

Savvier
Fitness Presents...

Fitness Conference & Expo Tour
FITFEST 09

Innovative Programs
for the
Fitness Professional

www.FitFestTour.com

Irvine, CA • July 11 & 12, 2009

saturday, july 11

Sign In 7:00am – 8:00am

Session 1 8:00am – 8:45am

INSPIRATIONAL KEY NOTE: PICK ME! PICK ME!

– with Mindy Mylrea

Strategies for total teaching success!

Session 2 9:00am – 10:30am

ALL ABOUT ABS – with 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 ab and back routines using the medicine ball, stability ball, and Gliding discs. You will learn three ab-training routines as well as numerous stand alone add-ons.



HEALTHY BACK – with Leslee Bender

This course is designed to give you all of the essential tools to understand postural abnormalities that can create low back pain and how to make corrections that will improve all of your clients athletic performance. Many times students are working out incorrectly and do not understand why they are not getting the results they need due to poor biomechanics. As trainers it is our responsibility to know postural issues and have the ability to make the necessary changes. You will walk away with how to observe gait analysis, and foot placements to body type is directly correlated with postural type due to muscle development and fiber type.

NUTRIENT TIMING: THE FUTURE OF PEAK PERFORMANCE (Lecture) – with Dr. Len Kravitz

Join Len for this groundbreaking lecture that explains the revolutionary approach to enhance performance, promote recovery and improve muscle integrity through Nutrient Timing. This technologically advanced presentation will explain what nutrient timing is, the energy phase, the anabolic phase, the growth phase, the metabolic physiology, and how to apply this totally new concept in training for endurance exercise and resistance training. For personal trainers and fitness professionals seeking to add a new dimension to their training, this lecture is a must attend.

FOUNDATIONAL BEAMING™ SENSATIONAL SAMPLER – with David Mesirow

Come and experience this revolutionary new activity-based lifestyle program, designed to integrate physical and emotional balance, activating a shift in attitude and awareness. Beaming will teach you how to transform traditional exercise classes and personal training sessions into an experience that blends this consciousness with the physical activity, performed on a specially designed pliable low grounded beam encouraging significant lifestyle changes. The Beamfit™ balance challenges harmonize familiar physical movements with mind-body philosophy as you explore barefoot and Somatosensory training while integrating balance, precision, stability, strength, endurance and stretch. This mini-workshop offers a taste of the complete 1-day Foundational Beaming workshop and an opportunity to experience the practical application and the impact of Beaming™.

Session 3 10:45am – 12:15pm

ALL ABOUT LEGS – with Mindy Mylrea

What do you get when you combine the power of the medicine ball, the balance challenge of the stability ball, and the engaging strength benefits of the Gliding discs? You get three stand alone bun and leg blasting routines introducing super strength combos that will challenge even your most diehard front rowers.

SELECTIVE STABILIZATION – with Leslee Bender

This course is designed to help you to understand the firing patterns of local, global and skeletal muscles that work together to protect the spine. You will see how the majority of our clients train their abdominals incorrectly potentially creating back pain. This course targets the weaker muscle fibers to create dynamic stability so your students will feel the real art of stabilization prior to mobilization.

MAXIMIZE THE CALORIC BURN AND STRATEGIES TO ENHANCE FAT METABOLIS (Lecture)

– with Dr. Len Kravitz

Finally, one of the most comprehensive lecture's ever explaining the detailed physiological and metabolic aspects of fat metabolism and caloric expenditure. Participants will learn, from a cellular perspective, the major terms of fat metabolism, the hormonal regulation of lipolysis during exercise, the effect of exercise on lipolysis, the effect of exercise on fat oxidation, the effect of glyce-mic index on fat metabolism, effective exercises intensities for fat loss, and strategies to enhance caloric expenditure with exercise. Seven excellent programs that maximize caloric expenditure will be presented. A must attend lecture for the fitness professional and personal trainer who truly wishes to UNDERSTAND fat metabolism and caloric expenditure but did not have courses in biochemistry in college.

BEAM-LATES™ BASEWORK – with Linda Shelton

Beam-lates Basework is the first in a series of Beam-lates programs that combines Pilates principles and exercises with working on a specially designed pliable, low grounded beam. This inter-twining of two dynamic mind-body disciplines presents the next layer to mat Pilates training to accentuate corework even more. The addition of the beam brings the workout experience to a higher level and makes it absolutely "floor-less." You'll realize how employ-ing your experiential senses and somatosensory system provides another dimension to the Pilates Method. Walk away with a new appreciation and a variety of ideas that can be implemented imme-

diately, working one on one with clients or in class. Beam-lates™
Basework is fresh, it's new. It's the logical next step.

Lunch 12:15pm – 1:15pm

Lunch and Shopping

Session 4 1:15pm – 2:45pm

ALL ABOUT ARMS – with *Mindy Mylrea*

Do you want more options to work the arms, back, and chest? This workshop is jam packed with creative, challenging, cutting edge upper body exercises as well as three amazing upper body routines using the medicine ball, stability ball, and Gliding discs.

BENDER BALL PILATES – with *Leslee Bender*

This is a non-traditional safer approach to Pilates mat training. So many students complain of low back pain in mat classes due to poor stabilization. In this class, you will walk away learning the approach that was documented by the Journal of Applied Research. You will see the difference that utilizing the Bender Ball makes exercises much more efficient while reducing stress on the lower back muscles. You will feel the difference of not utilizing hip flexors, which can create a multitude of back problems. Our society has changed from traditional days with the majority of students living in flexion: we need to understand the importance of extension instead of rollups!

THE FEMALE TRAINING ADVANTAGES 2008

(Lecture) – with *Dr. Len Kravitz*

This original lecture reviews recently published research documenting some unique female training advantages. Gender differences in fat metabolism, muscle fiber changes, muscle strength, muscular endurance, body composition, hormones and other physiological factors are discussed. Resistance and aerobic training program designs, specifically for women, are presented. This lecture is a 'must attend' for any fitness professional who trains female clients and for those female fitness enthusiasts who strive to attain the most optimal physiological benefits from their training.

FOUNDATIONAL BEAMING™ SENSATIONAL SAMPLER – with *David Mesirov*

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Session 5 3:00pm – 4:30pm

CARDIO CRAZY – with *Mindy Mylrea*

Join Mindy as she takes Gliding Discs, med balls, steps, and wild cardio moves and turns them into a fitness playground for the cardio crazed. Cardio intensity intervals are combined with cutting edge

fitness drills and games to create this breathless bash. Excite your students with this crazy cardio mix and to keep them challenged and coming back for more!



BENDER BALL MEETS GLIDING

– with *Leslee Bender*

This course is action packed with exercises that utilize both Gliding and the Bender Ball for dynamic progressions. You will benefit from this workout whether you are a personal trainer or group fitness professional giving your students something completely new. You will understand the importance of working your body from the inside out to create a better balance.

MUSCLE MANIA: EVERYTHING ABOUT MUSCLES, STRENGTH AND PERFORMANCE (Lecture)

– with *Dr. Len Kravitz*

Using interactive computer-technology, Len will clearly show you the intricate mechanisms involved in muscle force production for strength and hypertrophy. Many questions about muscle will be answered regarding specific applications to training including the following: muscle metabolism, motor unit recruitment, eccentric versus concentric overloads, volume versus intensity training considerations, and age-related phenomenon of muscle. A major part of this presentation is the discussion of what really happens to muscles as they grow. The final part of the lecture will include the newest research findings on the best training program designs for improving strength and hypertrophy.

Shopping 4:30pm – 5:30pm

Shopping and raffle! Plus Q & A with Mindy and Leslee.

sunday, july 12

9:00am – 12:00pm

GLIDING MASTER TRAINING

– with Mindy Mylrea \$39

Come experience the latest and greatest in total body strength training. Gliding turns traditional exercises into smooth, consistent, flowing patterns for unparalleled success. Using the Gliding discs, Mindy will guide you through exercises for every major muscle group. She will transform classic exercise staples into Gliding motion. It is hard to believe an idea so simple can produce such graceful power. Experience Gliding for yourself and see how every exercise is enhanced with the Gliding discs.

9:00am – 2:00pm

BENDER BALL FOUNDATIONS SPECIALTY

CERTIFICATE – with Leslee Bender \$99

Join us for the most dynamic program of the year! The Bender Method is the only program documented by The Journal of Applied Research utilizing a small ball for deep core activation. This method has also been published to lower the risk of back pain and injuries due to poor biomechanics of training incorrectly. Whether you are a group fitness professional or personal trainer you will greatly benefit from this program.

- Learn how posture abnormalities affect all forms of performance and what to watch for and correct.
- Learn how the Bender Ball will dramatically affect the way that you train abdominals during floor exercises.
- Learn how dysfunctional muscles play an extreme part in the ability to move pain free and efficiently.
- Learn how to incorporate many new exercises into existing programs to help your students move more efficiently and create a stronger stabilized core.

9:00am – 6:00pm

FOUNDATIONAL BEAMING™ TRAINING

– with David Mesiorow – Special FitFest price \$249 (normally \$299)

Training Includes:

- Your own Beam
- 85 page comprehensive Training Manual
- Science Lecture DVD
- Continuing Education Credits - (AFAA 6.75, ACE 0.7)

As Personal Trainers, Group Exercise Instructors and Mind-Body Program leaders, we understand the importance of Balance training. Foundational Beaming™ is the ticket to enhancing balance training in a NEW, exciting way! Beaming™ enables you to train students and clients for balance during real life, functional activity.

Discover the 1st workout/program that uses a product but focuses on the experience of the “whole” person using it! The balance challenges required while working on the beam symbolize and translate directly to the balance challenges faced in life both physically and experientially. This enhances your ability as a fitness professional to REACH your clients and students rather than just TEACHING or TRAINING them.

Learn how to harmonize familiar movements with the philosophy behind Yoga and Pilates to integrate balance, stability, strength, endurance and stretch in this unique, exciting new program. This approach involves 8 key principles and a specific set of exercises which you will be able to incorporate easily into training modalities you currently use.

Explore Barefoot and Somatosensory (sensory system) training while performing exercises that require the core muscles to maintain correct posture and alignment while the arms and legs are in motion in all three planes of movement on a 6 inch wide 5 foot long finite surface.

Enhance your ability to train your students and clients to improve muscle tone, strength, posture, range of motion and flexibility while heightening balance awareness all during a “whole body” rather than a “total body” workout.

Walk Away with a comprehensive understanding of how to bring this incredibly innovate program to your students and clients as well as a fresh, new, forward thinking approach to how we as fitness professionals do more than just train the physical body.

Call 877-808 BEAM (2326) ext 6 for information and to register.

9:00am – 6:00pm

AFAA PRIMARY GROUP EXERCISE

CERTIFICATION – Special Post-Conference price \$199 (normally \$299)

AFAA, the world’s largest fitness and TeleFitness® educator, is proud to be part of FitFest 2009 and will offer the Primary Group Exercise Certification for a special post-conference event price of \$199. Sign up early! Space is limited! Who is it for? This program is for all group exercise instructors and will prepare them to take the AFAA Primary Group Exercise Certification exam on the same day. Course highlights: a review of AFAA’s Basic Exercise Standards & Guidelines, basic anatomy, exercise science, exercise evaluation, and exam criteria.

The program includes:

- practical application of exercise theory in a group setting
- study guide overview
- question & answer session

Prerequisites: Early registration and self-study prior to the day of the workshop. Group exercise teaching experience is a plus. Current CPR certification (required before certificate is issued.)

Registration includes: Study guide (shipping additional), one-day review, written and practical exams, one-year AFAA membership or extender, including a subscription to American Fitness magazine, 5 CEUs to AFAA Certified Instructors attending workshop only. Study Materials: Fitness: Theory & Practice textbook (required), Practice Test for Primary Group Exercise Certification.

Please contact AFAA at 800.446.2322 to register or to order materials or visit www.afa.com

To Register for FitFest 09

By Mail: **FitFlix • 225 Esmeralda Drive • Santa Cruz, CA 95060**

By Fax: **831.457.0519**

By Phone: **831.458.0985**

fitfest presenters



Mindy Mylrea is the 2008 ECA OBOW Fitness Presenter of the Year, the 2004 Can Fit Pro International Presenter of the Year, the 1999 International IDEA Fitness Instructor of the Year, a National and World Aerobic Champion, a PowerBar sponsored athlete, and a five star presenter for IDEA. She is an advisory board member for Oxygen Magazine, an international presenter, author, motivational speaker, video personality, and CEC provider. Mindy is the creator and lead talent behind Gliding®, the Gliding discs exercise program. She is a master trainer and on the pro development team for Schwinn Cycling®, Body Bar, and Bosu™.



Leslee Bender is the original creator of the Bender Ball® and Bender Method™. She has presented at all of the main fitness conferences throughout the world; including IDEA, IHRSA Club Industry, Sara City, ECA, AFPA, AAAI and hundreds more. Hundreds of clubs have utilized her form of Pilates training where she has integrated her unique Selective Stabilization™ methods to take Pilates training to a whole new level.



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



David Mesirov is the owner and president of Beamfit™ LLC and creator of Beaming™, his revolutionary new activity-based lifestyle program designed to integrate physical and emotional balance, laying the groundwork for overall health and well-being – a lifestyle of "Complete Fitness." This dynamic, multi-faceted approach to reform fitness programming is the culmination of David's 29 years of experience as a recognized leader and top educator in the fitness industry coupled with his Social Work background.



Linda Shelton is an internationally recognized fitness and wellness consultant, certified trainer, speaker and health writer with 40 dedicated years in the exercise field. Acknowledged by fitness professionals as an industry leader for her innovative, scientifically applied programs, she has authored 8 books and produced, directed and/or choreographed over 350 DVDs. Formerly Fitness Director for all Weider/AMI lifestyle publications including SHAPE for 23 years, Linda is currently the Fitness Director for VIVmag, a digital women's lifestyle and fitness magazine. Linda was inducted into the National Fitness Hall of Fame in March, 2007.

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Melt It OFF!™

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Ball®**

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www.beamfit.com™

FitFest 09 Irvine, CA Conference Planner

saturday, july 11

Choose one from each session:

SESSION 1 (8:00am – 8:45am)

_____ Key Note – *Mindy Mylrea*

SESSION 2 (9:00am – 10:30am)

_____ All About Abs – *Mindy Mylrea*
_____ Healthy Back – *Leslee Bender*
_____ Nutrient Timing (Lecture) – *Dr. Len Kravitz*
_____ Foundational Beaming™ – *David Mesirov*

SESSION 3 (10:45am – 12:15pm)

_____ All About Legs – *Mindy Mylrea*
_____ Selective Stabilization™ – *Leslee Bender*
_____ Caloric Burn (Lecture) – *Dr. Len Kravitz*
_____ Beam-lates™ Basework – *Linda Shelton*

SESSION 4 (1:15pm – 2:45pm)

_____ All About Arms – *Mindy Mylrea*
_____ Bender Ball® Pilates – *Leslee Bender*
_____ Female Training (Lecture) – *Dr. Len Kravitz*
_____ Foundational Beaming™ – *David Mesirov*

SESSION 5 (3:00pm – 4:30pm)

_____ Cardio Crazy – *Mindy Mylrea*
_____ Bender Ball® Meets Gliding® – *Leslee Bender*
_____ Muscle Mania (Lecture) – *Dr. Len Kravitz*

sunday, july 12

Choose one:

9:00am – 12:00pm \$39

_____ Gliding® Master Training – *Mindy Mylrea*

9:00am – 2:00pm \$99

_____ Bender Ball® Foundations – *Leslee Bender*

9:00am – 6:00pm \$249

_____ Foundational Beaming™ – *David Mesirov*
(Call 877-808-2326 ext 6 to register)

9:00am – 6:00pm \$199

_____ AFAA Primary Certification (register at www.afa.com)

Convention Site

Anteater Recreation Center

University of California, Irvine
680 California Ave. • Irvine, CA 92697
www.campusrec.uci.edu

All Classes Earn CECs from ACE and CEUs from AFAA!
All Attendees Will Receive a Welcome Backpack Filled With:
Gliding Discs and Bender Ball, Free DVD, Power Bar, Water
Bottle, Notebook & Pen, & Other Surprises. Over a \$75 Value!

Trade Show: Sat 7:00am - 5:30pm & Sun 8:15am - 12:45pm
Gliding Discs, Bender Balls, Melt It Off Med Balls, Savvier
Fitness DVDs, Vuma Wear Clothing, Dynamix Music,
Plus Local Vendors!

Registration Form

PARTICIPANT: Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____ Email _____

FEES:

Saturday Early Bird: \$129.00 before 6/11 _____

Saturday: \$149.00 after 6/11 _____

Sunday Gliding®: \$39.00 _____

Sunday Bender Ball®: \$99.00 _____

TOTAL \$ _____

To Register for FitFest 09

By Mail: **FitFlix • 225 Esmeralda Drive**
Santa Cruz, CA 95060
By Fax: **831.457.0519**
By Phone: **831.458.0985**

METHOD OF PAYMENT:

Visa

Master Card

Check (Make checks payable to FitFlix)

Card # _____ Expiration Date _____ 3 Digit Security Code _____

Signature _____

Credit Card Billing Info Check here if same as PARTICIPANT Information

Name _____

Address _____

City _____ State _____ Zip _____