



NASM™ AFAA®

# **OPTIMA**

**VIRTUAL CONFERENCE**

***ELEVATE YOUR IMPACT***

**EVENT SCHEDULE**

**OCTOBER 13 - 15, 2022**

# PREVIEW

## PREVIEW SESSIONS

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Specific Populations and Medical Fitness	ALL (all attendees)	100	<b>What You Need to Know About Multiple Sclerosis (MS)</b>	More than 2.3 million people are affected by multiple sclerosis (MS) worldwide. Many times, traditional treatment and medicine are not enough to manage the symptoms or limitations of MS. As a health and fitness professional, you can provide a positive experience for this population by facilitating a valuable path to better health and wellness. This session will provide fitness professionals with effective ways to work with those who have MS. Walk away with a working knowledge of the fundamental epidemiology, pathophysiology, symptoms, diagnosis, and treatment of MS. In addition, learn how to effectively implement exercise training to facilitate improved strength, flexibility, balance, and breathing, ultimately helping them to improve quality of life.	Carol Ann, MS, David Lyons	CEUs
Exercise Science, Training Techniques and Formats	PT	101	<b>Tension Stacking for Power</b>	Power is built from the foundation of a strong core and a strong core is an extension of fascial tension, stiffness and integration. Let's explore the power of tension-based training for a strong and functional core. See how proper core tension techniques when coordinated with proper breathing techniques will optimize power production. Get ready to build power that radiates from the ground up!	Emily Spichal, DPM	CEUs
Nutrition and Behavior Change	ALL (all attendees)	102	<b>Nutrition Strategies for Women's Health, Powered by dotFIT™</b>	The nutritional requirements of females vary with the development phases, life stages and aging. Diet and micronutrition influence the risk of chronic disease, muscle health and weight management. In this session, we will discuss the key nutrient needs of women, the impact of diet on health risk, menopausal symptoms, as well as how aging affects muscle and metabolism.	Kat Barefield, MS, RDN	CEUs
Specific Populations and Medical Fitness	PT	103	<b>Coaching the Female Client Into and Beyond Menopause</b>	Many of our female clients over forty will struggle with the physical effects of aging as well as the hormonal changes that seem to take over their bodies. Research is showing that specific exercise and nutrition protocols in the 5 years leading up to menopause can have a significant impact on this inevitable transition. With over 1 billion women worldwide expected to enter into this demographic by 2025, you can be the key to helping them thrive. Come to this session and learn how to successfully assess, program, and coach your female clients and group exercise participants as they approach menopause and beyond.	Kerry Ann Madden	CEUs
Group Training Formats	GFI	104	<b>Fresh Formatting for Group Training</b>	Are you teaching a lot of the same group formats but need some fresh ideas? Learn how to maximize your routines with a template to help you build many workouts from just ONE. This workshop will focus on the strength modality of a group fitness class. However, the ideas presented in this session can be used for bootcamp, circuit, or follow-along classes where everyone is doing the same exercise together. Stop creating a new workout every time. Learn how to mix and match to add more flavor and fun to your workouts.	Linda Magee, MA	CEUs
Nutrition and Behavior Change	ALL (all attendees)	105	<b>Implementing Diet Breaks for Fat Loss Success!</b>	Dieting for long periods of time can be mentally and emotionally challenging. Knowing when and how to implement diet breaks properly can be very helpful in keeping a client on track to achieve his or her fat loss and body composition goals. This session will summarize the research that has been conducted on diet breaks, with an emphasis on resistance training populations. We'll summarize the existing data that validates the potential benefits of diets breaks, as well as best practices for implementing diet breaks for client success.	Bill Campbell, PhD	CEUs
Exercise Science, Training Techniques and Formats	PT	106	<b>Recover Well, Play Well: Modalities and Strategies to Boost Performance</b>	Recovery is a huge topic of conversation in the world of performance. Athletes cannot perform at their highest level without a solid recovery plan. This is a "must-attend" session for trainers and coaches who work with high performance athletes. We will define the physiological recovery methods as they apply to sport performance training. In addition, get ready to review the science and technology behind the proliferation of a host of recovery products on the market today, with particular emphasis on where, when, and how to use them within the NASM OPT model. Lastly, gain an understanding of best practices and guidelines for recommending recovery options for your clients.	Micheal Clark, DPT	CEUs
Business Development	ALL (all attendees)	107	<b>How to Turn Your Social Media Accounts into Awesome Client-Generating Machines, Powered by NPE</b>	Most fitness professionals have tried using social media to find new training clients, but sadly have not been successful in their efforts! If this has been your experience, you are not alone! We all recognize the power of social media to find and sign-up new clients. But all too often, what has been tried, has not worked because these fit pros don't have a clear social media marketing strategy, plan, and process to follow. In this session, you'll get swipe files, case studies, and step-by-step processes you can use to "make over" your social media accounts AND attract more clients to your programs, all in the next 30 days!	Sean Greeley	CEUs
Exercise Science, Training Techniques and Formats	PT	108	<b>Understanding Running Biomechanics and the OPT Model, Powered by Technogym®</b>	In this session we will discuss the current statistics on injury rates for both recreational and elite runners, as well as the common issues that lead to running injuries. In addition, you will discover how proper running biomechanics and cadence will improve running efficiency, while decreasing the chance of overuse injuries. Also, we will explore the advantage of training with sleds and parachutes as well for sports performance and or metabolic conditioning.	Marty Miller, DHSc	CEUs

# THURSDAY, OCTOBER 13, 2022

## THURSDAY, OCTOBER 13, 2022 | 6:30AM-7:30AM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Group Training Formats	GFI/PT	200	Athletic 360	Whether our clients are athletes competing in high level competitions or simply engaging in the sport of life, they all need to perform well! This session shares a complete approach to training the six components of skill related fitness through a HIIT workout integrating mobility and flexibility during periods of recovery. All athletes know the push is just as important as the recovery! Learn how to provide it all to your clients with the Athlete 360 strategy.	Aimee Nicotera, MS	CEUs
Exercise Science, Training Techniques and Formats	PT/GFI	201	Next Level Elastic Resistance, Powered by TRX®	This session will open your eyes to elastic resistance techniques that you've never imagined! Capitalize on the unique capabilities of strength bands to provide variable resistance and full body activation at high movement speeds at any angle for every element of your workout.	Fraser Quelch	CEUs
Nutrition and Behavior Change	ALL (all attendees)	202	Intuitive Eating: Where Self-Care Meets Science	With so many fad diets these days, it's no wonder people can't stick to a healthy lifestyle. It's time to walk away from the word "diet" and learn to change your mindset. In this session you'll learn how to identify disordered eating, what to do, and how to integrate a non-diet approach for lasting health and wellness. Also, understand your role and scope as a fitness professional when it comes to nutrition.	Katherine Hake, RDN	CEUs
Wellness and Health Coaching	ALL (all attendees)	203	Is Wellness Coaching in Your Future Fitness Career?	Fitness has evolved! What was once a niche industry is now full of dynamic professionals. With that evolution has come shifting expectations. Many in the industry now seek education beyond movement with certifications in nutrition, habit change, recovery, and more. But how to work it all in? How to help your client weave these skills into a lasting lifestyle? The answer is coaching! In this session we'll define the essential differences between training and coaching, the distinct techniques used in each, and how to blend them seamlessly to enhance the client experience, increase compliance and retention, and diversify your business to meet shifting economic and client demands resulting in a stable, long term fitness business. You'll also get a sneak peak at NASM's newest offering: Certified Wellness Coach.	Darlene Marshall, MAPP	CEUs
General Interest	ALL (all attendees)	204	Coffee Talk with Marty Miller	This session allows you to have the opportunity to interact with regional Master Instructor, Marty Miller, in a session that is all about you. This friendly format allows you to ask all the questions you want. This special coffee talk will not disappoint. What could be better than starting your day with a cup of coffee and great conversation about the industry with friends!	Marty Miller, DHSc	No CEUs

## THURSDAY, OCTOBER 13, 2022 | 8:45AM-9:15AM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
General Interest	ALL (all attendees)	220	Welcome Address	Laurie McCartney, President of NASM/AFAA kicks off Optima 2022 with exciting updates in the world of fitness and wellness.	Laurie McCartney, MBA	No CEUs

## THURSDAY, OCTOBER 13, 2022 | 9:15AM-10:15AM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
General Interest	ALL (all attendees)	221	Elevate Your Impact with Story and Meaning, A Special Keynote Workshop with Kelly McGonigal, PhD	Join fitness pro and health psychologist Kelly McGonigal, PhD, for a workshop that will help you define the impact of your work by focusing on the power of exercise to change lives. In this unique address, Kelly will interview three fitness professionals who are active personal trainers, group fitness instructors, coaches and business owners. They will be sharing their own life-changing experiences with exercise, as well as the transformational meaning of the movement experiences they facilitate for others. We look forward to seeing you at the 2022 NASM Optima Conference!	Kelly McGonigal, PhD <b>Special Guests:</b> Debbie Barry, Colleen Rustad, Bryant Sharifi	No CEUs

THURSDAY, OCTOBER 13, 2022 | 10:30AM-11:30AM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Group Training Formats	GFI	230	Let's Rumble!	Are you up for a challenge? Its classic Rocky vs. Drago! No frills! No equipment! Just you and the clock! In this workshop, we'll focus on bodyweight only sequences that challenge multiple components of fitness, and learn how to develop a plug and play exercise design for maximum effect with very little time investment. See how you can alternate 3-minute boxing and kickboxing rounds with bodyweight resistance training! This HIIT format is sure to transform you and your students into lean, mean fighting machines! Ready, Set, GO!	Alex McLean, MS	CEUs
Exercise Science, Training Techniques and Formats	PT	231	Creativity in Corrective Exercise	This workshop will discuss creative approaches to corrective exercise to establish a sound understanding of how to apply the NASM Corrective Exercise Continuum after a client movement assessment. If you have attended Cory's corrective exercise sessions previously, this workshop will present a new batch of creative techniques to build on the library of corrective exercises that fitness professionals can use with their clients to address suboptimal positioning and movement patterns when performing functional exercises.	Cory Bennett, MS	CEUs
Specific Populations and Medical Fitness	ALL (all attendees)	232	Meeting the Needs of Clients with Obesity, Powered by MedFit Classroom	Worldwide, rates of obesity have tripled in the past 45 years. Physical activity is a key strategy to prevent and treat risk factors associated with obesity, yet, research has shown that people with obesity often avoid health and fitness facilities due to a variety of weight stigma experiences or anticipated fear of stigmatization. This presents a critical calling for fitness professionals to cultivate inclusive professional relationships with a community of people not currently accessing or benefiting from these essential services. This session will equip attendees with the specialized knowledge and expertise to expand their membership base (and clientele!) by meeting the needs of clients with obesity, while creating an inclusive environment that encourages lifelong healthy behavior and engagement.	Amy Bantham, DrPH, Rachele Pojednic, PhD	CEUs
Nutrition and Behavior Change	PT	233	Nutritional Strategies for Athlete Muscle Recovery, Powered by ISSN	Intense and prolonged exercise sessions deplete fuel supply, damage muscle and other tissues, and can leave the body depleted of fluid and key electrolytes. To properly address these challenges, recovery should be viewed as a multi-faceted approach. This presentation will systematically address key guidelines relative to fluid replacement, carbohydrate recovery, glycogen replenishment, tissue repair, and sleep. An emphasis will be made to translate the scientific findings into palatable take-home nuggets for the listener to employ for their next workout or competition.	Chad Kerksick, PhD	CEUs
Wellness and Health Coaching	PT	234	Coach Well, and Change Their Behavior	Making changes to one's behavior is something that many people struggle with, including those who are highly focused and productive. Behavior change is a complex process, but one that can be highly satisfying when implemented with success. So, what are the common misconceptions surrounding behavior change, and how can we as fitness professionals help our clients to achieve lasting behavior change? This session explores the principles, science and practices that support positive change, as well as coaching practices that help clients overcome the barriers that will ultimately lead to success.	Robert Cappuccio	CEUs
Business Development	PT	235	Boost Online and In-Person Engagement: A How-To Approach Using Service to Drive Business Success, Powered by FBA	It's estimated that during the pandemic nearly 30% of all fitness facilities closed their doors. Thousands of personal trainers, coaches, and instructors left the industry or were uprooted from what they knew. But now, as things start to return to some sense of normalcy, how does one thrive in an industry that looks very different than before? The good news is that fitness is a service-based industry full of daily interactions and massive amounts of opportunities. However, with competitors popping up daily, and virtual training options everywhere, how do you stand out from the crowd? What tactics do you employ to ensure your clients pay, stay and refer? Get the answers to these questions, as well as a 10-step process to grow your business or training clientele in 2022 and beyond.	Josh Leve	CEUs

THURSDAY, OCTOBER 13, 2022 | 12:00PM-1:00PM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Group Training Formats	GFI	240	3D Body Sculpting: Loop Band Blast!	Loop bands can take your traditional resistance training class to a new level! Learn how to bridge the gap between science and practice by applying new research to your programming. Walk away with clear ideas and direction on how to create strong, resilient bodies with the affordable, portable and effective mini loop band!	Aimee Nicotera, MS	CEUs

THURSDAY, OCTOBER 13, 2022 | 12:00PM-1:00PM PDT CONT . . .

Exercise Science, Training Techniques and Formats	PT	241	Advanced Glute Development Workshop for Physique Athletes	This session will cover advanced gluteal development for functional performance and aesthetic physique goals. In this workshop, participants will be able to recall muscle anatomy and function of the gluteal muscles, define the importance of glute training, identify programming and periodization strategies for glute training, and highlight proper nutrition as it applies to assisting clients in reaching their aesthetic physique goals.	Andre Adams, Sunny Andrews, MD	CEUs
Wellness and Health Coaching	ALL (all attendees)	242	Exercise Considerations for the Post-COVID-19 Survivor: Update 2022	Health and fitness professionals play an important role in helping post-COVID-19 survivors' recover and return to function. Over the past two years, researchers have documented the positive effects of exercise and wellness for individuals with long-covid syndrome. Fitness professionals have an important role in the recovery efforts as more individuals seek guidance and coaching from professionals. This discussion will provide a 2022 update on the current evidence regarding the negative physiological effects of COVID-19, medical management and rehabilitation, exercise programming, using technology for monitoring, and the current role of the fitness professional. This presentation is for the fitness professional who desires an evidence-based update on this topic.	Scott Cheatham, DPT, PhD	CEUs
Wellness and Health Coaching	PT	244	Experience Percussive Therapy: Programming Strategies, Powered by Therabody®	In this practical application session, you'll gain the knowledge, skills and abilities to incorporate percussive therapy into client scenarios. We connect the dots—from the science, to the specific need, to the proper approach. You'll walk away with effective techniques that you can integrate into your programming for optimal client performance.	Paul Cauldwell	CEUs
Business Development	PT	245	How to Create a 1-Page Marketing Strategy That Drives Career Success	Create your marketing strategy in ten steps by beginning with the 4 Cornerstones of Marketing model. These are: the customer, the product, your brand position, and your strategy. Then we will cover the ten steps that will be a part of your marketing plan. We will supply you with the tools to make you ready to create your plan. Bring pen and paper to this interactive session and get ready to strategize!	Rick Wenner, MBA	CEUs

THURSDAY, OCTOBER 13, 2022 | 1:15PM-2:15PM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Group Training Formats	GFI	250	Breakdown Shakedown	Everything in life is cyclical, the same holds true in fitness! Add on cardio classes such as dance, kickboxing and step are on the rise. Body sculpting and mind body disciplines continue to add variety to the schedule! Learn the tools to shake down and dissect choreography so it's Monday morning ready! All participants will find their own personal intensity and success in class! Let's break it down now!	Alex McLean, MS	CEUs
Specific Populations and Medical Fitness	ALL (all attendees)	252	HIITing Obesity: Mission Possible!	The prevalence of obesity is systematically growing at an alarming rate worldwide. Specifically, two in three adults do not have healthy weight in the Western world. High-intensity interval training (HIIT) programs are very popular among athletic and general populations. However, recent research provides insights into application of this training modality in individuals who are either overweight or obese. This session addresses the feasibility, safety and program design of such formats. We'll look at evidence-based protocols, how cardiometabolic health is affected by HIIT, the effects of HIIT programs on physical performance. Lastly, see how such programs for the overweight and obese positively affects the well-being of people in this population.	Alexis Batrakoulis, PhD	CEUs
Nutrition and Behavior Change	ALL (all attendees)	253	The Ketogenic Diet: How It Stacks Up Against Other Diets	It seems everywhere you turn people are enumerating the advantages of low-carbohydrate and ketogenic diets. If you want to know more about the effects of such diets, you'll not want to miss this session. We will take a claims versus evidence approach to evaluating ketogenic and other low-carbohydrate nutrition regimes. Then, we'll study the effects of ketogenic diets on endurance performance, strength performance, muscle gain, and fat loss. Participants will gain valuable insight into how body composition is affected by ketogenic diets, as well as the phenomenon and biological significance of "ketoadaptation."	Alan Aragon, MS	CEUs
Wellness and Health Coaching	ALL (all attendees)	254	Triggering Transformation: The Science of Positive Psychology in Fitness	Have you ever wondered about the difference between your wildly successful clients and the ones who seem to flounder? The science of human well-being, positive psychology, may have some of the answers. This session will cover the science of upward spirals, the practices that trigger lasting positive change, and how to harness them as a fitness professional. See how these "spirals" are used to build client buy in, program compliance and more of the stability that builds long-term well-being.	Darlene Marshall, MAPP	CEUs
Business Development	PT	255	Make \$100k Per Year With Only 9 Clients!	Have you ever wondered how the top 2% of fitness professionals charge so much for the same services you are providing? It isn't just trainers in Beverly Hills that are charging \$111 for semi—private sessions. This is being done in small towns with modest demographics. If you are trading time for money, the only way for you to make a great living and not burn out working early mornings, late nights, plus weekends, is by setting and maintaining premium rates. In this session, you'll learn how to create and sell "high-ticket transformations", rather than merely selling sessions and packages in order to make \$100,000. Come to this session and see how you CAN achieve this with as few as 9 clients!	Scott Carpenter	CEUs

# THURSDAY, OCTOBER 13, 2022

## THURSDAY, OCTOBER 13, 2022 | 2:30PM-3:30PM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Group Training Formats	GFI	260	Yoga Release	Let's explore the combination of myofascial release with yoga postures and yoga philosophy. We will parallel going deep into the muscles fibers with going deep into the self. Come to this session and see how you can utilize these yoga release flows in a full stand-alone class, or with one-on-one clients, or simply include them at the end of any yoga or fitness class.	Amy Davis	CEUs
Exercise Science, Training Techniques and Formats	PT	261	Get a Grip	This session will review the research that indicates the importance of maintaining or developing grip strength in order to reduce injuries, improve performance, and maintain overall health as we age. In addition, sample exercises, new range of motion assessments for the forearm, new training techniques, and programming will be provided in accordance with the OPT Model.	Marty Miller, DHSc	CEUs
Wellness and Health Coaching	PT	262	Better Serve Your Clients Through Interprofessional Collaboration	Wellness is multifaceted with many biopsychosocial elements that require attention and maintenance. As fitness professionals, we must recognize our clients' many needs and find ways in which to collaborate with other professionals. This collaborative environment promotes client-centered care, enables more comprehensive solutions, and improves client results. Develop your ability to collaborate and connect with other professionals to enhance your client's health and wellness results!	Andrew Mills, DHSc	CEUs
Nutrition and Behavior Change	PT	263	How to Implement a Muscle Gain Diet	Chances are, you have clients who've told you that they want to gain muscle mass. We all know that gaining muscle mass is important for all clients, especially given the known benefits to preserving muscle with age. But what exactly should a muscle gain phase look like? How much do clients need to eat? What is an appropriate protein intake? What supplements are effective and what are a waste of time? What is an appropriate and healthy rate of gain? All of these questions and more will be answered throughout this lecture. We will walk through an understanding of the anabolic response to food and how to best support the client's training. You will come away feeling confident in how to set-up a diet to gain muscle and support recovery.	Danny Lennon, MSc	CEUs
Exercise Science, Training Techniques and Formats	PT	264	The Power of a Proper Warm-up	The warmup can mean the difference between a mediocre or a great workout session. Planning the warmup requires the same level of attention and focus as the workout itself. Many clients will omit or pay little attention to this aspect of the workout as they prepare for their training session. In this session, we'll explore the importance, the rationale, and strategies to properly prepare the body for a good workout session.	Ken Miller, MS	CEUs

## THURSDAY, OCTOBER 13, 2022 | 4:15PM-5:00PM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Wellness and Health Coaching	ALL (all attendees)	270	Playspan® vs. Lifespan: How to Optimize Both for Lifelong Health and Wellness, Powered by dotFIT™	We often hear the quote that "it's not the years in your life that count, it's the life in your years". That makes it seem like we can live longer or better, but not both. But why not create a life of both longevity AND vitality? In this can't-miss interactive session, Rich Fahmy (NASM Content Manager and Master Instructor) is joined by fitness industry leader and icon Neal Spruce to talk about the concept of Playspan®, our ability to maintain optimal physical and mental capacity for a lifetime. Neal will discuss the critical components of self-care and how everyone can get their Playspan to equal their Lifespan. A live Q&A will be conducted at the end of the presentation.	Neal Spruce, Rich Fahmy, MS	No CEUs

# FRIDAY, OCTOBER 14, 2022

## FRIDAY, OCTOBER 14, 2022 | 6:30AM-7:30AM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Exercise Science, Training Techniques and Formats	PT	300	Advanced Applications of Resistance Profiles, Powered by Technogym®	The term resistance training is widely used to describe exercise protocols that include some form of exercise against an external resistance. This term as accurate as it is, implies that all forms of resistance training provide the same or similar stimulus to the musculoskeletal system. In this workshop we will uncover the benefits of resistance training, while exploring the resistance training muscle activation spectrum, to provide a full understanding of the 6 unique applications of force available, and when and how they are the most beneficial to eliciting specific training outcomes.	Marty Miller, DHSc	CEUs
Group Training Formats	GFI	301	Les Mills BODYBALANCE	Ideal for anyone and everyone, LES MILLS BODYBALANCE® is a new generation yoga class that will improve your mind, your body, and your life. You can expect to bend and stretch through a series of simple yoga moves, elements of Tai Chi and Pilates while an inspiring soundtrack plays in the background. Breathing control is a part of all the exercises. What a great way to start your day!	Luca Callini	No CEUs
Nutrition and Behavior Change	PT	302	Nutritional Considerations for Female Athletes	This presentation will discuss how female nutritional needs vary compared to their male counterparts. We'll discuss additional nutritional considerations that will help female athletes to improve athletic performance, ways to help combat side effects of menstruation, and how to educate female athletes on tracking their menstrual cycle to eliminate fear of menstruating on competition days.	Jackie Kaminski, MS, RDN	CEUs
Wellness and Health Coaching	ALL (all attendees)	303	Breathe Better and Be Less Stressed!	Seventy-five percent of Americans live in a state of chronic stress. And as fitness professionals, we all know that stress is a leading cause of disease. Your clients (and you) experience it in their daily lives. It has an adverse effect on overall health, such as suppressed immunity, reduced cognitive function, and overall mental outlook. Today, more and more fitness and wellness coaches are incorporating conscious breathing techniques to help their clients manage stress, thus influencing many other aspects of their lives by improving energy, performance, productivity and cognition. If you are curious to know how learning something as simple as conscious breathing techniques can impact your life and that of your clients, this workshop is for you!	Michael Rickett, MS	CEUs
General Interest	ALL (all attendees)	304	Ethics Matter: Building Credibility and Trust	As fitness professionals, we face difficult decisions every day, but sometimes we are confronted by dilemmas with conflicting interests and moral gray areas that do not have a clear answer. Some decisions can have severe consequences for both individuals and organizations. You could lose your job, harm your reputation, erode trust, and lose credibility. Developing your ethics will help you navigate tricky situations, build trust, and enhance your credibility as a fitness professional!	Andrew Mills, MS	CEUs

## FRIDAY, OCTOBER 14, 2022 | 8:30AM-9:15AM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Exercise Science, Training Techniques and Formats	PT	310	The Past, Present and Future of Bodybuilding, Powered by dotFIT™	Join Neal Spruce in an interactive conversation about Neal's journey in bodybuilding. Neal was a high-level competitor and transitioned that into multiple successful business. He has been a trusted advisor to many top bodybuilders. The discussion will center around what training and nutrition protocols were used during Neal's competitive days, how he used this knowledge to help others, how he has evolved his training and nutrition strategies over the years, and where Neal sees bodybuilding heading.	Neal Spruce, Mike Fantigrassi, MS	No CEUs
General Interest	ALL (all attendees)	311	NASM's Research Roundup: Wearable Technology in Fitness and Wellness	Wearable technology "wearables" are electronic devices (fitness trackers and smart watches) that can be worn throughout the day to track different biometric data such as heart rate variability, oxygen saturation and sleep. They are not only used in the fitness setting, but have expanded into healthcare as well. More and more professionals are using these devices to track a client's progress or to assist in diagnosing different medical conditions. This discussion features a panel of experts from the NASM Scientific Advisory Board. These experts will discuss how they and their colleagues use such technology within their professional practice and area of expertise. This discussion is a must attend for fitness professionals interested in using and expanding their understanding of such technology.	Allison Brager, PhD Scott Cheatham, PhD, DPT, Brad Dieter, PhD, Kevin Longoria, MS, Tony Ricci, EdD	No CEUs

FRIDAY, OCTOBER 14, 2022 | 9:30AM-10:15AM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
General Interest	ALL (all attendees)	320	From Dreaming of Walking to Dreaming of Gold	Everyone comes to a crossroads in their life where they can choose to go left or to go right. They can listen to the people who doubt them, or simply dust themselves off and follow their dreams, no matter the limitations. Nathan Riech decided on doing the latter! After becoming paralyzed at the age of 10, he forged his own path to recovery and began his quest to walk again, ultimately realizing his dream of winning a gold medal. Little did he know that a golf outing at the age of ten would flip his world upside down, changing it forever. The traumatic brain injury that he experienced required that he learn to walk all over again, confront the doubts of his doctors, and find optimism and passion within a prognosis that seemed bleak. These experiences set Nate on a path of personal discovery, ultimately enabling him to race worldwide, set 3 World records, win a World Championship, and capture a Paralympic gold medal. All 2022 Virtual Optima attendees are encouraged to attend this inspirational presentation that highlights Nathan's journey and the lessons he has learned along the way!	Nathan Riech	No CEUs
Group Training Formats	GFI	321	Step Into Happy with Zumba! New Moves, New Beats	Are you ready to combine elements of cardio fitness, muscle conditioning, balance and flexibility into one seriously awesome class? Featuring new moves and new beats, this Zumba class mixes high and low intensity moves together to create an interval-style, calorie burning dance fitness party! Cheryl Wu-Hall expertly fuses Latin and world rhythms with popular, contemporary songs, along with a throwback nod to some of your favorite 80's and 90's tunes, creating an "off the hook" class you won't soon forget!	Cheryl Wu Hall	No CEUs

FRIDAY, OCTOBER 14, 2022 | 10:30AM-11:30AM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Group Training Formats	GFI	330	Turbo Charged Total Body Conditioning	The ability to move fast is not only for athletes, it's important for all of us. It's essential that we maintain the ability to react to unpredictable situations. Simply put, speed equals force times velocity. Join us as we discuss a little science, and then take the science and put it into practice. Get your small group participants moving faster with greater quickness and more agility, intelligently! Walk away with some thoughtful ways to integrate speed into your workouts.	Abbie Appel	CEUs
Exercise Science, Training Techniques and Formats	PT	331	CPT Investigator: Tactics to Reveal Your Clients REAL Goals!	Client goal identification can be a very tricky endeavor. Most fitness professionals can say that they know about, or have practiced, helping a client develop a SMART goal. But there may be some pieces that are missing from the goal-setting puzzle. In this session, we'll take a look at it all, and discuss how to use the art of motivational interviewing to investigate the deep-rooted reasoning behind a client's goal. Then, once a goal is established, learn ways to apply behavior change theory so that you can evaluate the nature of the goal and create the most effective plan of action for your client.	Cory Bennett, MS	CEUs
Exercise Science, Training Techniques and Formats	PT	332	The Physics of Pain and Performance—An Advanced Corrective Exercise System, Powered by Symmetry	This session utilizes physics concepts as they pertain to musculoskeletal compensations and pain, by using planes of motion to get your clients proactive and compliant with corrective exercises. Learn how to employ postural analysis pre- and post-workout to reinforce healthy daily habits, allowing your clients to move pain free, while ultimately improving athletic performance.	Patrick Mummy	CEUs
Nutrition and Behavior Change	ALL (all attendees)	333	Nutrition for Better Brain Health	As cognitive decline is on the rise, brain health is one of the most important topics of the modern era and foreseeable future. Multiple lifestyle factors have been identified as important for brain health. But, navigating the evidence-based recommendations and prioritizing them for ourselves and our clients can be challenging. This session covers the latest research on lifestyle and its impact on brain health; highlights some of the most effective evidence-based nutrition recommendations; and introduces the most recent nutrition methodologies for brain health. Attendees will learn how certain macronutrients, micronutrients, vitamins, and minerals can affect aspects of the brain. In addition, we'll review the shared characteristics among both evidence-based and recent diets to understand which dietary aspects are important for better brain health.	Elizabeth Baron Cole, Ryan Glatt, MSc	CEUs
Nutrition and Behavior Change	ALL (all attendees)	334	Fasted Versus Fed Cardio—Strategies for Fat Loss	Aerobic exercise is often used as part of an exercise program to increase caloric expenditure for the purposes of improving body composition. One method employed by many individuals is to perform aerobic exercise in the fasted state. The theory behind this strategy is that low glycogen levels after an overnight fast allow for greater mobilization of stored fat to be used for fuel since carbohydrates are not readily available to produce energy. The purpose of this talk is to examine the existing literature on the effect of fasted versus fed cardio on improving body composition. Specifically, the acute and chronic effects of fasted versus fed aerobic exercise will be discussed as well as practical/scientific implications for physique competitors versus other populations where extreme levels of leanness are not required.	Guillermo Escalante, DSc	CEUs



FRIDAY, OCTOBER 14, 2022 | 10:30AM-11:30AM PDT CONT . . .

Business Development	ALL (all attendees)	335	<b>Successful Habits: 15 Minutes a Day to Supercharge Your Offline Marketing</b>	Discover simple daily strategies to super charge your business and bolster your current marketing plans. While social media may be the marketing darling of the decade, we'll discuss the importance of a few 'off-line' tactics that when performed consistently will expand your business and keep your potential client list primed for action. You'll be surprised by how simple, yet effective these often-overlooked gems can be. Whether you are a solopreneur, manage a team, or work for someone else, you'll walk away with a daily, weekly, monthly templated plan to activate right away that is sure to increase your impact!	Shannon Fable	CEUs
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FRIDAY, OCTOBER 14, 2022 | 12:00PM-1:00PM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Wellness and Health Coaching	PT	340	<b>Enhancing the Client Journey with Hyperice® Recovery</b>	Sleep, hydration and nutrition are the three major components of the recovery and regeneration process. Physical stress from exercise and sport compounded by everyday mental stresses from work and family can be taxing on the mind and body. This workshop will explore strategies on how to leverage today's tools to keep pace, if not stay one step ahead.	Ken Miller, MS	CEUs
Exercise Science, Training Techniques and Formats	PT/GFI	341	<b>TRX Evolution of Suspension Training, Powered by TRX®</b>	Redefine what you know about TRX Suspension Training! This session provides a deep dive into the performance and coaching nuances of a series of highly effective TRX movements and combinations. Apply these impactful TRX sequences and coaching methods immediately and watch your suspension training evolve to the next level.	Fraser Quelch	CEUs
Specific Populations and Medical Fitness	ALL (all attendees)	342	<b>Exercise and Type 2 Diabetes, Powered by MedFit Classroom</b>	Nearly 1 in 10 Americans have type 2 diabetes (T2D) with one new case diagnosed every 21 seconds. Lifestyle factors play a huge role in the prevention and treatment of this pathology...but how? How does exercise help? What type and "dose" of exercise is the best? In this session we will explore the role of exercise, how it works, and why fitness professionals should be on the front lines and headlines of prevention and management of T2D.	Rick Richey, DHSc	CEUs
Nutrition and Behavior Change	ALL (all attendees)	343	<b>Protein: Bringing the Science, and Busting Myths</b>	We talk A LOT about protein, but do we really have a grasp on the actual science of how much the body can utilize per sitting, the difference between plant and animal protein powders, or the true protein needs of our aging population? In this informative lecture, participants will learn just how much protein the body requires for individual sports and how much protein the body can actually metabolize at one sitting. We will uncover common misconceptions about protein and much more!	Michelle Ricker, RDN	CEUs
Exercise Science, Training Techniques and Formats	ALL (all attendees)	344	<b>Secret to Fitness is in the Bedroom—Sleep!</b>	We all know that the lack of sleep can negatively affect performance, but did you know that it can also create an environment where we crave fatty foods and basically eat more? Sleep has been called the "athlete's steroid." When our clients get enough sleep it improves reaction time, mood, performance, decreases fatigue. We also see that well-rested athletes/clients tend to work out harder. This lecture will uncover the essentials of sleep health and the many ways trainers can help clients improve their sleep. In addition, learn how we can sleep our way to fat loss, improved fitness, and epic sports performance.	Mike Bracko, EdD	CEUs
Business Development	PT	345	<b>Get Out the AED, Your Website Needs It!</b>	Nearly EVERY single element in your marketing plan will lead potential customers back to your website in order to seal the deal. So why isn't yours getting the job done? In this workshop style course, learn how to assess the performance of your current website while examining these four advanced website design concepts (immediate user connection, unique user experience, results-focused layouts and search engine optimization (SEO)). Then using this information, develop a prioritized action plan to improve the success of your homepage in attracting your ideal customers and boosting your new client acquisition.	Billy Polson	CEUs

# FRIDAY, OCTOBER 14, 2022

## FRIDAY, OCTOBER 14, 2022 | 1:15PM-2:15PM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Group Training Formats	PT/GFI	350	Alignment Redesigned	As a group fitness professional, you have seen, and probably worked with individuals who demonstrate faulty posture and mechanical compensations. Also, it goes without saying that group fitness formats tend to focus on the muscles and overall strength, when they should be considering the importance of alignment. Alignment has an important role in movement. This dynamic program will change the way you teach, train and correct the body's alignment for a lifetime of functional, pain free dynamic movement. Learn about the essential elements needed to help students to find their correct alignment. Get tips on how you can address this in your group fitness classes, and how you can help students move without experiencing pain or injury.	Leslee Bender, Keli Roberts	CEUs
Exercise Science, Training Techniques and Formats	PT	351	Rebirth of Isometrics and Tempo	Understanding the role of different contraction types can be a game changer as isometrics and tempo work are two of the most underutilized training methods in the gym. Improving stability, strength, and performance can mean slowing things down and learning to better control the moving parts. Join in on this workshop for a first person experience with some innovative ways to level up your training with isometrics and tempo work for clients of all types.	Joe Drake, MS	CEUs
Specific Populations and Medical Fitness	PT	352	Nail The Big Three: Assessment and Program Design for Older Adults	Healthy and enjoyable aging requires older adults to develop functional capacities such as strength, balance and cardiometabolic fitness. This workshop will introduce a functional assessment for each domain (strength and power, balance and cardiometabolic fitness) as well as a system to apply the score on the assessment to select the proper exercise solution for each older client. Progressions and regressions for each domain will also be presented so fitness professionals can hit the ground running with all their older clients.	Christian Thompson, PhD	CEUs
Nutrition and Behavior Change	ALL (all attendees)	353	Got Brain Health? Optimal Supplements for Cognitive Performance and Enhancement	If you love knowing about the brain and how you can increase your cognitive performance and brain power, this presentation is for you. Join us as we dive into this very practical and new presentation of enhancing brain performance through various scientifically studies supplements. From various foods, drinks, and other nootropics, we will discuss what you can do to increase your very own brain gains!	Jonathan Mike, PhD	CEUs
Wellness and Health Coaching	PT/GFI	354	Small Steps Matter	The word "Kaizen" is a Japanese term which represents a philosophy of "continuous movement." In an "all or nothing" society, our clients and students are often faced with what they perceive as shame, failure and embarrassment for not being able to do what they used to do when they were younger, or what others may be able to do. Do we consciously or unconsciously support this in them? Or are we setting up an environment where our clients feel supported and encouraged in a "continuous movement" (consistent steps no matter how small) pattern towards their goals? In this session, fitness professionals will see how they can help to keep clients encouraged and motivated while taking on less so they can achieve more!	Tasha Edwards, MS	CEUs
Business Development	ALL (all attendees)	355	Get Out of Your Own Way!	Sometimes the person in the mirror is the roadblock to your success. Humans are creatures of habit. We favor routine and predictability. Subconsciously, we become chameleons as a survival instinct instead of striving to stand out, which you were born to do! Join Shannon Fable, an industry veteran who handcrafted her unique path to success, as she helps you navigate the fitness industry and find your unique place. Punctuated with stories of her "accidental" path to success, overflowing with #lifehacks to help you become less fearful, more focused and tremendously productive, and interspersed with thought-provoking questions that will have you crafting your next bold move, this session will leave you inspired (and prepared) to accomplish everything you've ever dreamed!	Shannon Fable	CEUs

## FRIDAY, OCTOBER 14, 2022 | 2:30PM-3:30PM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Group Training Formats	GFI	360	Core Chaos!	Experience core circuit training like never before. If you teach circuit training formats, you know that this type of workout should feel energetic, fast, and furious, but with structure. In other words, organized chaos! Mix cardio and core moves, shake up the timing and order, and experience a brand-new workout with ideas to last all year long. Understand why blending cardio and core together is the most effective method for boosting metabolism. Then, learn how to effortlessly implement this class into your current total-body conditioning classes!	Abbie Appel	CEUs

FRIDAY, OCTOBER 14, 2022 | 2:30PM-3:30PM PDT CONT . . .

Exercise Science, Training Techniques and Formats	PT	361	<b>Integrate Progressive Overloading Strategies to Help Achieve Your Physique Transformation Goals</b>	In this session we will explain how to adapt progressive overloading for hypertrophy and muscular development goals. We will recall how progressively increasing demand on the muscles over time can force specific adaptations caused by overloading and SAID principles. This session will cover common strategies for applying these principles to the OPT model for continued muscle adaptations and avoiding plateaus while training within a specific phase. The acute variables manipulated by progressive overloading will be explained to give trainers common strategies for programming and periodization.	Andre Adams	CEUs
Exercise Science, Training Techniques and Formats	PT	362	<b>Getting Back in the Game! The Fit Pro's Guide to Helping Clients Return to Activity</b>	More than likely you have one or more clients who have been injured. Their doctor has told them that they are "fine to gradually return to activity." As fitness professional, what does this mean to you? This session covers the challenges to clients who have completed the bulk of their medically guided rehabilitation, but have not yet fully returned to their previous level of function. We will look at current functional status, and learn how to develop programming (using the OPT model) to address the gap between rehabilitation and optimal performance. Then, see how to put a plan in place to organize a path forward for your client.	David Hogarth, DPT	CEUs
Nutrition and Behavior Change	PT	363	<b>Fueling Your Athletes: Carbohydrates and Sports Performance</b>	One of the most controversial and debated topics in nutrition is the role of carbohydrates. But perhaps the most important role of carbohydrate is in cases of athletes aiming to maximize their performance. While the importance of carbohydrates has long been known, the requirements and relative importance varies based on the type of sport, the current training plan, the goals of a session and the individual athlete. So rather than think of athletes needing to be high-carb or low-carb, more recent ideas from sports nutrition research have proposed the use of a "smart carb" approach, or fueling for the work required. In this lecture, you will learn about the role of carbohydrates in different types of activities and sports, what intakes different athletes need, as well as the potential (in certain circumstances) for carbohydrate periodization.	Danny Lennon, MSc	CEUs
Wellness and Health Coaching	PT	364	<b>Don't Hold Your Breath! Breathing Techniques to Accelerate Recovery and Reduce Stress</b>	The research indicates that we are more stressed and less focused than ever before. The previous two years have created stress that has resulted in an imbalance of the autonomic nervous system in many people. Through monitoring heart rate variability (HRV), we can start to understand our readiness to train and compete. This lecture will explore how to quantify readiness through biofeedback using HRV and how breath work can help support a healthy HRV balance.	Michael Watts, MSc	CEUs
Business Development	PT	365	<b>How to Attract and Keep Clients Who Will Pay Up to \$2K a Month! REALLY! Powered by NPE</b>	Over the last 2 years, the industry has seen many fitness trainers and fitness facilities struggle to keep their doors open, and maintain a healthy bottom line. But some are actually thriving! How? The answer is that they are targeting, attracting, and signing up high-paying personal training clients. They're charging \$500, \$1,000, and even \$2,000 a month PER CLIENT. In addition, they are signing these clients to 3-, 6- and 12-month contracts. This influx of premium clients has resulted in raising revenues like never before. In this session, you'll learn how to create premium, high-ticket programs (that clients are happy to pay for!) to grow your client base and income to new highs!	Sean Greeley	CEUs

FRIDAY, OCTOBER 14, 2022 | 4:00PM-5:00PM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Nutrition and Behavior Change	ALL (all attendees)	370	<b>LIVE Cooking Demo: Gourmet Meals Made Simple: Korean Air-Fried Salmon Bowl with Chef Mario, Powered by Trifecta</b>	Korean Air-Fried Salmon Bowl: Prioritizing your nutrition doesn't have to mean filling your diet with meals that are bland and boring or expensive and time-consuming. Trifecta Performance Chef Mario Limaduran shows you how simple and delicious eating well can be with his go-to recipe that's packed with flavor and nutritionally-balanced ingredients. Learn how to cook this dish step-by-step and get tips on how to boost your meal prep routine and keep your nutrition dialed, no matter your budget. Please join us for this LIVE cooking demo, Q&A with Chef Mario and an exclusive Trifecta offer!	Mario Limaduran	No CEUs

# SATURDAY OCTOBER 15, 2022

## SATURDAY OCTOBER 15, 2022 | 6:30AM-7:30AM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Exercise Science, Training Techniques and Formats	PT	401	<b>Above the Chain, Below the Chain or Another Plane—Identifying Compensations</b>	In this session you will learn how to practically apply CES and PES concepts to identify and quickly correct movement compensations during an initial client consultation or training session. When applied, these skills will dramatically improve your ability to show the value of working with a fitness professional, improve the session experience and get client results and referrals!	Jason Stella	CEUs
Exercise Science, Training Techniques and Formats	PT	402	<b>Low Back Pain—Resolved!</b>	Did you know that low back pain is the most common cause of disability in America? Over 80% of Americans suffer from low back pain in their lifetime. One of the best treatment options is exercise. However, how do trainers ensure that they are doing the correct exercise for each specific condition? In this session, we'll investigate the different spinal conditions trainers may face, how to assess these conditions and what can be done to help these clients manage and resolve these conditions. In addition, we'll take a look at pelvic bias and how it relates to low back pain and the conditions described in the session.	Brian Richey	CEUs
Nutrition and Behavior Change	ALL (all attendees)	403	<b>Creatine: Research, Safety, and Recommendations</b>	Creatine is one of the most recommended supplements to enhance performance. It is also one of the most controversial. Numerous claims have been made about its potential dangers including dehydration, muscle cramping, kidney damage, and liver damage. This presentation will clear up the confusion surrounding what creatine is, what the research says about its efficacy and safety, and provide recommendations for its supplementation.	Korey Van Wyk, MS	CEUs
Wellness and Health Coaching	ALL (all attendees)	404	<b>Your Brain on Exercise</b>	Health and fitness professionals have the opportunity to join allied health professionals in addressing the major epidemic of cognitive decline and neurodegenerative diseases, such as dementia and Alzheimer's disease. Although exercise has been proven to be beneficial to brain health and cognitive functioning, the precise exercise prescriptions are not clear to the general public or the industries of health and fitness. This lecture will review the research on how certain modalities of exercise can differentially affect the brain, and provide an initial framework for the assessment and programming of cognitive health within exercise programs.	Ryan Glatt, MSc	CEUs

## SATURDAY OCTOBER 15, 2022 | 8:30AM-9:15AM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Exercise Science, Training Techniques and Formats	PT	410	<b>OPT Celebrates 22 Years: A Special Roundtable Discussion</b>	Here's your chance to learn from NASM Master Instructors past and present as they talk about the innovation behind, and the evolution of NASM's signature OPT training model. This stellar team of trainers and industry leaders will discuss the beginnings of the OPT model, as well as how it has evolved over the course of the past 22 years. You'll gain an understanding of the "why" behind the OPT model, what changes have been made to it, and how trainers are using it today! Come to this enlightening session and see how OPT should be a staple in every trainer's arsenal.	Wendy Batts, MS, Rodney Corn, MA, Rob Rettman, MS, Alan Russell, MS	No CEUs
Wellness and Health Coaching	ALL (all attendees)	411	<b>Mental Fitness with Core, Powered by Hyperice®</b>	Think of meditation and breath work training as mental and emotional fitness. The mind-body connection is the communication between your thoughts and your feelings. The way that you feel influences the way that you think and vice versa. From sleep and nutrition to exercise and movement, the mind-body connection can help your clients' overall health and well-being. By incorporating meditation into your clients training, you are serving your clients mental fitness as well as their physical fitness, creating a circle of wellness that will set you apart from other trainers. Attend this interactive session and learn how to integrate guided meditation into your clients' programs.	Christina Resasco	No CEUs

# SATURDAY OCTOBER 15, 2022

## SATURDAY OCTOBER 15, 2022 | 09:30AM-10:15AM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Wellness and Health Coaching	PT	421	How Do You Make Them Thirsty?	Based on his new book, How Do You Make Them Thirsty?, Phil Weber takes a step-by-step look at the keys to inspiring, educating, and developing the potential in others. He will break down the key components to driving the development of talent and skill, no matter the endeavor. Phil will discuss the essential habits that are necessary to being an effective communicator and coach. Then, he'll dive into the details that are so important when developing an action plan for the people you work with. Gain insight on how the standards you have set for yourself and your clients will determine the level of success you will achieve. Lastly, Phil will expand on why the mind, AND the mind-body connection is so critical to maximizing outcomes. This is a must attend session for professionals who want to elevate their game by inspiring others to do the same.	Phil Weber	No CEUs

## SATURDAY OCTOBER 15, 2022 | 10:30AM-11:30AM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Group Training Formats	GFI	430	Warm Beginnings and Cool Endings	This workshop takes a fresh look at some all-important warm up and cool down strategies. First, we'll examine the essential components of athletic, dynamic and rhythmic warm ups, and when to use them. Then, we'll review warm up elements beyond elevating core temperature and learn how to apply these principles in a practical setting. Lastly, we'll finish by learning three unique cool down strategies which include partner stretching, static-passive stretching, and myofascial release.	Keli Roberts	CEUs
Specific Populations and Medical Fitness	GFI	432	No Floor Core for Active Agers	As we age, the core, proprioception and balance become more important to prevent falls, maintain proper gait and keep us active. With core work, often comes floor work, which is often uncomfortable for the aging population. This session is jam packed with muscular core facts, activity ideas and core exercises off the floor.	Melissa Layne, MS	CEUs
Wellness and Health Coaching	ALL (all attendees)	434	The Frightening Facts Behind Sedentary Behaviors	Sitting may not be the new smoking, but sedentary lifestyles and smoking have a lot in common when it comes to morbidity and early mortality. In fact, research shows that being sedentary throughout the day is so bad for you that even a daily hour-long workout won't save you from many chronic diseases if you are sedentary for the other 23 hours in the day! In this session we will review the research and how lifestyle changes beyond (and sometimes instead of) an hour in the gym can help save so many of our clients, family, and loved ones from pathologies that are rooted in being rooted to our chairs.	Rick Richey, DHSc	CEUs
Wellness and Health Coaching	PT	435	Creating a Mindset for Change in Your Clients	The key to helping clients get results starts by addressing mindset. In this informative and engaging session, learn how to develop and cultivate a mindset that allows clients to not just achieve, but sustain their health and fitness goals. Discover effective, tangible tips and tools from the executive wellness world that can be implemented to make an immediate impact with clientele.	Chris Stevenson	CEUs

## SATURDAY OCTOBER 15, 2022 | 12:00PM-1:00PM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Group Training Formats	GFI	440	Tabata Transformation: Shake Up Your Existing Group Fitness Classes	Many group fitness participants are intimidated by Tabata-style classes. This form of HIIT can also lead to injury if not sequenced and taught properly. Come to this session and not only learn the science behind Tabata but gain tips on how to make it inclusive of participants of all fitness levels. See how you can integrate low impact with less repetitive and safer movements for a class that serves everyone's needs. You'll learn how to progress movements to increase difficulty, as well as the when and why of certain types of exercises. Finally, walk away with a template on how to design a proper warm up, eight progressive sets, and cool down.	Shalaine McLaughlin	CEUs

# SATURDAY OCTOBER 15, 2022

## SATURDAY OCTOBER 15, 2022 | 12:00PM-1:00PM PDT CONT . . .

Wellness and Health Coaching	ALL (all attendees)	441	<b>Sleep-Recover-Adapt-Results: A Practical Sleep Coaching Framework, Powered by the Online Sleep Coach</b>	Sleep is often mentioned in the triad of optimal health alongside exercise and nutrition. However, the reality is that sleep takes a massive back seat to the other variables in our coaching process. This leaves a tremendous opportunity on the table on two fronts. Better client results and an ability to help a struggling and massively underserved population. With regards to client results, the roadmap to client success is to provide a stimulus (i.e., exercise) from which the client will be forced to recover and adapt, and in turn serves to improve health and fitness. However, without quality and optimal sleep, we completely miss out on this adaptation process, leaving results behind every time. The next point lies in the sheer number of individuals who struggle with sleep. This is estimated to be approximately half of the population depending on the criteria you use to define sleep issues. The sad reality for these individuals is that outside of the only 7500 sleep physicians available, the remaining options are sleeping pills with adverse health risks, hygiene lists that are not individual or products that over promise. Many sleep issues are behavioral in nature, meaning there is an incredible opportunity for coaches to fill the void for those who struggle. This talk will provide a framework for doing just that.	Nick Lambe	CEUs
Exercise Science, Training Techniques and Formats	PT	442	<b>Brain-Based Balance Training</b>	Advance your understanding of the nervous system and how almost every exercise we do is a form of brain training. Join in as we explore how to improve brain processing for balance and stabilization. This session will discuss sensory input systems and introduce concepts including sensory conflict training, sensory stacking and sensory remapping to further a brain-based approach to balance and stabilization.	Emily Splichal, DPM	CEUs
Nutrition and Behavior Change	ALL (all attendees)	443	<b>The Basics of Sports Nutrition, Powered by dotFIT™</b>	Proper fueling for athletic performance is often overlooked or misunderstood, yet is critical to success in sport. The ability to help athletes optimize their diet for specific desired outcomes, including proper recovery, injury prevention and overall health is a valuable skill. In this session we will review the fundamental aspects of sports nutrition, including the energy systems, essential nutrients, and the four "rules" of sports nutrition.	Kat Barefield, MS, RDN	CEUs
Wellness and Health Coaching	PT/GFI	444	<b>Mindful Movement for Stress Resilience</b>	According to the American Psychological Association, over 84% of adults in the United States report experiencing prolonged, elevated levels of stress over the last year. Chronic stress wreaks havoc on the physical body, and can result in damage to the musculoskeletal, respiratory, cardiovascular, endocrine, gastrointestinal, nervous, and reproductive systems, resulting in weight gain, high blood pressure, headaches, nausea, digestive issues, and other health issues. Mindfulness-based stress reduction is a powerful tool to ease stress and retrain the nervous system to adapt. Blending mindfulness with movement can help to improve health outcomes, resulting in better energy and quality of life. This workshop will equip participants with three simple mindfulness tools to incorporate into client programs to enhance wellbeing.	Mallory Fox, DHSsc	CEUs
Business Development	ALL (all attendees)	445	<b>Future Proof Your Career: Define Your Brand</b>	The fitness industry has changed forever! With more virtual fitness offerings, online training and big competitors entering the fitness space, this workshop is designed to help you "future proof" your career by homing in on your expertise. And that is your brand! How are you engaging with your future clients? Remember, the new consumer is buying relationships, expertise, and connection, not products! After 40 years of consulting and building brand recognition, Helen will share success strategies, missteps and help you define and build your brand in the new fitness climate!	Helen Vanderburg	CEUs

## SATURDAY OCTOBER 15, 2022 | 1:15PM-2:15PM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Group Training Formats	PT/GFI	450	<b>A Minute to Win it!</b>	A lot can happen in a minute. Join this workshop and find out how effective a minute of training can be when you use the "on the minute" HIIT training technique. In this workshop, you will experience individual, partner, and team challenges to energize your high-intensity training classes. Come away with fun new exercises to inspire your clients.	Helen Vanderburg	CEUs
Exercise Science, Training Techniques and Formats	PT	451	<b>Anatomical Subsystems Training: How to Become All Around Strong and Resilient</b>	The 4 main anatomical subsystems or slings contribute in large part to the muscle system's ability to generate dynamic movement. The myofascial sling sometimes carries a weak component not often addressed by trainers and coaches. This not only limits performance but also doesn't take into consideration the use of a 3-D approach to programming. This presentation will cover all these slings, demonstrate their usage in anatomy, biomechanics so that trainers and coaches can improve their skills with both programming and performance.	Jonathan Mike, PhD	CEUs

## SATURDAY OCTOBER 15, 2022

### SATURDAY OCTOBER 15, 2022 | 1:15PM-2:15PM PDT CONT . . .

Specific Populations and Medical Fitness	PT	452	<b>Early Youth Sports Specialization: Should Kids Really Do a Single Sport?</b>	In many countries around the world, there are youth athletes who are choosing to focus their talents and abilities on a single sport. Researchers have found that early sports specialization can have both negative and positive effects on young athletes. There is a growing amount of research that links sports specialization with burnout and overuse injuries among youth athletes. This presentation will provide an evidence-based discussion of this topic including recognition and management strategies. This course is for the fitness professional who desires a more comprehensive understanding of this emerging topic.	Scott Cheatham, DPT, PhD	CEUs
Nutrition and Behavior Change	ALL (all attendees)	453	<b>Digestive Health for That Performance Advantage</b>	The health of your digestive system could be making a big difference in your exercise performance, your recovery and even in body weight management. Concepts covered in this lecture include understanding the role of the gut microbiome in exercise recovery, introduction of the gut/brain connection, as well as ways that moderate activity impacts gut health and overall weight loss. Walk away with information on what you can do to boost your performance from the inside, out.	Michelle Ricker, RDN	CEUs
Wellness and Health Coaching	ALL (all attendees)	454	<b>Emotional Intelligence and Mental Toughness—A Psychological Safety Audit</b>	In order for mental toughness to resonate with diverse individuals, a psychological safety audit can help to create an environment where people are permitted to make mistakes, learn, share ideas and improve decision making. When people feel safe, they have a higher likelihood of applying mental toughness in other areas of their lives. This is encouraged through the use of emotional intelligence (EQ). Individuals with high EQ are better at recognizing their own emotions and those of others to guide thoughts, feelings and behaviors towards mental toughness. When one is emotionally intelligent, it invites others to adjust and adapt to the process. This lecture integrates the elements of mental toughness and EQ with the practice of sports psychology.	Andre Adams, Dominique Pritchette, PsyD, LCSW	CEUs
Business Development	PT	455	<b>Boost New Client Acquisition with the Ultimate Concierge Program</b>	Your potential customers don't want to be sold to, they want to feel inspired, special and well taken care of from the moment they encounter your brand. Learn how to develop and streamline your own custom, new client concierge program that redefines your marketing, initial interactions, 'matchmaker' process, and community integration practices in order to immediately connect with new clients in a genuine way. Boost your acquisition and outperform greasy sales tactics every time.	Billy Polson	CEUs

### SATURDAY, OCTOBER 23, 2021 | 2:30PM-3:30PM PDT

Category	Audience	Session #	Session Title	Session Description	Presenter	CEUs Offered
Exercise Science, Training Techniques and Formats	PT	460	<b>Program Design—A Good Practice to Get Into</b>	It's time to get serious with clear goals, deliberate training outcomes, and designing the pathway to progression and results. Exercise programming is a common component of personal training that challenges new (and even seasoned) trainers. Too often, instead of meeting the challenge, learning better and doing better with programming, we just make things up on the fly without a plan and are happy that our paying clients at least got a good workout in. This session is designed to help personal trainers create training templates, select exercise progressions, and make modifications to general templates based on individual client assessments, goals, and needs. We will write out programs for a two time per week training client through a 12-week training phase. We will also discuss and lay out the groundwork for undulating programming progressions.	Rick Richey, DHSc	CEUs
Exercise Science, Training Techniques and Formats	PT	461	<b>Hip Versus Knee Dominance: Practical Strategies To Optimize Health And Performance</b>	"Keep your knees behind your toes." "Don't lift with your back." Many of us have used these classic lines while cueing various exercises. This session will cover the concepts of hip versus knee dominance to enhance the benefits of lower extremity exercises. At the end of this session, you will learn a variety of squat, split and single leg progressions, with a specific emphasis on how your body position impacts muscle recruitment and joint stress. These strategies can be used to prevent injury, reduce joint pain, and enhance performance.	Eric Sorenson, PhD	CEUs
Exercise Science, Training Techniques and Formats	PT	462	<b>Energy System Training in The Real World</b>	Energy systems are at the heart of fitness, performance, and life itself. And yet how energy systems work and how they translate into the real world of training is often misunderstood. In this session we will identify the energy systems used in a variety of sports and activities, and describe the benefits and limitations of targeting different energy systems in your client's training regimen.	Joel Jamieson	CEUs
Specific Populations and Medical Fitness	ALL (all attendees)	463	<b>Managing Menopause</b>	It's going to happen. Menopause! It's only a matter of time before every woman enters the stage. From perimenopause to actual menopause, the body undergoes a variety of signs and symptoms caused by hormonal fluctuations. In just one session, we will address the sleep, nutritional, libido and physiological changes that occur as well as the best practices to make it through this period of life.	Melissa Layne, MS	CEUs

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Nutrition and Behavior Change	ALL (all attendees)	464	<b>Pre- and Post-Exercise Nutrient Timing</b>	We focus heavily upon movement prep, the exercise bout and muscle recovery, but tend to ignore the impact of nutrient and fluid intake on performance, recovery and muscle adaptation. Why train hard when you should train smart? This session discusses the carbohydrate, protein and fluid intake (timing, type, quantity) before, during and following exercise.	Fabio Comana, MA, MS	CEUs
Wellness and Health Coaching	PT/GFI	465	<b>Body Positive Workshop: Tools for Body Acceptance</b>	Giving empowered advice to your clients requires you to have an empowered relationship with your own body, wellness, and movement. In today's "quick-fix" culture, it's hard to steer ourselves and our clients away from a focus on fixing our bodies and toward taking care of a body we respect. In this session, you'll learn how body acceptance can improve health, check in on your relationship with the amazing skin you're in, and dive into the 5 best ways to shift lives toward body acceptance!	Abbey Griffith	CEUs