

# FITNESSFEST

*Conference & Expo*



**APRIL 24 - 27, 2014**  
**Scottsdale, Arizona**

Photo by Masha Oslipova  
<http://mashaoslipova.com/>

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



# WELCOME TO FITNESSFEST 2014!

23  
DAYS  
LIVE  
EVENT

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## Continuing Education Credit Awards

Class Length	ACE	AFAA	AEA	NASM	NSCA
1 Hour	0.1 CEC's	1 CEC	.5 CEC's	0.1 CEC's	0.2 for the
1.5 Hours	0.1 CEC's	1.5 CEC's	.75-1.5 CEC's	0.1 CEC's	whole
2 Hours	0.2 CEC's	2 CEC's	1-2 CEC's	0.2 CEC's	event

See Scottsdale Conference CEC tab at [FitnessFest.org](http://FitnessFest.org) for details



Dear Friends,

This conference is going to rock your workout shoes off! For those of you who have followed us for the past 16 years, you've seen us grow and expand in a variety of ways. What we know has not changed is our personal touch and the genuine concern we have for each and every individual who attends our events. The TLC before, during and after each conference is our distinguishing specialty. I've said it before, "As we grow, we never want to lose that personal touch and the reason we started this in the first place. It's my passion, my desire, to give you the best quality service that my team and I can provide."

What's new and exciting this year is our mind/body series. First, I realized that the yoga workshops shouldn't be blasted out by Tabata, bootcamp, or dance. Second, I believe that many of us want a holistic approach to our bodies and our health. Thus, the improved mind/body track for FitnessFest was born. Enjoy a Zen-like area on-site (away from the main building) that allows you to experience quieter workshops such as yoga, Pilates, and our herbal seminars. We also invite you to try some new topics like detoxing, green smoothies, farming in your own kitchen, and more (see "Schedule at a Glance" Mind/Body track - page 13 & 14).

We think you'll be thrilled that our "Schedule at a Glance" section in the middle of the brochure is BACK! With over 75 workshops to choose from, the choosing can be daunting. The "Schedule at a Glance" gives you an idea of which workshops fit best into your wants and needs, and your fitness and wellness discipline.

Our entire schedule this year is packed and filled with new topics, but still sprinkled with our dear friends who we can't live without (Dr. Len Kravitz, Craig Stuart, June Kahn). You won't be able to decide what to take, but choose carefully (and quickly) because many workshops will SELL OUT!

I can't wait to see everyone in April!

*Jan Kravitz*



# PRE-CONFERENCES THURSDAY APRIL 24

## Spinning® Instructor Training Lorey Pro



8:00am - 5:00pm

Become one of the world's most sought-after fitness instructors a certified Spinning® Instructor. This 9-hour training is your first step. Topics include bike setup, the five core movements, three hand positions, choosing music, creating a 40-minute Spinning journey, safety considerations, teaching techniques, Spinning philosophy, heart rate training and a three-phase instructor training program. After completing this training, you will be qualified to teach the Spinning program at any official Spinning center throughout the world. Certification will be awarded after completing the self-paced instructor training program and successfully passing the assessment. Please bring a heart rate monitor, water bottle, energy food, towel, clothes for two rides, bike shorts, stiff-soled shoes and a pen or pencil. There will be a lunch break mid-day.

Spinning® Instructor Training Package Includes:

- Spinning Instructor Manual
- SPIN membership effective the date you register and valid for six months after your Spinning Instructor Training
- Certificate of completion
- A certified instructor card will be issued upon successful completion of the assessment

**Fee:** \$325 (plus shipping and handling for course materials)

**To register:** by phone call 800.847.SPIN (7746) or 310.823.7008. To register online visit [www.spinning.com](http://www.spinning.com).

**CECs:** 8.0 AFAA, 0.8 ACE, 0.8 NASM

## Functional Aging Specialist™ Certification Dr. Cody Sipe & Dr. Dan Ritchie



8:30am - 5:30pm

The 55+ age group is the fastest growing segment in the fitness industry. Members of this group are showing up in clubs, personal training studios, group exercise classes and bootcamps, yet very few fitness professionals really know how to train them safely and effectively. In this hands-on training, leading experts Dr. Cody Sipe and Dr. Dan Ritchie will teach you how to train this large (yet virtually untapped) market using the most current functional training techniques adapted for and applied specifically to the needs and interests of aging adults. Use these exercises in any training environment to improve client outcomes and increase satisfaction. Attendees will have full access to over ten hours of online educational content (videos, manuals, etc.) and be qualified to sit for the online certification exam.

Although there are no pre-requisites for attending the workshop or completing the certification, it is highly recommended that participants hold a certification in personal training or group instruction from a reputable organization and have two to three years of experience. Beginning, intermediate and advanced health and fitness professionals who serve mature adults will all greatly benefit from the knowledge and skills gained in this workshop. This includes personal trainers, group fitness instructors, bootcamp leaders, physical therapists, chiropractors and physicians. Several weeks prior to the event, you will receive an email with instructions for how to access the online modules.

**Fee:** \$179 - \$209\*

**CECs:** TBD AFAA, TBD ACE, 5.0 AEA, 0.7 NASM

\*Please See Prices and Deadlines on Page 18

## Total Body Tabata™ Training Vicki Moen & Autumn Skeel



8:00am - 5:00pm

Total Body Tabata™ -- The Next Evolution of HIIT! Become a Total Body Tabata™ Instructor and provide professional, approachable and dynamic group fitness for everyone. During this 8-hour training, we define high-intensity interval training (HiIT) and Tabata protocol, learn the Total Body Tabata™ recipe and its benefits, review exercise fundamentals specific to TBT™, and discover exercise progressions and regressions. By the end of this training, you will be able to create a TBT™ class with the tools provided.

Total Body Tabata™ Instructor Basic Training Package Includes:

- Total Body Tabata™ Manual
- Total Body Tabata™ Music
- Total Body Tabata™ DVD, TBT™ T-shirt
- 0.8 CECs with ACE, AFAA and most accredited organizations
- Ready-to-Use Exercise Template with Total Body Tabata™ Signature Moves
- Online Web Support & Instructor Discounts on Music, DVDs and new TBT™ Workout Releases
- Total Body Tabata™ Certificate of Completion – (See online for more details)

**Fee:** \$179 - \$229\*

**CECs:** 6.0 AFAA, 0.8 ACE, 4.0 AEA, 0.8 NASM

\*Please See Prices and Deadlines on Page 18

## Weight Loss Fabio Comana



4:00pm - 9:00pm

Weight loss is identified as a leading reason why individuals aged 25 – 55 join health clubs. Yet, for those striving to lose weight, diet and exercise are viewed as traditional practices, but both generally involve less-than-enjoyable experiences. Although fitness professionals seek simple, time-efficient and accurate energy-balance solutions (i.e. calories in versus calories out), emerging research and trends point beyond individual factors to include environmental influencers. This course provides the knowledge and applicable skills on macronutrient structure and function to drive healthier dietary choices, quantitative and simpler qualitative strategies for effective weight loss, and easy-start environmental control strategies to deliver game-changing results and turn clients into weight-loss champions.

**Fee:** \$79 - \$129\*

**CECs:** 4.5 AFAA, TBD ACE, 0.5 NASM

\*Please See Prices and Deadlines on Page 18





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# FRIDAY 28 DAYS LATER FONT APRIL 25


**Functional Abdominal and Low Back Training** Dr. Cody Sipe & Dr. Dan Ritchie

8:00 - 10:00am

Seldom do we perform daily or recreational movements in which our pelvis is fixed against a floor or wall, so why do we train our abs and low-back muscles that way? Get off the floor and train the core in standing, kneeling and seated positions that challenge the integration of these linked muscle systems through dynamic movement patterns. Work in all three planes utilizing a diverse array of equipment options that will keep your clients healthy, motivated and happy!


**Total Body Tabata™ HIIT** Vicki Moen & Autumn Skeel

8:00 - 10:00am

This amazing, non-stop, “never get bored routine” is climbing to the top of the charts as being the BEST fat burning program ever. Developed by Izumi Tabata at the National Institute of Fitness and Sports in Tokyo, Japan, the Tabata formula has been scientifically proven to increase endurance and athletic performance, decrease body fat, and increase metabolism! You will push through 20-second intervals of high intensity cardio/strength exercises followed by ten seconds of rest, just enough to catch your breath and wipe your brow. Get in the best shape of your life, feel the burn, and waste no time! One question: Can you keep up?


**Fusion Beatz Bollywood Fitness** Nirmala Bandrapalli & Dr. Aruna Chinnakotla

8:00 - 10:00am

Fusion Beatz embodies alluring Bollywood rhythms and incorporates ethnic-style moves to create dynamic fitness routines featuring dances of India. This action-packed workshop will include cardio, flexibility, toning and strength training, plus integrate fun and fitness into every beat. Fusion Beatz routines are incredibly safe and effective. Plus, learn more about our unique instructor certification program.

**Power Packed Pilates** June Kahn

Limited to 15 Participants

8:00 - 10:00am

Experience this rejuvenating “workout with heart” on the Pilates Reformer that targets all the components necessary for a complete body workout. Learn and practice exercises utilizing the versatile Jump Board that will increase core strength while eliciting a cardio respiratory response, all on one piece of equipment. This unique “circuit” model intersperses a variety of cardiovascular intensities with Pilates Reformer exercises that improve balance and proprioception, increase muscular strength, and enhance active flexibility while perfecting dynamic mobility with stability. This is an intermediate approach to Pilates Reformer training.

**Recess Remix: Take the Playground to the Pool** Connie Lagerhausen

8:00 - 10:00am

Despite the power of play, somewhere between childhood and adulthood many of us stop playing. We exchange play for work and life responsibilities. Give your classes permission to play again by adding awesome pool games to the mix. This workshop offers old school P.E. fun with a high intensity, athletic approach to water fitness. Relay races, tag and even a game of tug-o-war in the pool create efficient intervals that allow your participants to maintain great levels of intensity throughout their entire session. Play teaches us how to manage stress and how to connect to others and the world around us. Share the fun by taking the power of the playground to the pool.

**(Aqua) Ai Chi** Donna Adler

8:00 - 10:00am

Ai Chi is a water exercise and relaxation program that has been created to help aquatic practitioners and students enjoy the water in a flowing yet powerful progression. Aquatic exercise instructors, personal trainers, and aquatic therapy and rehabilitation practitioners will find the Ai Chi workshop beneficial for them and their clients. It is an efficient exercise program that increases oxygen and caloric consumption simply with correct form and positioning in the water; it is a perfect relaxation technique for highly stressed, over-challenged clients, and it is ideal for creating improved range of motion and mobility. Created by combining Tai Chi concepts with Qigong and Watsu techniques, Ai Chi is performed standing in shoulder-depth water using a combination of deep breathing and slow, broad movements of the arms, legs, and torso.

**Expo & Energy Break 10:00 - 10:30am**

**Dynamic Warm-Ups and Workouts** Aaron Moser

10:30am - 12:30pm

This hands-on workshop will focus on movement preparation exercises to get our clients, students, or athletes ready for a powerful training session. The warm-up must be part of the workout, and this workshop will emphasize that with ideas and techniques for you to take back and use right away. We will combine low-level plyometrics along with movements to design dynamic warm-ups and workouts for your arsenal.


**R.I.P.P.E.D.** Tiffini Atkinson & Alana Clarke

10:30 - 11:30am

R.I.P.P.E.D. - The One Stop Body Shock® fitness system is a total body workout that puts the FUN in FUNctional athletic based training. The combination of Resistance, Intervals, Power, Plyometrics, Endurance, and Diet requires the body to respond to the constantly changing format within the session and offers ultimate results in minimal time to participants of all levels. With an evident emphasis on music, participants burn, build, and bulletproof their bodies with smiles and determination.


**POUND - Rockout. Workout.™** Kristin Potenza & Christina Peerenboom

11:30am - 12:30pm

Any workout can be set to music, but POUND is the only workout that puts you in charge of the music. In the same way your favorite song motivates you to power through the tail-end of the most grueling workout, POUND fuses the most challenging series of core, leg, and upper body conditioning moves with cardio interval training and (most importantly) the fun (and distraction) of drumming. Through continual upper body motion using lightly weighted drumsticks called Ripstix, you'll turn into a calorie-torching drummer pounding off pounds as each song flies by. Come see why Oprah, Dr. Oz, Cosmopolitan magazine, the Today Show and all POUND students are talking about POUND!



"The presenters expertise and quality is fantastic. I learned so much to take back to my students." -Sandy K.



### Deep Core Power Craig Stuart

10:30am - 12:30pm

Train your students for dynamic stability and improved posture. Learn how to integrate core stabilization techniques and multi-plane movement patterns to target and challenge the deepest muscle layers in the body while pushing fat-burning systems into high gear.

### **SPINNING** Get Loaded Lorey Pro

10:30am - 12:30pm

Loading and unloading resistance and cadence are great ways to spice up your classes while providing a challenging, engaging routine. Learn different cadence and resistance loading techniques and how to put them into your profiles, then end with a ride that features these techniques. Get ready to get loaded! Currently certified Spinning instructors will earn 2 STAR points upon completion.

Lunch On Your Own & Expo Shopping 12:30 – 1:30pm



### **FAI** Managing Clients with Chronic Disease Dr. Cody Sipe & Dr. Dan Ritchie

1:30 - 3:00pm

Want to know more about how to deal effectively and safely with clients who have chronic conditions, but don't have time to read the whole textbook? Then this cut-to-the-chase, nuts and bolts session is just for you. Learn the basics of major diseases (etiology, pathology, co-morbidities) and the established exercise guidelines for their treatment. This session will cover hypertension, diabetes, arthritis, osteoporosis and fibromyalgia, and will offer practical insights about working with clients with these conditions.

**BODYBAR**  
SHAPING YOUR FITNESS - SHAPING YOUR LIFE

### Body Bar: Barre Trilogy Sherry Catlin

1:30 - 3:00pm

Athleticism meets grace and power with Body Bar's unique approach to the barre! This total body program, originating from the deep core out to the extremities, defines your line, activates muscle fibers and awakens powerful movement skills you never knew you had. Master dynamic balance with core control, all while enhancing muscular strength, endurance and definition. Develop the power and grace of a dancer or athlete and the body that looks like one too!

### Power to the Plank June Kahn

1:30 - 3:00pm

The plank is an excellent tool for building isometric strength and endurance. Add in a few twists, a push-up or two, dynamic movement and some crawling along the floor and the plank will do more to chisel your core (and protect the lower back) than the crunch ever could! Explore a plethora of options in various positions, from floor to standing, for the best of core training and beyond.

### tAQUAa™ - HIIT the Water! MaryAnn Briggs

1:30 - 3:00pm

"Tabata" gets WET in this High Intensity Interval Training in shallow water. Tabata interval training is one of the most effective types of high intensity interval training (HIIT). Mixing this format with the properties of water through a variety of simple yet intense exercises allows each class to blast away the calories and increase resting metabolic rate. Whether your goal is muscle tone, weight loss, cross training, or just some fun, tAQUAa™ will help you get there. Don't miss this one! (This workshop offered 2x)

### Aqua Yoga

1:30 - 3:00pm

Join us in a peaceful aqua yoga practice. Experience sun salutations, pranayama (breathing) techniques, challenging stand-up yoga poses and deep stretches with a relaxing finish. Perform traditional yoga asanas, such as warriors and lunges, along with pose adaptations using the wall or noodles that allow us to find a stretch with up to 30% greater ROM than our land-based yoga practice allows. (This workshop offered 2x)



### **SPINNING** Creative Climbs Lorey Pro

1:30- 3:00pm

Strength training rides are popular in the Spinning program because participants love to feel the intensity of heavily-loaded hill climbs. This workshop will identify, detail and demonstrate several strategies for presenting efficient, safe and fun climbing activities in your classes. Currently certified Spinning instructors will earn 2 STAR points upon completion.

Expo & Energy Break 3:00 – 3:30pm



### TRX® Suspension and Rip™ Training Fusion Alex McLean

3:30- 5:30pm

Combine the proven functional strength and stability qualities of Suspension Training® with the dynamic speed, power and rotation of the TRX Rip Trainer™. This session brings these two worlds together in a perfect combination of next-generation fusion. Learn the essentials for each modality and then put them together in an unforgettable fusion routine.



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# FRIDAY 28 DAYS LATER FONT APRIL 25

## willPower and grace®: move with integrity Stacey Lei Krauss

3:30- 5:30pm

Barefoot Cardio is gaining traction because it is functional, safe and smart. willPower & grace® is an easy-to-follow, high energy cardiovascular session that stimulates your body (literally) from head to toe. This intense, sweaty routine builds body awareness and muscular endurance for an efficient calorie burn. Experience a fusion of full body functional training and sports psychology. The workshop appeals to “morning moms” and sports athletes alike, because it trains all the “right” places. A willPower session will leave you feeling inspired, physically complete, and confident - from the ground up!



## Time Management Should Be a 4-Letter Word Shannon Fable

3:30- 5:30pm

Finding time to get things done as a fitness professional is an ongoing struggle. Being constantly on the go, working away from computers most of the day, or trying to fit in fitness on top of another career or responsibility is enough to put anyone a bit behind when it comes to getting things done. Everyone has the answer - learn to prioritize and manage your time. Seems easy enough... right? WRONG! We believe that if we can just figure out what the highest priority item is and wake up an hour earlier to sneak a few extra things in, we'd be good! Unfortunately, the concept of time management is so much more complex. Learn a fail-proof system to capture, process and organize your “to dos”, tame your email inbox, and streamline your communication to increase project productivity in every area of your life.

## The Anatomy of Aqua Suzanne Mulenios

3:30 - 5:30pm

Join Suzanne and discover muscles you never knew you had! This workshop is designed to enhance knowledge of the major muscle groups commonly utilized in aqua classes, as applied to specific movements. The session explores utilizing water to balance the workload on opposing muscles and discusses options in regression/progression for special populations. Suzanne also addresses multiple dimension movements, accommodating for illnesses, demystifying the Latin used in speaking “Anatomeze”, and avoiding over-use issues.

## Wet Barre: Power Katina Brock

3:30 - 5:30pm

Wet Barre: Power is a blend of traditional aquatic fitness, ballet and Pilates that uses bursts of cardio followed by precision-based resistance exercises and stretching. It is a full body aquatic routine intended to create long, lean lines.

# SATURDAY 28 DAYS LATER FONT APRIL 26

## Bodyweight Bootcamp Brett Klika

7:00 - 9:00am

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!

## Sole Training® Stacey Lei Krauss

7:00 - 9:00am

For 30+ years, fitness shoe technology has stabilized our feet and ankles. The result? Weak feet! Now, with the popularity of barefoot running, trainers should understand how to train the feet. Sole Training® is a foot fitness program based on two sequences. The self-massage sequence is restorative and therapeutic; compare it to a yoga class for your feet. The standing sequence promotes strength, endurance, flexibility and coordination; compare it to a boot camp workshop for your feet. Come see how effectively these exercises work - we've been doing them for over a decade!



## Shameless Self Promotion - Why Not? Shannon Fable

7:00 - 9:00am

Self promotion will get you what you want...NOTICED! However, if you're just aimlessly shouting your name from the rooftops without a clear strategy, the awareness might not lead people to your door. Come learn the seven core self promotion strategies that every service professional must master. As a bonus, we will also discuss what you must have prepared in order to capitalize on the attention you receive. Whether you're a trainer, instructor or manager, you will leave with a clear plan of what you MUST do (and what you CAN do) to Book Yourself Solid®.

## Yoga for Weight Loss

7:00- 9:00am

In this lecture, you'll be given a six-week course plan that will prepare you to teach students how to use yogic tools to help address issues that are often at the core of overeating. We'll discuss which chakras are most important, journaling, meditation, pranayama and asanas as tools for recovery. The workshop also includes a minute-by-minute syllabus that you can use with your students. You'll learn effective marketing strategies to draw and retain students for your program as well. Yoga for Weight Loss is a great way to draw additional income to your studio or club.

## Rise and Shine Yoga Leeann Carey

8:00- 9:00am

Join this morning sequence that uses strategic placement of yoga props to get the blood flowing, joints moving, and breath sequencing, followed by a meditation which includes creative visualization for well-being.

## Simply Hard (Aqua) Katina Brock

7:00- 9:00am

Learn to create challenging aquatic classes using “old” moves in new ways! Don't be fooled! While the foundational moves are basic, the variations are hard. By pairing common aquatic moves with less common arm and leg variations, then adding directional changes, you can create challenging routines without complex choreography.



## Aquatic Exercise for Common Conditions Donna Adler

7:00 - 9:00am

This workshop will address a variety of common conditions we see in our classes and ways that an aquatic program can be beneficial. Exercises to benefit diabetic, arthritic, and obese clients and those with chronic pain are all wrapped up into one package.

Expo & Energy Break 9:00 - 9:30am

"The Scottsdale FitnessFest Conference & Expo is consistently one of the most successful shows of the year for Body Bar. We experience excellent booth sales and after-show interest in our products and programming!" - Craig Williams President & Owner of Body Bar



## The Body as One: Upper Extremity Mechanics and Techniques Fabio Comana

9:30 - 11:00am

Movement efficiency in the upper extremity requires a unique relationship between stability and mobility within the lumbar, thoracic, scapulo-thoracic and gleno-humeral regions. Muscle imbalance alters key physiological, neurological and mechanical properties leading to musculoskeletal overload, overuse and potential injury. Effective programming for upper extremity movement (push, pull and rotational) necessitates a comprehensive understanding of the stability-mobility relationship, a detail often overlooked by fitness professionals. This session briefly reviews the kinesiology of the upper extremity, stability-mobility requirements of each region and provides a programming template to promote the movement efficiency within the upper extremity.

## Dynamic Variable Resistance Training (DVRT) Josh Henkin & Troy Anderson

9:30 - 11:00am

DVRT is a comprehensive functional fitness program designed to maximize all fitness qualities in one innovative training session using the Ultimate Sandbag. DVRT allows coaches and trainers to quickly identify proper exercises for varying fitness levels and to train the client's ability to increase movement capabilities, conditioning, functional strength, core and joint stability.



## Body Bar: Buddah Bar FLEX June Kahn

9:30 - 11:00am

Experience this elegant blend of Pilates, yoga, dance and core training that will balance your body – strength/flexibility, stability/mobility, power/grace, mind/body. Then, add the Body Bar Flex for a resistance component that increases muscular strength and endurance, core conditioning and posture. Fusion is in fashion and it is fantastic because it works!

## To Detox or Not to Detox, That is the Question Kathleen Gould

9:30 - 11:00am

Keeping one's body running in top physical condition is an inside job! When the liver, blood, lymph and kidneys are functioning optimally, we run faster, jump higher, have abundant energy and feel on top of our game. Join Kathleen as she shares simple herbs you can incorporate into your daily routines easily and inexpensively to help you keep that winning body. Samples will be available for tasting.

## Pilates for Posture Kyria Sabin

9:30 - 11:00am

Maintain your ideal posture through seven simple Standing and Centering Cues™ that can be incorporated into any fitness and movement program. Based on the Fletcher Pilates® Fundamentals, this workshop includes a detailed handout for reference in your studio, gym or clinic. Both you and your clients will benefit from the simple, effective imagery and postural teaching tools.



## AquaFLEX MaryAnn Briggs

9:30 - 11:00am

The AquaFLEX Water Fitness Program takes the award-winning Body Bar Flex® into the pool for a brand new way to address muscular strength and endurance in the aquatic fitness environment. The AquaFLEX bar by Body Bar is very lightweight, flexible, and buoyant. Its variable resistance adds to the natural resistance of the body's movement through the water, providing a very effective exercise method for all populations. AquaFLEX is a unique low-impact water exercise program targeting all the major muscle groups as well as core conditioning and dynamic flexibility.



## Two If By Land, One If By Sea Craig Stuart

9:30 - 11:00am

Learn unique new choreography for strengthening the upper body in this innovative cardio-strength program using a single hand buoy. Discover how unilateral training enhances performance and improves functional fitness. Why use two when one will do?



## Pedal Stroke and Power Lorey Pro

9:30 - 11:00am

Riders can learn to improve their power output by working on their pedal stroke technique. Learn the phases of the pedal stroke and how to increase power both in and out of the saddle. Only by practicing drills will the pedal stroke become perfected and locked into muscle memory. Once burned into your neurotransmitters, your efficiency will improve and your power output will increase. Currently certified Spinning instructors will earn 2 STAR points upon completion.

Expo Shopping 11:00 – 11:30am



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## Networking Luncheon & Keynote 11:30am – 12:15pm



### Keynote: Igniting the Fire Within IDEA's 2013 Group Exercise Instructor of the Year Shannon Fable

Each week, you are expected to motivate and elevate dozens of people who need all of your energy. Where do you get YOUR inspiration? What is the key to becoming consistently motivating, uplifting, and inspiring? Together, we will uncover the key ingredients for making you a top-notch motivator who is always at the top of your game. Let us help you prepare your own personal recipe for professional success.

### The Fitness Adventure: Creating Youth Fitness Programming Brett Klika

12:30 - 2:00pm

Childhood obesity is becoming an epidemic in America. Kids are losing the interest and necessity for physical activity. Children don't know how to play anymore! This "out-of-the-box" workshop discusses and demonstrates how to facilitate imaginative play in conjunction with fitness programming for youth. Learn the ten essential components of a youth fitness program and how to apply them in a fun, imagination-infused environment. Add 20 new exercises to your teaching toolbox and how to apply them in a creative "adventure" format for youth. This workshop is a MUST for everyone either currently working or wishing to work in youth fitness.

### Cardio Dance: Defy Gravity! Stacy Lei Krauss

12:30 - 2:00pm

Cardio dance is considered the heart of aerobics because our clients have FUN while they sweat. As instructors, it is our job to teach clients to move efficiently and safely. Ankle mobility and intrinsic foot strength play important roles in balance, shock absorption, and overall movement confidence; foot fitness integration makes for a strong session! In this workshop, you'll learn a groovalicious dance routine while practicing methods to build healthy ankles, strong feet and graceful landings. When you apply these foot fitness methods to your own dance routines, you'll smile proudly as you watch your clients Defy Gravity!

### Women, Hormones, Metabolism and Energy Expenditure: Unraveling a Complex Puzzle Dr. Len Kravitz

12:30 - 2:00pm

This original lecture summarizes recently published research and the latest science on the physiological effects of hormones, metabolism and energy expenditure in women. A comprehensive review of fat metabolism, muscle fiber characteristics, body composition, endocrinology, caloric expenditure and female physiology related to exercise will be discussed. Resistance and aerobic training program designs specifically for women are presented and are all based on scientific studies. This ultramodern lecture is a 'must attend' for any personal trainer who trains female clients.

### Living on Live Food: Farmer in Your Own Kitchen Roseann Borucki-Zaft

12:30 - 2:00pm

Do you know the difference between raw and live foods and why you should consider adding more of them in your diet? What are super foods and why use them? Even if you don't have a green thumb, you can learn how to be a farmer in your own kitchen all year round! You do have food choices, and this workshop will teach you how to easily incorporate them into your life. Learn how to germinate and sprout seeds and nuts, sample some delicious raw foods, and walk away with some super easy and appetizing recipes to incorporate into your lifestyle.

### Step, Stretch, Leap: The Yapana® Yoga Way Leeann Carey

12:30 - 2:00pm

A well-designed yoga class feels more like an experience rather than a "class". Using Yapana's "step, stretch, leap" sequencing, you will learn how each segment of the yoga class creates a full experience which includes: a theme that supports a physical key positioning skill; warm-ups that include the skill and prepare primary muscles; and poses that lead to the "Queen Pose" practiced in several variations, which integrates all three. You'll leave class feeling satisfied and walk away with a new skill that can be applied off the mat and in other physical activities.

### Noodle Sculpt Katina Brock

12:30 - 2:00pm

Whether you prefer your noodles twisted, bent or straight, you'll add spice to your aqua classes when you dish up new noodle moves for core, strength and cardio. With focus on proper muscle alignment, recruitment and range of motion, your students will be coming back for more!

### Aqua Yoga

12:30 - 2:00pm

Join us in a peaceful aqua yoga practice. Experience sun salutations, pranayama (breathing) techniques, challenging stand-up yoga poses and deep stretches with a relaxing finish. Perform traditional yoga asanas, such as warriors and lunges, along with pose adaptations using the wall or noodles that allow us to find a stretch with up to 30% greater ROM than our land-based yoga practice allows. (Repeat)



### Let's Jump Lorey Pro

12:30 - 2:00pm

This workshop explores and defines the various techniques for jumps in the Spinning program. Technique discussions center on proper performance of jumps on flat roads, as well as strongly-loaded jumps on a hill. Other key performance areas covered in this workshop include: counting, rhythm stroke strategies and resistance loading. Currently certified Spinning instructors will earn 2 STAR points upon completion.



### From Good to Great – NASM's Strategies for Effective Personal Training Fabio Comana

2:15 - 4:15pm

Looking to elevate your services from good to great? What are the innovative secrets to success, to building effective client relationships, to determining your brand value, and to delivering uniquely different experiences to clients that achieve great results? Join this interactive workshop to learn NASM's invaluable strategies for training. Discover how to design and deliver a cutting-edge, systematic model for fitness-health-performance, one that implements an integrated and multi-dimensional approach of physiology and psychology to connect with clients and empower them to success. Rethink the way you train - retrain the way you think.



"High energy, quality experts, well organized, professional -- impressed." -Amy D



R.I.P.P.E.D. Tiffini Atkinson & Alana Clarke

2:15 - 3:15pm

R.I.P.P.E.D. - The One Stop Body Shock® fitness system is a total body workout that puts the FUN in FUNCTIONal athletic based training. The combination of Resistance, Intervals, Power, Plyometrics, Endurance, and Diet requires the body to respond to the constantly changing format within the session and offers ultimate results in minimal time to participants of all levels. With an evident emphasis on music, participants burn, build, and bullet-proof their bodies with smiles and determination. (Repeat)



POUND - Rockout. Workout.™ Kristin Potenza & Cristina Peerenboom

3:15 - 4:15pm

Any workout can be set to music, but POUND is the only workout that puts you in charge of the music. In the same way your favorite song motivates you to power through the tail-end of the most grueling workout, POUND fuses the most challenging series of core, leg, and upper body conditioning moves with cardio interval training and (most importantly) the fun (and distraction) of drumming. Through continual upper body motion using lightly weighted drumsticks called Ripstix, you'll turn into a calorie-torching drummer pounding off pounds as each song flies by. Come see why Oprah, Dr. Oz, Cosmopolitan magazine, the Today Show and all POUND students are talking about POUND! (Repeat)



Fusion Beatz Bollywood Asandi Senior Fitness Nirmala Bandrapalli & Dr. Aruna Chinnakotla

2:15 - 4:15pm

The term "Bollywood" derives from combining Bombay, the former name of Mumbai in India, and Hollywood, home of the American film industry. "Asandi" means chair in Sanskrit. Asandi Bollywood combines Bollywood music with easy-to-follow cardio, body-sculpting and strength training moves, all accomplished effectively while seated. Bollywood music has a powerful, energizing and motivating influence, providing a perfect rhythm to pace your routine. At the same time, its upbeat, melodic quality invites one to move expressively - even while seated!

Seasonal Eating Michele Rusinko

2:15 - 4:15pm

The simplest, most intuitive diet of all - eating foods that nature provides seasonally for balancing energy, mood and weight. Ayurveda, translated from Sanskrit as "Science of Life", has three seasons: winter, spring, and summer. This workshop will look at each season and identify the foods most abundant during those times. The conversation will segue into the many benefits of eating foods as close to their natural state as possible.

Fletcher Fusion Kyria Sabin

2:15 - 4:15pm

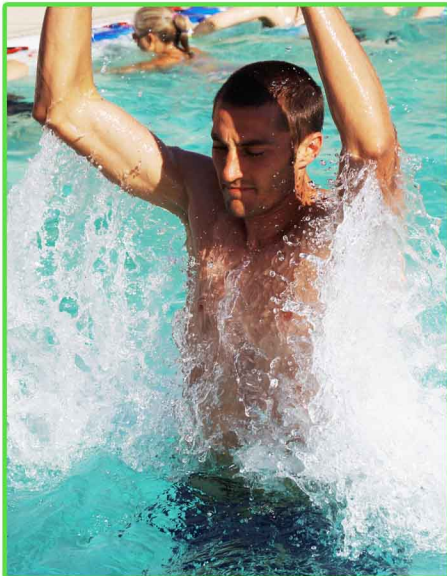
This is a full-body movement experience! This class incorporates the Fletcher Towelwork®, Barrework® and Fletcher Floorwork® techniques developed by Pilates Master Ron Fletcher, who studied with Joseph and Clara Pilates for over two decades. This is the perfect opportunity to improve your posture, core strength and body symmetry while learning new techniques and methods!



Deep H2O Sport Cross Craig Stuart

2:15 - 4:15pm

Prepare your students and athletes for better function and improved performance on land. Integrate sport-specific conditioning drills with balance and agility training to challenge all the systems in the body. Go beyond basic training techniques to develop the hidden athlete in each of your students.



Expo & Energy Break 4:15 – 4:45pm

Functional After 50 Brett Klika

4:45 - 6:30pm

"Baby Boomers" are one of the fastest growing demographics seeking the services of a personal trainer. As people in this demographic retire, they look for fun, effective, engaging programs to keep them happy and healthy for life. This hands-on workshop discusses and demonstrates the physical, mental, and emotional considerations for motivating and inspiring these clients to a life of wellness. Learn exercises, games and drills designed to not only get results, but keep them coming back for more.

Balance the Burn Lorey Pro

4:45 - 6:30pm

Isolation vs. integration...where do you stand? Today, most trainers and instructors are predominantly focused on movement training, but where does progressive overload come into play? The desire to focus on muscles or areas to "feel the burn" still exists in our field. This workshop will investigate the two training methods and how you can balance both in one session to satisfy your participants/clients while training their bodies for proper movement patterns.

HIIT Me With your Best Shot - Round 2 Alex McLean

4:45 - 6:30pm

Up to the challenge of Round #2? Sweat through five, nine-minute rounds as you jab and kick, jump and take your body to its peak! This high intensity class combines kickboxing and bodyweight drills to take you to its max - and beyond!



9

# SATURDAY APRIL 26

## Stress Busters! Julia Pearl

4:45 - 6:30pm

This presentation focuses on you! As a wellness professional, it is often challenging to juggle the high demands of work and family, while remembering the extreme value of nurturing yourself the way you do others. In this session, learn fun, simple and practical tools to manage stress, increase your productivity and enhance your well-being -- and ultimately your quality of life.

## Discovering the "Restore" in Yapana® Restorative Yoga Leeann Carey

4:45 - 6:30pm

Each body is different and unique. A standard restorative pose prop set-up doesn't always meet everyone's needs. Part of what makes restorative yoga "restorative" is using strategic prop set-up to meet individual needs that address the same issue, whether it is meant to wake up areas or calm down overworked ones. This workshop teaches you how to meet your students where they are, without forcing time or destination.

## tAQUAta™ - HIIT the Water! MaryAnn Briggs

4:45 - 6:30pm

"Tabata" gets WET in this High Intensity Interval Training in shallow water. Tabata interval training is one of the most effective types of high intensity interval training (HIIT). Mixing this format with the properties of water through a variety of simple yet intense exercises allows each class to blast away the calories and increase resting metabolic rate. Whether your goal is muscle tone, weight loss, cross training, or just some fun, tAQUAta™ will help you get there. Don't miss this one! (Repeat)

## Basic Safety for the Aquatic Fitness Professional Connie Lagerhausen

4:45 - 6:30pm

As instructors, we often spend hours each week teaching in an environment that can pose risks if we are not prepared. This workshop provides a basic understanding of safety in and around an aquatic environment; however, this class is not designed to take the place of a water safety certification, CPR or first aid. This session is intended to help aquatic fitness professionals review the basics to be the best we can be.

# SUNDAY APRIL 27



## Building a Better Athlete Aaron Moser

7:00 - 9:00am

The concept of this hands-on workshop is to give you variations of functional movement exercises that assist you in building better athletes and/or clients. The workshop focuses on building a base with our athletes or clients using bodyweight movements and gradually progressing to higher level exercises.



## TRX®: Group Rip™ Performance Alex McLean

7:00 - 9:00am

This high intensity, time-based program brings group training to an entirely new level. A challenging progression of movements takes any level of user from pre-season training to the championship game in a single training session. Be prepared for a workshop unlike anything you've ever experienced in this fun, athletic class. Just remember to bring some tape...you're gonna get "ripped"!



## Body Bar: Elegant Strength Sherry Catlin

7:00 - 9:00am

This graceful yet powerful program defines every inch while developing dynamic strength, balance and control. Take every classic move you know and increase the challenge with total body integrated movement. Innovative progressions include power, balance, and rotation challenges that give you a body full of greater strength, endurance, mobility and grace.

## Healing with Green Smoothies Roseann Borucki-Zaft

7:00 - 9:00am

Not all green smoothies are created equal - or green! Whether you are a smoothie "newbie" or a long-time smoothie sipper, this workshop ignites your taste buds and stimulates your complete biological system. Learn how to "superfy" your smoothies using time-tested, pure and powerful essential oils and super foods to achieve optimal health and vitality. Explore the ins and outs of making smoothies and how to get the most benefits (while avoiding typical mistakes). Keep it simple and keep it tasty! Samples and recipes will be provided.

## How to Teach Prenatal Yoga

7:00 - 9:00am

Learn the basics of teaching a prenatal yoga class and how to modify your regular yoga classes for pregnant students. We'll discuss the movements to avoid and learn those postures and pranayama practices that are most beneficial for pre- and post-natal students.

## Water Warrior - RUNNING DEEP! Connie Lagerhausen

7:00 - 9:00am

Prepare your students to take their road warrior spirits to the water! This exciting deep water workshop will give you numerous tools and moves that can be incorporated into any deep water class, or you can create a class just utilizing the principles of water running. The methodology in this workshop may also be used with clients who have suffered a land-based training injury by helping minimize further injury and still retain cardiovascular fitness and endurance. The aquatic environment provides a great venue to emulate real running form by preserving normal (land-based) running biomechanics without impact.



"Convenient locations, easy parking, accommodating staff, wonderful instruction!" -Shauna S

Expo & Energy Break 9:00 - 9:30am

**Small Group Training: Metabolic Stability** Joshua Henkin & Troy Anderson

9:30 - 11:00am

Small group training is where it's at for all sizes of health clubs and gyms. The motivating setting of small group personal training is popular and profitable for gyms and for trainers. This hands-on metabolic fitness workshop provides a great experience to take home to your clients and to empower you, the fitness professional, by making you a key asset in the fitness process. Experience the best training tools (ultimate sandbags, bands, kettlebells, and valslides) with the best coaching and programming protocols.

**The Physiology of Fat Loss: New Findings** Dr. Len Kravitz

9:30 - 11:00am

Join Len in one of the most comprehensive lectures to ever explain the detailed physiological and metabolic aspects of fat metabolism, caloric expenditure and fat loss. Participants learn (from a cellular perspective) the newest research on the hormonal regulation of lipolysis during exercise, the effect of exercise on lipolysis, the effect of exercise on fat oxidation, the effect of glycemic index on fat metabolism, effective exercise intensities for fat loss, and strategies to enhance caloric expenditure with exercise. Ten (yes, ten!) groundbreaking exercise programs that maximize caloric expenditure and fat metabolism are presented. A must-attend lecture for the fitness professional who truly wishes to understand and apply the physiology of fat metabolism.

**Pilates Power – Magic Circle, Box and Pole II** June Kahn

Limited to 15 Participants

9:30 - 11:00am

This workshop takes you through a variety of Pilates Reformer progressions, utilizing the Fitness Circle, Pilates Box and Pole. The Pilates Box elevates you to heights that allow more variety in training in a range of positions. Experience how you can access muscle groups and create the ultimate Reformer training session that can be adapted to all fitness levels. Modifications from novice to intermediate/advanced are addressed.

**Soothing Sore Muscles with Herbs - Make and Take** Kathleen Gould

9:30 - 11:00am

Sore and/or pulled muscles are just part of life. Come learn how to make an all-natural, healing sore muscle balm that you can carry in your purse or gym bag. It is easy to make and, more importantly, works great. Make your own balm in the workshop and take it with you. You're never going to want to be without your sore muscle balm again!

**The Yapana® Yoga Shoulder Sequence** Leeann Carey

9:30 - 11:00am

Although there are many factors that make up a healthy posture, the shoulders play a key role. A slouched posture with rounded shoulders overstretch and strains the upper back and shortens and weakens the muscles between the shoulder blades. Habitual slouching collapses the chest, prevents "free breathing", and can develop into stress injuries or dysfunction in your shoulder joints. Ouch! This smart Yapana® sequence uses a tried and tested formula that supports full range of motion in the shoulders and stabilizes and stretches neighboring muscles required to reverse slouching.







### Aqua Choreography for the Chronologically Challenged Janice Jaicks

9:30 - 11:00am

Let's face it, most of our water aerobics classes are filled with older populations. That being said, it doesn't mean they are incapable of giving 100%! Using the water's resistance, changing of levers, and other tools and tips discussed in the lecture, Janice takes you through a warm-up and cardio routine that gives all populations a safe, challenging session. The lecture also breaks down some very specific health challenges that our older adults may have and gives modifications for each.

### Aqua: Do This, Not That! Katina Brock

9:30 - 11:00am

Whether you are new to water instruction, currently teaching and desire more training, or are considering adding water to your repertoire, this workshop lays the groundwork for instructing aquatic exercise more effectively! Learn the basics of what actually works for cardio and strength training, including standard equipment protocols at the pool.

Expo & Energy Break 11:00am - 11:30am



### Corrective Flow for Group Personal Training Mike Fantigrassi

11:30am - 1:00pm

A potential hurdle in group personal training is programming the appropriate corrective exercises while keeping the clients engaged. The corrective flow concept is based on the Optimum Performance Training™ (OPT) assessment model in which the trainer will take findings from a group assessment. Based on the assessment, the trainer will learn how to practice and design a progressive exercise flow that will address movement compensations. The trainer will easily be able to take clients through all of the elements of performance training in a way that is specific to each client's individual needs while maintaining a group personal training dynamic. This is an active class, so be prepared for fast-paced movement.



### Total Body Tabata™ Leverage Vicki Moen & Autumn Skeel

11:30am - 1:00pm

This workshop teaches you the tools of training inherent in any athlete's conditioning regimen. Total Body Tabata™ Leverage is accessible to all fitness levels and utilizes bodyweight exercises that range from beginner to advanced. Push, pull, lift, lower and rotate your body using the successful Tabata 2:1 interval formula. TBT™ Leverage is a head-to-toe training that focuses on achieving optimal muscle strength, endurance, balance, flexibility and calorie burn. Designed specifically for small group training, these 30-minute sessions give participants the individual attention they need to execute their peak performance and reach their fitness goals.





"Dr. Len Kravitz, Postural Pilates, Kettlebells...it's ALL so beneficial!" -Karla H

Exercise: The Ultimate Brain Booster and Stress Reducer **Dr. Len Kravitz**

11:30am - 1:00pm

Join Dr. Len Kravitz in an incredible educational journey documenting the neurophysiologic and mental health benefits of exercise. A highlight of this presentation is a research update on how exercise professionals can help clients alleviate stress and anxiety. A new section on working with clients with PTSD is included. Another special section discusses how exercise professionals can help clients enjoy a happier life through lifestyle interventions. Len will also showcase 20 fabulous 'think different, be different' exercise ideas throughout this lecture. This multi-media presentation will inspire, stimulate and fascinate.

Medicine Cabinet Makeovers **Roseann Borucki-Zaft**

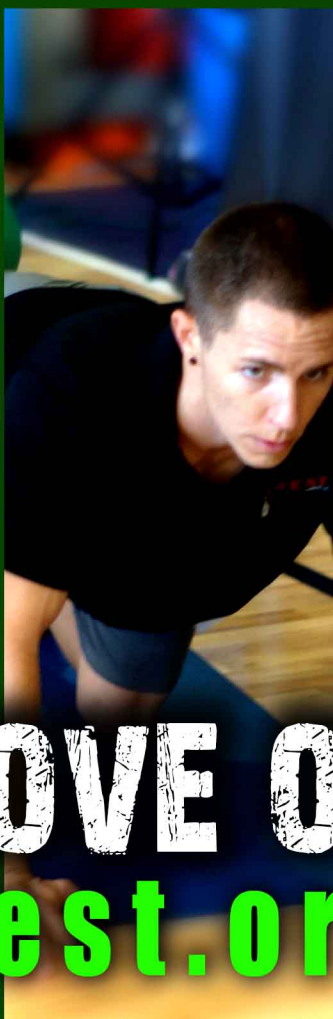
11:30am - 1:00pm

Are you looking for safer, cheaper and more effective solutions for your health care? This workshop empowers you to improve your health...naturally. Come and learn how using plants in their natural state support your body's own immune functions. Find out how pure essential oils give you the opportunity to self-direct your health care and become a healer in your own home. Plus, enjoy samples of super-charged, delicious green smoothies.

Intro to Therapeutic Yoga

11:30am - 1:00pm

We've all heard the term "Yoga Therapy", but what exactly does it mean and how can you get started in this profitable sector of the yoga market? In this workshop, learn what Yoga Therapy entails, how to do a basic Yoga Therapy assessment, what the basic Yoga Therapy protocols are for common issues, what training options and earning potentials are in this market, as well as how to attract students to your practice. Leave the workshop with a sample assessment form and a plan for how to become a Yoga Therapist.



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# SCHEDULE AT

PERSONAL TRAINING			MIND/BODY		LECTURES
8:00am - 10:00am	Functional Ab and Low Back	Power Packed Pilates (Reformer)			
10:30am - 12:30pm	Dynamic Warm-Ups & Workouts				
1:30pm - 3:00pm	Managing Clients With Chronic Disease	Power to the Plank	Managing Clients With Chronic Disease		
3:30pm - 5:30pm	TRX: Suspension & Rip Fusion		Time Management		
7:00am - 9:00am	Bodyweight Bootcamp	Yoga for Weight Loss / Rise and Shine Yoga (8:00-9:00)	Shameless Self Promotion		
9:30am - 11:00am	Upper Extremity Mechanics / Dynamic Variable Resistance Training	Detox or Not to Detox / Pilates for Posture			
12:30pm - 2:00pm	Creative Youth Fit Program / Women, Hormones, Metabolism	Living on Live Food / Step, Stretch, Leap: Yapana	Women, Hormones, Metabolism		
2:15pm - 4:15pm	From Good to Great: NASM	Seasonal Eating / Fletcher Fusion	From Good to Great: NASM		
4:45pm - 6:30pm	Functional After 50 / Balance the Burn	Stress Busters! / Restore Yapana Yoga			
7:00am - 9:00am	Building a Better Athlete / TRX Group Rip	Pre-Natal Yoga / Healing with Green Smoothies			
9:30am - 11:00am	Small Group Training / Physiology of Fat Loss	Soothing Sore Muscles / The Yapana Shoulder / Pilates Power (Reformer)	Physiology of Fat Loss		
11:30am - 1:00pm	Corrective Flow for Group PT / The Ultimate Brain Booster	Medicine Cabinet Makeover / Intro to Therapeutic Yoga	The Ultimate Brain Booster		

FRIDAY APRIL 25

SATURDAY APRIL 26

SUNDAY APRIL 27



# A G L A N C E

AQUA			GROUP EXERCISE			SPINNING		
Recess Remix / Aqua Ai Chi			TBTabata HIIT / Fusion Beatz					
Deep Core Power			R.I.P.P.E.D. (10:30 - 11:30) Pound- Rockout. Workout. (11:30 - 12:30)			Get Loaded		
tAQUAa HIIT the Water / Aqua Yoga			Body Bar: Barre Trilogy / Power to the Plank			Creative Climbs		
The Anatomy of Aqua / Wet Barre: Power			willPower and grace					
Simply Hard Aqua / Aquatic Exercise for Common Conditions			Bodyweight Bootcamp / Sole Training					
AquaFLEX / Two if by Land, One if by Sea			Body Bar: Buddah Bar Flex			Pedal Stroke		
Noodle Sculpt / Aqua Yoga			Cardio Dance: Defy Gravity/ Creative Youth Fit Program			Let's Jump		
Deep H2O Sport Cross			R.I.P.P.E.D. (2:15 - 3:15) POUND (3:15 - 4:15) / Asandi Bollywood					
tAQUAa / Basic Water Safety			Balance the Burn / HIIT Me with Your Best Shot - 2					
Water Warrior			TRX Group Rip / Body Bar: Elegant Strength					
Choreography for the ChronologicallyChallenged / Aqua: Do This Not That!								
			Total Body Tabata Leverage					



# PRESENTER BIOS



Donna Adler, BA, ATRIC, is a personal trainer who owns and operates Liquid Assets for Fitness in Phoenix, AZ. She is an Arthritis Foundation Trainer and works with geriatrics, pediatrics and clients with health challenges. Donna is an AquaStretch™ Facilitator, ATRI AquaStretch™ Trainer and is the recipient of the 2012 ATRI Tsunami Spirit Award. She co-authored the ACSM Exercise is Medicine Aquatic Solutions for Chronic Conditions Manual, and is a consultant at the Virginia G. Piper Sports and Fitness Facility for Persons with Disabilities. Beyond her active aquatic career, Donna offers workshops on spiritual self-mastery and is a student at the Center for Applied Energy Medicine.



Troy Anderson, BA, is the owner of Anderson Training Systems, a fitness and sport performance coaching business that emphasizes the use of unconventional training tools and methods such as kettlebells, sandbags, and suspension training. Troy has published more than 30 articles with well-known magazines and websites and has created numerous DVD programs including Alpha Kettlebell Fitness, Metabolic OverDrive, and Dual Threat Synergy. Troy is a senior master instructor for Ultimate Sandbag/DVRT Certification.



Tiffini Atkinson has been in the fitness industry for 27 years, teaching just about every type of group fitness class along the way. She has a Bachelor of Science in Health Promotion from Brigham Young University in Health Promotion. Tiffini has been a R.I.P.P.E.D. Master Trainer for two years, representing R.I.P.P.E.D. at IDEA World 2012, training hundreds of fitness instructors across the states, and is featured in R.I.P.P.E.D. instructional training videos. She was in a feature article in the first Zumba magazine, has been the fitness director at her facility for 12 years, and has been a personal trainer for the past 11 years.



Nirmala Bandrapalli, PMP, brings together over 15 years of IT expertise and experience in the pharmaceutical industry with a drive to motivate people to live healthy lifestyles to create Fusion Beatz. A marathon runner and fitness enthusiast, Nirmala trains children for the annual Silicon Valley Kids Triathlon and founded the non-profit Global Teen2Teenconnect to assist teenagers in her community. Nirmala is also a co-founder of Vidyadatha, another non-profit organization that brings science to children in rural parts of the United States and India.



Roseann Borucki-Zaft is a personal trainer and wellness expert. She works with busy people that are looking to create balance in their life through fitness, nutrition and lifestyle choices. Whether she is working one-on-one or in groups, Roseann is able to offer a diverse menu of services to help her clients define their health goals as they journey on their path of wellness to achieve the optimal health and wellness they desire. She is a seasonal resident of Arizona since 1996, where she works in some of Arizona's prestigious private country clubs. In the summer, she returns to the lush rolling hills of the Western Reserve of Ohio to work with private clients and local facilities. Roseann is certified with ACE, AFAA, Stott Pilates, Johnny G., Titlist Golf, and is a certified Yoga Therapist, Massage Practitioner, Living on Live Foods Chef & Educator, and a board certified Health & Nutrition Practitioner.



MaryAnn Briggs BS, MPH, CSPT, is the creator of the AquaFLEX Water Fitness Workout using the famous Body Bar Flex®. A two-time Colorado High School Teacher of the Year, MaryAnn has been in the health and fitness industry for over 30 years. As a group fitness instructor and personal trainer in Boulder, CO, she has been involved in the evolution of the fitness industry from the lycra-clad Jane Fonda days to the more practical emphasis on functional fitness today. Certified through AEA, AAI, and ASFA, MaryAnn currently teaches water fitness in Boulder, CO where she is also the owner of Wellness Connections, a health and fitness consulting business.



Katina Brock, MEd, is a trainer at the Biggest Loser Resort in Malibu, CA and a national continuing education provider for AEA and AFAA. She holds certifications from NASM, TRX, Reebok and YMCA and has Yoga, Pilates and Barre training. A former dancer and gymnast, she loves sharing the gift of movement with other instructors as well as students. Katina emphasizes muscle strength and flexibility with a keen eye on proper body alignment and balance. Attention to detail and form, whether on land or in the water, helps her clients better understand their bodies and achieve their goals.



Sherry Catlin, Director of Program Development for Body Bar, Inc., provides a wide range of services to the fitness industry. She spent over 18 years in health club management, and also served as a consultant to the US Air Force, cruise lines, spas and numerous clubs worldwide. Awarded the 2004 IDEA International Program Director of the Year, Sherry is a respected international fitness instructor, instructor trainer and consultant who has presented workshops, seminars, and master classes in 25 countries and 30 states. Sherry is a Continuing Education Specialist for ACE, AFAA, AFPA, AAI, and CanFitPro, as well as a member of the Elite National Training Team for Systematic Touch Training, BOSU and Gravity Training. Sherry specializes in strength and conditioning, lifelong functional fitness, nutrition and weight management.



Dr. Aruna Chinnakotla, M.D, is a busy primary care physician by profession. She co-founded Fusion Beatz to take her passion and skills to a new level, and is the creator of the powerful, fun-filled Bollywood dance fitness program BOLLYWOOD XTRIM by Fusion Beatz. Her students/instructors reap all the benefits of Aruna's deep cultural knowledge, medical training and fun dance choreography in the Fusion Beatz classes. She is also a motivational speaker promoting health and fitness in the community.



Alana Clarke is an ACE-certified personal trainer, AFAA certified in group instruction, certified nutritionist, and happily married mother of four. She instructs several formats including R.I.P.P.E.D., Body Pump, Zumba, Pilates Mat and MVE Chair, TRX, Spinning, Kickboxing, and many more. Alana is a Master Trainer for R.I.P.P.E.D. and has traveled nationally training new instructors. She is also a freelance writer for many popular fitness publications, has presented in many esteemed convention circuits including IDEA, SCW, and Evolution, and has starred in instructor training videos distributed nationwide.



Fabio Comana, M.A., M.S., NASM CPT, CES & PES, NSCA CSCS, ACE CPT & LWMC, ACSM HFS, CISSN Director of Continuing Education for the National Academy of Sports Medicine (NASM), and faculty member in Exercise Science and Nutrition at San Diego State University and UC San Diego. Previously, Fabio was an exercise physiologist and certification manager for the American Council on Exercise (ACE) where, during his tenure, he was the original creator of ACE's Integrated Fitness Training Model™ and primary developer of all their live personal training educational workshops. His previous experiences include collegiate head coaching, strength and conditioning coaching, and opening and managing health clubs for Club One. As a national and international presenter, he is frequently featured on television, radio, internet, and in print publications. Fabio authored chapters in various textbooks and publications, and is presently authoring upcoming academic and consumer books.



Shannon Fable, 2013 IDEA and 2006 ACE Instructor of the Year, is the founder of SFR, a consulting firm for aspiring fitness educators, manufacturers and managers, as well as the owner of Balletone® and GroupEx Pro®. Shannon is a 17 year fitness veteran, freelance writer, and international presenter for Schwinn®, BOSU and ACE. She is a member of the ACE Board of Directors, has helped author portions of the ACE and ACSM Group Fitness manuals, and has starred in over 25 fitness videos. Shannon is a certified Book Yourself Solid® Business Coach interested in helping fitness professionals navigate the fitness industry and find their place. She's busy improving the self-esteem of the world as the Director of Exercise Programming for the Anytime Fitness Franchise.



Mike Fantigrassi, MS, NASM-CPT, CES, PES, NSCA-CSCS is the Education Success Specialist and an instructor for the National Academy of Sports Medicine. Mike teaches workshops around the country, helps students with NASM curriculum, and helps develop products to support student success. Mike has been a fitness professional since 1994, working as a personal trainer, fitness manager, nutrition coach, and metabolic technician.



Kathleen Gould, RH, AHG, has studied, taught and lived herbalism for more than 25 years. Her passion and dedication began when her three year old son was diagnosed with ADHD. After several days of Ritalin, Kathleen knew there had to be a better and healthier alternative. Since then, Kathleen has been honored to have studied with internationally recognized herbalists such as Patch Adams, Dr. James Duke and Rosemary Gladstar. Kathleen has founded several herbal practices, is a professional member of the American Herbalist Guild and is a nationally recognized author and lecturer on herbal healing. Kathleen now owns and operates her latest herb shop, SW Herb Shop and Gathering Place in historic downtown Mesa, Arizona.



Joshua Henkin, CSCS, has been a leader in the fitness and sports performance industry for the past 20 years. Coach Henkin began to develop his innovative Dynamic Variable Resistance Training™ (DVRT) in 2005. The success of Coach Henkin's DVRT and Ultimate Sandbag™ program has allowed him the opportunity to lecture and write extensively on variable resistance and functional based training. Coach Henkin is a best-selling author, with three books and over 100 articles published. His work has been seen in mainstream publications such as "Men's Health", "Experience Life Magazine", "SWAT Magazine", "SHAPE Magazine", "Testosterone Magazine", and "The Crossfit Journal". Coach Henkin has shared his DVRT program in over fifteen countries and has spoken at several international conferences. In 2009, Coach Henkin received the great honor of developing the program "SELECTED", which was commissioned by the US Army Special Forces Recruiting Battalion to aid in their selection process.



Janice Jaicks has been an aquatic fitness professional since 1985 when she founded Waterworks On Wheels, Inc., a swim program for all ages and abilities that she still owns and operates today. In 1997, Janice created FitnessFest Conference & Expo, the largest fitness and wellness conference in the Southwest for fitness professionals. FitnessFest currently holds three events each year and is a continuing education provider for ACE, AFAA, AEA, and NASM. Throughout her lengthy career as an aquatic fitness professional, Janice has educated hundreds of instructors all over the country. She has also gained valuable experience as a national presenter for IDEA, SCW Mania, IAFC, Body Revival and her FitnessFest conferences.



June Kahn is the 2009 World IDEA Fitness Instructor of the Year and the founder of June Kahn Bodyworks, LLC based in Boulder, CO. Best known for bridging the gap between classical Pilates and the fitness industry, June is the Education Director of Balance through Movement Pilates in Boulder and a Master Pilates Instructor for Lifetime Fitness. She is the co-author of Morning Cardio Workouts and has developed many Pilates certificate training programs. June collaborates with national fitness organizations including ACE and Body Bar and is reuniting her affiliation with TRX. She is a contributing author for national fitness publications and appears in numerous fitness and mind/body DVDs.



Brett Klika, 2013 IDEA Personal Trainer of the Year, is an award-winning human performance specialist, motivational speaker, author, and educator. In his 14-year career, Brett has accrued more than 20,000 hours of training with youth, athletes, executives, and everyday people around the world as a consultant for various fitness companies and fortune 500 corporations. He uses this knowledge and experience to educate and motivate people from all walks of life through his writing, speaking, DVDs, and personal correspondence on improving life performance through health. His unique, practical approach to health teamed with his infectious passion for helping people makes Brett a true professional.



# PRESENTER BIOS



Stacy Lei Krauss Specializing in foot fitness since 2000, Stacey Lei Krauss is the Lead Fitness Advisor for Vibram FiveFingers®. She is the creator of the globally recognized barefoot fusion program the willPower Method® and co-owner of the willPower FIT STUDIO in Denver, CO. Stacey Lei is a Reiki practitioner, a Master Trainer for Schwinn® Cycling, BOSU® and Peak Pilates®. She is also on the advisory board for Power Music and a proud member of the Gatorade Fit Trainer Team.



Len Kravitz, PhD, is the Program Coordinator of Exercise Science and Research at the University of New Mexico, where he recently won the "Outstanding Teacher of the Year" award. Len was honored with the 1999 Canadian Fitness Professional "International Presenter of the Year" and the 2006 Canadian Fitness Professional "Specialty Presenter of the Year" awards, and was chosen as the American Council on Exercise 2006 "Fitness Educator of the Year"



Connie Lagerhausen has been an aquatic fitness professional and swim instructor since 1978, and has been certified in all areas of aquatics. She was Aquatics Director for the YWCA in Lafayette, IN, helped build the YMCA swimming program in Mattoon, IL, and has presented numerous continuing education workshops at FitnessFest conferences. Connie is currently the Adult Aquatic Specialist for Waterworks On Wheels and Fitness Forum Health Club, and has spent the last several years developing unique adult swim programs for these companies. She teaches private adult swim lessons, water aerobics, and an endurance swimming class for adult athletes of all abilities (novice to Ironman) that she leads weekly as a part of the group exercise program at Fitness Forum Health Club. She also privately teaches several professional athletes to swim. Connie is AEA certified.



Alex McLean has been in the fitness industry for 17 years as a group exercise instructor and personal trainer, holding certifications from ACE, AFAA and NASM. Alex is a featured instructor for fitnessglo.com, a master trainer for Qignition and Total Gym Gravity, and a course instructor for TRX. Alex can be seen in fitness videos by Petra Kolber, Michelle Dozois, Reebok, Total Gym and Spinning. An LA-based professional dancer and acrobat, Alex has danced for Leeann Rhimes, international hip hop troupe Nike Culture Shock, the Reebok Performance Team, Disney and the NBA.



Vicki Moen is the co-founder and owner of Total Body Tabata™, owner of Tailor Made Training and Group Fitness Coordinator at The SeattleGYM, owned by Karl Anderson. She holds a Bachelor of Arts in Kinesiology & Dance from the University of Washington. Vicki has been teaching a variety of group fitness for over 25 years including HIIT™ programs, BODYPUMP™, BODYSTEP™, HiLo, GRAVITY and TRX Training. Certifications: ACE CEC provider, ACE Group Fitness Instructor and Personal Trainer.



Aaron Moser is a former All American Track & Field Decathlete for the University of Miami and member of the University of Miami National Championship Football Team. For the past 13 years, he has been a Perform Better speaker and clinician and M-F Athletic Everything Track and Field speaker and clinician. Presenting at conferences both nationally and abroad, Aaron shares his expertise in dynamic warm-up routines, functional training, portable fitness equipment and programs, and overall physical fitness. Aaron has several training and conditioning DVDs available through Perform Better.



Suzanne Mullen, B.S.N., transitioned toward preventative medicine through teaching various fitness genres to the public sector since 1978. Having taught aerobic dance, step, slide, circuit, body sculpt, spin and aqua, Suzanne's foundational knowledge in Anatomy and Applied Physiology is integrated into her curriculum in the interest of helping students not only enhance, but find deeper relevance in their workout. Suzanne is currently a ACE Gold-certified personal trainer, and is a breast cancer survivor that thrives on helping students achieve optimal wellness through fitness.



Julia Pearl, ACSM, Yoga Alliance, is a wellness lifestyle consultant and has been teaching and coaching in the wellness field since 1995. She inspires and motivates audiences by giving them practical tools so they can feel happier and be healthier. In addition to being an inspirational speaker and wellness consultant, Julia was a former health educator at Arizona State University. Her coaching extends into a vast knowledge of holistic nutrition and she integrates this knowledge into helping her clients and students with a healthy approach to food and body image. She received her BS in Exercise and Wellness-Health Promotion from Arizona State University and is currently pursuing her Master's of Science in Healthcare Delivery. Julia believes in the power of combining the best of Eastern philosophy with Western training to help her students and clients achieve optimum physical and spiritual health. She has had numerous opportunities to speak across the country to a variety of audiences including medical professionals, collegiate academia, middle schools and within corporate wellness. She utilizes her personal story and unique training principals to empower her clients and students to take charge of their health and live life to the fullest!



Cristina Peerenboom & Kirsten Potenza Drumming enthusiasts and fitness pioneers Kirsten Potenza and Cristina Peerenboom don't want you to work out. They want you to rock out. That's exactly why they created POUND: to make fitness as empTowering, aggressive, addicting and fun as sitting behind a drum kit and jammin' out! Kirsten and Cristina fused their diverse backgrounds in athletics, physiology, choreography, personal training and music to create a "mash-up of almost every exercise out there: Pilates, isometrics, plyometrics, and even a bit of dance," as noted by Health Magazine. Named a "hit" by the New York Times, POUND teams the most effective, challenging and dynamic multi-disciplinary exercises into one seamless sequence that burns fat, tones muscle and gives you the "freedom to rock out," according to Oprah.com. Expect to sweat, make noise, and burn like never before with this tremendously effective method! Thanks to the combination of POUND's lightly weighted drumsticks, Ripstix, easy-to-follow choreography and tremendous results, drumming is now a "rock star of the fitness world."



Lorey Pro holds a Master's in Kinesiology & Recreation and has over 24 years of experience in the fitness field as a director, program manager, personal trainer, fitness instructor, NCAA track/cross country coach, and a national conference presenter in the commercial, private, public, non-profit, and university settings. She is nationally certified with ACSM-PT, AFAA, YogaFit, TRX, and is a Master Instructor for the Spinning program. Lorey is currently the Assistant Director of Fitness & Wellness at Louisiana State University in Baton Rouge, LA. Her athletic background includes competitive long distance running from 5K to 50K and triathlon from sprint to half ironman.



Dan Ritchie, PhD is a recognized leader in exercise programming for older adults and was honored with the 2014 Personal Trainer of the Year award by Personal Fitness Professional magazine. He has a broad background in the fitness industry in training and management that has included commercial, non-profit, hospital and university-based facilities. During his career, Dan has worked successfully with Division I athletes as well as with special populations including post-stroke, Parkinson's, Fibromyalgia and Alzheimer's. He is the President of the Functional Aging Institute and co-owner of Miracles Fitness, a 1-1 and small group training facility specializing in mature clients.



Michele Rusinko trained at the Institute of Integrative Nutrition and is a certified health coach. She is also an ACE and AFAA-certified personal trainer who teaches a myriad of fitness modalities. Michele is passionate about cooking (and eating!), so you'll enjoy her inspirational workshop on seasonal eating.



Kyria Sabin directs Fletcher Pilates® International and its affiliated professional Pilates teacher training program, The Ron Fletcher Program of Study®. A graduate of Duke University and a licensed massage therapist, she initiated her studies with Ron Fletcher in 1991 and founded Body Works Pilates studios in Tucson, Arizona in 1993. Recognized by Ron Fletcher as a Master Teacher and Disseminator, Kyria developed the Pilates Program at the University of Arizona where she serves as Adjunct Faculty. She is an international presenter and has served on the national boards for the Pilates Method Alliance, The University of Arizona School of Dance and the Foundation for Expanding Horizons.



Cody Sipe, PhD, is an experienced professor, researcher and fitness professional with advanced expertise in functional exercise and aging. As an author and speaker, he has shared his innovative, evidence-based functional training techniques for aging adults with thousands of fitness professionals around the world. As Vice President of the Functional Aging Institute and creator of the Functional Aging Specialist Certification, Cody's mission is to educate, empower and inspire fitness professionals to take a holistic functional approach to exercise for their older clients.



Craig Stuart is the founder and president of HYDRO-FIT. Craig has more than 25 years experience leading and directing aquatic fitness programs. He is the star of several acclaimed water fitness DVDs and a specialist instructor at Mexico's award winning Rancho la Puerta Health & Fitness Spa. Craig is well known for his innovative teaching techniques and energetic presentation style.



Autumn Skeel is the co-founder and owner of Total Body Tabata™. She has over 20 years experience teaching various modes of exercise, with emphasis on HIIT. Autumn is a Group Fitness Instructor at The SeattleGYM, owned by Karl Anderson. She received a Bachelor of Science degree in Nursing and has been a practicing RN for over 15 years. Autumn is passionate about enhancing the quality of lives of the people she encounters through fitness and health. Certifications include: ACE Group Fitness Instructor, ACE CEC provider.



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# EXPO

## Scottsdale Expo Hours:

Friday April 25: 10:00am - 4:00pm

Saturday April 26: 9:00am - 5:00pm

Sunday April 27: 9:00am - 12:00pm

28 DATE LISTED FIRST  
Health and Fitness  
Clothing, Equipment,  
and Music

Boutique Clothing,  
Nutritional Supplements,  
Accessories and  
Great Gifts

Expo is  
**FREE** and open  
to the public  
\*with photo ID

## Opportunities:

Do you have a health or fitness product  
or service? To become a vendor or  
sponsor with FitnessFest check out  
[FitnessFest.org/Expo](http://FitnessFest.org/Expo)

# SPONSORS





# HOW TO REGISTER

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

**CALL TO REGISTER WITH A LIVE REPRESENTATIVE**  
**(480) 461-3888**

MasterCard, VISA, Discover, AmEx, Check or PayPal

# PRICES AND DEADLINES

Conference Package Options:			
Full Conference (includes Saturday Luncheon)	Early Bird Deadline February 21, 2014	2nd Deadline March 14, 2014	Last Call April 10, 2014
Two Days of Workshops	\$269	\$289	\$319
One Day of Workshops	\$219	\$249	\$279
Single Workshop	\$189	\$209	\$229
04/24/14 Pre-Conference Workshops:	\$49	\$59	\$59
Spinning® Instructor Training			
Total Body Tabata™ Instructor Training	\$325	\$325	\$325
Functional Aging Specialist™ Certification	\$199	\$209	\$229
NASM Weight Loss	\$199	\$199	\$209
Saturday Luncheon (incl. w/Full Conference)	\$99	\$109	\$129
	\$12	\$12	\$12

**Cancellation Policy:** Cancellations MUST be in writing and postmarked by April 1st, 2014. A \$50 processing fee will be deducted from your refund. No refunds will be granted after April 1st, 2014, though you may send someone in your place or transfer your credit less a \$25 fee to a future conference.

**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 Saturday Luncheon & Keynote 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. Call 480-461-3888 to receive a group code.

AEA members: Use Promo Code: AEA when registering to receive 5% OFF.

Split Payment Available: Pay half of the Total Due now (+ \$10 fee) and the other half by April 1st, 2014.



# WHERE TO BE

FitnessFest Scottsdale 2014 Location:  
 Valley of the Sun Jewish Community Center  
 12701 N Scottsdale Rd  
 Scottsdale, AZ 85254  
 (480) 483-7121



**Jewish Community Center**  
 VALLEY OF THE SUN



# WHERE TO STAY

Hotel arrangements can be made at the



Fairfield Inn by Marriott  
 13440 N Scottsdale Rd  
 Scottsdale, AZ 85254  
 (480) 483-0042

Use our TRAVEL link at FitnessFest.org to make your reservations!

Rooms are only \$85 per night – includes single or double occupancy (two double beds), a full hot breakfast, and shuttle to and from our conference venue.

If calling to make reservations, mention FitnessFest Conference & Expo to receive our special pricing. Book by March 28, 2014. Walking distance to the conference venue.



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Phoenix, AZ  
Permit No. 2691

# FITNESSFEST

## Conference

### Reasons To Attend:

- Earn all your CECs in one weekend!
- Achieve your professional goals and put yourself at the TOP!
- Be inspired...so that you can INSPIRE others!

Over 35 top presenters including...

- Brett Klika IDEA 2013 Personal Trainer of the Year
- Shannon Fable IDEA 2013 Group Exercise Instructor of the Year
- Dan Ritchie PFP 2014 Personal Trainer of the Year
- Over 80 workshops, lectures, and certifications!
- Check out our new mind/body track!
- More personal training, more Spinning, more lectures, more aqua, more yoga, more of the newest, latest, hottest, more

### Upcoming Events:

AquaCon Phoenix 2014

September 5-7

Virginia G. Piper Sports & Fitness Center for Persons with Disabilities  
Phoenix, Arizona

- An all-aqua event including hands-on and practical adaptive aquatic options for people with disabilities and chronic health conditions.

- People First Language Focus

- FitnessFest's debut of our 8-hour Aquatic Specialty Training Certificate

FitnessFest Tucson Fall 2014

To Be Announced

[www.fitnessfest.org](http://www.fitnessfest.org)



fitnessfest 2014  
Conference & Expo  
663 W, 2nd Avenue, Suite 14  
Mesa, Arizona 85210

