

## DCAC Fitness Education Conference LIVE STREAM Descriptions \* August 6-8, 2021

**AQ: Aqua CY: Cycling GE: Group Exercise MB: Mind Body PT: Personal Training S: Seniors**

**ZOOM IN: PRESENTER WILL BE OFF SITE BUT ON SCREEN IN HOTEL AS WELL AS LIVESTREAM**

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### Group 1: Friday 8/6/21 7:00 am – 9:00 am

#### **201 Schwinn® Cycling: Work Not Twerk - Results with Rhythm with Alex McLean (ZOOM OUT)**

##### **Workshop: CY**

Rhythm rides don't need smoke and mirrors or unnecessary distractions. It's time to stop the madness. Discover how to capture and captivate your riders the RIGHT way. Learn how to program a Rhythm Ride to create a magical, memorable workout that gets real results.

#### **206 The Future of Work in the Fitness Industry with Fred Hoffman (ZOOM IN)**

##### **Lecture: A, GE, MB, PT, S**

The future of work in the fitness industry offers unparalleled opportunities, but also significant challenges and uncertainties. Although technological progress, demographic changes, and the Covid-19 pandemic are having a huge impact on the world at large, the future looks bright for the industry. In this session, Fred will share insights into who the future customer will be, how availability, nature and quality of jobs will change, and what skills and training are necessary for fitness professionals to succeed and thrive throughout their working lives.

##### **Learning Objectives:**

- Learn who the client of the future is and how to accommodate the changing demographics of both members and staff
- Discover how Covid-19, global obesity, disease prevention, and the wellness model will affect program development and staffing needs
- Learn how technology impacts health club operations, fitness programming, and member activities now and in the near future
- Learn how artificial intelligence and robotics will affect the fitness industry job market and how professionals should prepare for change
- Explore the changing landscape of the health club and fitness industry, and how to compete in a world of both traditional and non-traditional fitness offerings

#### **209 Rotator Cuff Problems? Corrective and Resistance Exercise Solutions with Dr. Evan Osar (ZOOM OUT)**

##### **Workshop: GE, MB, PT, S**

Posture and lifestyle issues create a host of issues including limited shoulder ROM, decreased overhead strength, and rotator cuff impingement. Unfortunately, many common strengthening approaches often perpetuate rather than help rotator cuff issues. During this interactive session, you'll discover the single-most common underlying factor contributing to chronic rotator cuff issues. Additionally, you will discover how to apply the three best assessments and corrective exercises to improve your client's rotator cuff and shoulder mobility.

##### **Learning Objectives**

After attending this session, participants will be able to:

- describe the mechanisms that underly the development of the forward shoulder and rotator cuff issues in the active aging population

- demonstrate how to use the most effective assessments and corrective exercises to improve the rotator cuff and shoulder mobility
- apply their knowledge to create an integrative strength training program for older clients with rotator cuff issues

#### **211 Viva Virtual with Abbie Appel (ZOOM OUT)**

##### **Lecture: AQ, GE, MB, PT, S**

Livestream is here to stay! Mastering virtual classes takes a whole different level of skill, both technological and communication. Learn the necessities of streaming successful online classes, from basic program design to dynamic coaching to essential gadgets that make broadcasting and recording your classes, enjoyable. Walk away with the top 10 "to-dos" that help you stay connected with your live "in-person" and livestream class participants.

### Group 2: Friday 8/6/21 9:30 am – 11:00 am

#### **214 Schwinn® Indoor Cycling: Bring IT: Verbal & Visual Cueing Mastery with Mindy Mylrea (ZOOM OUT)**

##### **Workshop: CY**

When your verbal and visual cues are perfectly paired it's like poetry in motion. Level up on your language and communication skills – both verbal and non-verbal to create a powerful experience on the bike. Learn techniques about tone and timing to engage riders and motivate performance. Experience the Yin & Yang of masterful cueing.

#### **218 Legal Essentials for Fitness Studio Owners & Professionals in a Post-COVID World with Cory Sterling (ZOOM IN)**

##### **Lecture: A, CY, GE, MB, PT, S**

COVID has flipped the world on its head for health & wellness practitioners and studio owners. It's now more important than ever to have the proper legal documents in place to ensure your Fitness business and assets are protected, and your community and clients are safe.

Look, we get it. Dealing with the law sucks. But it's super important for your business to be legally protected, especially in these unprecedented times. We are here for you to explain the law in an easy-to-understand fashion... and even make it a FUN process :) Our goal is to keep you safe and secure so you can focus on doing what you love and growing your business.

During this Legal Training, you will learn:

- COVID Reopening 101 - Practical legal tips to implement immediately in your business
- Updating Your Intake Form - Essential information to include
- The importance of a properly drafted waiver of liability (most insurance companies do NOT cover COVID)
- Practicing Online? Outside? What information/docs to have in place
- Your business has changed - learn which agreements & disclaimers must change as well (social media disclaimer, privacy policy, etc.)

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- How to protect your assets & avoid negligence at all costs

### **221 Breath: The Secret to Improving Posture, Movement and Performance with Jenice Mattek, LMT, IMS (ZOOM OUT)**

**Workshop: GE, MB, PT, S**

Clients often present with chronic tightness, discomfort, and the inability to perform at the level they need or want. Suboptimal breathing strategies are the most common finding underlying postural alterations, limited ROM, decreased strength, as well as chronic tension and discomfort. Strengthening approaches that omit breath training will perpetuate rather than tightness and weakness. During this session, you'll discover how breathing directly impacts posture, ROM, and stability. Additionally, you'll discover real-world strategies for seamlessly integrating breathing into your client's warm-ups, strengthening, and cool-down sessions. You will not look at breathing the same after this session.

**Learning Objectives**

After attending this session, participants will be able to:

- describe how three-dimensional breathing impacts posture, movement, and stability
- demonstrate how to assess for common suboptimal strategies and utilize the most effective strategy to improve three-dimensional breathing
- integrate breathing into a comprehensive training program to improve posture, range of motion, and performance

### **223 ACE® Credibility Builders in the Fitness Industry with Shannon Fable (ZOOM OUT)**

**Lecture: AQ, GE, MB, PT, S**

As a serious-minded fitness professional, are you doing all you can to enhance your credibility in the marketplace? What aspects of your training and education do you find most valuable and why? In this session, we'll explore the top three qualifiers (certification, formal education and continuing education); and ask some tough questions about their significance and value in our industry. In addition, we'll discuss NCCA accreditation, advocacy work and potential licensure and what it means to us. Lastly, see how your email address, social media profile and website can impact how you are perceived. Get ready for a spirited discussion about the industry and your place in it!

**Group 3: Friday 8/6/21 11:30 am – 1:00 pm**

### **226 Schwinn® Indoor Cycling: Ride or Die: Killer Vibe to Connect with your Tribe with Yury Rockit (ZOOM OUT)**

**Workshop: CY**

You know when you're with your tribe you will "ride" ANY stage drill with them or "die" trying. Learn techniques for getting into your riders' heads to push them farther than they thought possible. Understand the importance of creating that connection not only to the work but to each other to harness the power of a team. You can be strong alone, but you will be stronger together.

### **231 Sleep on It with Lawrence Biscontinini (ZOOM IN)**

**Lecture: A, GE, MB, PT, S**

Learn the secrets of waking up to learn you've made income during your slumber: develop an exit strategy for fitness, decreasing our sweat equity, and ways to make money whilst we sleep with offerings and options that go beyond squats and burpees.

**Objectives:**

1. define sweat equity and understand alternatives
2. develop a community willing to invest in your services
3. create and repurpose content for which others will be willing to pay

### **234 Core Training for Low Back and Hip Problems: An Inside Out Approach with Jenice Mattek, LMT, IMS (ZOOM OUT)**

**Workshop: GE, MB, PT, S**

You've heard doctors, physios and other trainers say that if your client has low back or hip problems, you need to help them strengthen their core. In this interactive session, you'll discover why this is largely based upon industry myth rather than reality. You'll discover the anatomy of the deep (inner) and superficial (outer) core and how these muscles synergistically impact posture and movement. You'll learn why your clients who have successfully been strengthening their core still experience chronic low back and hip issues. Additionally, you'll learn how to best balance the deep and superficial core muscles so that your client can safely and effectively feel and move better.

**Learning Objectives**

After attending this session, participants will be able to:

- describe the anatomy of the deep (inner) versus superficial (outer) muscles of the core and how these muscles impact posture and movement
- demonstrate how to assess for common suboptimal core stabilization strategies that lead to common posture and movement issues including tightness and discomfort
- utilize the most effective core training strategy to improve posture and reduce chronic tightness while enhancing performance

### **236 Transformational Leadership for The World 2.0 with Petra Kolber (ZOOM OUT)**

**Lecture: AQ, GE, MB, PT, S**

The world needs you, your message and your methodology more than ever, but the needs of our clients have radically shifted over the past year. Now is the time to move beyond the "what" of what we do and explore the "why" behind what we do. It will be your why that allows you to help others ignite their fire and passion without you burning out, and it will be your why that connects you to the best of your past, the magic in the moment, and the potential of your future.

And - when the why's of you as the "leader" intersect with the "why's" of your students and clients, a deep and meaningful connection will be formed. Based on the research from Positive Psychology and the science of how to influence and inspire others, this session will give you the tools for creating a PERManent foundation for inspired change both within yourself and those you lead.

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### Group 4: Friday 8/6/21 2:00 pm – 4:00 pm

#### **239 Schwinn® Cycling: SchwINTENSITY with Robert Sherman (ZOOM OUT)**

##### **Workshop: CY**

Coaching clear INTENSITY expectations is KEY to getting participants to achieve their greatest potential. The latest research shows Intensity - not complexity - is what makes a cycling class GREAT and we'll show you how to apply it to connect with your riders. True feeling unlocks undeniable results.

#### **244 The Science of Beating Burnout and Re-Energizing Your Fitness Career with Brett Klika (ZOOM IN)**

##### **Lecture: A, GE, MB, PT, S**

Being a fitness professional has many rewards. However, the unpredictable hours, unreliable income, and the expectation to always be "on" can lead even the best instructors down a road to burnout. In this energizing session, discover proven techniques and strategies for preventing and rebounding from burnout in the fitness industry. Take home tools and strategies to manage your daily energy, avoiding the 3 common downfalls that lead to burnout and embracing the 5 habits that aid in mental, physical, and emotional recovery. It's time to re-energize!

#### **247 FAI® Functional Balance Circuits for Clients Over 50 with Dr. Evan Osar (ZOOM OUT)**

##### **Workshop: GE, MB, PT, S**

In this hands-on session, look at the science behind training balance. Discover various strategies and techniques for training balance and practice together. Four different levels of balance circuits and sessions will be covered in a fun and informative way, and you'll also experience how to progress and regress various exercises for our aging clients.

#### **249 Built to Last with Shannon Fable & Staci Alden (ZOOM OUT)**

##### **Lecture: AQ, GE, MB, PT, S**

Did COVID catch you unprepared? Many of us learned a hard lesson last year about putting our eggs in one basket. Despite warnings and ideas presented in the past, we've been taught to trade time for money, go to work for an established organization, and rely on tried and true methods for getting people moving which ended up leaving us all in need of a quick pivot last spring. In this session, we'll discuss the needs and opportunities for diversification in the fitness industry and create a plan for implementing a business plan built to last.

### Group 5: Friday 8/6/21 4:30 pm – 6:30 pm

#### **252 Schwinn® Cycling: Breathly Not Breathless – Base-Building Threshold Training with Abbie Appel (ZOOM OUT)**

##### **Workshop: CY**

HIIT may be here to stay but there are times to HIIT it and then QUIT it! Building your threshold without going breathless is a powerful way to train. Learn methods for creating more variety with your Aerobic intervals and steady aerobic work through thoughtful programming with science to back it up.

#### **256 How to Create and Grow A Youth Fitness Program with Brett Klika (ZOOM IN)**

##### **Lecture: GE, MB, PT**

With youth inactivity at an all-time high, it has become more critical than ever that we as fitness professionals provide programs to get kids moving. In this high energy, interactive session with plenty of Q&A, discover how to successfully have a positive impact on the health of the kids in your community by creating a youth fitness program. Brett Klika, Former IDEA Personal Trainer of the Year and Co-founder of SPIDERfit Kids, will be sharing the step-by-step process of how to turn your vision of a successful youth program into a reality. Go home with marketing, programming, and strategies you can use immediately to become a positive agent of change for the health of the kids in your community.

#### **259 FAI® Functional Aging Training Model and Why your Clients Over 40 Need this Approach with Dr. Dan Ritchie (ZOOM OUT)**

##### **Workshop: GE, MB, PT, S**

Learn the foundation of the Functional Aging Specialist and Group Specialist material.

How we train the 6 domains of human function for maximal function and longevity.

Look at the research and evidence for what exercise programming works. Explore program design options and various client case studies

#### **261 Branding for Fitness Professionals with Pete McCall (ZOOM OUT)**

##### **Lecture: AQ, GE, MB, PT, S**

Think about some of your favorite products, you may not realize it, but probably buy them specifically because of the brand and what that brand represents. A brand is a class of goods identified by name as the product of a single manufacturer. A strong brand identity establishes an immediate image and value proposition to the consumer. This session will discuss the role of branding, review the science of neuromarketing and provide you with simple steps for creating your unique brand of fitness that can help you successfully market and sell your services.

Learning Objectives:

- Explain the benefits of an established brand.
- Describe neuromarketing and how it is used to communicate with potential customers.
- Demonstrate how to create your unique brand.

### Group 6: Saturday 8/7/21 7:00 am – 9:00 am

#### **264 Schwinn® Cycling: Rock Steady – Recovery Rides that Drive Results with Keli Roberts (ZOOM OUT)**

##### **Workshop: CY**

In all disciplines recovery & regeneration are key to making performance gains. Learn tried and true techniques for creating a ride that delivers solid work and efficient recoveries for maximal training effect. Discover ways to effectively work these necessary rides into your training protocols. Time to Rock Steady.

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### **271 FAI® Power Training for Older Adults, How to Safely Train for Power and Speed with Dr. Dan Ritchie (ZOOM OUT)**

**Workshop: GE, MB, PT, S**

Learn the science and research behind power training and why it is more critical for function than strength alone. Do some hands on power movements at various levels from lower function to high function. Why speed is so critical as we age and what we can do about it in our training sessions.

### **273 The Virtual meets Real World with Tricia Murphy Madden & Lauren George (ZOOM OUT)**

**Lecture: AQ, GE, MB, PT, S**

Now that our industry has unceremoniously entered the virtual world in a matter of weeks, it's time to look at coaching and cueing protocols that speak to communicating when not able to see the person behind that black box. We will look at opening and closing protocols, unique ways to ask more about your students and coaching techniques that will have everyone feeling successful. Whether you teach one on one, small group or large group fitness formats this session will help you fine-tune your skills in the virtual world.

## **Group 7: Saturday 8/7/21 9:30 am – 11:00 am**

### **276 Schwinn® Cycling: Master Your One – Rule Yourself & Rock Your Room with Abbie Appel (ZOOM OUT)**

**Workshop: CY**

An extraordinary cycle class is artfully crafted with thoughtful and intentional moments of emotion and excitement delivered with great music and dynamic coaching. Lean into your strengths and the personality of your room to unleash the power of connection. YOU hold the key. Rule yourself and unlock the potential of your room.

### **283 FAI® Caregiving Exercise Training with Dr. Dan Ritchie (ZOOM OUT)**

**Workshop: GE, MB, PT, S**

Recently the Functional Aging Institute has launched a new company called the Caregiving Exercise Institute. The over 2 million caregivers in the USA are in need of some basic home exercise skills to help their clients and patients maintain functional ability. The need is going to be massive as it is expected the need for caregivers will more than double over 4 million in the next 10 years.

### **285 Inspired Leadership - Lessons from Three Decades in the Business of Fitness with Amy Thompson (ZOOM OUT)**

**Lecture: AQ, GE, MB, PT, S**

Learn from one woman's journey in fitness; how she has successfully navigated her own path to executive leadership after holding nearly every role in the industry, and how she is INSPIRING hundreds of thousands of fitness professionals to build sustainable and profitable careers. You'll walk away with practical strategies for self-discovery, empowerment, aligning purpose with passion, raising your visibility and enhancing your personal brand. Create a blueprint for your own career and stand out to be recognized as the leader you are.

Learning Objectives:

1. Refine your expert status and unique positioning in a crowded marketplace.
2. Outline techniques to uncover and clarify your purpose.
3. Implement a three step approach to authentically increase your visibility.
4. Learn how your pitfalls and failures can further strengthen your leadership.
5. Create your own career roadmap and checklist to achieve success.

## **Group 8: Saturday 8/7/21 11:30 am – 1:00 pm**

### **288 Schwinn® Cycling: A DJ Saved My Life: The Secret to Savvy Playlists with Robert Sherman (ZOOM OUT)**

**Workshop: CY**

Where did you get that song! Schwinn has the secrets to sourcing music for playlists that rock every ride. Learn where to find the tunes and uncover new apps and programs to remix and customize your own tracks. You're going to want a backstage pass to this show! Become your own DJ and the savior of savvy playlists.

### **295 FAI® Secrets of Successful Studio Owners with Dr. Dan Ritchie (ZOOM OUT)**

**Workshop: GE, MB, PT, S**

In this business focused session, we will focus on simply strategies to launch a brand new business from scratch to 50 clients in 30 days or less. Or if you are an existing business how to jumpstart your business with new clients fast. We will explore, no-cost, low-cost, and some simple strategies to get new clients quickly and effectively. Learn how to better position yourself in your marketplace and know your ideal customer better and what they need to hear from you to respond.

### **297 Take Control of Your Career with Shannon Fable (ZOOM OUT)**

**Lecture: AQ, GE, MB, PT, S**

We are all trying to find a path forward in this re-designed fitness world. In our time together, we will bypass the usual conversation of diversifying your offerings, thinking outside the four walls of the club, and finding unique opportunities to get people moving. Instead, we will focus our discussion on the importance of knowing your worth and advocating for yourself in the fitness industry. Instead of approaching our careers as a pathway with branches, we will redraw our journey with us firmly in the center where we should have been all along. Walk away with confidence to choose new opportunities or create your own, earn more than a fair wage, and leave your impact on the world.

## **Group 9: Saturday 8/7/21 2:00 pm – 4:00 pm**

### **300 Schwinn® Cycling: Set the Stage: Planning the Perfect Ride Every Time with Alex McLean (ZOOM OUT)**

**Workshop: CY**

K.I.S.S. the class design blues away! Learn how to create thoughtful, physiologically sound classes that provide RESULTS! We simplify the



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process to save you time while setting riders up for success. Unlock the secret of the Schwinn Coach's Pyramid and set the stage for powerful performances! Whether you're a seasoned pro or rookie of the year, this workshop will change your mindset on class design.

### **307 Tight Hip Flexors? Anatomy, Assessment and Corrective Exercise for the Hips with Dr. Evan Osar & Jill Leary, LMT, IMS (ZOOM OUT)**

**Workshop: GE, MB, PT, S**

Chronic hip tightness, low back pain and poor posture are often attributed to a 'tight' psoas and short hip flexors. However, this concept is based upon industry myth rather than reality. During this session, you'll discover how learning the anatomy of the psoas and hip flexors can be fun and more importantly, practical for your client with tight hips. Additionally, you'll learn how to best activate, lengthen, and strengthen both the hip flexors and glutes while improving posture and movement.

**Learning Objectives**

After attending this session, participants will be able to:

- describe the anatomy of the psoas and other hip flexors while demonstrating their impact upon posture and movement
- demonstrate how to assess for common suboptimal strategies that lead to tight, short hip flexors and weak glutes
- utilize the most effective strategy to improve hip flexor length, strengthen the glutes and improve performance

### **309 Fundamentals for entering the Fitness Technology Space with Doris Thews (ZOOM OUT)**

**Lecture: AQ, GE, MB, PT, S**

Have you ever consider creating a fitness app or creating an online platform? Learn everything you need to consider from start to finish to create an awesome fitness tech offering. Learn the steps that are needed to make this come to fruition. Doris Thews, a Fitness Tech consultant will share with you the steps and checklists needed to consider when creating these offerings. She will share case studies that including her real word experience working with Professional Athletes to Home Town Fitness heroes. This lecture will assist you in discovering your place in the Fitness Technology space.

**Group 10: Saturday 8/7/21 4:30 pm – 6:30 pm**

### **312 Schwinn® Cycling: RIDE AND ROW with Doris Thews (ZOOM OUT)**

**Workshop: CY**

Like peanut butter and jelly, this combination of riding and rowing will soon be your FAVORITE!

### **318 Balance Your Client's Feet with Dr. Evan Osar (ZOOM OUT)**

**Workshop: GE, MB, PT, S**

Chronic foot tightness, pain and poor balance are often related to how an individual is using – or not using – their feet. During this session, you'll discover the anatomy of the foot and how the deep foot muscles impact posture, balance and walking. Additionally, you'll learn how to best

activate, lengthen, and strengthen the foot while improving posture and balance.

**Learning Objectives**

After attending this session, participants will be able to:

- describe the anatomy of the foot and how it impacts posture, balance and walking
- demonstrate how to assess for common strategies that lead to tightness, discomfort as well as compromised balance and walking
- utilize the most effective training strategy to improve foot function, while strengthening the foot's connection to the core and improving both balance and walking

### **320 The Confidence Catalyst with Petra Kolber (ZOOM OUT)**

**Lecture: AQ, GE, MB, PT, S**

Whether it is applying for a new job, expanding your own personal brand, getting in front of the zoom camera, learning something new, asking for a raise, embracing life on your own terms, pressing "go live" on your social media channels - each day you delay there is a price you pay. Either in \$\$\$\$ , delayed dreams or both!

In this session Petra will help you create a regret proof life, by showing you how to remove the gatekeepers of fear and doubt. She will leave you with actionable tips strategies that you can tap into as you create unwavering confidence so that you can create a life of your desires.

Now is the time to raise your beliefs, elevate your mindset and create a life that you are excited and energized to live. The world is waiting –what are you waiting for?