

# premiere sessions

Over 130 all-new premiere sessions at IDEA World Fitness Convention™.

THURSDAY, AUGUST 13

TIME BLOCK A

7:00–7:45am

Workouts do not qualify for CECs

## 102 UCML WO [PREMIERE](#)

**Tony Horton**

...stands for Upper, Cardio, Middle and Lower. You get the idea! Join in on this fast-paced, full-body circuit workout. Participants will perform five exercises per round. Five rounds total! Ready, set, go!

## 103 Fuego! WO [PREMIERE](#)

**Nicole "Nica" Cavegn**

Latin-American groove meets Swiss precision. Latin movements are introduced step-by-step through classic aerobic routines. Let it go in this hot, hot, hot dance workout.

## 104 Addicted to Step! WO [PREMIERE](#)

**Tal Yahalom**

To those who cannot live without step, this class is just for you! Creative, easy-to-follow patterns are broken down using the most current teaching techniques. Warning! You might get addicted!

## 105 R-KAIDE™: The Newest Way to

Score Points! WO [PREMIERE](#)

**Biray Alsac, MS, and Fred Hoffman, MEd**

Ever thought of fusing video games with exercise? R-KAIDE is a fresh new workout that blends entertainment technology with exercise physiology. Inspired by popular dance-based video games, this class scores big by bringing the video arcade into the workout room! With dance pads for everyone, a giant screen and groovy music, you'll see why R-KAIDE is attracting new audiences to group fitness. Calling all players!

## 106 Club Spotlight:

Climb-Max by

Equinox® WO [PREMIERE](#)

**Equinox Presenter Faculty**

Join Team Equinox for this exciting, innovative and extremely effective cardio/strength circuit workout featuring the SPRI® Slanted Riser™. Ramp up your traditional circuit and group strength class by utilizing the slanted risers in two different positions, creating both a 17-degree and 25-degree incline to add variety and intensity to your training program. So start climbing and start seeing results!

## 107 GRAVITYPilates® ::

Fresh Breath Two™ WO [PREMIERE](#)

**Annika Carlson**

Fresh Breath Two is an energetic, vibrant and fluid workshop that progressively incorporates full-body movements. It is inspired by traditional and evolved mat, reformer and Cadillac exercises. Participants will build on awareness and strength by incorporating compound movements that require synchronicity and coordination.

## 111 Progressive Reformer Flow

With Props WO [PREMIERE](#)

**Erika Quest**

Props in the Pilates repertoire are truly like having a spice cabinet in your kitchen. Each one provides dimension in a different way, whether on the mat or any of the Pilates equipment. This course will demonstrate exercises that you can incorporate your very own "spice" to as we give you a taste of working with rings, balls and bands in conjunction with the reformer.

## 115 California Beach Ride WO [PREMIERE](#)

**Sandy Blumberg**

Welcome to sunny California! In honor of IDEA returning to the beaches, this challenging ride will take you on a journey across the California coast where you'll ride through the sand and feel the ocean breeze. This ride will focus on the fundamentals of picking a winning theme to entertain your clients without sacrificing structure or the effectiveness of your workout.

## 116 Indo-Row®:

The Perfect Calorie Burn WO [PREMIERE](#)

**Jay Blahnik and Josh Crosby**

Celebrated by athletes and celebrities alike, and dubbed "the perfect calorie burn," Indo-Row is a one-of-a-kind rowing workout that will truly change the way you think about group exercise. Working in teams, partners and as one crew, you will get world-class coaching and a transforming total-body workout that will leave you begging for more. Easy to learn, Indo-Row is perfect for group exercise instructors and personal trainers. No experience is necessary. Be among the first fitness professionals in the world to try it! (Space is limited.) Repeated as sessions 150, 177, 220, 281 and 308.

TIME BLOCK C

10:15am–12:05pm

Up to 2 CEC hours

## 130 Speed Demons—

Youth Fitness to Youth Fitness WS [PREMIERE](#)

**Brett Klika**

Childhood obesity in America has grown at an alarming rate in recent years. With physical education programs being cut, and youth athletics becoming oppressively competitive, how can non-athletic youth learn that fitness can be a fun, non-competitive positive experience? This workshop will discuss the issues behind the epidemic of childhood obesity, but most importantly, demonstrate games, drills and motivational techniques to create a fun, non-competitive fitness class for youth, regardless of their athletic ability.

## 131 Improving Hip and

Trunk Rotation WS [PREMIERE](#)

**Evan Osar, DC**

Trainers recognize the importance of proper core strength and stability. While training strategies may vary, the ability to stabilize the trunk and rotate the hips is critical to improving performance of the core. This session will highlight the key concepts that must be mastered in order to improve core function: stabilization, dissociation and integration. Participants will learn three specific strategies for improving stabilization and rotary strength of the trunk and hips.

## 134 Three Canadians and

a Step WS [PREMIERE](#)

**Sherri McMillan, MSc, Lynne Skilton-Hayes and Robert Steigele**

Canadian presenters are known for their energetic and user-friendly patterns.

Join in on a class that offers a balance between a bit of choreography and a bit of athletic and powerful movements good for the brain and the body. You will be introduced

to a format that alternates between high-energy step choreography and non-dancy, anaerobic intervals.

## 135 Two Worlds Collide WS [PREMIERE](#)

**Debbie Bellenger, MA**

The personal training and group exercise worlds unite in this workshop that incorporates stability balls and BOSU® Balance Trainers. The purpose of this session is to blend the techniques used by trainers and instructors from their unique settings to create a balanced strength and cardio interval workout. Participants will be encouraged to reach outside their comfort zone as we work to challenge the entire body.

## 141 BBU: Reforming the

Lower Body WS [PREMIERE](#)



**Lizbeth Garcia and Portia Page**

Review the fundamentals of developing lower-body strength, pelvic stability, flexibility and optimum lower-body alignment in this practical workshop on the Pilates reformer. Learn new exercises and variations on classic exercises for the hips, buns and thighs. Exercise sequences and dynamic choreography will be included to make it easy to put the principles into action.

## 147 How We Can Save Our Industry:

Putting the "R" Back Into Customer

Service L [PREMIERE](#)

**Bob Esquerre, MA, and Jolyn Esquerre**

Our clubs always talk a great customer service game, but they do such a terrible job in delivering on their promises! With a club attrition rate of 26.7% in 2007, our clubs lost about 11.4 million members. That dropout rate is equivalent to about \$85.1 million in lost membership revenue. This session will look at what fitness professionals and professional managers can do to reverse this trend by putting the "relationship" back into customer service.

## 150 Indo-Row®:

The Perfect Calorie Burn WS [PREMIERE](#)

**Jay Blahnik, Douglas Brooks, MS, and Josh Crosby**

Repeated as sessions 116, 177, 220, 281 and 308. See description on page 22.

## 151 3 Degrees of Functional Freedom

(Water Fitness) WS [PREMIERE](#)

**Laurie Denomme**

Efficient body mechanics rely on the ability to freely move in all three planes of motion. Learn how exercises that offer diversity of movement in all degrees of freedom provide a balanced approach to total-body conditioning. Experience innovative ideas using unilateral and multiplane movement options specifically designed to increase shoulder, hip and core stabilization. Use the water's accommodating resistance to maximize the training results for increased muscular strength and endurance.

## 152 Mind-Body Triathlon InTensive [PREMIERE](#) IE

Special Time: 10:15am–1:15pm

**Lawrence Biscontini, MA**

This land and aquatic journey marks the first of its kind at IDEA. We'll begin our journey with a mind-body outdoor walk beyond the grounds, then we'll enjoy an energizing—yet challenging—qigong/tai chi circle session, and finish by gathering in the pool for partner yoga, a dynamic flexibility and aquatic Buddha camp. Please wear your bathing suit under dry, loose clothing; apply sunscreen; and bring sunglasses and a hat. Additional fee required for this class. See page 40 for more information.

TIME BLOCK D

2:45–4:35pm

Up to 2 CEC hours

## 160 Functional Training: Muscles and

Movement in 3-D

WS [PREMIERE](#)

**Rodney Corn, MA, and Michol Dalcourt**

Join in as we discuss functional anatomy and biomechanics in a hands-on learning format. You will learn how gravity, ground reaction force, mass and momentum play a vital role in the rhythm and timing of movement in three-dimensional space. Through practical application and a fun workout using new exercise tools, we will teach the application of using integrated training techniques to disperse loads over the whole kinetic chain to make exercises energy efficient and less susceptible to tissue breakdown. You won't want to miss this highly-interactive session.

REGISTER NOW! [Click here](#)

# premiere sessions

Over 130 all-new premiere sessions at IDEA World Fitness Convention™.

## TIME BLOCK D *cont.*

2:45–4:35pm

Up to 2 CEC hours

### 162 Buddy Up! WS PREMIERE

**Todd Durkin, MA, and Brett Klika**

Small-group and partner training is one of the fastest growing segments in the fitness industry. See how this model of training can make a huge difference in your business and career! Learn how to account for different fitness and skill levels and how to make each training feel like a personal session. Participants will also experience several new, dynamic and interactive exercises specifically designed for partners and small groups.

### 163 Drums, Dance and Rhythm— Moving the World! WS PREMIERE

**MaDonna Grimes, MA**

Expand your dance personality! Learn to be multicultural in your movement vocabulary as you dance to rhythms of the world. Raise your vibration as you experience oneness in the collective beat encouraged by the rhythm of live drumming and bodies pumping. Express yourself. You will be transformed!

### 164 Step Mastery— Class Design Basics WS PREMIERE

**Yoav Avidar**

Many experienced instructors realize that teaching a beginners step class, and creating a format that is user-friendly and inviting, is sometimes more challenging than teaching the most advanced choreography. The first impression is critical for the new stepper, and in this workshop you'll see how to create the very best first impression.

### 168 BBU: Reforming Lower-Back Pain WS PREMIERE

**Nora St. John**

Learn how to work safely and effectively on the reformer with clients who have lower-back pain. Following a brief lesson in spinal anatomy and common pathologies, you will learn to recognize common physical patterns that contribute to lower-back pain and how to work with them. Specific reformer programs for each of the patterns will be included.



### 172 The Link Between the Foot and the Pelvic Core L PREMIERE

**Christina Christie, PT**

This interactive course is designed to provide trainers and instructors with a fully integrated understanding of the link between the biomechanical function of the foot and the activation of pelvic core muscle function. This session will begin with a review of foot biomechanics and pelvic core muscle function. Clinical examples will follow with an interactive lab of evaluation and treatment strategies as they apply to overall biomechanical health.

### 174 From Canvas to Closing

L PREMIERE

**Darren Jacobson**

Personal trainers! Whether you work in a club or own your own business, you need to get clients. It's a matter of staying afloat in these tough economic times. This lecture will uncover the secrets to personality profiling, targeting the right clients, understanding the panic buttons, the pitch, packages, closing the deal and embracing rejection! Don't miss this high-energy presentation that will show you how to consistently "close" 70% of the people you come face to face with.

### 177 Indo-Row®: The Perfect Calorie Burn

WS PREMIERE

**Jay Blahnik, Douglas Brooks, MS,  
and Josh Crosby**

Repeated as sessions 116, 150, 220, 281 and 308.



### 178 Water Warm-Ups and Cool-Downs WS PREMIERE

**Tatiana Kolovou, MBA**

Break out of the mold of the same old start and end to your water fitness class. This workshop will review research regarding effective warm-ups and cool-downs in a liquid environment and send you home with three different formats for each class foundation and finale.

## TIME BLOCK E

4:50–6:00pm

Up to 1 CEC hour (workouts do not qualify for CECs)

### 180 Partner Tubing WS PREMIERE

**Sherri McMillan, MS**

This interactive workshop will review the principles of resistance training and teach you a number of progressive, full-body partner exercises that will improve your client's muscle conditioning, endurance, speed, balance and core stability. Whether you teach group fitness or train clients privately or in small-group settings, this session is a must and will provide you with over 20 new exercise ideas and progressions.

### 181 Improving Balance in the Baby Boomer WS PREMIERE

**Evan Osar, DC**

As the number of active Baby Boomers increases, there is the likelihood of increased incidence of falls and other injuries. This session focuses on the three keys to developing and improving balance in the Baby Boomer utilizing the "VIP" approach: Visualization—addressing neurologic causes of muscle inhibition; Isometrics—optimizing hip dissociation through isometric contractions; and Progressions—integrating appropriate functional movement progressions.

### 184 Step Medley: Mix It Up! WS PREMIERE

**Tal Yahalom**

What happens when you take familiar moves and mix them up? Get ready to learn a simple and easy-to-follow method that will add challenge and creativity to your step classes. Get ready to be inspired!

### 185 R-KAIDE™: The Newest Way to Score Points! WO PREMIERE

**Biray Alsac, MS, and Fred Hoffman, MEd**

Repeated as session 105.

### 187 Step N Sprint WS PREMIERE

**Lynne Skilton-Hayes**

This ain't your average step class. Bring new step training concepts to your participants. Blend complex step choreography with explosive, athletic anaerobic intervals and you get one dynamic, energy-packed, results-driven workout. Here's one workout you won't want to miss. This workshop is ideal for intermediate- to advanced-level steppers.

### 191 Nia® Barefoot Cardio Arts WS PREMIERE

**Carlos Rosas and Debbie Rosas**

The body, movement, personal training and teaching group exercise is all about the art of fusion. Each represents the blending together of energies. Nia fuses the wisdom of the martial arts, incorporating physical, mindful and meditative techniques, tools for conditioning and self-discovery with dance to encourage self-expression, spontaneity, grace and fluidity, with the healing arts, integrative body therapies that provide self-healing and re-alignment tools. The result is a highly-adaptable, fit and healthy body, mind and spirit

### 192 Personalized Aquatic Group Training L PREMIERE

**Laurie Denomme**

Attract more members to your aquatic fitness programs using personalized group training. Learn why this semi-private approach to fitness training is ideal for hospital-based wellness centers, fitness clubs and community aquatic facilities. We will provide the framework necessary to establish, implement and market small-group training for any niche market.

### 195 Programming for Success and Profitability L PREMIERE

**Debbie Bellenger, MA**

Group exercise program directors! Discover how you can increase participant retention, referrals and the bottom line with examples of five great fee-based programs and five non-fee-based programs. Decide how and when it is appropriate to offer each, all while achieving fiscal goals. In addition, get tips on how your staff can increase the value of each member's experience so both members and staff are happy! Stay competitive in these incredibly challenging times!

### 197 Mix It Up! (Indoor Cycling) WS PREMIERE

**Sandy Blumberg**

Music is a key component to your indoor cycling experience and these days there are countless avenues to get new music to incorporate into your workouts. However, it is also very easy to become complacent and simply use the same genre and style of music. This session will discuss various styles of music, where to find them and how to incorporate them into your sessions to give you and your clients a jolt of something different.

### 198 Aqua Zumba® WS PREMIERE

**Joy Prouty and Eliza Stone**

Combine the high energy of the Latin and international rhythms created in the original Zumba with water and you have this explosive and exciting aqua program. Get wet, get fit and get AQUA ZUMBA!

FRIDAY, AUGUST 14

TIME BLOCK F

7:00–7:45am

Workouts do not qualify for CECs

### 200 IDEA Experience: Surfing at Huntington Beach IE PREMIERE

Special time: 6:15–10:00am

**Lenita Anthony, MA**

This is your chance to learn to surf where it all began: "Surf City USA" Huntington Beach. The Pacific Ocean stretching before you offers the most consistent surfing waves on the West Coast. Fulcrum Surf School will provide the professional instruction in a small-group setting. *Limited to 20 participants. Fee required for this session; transportation and equipment provided. See page 6 for more information.*

### 201 IDEA Experience: Beach Olympics IE PREMIERE

Special time: 6:15–10:00am

**Jeff Kress, PhD**

Enjoy the beautiful beach and boardwalk at Huntington Beach. This fun Olympics will include cycling on beach cruiser bikes, beach volleyball and a variety of fun problem-solving and team-building activities that can be used when you get home to add some spice to your current programming. *Limited to 20 participants. Fee required for this session; transportation and equipment provided. See page 6 for more information.*

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## TIME BLOCK F

7:00–7:45am

Workouts do not qualify for CECs

### 202 Wake Up to

#### Sun Salutations **WO** [PREMIERE](#)

**Stacy McCarthy**

Sun salutations are among the most refined and effective movement meditations for health and well-being. Originally practiced in honor of the sun's vitality and life-giving energy, this precise combination of forward bends, backbends and inversions is believed to promote circulation and inner balance.

### 207 Variable Resistance **WO** [PREMIERE](#)

**Aileen Sheron**

This challenging tubing class will teach you how to work the body effectively using just one resistance tube. Standing, sitting and floor work will leave you with dozens of safe and fun ways to combine muscle groups. Smooth transitions and creative combinations will give you the tools to offer your students a totally tubular workout.

### 209 Three-Dimensional Step **WO** [PREMIERE](#)

**Rebecca Small**

Three-Dimensional Step will take you to a new level in stepping. You will glide effortlessly around three step platforms, weaving in and out, over and back, and side to side. Just when you thought you had seen it all, this class will deliver something more, that special something that you look for at conventions. Treat yourself and have some fun.

### 217 Stretch and Roll on the

#### Small Ball **WO** [PREMIERE](#)

**Yoav Avidar**

Join in on a mind-body journey of flexibility, mobility and stabilization. This innovative and relaxing stretch session will provide you with creative stretching sequences influenced by dance and yoga using a small Pilates ball.

### 220 Indo-Row®:

#### The Perfect Calorie Burn **WO** [PREMIERE](#)

**Jay Blahnik and Josh Crosby**

*Repeated as sessions 116, 150, 171, 281 and 308.*

## TIME BLOCK G

8:05–9:55am

Up to 2 CEC hours

### 231 The Movement Triad **WS** [PREMIERE](#)

**Anthony Carey, MA**

All movements of the body (including exercise) have three primary components: physiological, biomechanical and neurological. It is critical to understand and consider these three components with each and every exercise. Programs that emphasize one component only may have adverse effects on the outcome of a client's progress. In fact, this narrow approach can be potentially dangerous to a client or athlete.

### 232 Fun Games and Drills for

#### Small-Group Training **WS** [PREMIERE](#)

**Sherri McMillan, MSc**

Small-group training doesn't need to be all serious business. In this very interactive, fun and entertaining session, you'll learn how to play various games and design simple contests that will get your groups working hard and laughing a lot! Utilizing a variety of training tools, you'll walk away with practical drills bound to enhance anyone's fitness.

### 233 Nia®—Voices of the Body **WS** [PREMIERE](#)

**Carlos Rosas and Debbie Rosas**

The five sensations of functional fitness address the way of the body. Discover how to use three stages of learning to activate the five main sensations: strength, flexibility, mobility, agility and stability. Discover somatic language and learn to consciously activate and cultivate sensation to achieve organic functional fitness.

### 235 Golf Foundations: Training for the Fitness Professional **WS** [PREMIERE](#)

**Dan Bahnehan, MS**

Did you know that golf is the #1 activity for the baby boomer population? Chances are many of your clients (or would-be clients) play golf. In this session, we will look at swing mechanics, rotation, balance, stability and posture—all of which are integral to golf performance. Don't miss your opportunity to add another "tool" to your training toolbox.

### 236 Heart—Core Circuit

#### Training **WS** [PREMIERE](#)

**Fred Hoffman, MEd**

Cardio and core training in the same class? Your students will love it! This total-body workout incorporates aerobic conditioning with balance training, core conditioning and trunk stabilization exercises. Learn a minimum of eight functional core exercises using a variety of equipment, all the while creating a fun and effective cardio workout. Circuit training just got better!

### 238 GRAVITYGroup® ::

#### Functional Fun™ **WS** [PREMIERE](#)

**Rob Glick**

Functional Fun is a mental and physical experience of fun activities that is highly entertaining, both to do and to watch. This workshop creates an environment of control through the whole range of movement and introduces variations in pace and power. Pre-exhaustion is visited by loading muscle groups in varying planes, and coordination is challenged both in supported and unsupported positions on the GTS®.

### 242 BBU: Reformer—

#### Journey From Stability

#### to Mobility **WS** [PREMIERE](#)

**Nico Gonzalez**

So often we learn choreography without understanding the foundational stability that is needed. At other times, we spend hours teaching stability but then forget to teach movement. Experience Pilates from the ground up in this interactive workshop where we will start with stabilization and then move into challenging mobilization sequences.

### 244 The Hips Don't Lie:

#### Yoga Solutions **WS** [PREMIERE](#)

**Stacy McCarthy**

Do you feel stiff and tight in the hips? Experiencing tightness in the hips can affect other parts of your body, including the health of your back, knees and feet. Explore yoga postures designed to target the hips, gluteals and pelvis. Balance between strength and flexibility, and learn how yoga is a practice of opposites.

### 246 It's Harder Than You Think!

#### The Job of the Successful Fitness

#### Manager **L** [PREMIERE](#)

**Bob Esquerre, MA**

Let's take a good look at the 22 skills that all fitness managers must have in order to bob, weave and roll with the punches on a daily basis. Discover how you can consistently deliver on commitments while hitting your goals. Get important how-to information on improving your business acumen, staff development, customer relationship management and program development.

### 248 Blogging Basics **L** [PREMIERE](#)

**Biray Alsac, MS**

Ever been told to "start a blog" but don't know what to do with one? Blogs can create community among your members, improve client-trainer accountability, market various programming in your facility, and act as an additional revenue stream for your business. Learn the fundamentals of blogging and acquire the skills needed to successfully enter the blogosphere. This lecture will turn the most technically-challenged individuals into computer-savvy bloggers!

## TIME BLOCK H

10:15am–12:05pm

Up to 2 CEC hours

### 260 No Pain, Big Gains! **WS** [PREMIERE](#)

**Brett Klika**

The most common chronic aches and pains that get in the way of a pain-free, active lifestyle usually involve the feet, knees, back and shoulders. This workshop demonstrates how to integrate exercises for pain prevention into a high-intensity, calorie-burning, fun workout. Learn over 20 new exercises to prevent and decrease pain in the "big four," enabling your clients to live a pain-free and fit lifestyle!

### 261 Zumba® Gold:

#### The Toning Workout **WS** [PREMIERE](#)

**Josie Gardiner and Joy Prouty**

This exciting class brings together the energy of the Zumba rhythms designed for the older active adult and the innovative muscle training of using light-weight toning sticks or free weights. It's fun, different, safe and effective for the older participant.

### 263 Mambo Mania **WS** [PREMIERE](#)

**Clara Bassett**

Come and experience a sensual, hip-swinging, low-impact Latin cardio-movement format. Master teaching techniques that incorporate the Cha Cha, Salsa, Merengue, Afro-Cuban and more will be introduced and practiced. You'll get tips on how to create a sizzling, fat-burning, cardio workout that will inspire your students to keep coming back for more.

### 265 Effective Strength Training for the

#### Shoulder Girdle **WS** [PREMIERE](#)

**Don Bahnehan, MS**

In this workshop, we will explore many different structural and soft-tissue injuries that are associated with the spine and pelvis. As a fitness professional, you will gain insight on what the injury is, what exercises should be implemented and what should be avoided.

### 268 GRAVITYPilates® ::

#### Corework™ **WS** [PREMIERE](#)

**Annika Carlson**

Looking for the next level of enjoyment from Pilates? This GRAVITY format is the reformer repertoire you've been waiting for. You'll be introduced to three reformer movement sessions on the GTS®. Discover progressions that include the complete reformer exercise library. Break out of the mold and embrace the differences.

### 272 BBU: Reforming the

#### Upper Body **WS** [PREMIERE](#)

**Lizbeth Garcia and Portia Page**

Review the fundamentals of developing upper-body strength, scapular stability and optimum shoulder mobility in this practical workshop on the Pilates reformer. Learn new exercises and variations on classic exercises for the upper body that will help you work easily with this complicated area. Exercise sequences and dynamic choreography will be included to make it easy to put the principles into action.

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## TIME BLOCK H *cont.*

10:15am–12:05pm

Up to 2 CEC hours

### 273 Reformer as Functional Training

WS [PREMIERE](#)

**Leslee Bender**

Not all Pilates exercises are beneficial for the general population. You will look at the reformer differently after this session. You'll see how it can be utilized to correct body mechanics, and discover how to analyze postural issues and corrective exercises. This class is for the instructor who wants a deeper knowledge of deviations.

### 276 Starting a Successful Personal Training Business

L [PREMIERE](#)

**Nicole Clancy**

This session caters to those new to the business of fitness training. I will provide the five components necessary to ensure the long-term success of your personal training business. Implement these easy strategies into your daily routine and you'll increase client retention and revenue instantly!

### 277 Eating for Energy

L [PREMIERE](#)

**Scott Josephson, MS, RD**

Sport and energy nutrition is the core component to any well-rounded fitness program! Learn the strategies and preparation required to give you an advantage in your training and conditioning regimen! Don't let your plan (or lack thereof) negatively impact your performance.

### 278 Marketing Your Blog in All the Right Places

L [PREMIERE](#)

**Biray Alsac, MS**

With over 112 million blogs online, how can you ensure yours stands out from the other 111,999,000? Anyone can create a blog. It's getting people to read it that requires more work. Learn ways you can easily make your blog visually dynamic, highly interactive and Google-friendly. Learn from the "Top 100 Health and Fitness Blogs" and discuss why they are effective and successful. You'll be surprised at how quickly you advance from being a basic blogger to becoming an online social media guru!

### 281 Indo-Row®: The Perfect Calorie Burn



WS [PREMIERE](#)

**Jay Blahnik, Douglas Brooks, MS, and Josh Crosby**

Repeated as sessions 116, 150, 177, 220 and 308.

### 283 IDEA Top Chef

IE [PREMIERE](#)

Special Time: 10:15am–1:05pm

**Executive Chef Otis Huemmer and Anaheim ARAMARK Chef Faculty**

Here is your chance to put your culinary skills to the test. Led by the experienced ARAMARK chefs, you will put those skills to use in our first IDEA Top Chef competition! You never know who the celebrity judges will be! Then it is time to eat the creative dishes you prepared. What a great way to share lunch! Limited to 20 participants. Fee required for this session. See page 6 for more information.

### 290 Creative Total-Body Exercises Your Client Will Love

WS [PREMIERE](#)

**Rodney Corn, MA**

There seems to be a never-ending need for fitness professionals to acquire more exercises, whether for burning calories or increasing performance. One of the best ways to quickly develop more exercises is to simply combine them. In this workshop, we will discuss a simple system you can use to safely and effectively create and progress a multitude of total-body exercises. We will then practice and play with the many different examples you come up with.

### 291 Female Chain Reaction—Inner Pelvic Core

WS [PREMIERE](#)

**Christina Christie, PT**

If you work with women in any stage of life, you need to understand all the biomechanical components and learn about the inner female chain reaction. We'll explore the pelvic core neuromuscular (PCN) system, inner stretch matrices for the pelvic girdle, core and pelvic floor, as well as exercise integration. We'll also examine how pregnancy influences the PCN system, the impact of incontinence on exercise, the inner self-perception and much more.

### 293 Born to Dance

WS [PREMIERE](#)

**Yoav Avidar**

Some are born to write, some are born to sing, and some... are born to dance! This session is loaded with creative dance aerobics choreography broken down using the most up-to-date teaching techniques, and gradually taught and layered. If you were born to dance, this is the session for you!

### 297 Zumba® Toning

WS [PREMIERE](#)

**Linda Shelton and Eliza Stone**

Zumba Toning says adios to traditional toning and takes the original Zumba dance fitness class to the next level, utilizing an innovative muscle-training protocol and the addition of light-weight toning sticks. Created to emphasize muscle work along with rhythms, this combination of dance-based cardio and dynamic resistive exercises is a highly-effective training program. Come join the Zumba Toning party!

### 299 BBU: Reformer for

Seniors

WS [PREMIERE](#)



**Nora St. John**

If you work with Pilates students aged 55 years or older, you need to understand the special needs of this population. We will review the specific exercise requirements for improving posture, training balance, increasing muscle strength and preventing or minimizing osteoporosis. We'll also discuss program design using the reformer.

### 308 Indo-Row®: The Perfect Calorie Burn

WS [PREMIERE](#)



**Jay Blahnik, Douglas Brooks, MS, and Josh Crosby**

Repeated as sessions 116, 150, 177, 220 and 281. See description on page 22.

### 309 Webbed-n-Wild

WS [PREMIERE](#)

**Stephanie Thielen**

Webbed gloves are all you need to unleash your aquatic energy. Gloves increase the surface area of your hands, giving you the ability to push and pull more water, which means a higher caloric burn and a more efficient workout. Experience how gloves can create an energetic class when utilized during upper-body combos, cardio and suspended patterns.

## TIME BLOCK J

4:50–6:00pm

Up to 1 CEC hour (Workouts to not qualify for CECs)

### 325 Boot Camp—The Airopé™ Sampler Workout

WS [PREMIERE](#)



**Don Bahneman, MS, and Shannon Fable**

In this workout, the participants will be exposed to a unique blend of high-intensity interval work and explosive power movements using the Airopé, BOSU® Balance Trainer, medicine ball and stability ball. This class is great for athletes and your die-hard exercisers.

### 327 Club Spotlight: Crunch® Presents FAME, the Class

WO [PREMIERE](#)



**Crunch Faculty**

Inspired by the original film, globally-successful TV series, and now the new motion picture in theaters this September, here is your chance to be a part of Generation FAME! Like FAME, this class combines the unforgettable music, hard work, determination and foot-stomping dance of FAME, the pop culture phenomenon.

### 329 The Integrated Reformer

WS [PREMIERE](#)

**Kathy Corey**

How we move during the 165 hours per week that we are not exercising is more important than the 3 hours a week at the gym. We approach the reformer work from the standpoint of how it can be integrated into our daily activities, from standing to sitting at a desk, to moving through our daily tasks. Join us for this innovative, exploratory and informative program.

### 331 Major League Yoga

WS [PREMIERE](#)

**Stacy McCarthy**

Many athletes, as well as weekend warriors, have found that extra edge over the competition through the power of yoga. From football to golf, professional sports teams and Olympic-bound athletes have found that a regular practice of yoga increases flexibility, reduces stress, improves concentration and gives an overall feeling of wellness. Increase your skills and marketability by tapping into this growing market.

### 332 Be a Fitness Video Star!

L [PREMIERE](#)

**Tamilee Webb, MA**

So you want to be a video fitness star? Everything you need to know about production from pre to post and marketing will be covered in this session. With over 50 consumer videos and 14 million sold, let Tamilee share how to make your production professional and a fun experience the first time.

### 333 Measure Service for Success

L [PREMIERE](#)

**Tatiana Kolovou, MBA**

It's all about service delivery in the fitness business, but do we ever objectively measure it? In this session, you will learn and apply the five-step RATER Model that will help you develop long-term data and make smart staffing and programming decisions. It's time to make your service a long-term success.

### 334 Recovery: The Secret to Optimal Performance

L [PREMIERE](#)

**JJ Mayo, PhD, RD**

Recovery is an important yet often overlooked training variable. How much recovery time do your clients actually need? This comprehensive research-based presentation will discuss the physiology of exercise recovery as it relates to improved fitness and performance.

### 335 Beyond a Website: Virtual Tools for Attracting Real-World Clients

L [PREMIERE](#)

**Amanda Vogel, MA**

Gone are the days when all you needed to market yourself online was a website. Now there are virtually dozens of free ways to educate fitness consumers and fish for new prospects on the Web. You can even use cyberspace to strengthen relationships with the clients you see every day. Learn practical ideas for how and why user-friendly, social-media tools like Facebook, YouTube, blogs, micro-blogs, podcasts, forums and social networks can help you move forward in the fitness industry.

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# premiere sessions

Over 130 all-new premiere sessions at IDEA World Fitness Convention™.

SATURDAY, AUGUST 15

TIME BLOCK K

8:00–9:50am

Up to 2 CEC hours

## 400 Tandem Training—Two Can Be Better Than One! WS PREMIERE

**Marc Lebert**

Bring a friend! This session pairs people up with unique body weight exercises and equipment options like the Equalizer and Buddy System along with new programming for training in tandem. This is a great way to stay connected with your clients while you both perform exercises. These techniques will also help teams get closer by training together. You'll see... a little friendly competition can really maximize effort levels and results

## 401 dance del.icio.us: cardio choreo WS PREMIERE

**Juliane "Julz" Arney**

Let's bring back low-impact in an off-the-charts workout influenced by dance styles from here, there and everywhere! It's like a nonstop "cardio-smoothie" sure to satisfy the most demanding choreography connoisseur, complete with progressions and teaching tips to successfully deliver this classic calorie killer.

## 403 Graceful Grand Finales—Make a Lasting Impression WS PREMIERE

**Shannon Fable**

How your participants feel when they walk out the door has a strong correlation to their eventual return. Help increase their chances by creating a final cool-down that leaves them feeling relaxed and successful. Uncover the top 10 ingredients to an inspirational finale. You will also learn five finales choreographed to inspirational tunes perfect for any class you teach. Take home a list of tunes you can choose from to create your own finales throughout the year.

## 404 Applying Movement Assessments Effectively WS PREMIERE

**Justin Price, MA**

The ability to assess a person's movement patterns enables you to understand where a client may experience limitations or compensations when they move. This session shows you how to properly assess movement and how to develop exercises that address a client's movement dysfunctions to help them eliminate pain and reach their training goals.

## 405 From the R-KAIDE™ to the Aerobics Room: Video Games Get Active WS PREMIERE

**Biray Alsac, MS, and Fred Hoffman, MEd**

Exergames (like Nintendo® Wii™) have inspired a whole new audience to fitness—people who seek entertaining game play while reaping the health benefits of exercise. Come experience R-KAIDE™, the first video arcade-inspired group fitness class, and learn how to get started. Find out how exergames are being integrated into schools, health clubs and recreation centers to increase physical activity, and discover how easily you can leverage this cultural phenomenon into new programming for your facility. Game on!

## 406 Done in 30 Minutes! WS PREMIERE

**Abbie Appel**

If you teach classes to participants with a limited amount of time, this workshop is for you! This workshop will give you great ideas to create express nonstop circuit/interval workouts. Experience three 30-minute workouts that include warm-ups, workouts and core training. Utilize a different piece of equipment: a stability ball, tubing and the Body Bar®, for each of these sessions and find new ways to get the job done quickly, intensely and safely.

## 407 Born to Step WS PREMIERE

**Yoav Avidar**

Some are born to sing, some are born to dance and some... are born to step! This session is loaded with creative step choreography, topped with dance moves and broken down using the most up-to-date teaching techniques. If you were born to step, this is the session for you!

## 411 BBU: Reformer for Pregnancy WS PREMIERE



**Nora St. John**

Learn a great program for working with pregnant clients on the reformer in this practical workshop. Review the guidelines and contraindications for each trimester and learn modifications for keeping a pregnant client in a group class throughout her pregnancy.

## 416 Energy Substrates: Truths and Misconceptions! L PREMIERE

**Carla Sottovia, PhD**

Most of today's fitness enthusiasts are bombarded on a daily basis with exercise and nutrition information. Unfortunately, much of this hype is often misleading and misrepresented. It's time for concise, practical, scientific information on the role of energy substrates, metabolism and exercise. Let's get your clients back on track!

## 417 Training and Development Strategies for Your Dream Team L PREMIERE

**Kimberly Spreen**

My momma always said, "You're either green and growing or ripe and rotting. The great news is that you get to choose." And, if you are a group fitness director, you get to choose whether or not you're going to help your team stay "green and growing." We all know that continuing education is critical to our success as fitness professionals, but what are you doing as a leader to keep your team on top? Learn how you can continue to grow and develop your most precious resource—your instructors.

## 420 Team Up—Winning Water Workouts WS PREMIERE

**Tatiana Kolovou, MBA**

Learn how to capitalize on the power of team energy in this action-packed set of ideas for your next class. Use the properties of water to motivate your classes in pairs, small groups and teams like you have never thought before!

TIME BLOCK L

10:10am–12 Noon

Up to 2 CEC hours

## 430 Firmly Planted: Ankle and Foot Pre- and Postrehabilitation WS PREMIERE

**Don Bahneman, MS**

In this workshop, we will take a detailed look at the anatomy and mechanics of the foot and ankle complex. We will discuss various common injuries to the region and offer exercise recommendations from a pre- and postrehabilitation standpoint as well as give contraindications for each injury discussed.

## 434 Core Power WS PREMIERE

**Mindy Mylrea**

The core is the powerhouse of the body and we should attack the core from every angle, and in every way. This workshop is jam-packed with critical cutting-edge core research as well as three amazing abdominal and back routines using the medicine ball, stability ball and gliding discs. You will learn three abdominal training routines as well as numerous stand-alone add-ons.

## 438 GRAVITYGroup® :: Compound Structure Two™ WS PREMIERE

**Rob Glick**

Looking to increase your client's workout intensity? You'll experience innovative compound movements that challenge balance, coordination and dynamic stabilization. Utilizing the principle of proximal stability with distal mobility, this workshop emphasizes three-dimensional complex movements to increase workout intensity.

## 442 Are You Cheating on Your Reformer? WS PREMIERE

**Erika Quest**

Many of the exercises in the Pilates repertoire involve thoughtful and calculated initiation before you even begin the movement. Can't feel the muscle focus? Don't understand the objective? Then you're cheating! The art of providing proper cues to clients is crucial to their success. In this workshop, you will review and learn several exercises that are difficult to teach and easy for your clients to cheat. Don't miss this session if you want to understand how to tell a story with a variety of different cuing avenues in order to deepen your client's practice.

## 444 Transformational Postural Conditioning WS PREMIERE

**Leslee Bender**

When was the last time you corrected your student's posture in any fitness setting that would dramatically change everything that they do! This course will show you dramatic changes that can be made to help you understand that each and every postural problem can have specific exercises that either stretch or strengthen muscle groups that are working inefficiently. With the use of props, you will be able to provide very specific exercises to change the way your client moves forever!

## 445 25 Things Your Client Must Know About Lower-Back Pain L PREMIERE

**Anthony Carey, MA**

The statistics are well known: 85% of people will experience lower-back pain in their lifetimes. The general public and media perpetuate outdated or inaccurate information regarding lower-back pain. Educating and clarifying the facts for your clients and members can serve them better and generate additional business opportunities for you.

## 446 The Future of Pilates P PREMIERE

**Facilitator: Kathy Corey**

**Panelists: PJ O'Clair, Nora St. John and Zoey Trap, MSc**

The IDEA World Fitness panel of experts will engage in a stimulating discussion on issues relevant to Pilates and the fitness industry, and what to expect in the years to come. This session will report on the growth of the industry, the fusion of Pilates and the fitness world, and discuss the challenges of retaining qualified teachers. They will also review and identify trends within this ever-changing industry.

## 448 Climbing the Fitness Leadership Ladder L PREMIERE

**Amanda Vogel, MA**

Whether you want to be a self-employed trainer, educate others through presenting, or climb the ranks within a fitness club chain, advancing your position in the fitness industry is within your reach! The key to ascending the fitness leadership ladder is seeking out and creating new opportunities. You will leave this session with dozens of doable strategies for advancing your fitness career now!

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# premiere sessions

Over 130 all-new premiere sessions at IDEA World Fitness Convention™.

## TIME BLOCK L *cont.*

10:10am–12 Noon

Up to 2 CEC hours

### 451 H<sub>2</sub>O Power Plunge **WS PREMIERE**

**Margie Caldwell-Cooper**

Why use two when one will do? Learn unique choreography for strengthening the upper body in this innovative cardio-strength session using a single-hand buoy. Discover how unilateral training enhances performance and improves functional fitness for water fitness participants. Safety and effectiveness support the use of one handheld buoyant device in shallow water—your classes will love it!

### 452 IDEA Iron Chef—Sushi **IC PREMIERE**

*Special Time: 10:10am–1:00pm*

**Executive Chef Otis Huemmer and Anaheim ARAMARK Chef Faculty**

Don't miss this unique opportunity to learn what goes into preparing sushi for friends and family. Fresh ingredients, knife skills and rice preparation are the keys to great looking (and tasting) sushi. Vegetarian and non-vegetarian options to be presented and prepared by YOU! Come join in on the fun! *Limited to 20 participants. Fee required for this session. See page 6 for more information.*

## TIME BLOCK M

2:30–4:20pm

Up to 2 CEC hours

### 462 Structural Assessments and Movement Analysis **WS PREMIERE**

**Justin Price, MA**

It is essential to perform a structural assessment on each of your clients to help you understand which parts of their body may be misaligned. Once you have this information, you can then proceed to movement-based assessments that will help identify kinetic chains that might be dysfunctional and causing pain and/or injury. In this session, you will learn how to progress structural assessments into movement assessments to help you implement corrective exercise strategies that address a client's entire body.

### 466 Step Thrills and Body Bar® Drills **WS PREMIERE**

**Abbie Appel**

This dynamic step interval workout combines fun, creative choreography with Body Bar strength drills. We will review proven step choreography breakdown methods and progressive strength-training techniques that will address the needs of a multilevel circuit class. Take home three original step combinations, plus 10 fresh Body Bar exercises.

### 469 BBU: Pilates Props Playground **WS PREMIERE**



**Nico Gonzalez**

Bands, balls and rings—oh my! Learn how to incorporate these fun, small pieces of equipment into your mat class. This workshop will be full of challenging spins on classic Pilates exercises that will bring your class to life. Much like the playground, guidelines will be reviewed for safety and effective use of all toys being used.

### 472 The Science and Practice of Bone Health **L PREMIERE**

**Shawn Dolan, PhD, RD, and Jan Schroeder, PhD**

This lecture teaches the participant about fusing the most current sciences of exercise and nutrition for optimal bone health. You will learn the practical applications in order to develop specific exercise and nutrition recommendations for an effective bone-loss prevention program across the lifespan. Progressions of exercises will be demonstrated in order to advance your clients to the next level of bone development and maintenance.

### 473 “Eat Your Vegetables!” and Other Mistakes Parents Make **L PREMIERE**

**Natalie Digate Muth, MD, MPH, RD**

As a fitness professional, you know that raising active, healthier eaters is a top priority. This presentation shows attendees how to guide parents in their efforts to shape the child psyche so kids embrace fruits, vegetables and a myriad of other healthful foods without constant mealtime battles, bribes and downright coercion. The strategies are based on scientifically-proven strategies, expert advice and real-life examples.

### 474 Managing a Multigenerational Staff **P PREMIERE**

**Biray Alsac, MS, Fred Hoffman, MEd, and Amanda Vogel, MA**

Discover how to maximize the productivity of your multigenerational staff: Millennials (20-somethings), Gen X-ers (30-somethings), and Baby Boomers (45+). The panel will discuss ways to refine your management skills by understanding each generation's unique values, work ethics, attitudes and social influences. With the use of role-playing in this interactive session, you will discover five strategies for creating a cohesive work environment and promoting harmony in your health or fitness facility.

### 475 Evolved Evaluations to Maximize Group Exercise Programming **L PREMIERE**

**Shannon Fable**

Find it hard to make the time to consistently evaluate your staff even once a year? Evaluating your staff is key to continued improvement. However, it must be timely and pointed. Learn to implement several new strategies for gathering the information you need about your staff, what to do with the information once you've got it, and how to use evaluations to your advantage.

### 478 Aqua Anthology **WS PREMIERE**

**Stephanie Thielen**

This is the ultimate collection of water fitness moves. From jogging to jacks and everything in between, experience over 60 exercises to jumpstart your aquatic classes and your aquatic career. The exercises are organized into six categories, making it easy to find, select and create patterns without leaving any exercise out. This “pool” of water exercises is a must for any aqua instructor new to teaching.

### 479 Be a Successful In-Home/Mobile Trainer **InTensive PREMIERE**

*Special Time: 2:30–6:20pm*

**Ryan Andrews, MA, and Mabelle Lee**

Mobile fitness training is a booming sector of the fitness industry. This session will teach you how to create your own lucrative, mobile business without having to pay rent, studio fees or purchase expensive equipment. We'll discuss how the mobile client differs from the gym client, business start-up, effective marketing and sales tactics, liability issues and much, much more. *Additional fee required for this class. See page 40 for more information.*

## TIME BLOCK N

4:40–6:30pm

Up to 2 CEC hours (Workouts do not qualify for CECs)

### 490 Advanced Strategies for Correcting Kyphosis **WS PREMIERE**

**Anthony Carey, MA**

Addressing thoracic kyphosis has been a challenge facing health professionals for more than a century and the same exercise strategies have been used for years. A true understanding of the form and function of the thoracic spine will allow you to provide exercises that are more than just retracting the scapulae.

### 491 Resistance Flexibility and Strength Training **WS PREMIERE**

**Steven Sierra and Anne Tierney, MS**

Most trainers agree that there is an interdependence that exists between strength and flexibility. This session will explore the 12 main principles involved in establishing a healthy balance between agonist and antagonist muscle groups, opposing (or counter-balancing) muscle groups and the relationship between strength and flexibility. Trainers will walk away with tools to analyze and correct the inconsistencies that exist in range of motion, balance, speed, endurance, core stability and more. (Please bring a large towel and a yoga mat to this session.)

### 492 Lower-Back Pain—Prevention and Intervention **WS PREMIERE**

**Rodney Corn, MA**

Lower-back pain has become a worldwide epidemic and is still not well understood. There are many contributing influences with many possible and suggested corrective strategies. Fitness professionals deal with clients on a daily basis who have lower-back pain and they should be up-to-date on what the research is saying are the contributing factors and possible corrective strategies.

### 493 America's Best Dance Class **WS PREMIERE**

**Milo Levell**

Milo Levell (who may have taught your teacher!) shares his secrets on successful dance classes. Music syncopation, choreography breakdown and different styles of dance relative to music specificity are just a few highlights of what this class has in store.

### 494 Suddenly Senior: Functional Training Solutions **WS PREMIERE**

**Sandra Stessun**

For the older adult, everyday tasks such as rising from a chair or going to the grocery store can become a challenge due to decreased muscle strength, balance and endurance. Exercise with purpose can be an effective and powerful form of preventive medicine for the older adult. Through activity analysis, learn how to choose and teach functional exercises that will maximize your clients' performance beyond the gym and enhance their function in their daily tasks.

### 495 Boxing for a Better Core **WS PREMIERE**

**Albert Isordia**

The core consists of the deep abdominal muscles and the muscles closest to the spine. Boxers understand that to develop devastating strikes, they must use kinetic energy power launched from the ground and channel it up through the body. By integrating selected Pilates techniques, boxers will be able to access the delivery systems that create power. Participants will learn and practice several techniques they can use with their clients and students to improve balance, coordination, rhythm, timing and power.

### 496 Drums Alive®: Family and Kids Beats **WS PREMIERE**

**Carrie Ekins, MA**

Experience this high-energy power-packed workout for the entire family. Discover ways to integrate a drumming program that excites not only kids but mom, dad, grandma and grandpa. This unique program is a drumming and dance extravaganza full of exciting yet simple choreography and powerful and fun music all blended together to create an effective, integrative and fun workout for the entire family!

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# premiere sessions Over 130 all-new premiere sessions at IDEA World Fitness Convention™.

TIME BLOCK N cont.

4:40–6:30pm

Up to 2 CEC hours (Workouts do not qualify for CECs)

## 497 Step Into

the Future! WO PREMIERE

IDEA Faculty

In 1989, a dedicated instructor joined forces with an innovative fitness brand to create Reebok Step—still one of the most popular group fitness classes in the world. Don't miss Step Into the Future! as we present Reebok Step as it is today. We'll take you back, but we'll also look ahead. Familiar names and fresh new faces! Old-school step moves and a whole new way to move! Join us for this 20th anniversary celebration as we Step Into the Future.

Reebok

## 499 Ebb and Flow: Chakra-Energized

Power Yoga WS PREMIERE

Connie Borho

The Yoga Bija defines the practice of yoga as the unification of the web of dualities. Explore the duality of energy flow within postures and learn to gather or unify this energy flow mentally at a center point of energy, or chakra, to create greater power and stability without increasing physical effort. We will focus on mindful movement as a meditation tool, recreating the constant state of motion we are in throughout everyday life.

## 501 Small-Ball

Training Evolution WS PREMIERE

Leslee Bender

The relationship between lower-back pain and overutilization of the psoas muscle is well documented. This session will introduce the concept of stabilization before mobilization as a safer approach to core training. By implementing the small ball, you will see why extension is more crucial (than flexion) to affect enhanced postural changes. In addition, you will learn how and why a specific firing sequence is recommended for overall spine protection.

## 502 Personal Training Prosperity in a

Troubled Economy L PREMIERE

Phil Kaplan

In this media-driven society, we are sensitive to the fears our population harbors related to financial shortages, economic distress and monetary decline. If you buy into the alarm, you may have to figure out how to live on less. There is an alternative, however, and that is to prosper. With a renewed marketing message you can find yourself managing a full client calendar and maximizing the financial return on your investment. Don't miss this informative session and take command of your financial future!

## 504 Exergaming: Program Outside

the Xbox® L PREMIERE

Biray Alsac, MS

The Nintendo® Wii™ and games like Dance Dance Revolution™ have propelled the exergaming phenomenon forward! Exergames are video games requiring players to be physically active during game play. In this session, discover their 25-year history, the scientific research to support game play and their various applications in health and fitness. Learn tips on how to design, budget, staff and market a successful exergaming program to meet the needs of kids, seniors, fitness enthusiasts and athletes.

## 505 10 Great Programs That Increase

Profit and Retention L PREMIERE

Laurie Cingle, MEd

This session is for program managers, directors and business owners. Discover how you can differentiate your enterprise from similar businesses/programs in your area. Get tips on how to spice up your existing programs and fire up your members (and staff) by launching new ones. You will walk away from this session with 10 programs that you can implement right away.

## 508 Gentle Aqua for Rheumatoid

Conditions WS PREMIERE

Irene Lewis-McCormick, MS

Pilates and yoga-inspired movement is easy to teach and extremely effective for individuals with arthritis and fibromyalgia in water fitness classes. Replace the rebound and the splash with full range of motion, and neutral and grounded movement.

## 601 R and R Training WS PREMIERE

Aileen Sheron

This restore and release workshop focuses on myofascial release using specific stretches and rolling techniques with a tennis ball. Learn how to utilize this inexpensive tool to help muscles recover effectively from stress and overuse. Treat yourself to the ultimate full-body massage, customized to your specific needs.

## 602 Corrective Exercise and Personal

Training WS PREMIERE

Justin Price, MA

Most people have musculoskeletal imbalances that can lead to pain and/or injury, which may ultimately prevent them from reaching their goals. These imbalances can be resolved as your clients continue to train by incorporating proper corrective exercises. This session shows trainers how to assess imbalances and integrate corrective exercises into personal training programs that are fun, challenging and rewarding.

## 603 Dance Mastery—

Successful Layering WS PREMIERE

Yoav Avidar

Dance aerobics instructors are exposed to the task of modifying the choreography in order to address multilevel participants. Though dance choreography inspiration comes from a variety of dance disciplines, the teaching skills are different when imported into the fitness world. Here, Yoav will lead you, move by move, into the small details that make a big difference in your students' success.

## 604 Step Turns 20! WS PREMIERE

Fred Hoffman, MEd

Just like any 20 year old, step has grown up and come into it's own! But it still remains a fun, effective cardiovascular activity. So come celebrate step training's 20th year in this all-new session loaded with dynamic, user-friendly, easy-to-teach and ready-to-use step combos. This birthday party is a guaranteed good time for all!

## 609 Yoga Therapy:

The Shoulder Girdle WS PREMIERE

Suzette O'Byrne

Do you have the weight of the world on your shoulders? Explore and experience methods for releasing the tension and tightness that we build up in our shoulder girdle. Learn the anatomy of the shoulder girdle and its connections to the rest of our body, allowing us to feel freedom and lightness in our posture. Discover the openness and stability we can bring to our heart and throat chakras.

## 611 Practice What You Preach!

Setting New Nutrition Habits L PREMIERE

Shawn Dolan, PhD, RD

As fitness professionals, we spend a lot of time planning our next class, training or educational session for our clients, but how much effort do we put into our own nutritional wellness? This session will stimulate discussion related to the nutrition habits and knowledge of fitness professionals, plus provide nutrition recommendations for individuals with busy client/teaching schedules.

## 613 Understanding Pain: The Muscle

System's Role L PREMIERE

Greg Roskopf, MA

"My knee hurts when I walk down the stairs. I cannot squat due to knee pain." These are a few of the complaints we hear on a regular basis from our clients. As trainers, do we understand the muscular system's role in chronic pain and injury? In this session, we will take a look at the muscular considerations that must be addressed in various diagnoses such as patella femoral syndrome, hip degenerative joint disease and plantar fasciitis. Trainers will gain a better understanding of how to design exercises for clients that come to us with lower-body pain.

## 614 What Women Want—

Attracting, Servicing and

Retaining Women in Today's

Fitness Environment L PREMIERE

Karen Wischmann

If you work in a women-only facility or simply have a very large female clientele or membership base, then you will want to attend this informative session. First, we will define what their needs truly are, and introduce strategies for marketing to this segment. Next, we'll look at the special elements that must be considered when programming for women. Finally, we'll discuss how to best service and retain your female clientele.



## 617 Super-Charged Circuits WS PREMIERE

Abbie Appel

Have fun with this intense stability ball circuit that combines low-impact easy-to-follow cardio ball combinations with creative muscle-building strength drills. This stationary circuit utilizes very little space and provides a high-intensity workout. If you've always wanted to teach cardio ball to choreographically-challenged groups, this workshop will give you the skills and drills to do it!

## 619 Take Another Look at

Water Fitness WS PREMIERE

*Special Time: 8:00–9:20am*

Irene Lewis-McCormick, MS

The benefits of exercise are clear, but what about the unique benefits of water exercise? Where else in a fitness club will you find a class consisting of such a myriad of populations (pregnant, general, individuals with rheumatoid conditions, injury recovery, athletes and older adults)? The reason is that water works and is an effective and comfortable form of aerobic exercise. Come and learn why you too can seize the future of fitness.

SUNDAY, AUGUST 16

TIME BLOCK O

9:35–11:00am

Up to 1 CEC hour (Workouts do not qualify for CECs)

## 630 Small-Group Sport Workouts for Non-Athletes

WS PREMIERE

Krista Popowych

Me, an athlete? Many participants shy away or are intimidated by workouts that use the word sport or athletic training in their titles. However, sport training is very important in a well-rounded program and lends itself well to activities of daily living. Better balance, improved agility, increased power output and core strength are just some of the sport-based components that help our participants move with more strength and confidence. Learn how you can promote and teach a fun, effective and non-intimidating small-group sport workout.

REGISTER NOW! Click here

# premiere sessions

Over 130 all-new premiere sessions at IDEA World Fitness Convention™.

TIME BLOCK P *cont.*

9:35–11:00am

*Up to 1 CEC hour (Workouts do not qualify for CECs)*

## 632 Progression Periodization for Power

WS [PREMIERE](#)

**Chris Ecklund, MA**

Most of the literature and techniques available have focused on how to effectively periodize workouts for clients to maximize strength and power. While important, we often neglect the extremely important variables of movement progression and appropriate instructional/coaching techniques. Trainers will take away with them the tools necessary to implement practical progressions that will move any client to increased strength and power.

## 638 BBU: Mat Bplexity to Simplicity

WS [PREMIERE](#)



**Nico Gonzalez**

Do you ever forget the movement sequences of Pilates mat work? Learn how to simplify Pilates mat exercises through a variety of building blocks and modifications. Walk away with easy-to-use exercises that can help you and your clients build a stronger foundation in movement.

## 640 Double the Power: Pilates Precision and Yoga Flow

WS [PREMIERE](#)

**Connie Borho**

Combine the mind-body-spirit disciplines of yoga and Pilates and get the benefits of two workouts in one! Stretch from strength and flowing movement out of static, isometric postures. Link the philosophies of movement of two disciplines to create a focused, challenging, mindful workout that will be sure to leave your students strong, centered and stretched to their limit.

## 641 Current Concepts in Post-Op Care: Lumbar Spine

L [PREMIERE](#)

**Scott Cheatham, DPT**

This discussion will update fitness professionals on post-operative care for specific lumbar spine conditions. Participants will gain insight on how to safely progress their clients based on the body's own healing process. Techniques such as abdominal core and functional training will be discussed. This discussion is for fitness professionals who desire an in-depth understanding of advanced exercise prescription for the post-operative client.

## 642 Going Veg

L [PREMIERE](#)

**Julieanna Hever, MS, RD**

There has been a recent surge in people turning to a vegetarian diet, for both ethical and health reasons. Though this type of diet is ideally optimal in terms of nutrition, it can also fall short of certain nutrients if not approached methodically. This session will delineate how to assure a complete vegetarian diet and describe effective ways to counsel your clients to go "veg" or stay "veg" the right way.

## 644 Small-Group Training: A Win-Win!

L [PREMIERE](#)

**Linda Kennedy**

Maximize your hourly earning potential, professional exposure and referral streams while saving your clients money. Get tools for creating and running a successful group by finding a target market, offering a quality fitness program, and marketing and advertising in your club or community.

REGISTER NOW! [Click here](#)