

FitFest Fitness Conference & Expo Tour 2011

Presented by

Savvier
Fitness

Innovative Programs
for the
Fitness Professional



www.FitFestTour.com

Kalamazoo, MI • July 15 & 16, 2011

friday pre cons

9:00am – 3:00pm

FLIRTIFICATION – with Jenn Hall & Rebecca Lee **Special FitFest Price \$169, normally \$199**

You watch MTV and VH1. You love the moves, the music and the magic of these amazing dance styles. You've thought about teaching cardio dance but didn't know where to begin. Well look no further! You are about to experience Flirty Girl Fitness® – *Butty Beat*. The Flirty Girl Fitness® *Butty Beat* program is everything you want and more. Our popular, easy-to-learn dance routines provide the perfect combination of cardio and strength training. Your clients will feel like they're part of a music video while at the same time they're getting a cardio crazy, core chiseling, booty toning, arm sculpting workout class. Training Includes: Flirtification Instructor Manual, *Butty Beat* Foundation Moves DVD, *Butty Beat* Choreography DVD, *Butty Beat* Flirty Fit & Fired Up! DVD, *Butty Beat* Music CD, 6 ACE CEC's, 6 AFAA CEU's, Flirty Girl Folder, Pen, Keychain and Certificate of Completion.



9:00am – 12:00pm

360 MIRACLE TOTAL TURNAROUND TRAINING **CAMP – with Mindy Mylrea \$59**

When was the last time you saw a complete total body turnaround in you or your clients? How many of your students credit you for their fitness and weight loss success? If the answer is not as many as you'd like well then you need a 360 miracle. Mindy's 360 Miracle program is a sustainable fitness and eating plan that truly changes people's lives. You will learn how you can lead this amazing body transformation program and you can generate extra income leading your own 8-week total body turnaround program. Learn how to implement and execute Mindy's 6 and 30-minute micro burst interval training workouts and teach the Take 3 eating method. 360 miracle will allow you to create a business for yourself and permanent change in your clients.

9:00am – 5:00pm

SCHWINN® INDOOR CYCLING INSTRUCTOR **TRAINING COURSE – with Shannon Fable**

Taught by Schwinn® Master Instructor Shannon Fable, this power-packed day offers you the industry's finest and most comprehensive one-day indoor cycling instructor training. You'll get all the



tools you need to become a successful and sought-after instructor including bike fit, cycling science, and the Schwinn® Cycling Coach's Pyramid, a system that makes teaching indoor cycling easier for you and more exciting for your students. In this course you'll learn to teach knockout classes on any bike. Also included in the course are two complete workouts, a comprehensive training manual, a Certificate of Completion worth .8 ACE CECs/7.25 AFAA CEUs and a resource DVD with 10 class designs, a Schwinn® Cycling intensity chart and authentic cycling video clips.

9:00am - 6:00pm

AFAA PRIMARY GROUP EXERCISE CERTIFICATION - **Special Preconvention price \$199 (normally \$299)**

AFAA, the world's largest fitness and TeleFitness® educator, is proud to be part of FitFest 2011 and will offer the Primary Group Exercise Certification for a special pre-conference event price of \$199 on July 15th, 9am - 6pm. 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), oneday 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.

Trade Show 12:00pm – 6:30pm

To Register for FitFest 2011

By Mail: **FitFlix • 410 Esmeralda Drive • Santa Cruz, CA 95060**

By Fax: **831.457.0519**

By Phone: **831.458.0985**

friday, july 15 sessions

Session 1 12:30pm – 2:00pm

GLUTES, GUNS, AND GUTS – with Mindy Mylrea

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



NLP GOAL SETTING STRATEGIES

– with Marc Lebert

In January many decide to join a gym but research shows that more than half will not make it to swimsuit season! Why? Because their goal was to join a gym, and once they signed up they met their goal! The mind is “literal”- this lecture shows you how to work with it, what motivation really is, and how to set “anchors”.

Session 2 2:15pm – 3:45pm

FROM SOCIAL MEDIA MADNESS TO SOCIAL MEDIA MOGUL – with Jen Hall

Does the thought of being “friends” with thousands of people you don’t know, having 100’s of “followers” or being known for “meeting up” with random fitness enthusiasts scare you? Learn how to use social networks to adequately market your fitness business without losing your mind! This hands-on approach will turn you into a social media butterfly and allow you to work smarter not harder. Goodbye madness, hello mogul!

BOSU® Athletic HIIT Cardio – with Mindy Mylrea

The BOSU® Balance Trainer is an amazing cardio training tool, and can be used to add intensity, power and fun to your cardio conditioning programs and classes. In this workshop, you will learn short cardio sequences intermixed with strength and

balance recovery sequences that will challenge even your fittest participants,. Perfect for personal training, interval training, H.I.I.T. training, boot camp, circuit training and sport conditioning programs. Get ready because this workshop will leave you breathless!

BOXING BONANZA – with Marc Lebert

“Float like a butterfly, sting like a bee!” Fun, energetic and simple (not easy) Boxing programming, technique instruction, cardio, partner training, core strength training moves on the Equalizer and Buddy System muscle exhaustion. Be prepared to work, sweat and yell like Ali!

Session 3 4:15pm – 5:45pm

FLIRTY GIRL® CHAIR DANCE

– with Rebecca Lee

You’ll never look at a simple kitchen chair the same way again! This class introduces you to the art of the sexy chair dance while giving you one of the best abdominal workouts you’ve ever had. We start with the basics and work our way through a routine so that at the end, you’ll be able to show off an unbelievably sexy chair dance routine. It’s an house of good clean fun with a Flirty edge!

BEST OF BOOTCAMP – with Mindy Mylrea

When was the last time you called your workout intense, crazy creative, and off the charts? This workshop will help you bring that sensation back to your challenge hungry crowd. Using the toys found around even the cheapest of gyms you will learn crazy kick butt choreography, experience an interval workout that is an explosion for the sweat glands, and go home with more drills, skills, and games than you could possibly imagine.

saturday, july 16 sessions

Session 1 8:00am – 9:30am

ULTIMATE METABOLIC AND CALORIE BURNING MAKEOVER – with Len Kravitz

Applying the newest research on spontaneous physical exercise and metabolism, all participants will learn how to complete a Metabolic Profile for their clients. This engaging lecture will explain the components of metabolism and calorie burning, fac-



tors that affect RMR, and the latest biomedical research understandings on metabolism and caloric expenditure. In addition, all participants will learn 15 documented ways to physiologically boost metabolism and calorie burning during activities of daily living and exercise.

BOSU® XPLODE – with Mindy Mylrea

The ultimate cross-training workshop – done up BOSU style! Learn a unique system for incorporating elements of strength, cardio, core, balance and agility into one full body workout, and brand new exercises that use minimal equipment, minimal space, but give MAXIMUM results! Take the versatility of the BOSU® Balance Trainer to a whole new level, and be prepared for a total body meltdown!

FLIRTY GIRL FITNESS®: FUN, FIT AND FABULOUS – with Rebecca Lee

Are you ready to join the hottest dance program around? In this session, we'll introduce the Flirty Girl Fitness phenomenon and show how to implement this amazing programming in your own fitness and dance facility. Developed by women for women, the Flirty Girl Fitness program leads to the fabulous feeling of success, both for you and your participants. Come find out how you can become a Flirty Girl.

TAKE YOUR TOYS AND GO! – with Jenn Hall

Learn to put together and utilize completely portable drill-based, interval classes with the perfect combination of strength, agility and cardiovascular overload that will help improve everyone's fitness level. Discuss "intelligent interval training", brainstorm ways to incorporate all kinds of light-weight portable equipment, and learn creative ways to incorporate FUNctional training into this high energy total body workout.

Session 2 9:45am – 11:15am ECCENTRIC EXERCISE: EVERYTHING YOU WANT TO KNOW AND MORE! – with Len Kravitz

Join Len for the most comprehensive review ever completed on eccentric exercise. Topics include the history of eccentric exercise, the physiology of eccentric exercise, the sequence of events leading to DOMS, the repeat bout-effect with eccentric exercise, gender differences and age applications, eccentric exercise and rehabilitation, and the mystery of eccentric exercise and metabolism. In addition, Len will showcase 12 great eccentric exercises using multi-media technology. A must attend for every serious personal trainer.

TUTU TOUGH TRAINING – with Jenn Hall

Combine Classical Ballet Training Technique with Martial Arts, Pilates-based movement and Bootcamp mentality to create a truly unique lower-body intensive cardio class! No dance or martial arts experience is necessary as each movement is explained in "fitness language" and modified for all levels of participant.

SCHWINN® CYCLING: SHORT AND SWEET – with Mindy Mylrea

Want to attract new blood to your cycling program? Ditch the hour-long timeslot and keep it short and sweet. The 30 minute workout is the #1 way to create a new batch of committed riders whether they've never tried the bike or they want to "have it all"

during their gym time, but have just an hour in which to do it. This workshop shows you how to successfully put together and coach two energizing, physiologically sound workouts that fit neatly into half an hour, one for those new to cycling and one for those who are fit but need it fast.

CORE OFF THE FLOOR – with Shannon Fable

Tired of endless crunches? Ready to learn how to take your "core off the floor"? Remove the crunches, get off the mat and put medicine balls, tubing & BOSU Ballast Balls in your hand to find out how! Learn to twist & pull, lift, shift & shake, or throw & catch while engaging muscles so deep you'll wonder what you've been doing all these years with your core training. Not only are the exercises effective, but they are functional training where you learn to 'use momentum to your advantage' and operate in a vertical manner which you encounter every day. Learn exercises that are multi-planar, multi-directional and multi-effective. Not only will you experience a great core workout, you will also experience strength and endurance gains with a side of sweat.

LUNCH 11:15am - 12:15pm

SESSION 3 12:15pm - 1:45pm

NINJA BOOTCAMP– with Marc Lebert

Do you want to be a Ninja? Maybe not but this session makes martial arts training fun with unique warm-ups, kicking technique and functional core moves, plus Equalizer/ Buddy System strength and muscle endurance work. Great new ideas that you can incorporate Monday morning! Unleash your inner Ninja! HIYA!

SCHWINN® CYCLING: 10 MINUTES TO YOUR NEXT 10 RIDES – with Shannon Fable

Let's make class design super-quick so you can get on the bike and deliver that knock-out ride! Come learn a simple system for creating an endless cache of exciting cycling workouts that are easy to remember, a blast to coach and physiologically make good sense. Learn to create stages of work based on the Schwinn® Cycling intensity scale and ways to categorize your music for easy plug and play. Now watch, as that one great class becomes your next ten rides!

HIIT/TABATA TRAINING: HIGH INTENSITY INTERVAL TRAINING AT ITS BEST – with Mindy Mylrea

HIIT Training is all the rage. This nonstop powerhouse session will cover current research, programming ideas, and the best HIIT exercises on the planet. Learn motivational cues and focusing techniques to engage and excite your students. Then take HIIT to it's highest intensity with Tabata training. Your workout world will never be the same again.

GOOD MUSIC: THE RELATIONSHIP BETWEEN MUSIC AND PHYSIOLOGY – with Jenn Hall

Learn the latest research concerning music and the body's physiological response to it. Develop strategies to use the music that will be of the most benefit to your personal training clients and/or class participants. Learn how the strategic use of pauses can increase the success of interval-style training. Will it be Beethoven or Beyoncé? Let the body decide!

SESSION 4 2:15pm - 3:45pm THE FEMALE TRAINING ADVANTAGES

– with **Len Kravitz**

This original lecture reviews recently published research and the latest technology 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 ultramodern 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.

DRUM CELEBRATION – with **Mindy Mylrea**

Drums celebration (originally created by Carrie Elkins) combines traditional aerobic movements with the powerful beat and rhythm of drumming. It is a workout for the entire body, mind and spirit! With drum sticks in hand, "drum" at your feet, and powerhouse choreography Drum Celebration will take you on a unimaginable fitness ride. This is the true meaning of mind/body connection. *Break the rules, open the doow and enter a new dimension in fitness.*

TRI BALLESTONE – with **Shannon Fable**

You've seen Balletone® on the schedule before, but always shied away from trying it thinking 'dance inspired' workouts are not for you, and certainly not for your clients. Come find out a little more... Balletone is more than ONE workout rooted in Ballet, it's a family of programs utilizing fitness, ballet, pilates and yoga inspiration to form a user friendly workout everyone can enjoy. Learn the three principles of Balletone that inspire the creation and delivery of the workout as well as three different combinations from three different Balletone programs. Whether you are a Balletone instructor looking for new choreography, a fitness instructor searching for innovative movement sequences for your next strength class or a mind/body instructor looking to be inspired ... it's time to Tri Balletone.

OUTDOOR "FREE-RUNNING" BOOTCAMP

– with **Marc Lebert**

Takes elements of "Free-Running" (Parkour) and combines them with traditional boot camp exercises for some unique programming, an excellent overall workout and cardio blast!

SESSION 5 4:00pm - 5:30pm THE SCIENCE OF LONGEVITY – with **Len Kravitz**

In the last decade, the increasing life expectancy of humans has generated intense focus and research on the biological mechanisms of old age and longevity. In this research-driven presentation, the science of aging and anti-aging strategies to slow down aging and extend lifespan will be discussed. Len will also present exciting new research on those persons throughout the world who are living the longest. This groundbreaking research review will discuss the mechanisms of aging and the inspiring new interventions on the horizon.

BOSU® PLAYGROUND CHALLENGE (workshop) – with **Shannon Fable**

Grab your BOSU® Balance Trainer, and get ready to play! This

workshop is designed to teach you dozens of new athletic drills, skills and sequences using BOSU® balls in a variety of shapes, patterns and configurations. Working independently, in partners and in teams, you will walk away with an entire new library of BOSU® conditioning exercises that are interactive, challenging and incredibly fun. Perfect for personal training, boot camp, circuit training, interval training, sport conditioning and kid's fitness.

SHOPPING 4:00pm - 6:00pm

fitfest presenters



Shannon Fable, 2006 ACE Group Fitness Instructor of the Year & 2009 Top 3 Finalist for IDEA Instructor of the Year, is the founder and CEO of Sunshine Fitness Resources and the owner of Balletone®. Shannon is an international presenter, program developer and Master Trainer for Schwinn® Cycling, ACE, BOSU®, and Power Systems.



Jenn Hall is a strength and conditioning coach and adjunct professor of dance at Georgia State University. She presents for Power Systems, and BodyBar, and is an Ultimate Flirty Girl trainer for Flirty Girl Fitness®. Jenn's work can be seen on Fox Television's "So You Think You Can Dance" and various fitness DVDs.



Dr. Len Kravitz, Ph.D. is the Program Coordinator of Exercise Science and a researcher at the University of New Mexico in Albuquerque, where he recently won the Outstanding Teacher of the Year award. Len was also honored as the 2006 Fitness Educator of the Year by the American Council on Exercise.



Marc Lebert is the inventor of the Lebert Equalizer™, Lebert Buddy System™ and Lebert Stretch Strap™ used by Personal Trainers, and fitness clubs all over North America and Europe. Marc is a Certified Personal Trainer, Black Belt, International Presenter and 2010 Silver Lining Entrepreneur of the year.



Mindy Mylrea is the 2008 ECA OBOW Fitness Presenter of the Year, 2004 Can Fit Pro International Presenter of the Year, 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. Mindy is the creator & lead talent behind Gliding®. She is a Master Trainer for Schwinn® Cycling, Body Bar, & BOSU™.



Rebecca Lee (AFAA, ACE) is a classically trained dance choreographer and fitness specialist. She's been a proud presenter for Self, Women's Health, Zumba, and currently Flirty Girl Fitness, having been featured on Oprah, NBC, ABC, CBS, CNN and FOX. Lee's dancing and choreography can be seen in Flirty Girl Fitness' cardio dance program Booty Beat and also Zumba videos.

fitfest sponsors



Melt It OFF!™



BOSU®



SCHWINN FITNESS



friday pre cons

9:00am – 5:00pm \$175

_____ Schwinn® Cycling – *Shannon Fable*

9:00am – 3:00pm \$169

_____ Flirtification – *Jenn Hall & Rebecca Lee*

9:00am – 12:00pm \$59

_____ 360 Miracle – *Mindy Mylrea*

friday conference

Choose one from each session:

SESSION 1 (12:30pm – 2:00pm)

_____ Glutes, Guns & Guts – *Mindy Mylrea*

_____ NLP Goal Setting Strategies – *Marc Lebert*

SESSION 2 (2:15pm – 3:45pm)

_____ Social Media Madness – *Jenn Hall*

_____ BOSU® Athletic HIIT Cardio – *Mindy Mylrea*

_____ Boxing Bonanza – *Marc Lebert*

SESSION 3 (4:15pm – 5:45pm)

_____ Flirty Girl® Chair Dance – *Rebecca Lee*

_____ Best of Bootcamp – *Mindy Mylrea*

saturday conference

Choose one from each session:

SESSION 1 (8:00am – 9:30am)

_____ Ultimate Metabolic Workout – *Len Kravitz*

_____ BOSU® Xplode – *Mindy Mylrea*

_____ Flirty Girl Fitness® – *Rebecca Lee*

_____ Take Your Toys and Go! – *Jenn Hall*

SESSION 2 (9:45am – 11:15am)

_____ Eccentric Exercise – *Len Kravitz*

_____ Tutu Tough Training – *Jenn Hall*

_____ Schwinn® Cycling: Short and Sweet – *Mindy Mylrea*

_____ Core Off the Floor – *Shannon Fable*

SESSION 3 (12:15pm – 1:45pm)

_____ Ninja Bootcamp – *Marc Lebert*

_____ Schwinn® Cycling: 10 Mins 10 Rides – *Shannon Fable*

_____ HIIT/TABATA Training – *Mindy Mylrea*

_____ Good Music – *Jenn Hall*

SESSION 4 (2:15pm – 3:45pm)

_____ The Female Training Advantages – *Len Kravitz*

_____ Drum Celebration – *Mindy Mylrea*

_____ Tri Balletone – *Shannon Fable*

_____ Outdoor Free Running – *Marc Lebert*

SESSION 5 (4:00pm – 5:15pm)

_____ The Science of Longevity – *Len Kravitz*

_____ BOSU® Playground (workshop) – *Shannon Fable*

convention site

Bronson Athletic Club • 6789 Elm Valley Drive
Kalamazoo, MI 49009 • 269.544.3200
shons@bronsonhg.org

hotel info

Fairfield Inn Kalamazoo W.
6420 Cracker Barrel Drive
Kalamazoo, Michigan 49009 • 269.353.6400

All Classes Earn CECs from ACE and CEUs from AFAA! All Attendees Will Receive a Welcome Backpack Filled With Fitness Goodies!

Registration Form

PARTICIPANT: Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____ Email _____

FEES:

Friday Schwinn® Cycling Training: \$175 Attendee/\$199.00 Non-Attendee _____

Friday Flirtification Training: \$169.00 _____

Friday 360 Miracle Training: \$59.00 _____

Friday Only: \$99.00 before 6/17 - \$119 after 6/17 _____

Friday and Saturday: \$139.00 before 6/17 - \$169 after 6/17 _____

Saturday Only: \$119.00 before 6/17 - \$169 after 6/17 _____

TOTAL \$

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 _____

To Register for FitFest 2011

By Mail: **FitFlix • 410 Esmeralda Drive**
Santa Cruz, CA 95060

By Fax: **831.457.0519**

By Phone: **831.458.0985**

AFAA Certification

Register at <http://www.afa.com>