sage

2:15 PM - 4:15 PM

Energia Magica means magical energy. This ride focuses on the mental toughness required to overcome a challenge. Learn how to use more inspirational cueing and imagery to describe your rides, and tap into your mind-body connection to go beyond self-perceived limitations. Discover the ability to draw inspiration and energy from our surroundings as we ascend to help us through the most challenging and painful parts of the climb, even if it's an imaginary mountain indoors.

Small Groups, BIG Results / Brett Klika

4:30 PM - 6:00 PM

As the number of opportunities for small group personal training increases, it's important that trainers understand the differences in programming necessary for facilitating individual success in the group environment. Learn strategies for effective small group program design, as well as how to manage the small group dynamic. Discover how to easily and effectively assess and modify programs for individuals within a group while maintaining an engaging group cohesiveness. Go back to work with over 10 new mini-circuits that can be used with almost any group to burn calories, create energy, and facilitate success for everyone.

Beam-AZING™ / June Kahn

4:30 PM - 6:00 PM

Beam-AZING™ explores the best of mind/body worlds, combining the principles of Beaming™ with mat and standing Pilates through flowing balance challenges performed atop the Beamfit™ beam. The elegant, rhythmic patterns are designed to incorporate the physical with the experiential aspects of one's existence, based on the philosophy of Beaming™. What makes the program unique is the variety of formats presented, introducing a 'maze' formation where you move balance challenges from one beam to another. Don't miss this flowing, non-stop and inspiring workshop that will challenge your body and touch your soul.

Saturday, April 21st

The X Factor: Performance Techniques for Group Fitness Instructors / Jackie Camborde **4:30 PM - 6:00 PM**

Ever wonder why some group fitness instructors have a huge following, while others struggle to fill their classes? How much of our teaching is about what we know and how much is about how we present ourselves to the world? This workshop will teach you a few shortcuts to greater success and larger classes just by increasing your awareness of one crucial thing: the performance side of teaching. Learn techniques used by Broadway musical theater veterans and keynote speakers alike to help you get the job, increase your class sizes and build your reputation as THE instructor to see.



Swim to Be Fit: / Connie Lagerhausen **4:30 PM - 6:00 PM**

Endurance Swimming for Athletes

Do you know how to swim but want to develop your technique and endurance? This workshop is designed for athletes wanting to cross-train, for instructors interested in organizing endurance swim programs and teaching endurance swimming to others, and for those who just want to step out of the box and become more proficient in the water. Challenge yourself and/or your clients and bring swimming for fitness to a whole different level. Participants should be able to swim 50 meters continuously.

The Titanic Towers of / Dr. Len Kravitz **4:30 PM - 6:00 PM**

Muscle Strength & Hypertrophy

This lecture will clearly show you the intricate mechanisms involved in muscle force production for strength and hypertrophy. Many questions about muscle will be answered regarding specific applications to training including: muscle metabolism, motor unit recruitment, volume versus intensity training considerations, and age-related phenomenon of muscle. This groundbreaking lecture will include the newest research findings on the six best training program designs for improving muscular strength, hypertrophy and endurance.

Sunday, April 22nd

Dr. Karp's Run-Fit Bootcamp / Dr. Jason Karp **7:00 AM - 8:30 AM**

Many boot camps are resistance training-based, using portable equipment or bodyweight exercises. Running burns more calories and makes you fitter than anything else. Get sculpted legs, a flat stomach, ripped arms and be inspired like a runner! Learn the best running routines to motivate your clients and get them in the best shape of their lives! Experience a boot camp with America's running expert and leave with a list of running-based drills for your clients. If you want to be fit, you need to be RUN-FIT!

Core Fusion / Carol Murphy **7:00 AM - 8:30 AM**

Core Fusion joins dynamic stretch with hard core training on the ball for a simple, smooth and serious exercise routine that develops core strength, stamina and stabilization for a functionally fit body.

Deep Abdominals / Donna Adler **7:00 AM - 8:30 AM**

Experience a variety of techniques to increase abdominal and back strength in the deep water. Experience the importance of proper trochanter placement during deep oblique exercises. Be prepared to learn nuances to client instruction in order to make your classes most effective.

Exercise Design for Clients with Diabetes / Dr. Len Kravitz **7:00 AM - 8:30 AM**

If people with diabetes do resistance training and cardiovascular exercise they can turn back the clock. The number of people with pre-diabetes and diabetes is soaring. Exercise professionals now have solid, evidence-based research to manage and help prevent diabetes for clients who have this metabolic risk. Join Len for an incredible informative lecture on diabetes and the best aerobic and resistance training programs to manage and combat this disease.

Zumba Gold – Master Class / Jackie Camborde **8:45 AM - 9:45 AM**

Ditch the workout and join the PARTY, no matter what your age! ZUMBA GOLD brings the Latin flavor of Zumba to the senior population. Experience this fantastic workout that has seniors around the world packing classes and coming back for more.

Discover that senior doesn't always equal sedentary – and GOLD may not always equal senior!

Batuka Dance - The Experience! – / Carol Murphy **9:45 AM - 10:45 AM**

Batuka Dance first exploded on the scene in Spain and is now coming to North America as the most refreshingly original, pre-choreographed cardio routine ever. Batuka Master Trainer Carol Murphy rocks you with all original world music and Batuka's unique choreography that bridges the gap between pre-choreography and freestyle. Includes an exclusive preview of the Batuka layering methodology.

Come see what the buzz is all about and enter to win a FREE Batuka Dance Foundation Course!

Total Body Conditioning / Tricia Murphy Madden **8:45 AM - 10:45 AM**

You may realize that you can incorporate all body types in your work, yet they will all be doing something different. This high-powered class gives you new, creative and safer methods of high intensity training for all populations. Utilize the Bender Ball and tubing for all body types to create better results in your training sessions or classes.

Basic Safety for the Aquatic Fitness Professional / Connie Lagerhausen **8:45 AM - 10:45 AM**

As instructors, we often spend hours each week teaching in an environment that can pose risks if one is not prepared. This workshop will provide a basic understanding of safety in the aquatic environment. This workshop is not designed to take the place of a water safety certification, CPR or first aid. The course is to help the aquatic professional review or learn the basics; to be the best we can be.

Fitness Myths, Misconceptions, and Misinformation / Dr. Jason Karp **8:45 AM - 10:45 AM**

From lactic acid to stretching, resting metabolism to burning fat, there are many myths and misconceptions that pervade the fitness community. This informative, research-based presentation will shed a bright light on the biggest exercise and fitness myths and misconceptions, including resting metabolic rate and strength training, lactic acid and fatigue, exercising on an empty stomach, the fat burning zone, and more!



Help with Herbs / Kathleen Gould

PMS - Mood Swings - Irritability - Hot Flashes - Come let us show you the way to balancing your hormones using the simple herbs women (and men) have been using since the beginning of time. You are gonna love this workshop!

8:45 AM - 10:45 AM

TRX® Suspension Training: High Intensity / Brandon Wagner

11:00 AM - 1:00 PM

Metabolic Conditioning

The evolution of high intensity interval training (H.I.T.T.) has arrived. Apply the latest science and best practices around this powerful training style that is proving itself to be one of the most effective ways to affect conditioning and promote weight loss. Learn how to build fast-paced, full body circuits on strong, focused movements that capitalize on the unique full body integration, exercise versatility and unmatched transition capability that makes the TRX the perfect complement to this intense style of training.

Pilates Unleashed / Jackie Camborde

11:00 AM - 1:00 PM

Pilates purists beware: this workshop takes the Method and spins it in a whole new direction! See how Pilates core moves can translate to seated moves, standing moves and even moving across the floor. Learn how to take the basic Pilates principles and apply them to other methodologies such as traditional strength training, dance fitness and stability ball programs. You will be amazed at how this almost 100-year-old method of movement can affect every class you teach!



Let's Take a Step Back / Cindy Kozacek

11:00 AM - 1:00 PM

Have you taken Step workshops at conferences that are fun, motivating, a bit tricky and impossible to take back to your classes? This workshop will provide not only "teachable" blocks of Step choreography, but will offer logical building elements to successfully get your class members stepping and loving your new moves.

High Intensity Interval Training / Dr. Len Kravitz

11:00 AM - 1:00 PM

vs Continuous Cardio Training: Battle of the Aerobic Titans
Join Len for a first-time ever presentation comparing the cardiovascular, skeletal muscle, and metabolic adaptations of high intensity interval training and continuous endurance exercise. A highlight of this presentation is a review of the most recent research showing the incredible benefits of HIIT training. Every exercise professional will leave with four fabulous HIIT training programs and three very effective endurance training programs. A must-attend lecture for every exercise professional who designs training programs based on evidence-based research.

Your conscious life

green living

M A G A Z I N E

A collage of various Green Living Magazine covers. The covers feature different topics such as 'Deepak Chopra', 'Architecture', 'The Back to School Issue', 'Baseball Stadiums Going Green', 'Yoga for Golf', 'GREEN GUY ISSUE', 'Sustainability', 'Wind Turbine', and 'Love of Dance'. The covers are arranged in a way that shows multiple issues of the magazine.

Subscribe for only \$34 \$29/yr.

greenlivingaz.com

View Presenter Bios online at www.fitnessfest.org

Special Events

AEA Certification

Sunday April 22 – (Early Bird Deadline March 22)

7:30am-3:30pm – AEA AFP Practical & Skill Applications Course

\$65 Early Bird AEA Member \$105 Late and/or Non-Member

CECs: ACE 0.6, AFAA 5.0, ATRI 6.0, BOC 6.0

This hands-on workshop, taught by AEA Trainers is designed to reinforce the recommended self-study resources. This workshop provides theoretical review, classroom movement and pool application that can help you enhance your level and skill! Bring the study materials to life! This course targets muscles, equipment & movement; techniques for altering intensity; programming & leadership skills including deck instruction – all in an easy to understand format.

This program does NOT cover all examination objectives and advanced study is highly recommended.

4:00pm-6:15pm – Aquatic Fitness Professional Certification (AFPC) Examination

\$145 All Candidates / \$65 Retake Exam

Increase your credentials and career opportunities with the most comprehensive and recognized Aquatic Fitness Certification. This 100-question, multiple-choice written exam is designed to test a standard level of theoretical and practical competence and skill for aquatic fitness professionals.

Obtaining AEA Certification is the gold standard in the industry and once achieved, it is THE LEVEL to be at!

- AFPC Registration must be received **30 DAYS in advance of Examination Date**
- AEA highly recommends **ADVANCE PREPARATION** regardless of education background or experience

Exam Candidates — Obtain & review the AFPC Candidate Handbook & Exam Study Objectives from the website

Event Details & Registration Information

- View specific event information at www.aeawave.com under the Calendar Menu.
- Questions? Email register@aeawave.com – Phone 888.232.9283 or 941.486.8600, extension 217

FitnessFest Conference & Expo Presents:

FitnessFest Kidz!

When: Sunday, April 22nd at the Valley of the Sun JCC (during FitnessFest Scottsdale 2012)
9:00 am - 2:00 pm

What: Boys and Girls ages 9 - 15

- Participate in team building, games, drills, fitness, Zumbatomics, yoga, stretching and fun!
- Learn how to exercise safely and effectively.
- Get nutrition tips for life.
- Discuss responsibility, friendship and social skills, stress reduction tips, independence, self-confidence, and more!

Email for more info: fitnessfestkidz@gmail.com

Everyone is invited from the community! **Only \$49** for the day (includes lunch and all classes)

Classes provided by *experts* in the fitness and wellness industry.

DISCOUNTS for military families and JCC members.

Continuing Education Providers

- AEA: FitnessFest is an approved CEC provider for the Aquatic Exercise Association.
- ACE: FitnessFest is recognized by the American Council on Exercise as a “Continuing Education Specialist”.
- AFAA: Selected courses (indicated on registration form) have been approved by the Aerobics and Fitness Association of America for CECs.
- NASM: FitnessFest is a continuing education provider for NASM.



AFAA



NASM

Thurs. Apr. 19th

Fri. Apr. 20th

Sat. Apr. 21st

Sun. Apr. 22nd

	PERSONAL TRAINING	MIND/BODY/STRETCH	LECTURES	AQUA	GROUP EXERCISE	CYCLE
4:00 PM – 6:00 PM		H2O Pool Pilates		H2O Pool Pilates		
4:00 PM – 8:00 PM		Yoga for Doing and Being: A Balanced...			Yoga for Doing and Being: A Balanced...	
4:30 AM – 8:00 PM	Props & Beyond: The Professionals Toolbox				Props & Beyond: The Professionals Toolbox	
7:00 AM – 9:00 AM	Kettlebells & Ropes / Personal Training for Older Adult Fitness	Core Yoga Flow		Deep in Depth	Kettlebells & Ropes / Core Yoga Flow / Streetfighter Kickboxing	
9:15 AM – 11:15 AM	Fast Fat Loss	Yoga for Happy Hips / Fluid Yoga	Fast Fat Loss	C.P.R.-Cue, Pace Resist / Fluid Yoga	Yoga for Happy Hips / Body Bar Flex®	
11:15 AM - 12:30 PM	Lunch on Your Own	Expo Shopping		Lunch on Your Own	Expo Shopping	
12:30 PM – 2:15 PM	TRX® Advanced Concepts in Foundational Movement		Got Allergies???	Aqua Abs & Arms / Reverse Aquatic Pyramid	Cardio Funk	Roller Coaster Ride 12:30 - 1:30 Master Class
2:30 PM – 4:30 PM	Fat Loss 2012: New Programs...	Healthy Back Yoga	Fat Loss 2012: New Programs...	Water Tai Chi / Stride and Strength	Batuka Dance & Force Combo	Cause and Effect: How to Cue..
7:00 AM – 8:30 AM	Bodyweight Bootcamp / CSF for Diabetes	Caffeinated Pilates		Water Tai Chi / Stride and Strength	Bodyweight Bootcamp / CSF for Diabetes / Caffeinated Pilates / Barre None	
8:45 AM – 10:35 AM	Corrective Exercise: Recognize...	Yoga for Lower Back Luck	Corrective Exercise: Recognize..	Aqua Abs and Arms / Aquatic Techniques for Osteo...	Triple Threat / Yoga for Lower Back Luck	Effective Intervals: Adaptations..
10:45 AM – 12:15 PM	Is Your “Functional Training” Functional? / Compound Challenge	Body Bar Flex® - Senior Fit Program		Deep Choreography Blast	Body Bar Flex® - Senior Fit Program / Compound Challenge	Mastering the Art of Endurance...
12:15 PM – 2:15 PM	Networking Lunch: 12:15-1:15			Expo Shopping: 1:15-2:15		
2:15 PM – 4:15 PM	CEx for Personal Trainers	Intro to Fletcher Towelwork®	Exercise & The Female...	Anti Aging Aqua / Free To Move	Tubing Challenge	Energia Magica
4:30 PM – 6:00 PM	Small Groups, BIG Results / Titanic Towers of Muscle Strength...	Beam-AZING™	Titanic Towers of Muscle Strength...	Swim to Be Fit	The X Factor: Performance Techniques / Beam-AZING	
7:00 AM – 8:30 AM	Dr. Karp’s Run-Fit Bootcamp / Exercise Design for Clients w/ Diabetes	Core Fusion	Exercise Design for Clients w/ Diabetes	Deep Abdominals	Core Fusion / Dr. Karp’s Run Fit Bootcamp	
8:45 AM – 9:45 AM					Zumba Gold: Master Class	
9:45 AM – 10:45 AM					Batuka Dance - The Experience: Master Class	
8:45 AM – 10:45 AM	Fitness Myths, Misconceptions, ...		Fitness Myths, Misconceptions / Hormone Help w/Herbs	Basic Safety for Aquatic Pro...	Total Body Conditioning	
11:00 AM – 1:00 PM	TRX® / High Intensity Interval Training vs Cont...	Pilates Unleashed	High Intensity Interval Training vs Cont...		Let’s Take a Step Back / Pilates Unleashed	

FitnessFest Expo

Friday & Saturday - 10 am - 3:00 pm

Sunday 10 am - 1:00 pm

HOW TO REGISTER!

FOUR EASY WAYS TO REGISTER

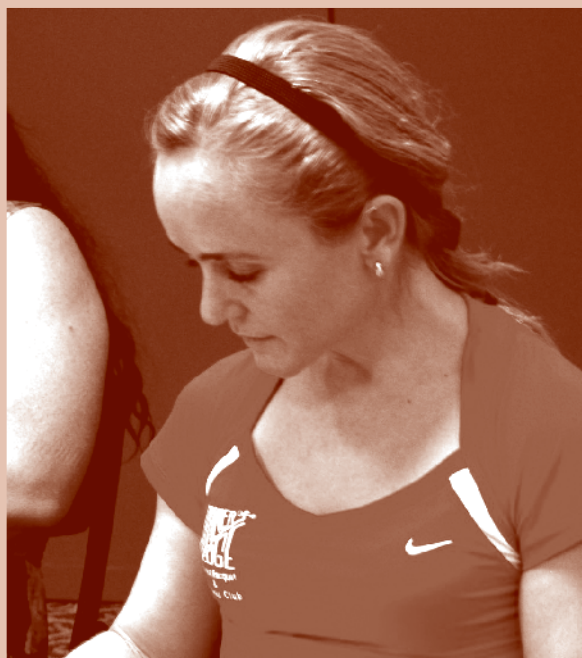
Phone, Fax, Mail, Online

Phone: 480-461-3888 • Fax: 480-461-0250

info@fitnessfest.org

www.fitnessfest.org

*MasterCard, VISA, Discover,
Check, PayPal*



WHAT TO DO!

Turn your business trip into an extended vacation in luxurious Scottsdale, AZ.

With pristine scenery, championship golfing, local spas, unlimited shopping and other fabulous food, nightlife and day-trips – you may not want to go home!

Spring brings gorgeous weather to the desert, so enjoy the sunshine, the relaxing climate, and never ending blue skies of Scottsdale while you enjoy FitnessFest for your training, certification and education.

See you in April!

WHERE TO BE!

FitnessFest Scottsdale 2012 Location:
Valley of the Sun Jewish Community Center
12701 N. Scottsdale Rd
Scottsdale, AZ 85254
(480) 483-7121



WHERE TO STAY!

Hotel arrangements can be made at the
Fairfield Inn by Marriott -
13440 N. Scottsdale Rd, Scottsdale, AZ 85254.

Phone is (480) 483-0042.

View online at www.fairfieldinn.com/phxfi

Rooms are only \$79 per night for single or double occupancy (two double beds). Recently renovated! Enjoy wireless access, 32" flat screen TV's and a complimentary continental breakfast each morning! Mention FitnessFest

Scottsdale 2012 to receive our special pricing

Call by March 30th, 2012!

**Walking Distance to
Conference Venue.**

Shuttles also available!



Keep a Copy of Your Schedule -- Choose: 1st Choice, 2nd Choice -- Space is Limited

Time Breakdown		Workshop Schedule	Instructor	AEA	ACE	AFAA	NASM
Thursday 04/19/2012		Pre-Conferences					
	4:00pm – 6:00pm	H2O Pool Pilates	Stuart	2	-	1	0.2
	4:00pm – 8:00pm	Yoga for Doing & Being: A Balanced and Therapeutic Approach..	Carey	2	0.3	2	0.4
	4:30pm – 8:00pm	Props & Beyond: The Professional's Toolbox	Kahn/Murphy Madden	1.75	0.3	1.75	0.4
Friday 04/20/2012							
	7:00am – 9:00am	Kettlebells & Ropes	Sawaya	1	0.2	1.5	0.2
	7:00am – 9:00am	Personal Training for Older Adult Fitness	Stone/Fantigrassi	2	0.2	2	0.2
	7:00am – 9:00am	Core Yoga Flow	Argo	1	0.2	1.5	0.2
	7:00am – 9:00am	Streetfighter – Kickboxing Bootcamp	Benson	1	0.2	1.5	0.2
	7:00am – 9:00am	Deep in Depth	Stuart	2	0.2	1.5	0.1
	9:15am – 11:15am	Fast Fat Loss	Stone/Fantigrassi	2	0.2	2	0.2
	9:15am – 11:15am	Yoga for Happy Hips	Carey	1	0.2	1.5	0.2
	9:15am – 11:15am	Body Bar Flex®	Kahn	1	0.2	1.5	0.2
	9:15am – 11:15am	CPR: Cue, Pace, Resist	Marotto	2	0.2	1.5	0.2
	9:15am – 11:15am	Fluid Yoga	Argo	2	0.2	1.5	0.2
	11:15am - 12:30pm	Lunch On Your Own & Expo Shopping					
	12:30pm - 2:15pm	TRX® Advanced Concepts in Foundational Movements	Wagner	.75	0.2	1.25	0.2
	12:30pm - 2:15pm	Cardio Funk	Murphy Madden	.75	0.2	1.25	0.2
	12:30pm - 2:15pm	Aqua Abs & Arms	Jaicks	1.75	0.2	1.25	0.2
	12:30pm - 2:15pm	Reverse Aquatic Pyramid	Adler	1.75	0.2	1.25	0.2
	12:30pm - 2:15pm	Got Allergies??	Gould	1.75	0.2	1.75	0.2
	12:30pm - 1:30pm	Master Class: The Roller Coaster Ride	Sage	-	-	-	0.2
	2:30pm – 4:30pm	Fat Loss 2012: New Programs to Lose Weight & Feel Great...	Klika	1	0.2	2	0.2
	2:30pm – 4:30pm	Healthy Back Yoga	Horwitz	1	0.2	2	0.2
	2:30pm – 4:30pm	Batuka Dance & Batuka Force Combo	Murphy	1	0.2	1.5	0.2
	2:30pm – 4:30pm	Water Tai Chi	Argo	2	0.2	1.5	0.2
	2:30pm – 4:30pm	Stride & Strength	Marotto	2	0.2	1.5	0.2
	2:30pm – 4:30pm	Cause & Effect: How to Cue Cadence & Resistance to Optimize...	Sage	1	0.2	1.5	0.2
Saturday 04/21/2012							
	7:00am – 8:30am	Bodyweight Bootcamp	Klika	.75	0.15	1	0.1
	7:00am – 8:30am	Caffeinated Pilates	Kahn	.75	0.15	1	0.1
	7:00am – 8:30am	CSF for Diabetes	Redder	.75	0.15	1.5	0.1
	7:00am – 8:30am	Barre None	Murphy Madden	.75	0.15	1	0.1
	7:00am – 8:30am	Water Tai Chi	Argo	1.5	0.15	1.5	0.1
	7:00am – 8:30am	Stride & Strength	Marotto	1.5	0.15	1.5	0.1
	8:45am – 10:35am	Corrective Exercise: Recognize & Address Common Back Issues	Sawaya	1	0.2	1.8	0.1
	8:45am – 10:35am	Yoga for Lower Back Luck	Carey	1	0.2	1.4	0.1
	8:45am – 10:35am	Triple Threat	Murphy	1	0.2	1.4	0.1
	8:45am – 10:35am	Aqua Abs & Arms	Jaicks	2	0.2	1.75	0.1
	8:45am – 10:35am	Aquatic Techniques for Osteoporosis	Adler	2	0.2	1.4	0.1
	8:45am – 10:35am	Effective Intervals: Adaptations, Formats & Cueing	Sage	1	0.2	1.4	0.1
	10:45am – 12:15pm	Is Your "Functional Training" Functional?	Klika	.75	0.2	2	0.1
	10:45am – 12:15pm	Body Bar Flex® – Senior Fit Program	Kahn	.75	0.2	1.5	0.1
	10:45am – 12:15pm	Compound Challenge	Pro	.75	0.2	1.5	0.1
	10:45am – 12:15pm	Deep Choreography Blast	Stuart	1.5	0.2	1.5	0.1
	10:45am – 12:15pm	Mastering the Art of Endurance Training through Cycling	Kreun	.75	0.2	1.5	0.1
	12:15pm - 2:15pm	Key Note Speaker and Networking Lunch + Expo Shopping					
	2:15pm - 4:15pm	CEx for Personal Trainers	Stone/Fantigrassi	1	0.2	2	0.2
	2:15pm - 4:15pm	Introduction to The Fletcher Towelwork®	Sabin	1	0.2	1.5	0.2
	2:15pm - 4:15pm	Tubing Challenge	Murphy	1	0.2	1.5	0.2
	2:15pm - 4:15pm	Anti-Aging Aqua	Argo	2	0.2	1.5	0.2
	2:15pm - 4:15pm	Free to Move	Marotto	2	0.2	1.5	0.2
	2:15pm - 4:15pm	Exercise & The Female: What's Estrogen Got to Do with It?	Karp	2	0.2	2	0.2
	2:15pm - 4:15pm	Energia Magica	Sage	1	0.2	1.5	0.2
	4:30pm – 6:00pm	Small Groups, BIG Results	Klika	.75	0.2	1	0.1
	4:30pm – 6:00pm	Beam-AZING™	Kahn	.75	0.2	1	0.1
	4:30pm – 6:00pm	The X Factor: Performance Techniques for Group Ex Instructors	Camborde	.75	0.2	1	0.1
	4:30pm – 6:00pm	Swim to Be Fit: Endurance Aqua	Lagerhausen	1.5	0.2	1	0.1
	4:30pm – 6:00pm	The Titanic Towers of Muscle Strength & Hypertrophy	Kravitz	1.5	0.2	1.5	0.1
Sunday 04/22/2012							
	7:00am - 8:30am	Dr. Karp's Run-Fit Bootcamp	Karp	.75	0.15	1	0.1
	7:00am - 8:30am	Core Fusion	Murphy	.75	0.15	1	0.1
	7:00am - 8:30am	Deep Abdominals	Adler	1.5	0.15	1	0.1
	7:00am - 8:30am	Exercise Design for Clients with Diabetes	Kravitz	1.5	0.15	1.5	0.1
	8:45am – 9:45am	Master Class: Zumba Gold	Camborde	-	-	-	0.1
	9:45am – 10:45am	Master Class: Batuka Dance – The Experience!	Murphy	-	-	-	0.1
	8:45am - 10:45am	Total Body Conditioning	Murphy Madden	1	0.2	1.5	0.2
	8:45am – 10:45am	Basic Safety for the Aquatic Fitness Professional	Lagerhausen	2	0.2	1.5	0.2
	8:45am – 10:45am	Fitness Myths, Misconceptions & Misinformation	Karp	2	0.2	2	0.2
	8:45am – 10:45am	Hormone Help with Herbs	Gould	2	0.2	2	0.2
	11:00am – 1:00pm	TRX® Suspension Training: High Intensity Metabolic Conditioning	Wagner	1	0.2	1.5	0.2
	11:00am – 1:00pm	Pilates Unleashed	Camborde	1	0.2	1.5	0.2
	11:00am – 1:00pm	Let's Take a Step Back	Kozacek	1	0.2	1	0.2
	11:00am – 1:00pm	High Intensity Interval Training vs Continuous Cardio Training...	Kravitz	2	0.2	2	0.2

Registration Form

Register online, LIVE by phone, fax or mail

www.fitnessfest.org - (480) 461-3888 phone - (480) 461-0250 fax
663 W. 2nd Ave., Ste. 14 Mesa, AZ 85210

FitnessFest Scottsdale 2012 Registration Form

Full Name: _____ Email: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Cell/Work: _____ Where do you instruct/train? _____
Where did you hear about FitnessFest? _____ Who are you certified with? _____
Visa/MC/Discover# _____ Exp: _____

***Cancellation Policy:** Cancellations MUST be in writing and postmarked by March 15th, 2012. A \$50 processing fee will be deducted from your refund. No refunds will be granted after March 15th, although you may send someone in your place.*

***Registration after April 6th, 2012:** Add \$20 to total fees when registering after the Last Deadline or on-site.*

	Early Bird Deadline <u>January 31st, 2012</u>	Leap Year Deadline <u>February 29th, 2012</u>	Last Deadline <u>April 6th, 2012</u>
<u>Conference Package Options:</u>			
Full Conference (Fri, Sat & Sun; includes Saturday Networking Lunch)	\$245	\$275	\$305
Two Days of Workshops	\$205	\$245	\$265
One Day of Workshops	\$165	\$185	\$205
Single Workshop	\$49	\$59	\$69
<u>Thursday 04/19/12 Pre-Conferences:</u>			
Yoga for Doing and Being	\$69	\$75	\$89
Props & Beyond: The Professional's Toolbox	\$69	\$75	\$89
H2O Pool Pilates (*only 20 spots)	\$59	\$59	\$59
Saturday Networking Lunch (incl. w/Full Conf)	\$12	\$12	\$12
Grilled Salmon Salad Greek Salad Veggie Wrap Tuna Wrap			
Total Due: _____			

Special Notes and Discounts:

- **Best Value:** Full Conference - take as many workshops as you can fit into your schedule Friday, Saturday and Sunday, plus get the Networking Lunch free (a \$12 value). **A Full Conference Package does not include pre-conference workshops.**
- **Group Rates:** Register five participants together and each person will receive 10% OFF total fees. **Must register together.** No other discounts may be applied.
- **AEA members:** Deduct \$10 from a Full Conference. **Please make membership known upon registering.** No other discounts may be applied.
- **Split Payment Available:** Pay half **Total Due** now (plus a \$10 fee) and the other half by April 1st, 2012.

Important Participant Information:

- **Copy of Your Schedule:** When registering, **please keep a copy of your schedule** to plan arrival time, what to bring, etc. You will also have a copy of your schedule provided in your Participant Packet when you arrive at FitnessFest.
- **Participant Packet:** When you arrive at the conference you will receive a Participant Packet that will include your name badge, copy of your schedule, a guide to find your workshops, blank evaluations and other helpful documents.
- **Obtaining Your CECs:** You will be given a Certificate of Completion to obtain your CECs AFTER you have completed the last workshop for which you are registered. See the Registration Desk for your certificate

Scottsdale Expo Hours:

Friday, April 20 10am-3pm
Saturday, April 21 10am-3pm
Sunday, April 22 10am-1pm

*Expo is free and open to the public
and conference participants *
* photo ID required*

Your one stop shop for the latest in music, DVDs, fitness and yoga clothing, swimwear, aqua and fitness equipment, handbags, jewelry, footwear, free samples, and many more items and services! Come shop with us at the Expo!

Opportunities:

Vendor and Official Sponsor space available.

Contact Angela today for more information or visit:

<http://fitnessfest.org/exhibitors-and-sponsors>

Call 480-461-3888

or email:

info@fitnessfest.org




[www. *FitnessFest*.org](http://www.FitnessFest.org)

FitnessFest 2012

CONFERENCE AND EXPO

663 W. 2nd Ave, Suite 14
Mesa, AZ 85210

PRSRT STD.
U.S. POSTAGE
PAID
PHOENIX, AZ
PERMIT NO. 2691



Reasons to Attend:

- Earn All Your CECs
- FitnessFest Kidz Camp
- AEA Certification Offered
- Over 60 workshops throughout the weekend!
- Three Fantastic Pre-Conference Workshops
- Carol Murphy, Dr. Len Kravitz, Brett Klika, Craig Stuart, MaryBeth Marotto, June Kahn, Carol Argo, Dr. Jason Karp, Leeann Carey and over 15 more amazing presenters!

Save the Dates:

Inspirational Series 2012
February 3rd & 4th
Mesa, AZ

AquaCon 2012
Summer 2012
Scottsdale, AZ

FitnessFest Tucson 2012
October 2012
Tucson, AZ

www.fitnessfest.org