

2020 International Health & Fitness Summit – Session Descriptions

5 on 5: Five Worksite Wellness Pros Share Their Best Programs 1X [Lecture (1 hr.)]

Five worksite health professionals will share some of their most successful wellness program ideas. Representatives from the beverage, energy, government, health coaching, and hospital industries will discuss tips and tools that maximize employee engagement across diverse workforces.

ABC's of Core Training [Interactive Workshop]

Core training is utilized in everyone's exercise training program. This type of training is often defined differently depending on the exercise professional or individual. During this session Dr. Burton will discuss the core's purpose and function, thereby providing a better understanding on how certain exercises or activities impact the core. The focus of the session will be on how to select specific exercises or activities that will have the greatest impact in improving and enhancing core function. Dr. Burton will demonstrate exercises or drills that focus on self-awareness, breathing and motor control which positively influence core functioning.

ACSM/Exercise Connection Autism Exercise Specialist Certificate Workshop [Preconference event]

For those with autism, exercise has been proven to increase focus, improve academic performance, and reduce stereotypical behaviors. By understanding how to address different learning styles, you will become a better and more successful trainer. The results you achieve will change your client's lives, their family's lives, and it will certainly change yours. Coach Dave's 6-hour dynamic workshop will engage, educate, and prepare participants to work with the autism community in fitness centers, homes, and in schools. You will be lead through multiple demonstrations and learn exercise techniques to earn the fitness industries only accredited Autism Exercise Specialist Certificate.

Activity Trackers: Should they Stay or Should they Go? A Point/Counterpoint Discussion 1X [Hot Topic Panel]

Exercise professionals often recommend fitness trackers to promote physical activity. But, do we really know if they are effective and motivational or are they discouraging and addictive? Attend this session to hear experts discuss and debate the pros and cons of activity trackers.

After School Physical Activity Programs: A Unique New Business Opportunity for Fitness Professionals 1X [Lecture (1 hr.)]

The No Child Left Behind Act sets high standards for academic performance of America's public schools. These benchmarks forced school districts to make difficult decisions when academic performance did not meet minimal academic standards. Unfortunately, physical education was left behind. After-School All-Stars (ASAS) is a comprehensive after school program designed specifically for middle school-aged children living in low-income high crime urban environments. The ASAS Project CHEW (Choosing Health Experiencing Wellness) includes a weekly dose of 2.5 hours of structured physical activity demonstrating that physical activity and nutrition classes can co-exist with improved academic performance in middle school aged children.

Answering Controversial Topics Related to Mobility and Health [Interactive Workshop]

RAD Roller's Director of Education, Kevin Hendry, will discuss current controversies in the fields of injury rehabilitation and performance training and provide evidence based perspectives that have been informed by recent advancements in medical imaging technology. Examples include: Does posture matter? Can we positively affect the tissues of the body with a foam roller? Is manual therapy a good use of time in the process of rehabilitation of an injury? Can simply getting strong solve all of our mobility related ailments? This session will be a combination of lecture and movement based activities.

Balancing Technology with the Human Touch to Promote Exercise is Medicine: Lessons Learned from Clinical Practice [Lecture (1 hr.)]

This presentation will use multi-media modalities to demonstrate the clinical application of technology to promote EIM. Attendees will hear how psychologically informed decisions influenced the design of a physical performance evaluation (PPE) room, to integrate the strategic application of innovative technology. A three-dimensional camera system takes attendees on an interactive exploration of the physical work space (virtual tour) and video recorded role playing demonstrations with a standardized client/patient shows four applications of technology. This presentation underlines the importance of effective interpersonal communication to deliver a negotiated treatment plan during in-person consultations and/or remote access communication through a technology supported platform.

Best Workouts from Around the World [Keynote Lecture]

Discover several outstanding program designs from around the world that improve strength, hypertrophy, cardiovascular health and metabolic well-being. Len will also report about the qualities of the best fitness professionals throughout the world. A must-attend for personal trainers and fitness professionals seeking peak outcomes for their clients.

Bingocize®: An Evidence-based Health Promotion Program for Improving the Quality of Life of Older Adults

[Interactive Workshop]

Bingocize® is an evidence-based health promotion program that strategically combines exercise, health education, and the game of bingo. Investigations funded by the National Institute on Aging and the U.S. Center for Medicare and Medicaid have shown the program is capable of improving functional performance, cognition, and health knowledge in older adults with varying levels of physical and cognitive abilities. The program is currently implemented in all types of older adult facilities using a mobile app or an offline version. A unique model is available to facilitate partnerships between older adult facilities and university staff and students.

Body Weight Barre [Master Class Workout]

With Barre being one of today's biggest fitness trends, our classes are packed and our members are constantly wanting more. However; barre classes typically work in very repetitive movements for long periods of time. Have you ever considered creating a more functional movement barre class? Could you begin to create movement patterns that will both provide muscular endurance but also better kinesthetic awareness in their bodies? If you said YES, put away the hand weights, tubing, balls etc., because in this workout all you need is your own body. We will provide you with the background and benefits of bodyweight training in barre and you will take away choreography for amping up and helping create better function in your members bodies. Come learn how to build a better Barre ... and bodies.

Breaking News: Evolving Field of Health and Wellness Coaching 1X [Lecture (1 hr.)]

This program provides an up-to-date overview of Health & Wellness Coaching (HWC), national standards and certification supported by the National Board of Medical Examiners, healthcare reimbursement, and how HWC can bring behavior change services, lifestyle medicine, and self-coaching skills to workforces. The newly published Compendium of the HWC literature describes the HWC evidence-base, including 108 randomized controlled studies and 2 meta-analyses (diabetes and hypertension) showing positive outcomes for lifestyle-related conditions such as obesity, diabetes, arterial disease, and cancer. Emerging approaches to the Coach-Technology partnership, which allows integration of human coaching and digital health and digital coaching, will be summarized.

Calling All Young Professionals! Tips and Advice for Succeeding in Your Career 1X [Lecture (1 hr.)]

This presentation will provide advice to recent graduates and young professionals who are starting their careers in the fitness industry. Learn how to set yourself above your peers and succeed in your career from seasoned professionals in the corporate fitness field. We will discuss tips for acing interviews, skills that employers look for beyond education, and non-academic qualities that attract employers. A time for questions and answers will be included at the end of the presentation.

Clean Eating: Unintended Consequences for Active People [Lecture (1 hr.)]

The same personality traits that contribute to fitness success (dedication, discipline) can easily create nutritional problems. Fitness exercisers and athletes who choose to "eat clean" can suffer from not only the "food jail" of

orthorexia, but also deficiency of several nutrients. This session will include case studies that expose the unintended health consequences seen among "clean eating" fitness exercisers and athletes.

Counterflow Yoga [Master Class Workout]

We live in a society where people spend the majority of their day hunched over computers/phones/tablets, sitting in a car, or lounged in front of the tv. This has created a culture of rounded shoulders, forward necks, hunched backs, and tight hips -- all which lead to poor posture and injury risk profiles. This vinyasa yoga inspired flow will counter those postures with chest openers, back strengtheners, and other functional movement patterns to open people's bodies and minds to pain free movement.

Develop Essential Movement Skills for Youth Clients and Athletes [Interactive Workshop]

Participation in youth sports is increasing and there's an increase in opportunities for kids to play traditional and non-traditional sports. Personal training and group classes for kids are hot. When training young athletes, they need to develop the key movement patterns before progressing to high levels of training. Movements such as acceleration/deceleration, jumping/landing, anti-rotation/core bracing, upper body push/pull, lower body bilateral movements, push-ups, squats, front plank, and back bridge are key to athletic development. Delegates will practice the movements and the objective evidence will bring it together for a fun and educational work-shop.

Do It Right - Teaching Barbell Movements and Implementing a Premium Strength Program in Your Facility [Interactive Workshop]

We will provide hands-on workshops to provide attendees with Do It Right primary barbell exercises, training progressions and regressions, and auxiliary exercises. We will split the presentations into a lower body focus on day one and upper and power movements on day two. Sessions to be led by Pete Ronai and Kyle Kercher with Dr. Brad Roy as a moderator.

Ergo-Energizer: How to Be Fit if You Must Sit [Interactive Workshop]

The average adult spends more than half the day sitting. Approximately 3.2 million deaths a year are related to physical inactivity, the 4th leading risk factor for global mortality. Employees spending extended hours at computer workstation can develop work-related musculoskeletal disorders (WMSDs) that can reduce productivity and are the most expensive form of work disability. During this practical/interactive workshop, participants will learn how to: identify and correct workstation design flaws contributing most to WMSDs, develop exercises for enhancing posture, mobility, stability and strength, and help workers who must sit, still be fit!

Exercise and Mental Health: Are Activity Trackers Helpful or Harmful? [Lecture (1 hr.)]

This session will provide an overview of the mental health benefits of exercise, as well as, the impact of activity trackers on psychological wellbeing and exercise adherence. This thought-provoking discussion will encourage practitioners and researchers to contemplate ways in which activity trackers may facilitate and/or hinder the psychological benefits of exercise.

Exercise Doesn't Play Fair [Lecture (1 hr.)]

Give an individual an exercise program, wait 6 months, and then reassess: will everyone respond the same? No, and this variability in the response to exercise training is frustrating to the client and exercise professional. This lecture addresses some of the factors that contribute to the variable response in exercise training, and highlights strategies to equal the playing field for exercise prescription and training.

Exercise Prescription for Individuals with Chronic Pain [Interactive Workshop]

An oral powerpoint presentation on the physiological underpinings of chronic pain followed by an 'exercise class' format for individuals with chronic pain (i.e. fibromyalgia, arthritis, post-injury, post-surgical, musculoskeletal including upper and lower back pain, etc) taking into consideration the underlying pathophysiological concepts.

Featured Lecture: Fitness Technology: Making it Work for Your Clients 1X [Lecture (1 hr.)]

The smartphone in your pocket right now has over 1 million times the computing power that NASA used to put a man on the moon in 1969. We use our phones countless times per day as alarm clocks, music players, GPS devices, communication devices, ways to stay connected using social media, and much much more. But what if we used that computing power to help our clients live a healthier life? During this workshop, participants will learn the history of disruptive health technology, ways to use this technology with their clients as well as some of the concerns and solutions when using technology. Let's make better health for all our generation's moon shot.

FMS Level 1 Certification Course [Preconference event]

The FMS certification is for professionals who work in the fitness, healthcare and performance industry. In FMS Level 1, focus on movement principles and how they play into the importance of setting a movement baseline with the Functional Movement Screen. Learn with your peers in an interactive setting how administer the screen and use the results as a feedback loop to set your clients, patients and athletes up to meet their goals for movement health and lifelong vitality.

Fueling Women's Health at the Critical Stages of Life [Lecture (1 hr.)]

From the casual exerciser to the extreme athlete, females have differing nutritional needs to optimize health and wellness. Jessica will take a decade-by-decade approach to uncover the physical and social strengths and challenges of healthy eating at every age; from fad diets, to scheduling challenges, to metabolic changes. Attendees will learn how to best support their female clients at each stage of life.

Game on! [Interactive Workshop]

Incorporating play and games into your group fitness classes can add excitement and fun, as well as foster a positive perception of exercise with all ages and fitness levels! Learn how to effectively manage and organize groups, small and large, in order to add fitness focused play into your group programming. You will walk away with 20+ ideas ready to try tomorrow!

Get Certified! Which ACSM Certification is Right for you? 1X [Lecture (1 hr.)]

The American College of Sports Medicine (ACSM) Committee on Certification and Registry Boards supports a number of certifications for Health Fitness and Clinical Exercise professionals. ACSM certifications are accredited by the National Commission for Certifying Agencies (NCCA) and are considered to be the industry's Gold Standard. ACSM certifications include Group Exercise Instructor, Certified Personal Trainer, Certified Exercise Physiologist, and Certified Clinical Exercise Physiologist. In partnership with other respected agencies, ACSM also offers a number of specialty certifications. These specialty certifications are available to individuals who already have an NCAA accredited certification and include the ACSM Exercise is Medicine credential, ACSM/ACS Cancer Exercise Trainer, ACSM/NCHPAD Inclusive Fitness Trainer, and ACSM/NPAS Certified Physical Activity in Public Health Specialist. There are certification options that are appropriate for individuals along the entire professional spectrum. Professional certification can be beneficial for undergraduate students, graduate students, academic professionals and industry professionals looking to succeed and stand out in both the health and wellness industry and academic programs. The goal of this presentation will be to present the current ACSM certification offerings and review the requirements to take each certification exam. The benefits of obtaining NCCA certifications will be also addressed, in addition to discussing the benefits of certification for optimal professional development and career opportunities.

Get LIIT on the Dance Floor [Master Class Workout]

Get hyped, get pumped, get LIIT on the dance floor! Though HIIT has dominated the past few years, LIIT or low intensity interval training is making its resurgence on the scene! Be ready to jam not jump, glide not burpee! Groove to the non-stop beat to heat up the dance floor!

Happy Hips [Master Class Workout]

Come and experience this Fusion class that works on creating Happy Hips! Using movement from physical therapy, yoga, pilates and strength training the class focus is on increasing hip mobility and strength; decreasing imbalances and back pain; increasing flexibility in the areas surrounding the hips; creating spinal fluidity and balance, and allowing the body overall better movement. This class is low impact and appropriate for all populations – including your older adults.

How Fitness Technology has Transformed the Role of a Personal Trainer—and How to Stay Ahead [Lecture (1 hr.)]

In the rapidly changing landscape of the modern fitness industry, technology has revolutionized the way people work out, eat, and lead their daily lives. It's put fitness in their pockets while simultaneously refashioning the role of the personal trainer. Together, we'll look at what it means to be a personal trainer in this new era, the limitless opportunities for fitness professionals to leverage these new technologies, and actionable steps fitness professionals can take to elevate their offerings; attract, engage, and retain clients; and adopt a 360° approach to client health and wellness that powers lasting motivation and positive change.

Is it Science or Sensationalism? Reading Through the Headlines to Fuel Optimal Performance [Lecture (1 hr.)]

It seems like every day we hear of a trendy new diet plan, supplement or food that promises a quick fix, miracle cure or solution in the headlines. But how do you know if what you read or hear is based in sound science? When it comes to nutrition information in the media, it can be difficult to understand what is supported by research and what is not. To complicate matters more, understanding what falls within a fitness professional's scope of practice as it relates to nutrition and diet advice is becoming increasingly important.

International Association for Worksite Health Promotion: Implementing Innovation [Preconference event]

This IAWHP Preconference offers an opportunity for health and fitness professionals to grow their knowledge and understanding of the global worksite health promotion field. This unique workshop will connect attendees with worksite health promotion industry leaders for interactive activities on gaining/expanding skill sets to best position themselves in the worksite health promotion marketplace. IAWHP is the first global association dedicated to the advancement of worksite health promotion practitioners. IAWHP offers resources and tools to enhance the understanding of current practices and programming strategies at the worksite.

It's More than Just a Selfie Shot: Making an Impact on Camera 1X [Interactive Workshop]

A unique media training opportunity for fitness professionals to discover how a few small enhancements can make a big impact on camera. Participants will leave with practical tips for making a successful on-camera profile / exercise videos along with dynamic training on selling health and activity verbal messages both concisely and professionally.

Keiser Indoor Cycling: Foundations [Preconference event]

Keiser Foundations is an 8-hour course that applies all the required information needed to instruct group indoor cycling classes. Foundations is ideal for instructors who want to increase their knowledge base and up their skills in class design, training with various metrics such as power and rpm, putting together drills, workout formats, bike fit, riding positions and much more.

Keiser Indoor Cycling: Interactive Games [Master Class Workout]

Experience Keiser's latest interactive technology and take your classes to another level! By combining visual graphics and a rider's information, you can see your individual progress, compete in partner and team games, and test your skills against other riders in the class. You'll be tested in ways you never thought possible while seeing if you've got what it takes to finish on top. It's time to play!

Keiser Indoor Cycling: Rush, Rhythm and Ride! [Master Class Workout]

Rush, Rhythm and Ride is for the rider that loves to connect with the rhythm and energy created in an indoor cycling class, combined with the challenge and intensity of varying intervals. In this workout, motivation takes the lead as you lift, move and groove to the beat of the drum and the beating of your heart from this energizing experience.

Keiser Indoor Cycling: Taking on the Tech Challenge [Master Class Workout]

We've come a long way since indoor cycles first hit the market. Today's bikes are equipped with computers, projection screens that track and display real-time performance and apps that take our teaching and our riders experience to a whole new level? Experience how to utilize technology to your and your rider's advantage. Maximize the benefits of a tech world and keep rider's engaged and inspired.

Lessons Learned from Managing 80,000 Lifestyles Around the Globe [Lecture (1 hr.)]

Delta Air Lines corporate well-being programs are internationally recognized to improve the physical and mental health of its employees. The presenters will share their experience of the workplace programs taking place globally.

Let the Beat Drop [Master Class Workout]

Music is a powerful tool that can set the tone for your class, increase students' energy, and make a lasting impact on individuals. In this workout, you will learn three ways to choreograph barre workouts to music in a one song per segment format. Additionally, you will master cueing strategies to help you smoothly and efficiently move your students through the workout in a way that creates flow and leaves every student feeling successful.

Making it Personal: How to use Personality to Prescribe Exercise [Lecture (1 hr.)]

I, Annmarie Chizewski, will discuss physical activity/exercise behavior/adherence and why many individuals start an exercise program but fail to continue. How personality plays a role in physical activity/exercise behavior. How using preference for and tolerance of exercise intensity may increase physical activity/exercise adherence.

Microbiome, Macros and Metabolism: What Fitness Professionals Need to Know About Feeding The Inside Tract [Lecture (1 hr.)]

When we make food choices, we are eating for trillions...of bacteria, fungi archaea and yeast that live symbiotically within us. The macro and micronutrients in the foods we eat impact our microbiome in ways we are only just beginning to understand. And, it turns out that the microbiome can affect just about every system in the body including the brain, body weight, and even our lactate metabolism! The microbiome has some interesting preferences for fuel and depending on what you eat (or avoid), your inner colonies may be starving. If diet weren't enough, our microbes also respond to the exercise and physical activity we engage in daily. Come learn what we know about the microbiome, and how food and exercise can keep your trillion partners (and you!) happy and healthy.

Monitoring Fitness and Neuromotor Self-tests throughout the Lifespan 1X [Interactive Workshop]

Is it necessary for fitness professionals to administer assessments or can we entrust our clients to perform basic self-tests they can evaluate through the lifespan? Two fitness/health professionals will explore simple screenings for fitness and functional movements in this workshop. The initial goals of health and fitness screenings are to categorize health, fitness, and movement possibilities. These categories can determine significant problems or give a green light to try movements that are more difficult. You will leave with 7-10 basic self-assessments to teach your clients/classes. This information will help you apply principles of fitness/neuromotor capacity over the lifespan.

Nutrition in the News: The Good, the Bad, and the Biased 1X [Hot Topic Panel]

In today's social media world, it's easier than ever to find nutrition "facts" and increasingly difficult to figure out which of them are true. This session will review how you sort through all the social media noise, separate good information from bad, and find sources that you can trust.

Online Training: How to Grow Your Coaching in a Digital Landscape [Lecture (1 hr.)]

An evidence-based evaluation into the current state of online health and fitness, and best practices for all trainers to develop a successful online fitness business.

Pound.Rockout.Workout. [Master Class Workout]

Sweat. Sculpt. & ROCK in this cardio jam session inspired by drumming. You won't just listen to music-you'll become the music in this exhilarating full-body workout that combines cardio, conditioning, and strength training with yoga and Pilates-inspired movements. Designed for all fitness levels, POUND® provides the perfect atmosphere for letting loose, getting energized, toning up and rockin' out!

Pound.Rockout.Workout. [Interactive Workshop]

Unleash your inner rockstar in this cardio jam session inspired by the infectious, energizing and sweat-dripping fun of playing the drums. Designed for all fitness levels, whether you're a conditioned athlete or a beginner, POUND provides the perfect atmosphere for letting loose, getting energized, improving your health, and rocking out! Using Ripstix® lightly weighted exercise drumsticks, participants will learn how to transform drumming into an incredibly effective way of working out. In addition to providing a challenging way to train the body, participants will learn how POUND promotes positive mood, elicits confidence, enhances unity, and ultimately, inspires positive action in life. Participants will leave this session with an understanding of POUND's effect on the mind, body, and inner rockstar.

President's Lecture: Dosing Exercise for Heart Health, Does Intensity Matter? 1X [Lecture (1 hr.)]

We know that exercise is good for health—particularly cardiometabolic health. There is some uncertainty about the role of exercise amount, intensity and mode on cardiometabolic health. This talk aims to clarify what we know and what is yet to be established.

Programming Considerations: Mechanics Matter! [Interactive Workshop]

With the growing popularity of social media in the fitness industry, there is a seemingly limitless supply of exercises and variations a personal trainer can choose from. Unfortunately, many of these movements are less than effective based on training goals and can even increase the risk for injury. In this session, Mitch will dig into some common exercise movements, provide some variations, and convey the importance of being precise in your exercise selection and coaching.

RAD Mobility Level 1 [Preconference event]

Skillfully integrate the latest research on the nervous system, human movement, fascia, and pain neuroscience to create effective program designs and mobility intervention plans for yourself and for your clients/athletes. Develop a mastery of the diverse line of RAD Roller tools and understand when to use each of the 3 RAD Release Techniques. You will learn mobility interventions for the entire body including the cranium, TMJ, neck, shoulders, upper extremities, thorax, low back, pelvis, hips, legs, knees, lower extremities and feet.

Small Adaptations for a Big Impact: Training Individuals with Intellectual Disabilities 1X [Lecture (1 hr.)]

Inclusive fitness programs and practices can increase access to opportunities for healthy living and reduce health disparities experienced by individuals with intellectual disabilities (ID). Special Olympics' Senior Manager of Fitness, Monica Forquer, will discuss the challenges that people with ID experience in fitness settings and will present evidence-based strategies for promoting inclusion. Fitness professionals will also be introduced to Special Olympics' new inclusive fitness resources and training materials.

Spartan Strong [Master Class Workout]

To be a Spartan takes more than just completing an obstacle course. It is a mindset. It is a lifestyle. It is an attitude. Feel the Spartan spirit come alive in the new group fitness format, Spartan Strong. Challenge your mind, train your body, and discover your inner Spartan as you embody 5 key Spartan principles: Readiness, Stamina, Accountability, Tenacity and Resilience. Get LIFE READY! GET RACE READY! AROO!

Stack the Deck for Success: Keeping Recreational Runners Healthy 1X [Interactive Workshop]

Janet will share with participants the tools she has used to successfully coach recreational runners to success in distances from 5k up to 100 mile ultra-marathons over the course of over 20 years as a distance running coach. The focus on proper pace guidance during training is a key element that is under appreciated by the novice runner. Participants will practice using the movement screening tools, to identify issues of limited mobility or stability and will also learn basic interventions that have been successful in alleviating running injuries that are addressed at the earliest stages.

Standardization of Community-based Supervised Exercise Programs: a Pathway to Provider Engagement [Lecture (1 hr.)]

Multiple approaches to providing exercise programs for person's with Chronic Medical Conditions in community settings have surfaced over the past decade. However, most have evolved without any evidence of their efficacy or efforts to standardize their implementation. This session will present an evidence-based model for implementing Community-based Supervised Exercise Programs (CSEP's) and discuss the significance of this model in relation to the movement towards value-based healthcare.

Strength and Flow [Master Class Workout]

Fluid bodyweight training complexes combine to make this workout unforgettable. Working from the ground up, these sequences stream seamlessly from one exercise to the next, providing an intense and effective session guaranteed to leave you wanting more!

Student Accelerator: Building Skills for Success [Preconference event]

Success is not just about having a 4.0 GPA or having an idea and then working as hard as you can. There are other fundamental skills you need to become successful in graduate school and/or in your career. This session will present approaches to building the skills for success while you are still in college, and will highlight individuals who have triumphed in graduate school and in the health fitness industry.

Technology and Lifestyle for Weight Management Treatment: Challenges, Gaps, and Promising Opportunities [Lecture (1 hr.)]

Strides in technology may have enhanced our ability to communicate, self-monitor, and deliver new programming for weight management; however, many mobile health applications and wearable devices have not fully leveraged principles from theories of health behavior to elicit sustained behavior change. Dr. Rogers will bring her combined expertise in the areas of weight management, lifestyle intervention engagement, and developing technology-based programming together to identify key translational take-away components for fitness professionals, and incorporate best strategies for integrating technology as an adjunct to health coaching and training for weight control.

The Astonishing Effects of Exercise on the Brain [Keynote Lecture]

We all know how exercise strengthens our body. In this talk, Professor of Neural Science and Psychology, author, speaker and entrepreneur Wendy Suzuki will describe the neuroscience underlying the immediate and long-term effects of regular physical activity on our brains. You will leave this presentation with a better understanding how and why even a single workout is good for our brain function today and how and why it can also protect our brain from aging and neurodegenerative disease states in the future.

The Bortz Lecture: Exercise and Bone Health: All It's Cracked Up to Be? [Lecture (1 hr.)]

Physical activity is essential for bone health. The most compelling evidence for this is the rapid and profound bone loss that occurs during conditions of extreme physical inactivity (e.g., bed rest, limb immobilization). However, the optimal exercise prescription to increase or maintain bone mass and strength in adults remains uncertain. This lecture will discuss which components of an exercise program (i.e., mode, intensity, frequency, duration) are important for stimulating an anabolic response in bone, and will also present emerging evidence that exercise can invoke a potent catabolic skeletal response.

The Evolving Paradigms of Stretching [Interactive Workshop]

Presentation will involve an initial lecture on the advantages and disadvantages of static and dynamic stretching within a warm-up. Primarily, I wish to highlight how the past 20 years of static stretching research has many limitations and thus static stretching should still be an important part of the warm-up if incorporated into a full dynamic warm-up.

The Exercise is Medicine® Solution- Integrating Technology to Optimize Fitness Programming- The EIM-OC Technogym Trial 1X [Lecture (1 hr.)]

Technogym's MyWellness cloud is an integrative digital solution that can impact the effectiveness of Exercise is Medicine®- On Campus program implementation. Colleagues at Florida Gulf Coast University, University of South Florida and Jacksonville University have undertaken a study which may have relevant implications for providing cutting-edge, evidence-based programming on other campuses. This presentation will review methodology, share preliminary results and identify the success and challenges of leveraging technology.

The New Art of Circuit Mastery [Mini-Workshop]

Become a circuit programming Sensei! In this session, Mike will discuss techniques and tools to integrate unique and effective programming concepts and equipment to take your circuits to the next level no matter your population. Learn ways to create implement and coach circuit programming as well as formats that you can use in any setting. Learn the secrets to building fun and effective circuit programming along with some of the best modalities that can put a burst of energy into your circuits.

The Olympic Circuit [Master Class Workout]

Every 4 years, the world marvels at the sculpted bodies and heroic feats of the Olympians! In 1996, the Atlanta Olympics showcased Michael Johnson's gold shoes and the Magnificent Seven from gymnastics! Are you next for Atlanta in 2020? Train like an athlete using your own bodyweight. Manipulate the mechanics of your body to achieve that strong and agile body. Centered on foundational movements, reinforced by science and motivated by results, get ready to go for the gold!

The Value of Exercise is Medicine® through the Fitness Professional Lens 1X [Lecture (1 hr.)]

Learn how you can enhance your professional development through the updated EIM Credential. Get an advance peek at the new requirements, structure and exciting EIM online course that will give you the knowledge and confidence to work with individuals with common chronic diseases or medical challenges, including aging clients and those with prediabetes and osteoarthritis. Discover how you can carve out opportunities within fitness facilities and health care systems who recognize the relative value of EIM to their business model. If you want to make a difference in the lives of those who most need physical activity, join the EIM team!

Tiny Habits and Behavior Change: How to Create Lasting Change [Keynote Lecture]

Learn groundbreaking models and methods of Behavior Design from Stanford researcher Dr. BJ Fogg. In this session, Dr. Fogg will share his systematic approach for influencing human behavior. What you learn in this session will be immediately applicable, and you will gain superpowers to create lasting change for yourself and others.

Tiny Habits® Workshop [Interactive Workshop]

Learn from leading experts about how behavior change really works. By attending this exclusive Tiny Habits® workshop, you will gain skills you can use immediately in your work to create habits that are effective and sustainable..All workshop attendees will walk away with practical skills, including:How to explain the three components of human behavior in two minutes.How to apply the Tiny Habits Method and design your own Tiny Habits recipes.How to create feelings of success that will lead to transformations in how people live every day.Upon completion of the workshop, you will have fulfilled half of the class time required to obtain your Certification in the Tiny Habits Method.While Tiny Habits Certification after the workshop is optional, when you complete your Certification, you will learn how to use the Tiny Habits method in your practice to help your clients achieve the success in habit formation and behavior change that has eluded them for so long.

Top 10 Active Recovery Movements (ARMs) for Interval Classes [Master Class Workout]

An Interval Class is only as effective as its Recoveries! Learn the Top 10 Active Recovery Movements (ARMs) for any interval class you teach – H.I.I.T., Bootcamp, Cardio-Strength – you name it! Learn how to keep participants engaged in between the ‘intensity intervals’, how to keep them moving effectively to recover cardio and muscular systems, and how to add the ‘AWESOME’ into your classes.

Total Body Tabata [Master Class Workout]

This hour-long workout will target the entire body through explosive cardiorespiratory exercises, as well as, challenging resistance exercises. All exercises will be performed with tabata-style intervals: 8 rounds of 20 seconds of work followed by 10 seconds of recovery. This 2:1 work to rest ratio is guaranteed to take you out of your comfort zone!

Tradeoffs of Paleo, Gluten-Free, and Vegan Diets for Active Individuals [Lecture (1 hr.)]

This session will begin with an overview of nutrition deficiencies and health concerns related to diets that exclude foods or food groups. Paleo Diet for Athletes, Gluten Free Diet, and Vegan Diet will be defined with an example menu for an athlete and for a recreationally active individual. The health benefits and concerns of each diet will be discussed with practical recommendations and tools provided.

Training to the MAX: The Ultimate in Cardio and Resistance Exercise [Preconference event]

This exciting and pragmatic presentation will bring attendees the best of both worlds of exercise: aerobic and resistance. Highlighting the latest research, the presenters will establish what we know about the exercise benefits for clinical and apparently healthy populations. Furthermore, attendees will leave with 21 NEW and exciting evidence-based exercise programs.

Turn Down for What? Optimizing Music Use during Exercise [Mini-Workshop]

Music can enhance the exercise experience in a number of ways. The benefits of music listening during exercise include more positive mood, reduced discomfort/fatigue, enhanced performance, faster recovery, and increased adherence. This session will offer a brief overview of empirical evidence supporting the positive effects of music during exercise, followed by practical tips and recommendations for leveraging the power of music and constructing optimal playlists to maximize exercise performance and participation.

Why Do We Seem So Confused about Exercise and Appetite? [Lecture (1 hr.)]

Barry Braun will pose and address several long-standing questions related to how exercise influences appetite and satiety. Given the confusion in both the lay and scientific communities around this topic, this is a timely discussion that has important implications for the role for exercise in weight loss and maintenance.