

The background of the poster is a photograph of a female athlete in motion, running or jumping. She is wearing a grey tank top, black shorts, and a headset with a microphone. The image is overlaid with a large, semi-transparent red triangle that points towards the bottom left corner. The text 'ONE PASSION. TEAM. GOAL.' is superimposed on this triangle.

**ONE** PASSION.  
TEAM.  
GOAL.

ACE SYMPOSIUM  
**WEST**

May 16-18, 2013 / San Diego



# ACE SYMPOSIUM WEST

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## DISCOVER SAN DIEGO AND CONNECT IN AN INTIMATE SETTING

Join us for ACE West at Sheraton San Diego Hotel & Marina from May 16-18. The three-day event is more than just a place to explore new products and hear the latest industry news. It's a place where you can connect with fitness professionals just like you – personal trainers, group fitness instructors and health coaches who work every day to help people live their most fit lives. Learn from experts in the industry, explore our vendor showroom, and experience our pre-conference workshops, early morning workouts and an exciting line-up of speakers. Educational sessions throughout the event will feature new equipment to use in one-on-one or group settings, nutritional products, apparel and marketing strategies that will help build your business.

In an effort to share all the ideas of ACE Symposium with fitness professionals across the country, we're holding ACE East from Oct. 17-19 in Orlando. Stay up to date at [ACEfitness.org/Symposium](http://ACEfitness.org/Symposium).

## ENJOY AN OCEAN VIEW WHILE YOU GROW

We received such great feedback about our 2011 ACE Symposium we decided to return to Sheraton San Diego Hotel & Marina near downtown San Diego. The waterfront venue is complete with panoramic views of the bay and city skyline, and hosts tennis and volleyball courts, three outdoor swimming pools, a fitness center, poolside spa and jogging trails.

A special room rate of \$169/night has been reserved for ACE Symposium attendees until 5 p.m. (PT) on April 22. Reservations require a one night deposit per room and a credit card guarantee, and they are subject to a 13% state/local tax. For the hotel's cancellation policy and ground transportation options, ask a reservation agent.

### SHERATON SAN DIEGO HOTEL & MARINA

1380 Harbor Island Drive, San Diego, CA 92101  
(619) 291-2900 | [sheratonsandiego@sheraton.com](mailto:sheratonsandiego@sheraton.com)



## KEYNOTE SPEAKERS

### BRYAN CLAY

Bryan Clay is a father, philanthropist and a long-time Olympic athlete who earned a Gold Medal in the Decathlon at the 2008 Beijing Olympic Games. After already winning a Silver Medal in 2004, Bryan joined an exclusive group of American decathletes by earning the title of "World's Greatest Athlete" with his 2008 win. A native of Hawaii, Bryan was deemed "Hawaii's Hero" by local media and is still considered one of the state's most recognizable athletes. Prior to his Olympic win, he founded The Bryan Clay Foundation in 2005 aimed at empowering today's youth to take advantage of opportunities available to them and reach their full potential. Bryan also wrote "Redemption," the story of his unlikely path to Olympic Gold that began with a fist-fighting, drug abusive, pre-suicidal kid with no faith.



### CHUCK RUNYON

In his role as CEO and co-founder of Anytime Fitness, Chuck Runyon has positioned himself at the forefront of new industry trends including 24-hour access to clubs and comprehensive online support systems. Founded in 2002, Anytime Fitness is now the largest and fastest-growing co-ed fitness club in the world with more than 2,000 facilities in 49 states and 13 countries, serving over 1.6 million members. Chuck serves as one of the nation's most effective promoters of healthy lifestyles through his advocacy of fitness incentive programs, partnerships with the medical community, and development of employee wellness programs. The International Health Racquet and Sportsclub Association (IHRSA) recently honored Chuck with its prestigious "Industry Visionary Award."

## SPONSORS

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### VENDOR SHOWROOM





# SCHEDULE

## PRE-CON, WEDNESDAY, MAY 15

### 8:00 AM - 5:00 PM

#### Effective Strategies for Training Overweight and Obese Clients \$159

With more than two-thirds of U.S. adults classified as overweight or obese by the Centers for Disease Control & Prevention, the demand for health and fitness professionals is literally growing. Unfortunately, helping those clients make lasting change goes far beyond traditional personal training. In this workshop, you'll discover strategies to empower clients to make long-term healthy changes and meet meaningful goals. Learn to increase your value as a professional, and set yourself up to not only boost business but help eliminate the obesity epidemic.

#### Working with Teens \$159

Whether it's at a club or school level, participation in youth sports including track and field, basketball, baseball and soccer has continued to increase over the past decade. That growth has inspired a stronger desire to start training among young athletes earlier, which oftentimes negatively impacts their long-term success. In this workshop, you'll explore appropriate phases of progression for athletes aged 10-16, considerations for males and females, and how to design effective programs that promote health and long-term success.

### 5:00 PM - 7:00 PM

#### Vendor Showroom



## THURSDAY, MAY 16

### 8:00 AM - 9:15 AM

**L** Opening Keynote: Bryan Clay, 2008 Olympic Gold Medalist Beyond the Gold

### 9:30 AM - 11:15 AM

**L** Steven Mashaal Tunes Not Trials: Music Licensing and Other Legal How Tos

**L** Michol Dalcourt What Every Trainer Should Know About Fascia

**I** Michael Mantell, Ph.D. Coaching for Success: Connecting With Clients & Their Health

**I** Mark Kelly, Ph.D., CSCS Advanced, Cutting-Edge Concepts in Obesity Research and Treatment

**L** Craig Horswill + Jacob Wilson The Basics of Proper Hydration and its Importance on Thermoregulation, Exercise, Endurance and Strength by EAS®

### 11:00 AM - 7:00 PM

#### Vendor Showroom

### 1:15 PM - 2:45 PM

**L** Todd Galati, MA Cardio Intervals That Boost Weight Loss, Aerobic Capacity and Anaerobic Power

**I** Anthony Carey, MA, CSCS To Roll or Not to Roll: Fascial Facts and Fallacies

**L** Doug Balzarini Strength & Conditioning for MMA

**I** Jonathan Ross + Lawrence Biscontini, MA Better Brains, Better Bodies: Building Mental Muscle (Part 1)

**L** Ingrid Owen + Steven Renata The Future of Fitness: Integrated Fitness Unleashed by LES MILLS™

### 3:00 PM - 4:45 PM

**I** Jonathan Ross + Lawrence Biscontini, MA Better Brains, Better Bodies: Building Mental Muscle (Part 2)

**A** Steve Cotter Introductory Kettlebells for General Fitness

**I** Pete McCall, MS, CSCS Exercise Programming for the Fountain of Youth

**L** Justin Price, MA Cashing in on Corrective Exercise

**L** Ellen Coleman + Keith Wheeler Energy Defined: What Is It and How Much Do You Need? by EAS®

### 5:00 PM - 6:00 PM

**W** SPRI® Step360 Cardio HIIT

**W** EAS® Incorporating Sports Nutrition Into Your Workout for Optimal Performance

**W** LES MILLS GRIT™ Strength and Plyo Series

### 7:00 PM - 9:00 PM

**S** Welcome Reception

#### SCHEDULE KEY:



Activity



Interactive



Workout






Social






Lecture

## FRIDAY, MAY 17







### 6:30 AM - 7:30 AM

-  **Lawrence Biscontini, MA** Mind Body Morning Fusion Experience
-  **SPRI®** Ropes Gone Wild
-  **LES MILLS GRIT™** Strength and Cardio Series

### 8:00 AM - 9:30 AM

-  **Anthony J. Wall** Building Your Business: The Critical Component to Success
-  **Steve Cotter** High Level Athleticism With Kettlebell Sport
-  **Jonathan Ross** Stop Riding the Pendulum
-  **Derrick Price, MS, CPT, PES, CES** Tired of Working Out? Time for a PLAYout
-  **Dr. Jinger Gottschall, Ingrid Owen + Steven Renata** Small Group Team Training: Future Trends and Insights by LES MILLS™

### 9:45 AM - 11:30 AM

-  **Lawrence Biscontini, MA** Bare Your Sole
-  **Chris Freytag** High-Intensity Interval Training: Push the Limits While Maximizing Time
-  **Dan McDonogh** Inspirational Group Training & Programming
-  **Ken Weichert** Operation Fast and Furious: Tactical Fitness Training Made Easy
-  **Rob Glick** Strong & Stretched by BOSU®
-  **Wendy Bazilian** Rethink Recovery with Lowfat Chocolate Milk: Nature's Recovery Drink by Got Chocolate Milk?™

### 11:00 AM - 7:00 PM

Vendor Showroom





### 11:30 AM - 12:30 PM

-  **Networking Lunch**

### 1:15P M - 2:45 PM



-  **Graham Melstrand** Regulation and the Fitness Professional: Examining the Potential Impact of Licensure
-  **Jonathan Ross** Plyometrics for Everyone
-  **Michol Dalcourt** Function and Footwear
-  **Chris McGrath** Most Common Mistakes in Corrective Exercise
-  **Lawrence Biscontini, MA** Mobility & Stability for Active Aging by BOSU®

### 3:00 PM - 4:45 PM

-  **Rob Glick** The Star Within!
-  **Hayley Hollander** Using Social Media to Train
-  **Doug Balzarini** Tight on Time? 30-Minute Solutions for Your Client's Busy Lifestyle
-  **Shannon Fable** A Fitness Professional's Creed
- Sponsored Educational Sessions**



## FRIDAY, MAY 17 (continued)

### 5:00 PM - 6:00 PM


-  **SPRI®** Step360 Strength HIIT
-  **Dan McDonogh** TRX® High Intensity Interval Training

## SATURDAY, MAY 18

### 6:30 AM - 7:30 AM

-  **SPRI®** XT Fusion
-  **Dan McDonogh** TRX® Advanced Core Training

### 8:00 AM - 9:15 AM

-  **Keynote: Chuck Runyon, CEO and co-founder of Anytime Fitness**  
Reversing the Unhealthy Tipping Point





### 9:30 AM - 11:15 AM

-  **Mark P. Kelly Ph.D., CSCS** Weapons of Fat Mass Destruction
-  **Ken Weichert** The Top 5 Tips for Superior Class Design: Winning Program Development Strategies for Fitness Leaders
-  **Chris McGrath** Smart Boot Camps - Putting Together a Smart Boot Camp Program
-  **Justin Price, MA** Training Untrained Athletes
-  **Keli Roberts** HIIT Extreme 2013 by BOSU®




### 11:00 PM - 2:00 PM

Vendor Showroom

### 1:15 PM - 2:45 PM

-  **Chris Freytag** Building Your Brand In The Fitness Industry
-  **Keli Roberts** F.I.R.E! Fierce Interval Resistance Exercise!
-  **Pete McCall MS, CSCS** Program Design for Losing Weight and Toning Up
-  **Rob Glick** Extreme Makeover
- Sponsored Educational Sessions**

### 3:00 PM - 4:45 PM

-  **Shannon Fable** FIERCE
-  **Dan McDonogh** Beating the Burnout & Performance Under Pressure
-  **Todd Galati, MA; Michael Mantell, Ph.D.; Natalie Digate-Muth, MD, MPH, RD; Jessica Matthews, MS, E-RYT** Ask ACE's Experts: Answering Your Health, Fitness & Nutrition Questions
-  **Derrick Price, MS, CPT, PES, CES** Intro to Warding Patterns for the Obese
- Sponsored Educational Sessions**

#### SCHEDULE KEY:



Activity



Interactive



Workout



Social



Lecture

## POST-CON, SUNDAY, MAY 19

8:00 AM - 5:00 PM

### TRX® Rip Training Course

\$295

Led by Dan McDonogh, senior manager for TRX® Group Training & Development in San Francisco, this 8-hour course will cover the fundamentals of Rip™ Training and other techniques you can use in one-on-one or group sessions. Learn to progress and regress Rip Training movements for clients at all levels and explore how to use the Rip Trainer to deliver a dynamic, total-body workout you can integrate into individual client training programs. Upon completion of the course you'll be able to correctly set up and use the Rip Trainer in various environments for a total-body workout, safely and effectively instruct others, and articulate the benefits behind Rip Training.

8:00 AM - 4:00 PM

### BOSU® Personal Training Specialty Certification

\$99

### BOSU® Personal Training Specialty Certification + BOSU® Pro Balance Trainer \$159

Led by Keli Roberts and Shannon Fable, the BOSU® Personal Training Specialty Certification covers theory and science behind functional training, as well as new and exciting BOSU exercises to use in one-on-one or small group settings. Explore a unique system for incorporating strength, cardio, core, balance and agility into one full-body workout using the BOSU® Balance Trainer, Ballast Ball, PowerStax, and Weighted Fitness Ball. Learn how to teach and coach a full workout consisting of six triplexes that focus on different components of fitness, as well as progressions and regressions for all levels of fitness. In addition, you will take away two bonus triplexes that can be added to any workout for motivation and fun. All participants receive course notes, a 68-page training manual and a 60-minute DVD.

For post-con updates,  
visit [ACEfitness.org/Symposium](http://ACEfitness.org/Symposium).



## PRICING

	ACE PRO		NON-ACE PRO		STUDENT	
	Full	Day	Full	Day	Full	Day
Early Bird: 11/1 - 2/22	\$350	\$175	\$425	\$210	\$200	\$100
2/23 - 4/16	\$390	\$195	\$465	\$240	\$225	\$115
4/17 - 5/15	\$425	\$210	\$500	\$250	\$250	\$125
On Site: 5/16 - 5/18	\$475	\$260	\$550	\$300	\$300	\$150
Opening Keynote Breakfast	\$10	\$10	\$10	\$10	\$10	\$10
Networking Lunch	\$10	\$10	\$10	\$10	\$10	\$10

### VENDOR SHOWROOM PASS

A vendor showroom pass is available for \$20. Access to the showroom is included in full conference registration fees and single-day registration.

### COLLEGE/UNIVERSITY DISCOUNT

For being affiliated with one of our college or university partners, we're offering professors, students and department faculty a special early bird registration rate of \$200 from now until Feb. 22. Beginning Feb. 23, rates for full-event registration will increase to \$225. Our college/university rate applies to students enrolled in college-level review courses or bachelor's degree programs in exercise science, kinesiology or a related field. Faculty members within departments where ACE curriculum is taught at any of our university partner institutions are also eligible. To receive our special rate, call us at (800) 825-3636, ext. 782.

### GROUP DISCOUNT

If your company or organization is registering five or more people, we're offering a special group rate of \$325 per person. To receive the discount, contact ACE National Accounts Manager Brian Greenlee via email at [greenlee@ACEfitness.org](mailto:greenlee@ACEfitness.org) or call (800) 825-3636, ext. 729.

### CANCELLATION POLICY

ACE Symposium registrants are eligible for a full refund, less a \$75 processing fee, through April 22. After that date, no refunds will be issued. Cancellations not received prior to April 22 will be considered no-shows. All cancellation requests must be sent to [symposium@ACEfitness.org](mailto:symposium@ACEfitness.org).

**REGISTER AT**  
[ACEfitness.org/Symposium](http://ACEfitness.org/Symposium)



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San Diego, CA 92123

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**“WHAT YOU LEARN HERE, WHO YOU MEET  
HERE, INSPIRES YOU TO BE GREAT.”**

**SEAN GOGARTY**

Symposium Attendee  
2009, 2010, 2011