



ACE[®]



ONE PASSION.
TEAM.
GOAL.

ACE SYMPOSIUM
EAST

Oct. 17-19, 2013 / Orlando



CONNECT WITH EXPERTS IN AN INTIMATE SETTING

For the first time ever away from the West Coast, ACE East in Orlando on Oct. 17-19 will offer the same intimate Symposium setting you love closer to home. Experience carefully selected programming from industry-leading experts, and the latest products and research in one location. At Symposium, it's never just about earning continuing education credits; it's about getting inspired. For years, ACE has delivered trusted, science-based information aimed at helping you build your expertise. Now the brightest minds in obesity training, health coaching, biomechanics, nutrition, business, equipment, group fitness, behavior change and a host of other topics will help us continue to do that.

JOIN US IN ORLANDO

ACE East will be held at the amazing Renaissance Hotel at SeaWorld in Orlando, a luxurious, aquatic-themed setting in close proximity to Aquatica, Discovery Cove, Walt Disney World and Universal Studios. In addition to a special room rate for Symposium guests, the hotel features the new Lotus spa, five restaurants and lounges, a water park and a state-of-the-art fitness center.

ACE has reserved a group rate of \$159 per night for attendees. Reservations must be made by 5 p.m. on Sept. 21, 2013. A one-night deposit per room and a credit card guarantee is required, and all stays are subject to a 12.5% state/local tax. Complimentary shuttle travel to nearby attractions will be included.

RENAISSANCE ORLANDO RESORT SEA WORLD

6677 Sea Harbor Drive Orlando, FL 32821
(407) 351-555 | (888) 789-3090

ACE SYMPOSIUM
EAST
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BRYAN CLAY



WOJTEK J. CHODZKO-ZAJKO

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.

WOJTEK J. CHODZKO-ZAJKO, PHD

Currently a professor of exercise science in the School of Exercise, Leisure and Sport at Kent State University, Wojtek J. Chodzko-Zajko, PhD, is editor of the *Journal of Aging and Physical Activity* and president of the International Society on Aging and Physical Activity. He served on the scientific advisory committee of the World Health Organization, which recently issued its guidelines for physical activity in older adults, and as chairperson of the Fifth World Congress on Physical Activity, Aging and Sports. Wojtek has traveled to Korea, Iran, Oman, Japan, France, Belgium, Slovenia, Germany, Hong Kong and Israel to speak on topics related to aging and physical activity. This year, Wojtek assumed the position of head of the Department of Kinesiology at the University of Illinois at Urbana-Champaign.

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EXHIBITOR SHOWROOM





DOMINIQUE ADAIR

LEARN FROM THE BEST

DOMINIQUE ADAIR, MS, RD

Known for her work with athletes and the entertainment industry, Dominique serves as a nutrition counselor, media consultant, fitness professional, certified Clinical Lipid Specialist, Tobacco Treatment Specialist and freelance writer. In an effort to elevate the importance of wellness, she recently partnered with Dr. Oz and ShareCare. Dominique holds degrees from Columbia University and City University of New York.

JAMES BEAUCHEMIN

A senior staff therapist at The Ohio State University, James has been a practicing therapist since 2006. In an effort to help individuals, couples and families facilitate change, he uses a multitude of different approaches including motivational interviewing, hypnotherapy and EMDR. James' specialties include mind-body interventions, stress management, establishing healthy lifestyle trends and performance enhancement for athletes.

LAWRENCE BISCONTINI, MA

An award-winning group fitness instructor, Lawrence has been recognized worldwide for his innovative programming at Equinox, 24 Hour Fitness, Gold's Gym International, Bally and Golden Door Spa of Puerto Rico. He was the first Mindful Movement Specialist to win multiple awards from ACE, IDEA and Inner IDEA, Can Fit Pro and ECA, and currently serves as a senior consultant for ACE and Power Music®.

NATALIE DIGATE MUTH, MD, MPH, RD

Natalie wears many hats in her roles as a community pediatrician, ACE senior health strategist and registered dietitian with expertise in childhood obesity, nutrition and fitness. In addition to her 2012 book about pediatric nutrition, Natalie has lent her expertise to publications nationwide. She holds multiple degrees, including a doctorate from the University of North Carolina School of Medicine, and fitness certifications from ACE, ACSM and NSCA.

CHRIS FREYTAG

A nationally recognized health and wellness expert, Chris Freytag is an accomplished blogger, author and motivational speaker. Aside from holding multiple ACE certifications, she has been training and teaching classes for more than 20 years. Chris is the author of "Two Week Total Body Turnaround," "Move to Lose," "Shortcuts to Big Weight Loss" and "Choose This!," a cookbook of healthy recipes made with whole food.



LAWRENCE BISCONTINI

TODD GALATI, MA

As ACE director of credentialing, Todd is responsible for overseeing development, administration and maintenance of the organization's certification programs, and serving as a liaison with third-party testing companies. Prior to joining ACE, he spent 14 years at the University of California, San Diego, designing and implementing youth fitness and health education programs, and researching their effectiveness in reducing cardiovascular disease, obesity and type 2 diabetes.

ANDREW GARRISON, MS, CPT

Andrew delivers wellness education to more than 2,600 full-time Bernalillo County Government employees in Albuquerque, N.M. He validated the Metropolitan Detention Center physical fitness test battery for corrections officers and serves as a trainer in the cadet academy. His unique expansion of the exercise and diet equation explores the profound worlds of psychology and neuroscience, and drives home tactical wellness skills from private sector strategic planning principles.

DONNA HUTCHINSON

Founder and co-owner of On the Edge Fitness Educators, Donna travels worldwide sharing her knowledge on business growth and development. She is a strong advocate of fitness professionals playing an active role in the health of their communities. Her expertise includes showing individuals and organizations how they can improve business by creating innovative work environments that help employees take charge of their health.

MARK P. KELLY, PHD, CSCS

An ACE exercise physiologist, Mark develops professional education courses aimed at helping health and fitness professionals bridge the gap between science and application. With more than 25 years of experience, he has been involved in exercise science as author, presenter, trainer and athlete. Aside from being a nationally ranked duathlete, Mark has written several research studies published by ACSM, NSCA and FASEB. He holds a doctorate from the University of New Orleans.

MICHAEL MANTELL, PHD

Michael earned his doctorate at the University of Pennsylvania after completing his master's degree in clinical psychology at Hahnemann Medical College, where he wrote his thesis on the psychological aspects of obesity. In addition to coaching athletes and fitness enthusiasts in behavioral performance enhancement, he serves as an ACE senior fitness consultant for behavioral sciences and chief behavioral scientist for Anytime Fitness. Michael is also a consultant to Total Gym and Les Mills International.



CHRIS FREYTAG



MICHAEL MANTELL



CHRIS MCGRATH

JESSICA MATTHEWS, MS, E-RYT

An ACE exercise physiologist, noted media spokesperson and fitness blogger, Jessica has been featured as a fitness expert on CNN and by various publications including *Shape* magazine, *Self* and *Oxygen*. In addition to serving as an adjunct professor at Miramar College, Jessica is also an experienced registered yoga teacher through Yoga Alliance.

DIANNE MCCAUGHEY, PHD

An award-winning fitness specialist with more than 30 years of experience in fitness and coaching, Dianne has recently published her first book, “Y-U-R, Your Universal Reality.” One of her professional goals is to provide insight on how to understand and heal the many aspects of people’s true selves. An international speaker, consultant, master trainer and presenter, Dianne has been practicing and teaching the importance of becoming a medical health expert for decades.

CHRIS MCGRATH

Founder of Movement First, a New York City-based health and fitness education, consulting, and training organization, Chris has more than 20 years of fitness and coaching experience. His specialties include sports performance, injury prevention, post-rehabilitation, and lifestyle and wellness coaching. An international presenter, Chris has worked with ACE, Functional Movement Systems, TRX, Reebok and EA Sports Active. He currently teaches at Long Island University in Brooklyn, N.Y.

DINA MIJACEVIC, PHD

A clinical assistant professor in kinesiology at Washington State University, Dina teaches movement philosophy, fitness and wellness, human motor development, and strength training. Her research focuses on sport philosophy and phenomenology, and how lived experiences impact sport and exercise participation and retention. A former Division I track and field collegiate athlete, Dina holds a doctorate in sport pedagogy.

VALORIE NESS, BS, CES

CEO of Catalyst Fitness in Atlanta, Valorie was named the 2013 PFP Trainer of the Year. In addition to more than 15 years of experience, she serves as a Master Trainer for ACE and Red Cord. Valorie specializes in working with clients who have mobility conditions and various diseases including multiple sclerosis, breast cancer, Parkinson’s and diabetes. She holds a bachelor’s degree in food and nutrition from Minnesota State University.

BILL PARISI

Widely known as the leading authority on youth performance training, Bill and his Parisi Speed Schools have helped set the standard in youth fitness since the company’s inception 20 years ago. He now has more than 75 franchises in 26 states. Today, Bill presents to thousands of business owners, athletes and coaches annually, and has served as a lecturer for the NFL, Nike, Reebok, IHRSA, IDEA and NSCA.

JUSTIN PRICE, MA

Creator of The BioMechanics Method® and corrective exercise expert, Justin has spent 20 years helping people overcome chronic aches and pains. In addition to providing his expertise to national publications, Justin also works one-on-one with athletes, celebrities, military, business leaders, and clients with musculoskeletal injuries and neuromuscular disorders in San Diego, Calif. He serves as an ACE senior fitness expert and education provider for PTontheNet, PTA Global, TRX, BOSU and NSCA.

ROCHELLE RICE, MA

In addition to serving as president of New York City-based In Fitness & In Health, Rochelle is a nationally recognized speaker, author and educator specializing in the plus-size population. She earned her master’s degree at New York University, and has since published her first book, “Real Fitness for Real Women.” Rochelle is an advanced Somatic Experience Practitioner and a graduate of the CHRIS® Technique who has been working passionately with the plus population since 1997.

JONATHAN ROSS

A two-time Personal Trainer of the Year (2010 IDEA & 2006 ACE), Jonathan hosts the Discovery Health series “Everyday Fitness,” and is an accomplished author of “Abs Revealed,” a modern, intelligent approach to training the abdominals. Owner of Aion Fitness, Jonathan uses his business to deliver exceptional fitness training, speaking and writing services. A master trainer for TRX, he has shared his renowned philosophy at many conferences and in the media.



ROCHELLE RICE



BILL PARISI



JONATHAN ROSS

PHIL ROSS

A fitness enthusiast and combat arts competitor since the mid-70s, Phil is an internationally known instructor in martial arts, kettlebells, self-defense, wrestling and a variety of other sports. In 1988, he opened Martial Arts and Fitness Academy and began coaching martial arts, wrestling and more. A member of the Martial Arts Hall of Fame, Phil served as a coach in the UFC for four years and as a matchmaker for the UCC professional MMA Fight League.

LEE SCOTT, BA, MA

Lee trained to be a mechanical engineer before finding her passion in health and fitness more than 20 years ago. A dynamic coach, she developed the WoW Power Walking® program and the Simple Secrets for a Great Walking Workout DVD as a way to engage people in a challenging, sustainable activity. She has coached thousands of walkers and has competed as a power walker in more than 65 distance events.

BILL SONNEMAKER, MS

Bill is an internationally sought after exercise physiologist, personal trainer and educator whose past accommodations include the 2007 IDEA International Personal Trainer of the Year and the NASM Pursuit of Excellence Award. He is recognized worldwide as a highly motivated and committed leader, and advocate for the advancement of fitness professionals' training and competence standards.

MICHELE STANTEN

Michele wrote "Firm Up in 3 Weeks" and "Walk Off Weight", co-wrote "Walk Your Butt Off", and created mywalkingcoach.com. As the former Fitness Director of *Prevention* magazine, her marathon walking program has helped thousands of people walk full and half marathons. A member of the ACE Board of Directors and an ACE-certified Group Fitness Instructor, Michelle is also involved in the Every Body Walk! collaborative.

NANCEY T. TSAI, PHD

Assistant professor of neurosurgery at the Medical University of South Carolina (MUSC), Nancey began her training in Orthopaedic Surgery at Louisiana State University before completing her residency in Physical Medicine and Rehabilitation at Stanford University. She has been an ACE-certified Personal Trainer and fitness advocate since 1996.

ANTHONY J. WALL

As ACE director of professional education, Anthony oversees the development and strategic focus of the organization's education offerings. Prior to joining ACE, he served as the national personal training manager for Les Mills in New Zealand. An avid sprinter, Anthony holds a bachelor's degree from Demontfort University in England, and a master's degree in exercise physiology from San Diego State University.

VONDA WRIGHT, MD

An internationally recognized authority on active aging and mobility, Vonda is one of the few female orthopedic surgeons in the United States. She is the founding director of Performance and Research Initiative for Masters Athletes, and CEO and founder of UmuvU: Moving You to Your Best Life. She serves as the only orthopaedic surgeon on the board for the Dr. Oz show and Sharecare.com, and appears regularly as an expert on The Doctors, ABC, CNN, CBS and NBC.



VONDA WRIGHT



BILL SONNEMAKER



MICHELE STANTEN

SCHEDULE

PRE-CON, WEDNESDAY, OCT. 16

8:00 AM – 5:00 PM

Sports Conditioning Workshop

\$159

Sports conditioning workouts featuring advanced drills continue to rise in popularity, but some people are concerned they may not be appropriate for all clients. This interactive, hands-on workshop addresses the science of sports conditioning and explores a systematic approach to designing programs. Learn the skill-related parameters of fitness including balance, agility, coordination, speed, reactivity and power, and how to tailor drills to specific population groups. Explore appropriate progressions in intensity, complexity and movement suitable to specific skill and conditioning levels. *(ACE CEC Value:0.8)*

Attendees will be required to complete a prerequisite reading, which will be sent via email 1 week prior.

Metabolic Training Workshop

\$159

Metabolic training is one of the hottest workout styles today. While many trainers know 'what' exercises to do, they may not fully understand the physiological principles that support these training philosophies. Learn strategies to help clients overcome plateaus and achieve weight-loss goals with high-intensity metabolic conditioning. With the success of popular HIIT programs, it's no secret that high-intensity drills and movements can help clients shed pounds. This interactive workshop gives you the tools to deliver those sessions in a safe, effective and fun way that keep your clients coming back for more. *(ACE CEC Value:0.8)*

SCHEDULE KEY



LECTURE

Educational session where learning objectives are delivered by a featured speaker. Valued up to 0.2 CECs, depending on length.



INTERACTIVE

Educational session comprised of a lecture, demonstration and speaker interaction. Valued up to 0.2 CECs, depending on length.



ACTIVITY

Educational session comprised primarily of action between the speaker and participants. Valued up to 0.2 CECs, depending on length.



WORKOUT

Instructor-led workout for exercise purposes only. No CEC value.



SOCIAL

Opportunity to interact with fellow attendees, speakers, sponsors and ACE staff. No CEC value

EARN UP TO 2.0 ACE CECS

THURSDAY, OCT. 17

6:30 AM – 7:30 AM



Abbie Appel Step360™ Cardio H.I.I.T. **SPRI**

Experience cardio conditioning like never before! Led by Abbie Appel, this workout will incorporate progressive phases of movement and increasing demands of intensity, moving from foundation to performance. You'll utilize metabolic conditioning cycles that incorporate an effective "3-2-1" format of energy-system overload. Learn how variable intensity intervals using 3 planes of motion, 6 phases of conditioning and 0 rest are performed using the Step360™ PRO balance trainer. This workout pushes caloric consumption while developing dynamic stabilization, athletic performance and explosive power. *(ACE CEC Value:0.0)*

8:00 AM – 9:15 AM



Bryan Clay, 2008 Olympic Gold Medalist Opening Keynote, "Beyond the Gold"

Drawing on his own success as an Olympic Gold Medalist, Bryan will discuss the five pillars of wellness (emotional, physical, mental, social and spiritual) and how each of them impact performance. Interwoven with insight on how to balance the demands of daily life while living a healthy, active lifestyle, you'll hear the story of how Bryan went from a drug-addicted teen to being named the "World's Greatest Athlete" at the 2008 Beijing Olympic Games. *(ACE CEC Value:0.1)*

9:30 AM – 11:15 AM



Jonathan Ross Keep Your Brain Buff

Exercise affects the brain and body in equally powerful ways. Discover the physiology of brain degeneration and regeneration when exercise is employed. Learn how attitudes, opinions and feelings about exercise are learned, and what it takes to change those responses into positive results. Knowing this will powerfully affect your ability to inspire people to fitness, transform lives, and deliver skills help you succeed in the fitness industry of the future. Learn drills to engage clients and enhance the exercise experience with emotion. *(ACE CEC Value:0.2)*



Rochelle Rice, MA The Anatomical Approach

For nearly 20 years, obesity has been part of our national discussion. Why has it taken us so long to make progress in eliminating the epidemic? In this session, we'll examine an anatomical approach that will help health and fitness professionals avoid embarrassing their clients with ineffective programs. Explore what leads people to abandon movements, and how to avoid unrealistic workouts, injuries and movement suggestions that don't fit larger bodies. *(ACE CEC Value:0.2)*

SCHEDULE KEY:



Lecture



Interactive



Activity



Workout



Social

THURSDAY, OCT. 17 continued

A Justin Price The Best Assessments for Chronic Pain

Accurate assessments are the key to designing effective corrective exercise programs. However, the overwhelming amount of information available about musculoskeletal assessments can make the process confusing. Key components can often get overlooked as well. In this session, health and fitness professionals will explore the basics of performing a complete postural assessment and a step-by-step format to use with every client. *(ACE CEC Value:0.2)*

A Phil Ross Abdominal & Core Power

In this session, attendees will receive instruction on the development of Hardstyle Abs by utilizing power breathing, and static and dynamic tension. Learn to maximize tools like the Ab Wheel and achieve results by incorporating hanging (jackknife abs) and power planks. Health and fitness professionals will leave with time-tested strategies on how to develop abdominal strength and effective core programs. Minimize time and maximize training efficiency by focusing on movements that yield results in the least amount of time. *(ACE CEC Value:0.2)*

L Craig Horswill and Jacob Wilson Basics of Proper Hydration and Its Importance on Thermoregulation, Exercise, Endurance and Strength **EAS**

Keeping the body properly hydrated is critical not only for general well-being and health but also to optimize exercise capacity, endurance and strength. In this session, you'll cover the essentials of how to keep the body adequately hydrated, including maximizing fluid absorption, water uptake and factors that can compromise rapid hydration. You'll also learn the impact of hypohydration (a small negative water balance in the body) and dehydration on specific muscle activity, strength, power and endurance. *(ACE CEC Value:0.2)*

L Antonio Williams Brand University (Brand U™): The Power of Personal Branding **amSTATZ**

Understanding the power of your personal brand has become an essential tool for success in any industry, and the fitness industry is no exception. Fitness professionals have become more than staff in their respective clubs; they have become a brand themselves. In this session, Antonio Williams, PhD, will lead you through his proven Brand I.D.™ process, allowing you to uncover the secrets of unearthing and maximizing your true strengths, values and passions in support of your personal marketing goals. *(ACE CEC Value:0.2)*

10:30 AM – 1:30 PM

Exhibitor Showroom

Explore the latest research and products from trusted brands like SPRI®, Reebok, Power Music®, Total Gym®, Raw Threads and VIVOBAREFOOT™. You can even purchase gear!

1:15 PM – 2:45 PM

I Ben Le Vesconte Barefoot Movement Science **VIVOBAREFOOT™**

The barefoot running coaching method developed by Lee Saxby may defy conventional wisdom, but it's deeply rooted in scientific principles behind biomechanics and evolutionary biology. In this session led by Ben Le Vesconte, you will learn the history of barefoot running and how biomechanics, evolutionary anatomy and motor control theory are used to explain the importance of barefoot movement. Barefoot science is the foundation of a practical application of barefoot movement. *(ACE CEC Value:0.15)*

I Chris Freytag HIIT Training

How many of your clients struggle to find the time to work out? Depending on their skill level, high-intensity interval training may be the solution to their hectic schedules. HITT differs from basic intervals by involving maximum effort – not just a higher heart rate. Learn how to incorporate it into one-on-one and small-group training and you'll help your clients enhance their cardiovascular fitness and athletic capacity, increase lean muscle mass, boost metabolism and shed pounds – all in a format that maximizes time. Join fitness expert Chris Freytag, who will explore her favorite HITT format – Tabata! *(ACE CEC Value:0.15)*

L Donna Hutchinson How to Start Your Own Personal Training Business

You may have a passion for fitness and a desire to run your own business, but that isn't always enough to succeed in our highly competitive industry. Before you decide whether to become a small-business owner, give yourself a fool-proof litmus test of your plan. Donna Hutchinson, author of "How to Start Your Own Personal Training Business," provides the first 10 steps on the journey to being self-employed. *(ACE CEC Value:0.15)*

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

Cardiorespiratory intervals are the original form of metabolic training. Utilized correctly, they can enhance weight loss, improve fitness and advance performance. Implemented poorly, they can lead to boredom, overtraining and burnout. Learn to deliver interval workouts based on metabolic markers that increase metabolism, boost aerobic capacity, and improve anaerobic power. *(ACE CEC Value:0.15)*

4:30 PM – 6:30 PM

Exhibitor Showroom

Explore the latest research and products from trusted brands like SPRI®, Reebok, Power Music®, Total Gym®, Raw Threads and VIVOBAREFOOT™. You can even purchase gear!

SCHEDULE KEY:



Lecture



Interactive



Activity



Workout



Social

3:00 PM – 4:45 PM

I Justin Price Integrating Structural Assessment into Movement Analysis
It is essential to perform a structural assessment on each of your clients to help you understand which parts of their body may be misaligned. Moreover, you can also use the findings of a structural assessment to gain clues into your client's movement patterns. In this session, you'll learn to identify kinetic chains that may be dysfunctional, causing pain or injury. *(ACE CEC Value:0.2)*

L Dianne McCaughey, PhD The Medical Health Expert – Leading the Change in Health Care Delivery
In this session, Dianne McCaughey outlines who medical health experts are (doctors, nurses, physical therapists, chiropractors, fitness trainers) and what credentials they need to hold in order to lead change in health-care delivery. Medical health experts do not memorize; they analyze and apply scientific, medical and psychological principals to create optimal wellness. They use individual programs, personalized prescriptions and an extensive referral system. Learn the role networking within the community can play in treating the needs of all patients, members and clients. *(ACE CEC Value:0.2)*

A Jessica Matthews, MS, E-RYT Go With the Flow
Journey with Jessica Matthews through fundamental and innovative yoga postures to build a solid flow based on strength and spirit. In this session, you'll explore the art of intelligent sequencing by diving into anatomical and movement considerations, and appropriate progressions and regressions that help create a purposeful practice. You'll also discover how to introduce the yamas and niyamas on the mat, and how to help your students incorporate them into their lives off the mat. Empower your participants to open their minds and truly live their yoga. *(ACE CEC Value:0.2)*

L Ellen Coleman, MA, MPH, RD and Keith Wheeler, PhD, FACSM Energy Defined: What Is It and How Much Do You Need? **EAS**
Energy is a term that is often used to describe a particular attribute about certain foods and other dietary products. However, it's a term that is often misunderstood and misused. In this session, you'll explore the true definition of energy and the types of foods that should be consumed to get the proper amount. Specifics regarding the best time to consume energy and how different types of energy impact one's ability to exercise will also be discussed. *(ACE CEC Value:0.2)*

4:30 PM – 6:30 PM

Exhibitor Showroom

Explore the latest research and products from trusted brands like SPRI®, Reebok, Power Music®, Total Gym®, Raw Threads and VIVOBAREFOOT™. You can even purchase gear!

5:00 PM – 6:00 PM

W Brian Nunez SPRI Ignite Performance Training **SPRI**
IGNITE 360 is a comprehensive approach to performance training that focuses on every angle of athletic development: physical, mental and nutritional. Developed through training the world's top athletes, the method is proven to push your clients' performance to the next level. Through the use of Ignite Performance Training elements (Performance Balance, Integrated Strength and Athletic Movement) and a systematic Progression Pyramid (Train to Improve Train to Perform), coaches will learn how to prepare all athletes for competition *(ACE CEC Value:0.0)*.

7:00 PM – 9:00 PM

Welcome Reception

Join your peers for some light appetizers, music and fun at our opening networking event. Don't miss out on your chance to meet our expert speakers in person.



SCHEDULE KEY:



Lecture



Interactive



Activity



Workout



Social

FRIDAY, OCT. 18

6:30 AM – 7:30 AM

W Bob Calvin MS, RD, CSSD, LD, CSCS Incorporating Sports Nutrition Into Your Workout for Optimal Performance **EAS**

If you're not getting the most out of your workout, how can you help your clients get the most out of theirs? In this workout led by Athletes' Performance, you'll explore how fueling your body before, during and after your workout can be just as important as the workout itself. In addition to a 45-minute cardio and strength-building workout, you'll experience EAS Sports Nutrition products and how they affect performance. *(ACE CEC Value:0.0)*

W Brian Nunez XT Fusion **SPRI**

Introduce your body to a whole new X-Training interval circuit experience led by Brian Nunez. In this high-intensity, metabolic conditioning circuit, you'll utilize aerobic, anaerobic and super aerobic intensity levels by incorporating progressive, Step360, body-weight suspension, kettlebell and rope-training movements. Elevate your heart rate, burn calories and build muscle, creating a strong, lead body that you, your members and clients want. *(ACE CEC Value:0.0)*

8:00 AM – 9:30 AM

I Justin Price Using Strategic SMR to Improve Function

Self-myofascial release techniques are a great way to improve overall function of the entire body, but that doesn't mean you have to perform a full-body SMR routine to see incredible results. In this session, you'll learn how to use specific assessments to pinpoint precise areas of the myofascial system that are restricted and dysfunctional. By working those areas, you'll be able to enhance performance of the entire myofascial and musculoskeletal network. Assessments and techniques taught in this session are designed to improve whole-body function, both immediately and long term. *(ACE CEC Value:0.15)*

L Rochelle Rice, MA Size Sensitivity Training

We can no longer afford to be unaware of the physical and emotional needs of our overweight clients when it comes to program design. Discover why size sensitivity is an essential part of reaching your clients on day one and how it can help you build lasting relationships. Using the Health at Every Size® model as a foundation, you'll discover how to respect the diversity of all shapes and sizes. Get skilled at stepping outside the box and creating a Buffet of Movement® for your clients by listening deeply and anticipating their anxiety. *(ACE CEC Value:0.15)*

A Chris McGrath and James Beauchemin Train SMART or Go Home - How to Teach a Smart Bootcamp Class

Mantras of determination, such as "Train Hard or Go Home," rarely take into consideration common obstacles we find in virtually any class we teach – from varying fitness and skill levels to remembering that most of our clients sit at desks all day. Knowing how to work a group "hard" should never be a priority over how to work a group "smart." In this session, you'll learn how you can train smart and still lead a challenging workout. Attendees will participate in sports performance and injury prevention strategies; coaching and cuing strategies; dynamic drills to add fun and variety; and problem-solving to help you progress clients effectively without intimidation or embarrassment. *(ACE CEC Value:0.15)*

L Donna Hutchinson Create a Demand for Your Personal Training Services

What are the secrets to becoming an in-demand personal trainer? How do you build a strong referral base and create a waiting list of people all clamoring to train with you? It's a lot easier than you think. In this session, Donna Hutchinson will share her proven steps, strategies and secrets to help you start attracting all the clients you need and earning the income you want. *(ACE CEC Value:0.15)*

W Brian Nunez Ignite360 Challenge **SPRI**

Challenge within a workout is an important component of helping prepare all athletes to compete. However, if the challenge is not appropriate and purposeful then it could actually be detrimental to an athlete's training program. The Ignite 360 Challenge teaches the trainer to design challenges for individuals using their age, sport, training level and competitive nature as elements of the Ignite Performance Training methodology (Performance Balance, Integrated Strength, Athletic Movement). Learn how to challenge an individual, partners and a team with Ignite 360 Challenges. *(ACE CEC Value:0.00)*

9:45 AM – 11:30 AM

I Jonathan Ross Abs Revealed

Give your clients abs for "show" and for "go" by using smart programming. In this session, you'll learn when to follow the rules of ab training – and when to break them. Discover why you can still use crunches by using smarter versions, and creative new exercises that give clients well-developed and well-functioning abdominals. Explore why planks are over-used and better ways to progress once the basic plank is mastered. All exercises are tied together in a complete, progressive training program to start right and finish strong for great-looking, well-performing abs. *(ACE CEC Value:0.2)*

SCHEDULE KEY:



Lecture



Interactive



Activity



Workout



Social

L **Lawrence Biscontini, MA** Cream Rises: Promoting Excellence Among Instructors and Trainers

Based on Lawrence Biscontini's best-selling book, this session will explore the difference between being good and great fitness teacher, personal trainer and presenter. Join this ACE, Can-Fit Pro and IDEA award recipient for thoughts on sharpening your instructional skills, becoming a presenter or attracting media attention beyond your peers. Leave with oodles of ideas on how to improve your career. Learn the importance of beginning and ending sessions, developing themes, retaining your clients, owning the stage and more! (ACE CEC Value:0.2)

A **Valorie Ness and Bill Sonnemaker** Low-Impact Metabolic Training

Metabolic training programs are all the rage because of their ability to burn tremendous amounts of calories while melting away fat and replacing it with lean muscle tissue. However, many participants are being injured due to the modalities they use coupled with improper exercise technique and a lack of proper tissue preparation. In this session, you'll review research and examine scientific rationale and acute variables necessary to elicit sought-after results. The hands-on portion takes attendees through a complete "Total-Body Nightmare," a fright-themed and fun workout. (ACE CEC Value:0.2)

L **Chris Freytag** Building Your Brand for Success in the Fitness Industry

Standing out in the highly competitive fitness industry is a constant challenge for personal trainers, even if they've spent years in the business. To get your name out there, you have to create a brand that reflects your unique skills and personality. In this lecture by fitness expert and 2012 Top Ten Online Fitness Influencer Chris Freytag, you'll learn strategies to help you optimize and leverage yourself to specific market segments. Discover tips on writing a blog, creating a website and leveraging social media. (ACE CEC Value:0.2)

10:30 AM – 1:30 PM

Exhibitor Showroom

Explore the latest research and products from trusted brands like SPRI®, Reebok, Power Music®, Total Gym®, Raw Threads and VIVOBAREFOOT™. You can even purchase gear!

11:30 AM – 12:30 PM

Networking Lunch

Trade insight with your peers in the industry or just enjoy a meal at our lunchtime networking event before you top your afternoon off with more education opportunities.

1:15 PM – 2:45 PM

I **Chris McGrath** Advanced Program Design - The ACE IFT® and Beyond

Several studies have shown positive benefits of high-intensity programming on fitness, weight loss and performance enhancement, making it a popular modality to use. However, with advanced training practices come advanced risks if not administered properly. In this session, you'll explore current research on high-intensity options and how to use the ACE Integrated Fitness Training® model to maximize clients' results and minimize risks. Topics will include periodization concepts; effects of nervous, muscular and endocrine systems; and ways to overcome challenges presented by your clients' busy lives. (ACE CEC Value:0.15)

L **Dominique Adair, MS, RD** Diet Till You Drop - Or Not

Weight-loss information is exploding almost as fast as waist lines, and yet if you search for "diet" books on Amazon you'll get more than 283,000 options. In this session, you'll explore a candid and often humorous look at weight-loss diets. With insight from a registered dietitian who has helped her clients shed thousands of pounds, discover a no-nonsense assessment of popular diets. In addition to discovering what they get right and where they go terribly wrong, you'll leave with actionable skills to help your clients achieve a healthy weight. (ACE CEC Value:0.15)

L **Bill Parisi** Becoming a Legendary Youth Performance Coach

Delivered by youth training industry pioneer with over 80 locations and \$10 million in annual sales, Bill Parisi will teach you the most effective strategies on how to master the youth market. This session is guaranteed to give you specific insight on how to develop yourself and your staff to attract, motivate and train youth ages 7 through 18. Understand how to improve their performance and confidence while growing your revenue and profits. (ACE CEC Value:0.15)

A **Phil Ross** Push-Ups for Power

Learn to develop incredible power by using a traditional, bodyweight exercise: the push-up. Often relegated to a simple warm-up movement, the push-up possesses incredible power-building potential. In this session, you'll cover several of the most potent variations as well as how the move can unlock untapped power and size development. Attendees will discover routines from "Greasing the Groove," "The Century Workout," and Marine Corps Strength & Conditioning programs. (ACE CEC Value:0.15)

SCHEDULE KEY:



Lecture



Interactive



Activity



Workout



Social

3:00 PM – 4:45 PM

A Jonathan Ross Plyometrics for Everyone

Life often incorporates rapid and unpredictable movements, making the need for plyometrics even more essential. Fast, explosive movement requires high levels of coordination, reactivity and agility to produce power when the time comes. Discover the right way to start using upper- and lower-body plyometrics, how to progress for higher levels of performance, and how to avoid common plyometric training mistakes that even some athletes make. *(ACE CEC Value:0.2)*

L Andrew Garrison, MS, and Dina Mijacevic, PhD Wellness Basics

In this session, you'll discover how to integrate specific health and wellness actions within the socio-ecological model. Redesign your 24-hour day into a value chain of overlapping successes in all your environments. Achieve true wellness through strategic planning, the inclusion of personal stakeholders, SWOT Analysis and SMART goals. Discover how to apply assessment, adaptation and application principles to fitness; learn the 3SP system of mindful eating (Limit Sodium, Sugar and Saturated Fat); and view product, preparation and the price of food through the lens of critical thinking. *(ACE CEC Value:0.2)*

L Vonda Wright Masterful Care of the Aging Athlete

Healthy, vital, active and thriving! These are not words commonly ascribed to aging and yet an entire generation of people in their 40s, 50s, 60s and beyond are experiencing it. In fact, they are changing the very paradigm of aging in this country. In this session, you'll learn to define this active demographic, and you'll explore the latest science on biology of aging. Discover new insight into how fast we age; muscle, bone and brain aging; and how to design programs that maximize performance and minimize injury in masters athletes. *(ACE CEC Value:0.2)*

I Todd Galati, MA; Natalie Digate Muth, MD, MPH, RD; Jessica Matthews, MS, E-RYT; Michael Mantell, PhD; and Cedric Bryant, PhD Ask ACE's Experts: Answering Your Health, Fitness, Nutrition and Industry-Related Questions

Fitness professionals and their clients are barraged with a never-ending abundance of health, fitness, nutrition and industry-related information as new research, diets, exercise programs and professional opportunities emerge. Unfortunately, this information is often confusing, complicated and even contradictory. During this session, moderated by ACE Chief Science Officer Cedric Bryant, PhD, a panel of ACE experts will provide answers about Tabata training, nutrition and scope of practice, exercise and brain fitness, health coaching, media relations, Zumba® and a host of other topics. *(ACE CEC Value:0.2)*

A Ben Le Vesconte The Biomechanics of Barefoot Running 

In recent years, the trend of barefoot running has inspired numerous research studies worldwide, many with varying results. So how can you accurately discuss it with your clients? In this session, you'll learn the differences between barefoot and conventional running, and how you can provide accurate definitions of the barefoot technique. Explore myths surrounding the popular trend, why injuries happen among unskilled runners, and how you can provide coaching that helps your clients learn to run barefoot without injuring themselves. *(ACE CEC Value:0.2)*

4:30 PM – 6:30 PM

Exhibitor Showroom

Explore the latest research and products from trusted brands like SPRI®, Reebok, Power Music®, Total Gym®, Raw Threads and VIVOBAREFOOT™. You can even purchase gear!

5:00 PM – 6:00 PM

W Abbie Appel Step360™ Core V.I.I.T **SPRI**

Experience core training – redefined! Led by Abbie Appel, this workout incorporates progressive phases of movement and increasing demands of intensity, moving from foundation to performance. You'll also utilize metabolic conditioning cycles that incorporate an effective “3-2-1” format of energy-system overload. Learn how variable intensity intervals using 3 planes of motion, 6 phases of conditioning and 0 rest are performed using the Step360™ PRO balance trainer. This workout focuses on developing alignment, awareness, athletic efficiency and control, dynamic balance and core power. *(ACE CEC Value:0.0)*

W Anthony Wall Go Fast(er)! Jump high(er)!

Join Anthony Wall, ACE director of professional education and World Ranked Masters Sprinter, in this fun, dynamic and explosive afternoon workout session. Participants will be led through a world-class session designed to improve pure speed and explosive jumping power. Learn to blend plyometrics and speed drills into a seamless session that will leave you breathless – for more! Maximum capacity of 40 people, preferably with intermediate to advanced experience level. Intensity will be moderate to high. *(ACE CEC Value:0.0)*

SCHEDULE KEY:



Lecture



Interactive



Activity



Workout



Social

SATURDAY, OCT. 19

6:30 AM – 7:30AM

W Brian Nunez Ropes Gone Wild **SPRI**

Introduce your body to a high-intensity, full-body and zero-impact workout experience that incorporates the Undulation Training System method. Led by Brian Nunez, you'll develop core stabilization, authentic strength and metabolic endurance with a varied intensity, rope-conditioning class. Learn basic-to-advanced rope moves sequenced in a progressive cardio-to-strength-to-power format that creates the ultimate metabolic-conditioning experience. See for yourself why Ropes Gone Wild has been voted best new cardio tool by Men's Health magazine. *(ACE CEC Value:0.0)*

8:00 AM – 9:15 AM

L Wojtek Chodzko-Zajko, PhD, University of Illinois at Urbana-Champaign
Closing Keynote, "Fit After 50: Helping Older Adults Age Successfully"

For many of us who make a living advocating for healthy and physically active lifestyles, it may come as a surprise that very few older adults know anything about physical activity. The Centers for Disease Control and Prevention estimates that anywhere from one-third to half of older Americans don't participate in physical activity at all. Wojtek Chodzko-Zajko, PhD, who specializes in older adults, will review answers to some frequently asked questions in an effort to help you motivate, inform and empower older clients. *(ACE CEC Value:0.1)*



9:30 AM – 11:15 AM

L Dominique Adair 8x8 Still the Rule

The research on hydration, and specifically popular water recommendations, seems to change daily. In this session, you'll review the physiology of fluid regulation, and examine some of the common recommendations and current research on hydration. Dominique Adair will also lead a discussion of sports rehydration beverages, and provide insight on if and when they are the best choice. *(ACE CEC Value:0.2)*

L Bill Parisi Establishing a Youth Sports Performance Business

In this session, health and fitness professionals will explore an overview of the youth fitness market and discuss how to tap into the growing industry segment. You'll also explore how to hire and train staff, market your business, design space, set a pricing strategy, and schedule classes. *(ACE CEC Value:0.2)*

A Lawrence Biscontini, MA SHAKTI: THE EXPERIENCE®

Concentrate on connecting to your body and working IN during your practice instead of working OUT. Led by award-winning instructor Lawrence Biscontini, this session you'll explore SHAKTI, the Sanskrit word for energy released throughout the body. Experience a non-purist mind-body approach that fuses the choreographed applications of yoga, Feldenkrais, NIA, T'ai Chi and Pilates with inspiring yet non-traditional mind-body music. Discover the power of nonverbal cueing and choreographed flow so you can feel energized from a fusion blend of mind-body disciplines. *(ACE CEC Value:0.2)*

SCHEDULE KEY:



Lecture



Interactive



Activity



Workout



Social

SATURDAY, OCT. 19 continued

L Michael Mantell, PhD Coaching for Success: Connecting With Clients and Their Health

With more than 29,000 fitness clubs nationwide not reaching a large segment of the population classified as overweight or obese, it's time fitness professionals developed expertise in guiding and empowering clients to true change. In this session led by behavioral psychologist Michael Mantell, PhD, you'll learn key skills to profitably bring fitness, nutrition and behavior change to the currently underserved. *(ACE CEC Value:0.2)*

I Chan Gannaway Creating the Ultimate Workout Experience

Led by Chan Gannaway, this session will explore the success behind Orangetheory Fitness and science behind the popular workout. You'll explore how a combination of heart-based, treadmill interval training, indoor rowing for increased power, and the proven concept of weight-training blocks can enhance your fitness level and give you the body you've always desired. Opportunities for franchisees and fitness coaches in the United States, as well as detailed local and regional employment opportunities, will also be covered. *(ACE CEC Value:0.2)*

11:00 AM – 2:00 PM

Exhibitor Showroom

Last chance to check out cutting-edge equipment and research from some of the industry's most trusted brands. Purchase gear from SPRI®, Reebok, VIVOBAREFOOT™ and more.



1:15 PM – 2:45 PM

L Lawrence Biscontini Excellence in Three-Dimensional Cueing

The best communicators in group fitness and personal training incorporate three-part cues in their teaching strategies: visual, verbal and kinesthetic. In many ways, it's not WHAT we teach but HOW we teach that makes a difference. Our goal is to help the widest percentage of learners achieve success, sooner! Learn and practice award-winning ways to develop these skills. You'll leave the workshop a better cuer than when you entered, just by following six easy steps – guaranteed! *(ACE CEC Value:0.15)*

L Chris McGrath Breaking the Cycle of Stress

Research clearly indicates the detrimental impact that excessive stress can have on physical and psychological health. However, for most of us, stress can feel like an unavoidable aspect of life. Finding a healthy balance among physical, psychological and emotional well-being is critical in not only disrupting the cycle of stress, but in establishing healthy lifestyle patterns, enhancing physical fitness and performance, and moving toward a holistic definition of success. In this session, you'll review coaching and assessment strategies that can be easily implemented into your sessions to help clients achieve true balance. *(ACE CEC Value:0.15)*



SCHEDULE KEY:



Activity



Interactive



Workout



Social



Lecture

A Valorie Ness and Bill Sonnemaker Forced Reps

“Forced Reps” is the practice of a fitness professional or partner providing manual resistance to the person exercising. Not only is this a great way of performing “activation” exercises for under-active tissues in a movement prep, or pre- or post-rehab training environment. It’s also an excellent way to challenge the myofascial and energetic systems without negatively overloading joints. In this session, you’ll learn new ways to challenge clients and bring about positive changes by targeting specific muscles and movement patterns. The practice of “forced reps” can be utilized with or without equipment. *(ACE CEC Value:0.15)*

L Andrew Garrison, MS, and Dina Mijacevic, PhD Wellness Implications for Public Safety Physical Fitness Standards

Your organization has invested tens of thousands of dollars to validate physical readiness standards for your team. You’ve jumped through the legal and organizational hoops of collective bargaining agreements and job description additions to establish a physical fitness program. You train your trainers to teach to the test. You launch pre-employment and post-academy assessments. Everything is set to go, but one imperative teaching component is missing: stress reduction. *(ACE CEC Value:0.15)*

L Mark Kelly, PhD, CSCS Advanced, Cutting-Edge Concepts in Obesity Research and Treatment

The battle of the bulge has taken many paths and many of them have been met with frustration and failure. New discoveries in epigenetics and intracellular messengers are explaining why many people don’t seem to lose weight. New research is showing that what we eat and how we exercise actually affects our endocrinology and influences genetic events to fight weight gain and obesity-related comorbidities. In this advanced session, you’ll learn new ways to lose the dangerous fat. *(ACE CEC Value:0.2)*

A Michelle Stanten and Lee Scott, BA, MA Walk, Don’t Run, to Grow Your Business

More than 100 million Americans walk for exercise, yet few fitness professionals take advantage of walking’s popularity. Learn how to use walking as a way to grow a personal training business, increase health club memberships, get more people active, and lower health-care costs. In this session, you will learn how to turn walking (not racewalking) into a workout that engages new clients and offers a fresh, low-impact routine to existing clients. *(ACE CEC Value:0.2)*

A Ben Le Vesconte Coaching Barefoot Movement 

VIVOBAREFOOT Master Instructor Ben Le Vesconte will introduce the skills required to diagnose and correct running form using Lee Saxby’s coaching methods. Ben has coached hundreds of personal trainers, medical professionals and runners of all ages from novice to elite, transitioning them safely to an injury free, skillful barefoot technique. Considered by many as one of the best in his field, Lee Saxby has been described as “The World’s Best Running Coach” by Christopher McDougall, author of the international bestseller, “Born to Run.” *(ACE CEC Value:0.2)*

3:00 PM – 4:45 PM

L Nancey T. Tsai, MD Keeping Your Training Injury Free

In this session led by Nancey Tsai, MD, you will explore the statistics regarding the most common training-related injuries and specific strategies to help avoid those injuries. Learn the fundamentals of micro- and macro- training schedules, and how to identify symptoms that indicate when a client should be referred to a health-care provider. *(ACE CEC Value:0.2)*

I Vonda Wright, MD Training Guide to Maximizing Performance and Minimizing Injury in the Masters Athlete

Whether your client is a masters athlete seeking to maximize performance and minimize injury, a “once upon a time” athlete who is getting off the couch for the first time in 20 years or an adult onset exerciser (AOE) investing in mobility for the first time ever, this session will prepare you to design and execute programs tailored to the special bodies of aging athletes. Vonda Wright, MD, will teach you to execute the programs she designed for Aging Athletes to fortify their bodies, achieve their goals and revive after injury. *(ACE CEC Value:0.2)*



SCHEDULE KEY:



Activity



Interactive



Workout



Social



Lecture

PRICING

	ACE PRO			NON-ACE PRO			STUDENT	
	Full	Returning Attendee	Day	Full	Returning Attendee	Day	Full	Day
Through 9/20 Early Bird	\$390	\$355	\$195	\$465	\$430	\$240	\$225	\$115
9/21 - 10/15	\$425	\$390	\$210	\$500	\$465	\$250	\$225	\$125
10/16 - 10/19 On Site	\$475	\$440	\$260	\$550	\$515	\$300	\$225	\$150
Networking Breakfast Thursday, 7:00 AM-8:15 AM	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10
Networking Lunch Friday, 11:30 AM-12:30 PM	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10

* Registration fee includes attendance to all educational sessions and the Welcome Reception

EXHIBITOR SHOWROOM PASS

Can't make the full event? Purchase a one-day exhibitor showroom pass for \$20. Access is included in full registration fees and single-day registration.

COLLEGE/UNIVERSITY DISCOUNT

For being affiliated with one of our college or university partners, professors, students and department faculty are eligible for a special registration rate of \$225. The rate applies to students enrolled in college-level review courses or four-year bachelor's degree programs in exercise science, kinesiology or a related field. Faculty members within the departments where ACE curriculum is taught at any of our university partner institutions are also eligible. To receive the rate, call us at (800) 825-3636, ext. 782.

REGISTER AT ACEfitness.org/Symposium

GROUP DISCOUNT

Registering five or more people? Take advantage of our special group rate of \$325 per person. For more, contact ACE National Accounts Manager Robby Boyd at robby.boyd@ACEfitness.org or (800) 825-3636, ext. 724.

CANCELLATION POLICY

ACE East registrants are eligible for a full refund, less a \$75 processing fee, through Oct. 4. After that date, no refunds will be issued. Cancellations not received prior to Oct. 4 will be considered no-shows. All cancellation requests must be sent via email to symposium@ACEfitness.org.



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HERE, INSPIRES YOU TO BE GREAT.”**

SEAN GOGARTY

Symposium Attendee
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