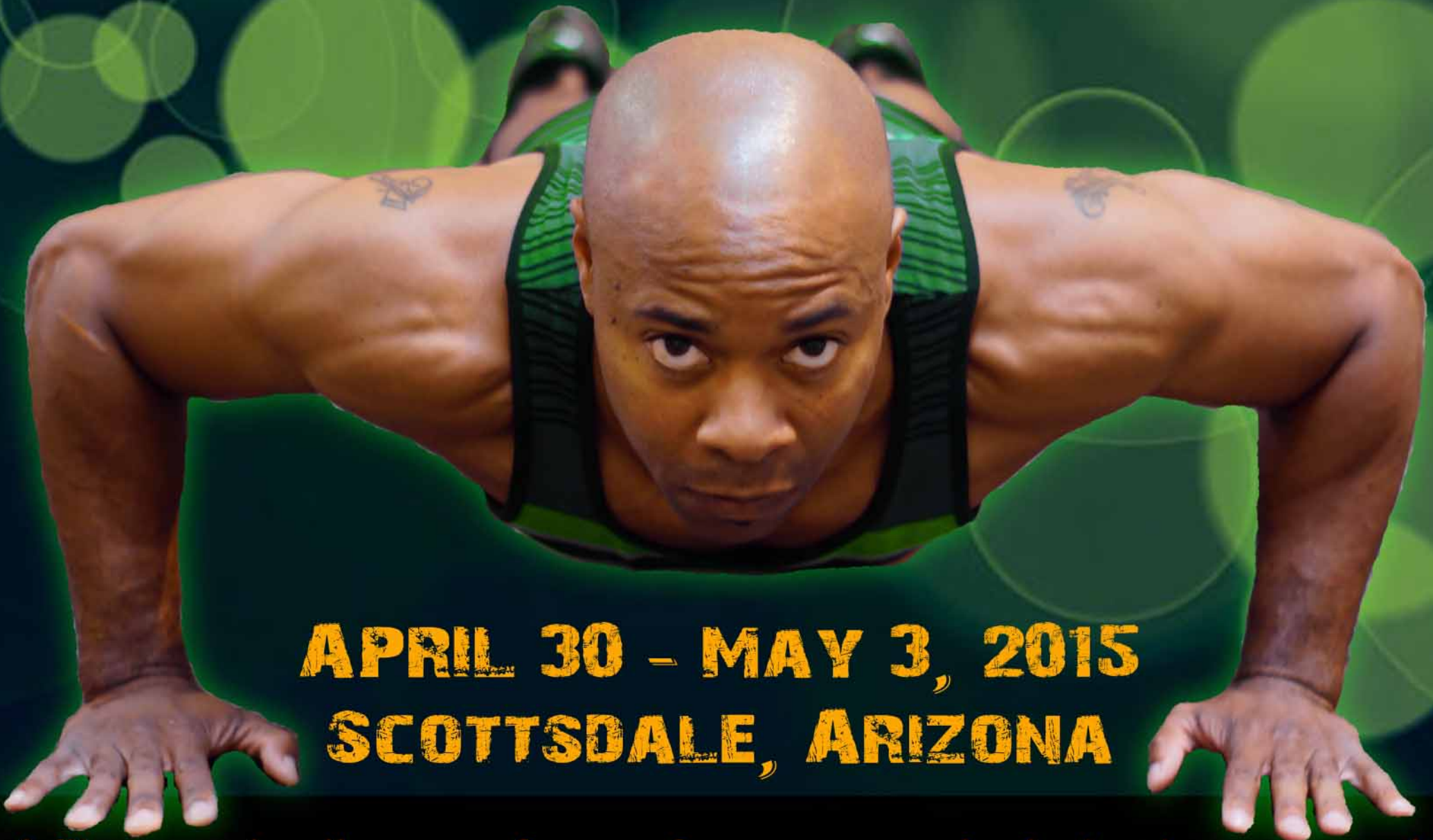


FITNESSFEST

CONFERENCE AND EXPO



APRIL 30 - MAY 3, 2015
SCOTTSDALE, ARIZONA

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

WELCOME TO FITNESSFEST 2015!

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CONTINUING EDUCATION CREDITS

Class Length	ACE	AFAA	AEA	NASM
1 Hour	0.1 CECs	1 CEC	0.5 CECs	0.1 CECs
1.5 Hours	0.1 CECs	1.5 CECs	.75 - 1.5 CECs	0.1 CECs
2 Hours	0.2 CECs	2 CECs	1-2 CECs	0.2 CECs

Dear Friends,

It's FitnessFest 2015! We thought 2014 was incredible with our record-breaking number of participants, but this year...well, you'll see! We have so many outstanding sessions in store for you this year, it's impossible to even list all the highlights!



We know that you have to spend your money wisely when it comes to continuing education. After all, you are in this business because it's your passion, not because of the money. But I know you will agree, LIVE workshops, LIVE lectures, seeing and feeling LIVE presenters -- it gives you back a value that you just can't put a price on.

Our attendees tell us how motivated and inspired they are once they leave FitnessFest each year...not just on a professional level, but on a personal level too. And that touches us, the fact that we touched you! WOW, does that feel good!

It's time for another extraordinary FitnessFest experience at the Scottsdale JCC, our event venue for the sixth year in a row! Fairfield Marriott is also part of the team again as our fabulous host hotel -- only minutes away from our event. We look forward to welcoming you in true FitnessFest fashion, so get registered and get ready!

Jan C. [Signature]

P.S. We told you we'd be back in Tucson.

Be sure to check out pages 21 and 22 to find out more about FitnessFest Tucson: The Experience. Earn CECs, try new things, and make new friends!



PRE-CONFERENCES THURSDAY APRIL 30

BARRE ABOVE™ Barre Above™ Tricia Murphy Madden

8:00am - 4:00pm

\$199/\$229/\$259

Join Barre Above™ for an eclectic and progressive method of Barre training for all bodies. Learn all of the essentials of how to implement, launch, and run a successful and in-demand Barre program anywhere. Whether you have mounted Barres, portable ones, or even just chairs, this education fits all needs for clubs, studios, and independent instructors. Barre Above™ is based on applied science to create strength, flexibility, and balance in the body. With foundational education taught with flexible options, you'll be able to teach a fun, effective, and efficient Barre program for all fitness levels. Learn progression and regression of all exercises for all students, from beginners to advanced (or even those with injuries). Understand the lengthening of the muscles for a more balanced body -- and the often forgotten "why" each exercise is done a certain way.

- Training Includes:
- Instructor manual
 - Certificate of Completion
 - 2 DVDs
 - Bender Ball & Gliding discs (\$125 value)
 - No additional fees once certified
 - ACE: 0.8 CECs
 - AFAA: 7.0 CECs
 - NASM: 0.7 CECs

Aqua Progressions: Putting Together a Complete Program Janice Jaicks & Connie Lagerhausen

8:00am - 4:30pm

\$149/\$179/\$199

Start your morning off with certified professional and adult aquatic specialist Connie Lagerhausen as she shares Creating an Aqua Safe Environment: Water Safety for the Aquatic Fitness Professional. This portion will be followed by an extensive training course with Janice Jaicks that focuses on progressions, modifications for special populations, smooth transitions, ways to change intensity and much more. You will take home over one hundred movements (including specific modifications for special health considerations) and choreography for three separate class formats: 1) aqua aerobics for all populations, 2) aqua balance and 3) noodles for core and lower extremity. Learn everything you need for a complete class in all three of the formats listed above, then break into groups where you and your team will create your own personalized routine based on the choreography and information you have been given.

- Take home:
- Certificate of Completion
 - 50-page manual
 - Laminated choreography (including diagrams)
 - A concrete plan that will improve your current classes or land you an aquatic position
 - Assistance in securing you a position (Phoenix-Metro area only)
 - An online/take-home quiz to assure that you have retained all the information
 - ACE: Approximately 0.8 CECs
 - AEA: 9.75 CECs
 - AFAA: Approximately 0.8 CECs
 - NASM: 0.7 CECs

Schwinn® Instructor Certification Alex McLean

8:00am - 5:00pm

\$239/\$249/\$269

Get certified in the most respected and progressive indoor cycling instructor training program. In one day, you'll get the tools you need to become a successful, sought-after instructor on any bike. This certification is based on the newly updated Schwinn® Cycling Coach's Pyramid, a system that provides an incredible experience for your students. Learn bike fit, cycling science, class design, music, communication skills, motivation techniques and more.

- Take home exclusives include:
- The Schwinn® Cycling Workout DVD
 - Your choice of Power Music Schwinn® Cycling Signature Music Mix CD
 - Comprehensive resource manual with eight complete class designs
 - Certificate of Completion
 - ACE: 0.9 CECs
 - AFAA: 8.25 CECs
 - NASM: 0.8 CECs

TABATA BOOTCAMP Tabata Bootcamp™ Instructor Training Rose Zahnn

9:00am - 5:00pm

\$229/\$249/\$269

Tabata Bootcamp™ is a revolution in small group training that generates revenue for you and your facility. Based on cutting edge HIIT exercise, sound nutrition and the latest behavioral science, you'll learn how to run eight-week bootcamp sessions that transform your clients' bodies and lives. Tabata Bootcamp™ is a turnkey program that provides you with all the tools to be successful. You'll learn the latest techniques in HIIT, research, metabolic profiling, perfect exercise programming, body assessment, and motivational coaching skills to create positive, healthy, habit-forming behaviors. Course material will include the Take 3 Eating Method, a behavioral science approach that will change the way your clients eat forever. Lastly, you'll empower your clients and teach how small steps can yield big results in Tabata Bootcamp™, achieving client retention session after session.

- Training Includes:
- Instructor manual
 - Certificate of Completion
 - Resistance tubing
 - Personalized website
 - Access to the complete online library with over 140 workouts and nutritional strategy videos
 - ACE: 0.9 CECs
 - AFAA: 9.0 CECs
 - NASM: 0.7 CECs

Train Dirty Fitness: Kick Instructor Training Jessica Maurer

4:30pm - 8:30pm

\$79/\$99/\$119

During this instructor training course, you will learn how to instruct all levels of students, including deconditioned participants, and gain an understanding of effective cueing. Participants will learn how to select safe movements that will maintain class interest while slowly manipulating the intensity to best suit their clients' current levels of fitness. Training Includes: Instructor manual, Certificate of Completion, and Access to all TDF marketing materials and online library

- Training Includes:
- Instructor manual
 - Certificate of Completion
 - Access to TDF marketing materials & community of instructors
 - ACE: Approximately 0.4 CECs
 - AFAA: Approximately 0.4 CECs
 - NASM: 0.4 CECs

NASM Corrective Exercise for Perfect Posture Mike Fantigrassi

7:00 - 9:00am

Discover why posture is vital to keeping clients moving well, and how it can influence hormones and even behavior! In this interactive workshop, you will learn how to identify common posture compensations, how to quickly correct poor posture using a four-step process, and how to determine which exercises to avoid based on specific postural issues.


R.I.P.P.E.D. - The One Stop Body Shock® Alana Clarke

7:00 - 8:00am

R.I.P.P.E.D. - The One Stop Body Shock® is a total body fitness system that puts the FUN in FUNCTIONAL, athletic-based training. The formulaic combination of Resistance, Interval, 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® Amber Bruehl

8:00 - 9:00am

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 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. Rock, rap, dubstep, pop and old school music are blended to create the POUND® track series. POUND® rivals the difficulty of an extreme bootcamp, the effectiveness of intense Pilates, and the benefits of cardiovascular interval training, but masks the anguish of all three with the feeling of rockin' out.


No Holds BARRED! Tricia Murphy Madden

7:00 - 9:00am

Teaching Barre? Want to teach Barre? This workshop will give you the jump start on exercise sequences and formats created to challenge your members and clients without overuse and injury. Create progressions and regressions that stimulate muscular endurance sessions and increase range of motion. Construct a challenging (but fun) Barre class that has the intensity of a bootcamp and the safe practice of a functional training workout.

High Tide/Low Tide Connie Lagerhausen

7:00 - 9:00am

Looking for something different to add to your group fitness plan? By bringing the best of vertical and horizontal aquatics together, this shallow/deep bootcamp offers a high intensity athletic approach to water fitness. Implement a combination of traditional aqua fitness, swimming, strength-training exercises, sports-intense cardiovascular work, intervals, and plyometrics. This class is recommended for an apparently healthy population and clients who are very comfortable in the water. Swim caps and goggles suggested.

Mature Moves Steph Toogood

7:00 - 9:00am

Mature Moves is Steph's latest scientifically-based seniors program. This workshop demonstrates functional training choreography to improve your mature students' activities of daily living and their quality of life. Learn a complete program that you can duplicate at your pool. An absolute must if you teach the more mature adult!

Corporate Wellness 101 Lonni Lattie

9:15 - 11:15am

Corporate Wellness is a \$6 billion dollar industry that is ready to provide you professional development opportunities, an additional revenue stream, and get you in front of more people. With the changes to health care and the crisis of our unhealthy employee population, wellness is now a priority for most businesses. This lecture provides a framework for understanding the main components of successful initiatives in Corporate Wellness, shows how to market your services to guide and support businesses, and focuses on how to develop the relationships necessary to build a referral network.


Movement as Medicine Nicole Rodriguez

9:15 - 11:15am

This workshop will use movement as a foundation for all training models. We will examine training movements, not muscles, and explore how we can organize our training sessions in a systematic manner to enhance our clients' performance at various ROMs, loads, and speeds.


FXP Fitness™: Total Body Sculpt Niece Pecenka

9:15 - 11:15am

In this low impact, high energy fusion class, learn to utilize the versatility of the FXP Hula Hoop® by incorporating HIIT, the precise moves of Barre work, the core-centric moves of Pilates, and yoga-inspired stretches. Get ready for a revolutionary way to get fit with a dynamic series of moves that are guaranteed to keep you motivated. Stay challenged with modifications to build lean muscles, to burn mega calories, and to sculpt your body!

"Every year there's something new and fresh. Efficiency is always on point!" - Marie M. Prescott Valley, AZ

PIL-OGA-BALL Rose Zahnn

9:15 - 11:15am

Get the best of Pilates and yoga, plus the added challenge and fun factor of the Bender Ball in this flowing, yoga-inspired session. All levels will feel challenged, yet successful; almost every muscle will be worked and stretched. Get sweaty, sculpted and serene (at the end of the workshop!) experiencing this fantastic full-body routine.

Pilates Reformer Fitness Fusion Alexandra Prince

9:15 - 11:15am

It is always a challenge to attract fitness enthusiasts (that just want their butts kicked) and dedicated Pilates practitioners (who know all the names of every exercise) to the same classes - even harder still is beginning to understand how to teach to both these clients at the same time. In Pilates Reformer Fitness Fusion, learn how to fuse familiar fitness drills into the classical Reformer repertoire, creating an all-new high intensity Reformer format while maintaining classical principles. Using only the Pilates Reformer and long box, the workshop's structure is based on training intermediate to advanced Pilates movers, and likewise will challenge hardcore fitness enthusiasts with little to no Reformer experience.



Deep Abs Lab Craig Stuart

9:15 - 11:15am

Experience an energetic combination of abdominal and core strength exercises in deep water. This workshop goes in-depth and explores creative options for targeting and challenging the deepest muscle layers in the body using simple and effective equipment.

LUNCH ON YOUR OWN & EXPO SHOPPING 11:15AM - 12:45PM



Functional Circuits for Aging Clients Dr. Cody Sipe & Dr. Dan Ritchie

12:45 - 2:15pm

Exercise circuits are an efficient and engaging way to train small and large groups; however, developing circuits that meet the diverse needs and desires of older clients can be challenging. This workshop will teach you an easy-to-use method for developing functional circuits that has been proven effective with a wide range of mature clients. You will walk away with several scripted circuits that you can start using right away.



TDF Dance & TDF Kick Mash Up Jessica Maurer

12:45 - 2:15pm

If you love to dance or have two left feet, this class is easy to follow and easier to teach! From pop to hip hop to burlesque, Train Dirty Fitness (TDF) Dance incorporates multiple styles of dance and music to create a fun class that anyone can do! Then jab, knee, and kick your way through a TDF Kick class too! New and experienced cardio-kickboxers will both love this new class format! Can't follow complicated choreography? Not a problem! Two moves per song, slowly Developing choreography progressions and Focusing on cueing. That is how we do it!



Triple Threat by Body Bar® Tricia Murphy Madden

12:45 - 2:15pm

One part strength, one part cardio and one part flexibility - this workshop will give you numerous ideas for utilizing the Body Bar® in these three ways. Take away unique techniques for creating a cardiovascular program like no other, a strength routine complete with progressions and regressions, along with the big flexibility finale. This workshop is packed full of content to take straight home to your members. Nothing better than a Triple Threat!

Cardio Flex June Kahn

12:45 - 2:15pm

Experience this rejuvenating cardiovascular workshop on the Pilates Reformer utilizing the Free-form Cardio Rebounder or jumpboard. Learn how to incorporate principles for your cardio training that allow you to build cardiovascular endurance in a variety of intensities. Explore diverse options and positions, from supine to quadruped and side lying that allow you to actually feel the core muscles react! Also learn how to incorporate Pilates Matwork exercises and flexibility progressions into a program for EVERYbody.

H2O Total Body Solutions Steph Toogood

12:45 - 2:15pm

This total body program will ensure muscle balance and joint integrity. Learn multi-planar, meaningful movement focusing on five main articulations: knee, hip, spine, elbow and shoulder. Take home segments of choreography that progress and flow through tempo changes, including influences from many popular exercise modalities.



NoodleFLEX™ MaryAnn Briggs

12:45 - 2:15pm

Brand new programming from MaryAnn Briggs and Body Bar®, this new water fitness equipment combines the buoyancy of a noodle with the resistive properties of the AquaFLEX bar for a suspended and challenging deep water experience. If you're bored with your noodle moves, be the first to learn how to really FLEX your noodle. You don't want to miss this workshop!

SCHWINN FITNESS • Schwinn® Cycling: Leave 'Em Breathless Denise Druce

Sports Psychology + High Intensity Training = Explosive Results! Get ready for a dose of the fitness industry's hottest topic paired with the mind/body tools to make it pop. Experience an all-out, explosive sweat session plus the science, skills, and electric coaching you can take back to your classes to leave 'em breathless time and time again!

EXPO & ENERGY BREAK 2:15 - 3:00PM

NASM Integrated Kettlebell Prentiss Rhodes

3:00 - 5:00pm

Learn the principles of athletic movement using the kettlebell as an implement. This session will include the kettlebell movements in the ballistic continuum, including the swing, clean, snatch and push-press. Understand how to progress and regress the ballistic kettlebell movements within the NASM OPT™ model, including programming variations of these exercises appropriate to the stage of OPT™ and contraindications to these movements based on the overhead squat assessment. In addition, find out cues necessary for professionals to troubleshoot common movement challenges, and experience mini-sessions in the stabilization, strength endurance, and power phases of the OPT™ model.

The True Four Pillars of Movement: Foundation, Assessment and Application Chris Gellert

3:00 - 5:00pm

Movement begins with a synergistic interaction between the nervous system and musculoskeletal system. In order for movement to occur, all parts of the human locomotion system must be free (mobile) of restriction. Come learn the truth behind the real four pillars of movement - mobility, stability, controlled mobility and skill. Chris will delve into primal movement patterns, clarifying normal vs. abnormal patterns of movement. Discussion of common dysfunctions of the lumbopelvic and hip complex with evidenced-based training strategies will stimulate you to look at the foundation, assessment and application of science completely differently.

SCHWINN Jillian Michaels BODYSHRED™ Master Class Alex McLean

3:00 - 4:00pm

Join Master Trainer Alex McLean as he leads you through a Jillian Michaels BODYSHRED class! This revolutionary 30-minute interval workout consists of three minutes of strength, two minutes of cardio, and one minute of core work. Each exercise in each category lasts 30 seconds and the full circuit is repeated until you hit 30 minutes. There are no recovery breaks, so get ready for the ultimate sweat session!

ARMED! An Arm Balance Workshop Denise Druce

3:00 - 5:00pm

This workshop will break down several fun and fabulous yoga arm balances including Crow, Side Crow, Flying Pigeon, Scissors, and Crazy 8. These strength and balance poses are common in yoga traditions, and can also be used by personal trainers as a new 'tool' in their belt!

Golden Barre: Anti-Aging for Active Adults June Kahn

3:00 - 5:00pm

Experience this empowering Barre workshop, based on the foundations of Barre Basics. This program is unique in that it does not require the need for an actual barre, thus making it a truly convenient and affordable program/class that is easy to teach anywhere. Golden Barre is structured to focus on participants' safety, with the movements pushing the muscle to an effectively challenged level without risking injury to the participants' joints, tissue, or skeletal systems. It's the perfect session that challenges while improving balance, strength and flexibility. Golden Barre also increases ROM and decreases pain, leaving you feeling graceful, empowered and strong.

HYDRO-FIT Power, Balance & Strength Craig Stuart

3:00 - 5:00pm

Experience the power of liquid resistance and take your shallow water training to a new level. Discover how to challenge the body with more complex movement patterns. Learn how to use water's progressive overload to enhance postural stability, improve balance and increase functional strength.

Aqua Effort Connie Lagerhausen

3:00 - 5:00pm

How much effort are your water aerobics participants using when they exercise? Are they just going through the motions with little or no real exertion? Using a percentage-based method, explore a technique that will make students aware of the different levels of intensity and give them a better understanding of the aerobic and anaerobic effects of a water discipline.



SATURDAY MAY 2

How to Get Them to Pay, Stay & Refer **Bedros Keuilian**

7:00 - 9:00am

The marketing landscape has changed for fitness professionals over the last few years. What once worked to get leads, attract clients, and generate referrals seems ineffective; however, there is a better and more reliable way to attract your ideal clients and generate consistent client referrals. In this workshop, you'll discover the new rules of fitness marketing and how to drive new leads, prospects and clients into your fitness business for sustained success.

Energy Explosion **Brett Klika**

7:00 - 9:00am

Our clients want (and need) it all. They want to look, feel, and perform better every day. Most of all, they want to HAVE FUN doing it! It's up to us to create a unique, dynamic, and high energy exercise environment of "intense positivity" that allows all of our clients an opportunity for success and empowerment both during and after our sessions. In this hands-on workshop, learn how to unleash both you and your clients' inner "roar" by integrating 20 new games, unique drills, and other "secrets" to creating a fun, effective training environment that delivers physical, mental, and emotional results. Bring your mojo!

Jillian Michaels BODYSHRED™ Master Class **Alex McLean**

7:00 - 9:00am

Join Master Trainer Alex McLean as he leads you through a Jillian Michaels BODYSHRED class! This revolutionary 30-minute interval workout consists of three minutes of strength, two minutes of cardio, and one minute of core work. Each exercise in each category lasts 30 seconds and the full circuit is repeated until you hit 30 minutes. There are no recovery breaks, so get ready for the ultimate sweat session!



Body Bar FLEX® Trek **June Kahn**

7:00 - 9:00am

Experience this comprehensive fitness walking program designed to help participants achieve their cardio walking goals and increase cardio fitness. Learn how using the Body Bar Flex Trek-355 light hand weight can add more fun and variety to walking programs. The BB Flex Trek-355 bars are less than a pound and filled with round copper pellets which move back and forth in response to arm movements. The bars transmit stronger variable forces to the muscles than simple weights, adding an effective upper body and core challenge to the cardio benefits of walking. At the same time, using the bars teaches proper posture, enhances core strength, and improves muscular endurance of the upper body. The techniques gained will allow participants to reach their individual goals while learning and practicing walking techniques to enhance the effectiveness of their exercise program.

WEIGHTLESS® AIR Bar **Kiya Knight**

7:00 - 9:00am

Imagine an empowering fitness class that doesn't spotlight your flaws or inadequacies (like how many pushups you can't do), but rather lightens up your mind, body and spirit. AIR Bar by WEightless® is a fun and freeing session that's both peaceful and powerful, where energy science meets sports science. Use a four-foot wooden Active Internal Resistance Bar (or "AIR Bar") to move rhythmically through a series of major muscles, pulling the body into natural alignment while you rock out to unique, inspired beats...all without ever having to leave your feet. Participants describe the sensation of moving in conscious alignment as "WEightless." The discovery of this deep core connection opens up a whole new world of movement possibilities for trainers, teachers and clients and makes living in your body a whole lot more FUN!

Nutrition 101 **Michele Rusinko**

7:00 - 9:00am

With a simple approach to eating healthy, this workshop focuses on the nutrient density of foods and why we need the macronutrients of carbohydrates, proteins and fats. We will also talk about the benefits of eating locally and seasonally, and the health benefits of eating whole foods versus processed foods.

Strength Training with Yoga **Carol Argo**

7:00 - 9:00am

Rev up your class or personal training session with yoga moves to challenge the athlete or more advanced student. Learn the principles to correctly teach, challenge and ensure safety.

Hydro-Boost! **Craig Stuart**

7:00 - 9:00am

Gear up, get wet and discover a variety of new and exciting HITT formats designed to boost cardio training in deep water. Learn how to maximize buoyancy and resistance to push fat burning systems into high gear and optimize metabolic training benefits.



EXPO & ENERGY BREAK 9:00 - 9:30AM

The Perfect Storm: Key Strategies for Exploding Your Business with Mature Clients **Dr. Cody Sipe & Dr. Dan Ritchie** 9:30 - 11:00am

The 55+ age group is the fastest growing in the world and in the fitness industry. Learn how to capitalize on this tremendous opportunity with clients that pay, stay and refer...and that 95% of trainers are passing up. This session will teach you key characteristics of these potential clients, effective marketing strategies, essential training techniques, and business models that have been proven successful. Leave knowing how to build a unique business that is poised for explosive growth.

Core Training & Obesity **Katina Brock**

9:30 - 11:00am

Explore the safety challenges unique to creating core exercise programming for obese populations. By learning what behaviors create risks and which exercises work best and why, you will be able to keep your clients safe and challenged.



Cool New Tools & Programming for Bootcamps & Group Ex Jessica Maurer & Rose Zahnn

9:30 - 11:00am

This workshop is guaranteed to show you how to keep your classes fresh, fun and challenging with the amazing portable Equalizer™ and Buddy System™! You'll learn everything from agility and mobility drills, compound bodyweight movements, unilateral rowing and manual resistance exercises, partner training, athletic conditioning, drill sequences, unique class programming and more! Your toolbox will be full after this one!

Intro to Essential Oils to Improve Your Family's Health Roseann Zaft

9:30 - 11:00am

Looking for natural solutions for safer, cheaper and more effective health care? This workshop empowers you to improve your health...naturally. Come and learn how using plants in their natural state supports your immune system. Find out how pure essential oils give you the opportunity to self-direct your health care and become a healer in your own home. You will learn about the top ten oil blends that are safe for your entire family to use for common conditions. PLUS choose and create a "natural solution remedy" to take home with you!

Restorative Yoga Therapy the Yapana® Yoga Way Leeann Carey

9:30 - 11:00am

Explore the difference between restorative yoga and restorative yoga therapy. Everyone can practice restorative yoga, but all bodies are different. Learn how to strategically place props in order to create the perfect set-up to meet unique needs and experience the long-lasting benefits of restorative yoga therapy.

H2O Total Core Solutions Steph Toogood

9:30 - 11:00am

This workshop offers a total balance and fitness fusion. Explore a medley of elements to train stability and mobility, and learn to blend static and dynamic balance with body sculpting segments using symmetry and asymmetry. Discover asymmetrical movement to challenge core muscles and improve balance skills, and learn how to link dynamic and static balance postures to assist with fall prevention. Design functional exercises that blend and flow, and feel how contrasting elements offer a complete fitness program.



AquaFLEX® Part Deux MaryAnn Briggs

9:30 - 11:00am

Utilize the amazing Body Bar AquaFLEX® in a shallow water fitness program that will challenge your muscular strength and endurance, as well as introduce dynamic flexibility in ways you never thought possible in an aquatic environment. This exciting new programming takes the original AquaFLEX® moves to even greater heights (depths!) with minimal choreography and maximum results. No previous AquaFLEX® experience required.



Schwinn® Cycling: Imagery Innovation Denise Druce

9:30 - 11:00am

Want to know what Schwinn's Master Trainers are saying, playing, and doing in their classes? Here's your chance! Join mind/body and motivation expert Denise Druce to learn the secret of creating dozens of inspiring and engaging imagery for your rides that turns an everyday session into a highly rewarding endeavor. Bonus: A complete ride walkthrough and a class design sheet breaking down every stage!

EXPO & ENERGY BREAK 11:00 - 11:45AM LUNCHEON & KEYNOTE 11:45AM - 12:45PM

KEYNOTE: How to Multiply the Growth of Your Business / Bedros Keuilian

In this enlightening keynote, learn how to generate leads and prospects from the internet and how to automate and systemize your fitness business. Bedros will also share the #1 secret to generating client referrals, a little known fact that can double your income, and the secret to becoming a local fitness expert in your community.

The Personal Training Burnout Cure: Take Care of YOU! Brett Klika

1:00 - 3:00pm

Personal training is a highly rewarding career. Yet, while a passion for helping others is what attracts personal trainers to the profession, unfortunately exhaustion, burnout and limited financial opportunity often gets them out. In this lecture, learn six simple strategies to create the life you want to live. Discover the one daily ritual that the world's most successful personal trainers swear by that helps beat burnout, empowers others and boosts earnings. Leave with a blueprint for changing lives for the better -- including your own.

Let's Get to the Core of the Matter Alex McLean

1:00 - 3:00pm

What do all of your members want? A strong core is key for any fitness enthusiast or serious athlete. Join Alex and experience new bodyweight exercises adapted from dance, sports and mind/body formats. Work the core in three planes from three disciplines. Get grooving, get athletic, get lean!



POUND® Amber Bruehl

1:00 - 2:00pm

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 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. Rock, rap, dubstep, pop and old school music are blended to create the POUND® track series. POUND® rivals the difficulty of an extreme bootcamp, the effectiveness of intense Pilates, and the benefits of cardiovascular interval training, but masks the anguish of all three with the feeling of rockin' out.

"The FitnessFest Staff does a great job in preparing for the conference. Just when it seems it can't get any better, they do something that enhances the experience."



R.I.P.P.E.D.® RMX Alana Clarke

2:00 - 3:00pm

R.I.P.P.E.D.®, the ultimate fitness formula, has found another way to shock your body and keep your participants coming back for more! The R.I.P.P.E.D.® RMX allows you to mix and match segments from various season releases, either following the basic format order of the components representing the acronym R.I.P.P.E.D. or incorporating the R.I.P.P.E.D. Shuffle -- where you can shuffle the segments to enhance neuro-muscular patterning and improve results. RMX is keeping it fun and truly making this a "plateau-proof" program.

Yoga & Writing: Finding Your Authentic Voice Laurene Hayden

1:00 - 3:00pm

Using the powerful tools of yoga and writing in this unique combination, we honor and celebrate our stories as we find our true voices, deepen the mind/body connection, and awaken to renewed health in mind, body, and spirit. During this interactive workshop, we will use yoga to open to our own inner wisdom and creativity, revealing what is true for us through our own authentic voices. In this safe and sacred gathering, we will all find ways to be more joyful and peaceful, and we will take this lightness out into the world to serve others. No experience in yoga or writing is required to get maximum benefit from this innovative blend of these two extremely transformative practices. Please bring your yoga mat and journal, an open heart and beginner's mind.

Pilates for Posture Kyria Sabin Waugaman

1:00 - 3:00pm

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.

Intelligent Aqua Carol Argo

1:00 - 3:00pm

The three planes of movement, directional travel, and range of motion will be our guide for delivering a balanced exercise session. This highly interactive workshop will inspire smarter sequencing and creativity.

Circuit to Work It! Lori Templeman

1:00 - 3:00pm

Add variety to your aqua classes with circuit training! Learn how to plan and host a fun and energetic pool party, and take away station ideas to target strength and cardio with equipment, sports, and games. Master the circuit principles to create a versatile format you can use with all populations.



EXPO & ENERGY BREAK 3:00 - 3:45PM

Why the Core Breaks Down: Where the Rubber Meets the Road Chris Gellert

3:45 - 5:15pm

According to the research, 60% of Americans will injure their backs at least once in their lifetime. Low back pain (LBP) not only causes pain, missed days of work and affects productivity, but it also affects people psychologically. Chris will delve into this topic he is passionate about, discussing the contributing factors that cause LBP, low back injury costs to the insurance industry and the individual, and how to reduce the number of low back injuries.

Creating Fat Loss Results for Busy Adults Brett Klika

3:45 - 5:15pm

New research in exercise and fat loss has discovered specific strategies that can increase the rate of fat loss in a minimal amount of time. In this high intensity workshop, learn about the particular exercises, intensities, intervals and rest times that have been found to target accelerated fat loss. Start doubling client results in half the exercise time! Be ready to sweat!

CKR: Cardio Kickboxing Resuscitation Melissa Towey

3:45 - 5:15pm

Kickboxing seems to be in high demand among members, yet there also seems to be a lack of instructors. This workshop teaches a simple formula for a successful kickboxing class design, demonstrates and practices proper form and cueing of basic punches and kicks, and allows participants to experience this specific formula through a sample routine.

Living Your Best through Nutrition Stephanie Kreun

3:45 - 5:15pm

What foods are best to start out your day and keep you full of energy? Attend this workshop to learn healthy, simple, quick, and achievable changes in your diet. We will focus on goals, meals, and foods that provide energy. Quit surviving and start thriving!



Props with Purpose the Yapana® Way Leeann Carey

3:45 - 5:15pm

A yoga prop is a way to help practitioners at all levels gain the sensitivity of a pose while receiving the benefits over time without overextending themselves. It allows students to practice poses with greater effectiveness, ease, and stability. We'll learn how to use a prop with purpose to confront or soften the edges of your experience.

Pilates Reformer for Life June Kahn

3:45 - 5:15pm

The Pilates Reformer is a corrective form of exercise that progressively trains the body to move the way the body was intended to move. Learn how to apply these progressions in an adapted format to accommodate the aging population and enhance flexibility, balance, and overall core strength. The baby boomers and older adults are the fastest growing market in our industry. Discover how Pilates can be incorporated into their exercise routines to improve their performance in everything they do.

tAQUAta™ - HIIT the Water! MaryAnn Briggs

3:45 - 5:15pm

Tabata gets WET with this HIIT in shallow water. Tabata is one of the most effective types of high intensity interval training. 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.

Wet Barre: Control Katina Brock

3:45 - 5:15pm

This workshop is Pilates-focused, specifically addressing strength and core exercises that draw on other elements from yoga and aquatic resistance training. Experience slow, controlled, core-based strength work and develop better stability, posture and muscle balance while gaining strength.

The New Order for Maximizing Muscle Strength and Hypertrophy Dr. Len Kravitz

5:30 - 7:00pm

Using cutting-edge computer technology, Len will clearly show you the latest advances on the intricate, eye-opening mechanisms involved in muscle force production for strength and hypertrophy. Many questions about muscle will be addressed regarding specific training applications including: muscle metabolism, motor unit recruitment, hypertrophy pathways, fatigue resistance, and volume versus intensity considerations. This ground-breaking lecture will include the newest research findings AND real life training program designs for improving muscular strength and hypertrophy.

Glutes, Guns & Guts Rose Zahnn

5:30 - 7:00pm

Buns, legs, core and more - these are the areas we need to work! And work we will in this creative chiseling challenge. We will start off exploring all the latest, cutting-edge lower body and core research. Then we will excite your sculpting senses with flow combos that start out lower body-focused and somehow transform into core crazy! You will learn combos that flip flop between buns, legs, core and a whole lot more, plus ways to activate one zone of the body while channeling through the other zones. A very cool workshop indeed!

WEIGHTLESS EFFECT The WEightless® Effect Kiya Knight & James Lockwood

5:30 - 7:00pm

The WEightless® Effect program is a powerful three-round circuit made up of eight body-sculpting, fat-melting, science-based exercises to target total body transformation and a lasting weight loss. The program is designed to help you achieve maximum body-building, fat-burning results without extreme wear and tear on your joints and connective tissues. You will develop your intuitive muscles and create a real connection between body, mind and energy by moving freely and fiercely within the designated time limit for each round.

Crush Cravings and Cut Out the Sugar (You're Sweet Enough!) Roseann Zaft

5:30 - 7:00pm

Cravings...UGH!!! Especially sugar! Seems like you can't live with it, but can't live without it...right? Does it seem like you've tried everything but still can't stop the cravings? Let's get to the bottom of why sugar is like a bad drug habit. Learn WHY you crave it and how to eliminate those crazy cravings. There are so many kinds of sweeteners on the market, it can be confusing. In this workshop, you will learn how some sweeteners are actually good for you, while others are extremely dangerous. You'll march out of this session with all the ammunition you need to CRUSH those cravings once and for all! Samples and recipes will be provided.

Fusion Art: Mind/Body Fusion Training June Kahn

5:30 - 7:00pm

Learn the technique for creating seamless transitions for mind-body fusion flowing progressions. Blending the art of fluid yoga with beautiful, yet strong moving Pilates progressions, experience how to create beautiful angles and curves with the body. Learn the six essentials and movement tactics that are the basis of this program. The perfect method of body conditioning unites the fluidity of movement and physical grace with concentration and control. The end result integrates a graceful flow of linked progressions that challenges the body while staying true to the disciplines explored.

The Deep Water Flotation Equation Lori Templeman

5:30 - 7:00pm

Have you ever been asked why flotation is needed in deep water classes? This session answers that question and explores multiple flotation options using Hydro-Fit equipment to suit multiple body types. Experience them all and learn to equip your participants for deep water success!



SUNDAY MAY 3

Circuit Training Extravaganza Dr. Len Kravitz

7:00 - 9:00am

There has been a recent surge in innovative research in circuit training, including the new HIIT-circuit protocols. Join Len for a comprehensive multimedia review that details the metabolic and physiological processes that drive high-intensity, short-burst exercise and athletic performance. Scientific studies will be presented answering controversial questions and misconceptions about anaerobic fat burning, muscle acidosis, metabolic stress, extreme conditioning, metabolic fatigue, and ideal substrate utilization strategies. Every personal trainer will leave with NINE evidence-based, anaerobic training circuit programs (each circuit with five exercises...that's 45 different exercises!). Don't miss this lecture. Len will share some leading-edge findings from his ongoing research in this area.

Social Media for Dummies Jessica Maurer

7:00 - 9:00am

Do you know when to send an email to ensure the most customers open it? What's the difference between a Facebook page and a Facebook profile? Is social media really worth putting time into? Learn these answers, the latest statistics, and so much more during this session! Unlock the secrets to blogging, email lists, social media and how all of these tools can help you build your business.



Tabata Bootcamp™ Rose Zahnn

7:00 - 9:00am

How many of your students credit you for their fitness and weight loss success? If the answer is not as many as you'd like, then you are ready for Tabata Bootcamp™. Learn how to implement and execute four, 30-minute Tabata programs and find out how you too can become a Tabata Bootcamp™ trainer to help your clients get results faster.

The Magic Circle Kyria Sabin Waugaman

7:00 - 9:00am

The Magic Circle is one of the most versatile and portable pieces of Pilates equipment. It can be easily incorporated into movement therapy and personal training sessions, physical therapy practices, private sessions at home and on the road. In this workshop, we will cover a full body Magic Circle program that strengthens the core and tones the extremities. We will also review how the Magic Circle can be incorporated into a Pilates Mat program, as well as a personal training session.



Body Bar® - Zen & Now June Kahn

7:00 - 9:00am

Intuitive, balanced, dynamic, and internally powerful, this program explores full body training in three dimensions. Using the Body Bar Flex®, explore functionally sound, core-based, standing progressions that allow for strengthening, lengthening, and dynamic balance. Learn how to use different angles to achieve effective conditioning and deeper stretching, while applying the 'build strength through length' method. Classical strength applications fused with Pilates, Barre, and yoga techniques will allow this format to endure.

Noodle Sculpt Katina Brock

7:00 - 9:00am

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!

Aquatic Mind/Body Fusion Carol Argo

7:00 - 9:00am

Tai Chi, yoga and Pilates movement forms merge together for a core-centered, relaxing aquatic fitness experience.



Breaking the Cycle of Pain Prentiss Rhodes

9:15 - 11:15am

In this workshop, we will briefly discuss some of the causes of low back and shoulder pain and suggest some changes in ADL's that could enhance structural alignment. We will cover when referral is important to maintain a proper continuum of care, demonstrate common postural distortions based on the OHSA, and provide a plan based on the CEST™ continuum (inhibit, lengthen, activate, integrate). We will then go through sample stabilization exercises based on postural distortions of the low back and shoulder. It is not the intention of the session to learn diagnosis or treatment of the natural progression of structural malalignment left unattended, but rather it will serve as a complement to appropriate medical intervention.

Forming a Family Fit Club Tricia Murphy Madden

9:15 - 11:15am

Join Tricia for this insightful workshop focusing on youth fitness and family fun! Learn how to encourage families to find fitness through fun, yet challenging games and drills. Discover ways to create a family fitness class that will leave your clients smiling and sweating! This program centers on families with children ages six to thirteen years old.



LeBarre Jessica Maurer

9:15 - 11:15am

Taking the hottest trend in dance-inspired conditioning, using "make-sense progression", and adding the LeBert Equalizer creates an exercise format suitable for every level of exerciser! LeBarre combines Balance, Agility, Resistance, working Recovery and Eloquence into a challenging full body experience. Use the exercises alone or in unique sequencing patterns provided to create an entire LeBarre program! Add a new program to your gym or studio's group fitness program. No dance experience or pink tights required!

“A lot of variety packed into 2.5 days in a way I could get all my CEC’s in one hit at a good price!” - Denise H. Highland Ranch, CO

Healing with REAL Food and Essential Oils for Busy People Roseann Zaft

9:15 - 11:15am

Are you so busy that you find it's not easy to eat healthy sometimes? This workshop will teach you a simple, nutritious solution to meet that challenge. Green smoothies are the answer! You'll learn that not all green smoothies are created equal or GREEN! This is a delightful class for everyone – smoothie newbies and longtime smoothie sippers, too. Ignite your taste buds and stimulate your complete biological system as you learn how to make your smoothies “SUPER” with time-tested, pure and powerful essential oils and super foods to raise your vibration and achieve optimal health. Discover why you will want to make green smoothies a daily habit for breakfast, lunch, snack and dinner...or even for dessert! Samples and recipes provided.



Break It Down to Build It Up the Yapana® Way Leeann Carey

9:15 - 11:15am

Having a tough time with a pose or two? We'll take your challenged yoga poses and break them down. Then we'll determine the skills and other poses needed to build the pose back into the practice. The discovery is fascinating and the outcome is rewarding!

tAQUa™ - HIIT Me with Your Deep Shot MaryAnn Briggs

9:15 - 11:15am

Tabata goes into the deep water with this powerful HIIT program. With a 20/10 effort/rest ratio in the challenging environment of suspended aqua, your cardio will soar while your muscles burn. Come find out what all the fuss is about regarding deep HIIT!

Aquatic Arm Fundamentals Lori Templeman

9:15 - 11:15am

The arms are often overlooked when designing choreography. Explore how arms can be used to vary intensity. This shallow workshop reviews movements to strengthen major muscle groups and how to alter them to challenge balance and coordination. Learn about the various pieces of equipment on the market and the pros and cons of each. Arm positioning and cueing practice for deck instruction is included.

SCHWINN FITNESS Schwinn® Cycling: Pimp My Playlist! Alex McLean

9:15 - 11:15am

Get hip, get updated, and get ready to upgrade your music know-how! Whether you have been teaching for days or decades, this workshop will show you how to develop a rockin' playlist, use music for maximum motivation, and navigate cutting-edge music technology that will elevate your skills as a coach.

EXPO & ENERGY BREAK 11:15AM - 12:00PM

The Ten Pillars to Burn Calories and Boost Fat Metabolism Dr. Len Kravitz

12:00 - 1:30pm

Join Len in one of the most comprehensive lectures ever explaining the detailed physiological and metabolic aspects of caloric expenditure and fat metabolism. Participants will view and learn, from a molecular perspective, the ten major pillars to maximize calorie burning through an understanding of fat metabolism pathways, the hormonal regulation of lipolysis during exercise, optimal exercise calorie burning intensities, the effect of exercise on lipolysis, the effect of glycemic index on fat metabolism, and uppermost exercise intensities for post-exercise energy expenditure. Eight (yes, eight!) groundbreaking, evidence-based programs that maximize caloric expenditure will be presented. A must-attend lecture for the fitness professional and personal trainer who truly wishes to succeed with trailblazing weight loss goal achievement for clients.

Unleash: Bodyweight Bootcamp Alex McLean

12:00 - 1:30pm

The power of a wrestler, the speed of a sprinter, the balance of a dancer, the flexibility of a yogi...train like an athlete using your own bodyweight. Manipulate the mechanics of your body to achieve that strong and athletic body. Centered on foundational movements, reinforced by science and motivated by results, get ready to unleash!



SUNDAY MAY 3

Movement Heals: Stand Up for Your Health June Kahn

12:00 - 1:30pm

An in-depth look at how movement, both physical and mindful, can positively impact and increase the longevity of your life. Learn the types of movement that have the greatest impact on reducing lifestyle disease and leave with a three-step approach to embrace and impact the lives of others, as well as yourself. Experience the N.E.A.T. approach to everyday living, giving you the power to overcome the dangers of six hours or more of inactivity, regardless of your fitness level. This workshop is a real eye opener.

Anti-Aging with Yoga Carol Argo

12:00 - 1:30pm

You are only as young as your spine. Learn poses and practices to enhance vitality and awareness. Strengthen and stretch the back to improve posture. Improve breathing through alignment of the head, chest and shoulders. Wake up the hands and feet, and feel better and youthful!

Pilates Reformer Fitness Fusion Alexandra Prince

12:00 - 1:30pm

It is always a challenge to attract fitness enthusiasts (that just want their butts kicked) and dedicated Pilates practitioners (who know all the names of every exercise) to the same classes - even harder still is beginning to understand how to teach to both these clients at the same time. In Pilates Reformer Fitness Fusion, learn how to fuse familiar fitness drills into the classical Reformer repertoire, creating an all-new high intensity Reformer format while maintaining classical principles. Using only the Pilates Reformer and long box, the workshop's structure is based on training intermediate to advanced Pilates movers, and likewise will challenge hardcore fitness enthusiasts with little to no Reformer experience.

Wet Barre: Burn Katina Brock

12:00 - 1:30pm

This workshop focuses on strength exercises using two noodles, and draws heavily on standard mat exercises from Barre, Pilates and yoga. Expect the usual core challenge, with an extra focus on the hips, glutes and low back.

Progressive Core Stability Lori Templeman

12:00 - 1:30pm

Teach your students to train for function in this workshop designed to enhance stability and mobility. Learn the stabilization continuum to progress and regress any exercise - both with and without equipment. You will learn how to apply this skill set to achieve success for multiple levels within the same class.



SCHEDULE AT

**Thursday Pre-Cons
on Page 2**

PERSONAL TRAINING

LECTURES

GROUP EXERCISE

FRIDAY MAY 1

7:00 - 9:00am	Corrective Exercise for Perfect Posture		R.I.P.P.E.D., POUND, No Holds BARRED!
9:15 - 11:15am	Movement as Medicine	Corporate Wellness 101	EXP: Total Body Sculpt, PIL-OGA-BALL
12:45 - 2:15pm	Functional Circuits for Aging Clients		TDF Dance/Kick Mash Up, Triple Threat by Body Bar
3:00 - 5:00pm	Integrated Kettlebell, The True 4 Pillars of Movement	The True 4 Pillars of Movement	BODYSHRED, ARMED: Arm Balance, Golden Barre

SATURDAY MAY 2

7:00 - 9:00am	How to Get Them to Pay, Stay & Refer, Energy Exposition	Nutrition 101, How to Get Them to Pay, Stay & Refer	BODYSHRED, Energy Exposition, FLEX Trek, AIR Bar
9:30 - 11:00am	The Perfect Storm, Core Training & Obesity	The Perfect Storm, Core Training & Obesity	Cool New Tools & Programming
1:00 - 3:00pm	The Personal Training Burnout Cure	The Personal Training Burnout Cure	Let's Get to the Core of the Matter, POUND, R.I.P.P.E.D. RMX
3:45 - 5:15pm	Why the Core Breaks Down, Creating Fat Loss Results for Busy Adults	Why the Core..., Creating Fat Loss Results..., Living Your Best...	Cardio Kickboxing Resuscitation
5:30 - 7:00pm	The New Order for Max Muscle	The New Order for Max Muscle, Crush Cravings...	Glutes, Guns & Guts, The Weightless Effect

SUNDAY MAY 3

7:00 - 9:00am	Circuit Training Extravaganza	Circuit Training Extravaganza, Social Media for Dummies	Tabata Bootcamp Body Bar - Zen and Now
9:15 - 11:15am	Breaking the Cycle of Pain	Breaking the Cycle..., Forming a Family Fit Club, Healing with REAL Food	LeBarre
12:00 - 1:30pm	Ten Pillars to Burn Calories	Ten Pillars to Burn Calories	Unleash: Bodyweight Bootcamp

FitnessFest.org

AT A GLANCE

MIND/BODY

AQUA

CYCLE

No Holds BARRED!

High Tide/Low Tide,
Mature Moves

PIL-OGA-BALL, Pilates
Reformer Fitness Fusion

Deep Abs Lab

Cardio Flex

H2O Total Body Solutions,
NoodleFLEX

Schwinn Cycling:
Leave 'Em Breathless

Golden Barre: Anti-Aging
for Active Adults

Power, Balance &
Strength, Aqua Effort

Strength Training w/
Yoga, Nutrition 101

Hydro-Boost!

Intro to Essential Oils,
Restorative Yoga Therapy

H2O Total Core Solutions,
AquaFLEX: Part Deux

Schwinn Cycling:
Imagery Innovation

Yoga & Writing,
Pilates for Posture

Intelligent Aqua,
Circuit to Work It!

Living Your Best..., Props
the Yapana Way, Pilates
Reformer for Life

tAQUAa - HIIT the
Water!, Wet Barre:
Control

Crush Cravings,
Fusion Art, The
WEightless Effect

Deep Water Flotation
Equation

The Magic Circle,
Body Bar- Zen and Now

Noodle Sculpt, Aquatic
Mind/Body Fusion

Healing with REAL Food,
Break It Down the Yapana
Way

tAQUAa - Deep, Aquatic
Arm Fundamentals

Schwinn Cycling:
Pimp My Playlist!

Movement Heals,
Anti-Aging Yoga, Pilates
Reformer Fitness Fusion

Wet Barre: Burn,
Progressive Core Stability



480-461-3888

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PRESENTER BIOS



Carol Argo, best known for innovative mind-body fusion workouts, has been a fitness industry leader for almost 30 years. She has presented at conferences and spas throughout the US, Asia and Brazil, and received the AEA Global Award for Aquatic Fitness Professionals. Carol has four yoga certifications (over 800 hours), Stott Pilates and Nia Black Belt certifications. In Los Angeles she teaches at the Spectrum Club, Equinox, Canterbury Retirement Home and House of Hope. Her four DVDs are popular with both teachers and consumers.



MaryAnn Briggs BS, MPH, CSPT, is the creator of the AquaFLEX™ Water Fitness Workout using the award-winning Body Bar Flex® and the AQUATA - HIIT the Water!™ series. A two-time Colorado High School Teacher of the Year, MaryAnn has been involved in the health and fitness industry since the days of Lycra and leg warmers. She now focuses on water fitness and personal training, presenting at conferences nationwide. An AEA-certified CEC provider, MaryAnn is also certified by AAI and ASFA as well as being a Red Cross CPR/First Aid instructor. She currently teaches and trains in Boulder, CO.



Katina Brock, MSED, was one of the original trainers at the Biggest Loser Resort in Malibu, CA for nearly four years. She is a national continuing education provider for AEA and AFAA, and holds personal training and corrective exercise specialist certifications from NASM and other organizations such as TRX, Reebok, YogaWorks and the YMCA. A former dancer and gymnast, Katina loves sharing the gift of movement with other instructors as well as students.



Amber Bruehl is a fitness instructor, dancer, and part-time wannabe drummer. She found inspiration through music and movement at an early age through dance, performing and competing all over the country. By age 16, Amber was sharing her passion through teaching and choreography, training teams and individuals to compete on regional and national levels. Raised in the Midwest, she moved to Los Angeles four years ago where she discovered POUND, a workout centered on drumming and music. The two were a perfect match and she has since traveled the world as a master trainer, certifying POUND pros and – most importantly – giving people permission to ROCK!



Leeann Carey is the author of The Yapana® Way: Restorative Yoga & the Art of Being and the creator of the Yapana 300-hour yoga therapy and continuing education program. An acclaimed yoga instructor with over 25 years of experience, Leeann shares her deep knowledge of yoga through ongoing teacher trainings, yoga conferences, and national media contributions. Leeann has taught and inspired thousands of students and teachers worldwide, including working with elite professional athletes to optimize performance, reduce injuries and improve recovery time.



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 also freelances for many popular fitness publications, has presented in many esteemed convention circuits including IDEA, SCW, Evolution and past FitnessFest conferences, and has starred in instructor training videos distributed nationwide.



Denise Druce, MPH, is a leading health and fitness professional with over 30 years experience in the fitness and wellness industry. She holds the designation of Yoga Alliance E-RYT500, and is the director of yoga teacher training at the University of Utah. Denise teaches yoga and indoor cycling to athletes at the university, and is a Master Trainer for Schwinn and 24 Hour Fitness. She and her husband Michael live in Salt Lake City with their three boys. Denise's additional certifications include CSCS, ACE and AFAA just to name a few.



Mike Fantigrassi, MS, CSCS NASM CPT, CES, PES, is the director of professional services at the National Academy of Sports Medicine (NASM). Mike is a 20-year veteran of the fitness industry, working as a fitness manager, personal trainer and nutrition coach. At NASM, Mike oversees the live education events, the master trainer program, the online instructor-led programs, and is a frequent subject matter expert for magazines, books and articles. Mike received his BS in Food and Nutrition and holds a MS in Exercise Science. Mike's areas of focus include corrective exercise, nutrition and performance training.



Chris Gellert, PT, MMusc & Sports Physio, MPT, CSCS, AMS, is the president and CEO of Pinnacle Training & Consulting Systems, a consulting and education company that provides scientific, evidenced-based material including home study courses, dynamic live seminars, mini-books, and DVDs to educate personal trainers and empower them to help their clients achieve optimal health and longevity. Chris is uniquely both a physical therapist with 11 years experience and a personal trainer with 15 years experience who has an extensive clinical background, and who has worked primarily with orthopedic patients, spinal injuries, post-surgical conditions, traumatic and sport specific injuries in a multitude of settings.



Laurene Hayden is a yoga educator and Ayurvedic health practitioner skilled in drawing upon these deep traditions to empower people to live vibrantly healthy lives on all levels of being. As the founder of Resolution Yoga & Ayurveda, Laurene has spent the past 15 years as a teacher and healer leading workshops and retreats, working one-on-one in private and therapeutic yoga, and guiding clients in personalized holistic health regimens. She is the co-founder of Women's Authentic Lives Programs, has achieved an advanced RYT-500 registration with the Yoga Alliance, is certified as an Ayurvedic Yoga Therapist through the Ananda Seva Mission in Santa Rosa, California, and as an Ayurvedic Health Practitioner by New World Ayurveda. Laurene is a member of the International Association of Yoga Therapists (IAYT) and Independent Yoga Educators of America, and is recognized by the National Ayurvedic Medical Association (NAMA).



Janice Jaicks is the founder of FitnessFest Conference & Expo and AquaCon, and is a continuing education provider for ACE, AFAA, AEA, NASM and NSCA. FitnessFest has served thousands of group exercise instructors, aqua instructors, personal trainers, and mind/body professionals with continuing education since 1997. Janice also serves as the fitness director for Fitness Forum Health Club in Chandler, AZ. Throughout her lengthy career as an aquatic fitness professional, Janice has educated hundreds of instructors and has gained valuable experience as a national presenter for IDEA, SCW Mania, IAFC, Body Revival and her own FitnessFest conferences.



June Kahn is an internationally recognized fitness leader, educator, program developer and consultant. She is the 2009 World IDEA Instructor of the Year, founder of June Kahn's Bodyworks, and former Life Power Pilates coordinator for Lifetime Fitness. Her newest venture is Pilates rehab practitioner with Masso Medical & Bodywork and she is the director of education for Balanced through Movement Pilates Studio in Boulder, CO. June is an ACE, AFAA, and ACSM-certified instructor and a Physical Mind Institute-certified Pilates trainer with over 30 combined years of fitness and dance experience and more than 20 DVDs to her credit. June is also a subject matter expert for the ACE Group Fitness Instructor Certification Exam. A cancer survivor, June attributes her recovery to her continued active lifestyle and clean eating, and is an advocate and national speaker for cancer patients and survivors.



Bedros Keullian is the founder of Fit Body Boot Camp, the fastest-growing fitness boot camp franchise in the world. He is a leading expert in business development for fitness professionals, maintains an award-winning and world-recognized blog, is a best-selling author in the industry, and host of the annual Fitness Business Summit which benefits Shriners Hospital for Children. Bedros is known as the hidden genius behind many of the biggest names in the fitness industry, including top celebrity personal trainers featured on popular TV shows. Because he came from a communist country and as a child witnessed his family's struggle to survive in a place where opportunity was limited, Bedros has a special love for what the American dream stands for and he shares his passion for it with audiences worldwide.



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.



Kiya Knight, BS, is a leader, innovator and fitness guru, and Shape Up Magazine named her "one of the USA's up and coming personal trainers." Kiya's original fitness and lifestyle program – WEIGHTLESS – has been featured on popular blogs like Well & Good, The Houston Effect, and Live the Process and she has been featured in Arizona Foothills Magazine, Scottsdale Health, and Bliss Magazine. Kiya has been leading the way in adventure travel fitness programming, training at celebrity-studded beach bootcamps in Mexico and jet setting with the world-famous traveling Spas, Escape to Shape and Fit & Fly Girl. She's also a freelance fitness cover model and has worked on clothing campaigns with Fila and 15Love. Kiya is a passionate sport scientist and is the president and co-creator of WEIGHTLESS Worldwide, LLC.



Len Kravitz, PhD, is the program coordinator of the Exercise Science Department and a researcher at the University of New Mexico, where he 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".



Stephanie Kreun, BS, is a certified nutrition and life coach with a thriving nutritional coaching practice where she runs successful one-on-one nutritional coaching, group coaching, hands-on cooking classes, and corporate wellness seminars. Stephanie has a passion and desire to educate on nutrition and fitness so people can be empowered to make changes in their lives that result in reaching their healthy ideal weight and optimum health.



Connie Lagerhausen has been an aquatic fitness professional and swim instructor for over three decades and has been certified in all areas of aquatics. She served as aquatics director for the YWCA in Lafayette, IN and helped to build the YMCA swimming program in Mattoon, IL. Connie is currently the adult aquatic specialist for Desert Swim School and Fitness Forum Health Club, and has spent the last several years developing unique adult swim programs for these companies. Specializing in aquatic personal training, private adult swim lessons, water aerobics, water running and endurance swimming, Connie also works privately with several professional athletes for swim instruction and cross training. She is AEA-certified and has presented numerous continuing education workshops for FitnessFest and AquaCon conferences.



Lonni Lattie, BS, is the managing director of Sollus and ambassador to the Health Dividends Program. Lonni recognized the level of support needed for organizations to improve the health of their employees and reduce the costs associated with health care, productivity and absenteeism. Just as her individualized coaching programs address all aspects of a healthy lifestyle, her work with businesses of all sizes provides a foundation for improvements to corporate culture and personal health through education and an efforts-based rewards system. An important focus with her corporate clients is to introduce employees to health and prevention professionals and develop a support structure for businesses and individuals to use in making improvements to their overall health. Lonni is also an ACE-certified group fitness instructor, NESTA fitness nutrition coach and corporate wellness coach.



James Lockwood is a competitive athlete, certified holistic nutrition specialist and WEightless® movement and lifestyle coach. James has over 20 years of experience in the hospitality and fine dining industry working alongside celebrity iron chefs Beau Macmillan and Mark Tarbell. James made a name for himself managing and consulting boutique hotels, restaurant startups and celebrity weight loss camps on the Mayan Riviera, Costa Rica, Manhattan and Spain. He is co-creator of WEightless® Worldwide, LLC, a web-based fitness, nutrition and lifestyle brand and manager/owner of WEightless® Escape, an adventure bootcamp hosted on the world's best beaches.



Jessica H. Maurer is a master trainer for BOSU, Tabata Boot Camp, Lebert Training Systems, and Flirty Girl Fitness, as well as a correspondent for MyGroupFit. She holds certifications from ACE, AFAA, and SCW, and is a lead master trainer, program developer, and consultant for fitness companies across the nation. Jessica is currently the vice president of Train Dirty Fitness, and enjoys helping other fitness professionals realize their own potential and dreams while spreading fitness education across the country. She has additional certifications in yoga, Pilates, Schwinn Indoor Cycling, and many other formats.



Tricia Murphy Madden brings a variation of perspective to this industry with 22 years of teaching experience. She has taught dance and fitness workshops worldwide and is one of the industry's top presenters. As an ACE faculty member, Tricia has developed many highly acclaimed programs for the industry including Barre Above, Urban Striptease and My Best Friends Workout. She's also a master trainer for Body Bar and Gliding and is the fitness director for four health clubs in Seattle, WA.



Alex McLean has been in the fitness industry since 1995, holding certifications from AFAA, ACE and NASM. Alex was recognized by Nike as a top five finalist in its nationwide Rockstar Search, serves as a senior course instructor for TRX, is a featured instructor for fitnessglo.com, and a master trainer for Schwinn Cycling, Jillian Michaels' BodyShred and Total Gym. He recently was hired to help launch a new fitness format, BareWRX, and train its master trainer and instructor teams in Japan. Alex has appeared in multiple video and print fitness projects. An LA-based professional dancer and acrobat, he has danced for LeeAnn Rimes, international hip hop troupe Nike Culture Shock, the Reebok Performance Team, Disney and the NBA.



Niece Pecenka is the creator of FXP Fitness Hula Hoop® Fitness System and reBarre™, as well as the owner of Do More Pilates™. A certified Pilates trainer, Niece has over 20 years experience in the fitness industry with continuing education in Pilates for post-mastectomy rehabilitation, pre and post-natal care, Pilates for athletes and injury rehabilitation, yoga and dance. Niece's expertise in the industry has led her to create a series of unique fitness DVDs combining Pilates, traditional exercise and ballet that are sold internationally. Niece's mission is to put the "fun" in fitness, to inspire and motivate individuals of all levels of health and fitness.



Alexandra Prince is a fourth lineage Joseph Pilates Comprehensive Teacher and has been instructing since 2006. Based on the teachings of Eve Gentry, Alexandra is mentored by esteemed master trainer Virginia Nicholas and has completed the 60-hour Mat Pilates Certification, 460-hour Comprehensive Pilates Certification, and Level V Advanced Comprehensive Training at Pilates Core Integration in Tempe, AZ where she continues her studies of advanced Pilates movement. In addition, she is AFAA and Level I Fascial Stretch Therapy certified. Alexandra has been featured as a guest instructor in fitness videos for both Pilates and group fitness, and more recently as a guest instructor for the Health Monitor Network. Alexandra has coordinated several programs, and currently is the Pilates and Fascial Stretch Therapy Program Coordinator at the Scottsdale Valley of the Sun Jewish Community Center.



Prentiss Rhodes is a master trainer and Live Event Instructor for the National Academy of Sports Medicine (NASM). He is a graduate of the Illinois Institute of Technology (Biology '94) and the National University of Health Science where he earned the degree of Doctor of Chiropractic. During his time in practice, Prentiss focused primarily on corrective exercise along with manual therapy to aid his patients in the healing process. He is a recent transplant to Scottsdale, AZ from Chicago and currently trains private clients using corrective exercise to accelerate performance. Along with training, he has been a practicing martial artist for most of his life.



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 (PFP) 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 one-on-one and small group training facility specializing in mature clients.



Nicole Rodriguez, BS, joined the EXOS team in January 2012 as performance coach. She currently manages the education department at the Phoenix, Arizona facility where she oversees international soccer, speaking engagements, and coaches. Nicole obtained her degree in Kinesiology from the University of North Texas where she was a skilled softball player. After an internship at Mike Boyle Strength and Conditioning in 2006, Nicole was hired as a performance coach and later became the sports performance director for USA Hockey, small group personal training, and staff development/education. Nicole is certified by the NSCA C.S.C.S., USAW- Level 1 coach, TRX, and has a massage therapy license.



Michele Rusinko, BBA, enjoyed an exciting sales and marketing career that enabled her to travel the world; however, life on the road took its toll and she found herself facing several health challenges – and that's when her passion and success propelled her into building a new career in nutrition and fitness. Michele trained at the Institute of Integrative Nutrition where she studied more than 100 dietary theories and a variety of practical lifestyle coaching methods. She is also an ACE-certified personal trainer and teaches a myriad of fitness modalities. Michele is passionate about cooking (and eating!) and best communicates the importance of eating nutrient-dense foods by performing seasonal cooking demonstrations. Michele recently released her first book, "Simply Seasonal: a Simple Guide to Eating Delicious and Nutritious Food".



Kyria Sabin Waugaman is owner and director of Body Works Pilates Studios and Fletcher Pilates, an international Pilates school offering comprehensive teacher training and continuing education. She founded Body Works Pilates in Tucson, AZ in 1993 and pioneered the introduction of Pilates in the Southwest by initiating the first state-licensed Pilates teacher-training program in Arizona in 1999. A graduate of Duke University, a PMA-certified Pilates teacher and a licensed massage therapist, Kyria developed the Pilates program at the University of Arizona School of Dance where she serves as adjunct faculty. She is an international presenter and has served on the boards for the Pilates Method Alliance, the PMA Certification Commission, the UofA Dance Advisory Board, the Haven Center for Women and the Foundation for Expanding Horizons. Kyria is an avid supporter of the Pilates Youth Program and is actively involved in its development and dissemination.



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. Certified with AEA, 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 member of the fitness staff at Mexico's award-winning Rancho la Puerta Health & Fitness Spa. Craig is well known for his innovative teaching techniques and energetic presentation style.



Lori Templeman, BA, is the owner of Fitness Temple in Sacramento, CA. She is a group fitness instructor, AquaStretch facilitator and personal trainer. Lori is a national presenter for the Aquatic Exercise Association (AEA) and travels the country presenting and leading aquatic fitness programs. She is also a successful freelance writer featured in various fitness publications. Lori's certifications include AEA, ACE, AFAA, and Arthritis Foundation.



Steph Toogood is ACE and AFAA certified and highly recognized as an international educator and presenter of water fitness. Steph is a three-star IDEA presenter, education consultant to Speedo International, Fab After 50 Health Achiever (1998), and a nominee for Fitness Professionals Fitness Leader of the Year Award. Steph has been named as one of the "Top 10 Fitness Instructors in the UK" by the Independent on Sunday and is an AEA training specialist.



Melissa Towey is the national group exercise manager for MediFit, as well as a continuing education provider for ACE, AFAA and IFTA. She is a respected presenter and master trainer for BOSU, POUND, Kamagon®, and Gliding™, and is certified in group exercise and kickboxing through numerous organizations. What Melissa enjoys most about her role is getting to work with instructors to help them realize their full potential, whether she is mentoring a new instructor, teaching certifications or continuing education workshops to experienced instructors, or simply leading one of her weekly classes. Her passion and enthusiasm are contagious! Outside the studio, Melissa enjoys throwing on her pointe shoes to practice ballet with her three-year-old daughter.

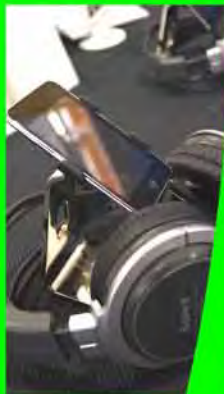


Roseann Zaft is an experienced health and wellness expert. For over 17 years, she has specialized in helping people to overcome their fitness and health challenges while improving their confidence and commitment to living a healthier lifestyle. As a board-certified holistic health and nutrition coach, fitness trainer, yoga therapist, live and raw foods educator, whole body nutritional detox program facilitator and essential oils expert, Roseann implements all her education and training to empower her clients. As a seasonal resident of Arizona since 1996, she works in some of the area's most prestigious resorts and country clubs. Roseann is also certified with ACE, AFAA, Stott Pilates, Johnny G and Titleist Golf.



Rose Zahnn has over 25 years of experience and education in the fitness industry. She is an ACE-certified personal trainer and AFAA-certified group exercise instructor, a fitness business owner for over 20 years, and an international presenter and master trainer. Rose's expertise includes fitness, yoga, Pilates, dance-based programs, business and more. She enjoys sharing the joy of a healthy and fit lifestyle through instructor trainings and workouts at Healthy Habits Studio and Sacramento Fit Body Boot Camp.

"Every year the choices are amazing, the presenters are fabulous and the location is the greatest! The presenters are so inspiring, no wonder FitnessFest keeps growing!" - Charlene T. Phoenix, AZ



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Saturday May 2: 9:00am - 4:00pm

Sunday May 3: 9:00am - 12:00pm

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DEADLINES AND FEES

Conference Package Options	Online Only Special January 8th, 2015	Early Bird Deadline February 19th, 2015	Spring Deadline March 19th, 2015	Last Call April 10th, 2015
Full Conference (Includes Saturday Luncheon)	\$249	\$289	\$309	\$329
Two Days of Workshops	\$229	\$249	\$269	\$289
One Day of Workshops	\$199	\$199	\$209	\$229
Single Workshop	N/A	\$49	\$59	\$59

Pre-Conference pricing can be found on Page 3 along with descriptions.

Additional Options				
Saturday Luncheon & Keynote	\$14	\$14	\$14	\$14
FitnessFest 2015 Shirt	Small - \$18	Medium - \$18	Large - \$18	XL - \$18

Cancellations must be in writing and received by April 1st, 2015. A \$50 processing fee will be deducted from your refund. No refunds granted after April 1st, 2015, though you may send someone in your place or transfer your credit less a \$25 fee to a future conference.

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info@FitnessFest.org

(480) 461-3888

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FitnessFest Scottsdale 2015

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A LA CARTE

MARCH 6TH

PILATES FUNDAMENTALS
WATER PILATES

MARCH 7TH

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- FAI Summit Phoenix June 11-13th
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