

IHRSA

MARCH 18-21
SAN DIEGO, CA 2020

*Surround yourself
with greatness!*



39th Annual IHRSA International Convention & Trade Show

DISCOVER **INTENZA**

DISCOVER YOUR FUTURE SELF

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#FUTUREME     

Intenza Fitness | 9825 Willows Road NE | Suite 100 | Redmond, Washington 98052 | +1—206—231—9050

TO DISCOVER THE INTENZA UNIVERSE VISIT [INTENZAFITNESS.COM](https://www.intenzafitness.com) OR EXPLORE OUR SOCIAL MEDIA



EXPAND YOUR NETWORK LEARN NEW SKILLS *DISCOVER NEW OPPORTUNITIES*

At IHRSA 2020, you will be surrounded by people at the top of their game. The event 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 2020 is the place to go to meet the right people and learn new skills. Here's just a small sample of the many opportunities you can expect:


"MAKING CONNECTIONS" ORIENTATION

Wednesday, March 18 | 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 2020. This session will help you establish your game plan for success, meet like-minded attendees, and make the most of your experience!

IHRSA EXCLUSIVE SESSIONS **NEW!**

Elevate your learning experience by attending an IHRSA Exclusive session. These sessions have been created just for IHRSA 2020 attendees! You will not see them anywhere else! Don't miss your opportunity to get special content, information and insights to build your business and career.

Look for this  icon throughout the schedule.

15th ANNUAL BASH FOR AUGIE'S QUEST

Friday, March 20 | 6:00pm - 11:00pm

The health and fitness industry's fight to find a cure for ALS (Lou Gherig's disease) continues at the 15th 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 aq@augiesquest.org to purchase tickets or a table.

11th ANNUAL IHRSA WOMEN'S LEADERSHIP SUMMIT

Wednesday, March 18 | 1:00pm - 3:00pm

For over 10 years, IHRSA is proud to have led the way, bringing women in the fitness industry together to network, share ideas, and grow professionally. Develop your leadership skills, influence, and connections at this fun and interactive event.

Sponsored by Club Automation

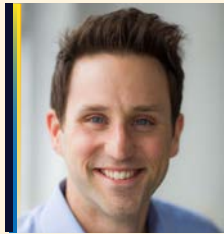
EVENING NETWORKING RECEPTIONS

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

- **IHRSA 2020 Opening Celebration**
Wednesday, March 18 | 7:30pm - 9:30pm
Sponsored by MINDBODY
- **Canadian VIP Reception** (Canadian attendees)
Thursday, March 19 | 6:00pm - 7:00pm
Hosted by the Fitness Industry Council of Canada (FIC)
- **Latin American Reception**
Thursday, March 19 | 6:00 - 7:00 p.m.
Sponsored by Gympass
- **Planet IHRSA: The International Attendee Reception**
(International attendees and invited guests)
Thursday, March 19 | 7:00pm - 9:00pm

KEYNOTE PRESENTATIONS

At IHRSA 2020, we've lined up the biggest names in business and technology, all of whom work across multiple industries and are, like all IHRSA headliners, inspired thinkers and leaders.



JOSH SUNDQUIST

Best-Selling Author, Paralympian

One More Thing, One More Time

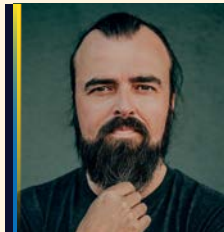
Wednesday, March 18 | 10:30am - 12:00pm

Sponsored by Myzone

Josh Sundquist is a comedian, author, and paralympian. At a young age, Josh was diagnosed with a rare form of bone cancer, resulting in the amputation of his left leg. After doctors declared Josh cured of the disease, he took up ski racing. In 2006, he was named to the U.S. Paralympic Ski Team. Now he represents the U.S. in international competition as a member of the U.S. Amputee Soccer Team.

Josh is also an internet sensation, has collaborated with famous brands, such as Chevrolet and Chase Bank, has appeared on CNN, NPR, among others, and has authored several national best-selling books.

His presentation blends clean stand-up comedy with soulful storytelling. Experience a roller-coaster ride of laughter, tears, chills, and still more laughter. Learn from Josh on key objectives such as resilience during times of change, maintaining humor in stressful situations, and planning for the future with an expanded vision of what is possible.



SCOTT STRATTEN

Best-Selling Author, and President, UnMarketing

UnSelling: The New Customer Experience

Thursday, March 19 | 8:30am - 9:45am

Sponsored by Technogym

As the ultimate sales and marketing truth slayer, Scott Stratten helps organizations see their business through a new lens with his unconventional "unmarketing" views and vanguard approach to building and maintaining real customer relationships.

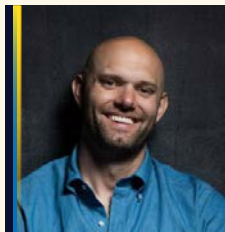
As the president of UnMarketing, he has transformed how corporations like PepsiCo, Century 21, Fidelity, and Microsoft do business with radical insights on how to engage better with customers through social and viral marketing. Named a top 5 social media power influencer by Forbes.com, Scott elevates the conversation by putting the focus back on what matters most to current and potential buyers, values like trust, authenticity, relationships, and service. Scott is also the author of four best-selling books.

Change the way you sell by rethinking about business. Drawing from his experience as a marketing industry innovator and author, Scott convinces audiences to look at the big picture, which is about creating loyal, repeat customers who become brand evangelists because they genuinely love the goods or services you provide. Scott will teach you to become the go-to business before your clients and members even need you!

With humor, passion, and candor, Scott blends real-world strategies with memorable stories that will completely change the way you market and sell — for the better.

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 Japanese.



JAMES CLEAR

Best-Selling Author, Entrepreneur

Atomic Habits: How to Get 1% Better Every Day

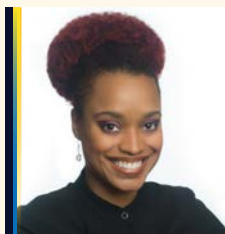
Friday, March 20 | 8:30am - 9:45am

Sponsored by Matrix Fitness

James Clear is a personal development keynote speaker and *New York Times* best-selling author of *Atomic Habits*. James doesn't merely report the research of others. He tries out the concepts for himself as he experiments with building better habits as an entrepreneur, writer, and weightlifter.

He is a regular speaker at Fortune 500 companies and his work has been used by teams in the NFL, NBA, and MLB. Through his online course, The Habits Academy, Clear has taught more than 10,000 leaders, managers, coaches, and teachers how to improve. James Clear's sessions are one-part storytelling, one-part academic research, and one-part personal experiment, forming a colorful blend of inspirational stories, academic science, and hard-earned wisdom.

During the session, you will learn about small habits, decision-making, and continuous improvement with the use of identity and motivation. James will show you how to create a tangible system to get 1% better every day, and break bad habits in order to stick to the good ones. He will help you discover how to avoid the common mistakes most people make when changing habits, and overcome a lack of motivation and willpower.



CRYSTAL WASHINGTON

Futurist, Technology Strategist, Author

Imagine the Future

Saturday, March 21 | 11:30am - 12:30pm

Crystal Washington is a technology strategist and certified futurist. Crystal takes complex topics on social media, apps, and the web, and makes them easy to understand and accessible for everyday people.

Crystal's clients comprise Fortune 500 companies, including Google, Microsoft, and GE. She has appeared in numerous publications including *Entrepreneur*, *Bloomberg Businessweek*, and *Forbes*, and is regularly called on by major television networks as a tech expert. Crystal is the author of the books *One Tech Action* and *The Social Media Why*.

How is technology directly impacting the way you do business and the way your customers view your business? In this session, Crystal will identify the significant ways in which technology is changing human beings and everyday business. Crystal will help you discover how technology is impacting the job market and your customers' communication preferences and needs.

Through tangible examples of the impact of tech on the business world, Crystal will help you gain a better understanding of generational differences and technology preferences for increased team participation and client acquisition. Most importantly, uncover what you should do now that is right for your business to get ahead of the curve and thrive!

400+ EXHIBITORS LEADING-EDGE TECHNOLOGY INFINITE ENERGY

THE IHRSA 2020 TRADE SHOW

MORE THAN 400 EXHIBITORS come from around the globe to showcase their products and services in a vibrant, high-energy environment.

Test drive the latest cardio and strength machines, see live demos of club management software and retention technologies, and check out the most modern locker room amenities available, all under one roof!

WORKOUT OPPORTUNITIES

IHRSA 2020 would not be complete without the very best workout opportunities. In addition to the Friday Early Morning Workout (right on the Trade Show floor!), attendees can participate in trend-setting exercise classes taught by the industry's leading instructors on Thursday and Friday mornings.

TRADE SHOW HOURS

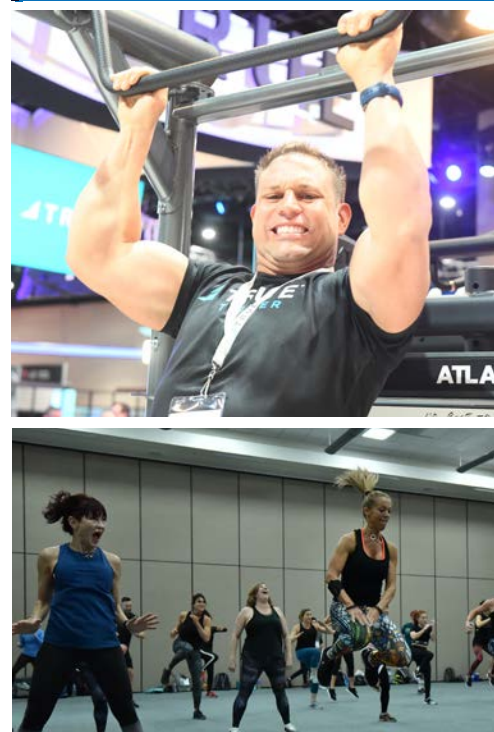
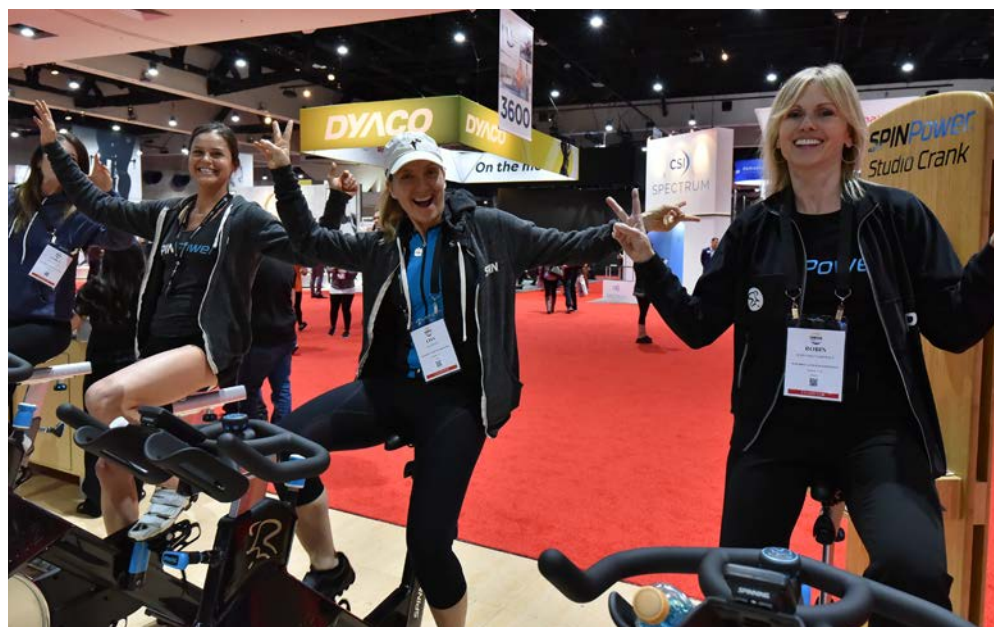
THURSDAY, MARCH 19

10:00am-6:00pm
Trade Show

FRIDAY, MARCH 20

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 2020 International Trade Show in San Diego:

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

Exercise programming is open to all attendees. The high-energy classes listed below offer the most innovative programs and top-notch equipment in the industry. More will be added as the event gets closer. Visit ihrsa.org/convention for updates.

THURSDAY, March 19

6:30am-7:30am

Reformer to CoreAlign - Effective Functional Training Group Class

Balanced Body Master Instructor Team

Sponsored by Balanced Body

Kick-off your morning with Balanced Body's integrated movement class featuring the Pilates Reformer and the CoreAlign! Experience a full-body Pilates workout on the Reformer, then move to gait-based exercise on the CoreAlign. Feel how the CoreAlign is the missing link, applying Pilates' corrective movement patterns in upright functional movement on the CoreAlign. This fun, focused workout will leave you aligned, energized and ready to tackle the day!

Helixing Lateral Trainer

Helix Master Trainer, Helix Company

Sponsored by Helix

Helixing is a fast paced, high-energy 30-minute group exercise class that torches fat and provides major toning benefits from the core to the floor – while you get your cardio in! Because it is performed on Helix lateral trainers, it has been scientifically proven to work more muscles than other cardio, and is so effective that it burns as much fat as a spinning class in just half the time. Helixing is the most fun you can have while getting your butt kicked!

BODYCOMBAT

Andrew Watson, Les Mills Presenter, Les Mills International

Sponsored by Les Mills International

BODYCOMBAT will train your whole body and get you fit, fast and strong. The class works your legs, tones your arms, back and shoulders and provides phenomenal core training. You destroy calories, develop coordination, agility and speed, and feel empowered. Punch and kick your way into knockout shape!

STOTT PILATES Mini Stability Ball Workout

Adrianna Rotella, Lead Instructor Trainer, Merrithew

Sponsored by Merrithew

Brighten up your workout and feel energized with the Mini Stability Ball! Exercises work on improving posture with a major focus on core stability and back mobility while also lengthening and strengthening the surrounding muscles. Keeping the elements of the STOTT PILATES Five Basic Principles in mind, learn how to add variety and fun to traditional Matwork routines. The first 50 participants receive a free Mini Stability Ball!

7:30am-8:30am

Aktiv AQUA

Andrew Gavigan, Director of Education, Aktiv Solutions

Sponsored by Aktiv

Train Unpredictably with the dynamic stability challenge of Aktiv AQUA. Practice and discuss various stability training protocols, exercises and workout formats with the innovative, water and air filled workout accessory. This session will include stability and core strength protocols and concepts, the attributes of water as resistance, and how to deliver fun, functional workout formats for individual, small group and large group training.

Reformer to CoreAlign - Effective Functional Training Group Class

Balanced Body Master Instructor Team

Sponsored by Balanced Body

See Thursday's 6:30am listing for class details.

Helixing Lateral Trainer

Helix Master Trainer, Helix Company

Sponsored by Helix

See Thursday's 6:30am listing for class details.

STRONG 30: Stop Counting the Reps. SYNC to the Beat.

Renee Pickett, Master Trainer Presenter, STRONG By Zumba

Abraham Hernandez, Master Trainer Presenter, STRONG By Zumba

Krista Jacobs, Master Trainer Presenter, STRONG By Zumba

Sponsored by Zumba Fitness LLC

STRONG by Zumba combines body weight, muscle conditioning, cardio and plyometric training moves synced to original music that has been specifically designed to match every single move. Every squat, every lunge, every burpee is driven by the music, helping you make it to that last rep, and maybe even five more. After your STRONG 30 workout we keep the energy flowing, giving you a taste of our SYNC Lab.

FRIDAY March, 20

6:30am-7:30am

Helixing Lateral Trainer

Helix Master Trainer, Helix Company

Sponsored by Helix

See Thursday's 6:30am listing for class details.

Polar Club High Intensity Workout

Master Trainer, Polar

Sponsored by Polar

Start your day with a high-energy, heart-pumping training session led by a Polar Master Trainer. Come early for the chance to try a Polar sensor and see your heart rate data live during the class!

Battle with Boats and Ropes

Kenneth "SGT Ken" Weichert, Director of Programming and Education, WaterRower

Sponsored by WaterRower

Battle with Boats and Ropes with SGT Ken is an extraordinary athletic conditioning workshop with 16 safe and exciting WaterRower drills and battle rope movements. Love rowing and battle ropes exercises? Come experience both in this powev-packed program designed to challenge your stamina and charge your spirit like never before!

7:30am-8:30am

Helixing Lateral Trainer

Helix Master Trainer, Helix Company

Sponsored by Helix

See Thursday's 6:30am listing for class details.

BODYFLOW

Andrew Watson, Les Mills Presenter, Les Mills International

Sponsored by Les Mills International

If you have not tried yoga before, then BODYFLOW is a great introduction! If you are already doing some form of yoga, you will love the variety you get with BODYFLOW! Improve your flexibility and increase core strength while you reduce stress levels. Focus your mind and create a lasting sense of wellbeing and calm. Controlled breathing, concentration and a carefully structured series of stretches, moves and poses to music create a holistic workout that brings your body into a state of harmony and balance.

STOTT PILATES Bodyweight Training

Adrianna Rotella, Lead Instructor Trainer, Merrithew

Sponsored by Merrithew

Can using only bodyweight can create an effective workout for any level client? Absolutely! Explore a workout that takes you through a series of standing exercises designed to strengthen and tone from the ground up. No additional props or external resistance are needed in this creative full-body training session that targets muscular strength and endurance, balance and control. Exercise variations are included to increase or decrease challenge and intensity as well as discussions of cueing and motivating techniques. The first 50 participants receive a free Pilates & Yoga Mat!



THANK YOU Sponsors!

GOLD LEVEL



MATRIX



SILVER LEVEL



Gympass



myzone



BRONZE LEVEL



LES MILLS

Motionsoft



TRUE



wexer

SUPPORTER LEVEL



FREEMOTION



intenza

IRON GRIP
BARBELL COMPANY



lumen



mercado
Fitness



POLAR

Sports/art



THERAGUN



EDUCATIONAL FORMATS

to Match Your Learning Style



Recognizing that everyone learns differently, IHRSA 2020 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:

EDUCATION SESSIONS

IHRSA 2020 education sessions are organized by track so you can pick and choose the seminars that best match your interests and needs.

NETWORKING ROUNDTABLES

Facilitated by a moderator, roundtable discussions provide you the chance to connect with peers, share knowledge, and present ideas on a range of mission-critical topics in an informal setting. The opportunity to network with club operators from around the world is one of the most requested IHRSA Convention activities each year. *Limited seating.*

IHRSA SUPPLIER EDUCATION SERIES

Learn about new products, trends, revenue and retention opportunities in our Wednesday Supplier Education Series. These seminars are sponsored by IHRSA Trade Show Exhibitors and are invaluable if you want to keep up with the competition and succeed in the fitness industry.

IGNITE!

In this fast-paced, 75-minute event, 10 speakers get 5 minutes a piece to share personal and professional insights on a whole host of topics ranging from the informative and enlightening to the humorous and fun.

FIRESIDE CHATS

IHRSA's Fireside Chats are interactive, problem-solving sessions where industry influencers meet in intimate settings and take a deep dive into the most pressing issues clubs encounter. Receive group advice on overcoming challenges and the support you need to stay focused on the goal ahead. *Limited seating.*

IHRSA SKILL WORKSHOPS **NEW!**

IHRSA Skill Workshops include a hands-on learning experience with course instructors. Bring your tablet, laptop, or cell phone to personally experience skill-building for your club. A continental breakfast will be provided to participants. *Limited seating.*

THE FAST TRACK

The FAST Track learning concept is intended to jump-start your morning with three, concurrent 20-minute presentations. Each is designed to educate early-risers with the best practices on a variety of topics for immediate application in any club. A continental breakfast will be provided to participants.

IHRSA TECHX **NEW!**

Join IHRSA industry and technology experts on Saturday, March 21 for a ½ day tech experience! Discover new trends and methods for improving your use of technology in your club. Spend the morning addressing pressing and relevant technology topics with a direct impact on your business.

CONTINUING EDUCATION CREDITS (CECs)

The following organizations will be offering CECs at IHRSA 2020. Visit ihrsa.org/convention for a complete schedule of activities.

- American Council on Exercise (ACE)
- Athletics & Fitness Association of America (AFAA)
- 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)

EDUCATION TRACKS

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]



The education programming schedule and social events noted in this brochure are current as of 11/21. Please visit ihrsa.org/convention for updates, schedule changes, and new offerings.

TUESDAY, MARCH 17

6:30pm - 8:30pm | IHRSA Foundation VIP Reception

Kick off IHRSA 2020 by joining the IHRSA Foundation Board of Directors and the IHRSA Board of Directors at the 4th Annual IHRSA Foundation VIP Reception. You'll have the opportunity to network with industry leaders while enjoying beautiful views of San Diego. Space is limited to 200 tickets. Visit ihrsafoundation.org for tickets!

WEDNESDAY, MARCH 18

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

Moderated by Nicole Johnson, Director, U.S. Club Membership, IHRSA

Learn how to navigate your way through the IHRSA 2020. This session will help you establish your game plan for success, meet like-minded attendees, and make the most of your IHRSA 2020 experience!

9:00am - 10:15am | Education Sessions Inspect What You Expect: How to Achieve Operational Excellence

Bill McBride, President & CEO, Active Wellness & BMC3
[E, F]

Advanced Programming Concepts for Business Growth and Client Retention

Katrina Cochrane, General Manager, Australian Fitness Network, AUSTRALIA
[FP, MR]

REX Talks: 7 Tools to Develop Extraordinary Performance

Moderated by Eddie Tock, CEO, REX Roundtables for Executives

NEW! Cher Harris, General Manager, The Houstonian Club
Robert Brewster, CEO, The Alaska Clubs
Shawn Stewart, COO, O2 Fitness Clubs
[L]

Creating Loyal Customers

José Teixeira, Head of Customer Experience, SC Fitness, PORTUGAL
[MR]

The Ultimate Sales Consultation Formula for Personal Training

NEW! Will Mann, Vice President of Fitness, O2 Fitness Clubs
[PT, S-M]

Diversified Marketing Opportunities to Increase Your Revenue

Shannon Malooly, Membership Sales & Marketing Director, The Claremont Club
[S-M]

Developing Your Club Managers

NEW! Tina Basoco, VP of Talent Acquisition, Development and Organizational Effectiveness, In-Shape Health Clubs
[S]

A Pipeline of New Members through Physician Exercise Prescriptions

Amy Bantham, MS, MPP, Harvard T. Chan School of Public Health Doctoral Candidate
[W-CP]

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

One More Thing, One More Time

NEW! Josh Sundquist, Best-Selling Author, Paralympian
Sponsored by Myzone
[L]

1:00pm - 3:00pm | 11th Annual IHRSA Women's Leadership Summit

For over 10 years, IHRSA is proud to have led the way, bringing women in the fitness industry together to network, share ideas, and grow professionally. Develop your leadership skills, influence and connection at this fun and interactive event.

Sponsored by Club Automation
[L]

1:30pm - 2:45pm | IHRSA Supplier Education Series

Several IHRSA 2020 sponsors are offering presentations to educate participants about their products and services. These interactive sessions will provide participants with pertinent information to continue a dialogue with the sponsors during the Trade Show.

5 Must-Do's to Thrive in the Changing Economy

NEW! Ryon Packer, Chief Product Officer, ABC Financial
Sponsored by ABC Financial
[SS, S-F]

Attract and Retain Members with Pilates

Sponsored by Balanced Body
[SS, FP]

The Member Lifecycle Journey: Empowering the Health and Wellness Member Experience

NEW! Jeff VanDixhorn, CRO, Club Automation + CSI Spectrum, Club Owner
Sponsored by Club Automation + CSI Spectrum
[SS]

Keeping Your Business Fit with Data & Analytics

NEW! Nicholas Hahn, Vice President of Product, Club OS
Sponsored by Club OS
[SS, T]

Cracking Your Gym Members' Nutrition Code Using Metabolic Technology

NEW! Dana Varrone, Vice President of Strategic Partnerships, Lumen
Sponsored by Lumen
[SS, T, W-CP]

Leverage the Science of Behavior Change to Improve Member Retention

NEW! Karlie Intlekofer, Ph.D., Global Wellness Researcher, Matrix Fitness
Sponsored by Matrix Fitness
[SS, W-CP, MR]

Wellness in America and Beyond: Consumer Trends and Insights

NEW! Amaya Weddle, Ph.D., Senior Director, Research & Experiences, MINDBODY Software

Sponsored by MINDBODY

[SS, W-CP]

Listen, Learn, Interact: Four Years of Customer Feedback & Learnings Divulged

Erica Tillinghast, Global Education Manager, Precor

NEW! John Meeks, International Presenter & Master Coach, Precor

NEW! Jeff Groh, International Presenter & Master Coach, Precor

Sponsored by Precor Incorporated

[SS]

Percussive Therapy: A New Wave of Performance and Recovery

NEW! Jason Wersland, D.C., Founder, Theragun

Sponsored by Theragun

[SS, W-CP]

Engagement In and Beyond the Gym: Keeping Members Connected to Your Club 7 Days a Week

Sharad Mohan, CEO, Trainerize

Sponsored by Trainerize

[SS, MR]

3:15pm - 4:15pm | Education Sessions

Pardon Our Appearance: Maintaining Club Management During Construction

Andrew Barranco, Regional Operations and Aquatics Manager, Merritt Clubs

[E, F]

Leading with Culture: A Model for Competitive Advantage

Kristen Green, Executive General Manager, Aquafit

Health Fitness Wellbeing, AUSTRALIA

[L, S]

Sales & Marketing from Boutiques and Big Box Clubs

Panel Discussion Moderated by Brent Darden, CEO, Brent Darden Consulting

Shawn Stewart, COO, O2 Fitness Clubs

Don Allen, Director, Territory Development, Orangetheory Fitness

Adrian Antigua, General Manager & Sales Manager, Gainesville Health & Fitness

[S-M]

The Easy Way to Get & Keep New Clients

Elias Scarr, Sales & Communication Coach, Results

Fitness & Results University

[S-M, MR]

The Power of Transparency with Your Staff

NEW! Gina Aaron, Vice President of People Operations, In-Shape Health Clubs

[S]

Creating a Strategy to Compete in a Hyper-competitive Market

Luke Carlson, CEO, Discover Strength

[S-F]

International Collaboration & UFIT as Benefits to Your Club

Panel Discussion moderated by Alexandra Larcom, MPH, RD, LDN, Senior Manager of Health Promotion & Health Policy, IHRSA

Catherine Carty, Manager, UNESCO Chair in Inclusive Physical Education, Sport, Fitness & Recreation, IRELAND

Kilian Fisher, International Public Policy Advisor, IHRSA, IRELAND

[W-CP]

3:15pm - 4:15pm | Networking Roundtable Developing a 12-month Marketing Plan for Personal Training Departments

Moderated by Sherri McMillan, Owner, Northwest

Personal Training

[PT, S-M]

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

3:15pm - 4:15pm | Fireside Chat Confessions of a Gym Owner

NEW! Facilitated by Landon Burningham, Founder & CEO, Physiq Fitness

[L]

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

4:45pm - 5:30pm | Education Sessions Trendspotting for Group Fitness, Personal Training & Sales

Barbara Mascialino, Group Fitness Director, Fitness & Wellness Professional Services

[FP, PT, S-M]

Further, Faster: A Proven System to Whip Your Fitness Business into Shape

NEW! Bill Flynn, CEO, Catalyst Growth Advisors

[L]

Member Retention Tipping Points

Paul Brown, CEO & President, Face2Face Retention Systems, AUSTRALIA

[MR]

Storytelling as a Strategy for Personal Trainers

NEW! Marie Choi, Director of Operations, West Region, Crunch Fitness Franchise

[PT, S-M]

Make Your Community Event a Smashing Success

NEW! Allison Rand, Director of Marketing, VIDA Fitness

[S-M, W-CP]



“My first IHRSA experience was truly life-changing. I learned so much about how to be a better leader and what it really means to be a GREAT club manager in this growing industry. I look forward to many more conventions in the future!”

– Ellie Miller, Wenatchee Racquet & Athletic Club



E Simplifying Your Branding Message

Justin Tamsett, Managing Director, Active Management,
AUSTRALIA
[S-M]

Powerful Play: Engaging Communities with Youth Fitness Programs

Brett Klika, Founder, SPIDERfit Kids
[W-CP]

4:45pm - 5:30pm | Networking Roundtable Content is King: Create Meaningful Content to Drive Revenue

Moderated by Hannah Stael von Holstein, Vice President of Sales and Marketing, Discover Strength
[S-M]

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

4:45pm - 5:30pm | Fireside Chat Stop the Insanity! Training for New Managers

Facilitated by Mark Miller, Chief Operating Officer, Merritt Clubs
Maria Miller, Regional Manager, Merritt Clubs
NOTE: This session will have limited seating to ensure full interaction between the facilitator and all participants.
[S, L]

4:45pm - 6:00pm | 23rd Annual IHRSA Global Leadership Summit

For Industry Leadership Council Members and invited guests. To become involved, email Meredith Poppler at mpoppler@ihrsa.org.
Sponsored by Gympass
[L]

6:00pm - 7:30pm | IHRSA Global Leadership Summit Reception

Industry Leadership Council (ILC) Members & Invited Guests

7:30pm - 9:30pm | IHRSA 2020 Opening Celebration

Join your colleagues from around the globe to network and celebrate the energy and excitement of the industry!
Sponsored by MINDBODY

THURSDAY, MARCH 19

6:30am - 7:30am | Networking Walk Fitness Business Podcast #FBPFamily Meet Up

Chantal Brodrick, Host, The Fitness Business Podcast, AUSTRALIA
Sponsored by The Fitness Business Podcast

6:30am - 7:30am | Exercise Classes Reformer to CoreAlign — Effective Functional Training Group Class

Balanced Body Master Instructor Team
Sponsored by Balanced Body
[EC]

Helixing Lateral Trainer

Helix Master Trainer, Helix Company
Sponsored by Helix
[EC]

BODYCOMBAT

NEW! Andrew Watson, Les Mills Presenter, Les Mills International
Sponsored by Les Mills International
[EC]

STOTT PILATES Mini Stability Ball Workout

NEW! Adrianna Rotella, Lead Instructor Trainer, Merrithew
Sponsored by Merrithew
[EC]

7:00am - 7:20am | The FAST Track

The FAST Track learning concept is intended to jump-start your morning with three, concurrent 20-minute presentations. Each is designed to educate early-risers with the best practices on a variety of topics for immediate application in any club. A continental breakfast will be provided to participants.

Club Design Basics & Trends

Rudy Fabiano, Principal, Fabiano Designs
[E, F]

Leading by Example: Best Practices to Successful Leadership

Brad Wilkins, President, Health & Fitness, Cooper Aerobics
[L]

Financial Best Practices: What Your Staff Need to Know

Larry Conner, President & General Manager, Stone Creek Club & Spa
[S-F]

7:30am - 8:15am | IHRSA Skill Workshops

IHRSA Skill Workshops include limited seating for a hands-on learning experience with course instructors. Bring your tablet, laptop, or cell phone to personally experience skill-building for your club. A continental breakfast will be provided to participants.

Fitness Programming & Scheduling

Dori Nugent, Membership Director, Club La Maison
[F]

Growing Your Brand on Instagram

Marisa Hoff, Operations Director, Stevenson Consulting
NEW! Marianne Aiello, Senior Digital Content Manager, IHRSA
[S-M]

Web Tech for Dummies

NEW! Andrew Sherman, IT Consultant, VIDA Fitness
Aaron Moore, Director of Operations, VIDA Fitness
[T]

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

Aktiv AQUA: Group Training For Stability and Strength

NEW! Andrew Gavigan, Director of Education, Aktiv Solutions
Sponsored by Aktiv Solutions
[EC]

Reformer to CoreAlign — Effective Functional Training Group Class

Balanced Body Master Instructor Team
Sponsored by Balanced Body
[EC]

“IHRSA is the largest culmination of all the brilliant and passionate minds the fitness industry has to offer. It’s a one stop shop for club improvement, revenue expansion, and higher learning opportunities”

– Andrea Hovel, Healthier Bookkeeping



Helixing Lateral Trainer

Helix Master Trainer, Helix Company

Sponsored by Helix

[EC]

STRONG 30: Stop Counting the Reps. SYNC to the Beat

Renee Pickett, Master Trainer Presenter, STRONG By Zumba

NEW! Abraham Hernandez, Master Trainer Presenter, STRONG By Zumba

NEW! Krista Jacobs, Master Trainer Presenter, STRONG By Zumba

Sponsored by STRONG by Zumba

[EC]

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

UnSelling: The New Customer Experience

NEW! Scott Stratten, Best-Selling Author, and President, UnMarketing, CANADA

Sponsored by Technogym

[S-M]

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

11:30am - 12:45pm | “Member Center” Networking Roundtable

Intro to Generating Non-Dues Revenue

Moderated by Kevin McHugh, Chief Operating Officer, The Atlantic Club

[S-M]

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! To become an IGNITE! presenter, simply complete the brief application at ihrsa.org/ignite by November 29, 2019.

Moderated by Pam O'Donnell, Vice President – Member Experience & Development, IHRSA

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 mppoppler@ihrsa.org.

1:00pm - 2:00pm | Member Center Meet-Up Elevate the Conversation: May I Speak to Your Manager?

Learn from your peers and grow your network in this meet-up for independent club managers of 1 - 5 facilities, focused on problem-solving and customer service. Open to IHRSA club professionals and invited guests.

2:00pm - 3:00pm | Education Sessions Leveraging Club Design in Your Member Experience

David Barton, Founder, DavidBartonGym & TMPL Gym

[F, T, MR]

Tennis as a Programming Model for Member Engagement

Rod Heckelman, General Manager, Mt. Tam Racquet Club

[FP]

Cultural Leadership: The Key to Employee Engagement and Retention

Chris Stevenson, Owner, Stevenson Consulting

[L, S]

Asia Pacific Forum

Panel Discussion moderated by John Holsinger, Director - Asia Pacific, IHRSA

[L, S-F]

Creating the Member Experience

NEW! Amy Williams, Assistant Manager, Little Rock Athletic Club

[MR]

Developing Top Talent & Diversity in the Workplace

NEW! Panel Discussion Moderated by Francesca Schuler, CEO, In-Shape Health Clubs

[S, L]

Strategizing for Success in Your Club

Carrie Kepple, Owner, Styles Studios Fitness

[S-F]

Creative & Practical Training Recommendations for Older Adult Populations

NEW! Dustin Burgemeister, Exercise Specialist, The Marsh

[W-CP]

2:00pm - 3:00pm | Networking Roundtable Championship Leadership

Moderated by Jarod Cogswell, Founder, WORK like an Athlete, Inc.

[L]

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

2:00pm - 3:00pm | Fireside Chat

⑤ Creating Connections & Trust for Personal and Small Group Training Sales

Facilitated by Sheldon McBee, Personal Training Director, Universal Athletic Club

[PT, S-M]

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

3:30pm - 4:30pm | Education Sessions Programming Design for Athletes & Outdoor Adventurers

Sawyer Shea, Program Designer & Lead Coach, Results Fitness

[FP]

Electronic Membership Contracts: What You Need to Know

NEW! Ken Moyle, Managing Member, K6 Legal PLLC

[LG]

Create Epic Fandom: Success in Member Retention

Paul Bedford, Research Director, The Retention Guru, UNITED KINGDOM

[MR]



Cause Marketing: Build Your Brand, Empower Your Team, and Improve Your Bottom Line

NEW! Shannon Shyrne, President, Augie's Quest to Cure ALS

NEW! Gretchen Simoneaux, Vice President, Augie's Quest to Cure ALS

NEW! Kristen Barnfield, Partner & Communications Lead, CK&D Cause Marketing

[S-M, W-CP]

Building a F.I.T. Team: Fun, Integrated & Talented

NEW! Kiley Mutschler, Senior General Manager, Active Wellness

Deb Heisler, Director of East Coast Operations, Active Wellness

[S]

Financing Methods for Your Next Club

Paul Bosley, Executive Vice President, Health Club Experts

[S-F]

The Wellness Advantage: Transforming Clubs and Communities through Health Coaching

NEW! Anthony Wall, MS, Director of Strategic Partnerships, American Council on Exercise

[W-CP]

3:30pm - 4:30pm | Networking Roundtable Know the Difference: The Essentials for a Strong Manager & Strong Leader

Moderated by Mark Cuatt, Managing Partner, All Sport Health & Fitness

[L]

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

3:30pm - 4:30pm | Fireside Chat Maximize Your Potential for Generating Revenue & Increased Customer Loyalty

Facilitated by Michele Melkerson-Granryd, General Manager, Castle Hill Fitness 360

[S-M, MR]

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

3:30pm - 5:00pm | Canadian Forum The State of the Industry

Panel Discussion Moderated by Scott Wildeman, Senior Vice President of Fitness & Operations, International Fitness Holdings, Inc. and President, Fitness Industry Council of Canada

Maureen "Mo" Hagan, Chief Operating Officer, canfitpro and Senior Director, Goodlife Fitness, CANADA

Chuck Kelly, CEO, Movati Athletic, CANADA

Sponsored by Fitness Business Canada Magazine

[L, S-F]

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

Hosted by Jacqueline Antunes, Director of Latin America, IHRSA

Supported by Fitness Brasil and Mercado Fitness

Sponsored by Gympass

[L, S-F]

NOTE: This session will be presented in Portuguese & Spanish

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

Moderated by Helen Durkin, J.D., Executive Vice President of Public Policy, IHRSA

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

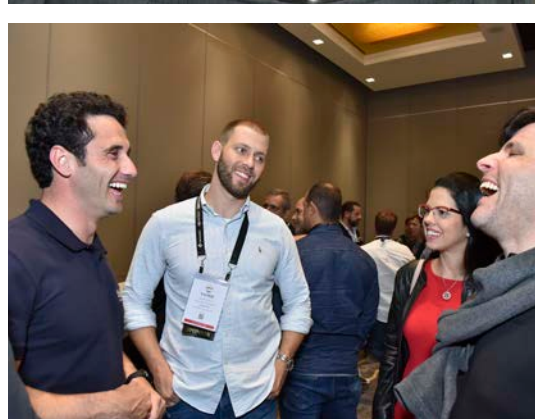
Hosted by the Fitness Industry Council of Canada (FIC)

6:00pm - 7:00pm | Latin American Reception

Sponsored by Gympass

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

(International Attendees & Invited Guests)



FRIDAY, MARCH 20

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

Helixing Lateral Trainer

Helix Master Trainer, Helix Company

Sponsored by Helix

[EC]

Polar Club High Intensity Workout

Master Trainer, Polar

Sponsored by Polar

[EC]

Battle with Boats and Ropes

Kenneth "SGT Ken" Weichert, Director of Programming and Education, WaterRower

Sponsored by WaterRower

[EC]

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

7:00am - 7:20am | The FAST Track

The FAST Track learning concept is intended to jump-start your morning with three, concurrent 20-minute presentations. Each is designed to educate early-risers with the best practices on a variety of topics for immediate application in any club. A continental breakfast will be provided to participants.

Maximizing Profits with Small Group Training

Scott Gillespie, President, Saco Sport & Fitness

[FP, PT]

Staff Engagement & Management

NEW! Diva Richards, Founder & CEO, Hard Work No

Excuses Gym

[S]

Total Wellness Offerings in Your Club

Michele Wong, Chief Operating Officer, Active Wellness

[W-CP]

7:30am - 8:15am | IHRSA Skill Workshops

IHRSA Skill Workshops include limited seating for a hands-on learning experience with course instructors. Bring your tablet, laptop, or cell phone to personally experience skill-building for your club. A continental breakfast will be provided to participants.

Interview Models and On-Boarding Practices

Tracy Stepp, Director of Human Possibilities, The Claremont Club

[S]

Digital Marketing to Generate Qualified Leads

Tara Jensen, Marketing Consultant, Waverly Oaks Athletic Club

[S-M]

Social Videos on the Go: Maximize Video Strategy with Your Smartphone

Kaitlynn Anderson Fernandez, Advocacy Content Manager, IHRSA

[T, S-M]

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

BODYFLOW

NEW! Andrew Watson, Les Mills Presenter, Les Mills International

Sponsored by Les Mills International

[EC]

STOTT PILATES Bodyweight Training

NEW! Adrianna Rotella, Lead Instructor Trainer, Merrithew

Sponsored by Merrithew

[EC]

Helixing Lateral Trainer

Helix Master Trainer, Helix Company

Sponsored by Helix

[EC]

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

Atomic Habits: How to Get 1% Better Every Day

NEW! James Clear, Best-Selling Author, Entrepreneur

Sponsored by Matrix Fitness

[L]

10:00am - 11:30am | 24th Annual IHRSA Financial Panel

A Financial Perspective on Today's Consumer, Industry Trends & Challenges

Panel Discussion Moderated by Rick Caro, President, Management Vision, Inc.

[S-F, L]

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

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

Group Fitness Variety and Strategy for Increased Revenue

Ingrid Knight-Cohee, Director of Group Fitness, Steve Nash Fitness Clubs, CANADA

[FP]

Winning in Fitness Business: Lessons from Over 50 Years in Club Management

Phillip Mills, Managing Director, Les Mills Clubs & Les Mills International, NEW ZEALAND

[L]

Legal Strategies: Compliance, Liabilities & Employment Laws

Adam Sloustcher, Attorney, Fisher & Phillips LLP

Todd Scherwin, Regional Managing Partner, Los Angeles, Fisher & Phillips LLP

[LG]

New Member On-Boarding

NEW! JoAnna Masloski, Chief Operating Officer, Wellbridge Athletic Club

[MR]

Creating Moments of Magic in Customer Service

Adrian Antigua, General Manager, Gainesville Health & Fitness

[MR]





Fitness Center Finance: Projecting Cash Flow Using Industry Benchmarks

Matthew Parrott, Ph.D., Assistant Vice President of Business Development, Corporate Fitness Works
[S-F]

Nutrition in Your Health Club

Alexandra Larcom, MPH, RD, LDN, Senior Manager of Health Promotion & Health Policy, IHRSA
NEW! Jen Jasmin, RD, LDN, Nutrition Program Director, Mount Auburn Club
[W-CP]

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

Effective Sales Coaching for a Winning Sales Team

Moderated Kathy Arena, Membership Director, Waverly Oaks Athletic Club
NOTE: This session will have limited seating to ensure full interaction between the moderator and all participants.
[S-M]

11:00am - 12:00pm | Fireside Chat Shaking Up Fitness Programming in Your Club

Facilitated by Maureen "Mo" Hagan, Chief Operating Officer, canfitpro and Senior Director, Goodlife Fitness, CANADA
[FP]
NOTE: This session will have limited seating to ensure full interaction between the facilitator and all participants.

12:15pm - 1:15pm | Member Center Meet-Up

Being Everywhere at Once: How to Best Manage Your Time with a Small Staff

Learn from your peers and grow your network in this meet-up for studio & boutique club owners and managers focused on identifying the strengths of your staff and prioritizing your time. Open to IHRSA club professionals and invited guests.

1:30pm - 2:30pm | Education Sessions Programming Metrics that Matter & Drive Performance

NEW! Erin Kelly, Chief Strategy Officer, Brick Bodies
[FP, PT, T]

Foundational & Trending Legal Issues

Helen Durkin, J.D., Executive Vice President, Public Policy, IHRSA
[LG]

Harnessing the Power of Your Fitness Services to Maximize Member Retention

NEW! Bret Gibson, Fitness Director, Rollingwood Athletic Club
[MR, FP]

E Your Personal Training Team: Using Culture to Drive Profit

Ryan McKenzie, Consultant & Coach, Training with Ryan
[PT, S, S-M]

Sales Strategies for Every Generation

Tim Forrest, President & Founder, Zone Fitness Clubs
[S-M]

"It's one thing to know your passion, it's another to be surrounded by those with like passions that only fuel you more. It was such a rewarding experience, and I'm beyond blessed to learn from the best of the industry."

– Paige Billiot, Stone Creek Club and Spa



Hidden Gems: Identify, Develop and Retain Top Talent at Your Club

Lisa Gorsline, President & General Manager, Corpus Christi Athletic Club
[S]

Forecasting for Failure: Learning from Mistakes

NEW! Crystal Reynolds, Owner & Operator, 43 Degrees North Athletic Club
[S-F]

What You Need to Know about "SEO"

Alan Leach, CEO & Director of Sales & Marketing, West Wood Clubs, IRELAND
[T, S-M]

1:30pm - 2:30pm | Networking Roundtable Budget & Brand-Friendly Marketing Strategies

Moderated by Aaron Moore, Director of Operations, VIDA Fitness
[S-M]

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

1:30pm - 2:30pm | Fireside Chat The Radical Notion: Physical Activity as Disease Prevention

NEW! Facilitated by Kenneth Cooper, M.D., Founder, Cooper Aerobics Center
Cedric Bryant, Ph.D., President & Chief Science Officer, American Council on Exercise
[W-CP]

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

3:00pm - 4:00pm | "Member Center" Networking Roundtable Intro to Employee Hiring, Training & Retention

NEW! Moderated by Greta Wagner, Executive Vice President & Executive Director, Chelsea Piers
[S]

6:00pm - 11:00pm | 15th Annual BASH for Augie's Quest

Pre-Registration & Donation Required – Email aq@augiesquest.org

SATURDAY, MARCH 21

IHRSA TechX **NEW!**

Join IHRSA industry and technology experts for a ½ day tech experience! Discover new trends and methods for improving your use of technology in your club. Spend the morning addressing pressing and relevant technology topics with a direct impact on your business.

9:00am - 10:00am | Education Sessions

Data Privacy, Sharing & Protection

Franklin Wolf, Attorney, Fisher & Phillips LLP
[LG, T]

Technology Hacks for Personal Trainers

Michael Cunico, National Fitness Director, Fitness First, AUSTRALIA
[PT, T]

E Double Your Digital Web Leads Close Rate

NEW! Lindsey Leemis, Co-Founder, Twist CRM Integrations and Industry CRM Consultant, acac Fitness & Wellness Centers
[T, S-M]

Market Leadership Using Advanced Technologies

Nikolay Pryanishnikov, CEO, Russian Fitness Group, World Class, UFC Gyms, RUSSIA
[T, L]

10:15am - 11:15am | Education Sessions

Digital Trends for Your Fitness Club

Bryan O'Rourke, CSO, Gold's Gym Houston, and CEO, Integerus, LLC
[S-M, T]

Advances and Trends in Wearable Technologies

Jeff Cooper, Senior Manager of Business Development, Samsung
[T]

Technology's Role in Staff & Member Data Security Concerns

Mike Rucker, Vice President of Technology, Active Wellness
[T, S]

How AI is Changing the Health & Fitness Industry

Valerie Bures-Bönström, Co-Owner, Mrs. Sporty GmbH, GERMANY
[T, MR]

11:30am - 12:30pm | Keynote Session Imagine the Future

NEW! Crystal Washington, Futurist, Technology Strategist, Author
[T, S-M]

WEDNESDAY, MARCH 18 • SCHEDULE-AT-A-GLANCE

IHRSA 2020
MARCH 18-21 | SAN DIEGO, CA

	EQUIPMENT/ FACILITIES	FITNESS PROGRAMMING	LEADERSHIP	MEMBER RETENTION	PERSONAL TRAINING	SALES & MARKETING	STAFFING/LEGAL	STRATEGY & FINANCE	TECHNOLOGY	WELLNESS & COMMUNITY PROGRAMMING
7:30am - 8:30am	“Making Connections” Orientation									
9:00am - 10:15am Education Sessions	Inspect What You Expect: How to Achieve Operational Excellence	Advanced Programming Concepts for Business Growth & Client Retention	REX Talks: 7 Tools to Develop Extraordinary Performance	Creating Loyal Customers Advanced Programming Concepts for Business Growth & Client Retention	The Ultimate Sales Consultation Formula for Personal Training	The Ultimate Sales Consultation Formula for Personal Training Diversified Marketing Opportunities to Increase Your Revenue	Developing Your Club Managers			A Pipeline of New Members through Physician Exercise Prescriptions
10:30am - 12:00pm	KEYNOTE SESSION & AWARD PRESENTATION: <i>One More Thing, One More Time</i> , Josh Sundquist, Best-Selling Author, Paralympian • <i>Sponsored by Myzone</i>									
1:00pm - 3:00pm	11th Annual IHRSA Women’s Leadership Summit • <i>Sponsored by Club Automation</i>									
1:30pm - 2:45pm IHRSA Supplier Education Series		Attract and Retain Members with Pilates <i>Sponsored by Balanced Body</i>		Leverage the Science of Behavior Change to Improve Member Retention <i>Sponsored by Matrix</i> The Member Lifecycle Journey: Empowering the Health and Wellness Member Experience <i>Sponsored by Club Automation + CSI Spectrum</i> <i>Engagement in & Beyond the Gym: Keeping Members Connected to Your Club 7 Days a Week Sponsored by Trainerize</i>				5 Must-do’s to Thrive in the Changing Economy <i>Sponsored by ABC Financial</i> Listen, Learn, Interact: Four Years of Customer Feedback & Learnings Divulged <i>Sponsored by Precor Incorporated</i>	Keeping Your Business Fit with Data & Analytics <i>Sponsored by Club OS</i> Cracking Your Gym Members’ Nutrition Code Using Metabolic Technology <i>Sponsored by Lumen</i>	Wellness in America and Beyond: Consumer Trends & Insights <i>Sponsored by MINDBODY</i> Percussive Therapy: A New Wave of Performance & Recovery <i>Sponsored by Theragun</i>
3:15pm - 4:15pm Education Sessions/ Roundtable/ Fireside Chat	Pardon Our Appearance: Maintaining Club Management During Construction		Leading with Culture: A Model for Competitive Advantage Confessions of a Gym Owner	The Easy Way to Get & Keep New Clients	Developing a 12-month Marketing Plan for Personal Training Departments	Sales & Marketing from Boutiques and Big Box Clubs The Easy Way to Get & Keep New Clients Developing a 12-month Marketing Plan for Personal Training Departments	Leading with Culture: A Model for Competitive Advantage The Power of Transparency with Your Staff	Creating a Strategy to Compete in a Hyper-competitive Market		International Collaboration & UFIT as Benefits to Your Club
4:45pm - 5:30pm Education Sessions/ Roundtable/ Fireside Chat		Trendspotting for Group Fitness, Personal Training & Sales	Further, Faster: A Proven System to Whip Your Fitness Business into Shape Stop the Insanity! Training for New Managers	Member Retention Tipping Points	Storytelling as a Strategy for Personal Trainers Trendspotting for Group Fitness, Personal Training & Sales	Make Your Community Event a Smashing Success Simplifying Your Branding Message Content is King: Create Meaningful Content to Drive Revenue	Stop the Insanity! Training for New Managers			Make Your Community Event a Smashing Success Powerful Play: Engaging Communities with Youth Fitness Programs
4:45pm - 6:00pm	23rd Annual IHRSA Global Leadership Summit (ILC Members and invited guests) • <i>Sponsored by Gympass</i>									
6:00pm - 7:30pm	IHRSA Global Leadership Summit Reception (ILC Members and invited guests)									
7:30pm - 9:30pm	IHRSA 2020 Opening Celebration • <i>Sponsored by MINDBODY</i>									

THURSDAY, MARCH 19 • SCHEDULE-AT-A-GLANCE

IHRSA 2020
MARCH 18-21 | SAN DIEGO, CA

	EQUIPMENT/ FACILITIES	FITNESS PROGRAMMING	LEADERSHIP	MEMBER RETENTION	PERSONAL TRAINING	SALES & MARKETING	STAFFING/LEGAL	STRATEGY & FINANCE	TECHNOLOGY	WELLNESS & COMMUNITY PROGRAMMING
6:30am - 7:30am	Networking Walk, Fitness Business Podcast #FBPFamily Meet Up • Sponsored by The Fitness Business Podcast									
6:30am - 8:30am	Exercise Classes									
7:00am - 7:20am The FAST Track	Club Design Basics & Trends		Leading by Example: Best Practices to Successful Leadership					Financial Best Practices: What Your Staff Need to Know		
7:30am - 8:15am IHRSA Skill Workshops		Fitness Programming & Scheduling				Growing Your Brand on Instagram			Web Tech for Dummies	
8:30am - 9:45am	KEYNOTE SESSION & AWARD PRESENTATION: <i>UnSelling: The New Customer Experience</i> , Scott Stratten, Best-Selling Author and President, UnMarketing • Sponsored by Technogym									
10:00am - 6:00pm	TRADE SHOW									
11:30am - 12:45pm “Member Center” Networking Roundtable						Intro to Generating Non-Dues Revenue				
11:30am - 12:45pm	IGNITE!									
11:45am - 1:00pm			Industry Leadership Council (ILC) Meeting (ILC Members and invited guests)					Industry Leadership Council (ILC) Meeting (ILC Members and invited guests)		
1:00pm - 2:00pm	Member Center Meet-Up: Elevate the Conversation: May I Speak to Your Manager? (for independent club managers of 1-5 facilities)									
2:00pm - 3:00pm Education Sessions/ Roundtable/ Fireside Chat	Leveraging Club Design in your Member Experience	Tennis as a Programming Model for Member Engagement	Cultural Leadership: The Key to Employee Engagement and Retention Championship Leadership Asia-Pacific Forum	Creating the Member Experience Leveraging Club Design in your Member Experience	Creating Connections & Trust for Personal and Small Group Training Sales	Creating Connections & Trust for Personal and Small Group Training Sales	Cultural Leadership: The Key to Employee Engagement and Retention Developing Top Talent & Diversity in the Workplace	Strategizing for Success in Your Club Asia-Pacific Forum	Leveraging Club Design in your Member Experience	Creative and Practical Training Recommendations for Older Adult Populations
3:30pm - 4:30pm Education Sessions/ Roundtable/ Fireside Chat		Programming Design for Athletes & Outdoor Adventurers	Know the Difference: The Essentials for a Strong Manager & Strong Leader	Create Epic Fandom: Success in Member Retention Maximize Your Potential for Generating Revenue & Increased Customer Loyalty		Cause Marketing: Build Your Brand, Empower Your Team, and Improve Your Bottom Line Maximize Your Potential for Generating Revenue & Increased Customer Loyalty	Electronic Membership Contracts: What You Need to Know Building a F.I.T. Team: Fun, Integrated & Talented	Financing Methods for Your Next Club		Cause Marketing: Build Your Brand, Empower Your Team, and Improve Your Bottom Line The Wellness Advantage: Transforming Clubs and Communities through Health Coaching
3:30pm - 5:30pm			Canadian Forum: State of the Industry (3:30pm - 5:00pm) (Sponsored by Fitness Business Canada Magazine) Latin American Forum (Sponsored by Gympass)					Canadian Forum: State of the Industry (3:30pm - 5:00pm) (Sponsored by Fitness Business Canada Magazine) Latin American Forum (Sponsored by Gympass)		
5:00pm - 6:00pm	California Club Operators Meeting									
6:00pm - 7:00pm	Canadian VIP Reception Hosted by the Fitness Industry Council of Canada (FIC)									
6:00pm - 7:00pm	Latin American Reception Sponsored by Gympass									
7:00pm - 9:00pm	Planet IHRSA: The International Attendee Reception (International Attendees & Invited Guests)									

FRIDAY, MARCH 20 • SCHEDULE-AT-A-GLANCE

	EQUIPMENT/ FACILITIES	FITNESS PROGRAMMING	LEADERSHIP	MEMBER RETENTION	PERSONAL TRAINING	SALES & MARKETING	STAFFING/LEGAL	STRATEGY & FINANCE	TECHNOLOGY	WELLNESS & COMMUNITY PROGRAMMING
6:30am - 8:30am	Exercise Classes & Early Morning Workout									
7:00am - 7:20am The FAST Track		Maximizing Profits with Small Group Training			Maximizing Profits with Small Group Training		Staff Engagement & Management			Total Wellness Offerings in Your Club
7:30am - 8:15am IHRSA Skill Workshops						Social Videos on the Go: Maximize Video Strategy with Your Smartphone Digital Marketing To Generate Qualified Leads	Interview Models and On-Boarding Practices		Social Videos on the Go: Maximize Video Strategy with Your Smartphone	
8:30am - 9:45am	KEYNOTE SESSION & AWARD PRESENTATION: <i>Atomic Habits: How to Get 1% Better Every Day</i> , James Clear, Best-Selling Author, Entrepreneur • Sponsored by Matrix Fitness									
10:00am - 11:30am			24th Annual IHRSA Financial Panel					24th Annual IHRSA Financial Panel		
10:00am - 5:00pm	TRADE SHOW									
11:00am - 12:00pm Education Sessions/ Roundtable/ Fireside Chat		Group Fitness Variety and Strategy for Increased Revenue Shaking Up Fitness Programming in Your Club	Winning in Fitness Business: Lessons From Over 50 Years in Club Management	New Member On-Boarding Creating Moments of Magic in Customer Service		Effective Sales Coaching for a Winning Sales Team	Legal Strategies: Compliance, Liabilities & Employment Laws	Fitness Center Finance: Projecting Cash Flow Using Industry Benchmarks		Nutrition in Your Health Club
12:15pm - 1:15pm	Member Center Meet-Up: Being Everywhere at Once: How to Best Manage Your Time with a Small Staff (for studio & boutique club owners & managers)									
1:30pm - 2:30pm Education Sessions/ Roundtable/ Fireside Chat		Programming Metrics that Matter & Drive Performance Harnessing the Power of Your Fitness Services to Maximize Member Retention		Harnessing the Power of Your Fitness Services to Maximize Member Retention	Programming Metrics that Matter & Drive Performance Your Personal Training Team: Using Culture to Drive Profit	Sales Strategies for Every Generation Budget & Brand-Friendly Marketing Strategies	Foundational & Trending Legal Issues Your Personal Training Team: Using Culture to Drive Profit Hidden Gems: Identify, Develop and Retain Top Talent at Your Club	Forecasting for Failure: Learning from Mistakes	Programming Metrics that Matter & Drive Performance What You Need to Know about "SEO"	The Radical Notion: Physical Activity as Disease Prevention
3:00pm - 4:00pm "Member Center" Networking Roundtable							Intro to Employee Hiring, Training & Retention			
6:00pm - 11:00pm	15th Annual BASH for Augie's Quest (Pre-Registration & Donation Required – email aq@augiesquest.org)									

SATURDAY, MARCH 21 • SCHEDULE-AT-A-GLANCE

IHRSA 2020
MARCH 18-21 | SAN DIEGO, CA

	EQUIPMENT/ FACILITIES	FITNESS PROGRAMMING	LEADERSHIP	MEMBER RETENTION	PERSONAL TRAINING	SALES & MARKETING	STAFFING/LEGAL	STRATEGY & FINANCE	TECHNOLOGY	WELLNESS & COMMUNITY PROGRAMMING
9:00am - 10:00am IHRSA TechX Education Sessions			Market Leadership Using Advanced Technologies		Technology Hacks for Personal Trainers	Double Your Digital Web Leads Close Rate	Data Privacy, Sharing & Protection		Data Privacy, Sharing & Protection Double Your Digital Web Leads Close Rate Market Leadership Using Advanced Technologies Technology Hacks for Personal Trainers	
10:15am - 11:15am IHRSA TechX Education Sessions				How AI is Changing the Health & Fitness Industry		Digital Trends for Your Fitness Club	Technology's Role in Staff & Member Data Security Concerns		Digital Trends for Your Fitness Club Advances & Trends in Wearable Technology Technology's Role in Staff & Member Data Security Concerns How AI is Changing the Health & Fitness Industry	
11:30am - 12:30pm	KEYNOTE SESSION: <i>Imagine the Future</i> , Crystal Washington, Futurist, Technology Strategist, Author									

ROCKIN' THROUGH THE AGES

15TH ANNUAL



FOR AUGIE'S QUEST
WWW.AUGIESQUEST.ORG/BASH

MARCH 20, 2020



SAN DIEGO, CA



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 2020 discounted room rate or visit ihrsa.org/convention. Requests for 10 or more guest rooms, suites, hospitality rooms, and meeting space, must be submitted in writing to IHRSA for review and approval by emailing events@ihrsa.org.

IHRSA's discounted hotel rooms will be subject to availability until Friday, February 7, 2020, unless the hotels sell-out prior to this date. Therefore, you are encouraged to place your reservation as early as possible, prior to February 7. 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 are all within walking distance of the San Diego Convention Center, the site of IHRSA 2020. Reservations require a one night's deposit per room, a credit card guarantee, and are subject to a 12.72% taxes/fees — be sure to ask the reservation agent to confirm all tax rates, 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.

BUYER BEWARE!

Don't be fooled by ANY organizations or individuals claiming to be assisting our attendees with hotel room reservations. These organizations are not endorsed nor affiliated with IHRSA. IHRSA is working exclusively with each of the hotels listed only. IHRSA recommends reserving your room directly through the hotels via the provided contact details.

**The Omni San Diego Hotel is available at an exclusive rate of \$325/night for the first 300 guest rooms. Once those are sold, the rate will increase to \$345/night.*



MARRIOTT MARQUIS SAN DIEGO MARINA (Headquarter Hotel)

Telephone: 800-228-9290 / +1 619-234-1500

Room Rates:

- \$338 Single/Double City View
- \$358 Single/Double Bay View

OMNI SAN DIEGO HOTEL

Telephone: 888-444-6664 / +1 619-231-6664

Room Rates:

- \$325 Single/Double*

MANCHESTER GRAND HYATT

Telephone: 800-233-1234 / +1 619-232-1234

Room Rates:

- \$289 Single/Double

HILTON SAN DIEGO GASLAMP QUARTER

Telephone: 800-445-8667 / +1 619-231-4040

Room Rates:

- \$317 Single/Double

HARD ROCK HOTEL SAN DIEGO

Telephone: 866-751-7625 / +1 619-702-3000

Room Rates:

- \$299 Single/Double Studio Room
- \$329 Single/Double Hard Rock Suite

TO REGISTER

WEBSITE

ihrsa.org/convention

TELEPHONE

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



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.

REGISTRATION PACKAGE RATES

	REGISTERED BY 11/15/19	REGISTERED BY 1/24/20	REGISTERED AFTER 1/24/20
FULL PACKAGE (4-DAY)			
Non-member	\$975	\$1,075	\$1,175
Member	\$775	\$875	\$975
3-DAY REGISTRATION*			
Non-member	\$870	\$970	\$1,070
Member	\$670	\$770	\$870
2-DAY REGISTRATION*			
Non-member	\$800	\$850	\$925
Member	\$600	\$650	\$725
1-DAY REGISTRATION*			
Non-member	\$650	\$675	\$725
Member	\$450	\$475	\$525
KEYNOTE PLUS**			
Non-member	\$800	\$850	\$925
Member	\$600	\$650	\$725
SINGLE KEYNOTE			
Non-member	\$225	\$250	\$275
Member	\$175	\$200	\$225
TRADE SHOW ONLY			
Non-member	\$59	\$69	\$79
Member	\$0	\$0	\$59

Enhance Your Event Experience with the
IHRSA 2020 MOBILE APP![‡]

(Sponsored by ABC Financial)



- Connect & network with attendees, speakers, exhibitors & sponsors
- Take surveys, post photos and rate sessions and speakers
- Stay up-to-date on special events, schedules, activities and much more!

[‡]Available in January 2020

REGISTRATION PACKAGE DESCRIPTIONS

	Educational Activities	Keynote	Wednesday Opening Celebration	Trade Show (Thursday & Friday)	Exercise Classes (Thursday & Friday)	Early Morning Workout (Friday)	IHRSA TechX Sessions NEW!
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.

JOIN AND SAVE WITH IHRSA MEMBERSHIP!

Join today and save up to \$200* on each IHRSA 2020 registration.

*Discount applies to non-member registration rates.

“ IHRSA is an amazing organization that carries a strong mission. I recommend it as a resource to every intern or college student I speak with to help expand their horizons of all this industry can provide them. IHRSA is great melting pot of all positions within this industry and it is important for us to continue to learn from each other. I really appreciate this opportunity each year to network and stretch my own mindset by learning from peers and experts.”

– Meredith Rosson, Cooper Aerobics Enterprises



For the latest updates and to register: ihrsa.org/convention • 800-228-4772 (US/Canada) • +1 617-951-0055 (international)

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