

IT'S ABOUT THE
EXPERIENCE



37th Annual IHRSA International Convention & Trade Show

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WHAT MAKES ABC STAND OUT FROM THE CROWD?

- ABC Financial has over 37 years of experience in membership management, payment processing and delinquency follow-up in the Health and Fitness Industry
- Historically, this experience has helped many clients who have switched to ABC increase collections by 15% or greater
- We offer delinquent account follow-up using phone calls, letters, emails and text messaging services
- FREE on-site set-up and training
- We never charge hidden fees and don't require a contract
- ABC's software updates are automatic and seamless. You always operate on the most current version of DataTrak and there is never an upgrade fee
- With 200+ Customer Care Reps, 150+ employees in the Data Conversion and Training Departments and 35+ Help Desk employees, your ABC family is here to provide unparalleled support

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NETWORK TO SUCCESS!



IHRSA 2018 teems with opportunities to meet like-minded fitness industry professionals eager to make new connections. Whether you're new to the health and fitness industry, or are a seasoned veteran, IHRSA 2018 is the place to go to meet the right people. Mix and mingle at numerous receptions, breakfasts, and early morning workouts—because this is a meeting for the health and fitness industry, after all.

Here's just a small sample of the many networking opportunities you can expect at IHRSA 2018:

"MAKING CONNECTIONS" ORIENTATION

Wednesday, March 21 | 7:30am - 8:30am

First-time attendees, or those who haven't been in a while, are highly encouraged to attend this session. Learn how to navigate your way through IHRSA 2018. This session will help you establish your game plan for success, meet like-minded attendees, and make the most of your experience!

"THE FAST TRACK" CONTINENTAL BREAKFAST

Thursday, March 22 | 7:00am - 8:15am

Friday, March 23 | 7:00am - 8:15am

Jump-start your morning with 20-minute presentations, each designed to provide you with operational best practices that can be applied immediately in any club setting.

EVENING NETWORKING RECEPTIONS

Kick back with friends—new and old—at the end of the day at one or more of the following gatherings:

- **Opening Welcome Reception**

Wednesday, March 21 | 7:30pm - 9:30pm

Sponsored by MINDBODY

- **Canadian VIP Reception** (Canadian attendees)

Thursday, March 22 | 6:00pm - 7:00pm

Hosted by the Fitness Industry Council of Canada (FIC)

- **Planet IHRSA: The International Attendee Reception**

(International attendees and invited guests)

Thursday, March 22 | 7:00pm - 9:00pm

Sponsored by Perfect Gym Solutions

9th ANNUAL IHRSA WOMEN'S LEADERSHIP SUMMIT

Wednesday, March 21 | 1:00pm - 3:00pm

Leading Everyone Who isn't You

Denise Ryan, Professional Trainer & Author, FireStar

Sponsored by Daxko

13th ANNUAL BASH FOR AUGIE'S QUEST

Friday, March 23 | 6:00pm - 11:00pm

The health and fitness industry's fight to find a cure for ALS (Lou Gherig's disease) continues at the 13th Annual Augie's Bash. Join industry veteran Augie Nieto and his wife Lynne as they strive to raise funds for critical ALS research at this inspiring, heartwarming event. There will also be a cocktail reception, silent auction, and awards ceremony.



**RSVP and fee required. Email augiesquest@als.net to purchase tickets or a table.*

ENHANCE YOUR EVENT EXPERIENCE WITH THE NEW IHRSA 2018 MOBILE APP! (available Jan 2018)

(Supported by Daxko and Matrix Fitness)

- Connect & network with attendees, speakers, exhibitors & sponsors
- Access the live Activity Feed so you don't miss a thing
- Take surveys, post photos and see how high you can rise on the App Leaderboard
- Stay up-to-date on schedules, sessions, locations
- Download session handouts, submit session evaluations and much more!

"One of the best things about attending IHRSA is when I leave – I feel excited, refreshed and rejuvenated about the fitness industry. It's good to get out of the gym for a few days and surround yourself with like-minded people that understand both the challenges of the fitness industry AND the rewards of the fitness industry. IHRSA fuels the passion in me!"



– Dori Nugent, Club La Maison Health and Fitness

KEYNOTE PRESENTATIONS



LISA BODELL

Author, and Founder & CEO, futurethink

"Kill the Company: End the Status Quo, Start an Innovation Revolution"

Wednesday, March 21 | 10:30am - 12:00pm

Sponsored by Myzone

Executive and futurist Lisa Bodell is a world-renowned leader on foresight and change management, and she has brought innovation to life for Google, Cisco Systems, Citigroup, Merck, Fidelity, Accenture and the U.S. Navy. She is also the best-selling author of two books: *Kill the Company* and *Why Simple Wins*. In her presentation, Bodell will share tools and takeaways on how organizations and individuals can eradicate complexity and allow simplicity to be their new operating system, resulting in a successful and innovative workplace culture.

Bodell's takeaways are proven transformational methods that she and her team at futurethink, a consulting firm that helps businesses become world-class innovators, have successfully implemented with Fortune 500 companies around the world. The characteristics that define Bodell as a successful global speaker are the same as those that define her success as a CEO: a laser-focused ability to provide radical thinking and offer on-the-spot business solutions, with an inspired vision that motivates people to action.



LEAH BUSQUE

Founder & Executive Chairwoman, TaskRabbit

"Making Ideas Happen"

Thursday, March 22 | 8:30am - 9:45am

Sponsored by Technogym

Leah Busque has 15 years experience building and creating technology products that have reached millions of people around the globe. She started her career at IBM as a software engineer, where she worked on Lotus Notes and Domino. In 2008 Busque founded TaskRabbit, the world's leading on-demand service marketplace. After serving as the CEO for eight years, she is now the executive chairwoman of the company.

Under Busque's leadership, TaskRabbit has expanded internationally and raised nearly \$50 million in venture funding. *The New York Times* named TaskRabbit "The Next Big Thing in Tech."

Busque's vision for revolutionizing the way people work and "service networking" has inspired legions of startups to launch in the collaborative and service networking space. *Fast Company* named her one of the "100 Most Creative People in Business," and her achievements have been featured in *The Wall Street Journal*, *Wired*, and *Time*.

Busque is a member of the World Economic Forum's Forum of Young Global Leaders, a global network of under-40 entrepreneurs who's bold, brave, action-oriented ventures are furthering social and economic progress.

SIMULTANEOUS TRANSLATION

All keynote sessions and select education sessions will be translated into Portuguese, Russian and Spanish. In addition, select keynote and education sessions will be translated into Chinese (Sponsored by ChinaFit) and Japanese.



JOSH LINKNER

Author, and Five-Time Tech Entrepreneur & Hyper-Growth CEO

"Harnessing Innovation: Turning Raw Ideas into Powerful Results"

Friday, March 23 | 8:30am - 9:45am

Sponsored by Matrix Fitness

Josh Linkner has spent his career harnessing the power of creative disruption. As the founder and CEO of five successful tech companies, Linkner built his businesses from blueprints to million-dollar operations. In addition to his own startups, Linkner has been involved with the launch, growth or financing of more than 100 other companies and has mentored leaders and entrepreneurs through the opportunities and challenges of explosive growth.

He is also an award-winning digital marketer. As the founder and CEO of ePrize, Linkner built the world's largest digital promotions agency, which served 74 of the world's 100 most powerful brands. Linkner travels the globe inspiring audiences with his fresh insights on innovation, creativity and hyper-growth leadership, as well as proven business strategies that drive meaningful outcomes. He is also a two-time *New York Times* bestselling-author of three books: *Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity*, *The Road to Reinvention: How to Drive Disruption and Accelerate Transformation*, and *Hacking Innovation: The New Growth Model from the Sinister World of Hackers*.



ISAAC LIDSKY

Author, Entrepreneur and Founder, Hope for Vision

"Eyes Wide Open"

Saturday, March 24 | 11:30am - 12:30pm

Sponsored by Daxko

In the words of *Inc. Magazine*, Isaac Lidsky "may possess the most eclectic resume in business." From child actor to U.S. Supreme Court clerk to the head of a \$150 million construction firm, Lidsky knows a thing or two about living and leading. Perhaps most striking, Lidsky is only 37, and he is blind. Born with a rare degenerative disease of the retina, he gradually lost his sight after age 12. As his bio makes clear, neither his youth nor his blindness has limited him, however.

After selling the \$230 million technology company he started, Lidsky founded Hope for Vision, a non-profit that funds research for finding a cure for blinding diseases. He is a sought-after consultant and speaker for a variety of organizations and events around the world.

Most recently, Lidsky, a Harvard graduate, transformed ODC Construction from a struggling concrete business into a thriving \$150 million construction firm. He is also the author of a *New York Times* best-selling book, *Eyes Wide Open: Overcoming Obstacles And Recognizing Opportunities in a World That Can't See Clearly*.

INNOVATION YOU WON'T SEE ANYWHERE ELSE!



The **IHRSA International Trade Show** is *the place* for health club operators to discover the newest and best fitness technology the world has to offer.

MORE THAN 350 EXHIBITORS come from around the globe to showcase their products and services in a vibrant, high-energy environment that you won't want to miss.

Be the first to see and try out the latest strength and cardio equipment — many of which will be making their debut on the Trade Show floor — and check out the newest models of your favorite machines.

From our floor to yours. Bring home the best.

- Try out the latest cardio and strength machines equipped with the most cutting-edge digital electronics and ergonomic designs.
- See live demos of club management software, locker room amenities, retention technologies, and more.
- Experience the latest group exercise class trends (and get your own heart rate up) with an Early Morning Workout taught by the industry's leading instructors, right on the show floor.

Meet face-to-face with manufacturers!

Score IHRSA Trade Show-only prices!

TRADE SHOW HOURS

THURSDAY, MARCH 22

10:00am-6:00pm
Trade Show

FRIDAY, MARCH 23

6:30am-8:30am
Early Morning Workout

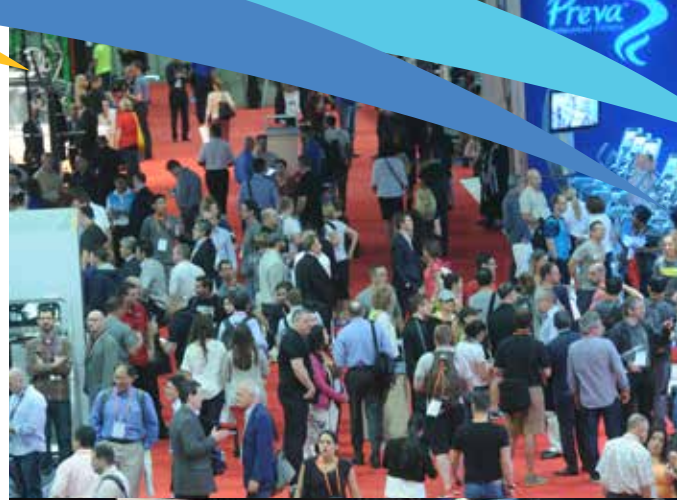
10:00am-5:00pm
Trade Show



EXHIBITOR PRODUCT & SERVICE CATEGORIES

These are just some of the categories of exhibitors that you can expect to see at the IHRSA 2018 International Trade Show in San Diego:

Aquatic / Pools & Supplies
Architects / Facility Designers / Construction / Decor
Associations / Certification / Educational Organizations
Audio / Video Equipment / Music
Climbing Walls / Structures
Computer Software / EFT Billing & Collections
Consultants: Sales / Marketing / Promotions / Training / Personnel
Equipment Cleaning / Maintenance / Repairs
Fitness Equipment / Fitness Accessories
Fixtures / Furniture / Lighting / Lockers
Flooring / Courts / Mats / Sports Surfaces
Food & Beverage / Nutritional Products / Supplements / Services
Group Exercise / Programming / Instruction
Health Clubs / Gyms / Franchises
Insurance
Laundry
Leasing & Financing
Locker Room Amenities / Towels
Medical & Rehabilitation Equipment
Pilates / Stretching / Yoga
Publications / Magazines / Publishing
Security / Locks
Spa Services / Skin Care / Massage Equipment
Sporting Goods / Apparel / Pro Shop
Steam / Sauna
Tanning
Technology / Internet / Programming
Testing / Heart Rate Monitors / AEDs / Body Composition / First Aid
Youth Fitness



A SPECIAL THANK YOU!

IHRSA would like to acknowledge [Twin Oaks Software](#) for enhancing the attendee experience in San Diego by sponsoring a Relaxation Station, designed to assist attendees as they navigate the expansive Trade Show floor and to unwind after a good workout.

Exercise Programming

IHRSA 2018 would not be complete without the very best workout opportunities. Convention and Trade Show attendees can participate each morning in cutting-edge, trend-setting exercise programming. The high-energy classes listed below offer the most innovative programs and top-notch equipment that set IHRSA apart from any other industry show. More will be added as the event gets closer.

Visit ihrsa.org/convention for updates.

THURSDAY, MARCH 22 6:30am-7:30am

JumpSport: Unleash the Bounce!

Krista Popowych, JumpSport Master Trainer & Director of Education, JumpSport, Inc.

Sponsored by JumpSport, Inc.

Participate in a circuit workout that will unleash your inner rebounding beast! Experience what sets JumpSport Fitness Trampolines apart from other 'rebounding' options and workout in a circuit that is creative, highly versatile for cardio and strength training and appeals to both GX and personal trainers. Regardless of participant level, the fitness trampoline is extremely versatile and can be tailored to both high and low intensity sessions and classes. Join us for a workout that is fun, cutting-edge, and effective.

7:30am-8:30am

ThinkFit Circuits: Core, Cardio & More

Portia Page, Education Program Liaison, Balanced Body, Inc.
Erika Quest, Owner, Studio Q Pilates Conditioning

Sponsored by Balanced Body

Join the Balanced Body team for an invigorating, full body circuit workout. Experience the ThinkFit programming system for designing effective, exciting classes using Balanced Body tools including the MOTR, SmartBells, Precision Rotator Discs and more. This class will include exercises on each piece of equipment combined with dynamic bodyweight training drills for a full body rush.

Merrithew Intro to Fascial Movement

Kim Kraushar, Merrithew Master Instructor, Merrithew, CANADA

Sponsored by Merrithew

Fascia is creating a buzz in the fitness industry. But what is fascia and why do fitness professionals need to know about it? This workout demonstrates there is much more to fascia than self-myofascial release. Through simple movements, explore fascial movement variables such as; bounce, sense, expand, and hydrate and discover how adding these to programming can enhance mobility, strength and durability. The first 50 participants receive a free Pilates Express Mat and a Resistance Loop.

Team Power Systems Training Camp

Bennie Wylie, Jr., Power Systems Master Coach, Power Systems

Sponsored by Power Systems

Kickstart your day with an action-packed large group training session led by Power Systems Master Coach Bennie Wylie. A large-scale group warm up, followed by a functional cardio and strength training circuit designed with the same programming, exercises, and movement sequences Coach Wylie uses to train his athletes. Show up, work hard, get coached, and have fun!

FRIDAY, MARCH 23 6:30am-7:30am

Pulling for Power

Ken Weichert

Sponsored by WaterRower

Pulling for Power with SGT Ken utilizes extremely effective Variable Intensity Interval Training (VIIT) techniques with WaterRower drills and calisthenics uniquely arranged to muster muscle-fatigue like never before. VIIT can help you burn body fat for 24 hours from a 60-minute workout. Pull for power today to produce progress tomorrow!

7:30am-8:30am

SandBell Circuit

Brook Bente, M.Ed, Fitness Professional, Hyperwear
Sponsored by Hyperwear

SandBell Circuit is a dynamic strength and endurance workout ideal for small and large group training. The class is set up with multiple exercise stations per circuit. Exercises progressions are used in each circuit keeping the participants constantly engaged and moving through challenging exercises in a fast-paced and fun environment.

STOTT PILATES Essential Matwork with a Focus on Fascia

Kim Kraushar, Merrithew Master Instructor, Merrithew, CANADA

Sponsored by Merrithew

This workout incorporates new fascial research concepts within the body of STOTT PILATES Matwork exercises. Following the Essential Matwork order, explore how exercise can be enhanced inspiring a new movement experience. Experience seamless and flowing exercise sequences that take the body through multiple planes of movement, spark creativity in programming and allow participants to tap into their innate body wisdom. The first 50 participants receive a free Pilates Express Mat.

Total Body Workout with Heart Rate Based Training

Nick Ekbatani, MBA, Barry's Bootcamp and Cycle House
Sponsored by Polar

Have you ever wondered how you really performed during an intense workout? Come see for yourself. Nick will be utilizing Polar Club, a heart rate based solution, to help guide participants and optimize the workout for maximum intensity and results. This total body workout will consist of a variety of cardiovascular and strength exercises at different intensities, all while viewing your heart rate on the big screen. All participants will be able to review their results at the end of the workout. Get ready to work!



THANK YOU Sponsors!



EDUCATIONAL FORMATS TO MATCH YOUR LEARNING STYLE



Recognizing that everyone learns differently, IHRSA 2018 offers educational opportunities in a variety of interactive formats — in addition to the traditional seminars offered throughout the four-day event. Among these offerings are:

IGNITE!

IGNITE! is a fast-paced, 75-minute event where selected speakers prepare 20 slides, each shown for 15 seconds, giving all presenters 5 minutes of fame. IGNITE! presenters share their personal and professional insights on a host of wide-ranging topics that can be informative, enlightening, humorous, or just plain fun!

EDUCATION TUTORIALS

The tutorial program is designed to bring attendees together who are facing the same challenges and obstacles in their day-to-day operations with a business executive or industry professional who will facilitate practical 'solution discovery'. These groups will be limited in size to maximize interaction.

EDUCATION TRACKS

IHRSA 2018 education sessions have been organized by track so you can choose the ones that best match your interests and needs. On the schedule section of this brochure, each session will be noted with its respective code(s). The first code denotes the primary track for each session.

- 🎯 **Equipment** [E]
- 🎯 **Exercise Class** [EC]
- 🎯 **Facilities** [F]
- 🎯 **Fitness Programming** [FP]
- 🎯 **Leadership** [L]
- 🎯 **Legal** [LG]
- 🎯 **Member Retention** [MR]
- 🎯 **Personal Training** [PT]
- 🎯 **Sales & Marketing** [S-M]
- 🎯 **Staffing** [S]
- 🎯 **Strategy & Finance** [S-F]
- 🎯 **Supplier Seminars** [SS]
- 🎯 **Technology** [T]
- 🎯 **Wellness & Community Programming** [W-CP]

NETWORKING ROUNDTABLES

The opportunity to network with club operators from around the world is one of the most requested IHRSA Convention activities each year. Facilitated by a moderator, these roundtable discussions provide attendees with the chance to connect, and share knowledge and ideas on a variety of mission-critical topics.

WORKSHOPS & EDUCATION SEMINARS PRESENTED BY ASSOCIATE MEMBERS

The half- and full-day workshops and Supplier Seminars, presented by a variety of IHRSA Associate members that are also exhibiting at the Trade Show, allow you to dig deeper into the programs and products that can increase success in your club. You will not only enjoy the hands-on aspect of these seminars, but also learn more about the products and services that you will be able to fully 'test-drive' on the Show floor.

CONTINUING EDUCATION CREDITS (CECs)

The following organizations will be offering CECs at IHRSA 2018. Visit ihrsa.org/convention for a complete schedule of activities.

- Athletics & Fitness Association of America (AFAA)
- American Council on Exercise (ACE)
- The Cooper Institute (CI)
- International Fitness Professionals Association (IFPA)
- National Academy of Sports Medicine (NASM)
- National Council on Strength & Fitness (NCSF)
- National Exercise & Sports Trainers Association (NESTA)
- National Federation of Professional Trainers (NFPT)
- National Strength & Conditioning Association (NSCA)
- SCW Fitness Education (SCW)

SCHEDULE

The education programming schedule and social events noted in this brochure are subject to change. Please visit ihrsa.org/convention for updates, schedule changes, and new offerings.

WEDNESDAY, MARCH 21

6:00am - 7:00am | Networking Walk Fitness Business Podcast #FBPFamily Meet Up

Chantal Brodrick

Sponsored by The Fitness Business Podcast

7:30am - 8:30am | "Making Connections" Orientation

Learn how to navigate your way through IHRSA 2018. This session will help you establish your game plan for success, meet like-minded attendees, and make the most of your experience!

9:00am - 10:15am | Education Sessions Group Fitness Fix

Ingrid Knight-Cohee

[FP]

Checkmate: Winning by Differentiating

Mark Miller

[L]

Crafting the Customer Experience: The Untapped Competitive Advantage

Luke Carlson

[MR]

Building a Million Dollar Training Business

Jarod Cogswell, Matt Wright

[PT]

Functional Accounting Basics to Succeed at All Levels in the Fitness Industry

Larry Conner

[S-F]

Solution-Based Selling: Making Sales Easy by Uncovering People's Needs

Chris Stevenson

[S-M]

The New Frontier in Employee Wellness

Michele Wong

[W-CP]

9:15am - 10:15am

Tax-Exempt Competition Forum

Moderated by Helen Durkin, J.D.

[L]

10:30am - 12:00pm | Keynote Session & Award Presentation

Kill the Company: End the Status Quo, Start an Innovation Revolution

Lisa Bodell

Sponsored by Myzone

[L, S-F]

1:00pm - 3:00pm | 9th Annual IHRSA Women's Leadership Summit

Leading Everyone Who isn't You

Denise Ryan

[L, S-F]

1:30pm - 2:45pm | Education Sessions

Several IHRSA 2018 sponsors are offering presentations to share their story, provide industry insights and further educate participants. These interactive sessions will provide participants with pertinent information to continue a dialogue with the sponsors during the Trade Show.

Integration of Healthcare and Fitness Facilities

Panel Discussion Moderated by Cedric Bryant

Gregory Degnan, Chuck Henley, Natalie Muth

Sponsored by the American Council on Exercise

[W-CP, S-S]

Reimagine Club Memberships with Artificial Intelligence

Panel Discussion Moderated by Sarita Myers

Sponsored by Daxko

[MR, SS]

Marketing Never Stops: How to Be an Irresistible Brand

Josh Todd

Sponsored by MINDBODY

[S-M, S-S]

The Technology of Connected Gym Experiences

Panel Discussion Moderated by Al Noshirvani

Dan Cath, Craig Miller, Adam Zeitsiff

Sponsored by Motionsoft

[T, S-S]

ECO-POWR: Get Ahead of the Competition with Energy Producing Cardio

Panel Discussion Moderated by Ivo Grossi

Jose Antonio Avina II, Josh Leve, Adam Zellner

Sponsored by SportsArt

[E, S-S]

75 Minutes with Top Club Operators

Panel Discussion Moderated by Daron Allen

Sponsored by VFP

[L, S-S]

3:15pm - 4:15pm | Education Sessions Tennis and the Symbiotic Relationship with the Fitness Industry

Rod Heckelman

[FP]

Building a Fierce People Culture

Emma Barry

[L]

Orchestrating the Member Experience

Brent Darden

[MR]

Putting the Personal Back into Training

Natalee Levi

[PT]

Winning in Business Requires Strategy

Bill McBride

[S-F, L]

"Buy"ology: Game Changing Marketing Strategies

Adrian Marks

[S-M]

IHRSA 2018

MARCH 21-24 | SAN DIEGO, CA

	LEADERSHIP	STRATEGY & FINANCE	EQUIPMENT/ FACILITIES	FITNESS PROGRAMMING	MEMBER RETENTION	PERSONAL TRAINING	SALES & MARKETING	STAFFING/LEGAL	TECHNOLOGY	WELLNESS & COMMUNITY PROGRAMMING
	Networking Walk, Fitness Business Podcast #FBPFamily Meet-Up • Sponsored by The Fitness Business Podcast									
	"Making Connections" Orientation									
6:00am - 7:00am										
7:30am - 8:30am										
9:00am - 10:15am Education Sessions	Checkmate: Winning by Differentiating	Functional Accounting Basics to Succeed at All Levels in the Fitness Industry		Group Fitness Fix	Crafting the Customer Experience: The Untapped Competitive Advantage	Building a Million Dollar Training Business	Solution-Based Selling: Making Sales Easy by Uncovering People's Needs			The New Frontier in Employee Wellness
10:30am - 12:00pm	KEYNOTE SESSION & AWARD PRESENTATION: "Kill the Company: End the Status Quo, Start an Innovation Revolution", Lisa Bodell, Author, and Founder & CEO, futurethink • Sponsored by Myzone									
	9th Annual IHRSA Women's Leadership Summit • Sponsored by Daxko									
1:00pm - 3:00pm										
1:30pm - 2:45pm Education Sessions	75 Minutes with Top Club Operators Sponsored by VFP		ECO-POWER: Get Ahead of the Competition with Energy Producing Cardio Sponsored by SportsArt				Marketing Never Stops: How to Be an Irresistible Brand Sponsored by MINDBODY		The Technology of Connected Gym Experiences Sponsored by Motionsoft	Integration of Healthcare and Fitness Facilities Sponsored by the American Council on Exercise
3:15pm - 4:15pm Education Sessions/ Roundtable/Tutorial	Building a Fierce People Culture Winning in Business Requires Strategy	Winning in Business Requires Strategy		Tennis and the Symbiotic Relationship with the Fitness Industry Health & Fitness Programming for a New Era	Orchestrating the Member Experience ROUNDTABLE: Driving Retention with Member Engagement	Putting the Personal Back into Training	"Buy"ology: Game Changing Marketing Strategies		The Importance of Data Collection in Today's Successful Health Club	Health & Fitness Programming for a New Era TUTORIAL: Virtual vs. Brick & Mortar Programming: Entering the World of Medical Programming
4:45pm - 5:30pm Education Sessions/ Roundtable/Tutorial	Benchmarking vs. Competitor Research Employee Management: The Fundamentals of Support, Handling Grievances & Corrective Action	Benchmarking vs. Competitor Research Vital Behaviors to Skyrocket the Financial Success of Your Club		Advanced Programming Concepts for Business Growth and Client Retention The Family Entertainment Center: From Concept to Reality ROUNDTABLE: Programming that Adds Value	Power of Engagement	TUTORIAL: Building a Profitable Personal Training Department	Key Sales Strategies to Gain More Members	Employee Management: The Fundamentals of Support, Handling Grievances & Corrective Action		The Family Entertainment Center: From Concept to Reality
4:45pm - 6:00pm	21st Annual IHRSA ILC Summit (Industry ILC Members and invited guests) Sponsored by ABC Financial	21st Annual IHRSA ILC Summit (Industry ILC Members and invited guests) Sponsored by ABC Financial								
7:30pm - 9:30pm	Opening Welcome Reception • Sponsored by MINDBODY									

	LEADERSHIP	STRATEGY & FINANCE	EQUIPMENT/ FACILITIES	FITNESS PROGRAMMING	MEMBER RETENTION	PERSONAL TRAINING	SALES & MARKETING	STAFFING/LEGAL	TECHNOLOGY	WELLNESS & COMMUNITY PROGRAMMING
6:30am - 8:30am	Exercise Classes & Early Morning Workout									
7:00am - 8:15am "The FAST Track" Continental Breakfast				Driving Profit with Small Group Training Growth Strategies to Maximizing Non-Dues Revenue	Post, Tweet, Follow: #SocialMediaStrategies Member-Driven Service Strategies	Driving Profit with Small Group Training	Post, Tweet, Follow: #SocialMediaStrategies	HR Essentials: Do You Know What You Don't Know? The Survival Guide: Compliance, Legal Liabilities & Employment Laws		
8:30am - 9:45am	KEYNOTE SESSION & AWARD PRESENTATION: "Harnessing Innovation: Turning Raw Ideas into Powerful Results", Josh Linkner, Author, and Five-Time Tech Entrepreneur & Hyper-Growth CEO • Sponsored by Matrix Fitness									
10:00am - 11:30am	22nd Annual IHRSA Financial Panel	22nd Annual IHRSA Financial Panel								
10:00am - 5:00pm	TRADE SHOW									
11:00am - 12:00pm Education Sessions/ Roundtable/Tutorial		Building Your Fitness Business Starts in the Locker Room	Blue Print for Success: Building Your Dream Studio	Capitalizing on Fitness & Spas: The Fastest Growing Amenities in Private Clubs Grow Your Personal Training Revenue Through Specialty Programming	Create an Authentic Customer Service Experience in an Automated World ROUNDTABLE: Navigating the Digital Storm: Gain & Retain with Social Media	Grow Your Personal Training Revenue Through Specialty Programming Online Personal Training: Adding Stability to Your Personal Training Department's Revenue Line	The Power of the Integrated Marketing Plan ROUNDTABLE: Navigating the Digital Storm: Gain & Retain with Social Media	TUTORIAL: Effective Employment Policies and Procedures	Online Personal Training: Adding Stability to Your Personal Training Department's Revenue Line	Doing Well and Good: The Business Case for Inclusive Fitness Programs
1:30pm - 2:30pm Education Sessions/ Roundtable/Tutorial	Cult-Like Culture: Unlikely Lessons for Creating a Thriving Company Rex Talks: Change Your Mind, Change Your Profit* Australian & New Zealand Forum	Rex Talks: Change Your Mind, Change Your Profit* Australian & New Zealand Forum		Functional Fitness After Fifty	State of Distinction: Differentiate from Your Competition	Stop Selling Personal Training Sessions and Start Delivering Experiences ROUNDTABLE: Building Championship Caliber Fitness Teams	Digital Marketing: Tools, Tips & Secrets to Powerful and Profitable Internet Marketing TUTORIAL: Sales Excellence: Best Practices for Membership Growth	ROUNDTABLE: Building Championship Caliber Fitness Teams	Technology Trends that will Revolutionize the Health Club Industry	Medical Referrals: Keep it Simple for Success!
3:00pm - 4:00pm "Member Center" Networking Roundtable							Creating an Effective Digital Brand Presence for Your Club			
6:00pm - 11:00pm	13TH ANNUAL BASH FOR AUGIE'S QUEST (Pre-Registration & Donation Required – email augiesquest@als.net)									

* This is a 2-hour session and will conclude at 3:30pm.

SATURDAY, MARCH 24 • SCHEDULE-AT-A-GLANCE

IHRSA 2018
MARCH 21-24 | SAN DIEGO, CA

	LEADERSHIP	STRATEGY & FINANCE	EQUIPMENT/ FACILITIES	FITNESS PROGRAMMING	MEMBER RETENTION	PERSONAL TRAINING	SALES & MARKETING	STAFFING/LEGAL	TECHNOLOGY	WELLNESS & COMMUNITY PROGRAMMING
9:00am - 10:00am Education Sessions	Putting Some Heart into Your Business: Creating a Charitable Foundation to Support Your Brand	Now What? The Present & Future of the Health Club Industry			Utilizing Retail Technology to Improve Health Club Member Retention	Sales Strategies to Grow Your Personal and Small Group Training	Sales Strategies to Grow Your Personal and Small Group Training		Utilizing Retail Technology to Improve Health Club Member Retention	Putting Some Heart into Your Business: Creating a Charitable Foundation to Support Your Brand
10:15am - 11:15am Education Sessions	From Corporate to Commercial: Competing in an Evolving Business Environment Leading a World-Class Personal Training Team	The Three Pillars of Growth Strategy				Leading a World-Class Personal Training Team	Hiring for Excellence: Sales & Marketing Keys for Success	Hiring for Excellence: Sales & Marketing Keys for Success		
11:30am - 12:30pm	KEYNOTE SESSION: "Eyes Wide Open", Isaac Lidsky, Author, Entrepreneur and Founder, Hope for Vision • Sponsored by Daxko									

"IHRSA 2017 was the most influential and life changing event I have ever attended. I have never, in such a short period of time, been able to be so inspired, motivated, educated, and reminded about why I got into this industry. It has transformed my life and sparked back the passion, drive, and energy to help change lives in every way possible."



– Devin Johnson, Active Wellness

The Importance of Data Collection in Today's Successful Health Club

Tim Bainton

[T, L]

Health & Fitness Programming for a New Era

Mike Waters

[W-CP, FP]

**3:15pm - 4:15pm | Networking Roundtable
Driving Retention with Member Engagement**

Moderated by Samantha Merchant

NOTE: This session will have limited seating to ensure full interaction between the moderator and all participants.

[MR]

**3:15pm - 4:15pm | Education Tutorial
Virtual vs. Brick & Mortar Programming:
Entering the World of Medical Programming**

Facilitated by Gregory Degnan

NOTE: This session will have limited seating to ensure full interaction between the facilitator and all participants.

[W-CP]

**4:45pm - 5:30pm | Education Sessions
Advanced Programming Concepts for
Business Growth and Client Retention**

Katrina Cochrane

[FP]

Benchmarking vs. Competitor Research

Janet Tracy

[L, S-F]

Power of Engagement

Christopher Laurin

[MR]

Vital Behaviors to Skyrocket the Financial Success of Your Club

Don Murphy

[S-F]

Employee Management: The Fundamentals of Support, Handling Grievances & Corrective Action

Meredith DePersia

[S, L]

Key Sales Strategies to Gain More Members

Tim Forrest

[S-M]

The Family Entertainment Center: From Concept to Reality

Matt Remick, Brent Frueh

[W-CP, FP]

**4:45pm - 5:30pm | Networking Roundtable
Programming that Adds Value**

Moderated by Maria Miller

NOTE: This session will have limited seating to ensure full interaction between the moderator and all participants.

[FP]

**4:45pm - 5:30pm | Education Tutorial
Building a Profitable Personal Training Department**

Facilitated by Brandon Jonker

NOTE: This session will have limited seating to ensure full interaction between the facilitator and all participants.

[PT]

4:45pm - 6:00pm | 21st Annual IHRSA ILC Summit – A Gathering of Global Leaders Building an 'Innovation Tribe'

Al Segars

Sponsored by ABC Financial

[L, S-F]

For Industry Leadership Council Members and invited guests. To become involved, contact Meredith Poppler at mpoppler@ihrsa.org.

6:00pm - 7:30pm | ILC Summit Reception

Industry Leadership Council (ILC) Members & Invited Guests

7:30pm - 9:30pm | Opening Welcome Reception

Join your colleagues from around the world to network and celebrate the energy and excitement of the industry!

Sponsored by MINDBODY



"IHRSA is by far the best show in our industry. From the fantastic sessions, to the massive trade show, to the incredible networking events it just can't be beat. If you are going to attend one show a year this has to be it."



– Chris Stevenson, Stevenson Fitness



THURSDAY, MARCH 22

6:30am - 7:30am | Exercise Class

JumpSport: Unleash the Bounce!

Krista Popowych

Sponsored by JumpSport, Inc.

[EC]

7:00am - 8:15am | "The FAST Track" Continental Breakfast

"The Fast Track" learning concept is intended to jump-start your morning breakfast with three, concurrent 20-minute presentations per time period. Each is designed to educate early-risers with the best practices on a variety of topics for immediate application in any club.

7:00am - 7:20am

• Designed to Sell & Retain: Top Trends in Club Design

[F]

• Keys to Successful Leadership

[L]

• Creating Brand Advocates

[S-M]

7:40am - 8:00am

• Back-to-Basics: Selling in the Digital Era

[S-M]

• Employee Hiring & Retention Strategies

[S]

• Disruptive Innovation: Pros & Cons of Wearables

[T]

7:30am - 8:30am | Exercise Classes

ThinkFit Circuits: Core, Cardio & More

Portia Page, Erika Quest

Sponsored by Balanced Body

[EC]

Merrithew Intro to Fascial Movement

Kim Kraushar

Sponsored by Merrithew

[EC]

Team Power Systems Training Camp

Bennie Wylie

Sponsored by Power Systems

[EC]

8:30am - 9:45am | Keynote Session & Award Presentation Making Ideas Happen

Leah Busque

Sponsored by Technogym

[L, S-F]

10:00am - 6:00pm | TRADE SHOW

11:30am - 12:45pm | "Member Center"

Networking Roundtable

Customer Hospitality...a Results Focused Approach

Moderated by Shawn Stewart

[MR]

11:30am - 12:45pm | IGNITE!

IGNITE! is a fast-paced, 75-minute event where guest speakers have 5 minutes and 20 slides to convey a concept they are passionate about. Presenters share their personal and professional insights on a host of topics that are informative, enlightening, or just plain fun!

11:45am - 1:00pm | Industry Leadership Council (ILC) Meeting

Industry Leadership Council Members and guests are invited to talk about public policy opportunities to encourage physical activity as well as to discuss other risks and opportunities for the club industry. For more information about the ILC, contact Meredith Poppler at mpoppler@ihrsa.org.

2:00pm - 3:00pm | Education Sessions

The Treasure is Underwater: Making Swimming Pools More Profitable by Utilizing Data

Gustavo Borges

[FP]

7 Habits of Highly Effective Club Leaders

Jim Zupancic

[L]

Retention and the Customer Lifecycle

Jose Teixeira

[MR]

Brand Marketing Mastery: Extending Your Brand Well Beyond Your Four Walls

Elizabeth Studebaker, Jessica Isle

[S-M]

Build a Digital Strategy for Your Club

Carrie Kepple

[S-M, MR]

Competing with Boutique Fitness

Scott Gillespie

[S-F]

Recruiting Your Tribe

Melissa Haase

[S]

The Triad of Activity, Nutrition & Sleep: Why They Should Be Viewed as One!

Mark Cuatt

[W-CP]

2:00pm - 3:00pm | Networking Roundtable Kids Activity Summit: Making Kids More Active Through Community Partnerships

Moderated by Helen Durkin

NOTE: This session will have limited seating to ensure full interaction between the moderator and all participants.

[W-CP]



**2:00pm - 3:00pm | Education Tutorial
Keeping Social Media 'Social': Essentials to
a Successful Campaign**

Facilitated by Justin Tamsett

NOTE: This session will have limited seating to ensure full interaction between the facilitator and all participants.

[MR, S-M]

**3:30pm - 4:30pm | Education Sessions
The Dawning of a New Era: A Period of
Unprecedented Creative Destruction**

Stephen Tharrett

[L]

**Customer Service in the Digital Age:
Winning Strategies to Exceed Expectations**

Fred Hoffman

[MR]

**Onboarding & Marketing: Keys to New
Personal Trainer's Success**

Taylor Antolino, Kate Golden

[PT, S-M]

Prerequisites for Member Growth

Michael Cunico

[S-M, PT]

Maximizing Facebook for Your Facility

Marissa Hoff

[S-M, MR]

**Core Consumers: Insights on Avid Health
Club Users**

Melissa Rodriguez

[S-F]

**All Inclusive: Implementing Programs for
People with Disabilities**

Panel Discussion Moderated by Alexandra Black

[W-CP]

**3:30pm - 4:30pm | Networking Roundtable
Creating a Highly Marketable Brand to
Increase Sales, Retention & Non-Dues
Revenue**

Moderated by Shannon Malooly

NOTE: This session will have limited seating to ensure full interaction between the moderator and all participants.

[S-M, MR]

**3:30pm - 4:30pm | Education Tutorial
Crafting Ideal Pay Practices**

Facilitated by Eric Magnus

NOTE: This session will have limited seating to ensure full interaction between the facilitator and all participants.

[LG, S]

**3:30pm - 4:30pm | Canadian Forum: The
State of the Industry**

David Hardy

Sponsored by Fitness Business Canada Magazine

[L, S-F]

3:30pm - 5:30pm | Latin American Forum

Hosted by Jacqueline Antunes

Moderated by Guillermo Vélez

NOTE: This session will be presented in Portuguese & Spanish

Sponsored by Fitness Brasil and Mercado Fitness

[L, S-F]

**5:00pm - 6:00pm | California Club
Operators Meeting**

Moderated by Helen Durkin

6:00pm - 7:00pm | Canadian VIP Reception

Hosted by the Fitness Industry Council of Canada (FIC)

**7:00pm - 9:00pm | Planet IHRSA: The
International Attendee Reception**

International Attendees & Invited Guests

Sponsored by Perfect Gym Solutions S.A.



“The educational learnings and connections at IHRSA over the last three years have allowed me to take my business to the next level. The value of what I gain at IHRSA becomes a benefit for our members therefore giving my club the advantage over the other 70+ others in my community.”



– Mel Tempest, Ballarat Body & Soul 24/7 Gym, Australia



FRIDAY, MARCH 23

6:30am - 7:30am | Exercise Classes

Pulling for Power

Ken Weichert

Sponsored by WaterRower

6:30am - 8:30am | Early Morning Workout

**7:00am - 8:15am | “The FAST Track”
Continental Breakfast**

“The Fast Track” learning concept is intended to jump-start your morning breakfast with three, concurrent 20-minute presentations per time period. Each is designed to educate early-risers with the best practices on a variety of topics for immediate application in any club.

7:00am - 7:20am

• **Driving Profit with Small Group Training**

[PT, FP]

• **HR Essentials: Do You Know What You Don’t Know?**

[S, LG]

• **Post, Tweet, Follow:
#SocialMediaStrategies**

[S-M, MR]

7:40am - 8:00am

• **Member-Driven Service Strategies**

[MR]

• **The Survival Guide: Compliance, Legal Liabilities & Employment Laws**

[LG]

• **Growth Strategies to Maximizing Non-Dues Revenue**

[FP]

7:30am - 8:30am | Exercise Classes

SandBell Circuit

Brook Bente

Sponsored by Hyperwear

[EC]



STOTT PILATES Essential Matwork with a Focus on Fascia

Kim Kraushar

Sponsored by Merrithew

[EC]

Total Body Workout with Heart Rate Based Training

Nick Ekbatani

Sponsored by Polar

[EC]

8:30am - 9:45am | Keynote Session & Award Presentation

Harnessing Innovation: Turning Raw Ideas into Powerful Results

Josh Linkner

Sponsored by Matrix Fitness

[L, S-F]

10:00am - 11:30am | 22nd Annual IHRSA Financial Panel

Insights into the Drivers Currently Attracting Financial Capital to the Industry

Panel Discussion moderated by Rick Caro

[S-F, L]

10:00am - 5:00pm | TRADE SHOW

11:00am - 12:00pm | Education Sessions

Blue Print for Success: Building Your Dream Studio

Ashley Selman

[F]

Capitalizing on Fitness & Spas: The Fastest Growing Amenities in Private Clubs

Kevin Caldabaugh, Nicole Mains

[FP]



Create an Authentic Customer Service Experience in an Automated World

Lee Ann Jolly, Burke Jolly
[MR]

Grow Your Personal Training Revenue Through Specialty Programming

Michele Melkerson-Granryd
[PT, FP]

The Power of the Integrated Marketing Plan

Catherine Kolbeck, Michelle Eisenhart
[S-M]

Building Your Fitness Business Starts in the Locker Room

Justin Tamsett
[S-F]

Online Personal Training: Adding Stability to Your Personal Training Department's Revenue Line

Cecil Hightower, Matt Lindenmeyer
[T, PT]

Doing Well and Good: The Business Case for Inclusive Fitness Programs

Panel Discussion Moderated by Kilian Fisher
[W-CP]

11:00am - 12:00pm | Networking Roundtable

Navigating the Digital Storm: Gain & Retain with Social Media

Moderator to be announced
NOTE: This session will have limited seating to ensure full interaction between the moderator and all participants.
[S-M, MR]

11:00am - 12:00pm | Education Tutorial Effective Employment Policies and Procedures

Facilitated by Andrew Sommer
NOTE: This session will have limited seating to ensure full interaction between the facilitator and all participants.
[LG]

1:30pm - 2:30pm | Education Sessions Functional Fitness After Fifty

Mo Hagan
[FP]

Cult-Like Culture: Unlikely Lessons for Creating a Thriving Company

Rob Lewis
[L]

State of Distinction: Differentiate from Your Competition

Rachel Cosgrove
[MR]

Stop Selling Personal Training Sessions and Start Delivering Experiences

Nick Clayton
[PT]

Digital Marketing: Tools, Tips & Secrets to Powerful and Profitable Internet Marketing

Alan Leach
[S-M]

Rex Talks: Change Your Mind, Change Your Profit

Moderated by Eddie Tock
Mike Alpert, Pete Bakis, Mark Miller, Aaron Moore, Will Phillips
Note: This is a 2-hour session and will conclude at 3:30pm.
[S-F, L]

Technology Trends that will Revolutionize the Health Club Industry

Eric Durak
[T]

Medical Referrals: Keep it Simple for Success!

Ryan Heller, Chuck Henley
[W-CP]

1:30pm - 2:30pm | Networking Roundtable Building Championship Caliber Fitness Teams

Moderated by Scott Wildeman
NOTE: This session will have limited seating to ensure full interaction between the moderator and all participants.
[S, PT]

“Attending IHRSA is a great opportunity to connect with Industry experts who are so willing to share their expertise. Most of my fitness industry friends are professionals that I met at IHRSA. We now share best practices and help each other trouble shoot throughout the year.”



– Michele Melkerson-Granryd, Castle Hill Fitness

**1:30pm - 2:30pm | Education Tutorial
Sales Excellence: Best Practices for
Membership Growth**

Facilitated by Bill McBride

NOTE: This session will have limited seating to ensure full interaction between the facilitator and all participants.

[S-M]

**1:30pm - 2:30pm | Australian & New
Zealand Forum**

Moderated by Richard Beddie

[L, S-F]

**3:00pm - 4:00pm | “Member Center”
Networking Roundtable
Creating an Effective Digital Brand
Presence for Your Club**

Moderated by Jarod Cogswell

[S-M]

**6:00pm - 11:00pm | 13th Annual BASH
for Augie’s Quest**

*Pre-Registration & Donation Required – Email
augiesquest@als.net*

SATURDAY, MARCH 24

**9:00am - 10:00am | Education Sessions
Putting Some Heart into Your Business:
Creating a Charitable Foundation to
Support Your Brand**

Linda Mitchell

[L, FP]

**Sales Strategies to Grow Your Personal
and Small Group Training**

Hannah Stael von Holstein

[PT, S-M]

**Now What? The Present & Future of the
Health Club Industry**

Bryan O’Rourke

[S-F]

**Utilizing Retail Technology to Improve
Health Club Member Retention**

Paul Bedford

[T, MR]

**10:15am - 11:15am | Education Sessions
From Corporate to Commercial: Competing
in an Evolving Business Environment**

Matthew Parrot

[L]

**Leading a World-Class Personal Training
Team**

Sherri McMillan

[PT, L]

**Hiring for Excellence: Sales & Marketing
Keys for Success**

Jason Reinhardt

[S-M]

The Three Pillars of Growth Strategy

Nikolay Pryanishnikov

[S-F]

**11:30am - 12:30pm | Keynote Session
Eyes Wide Open**

Isaac Lidsky

Sponsored by Daxko

[L, S-F]



SPEAKERS/MODERATORS/INSTRUCTORS

Names highlighted in **blue** identify presenters who are speaking at IHRSA's Annual International Convention for the first time.



Daron Allen, CEO, VFP
Mike Alpert, President, Claremont Club
Taylor Antolino, Marketing Director, Newtown Athletic Club
Jacqueline Antunes, Senior Manager, Latin America, IHRSA
Jose Antonio Avina II, Co-Founder, Sacramento Eco Fitness
Tim Bainton, Founder & Managing Director of Business Development, Blue Chip Sports Management
Pete Bakis, Owner, Yuba City Racquet & Health Club
Emma Barry, Director Group Fitness Programming, Equinox
Richard Beddie, CEO, ExerciseNZ, NEW ZEALAND
Paul Bedford, Ph.D., Research Director, Retention Guru, UNITED KINGDOM
Brook Bente, M.Ed, Fitness Professional, Hyperwear
Alexandra Black, MPH, RD, LDN, Health Promotion Manager, IHRSA
Lisa Bodell, Author, and Founder & CEO, futurethink
Gustavo Borges, Owner, Academia Gustavo Borges, BRAZIL
Chantal Brodrick, Host, Fitness Business Podcast
Cedric Bryant, Ph.D., FACSM, Chief Science Officer, American Council on Exercise
Leah Busque, Founder & Executive Chairwoman, TaskRabbit
Kevin Caldabaugh, President, Club Spa & Fitness Association, and Fitness Director, John's Island Club
Luke Carlson, CEO, Discover Strength
Rick Caro, President, Management Vision, Inc.
Dan Cath, Partnerships Lead, Reserve with Google
Nick Clayton, NSCA-CSCS, NSCA-CPT, Personal Training Program Manager, National Strength and Conditioning Association
Katrina Cochrane, Master Coach, Australian Institute of Fitness, AUSTRALIA
Jarod Cogswell, General Manager, VillaSport Beaverton, and Founder, Enterprise Athlete, Inc.
Larry Conner, CPA, President & General Manager, Stone Creek Club and Spa

Rachel Cosgrove, CEO & Owner, Results Fitness
Mark Cuatt, RD, EP-C, General Manager, Club Fit
Michael Cunico, National Fitness Manager, Fitness Formula Australia, AUSTRALIA
Brent Darden, CEO, Brent Darden Consulting
Gregory Degnan, MD, Medical Director, acac Fitness and Wellness
Meredith DePersia, M.S., PHR, Vice President of Human Resources, Active Wellness LLC
Eric Durak, President & Founder, Medical Health and Fitness
Helen Durkin, J.D., Executive Vice President of Public Policy, IHRSA
Michelle Eisenhart, President, Fly Pages
Nick Ekbatani, MBA, Barry's Bootcamp and Cycle House
Kilian Fisher, International Public Policy Advisor, IHRSA
Tim Forrest, President & Founder, Zone Fitness Clubs
Brent Frueh, General Manager, Rochester Athletic Club
Scott Gillespie, President, Saco Sport & Fitness
Kate Golden, Director, People & Fitness Operations, Newtown Athletic Club
Ivo Grossi, Vice President of Sales, SportsArt
Melissa Haase, Regional General Manager, Midtown Health
Mo Hagan, Vice President, Program Innovation & Fitness Development, GoodLife Fitness, CANADA
David Hardy, MBA, President, Franvest Capital Partners Inc., CANADA
Rod Heckelman, General Manager & Tennis Director, Mt. Tam Racquet Club
Ryan Heller, ACSM EP-C, Physician Liaison, Healthtrax Fitness & Wellness
Chuck Henley, Vice President of Operations, Healthtrax Fitness & Wellness
Cecil Hightower, Director of Ortho-Kinetic Training, TELOS Fitness Center
Marissa Hoff, General Manager, Stevenson Fitness
Fred Hoffman, M.Ed., Owner, Fitness Resources, FRANCE



Jessica Isle, Marketing Manager, Active Wellness LLC
Burke Jolly, Co-Director of Community Building, Little Rock Athletic Club
Lee Ann Jolly, Ph.D., Co-Director of Community Building, Little Rock Athletic Club
Brandon Jonker, Operations Director, Discover Strength
Carrie Kepple, Club Manager, Les Mills New Zealand, NEW ZEALAND
Ingrid Knight-Cohee, M.Sc., Director of Group Fitness, Steve Nash Fitness Clubs, CANADA
Catherine Kolbeck, President, Red Whisk Creative LLC
Kim Kraushar, Merrithew Master Instructor, Merrithew, CANADA
Christopher Laurin, Regional Manager & Director of Marketing, Health Systems Group, CANADA
Alan Leach, Group General Manager, West Wood Clubs, IRELAND
Josh Leve, CEO, Association of Fitness Studios
Natalee Levi, PT Manager, Les Mills New Zealand, NEW ZEALAND
Rob Lewis, Consultant, Rob Lewis Consulting
Isaac Lidsky, Author, Entrepreneur and Founder, Hope for Vision
Matt Lindenmeyer, Lead Professional Ortho-Kinetic Trainer, TELOS Fitness Center
Josh Linkner, Author, and Five-Time Tech Entrepreneur & Hyper-Growth CEO
Eric Magnus, Principal, Jackson Lewis
Nicole Mains, Vice President, Club Spa & Fitness Association, and Fitness Director, Boulder Country Club
Shannon Malooly, Sales & Marketing Director, The Claremont Club
Adrian Marks, Managing Director, enjoy! Marketing, UNITED KINGDOM
Bill McBride, Co-Founder, President & CEO, Active Wellness LLC
Sherri McMillan, Owner, NW Personal Training
Michele Melkerson-Granryd, General Manager, Castle Hill Fitness
Samantha Merchant, Ed.M., CSCS, NASM-CES, Assistant Executive Director, The Works Family Health & Fitness Center
Craig Miller, CIO, Planet Fitness
Maria Miller, Regional Program Leader, Merritt Clubs
Mark Miller, COO, Merritt Clubs
Linda Mitchell, Director of Public and Government Relations, Newtown Athletic Club
Aaron Moore, Director of Operations, Vida Fitness
Don Murphy, Managing Partner, Gold's Gym Newburgh
Natalie Muth, MD, MPH, RDN, FAAP, Practicing Pediatrician, Children's Primary Care Medical Group
Sarita Myers, Senior Director of Product Strategy, Daxo
Al Noshirvani, Chairman, Motionsoft

Bryan O'Rourke, CEO, Gold's Gym Houston, and Integerus, LLC
Portia Page, Education Program Liaison, Balanced Body, Inc.
Matthew Parrot, Ph.D., ACSM H/FD, ACSM EP-C, Senior Director of Research & Development, Corporate Fitness Works
Will Phillips, Founder, REX Roundtables for Executives
Krista Popowych, JumpSport Master Trainer & Director of Education, JumpSport, Inc.
Nikolay Pryanishnikov, CEO, Russian Fitness Group, RUSSIA
Erika Quest, Owner, Studio Q Pilates Conditioning
Jason Reinhardt, Owner & Founder, Go M.A.D. Fitness
Matt Remick, Owner & President, Rochester Athletic Club
Melissa Rodriguez, Senior Research Manager, IHRSA
Denise Ryan, Professional Trainer & Author, FireStar
Al Segars, Ph.D., PNC Distinguished Professor of Strategy & Entrepreneurship and Faculty Director of the Center for Sustainable Enterprise, Kenan-Flagler Business School, The University of North Carolina at Chapel Hill
Ashley Selman, Owner, Evolution Trainers
Andrew Sommer, Partner, Conn Maciel Carey PLLC
Hannah Stael von Holstein, Director of Sales and Marketing, Discover Strength
Chris Stevenson, CSCS, Owner, Stevenson Fitness
Shawn Stewart, COO, O2 Fitness
Elizabeth Studebaker, Senior Marketing Manager, Active Wellness LLC
Justin Tamsett, Managing Director, Active Management, AUSTRALIA
Jose Teixeira, Operations Director, Solinca Health & Fitness SA, PORTUGAL
Stephen Tharrett, Co-Founder, Club Intel
Eddie Tock, President, REX Roundtables for Executives
Josh Todd, Chief Marketing Officer, MINDBODY
Janet Tracy, Director of Business Development, New Industries, STR
Guillermo Vélez, Editor & Director, Mercado Fitness, ARGENTINA
Mike Waters, Director of Health Promotion, Timberhill Athletic Club
Ken Weichert, ACE Certified Group Fitness Instructor, Director of Programming, WaterRower
Scott Wildeman, Senior Vice President, Fitness and Operations, International Fitness Holdings, CANADA
Michele Wong, MS, Vice President, Operations, Active Wellness LLC
Matt Wright, Senior Director of Fitness, Healthtrax Fitness & Wellness
Bennie Wylie, Jr., Power Systems Master Coach, Power Systems
Adam Zeitsiff, CIO, Gold's Gym
Adam Zellner, President, Greener by Design, LLC
Jim Zupancic, J.D., Chairman & CEO, Stafford Hills Club

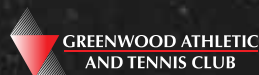


MARCH 23, 2018
SAN DIEGO MARRIOTT MARQUIS

Presented by



FOR MORE INFORMATION, CONTACT
AUGIESQUEST@ALS.NET OR
AUGIESQUEST.ALS.NET/BASH





Book Your Hotel Early and SAVE!

To reserve a hotel room, simply call one of IHRSA's official hotels directly and ask for the special IHRSA 2018 discounted room rate. **Requests for ten or more guest rooms, suites, hospitality rooms, and meeting space, must be submitted in writing to IHRSA for review and approval** by emailing IHRSAevents@ihrsa.org, or by sending a fax to +1 617-737-3323.

IHRSA's discounted hotel rooms will be subject to availability until Friday, February 16, 2018, unless the hotels sell-out prior to this date. Therefore, you are encouraged to place your reservation as early as possible, prior to February 16. After this date the official IHRSA room blocks will be released and the hotels will charge significantly higher rates. All rates are per room, per night; hotels may charge additional fees for rooms with more than two occupants. Special requests should be provided to the reservation agent and are subject to availability at the time of check-in. The hotels noted below are all within walking distance of the San Diego Convention Center, the site of IHRSA 2018. Reservations require a one night's deposit per room, a credit card guarantee, and are subject to a 12.5% taxes/fees — be sure to ask the reservation agent about additional fees and the hotel's cancellation policy. If you have questions about the official hotels, please call the IHRSA Message Center at +1 617-316-6796.

MARRIOTT MARQUIS SAN DIEGO MARINA

333 West Harbor Drive, San Diego, CA 92101
Telephone: +1 800-228-9290 / +1 619-234-1500
Room Rates:

- \$325 Single/Double City View
- \$345 Twin (2 Beds) City or Bay View
- \$355 Single/Double Bay View

OMNI SAN DIEGO HOTEL

675 L Street, San Diego, CA 92101
Telephone: +1 800-843-6664 / +1 619-231-6664
Room Rates:

- \$303 Single/Double/Twin

HARD ROCK HOTEL SAN DIEGO

207 5th Avenue, San Diego, CA 92101
Telephone: +1 866-751-7625 / +1 619-702-3000
Room Rates:

- \$289 Single/Double/Twin Studio Room
- \$319 Single/Double/Twin Hard Rock Suite

NEED HELP FINDING A HOTEL ROOM?

If you need assistance locating a hotel room in San Diego, or if you're looking for something less expensive near the Convention Center, simply contact the San Diego Concierge, our official hotel reservation service. IHRSA has retained this FREE service to provide our attendees with the best options to meet your needs.

For help with your reservations, call +1 800-979-9091.

HILTON SAN DIEGO GASLAMP QUARTER

401 K Street, San Diego, CA 92101
Telephone: +1 800-445-8667 / +1 619-231-4040
Room Rates:

- \$299 Single/Double/Twin

MARRIOTT SAN DIEGO GASLAMP QUARTER

660 K Street, San Diego, CA 92101
Telephone: +1 800-228-9290 / +1 619-696-0234
Room Rates:

- \$295 Single/Double/Twin

EMBASSY SUITES BY HILTON SAN DIEGO BAY DOWNTOWN

601 Pacific Highway, San Diego, CA 92101
Telephone: +1 800-362-2779 / +1 619-239-2400
Room Rates:

- \$239 Single/Double/Twin City View
- \$259 Single/Double/Twin Bay View

BUYER BEWARE!

Don't be fooled by ANY agency claiming to be assisting our attendees with hotel room reservations. IHRSA is working directly with each hotel and San Diego Concierge. They are the only services recommended by IHRSA to safely provide your credit card information to secure your guest room . . . and their services are FREE!

TO REGISTER

Complete one form per attendee. Only facilities eligible for IHRSA membership may attend the Convention†. All members must be in good standing at the time of the event to receive member rates. The Trade Show is open to all health and fitness industry professionals.

WEBSITE

ihrsa.org/convention
(Credit Card Required)

TELEPHONE

800-228-4772 US & Canada
+1 617-951-0055 International

REGISTRATION PACKAGE RATES

	REGISTERED BY 11/15/17	REGISTERED BY 1/26/18	REGISTERED AFTER 1/26/18
FULL PACKAGE (4-DAY)			
Non-member	\$925	\$1,025	\$1,125
Member	\$725	\$825	\$925
3-DAY REGISTRATION*			
Non-member	\$820	\$920	\$1,020
Member	\$620	\$720	\$820
2-DAY REGISTRATION*			
Non-member	\$750	\$800	\$875
Member	\$550	\$600	\$675
1-DAY REGISTRATION*			
Non-member	\$600	\$625	\$675
Member	\$400	\$425	\$475
KEYNOTE PLUS**			
Non-member	\$750	\$800	\$875
Member	\$550	\$600	\$675
SINGLE KEYNOTE			
Non-member	\$185	\$200	\$225
Member	\$135	\$150	\$175
TRADE SHOW ONLY			
Non-member	\$40	\$40	\$60
Member	\$0	\$0	\$60



REGISTRATION PACKAGE DESCRIPTIONS

	Educational Activities	Keynote	Wednesday Opening Reception	Trade Show (Thursday & Friday)	Exercise Classes (Thursday & Friday)	Early Morning Workout (Friday)
Full Package (4-day)	✓	✓	✓	✓	✓	✓
3-Day Registration*	✓	✓	✓	✓	✓	✓
2-Day Registration*	✓	✓	✓	✓	✓	✓
1-Day Registration*	✓	✓	✓	✓	✓	✓
Keynote Plus**		✓	✓	✓	✓	✓
Single Keynote		✓		✓	✓	✓
Trade Show Only				✓	✓	✓

All prices listed are in US dollars.

*Includes all educational activities, keynotes, and evening social events on the days purchased only.

**Includes all keynotes, the Trade Show, exercise classes and early morning workout.

†IHRSA membership is open to investor-owned fitness, racquet, or athletic facilities which pay property taxes and do not accept tax-deductible contributions for capital or operating costs.

IHRSA FOUNDATION VIP RECEPTION

Tuesday, March 20 | 6:30pm - 8:30pm

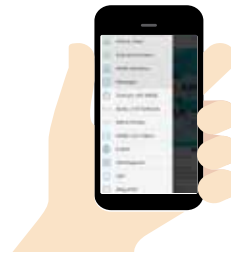
Ticket Purchase Required. Details available in January at ihrsaoundation.org



ENHANCE YOUR EVENT EXPERIENCE WITH THE NEW IHRSA 2018 MOBILE APP!

(Supported by Daxko and Matrix Fitness)

- Connect & network with attendees, speakers, exhibitors & sponsors
- Access the live Activity Feed so you don't miss a thing
- Take surveys, post photos and see how high you can rise on the App Leaderboard
- Stay up-to-date on schedules, sessions, locations
- Download session handouts, submit session evaluations and much more!



*Available in January 2018

JOIN AND SAVE WITH IHRSA MEMBERSHIP!

Register at ihrsa.org/go2018 and select the Membership Plus Package for IHRSA 2018 or contact IHRSA for more information.



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