

ONLINE EVENT

FAS

**Functional Aging
Summit Guide 2021**

FAI



WELCOME

We are so excited to be hosting the 7th Annual Functional Aging Summit!

Like many of you during these times, FAI pivoted and moved FAS2021 to an online event. While it saddens us not to see you in person, we are excited to bring our annual summit to so many people around the world! Without the constraints of travel, time, and money, thousands of people will be able to view 2 keynote speakers, 4 breakout tracks, 40+ conference lectures, bonus pre-recorded sessions, networking, and private lunch meetings!

Our summit this year is bigger than ever, with more than 40 sessions. At FAI, we strive to bring you the greatest education through industry leaders on the latest techniques for maximizing functional ability and longevity. At the Functional Aging Institute our primary goal is to support evidence-based training models designed to improve the quality of lives around the world.

We are glad you have decided to be a part of FAS2021. Take a look at the schedule in this e-booklet, read about the speakers, and make a plan to have a great summit!

Let's change lives together,

Dan and Cody

How to Make the Most of FAS 2021 Online

First and most importantly, a reminder that the entire event is running on Eastern Daylight time, so please make note of New York City time!

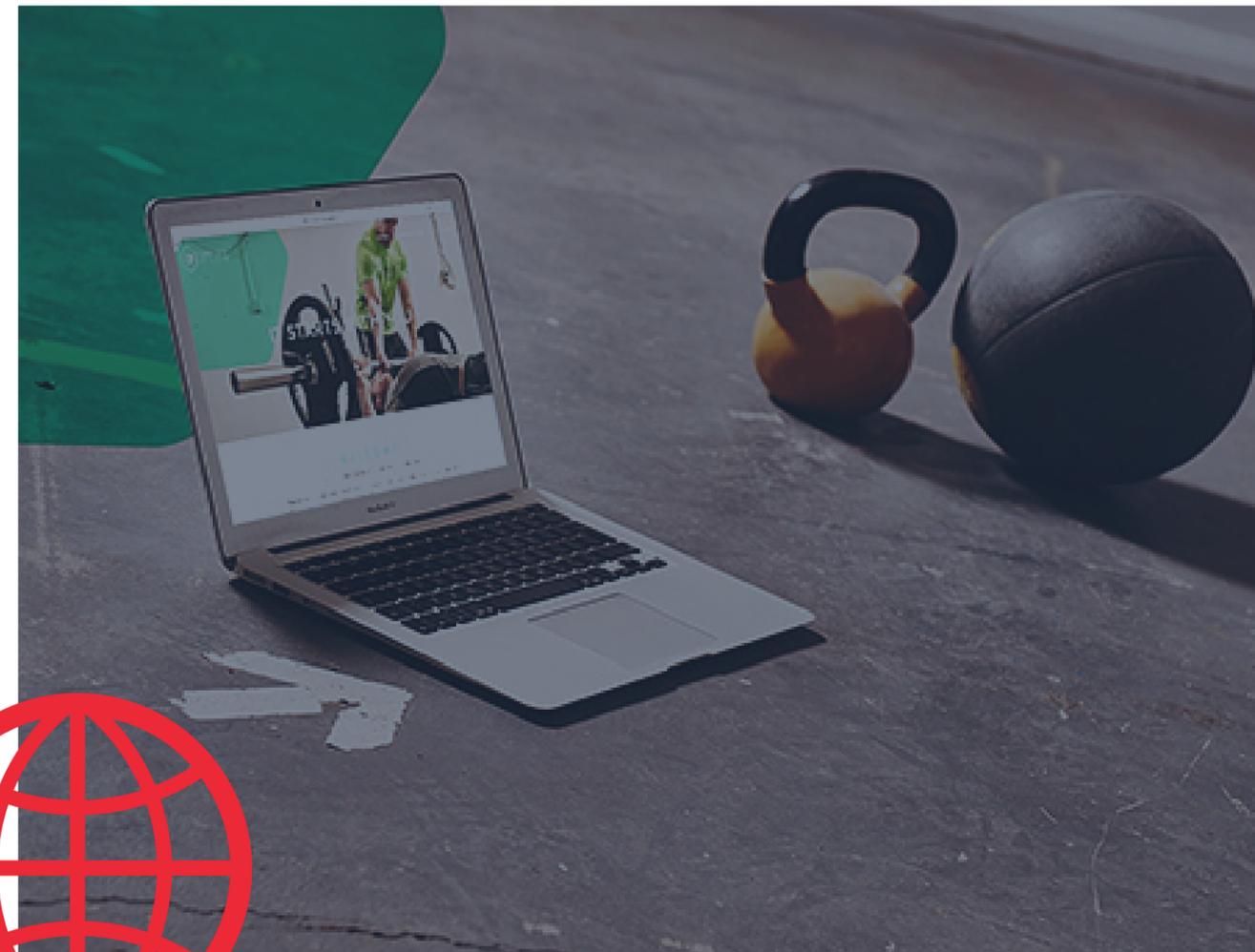
We will have pre-recorded sessions as early as 7a.m. EDT.

With forty-five hours of content, don't overwhelm yourself! Check the schedule for the live sessions you don't want to miss and make them a priority. Remember the entire collection is yours forever!

Use the hashtag #FAS2021 this weekend and over the coming weeks. Let us know where you are and what you are learning on Instagram and Facebook.

If you need technical support, please reach out at contact@functionalaginginstitute.com.

A good conference can keep you going for months and months. This year, the Functional Aging Summit will provide over 45 hours of recorded content. Take your time, soak it in over the next few weeks, and let's change lives together.



PRECON

[SCHEDULE]

JUNE 10



EMILY SPLICHAL

10:00 am - 2:30 pm

PELVIC BALANCE

This PELVIC BALANCE Workshop will teach the professional to understand the function of the integrated pelvic floor and its fascial attachments with the diaphragm, deep hip and foot. The PELVIC BALANCE Workshop will demonstrate how to effectively assess pelvic function and develop integrated rehabilitation programming for the deep core and pelvis.

PM Pre-Conference Sessions



POWER, STABILITY & ROTATION TRAINING FOR THE OLDER ADULT

1:00 pm - 5:00 pm

BEST CORRECTIVE & RESISTANCE EXERCISES FOR COMMON JOINT PROBLEMS

Sarcopenia, decreased mobility and increased fall risk combine to create a high risk, poor quality of life situation for the older population. It's estimated that fifty-eight (58%) percent of the United States population experiences sarcopenia and sixty percent (60%) of those 65 years and older will suffer a fall at some point in their life. During this interactive virtual workshop, you'll discover how to maximize the three primary components to improving the health of the older adult: increasing muscle mass, optimizing mobility and stability strategies, and improving quickness to avoid falling down. So that you leave feeling confident about applying your knowledge, Dr. Osar and Robert Linkul - developers of the Arthritis Training Solution 3.0 - will guide you through a deep dive into the six specific and dynamic power-based movements, the six best corrective exercises and six stability & rotation movements you must have your clients perform. To ensure you know where and how to start, you'll leave with a blueprint for developing power, stability and quickness that your older clients need to confidently develop worry-free movement. Whether your client's objective is to walk/run, lift or feel like they're 10 years younger, this training will help you empower them to achieve their goals.

AGELESS FITNESS



Is your facility forgetting
the seniors and baby boomers?

Here are some **BOOMING Opportunities!**

How to 'Add On' a Small Group Training Program for Boomers and Seniors Inside your gym location and... Increase your monthly income by an average of \$12,000 or Launch a Brand New Fitness Studio of Your Own!

agelessfitness.functionalaginginstitute.com/discover

DAY 1

[SCHEDULE]

JUNE 11

DAY 1 SCHEDULE

FRIDAY, JUNE 11

ZOOM ROOMS	Curves	Activate	Naboso	Keiser
	Click here to join Curves	Click here to join Activate	Click here to join Naboso	Click here to join Keiser
7:00 am - 8:00 am PRE-RECORDED				SUE GRANT Adding more FUN to Workouts!
8:00 am - 9:00 am PRE-RECORDED			PAULO ANDALAFT How Covid-19 Turned My Business from Struggle to Success	LESLEE BENDER HIIT for the Ageless
9:00 am - 10:00 am PRE-RECORDED				CHRIS SEVERS Neuro Cross Training - Movement Progressions with Resistance Bands
10:00 am -10:15 am	DAN & CODY - WELCOME			
10:00 am - 11:15 am	KEYNOTE	MARC MIDDLETON	MARC MIDDLETON	MARC MIDDLETON
11:15 am -11:30 am	BREAK - VENDORS OPEN			
11:30 am - 12:30 pm		SUMIT SETH Business Owner's Paradox: How To Work ON Your Business While Working In It 	MIKE GELFGOT & JOHN SPENCE The Glue The Most Underrated Strategy To Manage Your Team 	DR. EMILY SPLICHAL Every Foot Tells a Story
			COREY DISLER & PHIL STOTTER Foot and Ankle Strength and Flexibility Too often overlooked 	
12:30 pm - 1:30 pm	LUNCH BREAK		BREAK - EMILY SPLICHAL LIVE LUNCH Q&A	BREAK - KEISER LIVE LUNCH Q & A
1:30 pm - 2:45 pm		KRISHEA HOLLOWAY Curves Workout -On the Go 	PAULO ANDALAFT How to Succeed in the One-on-One Personal Training for the Older Adult 	MANDY SHINTANI Why Nordic walking is the Treatment Approach in Canada for Improving Mobility, Posture and Balance for Parkinson's
2:45 pm - 3:00 pm	BREAK			
3:00 pm - 4:15 pm		KRISHEA HOLLOWAY Pivoting After A Pandemic 	JAY CROFT You Must Keep Communicating, No Matter What 	ELIAS SCARR The New Rules of Communication
		PAUL HOLBROOK Rapid Movement Training for the 50 Plus Market. 		
4:15 pm - 4:30 pm	VENDOR / SNACK BREAK			
4:30 pm - 5:30 pm		TRACY MARKLEY 4 Tactics for Training Stroke Survivors	BRUCE & MINDY MYLREA How To Live To 120	DIANNE MCCAUGHEY & DEBI PILLARELLA GroupX...Old Method, New Science!
		GUY ANDREWS Let the Games Begin: Sports-Inspired Balance Drills for Seniors		
5:30 pm - 7:00 pm PRE-RECORDED		DAN RITCHIE How to Add \$10,000 a month in Personal Training Revenue to your business		GUY ANDREWS Anatomy of a Fall: What Really Happens When We Lose Our Balance

KEYNOTE SPEAKERS

FAI



**MARC
MIDDLETON**

10:15 AM - 11:15 AM

You can Change the Way you Age

Marc Middleton, Founder and CEO of Bolder Broadcasting and Growing Bolder, is a media entrepreneur, television journalist, author, film maker, speaker, activist, and consultant who focuses on the changing culture of aging. A multiple Emmy Award-winning broadcaster, Marc is the host of Growing Bolder TV seen on public broadcasting stations nationwide, co-host of Growing Bolder Radio, host of the podcast Better Now with Marc Middleton, executive producer of Surviving & Thriving TV, editor of Growing Bolder Magazine, and writer, videographer and director of the Emmy Nominated documentary film, Conquering Kilimanjaro. Marc is a 7-time Masters Swimming world record holder, a 10-time U.S. Masters Swimming national champion, and a podium finisher in hurdles in the Masters Track and Field National Championships. His new book, Growing Bolder, Defy the Cult of Youth, Live with Passion and Purpose is now available.

DENVER FAI EVENT 2021 SEPTEMBER 17-18

WORKSHOP PRESENTERS



Jenice Mattek



Guy Andrews



Dr. Evan Oscar



Dianne Bailey

WORKSHOP PRESENTATIONS INCLUDE:

Preventative Exercise Solution: The Best 7 Assessments, Correctives and Preventative Exercises for Older Hips and Shoulders

Posture, Balance and Walking Solution for Older Adults

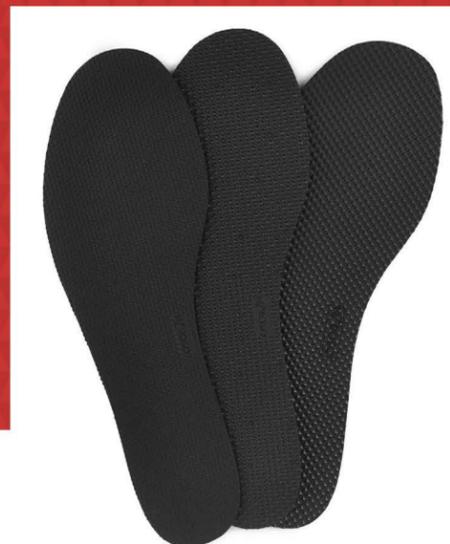
LEARN MORE AND REGISTER

fai.securechkout.com/denver-fai-2021

NABOSO™
BAREFOOT TECHNOLOGY

IMPROVING POSTURE & BALANCE WITH NEUROSCIENCE

PROPRIOCEPTIVE INSOLES



PROPRIOCEPTIVE MATS



WWW.NABOSOTECHNOLOGY.COM





CHRIS SEVERS

9:00 am - 10:00 am



Neuro Cross Training - Movement Progressions with Resistance Bands

The mental health benefits of physical training are largely seen as a good by product. NCT is about physical training with the intention of supporting neural health as well as physical health. NCT seeks to optimize the neural benefits of physical training. The three principles being proposed in this talk can be applied to ANY form of resistance training.



MIKE GELFGOT AND JOHN SPENCE

11:30 am - 12:30 pm



The Glue | The Most Underrated Strategy To Manage Your Team

In this session, listeners are going to take away 3 specific strategies that will help inspire, motivate, and retain not only staff but also members and clients.



SUMIT SETH

11:30 am - 12:30 pm



Business Owner's Paradox: How To Work ON Your Business While Working In It



DR. EMILY SPLICAL

11:30 am - 12:30 pm



Every Foot Tells a Story

Bunions, hammertoes, calluses and arthritis.....our feet tell a story about each step that we take. Are you listening? Join Functional Podiatrist and Human Movement Specialist Dr Emily Splichal as she explores the story our client's feet are telling us about their movement patterns. Learn some of the common "stories" told by the feet and how you can bring this information into the rest of the clients treatment protocol.



COREY DISLER & PHIL STOTTER

11:30 am - 12:30 pm



Foot and Ankle Strength and Flexibility Too Often Overlooked

Phillip Stotter and Corey Disler will discuss the importance of foot and ankle strength and flexibility and the role lower body gait mechanics play in daily function and movement and how older adults can maintain and gain functional movement capacity by incorporating foot and ankle work into their daily exercise routines. Targeted to all levels of function.



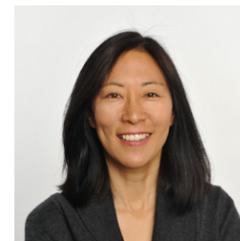
KRISHEA HOLLOWAY

1:30 pm - 2:45 pm



Curves Workout - On the Go

Higher-Intensity. Join a Curves Coach in Crossfire Circuit. This action-packed 30-minute total body workout will have you sprinting and jumping from one move to the next. This workout will challenge your muscles and your mind while burning tons of calories!



MANDY SHINTANI

1:30 pm - 2:45 pm



Why Nordic walking is the Treatment Approach in Canada for Improving Mobility, Posture and Balance for Parkinson's

Learn about a researched treatment approach that addresses the key goals that your client with Parkinson's is seeking from fitness and rehab programs. Most people with Parkinson's want to feel more confident about their ability to walk, reduce their fear of falling and remain active within their community. Find out how Nordic walking achieves your client's key goals by improving balance, core strengthening, posture and all aspects of mobility. The webinar will introduce the evidence-based and patented ACTIVATOR poles and technique which were designed specifically for people with Parkinson's. Developed by Mandy Shintani, a Canadian occupational therapist and gerontologist, the ACTIVATOR Poles and Technique are the focus of 15 independent studies. Find out how you can also use Activator walking poles for innovative seated and standing exercises to improve confidence for performing and sustaining larger movements. A sample of 5 new exercises with poles will be demonstrated.



MAC CALLOWAY

1:30 pm - 2:45 pm



The Importance of Versatility in Your Fitness Programs

In this session we will uncover what versatility is, why it is important and how to incorporate into your fitness and performance programs. We will explore ways in which you can easily versify your workouts such as changing the type of equipment you use but we will also dive into more complex strategies such as altering training themes and qualities in order to achieve your fitness goals.



KRISHEA HOLLOWAY

3:00 pm - 4:15 pm



Pivoting After A Pandemic

Pivoting after a pandemic can be challenging. Learn from a legacy brand how they transitioned from a traditional brick and mortar style business to a hybrid model. Learn how they are transitioning members to a new way to exercise and overcoming their challenges.



ELIAS SCARR

3:00 pm - 4:15 pm



The New Rules of Communication

How to convert leads in a world recovering from a pandemic



PAUL HOLBROOK

3:00 pm - 4:15 pm



Rapid Movement Training for the 50 Plus Market

This workshop will give participants a new perspective on both the importance of speed training in older adults as well as the barriers encountered. Mostly, demonstrations on specific rapid training movements using body weight, bands and equipment will be performed. Additionally, attendees will learn where on the force/velocity scale that older adults should be aiming for maximum results.



GUY ANDREWS

4:30 pm - 5:30 pm



Anatomy of a Fall: What Really Happens When We Lose Our Balance

We all know that a serious fall can be life-altering or life-threatening for a senior, and many fitness professionals talk vaguely of the importance of a “strong core” to prevent falls. But how exactly do strong muscles reduce fall risk? Let Guy Andrews of Exercise ETC address that specific issue with clear explanations and unforgettable video demonstrations to show you how the absolute best defense against falling is strength training. (Guy was black and blue after making this video, but it was for a good cause!)



Help women gain
HEALTH, STRENGTH
CONFIDENCE
and purpose with
Curves



Are you:

- ✓ Looking to be your own boss and set your own hours, but don't know how to get started?
- ✓ Dynamic, enthusiastic, and highly motivated?
- ✓ Filled with desire and the right personal qualities to help women reach their goals?
- ✓ A fitness enthusiast that needs help setting up a business?
- ✓ Determined to succeed and totally committed to a new challenge?

If you answered 'Yes' to the above questions, get started by calling or texting today!

In addition to the famous Curves 30-minute in-club circuit workout, we now offer more incredible ways to join the team as an **Ambassador, Coach or Local Business Owner!**

Ambassador for Curves

As an Ambassador (Independent Contractor) introduce **MyCurves On Demand** to women in your community. Online Curves workouts streaming anywhere, anytime from any mobile device.

Local Owners for a Mobile Fitness Business

Curves On The Go is a local business opportunity offering instructor-led 30-minute Curves classes at churches, community centers, or anywhere a group of ladies would gather!

DOWNLOAD YOUR DISCOVERY PACKET AT BUYCURVES.COM

*To schedule a consultation, email buycurves@curves.com or call/text **254.652.0667***

- Curves.com/Locations
- Facebook.com/BuyCurves
- www.curves.com/team/join-the-team

Franchise opportunities available. Visit Curves.com/BuyCurves today for more information.

SUE GRANT

7:00 am - 8:00 am

Adding more FUN to Workouts!

After a year of pandemic lockdowns and social isolation, now, more than ever, our older adult clients need some FUN in their lives! Your clients and classes will love these innovative, simple activities that will transform your “workouts” into “playouts!”

PAULO ANDALRAFT

8:00 am - 9:00 am

How Covid-19 Turned My Business from Struggle to Success

In this session Paulo will share his story on how his business survived through the pandemic.

LESLEE BENDER

8:00 am - 9:00 am

HIIT for the Ageless

This session gives you the non impact, joint friendly class, that will increase your heartrate and bone density, burn calories and more! Many active aging participants may suffer from joint pain and in this session you will learn how to tweak movements to protect the knees, hips and back while performing short bouts off cardio necessary for all age groups in a safe and effective environment. Experience how active recovery is based on the functional planes of motion with specific movement patterns that never over fatigue the body. This is a session that is a great combination for the active ageless client.

PAULO ANDALRAFT

1:30 pm - 2:45 pm

How to Succeed in the One-on-One Personal Training for the Older Adult

During this lecture you will learn my secrets of 30 years in the Personal Training business. We will discuss the importance of professionalism, education, credibility and passion when working with the older adult.

I will share success stories of some of our longest clients, as well as how to identify your avatar client for business longevity. We will talk about the best practices for virtual training for the older adult as well as marketing strategies to generate leads.

Whether you are just starting your personal training career, or you are a seasoned fitness professional, this lecture will give you great ideas to implement into your One-on-One personal training business.

JAY CROFT

3:00 pm - 4:15 pm

You Must Keep Communicating, No Matter What

Businesses must keep marketing no matter what, or they risk losing essential connections and revenue. That was a key lesson from last year. Learn how to responsibly keep telling your story and listening to clients and prospects over 50.

TRACY MARKLEY

4:30 pm - 5:30 pm

4 Tactics for Training Stroke Survivors

Tracy will discuss the 4 essential things to know while training a stroke survivor. Several thousand stroke survivors worldwide desperately seek help to further their recovery each year. Many are looking for that “quick fix” when there is not one. Stroke recovery is hard work. It takes the focus and good communication of both the survivor and the trainer.

MINDY & BRUCE MYLREA

4:30 pm - 5:30 pm

How To Live To 120

Incredible advances have been made in the world of genetic research in just the last five years. Scientist are uncovering remarkable proteins in our bodies that have the ability to maintain and repair our DNA to keep us young and healthy for well over a century. This lecture reveals the latest epigenetic research and the simple steps we can all take to improve and lengthen our health and lifespans based on solid evidence.

DIANNE MCCAUGHEY & DEBI PILLARELLA

11:30 am - 12:30 pm

GroupX...Old Method, New Science!

Using fundamental principles of Social Network Theory and older adults, this session will teach you how to create valuable group exercise experiences that stimulate the six functional domains while emphasizing cognition and of course FUN!

GUY ANDREWS

4:30 pm - 5:30 pm

Let the Games Begin: Sports-Inspired Balance Drills for Seniors

Is your balance routine stale? Are your clients sick of 1-legged stands and balloon taps? Let Guy Andrews show you an assortment of sports-inspired balance drills appropriate for seniors of any fitness level, either one on one or in groups. You'll learn clever activities ranging from “Senior Miniature Golf” “Senior Bowling” and “Glider Shuffleboard” to Senior Soccer and Volleyball. Your clients will love these drills and you'll appreciate the versatility of these drills -- they can be done inside or out, standing or seated with minimal (and cheap!) equipment. This workshop is guaranteed to turn even the most established couch potato into a weekend warrior!

DAN RITCHIE

4:30 pm - 5:30 pm

How to Add \$10,000 a month in Personal Training Revenue to your business

In this lecture we will look at the 100 million person population of those 55 and over and why the fitness industry is still missing out on the biggest client opportunity in history! They have the money, they have the time, they have the NEED! Learn how to more effectively market, sell and design programs they will love. We will focus on simply strategies to launch a brand new business from scratch to 50 clients in 30 days or less. Or if you are an existing business how to jumpstart your business with new clients fast. We will explore, no-cost, low-cost, and some simple strategies to get new clients quickly and effectively. Learn how to better position yourself in your marketplace and know your ideal customer better and what they need to hear from you to respond.

**EXERCISE
ETC. INC.**

**Your one-stop shop for
ALL your continuing
education needs!**



***Live
Workshops***



***Home Study
Courses***



***Webinars
On-Demand***

**CE credits accepted by
ACE, ACSM, AEA, AFAA, BOC, CSCS, IFPA, ISSA, NASM, NSCA & more!**

www.exerciseetc.com

1-800-244-1344 • info@exerciseetc.com

DAY 2

[SCHEDULE]

JUNE 12

DAY 2 SCHEDULE

SATURDAY, JUNE 12

ZOOM ROOMS	Curves	Activate	Naboso	Keiser
	Click here to join Curves	Click here to join Activate	Click here to join Naboso	Click here to join Keiser
7:00 am - 8:00 am (Pre-recorded)				LIZ COHEN & DEBORAH GLASSFORD Health Coaching, Riding the Aging Wave
8:00 am - 9:00 am (Pre-recorded)	DANILO CONTIERO Exercise Professionals in the Clinical and Health Environment: A European Perspective			LESLEE BENDER Restore, Release, Renew
9:00 am - 10:00 am (Pre-recorded)		MARIE STONER & ADAM ORTMAN Cognitive Reserve and the Role of Exercise: a Conversation with a Clinical Psychologist and a Brain Trainer		DAN MIKESKA - Clinical Exercise in healthcare and business
10:00 am -10:15 am	INTRO			
10:15 am - 11:15 am	KEYNOTE	MARTIN PAZZANI Our Journey From FAI Summit #1 to Today, And What Comes Next	MARTIN PAZZANI Our Journey From FAI Summit #1 to Today, And What Comes Next	MARTIN PAZZANI Our Journey From FAI Summit #1 to Today, And What Comes Next
11:15 am -11:30 am	BREAK - VENDORS OPEN			
11:30 am - 12:30 pm	CJ EASTER 5 Biggest Mistakes Fit Pros are Making with Facebook Ads	EVAN OSAR Hip Solutions to Chronic Tight Hip Flexors and Weak Glutes	DIANNE BAILEY 4+1 ways to incorporate Tai Chi into your programming	GUY ANDREWS Let the Games Continue: Olympic-Inspired Balance Drills for Seniors
12:30 pm - 1:30 pm	LUNCH			
1:30 pm - 2:45 pm	ROBERT LINKUL Overcome Sarcopenia: 8 Lifts that Maximize Strength and Function	JENICE MATTEK Breath: The Secret to Improving Posture, Movement and Performance	ERICA DEMARCH Building and Boosting Balance Circuits	PAUL HOLBROOK What I Have Learned in 30 Years of Training Older Adults
2:45 pm - 3:00 pm	BREAK			
3:00 pm - 4:15 pm	RYAN GLATT Your Brain on Exercise	HARTMUT BRORING Defeating Frailty Every Day - A Team Approach	DR. EMILY SPLICHAL Fall Risk, Sensory Stimulation & Perception of Self	RACHEL PRAIRIE How to get your clients to move better with Kettlebells
4:15 pm - 4:30 pm	VENDOR/ SNACK BREAK			
4:30 pm - 5:30 pm	CHRIS SEVERS The Theory of Neuro Cross Training - Three Principles of Resistance Training for Neural Health in the chart.	DINA MEDINA Movement Screening using an FMS-style Approach	JAKE TRIONE How to Build a strong and healthy community to drive profitable growth in your business!	DR. CHRISTIAN THOMPSON The Abridged Guide to Training Active Older Adults: The Pre-Participation Screening and the Goal-Setting Process

OUR JOURNEY FROM FAI SUMMIT #1 TO TODAY, AND WHAT COMES NEXT



MARTIN PAZZANI

10:15 AM - 11:15 AM

Martin Pazzani has persuaded more people to join a fitness club than everyone in this room, combined.

As Chief Marketing Officer for Bally Total Fitness and Crunch, he created the most successful campaign in fitness industry history, a turnaround that added 1 million new members in a 12-month period, and became a Harvard Business School case study. And the biggest lesson from that experience was that even the best marketing and promotions in the world cannot save a company that is operationally and financially unsound.

He went from Bally to 24 Hour Fitness as a strategy and marketing advisor, where he realized that the future of fitness was not in the mass market, big box sector but rather in a more personal, differentiated, and specialized approach which led him to connect with Dan and Cody at the FAI.

MARIE STONER & ADAM ORTMAN

9:00 am - 10:00 am (Pre-Recorded)



Cognitive Reserve and the Role of Exercise: a Conversation with a Clinical Psychologist and a Brain Trainer

According to theoretical physicist Michio Kaku, the brain is the most complicated object in the known universe. So, it's no surprise that having a way to talk to your clients about brain health can be challenging. This session will cover concepts, research, and real-life examples to assist you in engaging in a dialogue that informs and motivates your clients.

PAUL HOLBROOK

1:30 pm - 2:45 pm



What I Have Learned in 30 Years of Training Older Adults

The training business can be a challenging one for industry novices and seasoned professionals alike. As trainers, we are expected to make our clients stronger, faster, and more functional, while, at times, also acting as a source of inspiration and an emotionally present confidant. In this session you will not only learn proven techniques for training older adults, but will also acquire strategies to boost confidence in your own wisdom and intuition--both of which are essential to building a meaningful career.

DR. EMILY SPLICHAL

3:00 pm - 4:15 pm



Fall Risk, Sensory Stimulation & Perception of Self

Falls are one of the major concerns in the 65+ clientele. Despite the abundance of balance programming and fall reduction products, the US healthcare systems still reports spending \$50 billion annually on fall-related costs. Join Naboso Founder and Human Movement Specialist Dr Splichal as she explores how fall reduction programming needs to start with the client's ability to perceive themselves as it relates to both their internal and external environments.

CHRIS SEVERS

4:30 pm - 5:30 pm



The Theory of Neuro Cross Training - Three Principles of Resistance Training for Neural Health

Anchored bands are an ideal tool for training full body resisted movement. The systemized overview presented in this session can be applied to working with any bands or cable machine.



LIZ COHEN & DEBORAH GLASSFORD

7:00 am - 8:00 am

Enhancing Your Client-Connection with a Health Coaching Mindset

“You Can’t Stop the Waves, but you Can Learn to Surf” is a quote by Jon Kabat Zinn who brought Mindfulness into the mainstream. And we can’t stop aging, but we can learn to help our clients stay on their fitness path (and ride the Aging Wave) through life’s events and transitions. Therefore, it’s important to understand as we age, what is changing, and how the support of our clients may need to change as well.

LESLEE BENDER

8:00 am - 9:00 am

Restore, Release, Renew

This session uniquely combines very specific myofascial release, movement, mantras and essential oils that will relax the parasympathetic nervous system. Many clients do not like foam rolling due to the pain and misunderstanding. You will experience true restoration is not only the physical body but the mindset of our thoughts and sense of smell allow our emotional body to be less resistant and healing within will occur. Leave feeling renewed and a sense of wellbeing.

DAN MIKESKA

9:00 am - 10:00 am

Clinical Exercise in healthcare and business

This presentation provides a glimpse into Clinical Exercise. We will discuss the need, the benefits, and review some specifics for the most common chronic conditions.

ROBERT LINKUL

1:30 am - 2:45 pm

Overcome Sarcopenia: 8 Lifts that Maximize Strength and Function

Sarcopenia affects upwards of 50% of the US population over the age of 50. Due to the loss of muscle mass these individuals are also losing their ability to perform daily life functions like sit-to-stands, reaching overhead, transferring (gait), picking up load and more. In this session Robert will introduce you to a anti-sarcopenia strength training strategy and eight lifts that will help your clients maximize their strength, joint stability, and power production. Improvements in these three areas will increase your clients ability to perform their daily life functions at a high level and ultimately keep them from becoming part of that 50% sarcopenia statistic!

DR. EVAN OSAR

11:30 am - 12:30 pm

Hip Solutions to Chronic Tight Hip Flexors and Weak Glutes

Chronic hip tightness, low back pain and poor posture are often attributed to a ‘tight’ psoas and ‘weak’ glutes. However, this concept is based upon industry myth rather than reality. During this session, you’ll discover how learning the anatomy of the psoas and glutes can be fun and more importantly, practical for your older client with tight hips as well as balance and walking issues. Additionally, you’ll learn how to best activate, lengthen, and strengthen both the hip flexors and glutes while improving posture and movement.

DIANNE BAILEY

11:30 am - 12:30 pm

4+1 ways to incorporate Tai Chi into your programming

Discover why you really need to learn Tai Chi and how it will help you, your clients and your business. You will get to experience some Tai Chi for yourself and learn how to use it to enhance your offerings to your clients.

GUY ANDREWS

11:30 am - 12:30 pm

Let the Games Continue: Olympic-Inspired Balance Drills for Seniors

This innovative program uses the Summer Olympic games as inspiration for balance drills for seniors. You’ll start with the always popular “Torch Relay” and segue into guaranteed crowd pleasers like the javelin throw, discuss toss, shot put, hurdles and even a land-based freestyle swim meet! Your clients will love these drills and you’ll appreciate the versatility of these drills -- they can be done inside or out, standing or seated with minimal (and cheap!) equipment. This program is pure fun (with a serious purpose) as you encourage your client to tap into their inner jock!

CJ EASTER

11:30 pm - 12:30 pm

5 Biggest Mistakes Fit Pros are Making with Facebook Ads

1 - The 1 thing Facebook ads should be used for (everything else is a waste of money)

2 - How to leverage Facebook’s optimization tools to squeeze every dime and more...

JENICE MATTEK

1:30 pm - 2:45 pm

Breath: The Secret to Improving Posture, Movement and Performance

A large percentage of older clients present with chronic tightness, discomfort, and the inability to perform at the level they need or want. Suboptimal breathing strategies are the most common finding underlying postural alterations, limited ROM, decreased strength, as well as chronic tension and discomfort. Strengthening approaches that omit breath training will perpetuate rather than tightness and weakness. During this session, you’ll discover how breathing directly impacts posture, ROM, and stability. Additionally, you’ll discover real-world strategies for seamlessly integrating breathing into your client’s warm-ups, strengthening, and cool-down sessions. You will not look at breathing the same after this session.

ERICA DEMARCH

1:30 pm - 2:45 pm

Building and Boosting Balance Circuits

Join this interactive session as we BUILD & BOOST balance circuits with evidence-based exercises at the right level of intensity, specificity & motor learning principles.

RYAN GLATT

3:00 pm - 4:15 pm

Your Brain on Exercise

Health and fitness professionals have the opportunity to join allied health professionals in addressing the major epidemic of cognitive decline and neurodegenerative diseases, such as dementia and Alzheimer’s disease. Although exercise has been proven to beneficial to brain health and cognitive functioning, the precise exercise prescriptions are not clear to the general public or the industries of health and fitness. This has led to further confusion and leaves clients, patients, and caregivers wondering if they are doing all that is possible to stave off cognitive decline. This session will review the research on how certain modalities of exercise can differentially affect the brain, and provide an initial framework for the assessment and programming of cognitive health within exercise programs

HARTMUT BRORING

3:00 pm - 4:15 pm

Defeating Frailty Every Day – A Team Approach

Frailty Syndrome in older adults is associated with poor health outcomes including falls, disability, and deaths. This lecture introduces a team strategy to help beat back frailty every day.

RACHEL PRAIRIE

3:00 pm - 4:15 pm

How to get your clients to move better with Kettlebells

Intro to kettlebell course designed to support your clients in learning how to be strong and ballistic. We’ll break down the science, warm-up, movements and how to progress or regress them for your active aging clients. Kettlebells are a powerful tool that your clients will love using and can do anywhere!

DANILO CONTIERO

4:30 pm - 5:30 pm

Exercise Professionals in the Clinical and Health Environment: A European Perspective

In this presentation the author will introduce how the role of exercise professionals is always becoming more closely aligned to the clinical environment, different from the fitness coach. What are the differences? Why are exercise professionals always getting more involved? Is there space for a new health-allied profession? What are the benefits of adapting physical activity? How can FAI help?

DINA MEDINA

4:30 pm - 5:30 pm

Movement Screening using an FMS-style Approach

FMS (the Functional Movement Screen) is the gold standard when it comes to screening athletes and the general full-functioning population. However, applying FMS to the older population, especially the highly deconditioned & unfit, can be problematic. In this workshop, Dina, will share her experience using FMS and how she adapted the screen for the 50+ client. You’ll walk away learning what FMS is and how you can use it with your over 50 clients.

DAY 2

BREAKOUT SESSIONS

JAKE TRIONE

4:30 pm - 5:30 pm

How to Build a strong and healthy community to drive profitable growth in your business!

You're in the business of selling relationships and it is critical to develop a relationship with your community. A community who knows and trusts you will support your business!

CHRISTIAN THOMPSON

4:30 pm - 5:30 pm

The Abridged Guide to Training Active Older Adults: The Pre-Participation Screening and the Goal-Setting Process

There is much confusion about whether to require older clients to be medically cleared prior to engaging a new exercise program. On one hand, medical clearance can help to further inform the fitness professional about the medical issues an older adult may be experiencing and can guide the development of the training program. On the other hand, medical clearance poses a significant obstacle to many older adults and can be a major disincentive for becoming more active. Recently, the American College of Sports Medicine revised their guidelines for medical screening to be less restrictive for already active older adults. This session will clarify this process to ensure fitness professionals will follow best practice guidelines. Additionally, other aspects of pre-participation intake will be discussed in this session including motivational interviewing tactics, use of a template to explore client's beliefs about benefits vs. risks of working with a fitness professional, and how goal achievement scales can help to establish a better understanding of your older client and build rapport with them.

BETTER SCIENCE FASTER RESULTS SAFER RESISTANCE

Recommended by the most demanding professionals.



KEISER®
BECAUSE...
'GOOD ENOUGH' ISN'T.™

keiser.com

© 2019 Keiser. All Rights Reserved.

OUR WONDERFUL SPONSORS



KEISER®

keiser.com

Keiser Fitness Equipment. Keiser fitness equipment uses revolutionary air resistance for safe, smooth exercises at any speed – no flying weight stacks! The Keiser Infinity Series machines are multi-functional strength training machines that allow you to train safely at any resistance, at any speed, and at any angle!



AGE PERFORMANCE

go.healthvators.com

Age Performance focuses on fitness concepts and training for greater strength, power & mobility. Most chronic illnesses and limitations associated with age have nothing to do with aging but rather inactivity. Research shows that we can make significant changes to our physical movement and function for better performing bodies no matter the age. Our unique concepts and methods are designed so that our “health span” matches the duration of our “life span.” Our goal is for our clients to remain healthy and to perform better physically so that they can continue to enjoy travelling, skiing, golf and other important activities.



CURVES®

curves.com

For over 27 years, Curves has been a leader in women’s fitness, helping millions of women get stronger and healthier. Curves mission is to strengthen women by providing fun, fast, and safe programs to help women reach their health and fitness goals. Curves is one of the largest chains of fitness clubs for women in the world, famous for its 30-minute circuit with a coach that works every major muscle group with strength training, cardio and stretching. Curves Specialty Classes/Circuits focus on providing strength, balance, and flexibility through categories like Balance, Body Basics, Cardio, and Boxing. MyCurves On Demand brings the Curves trusted 30-minute workout to your own home. Led by real Curves coaches and developed by Curves program experts, MyCurves On Demand is accessible anytime, anywhere on your favorite smart device. For more information on any of Curves program offerings



NAAML Y

naamly.com

Have Members Stay Longer & Pay Longer As business owners we spend so much time and money bringing new customers into the fold only to lose sight of them a week or more later. We don’t know where they are or if they are even utilizing what our space has to offer. The simple truth is this – Every member is worthy of your time and should feel valued and taken care of at the end of the day. Naamly is a multifaceted communication tool that helps your members stay longer & pay longer giving you the power to turn a new member into a lifelong customer.



NABOSO®

www.zibrio.com

Zibrio is a balance diagnostics company commercializing NASA technology originally used on astronauts upon return from space flight, dedicated to advancing novel biometrics for human balance. Zibrio seeks to empower users to take control of their health.



EXERCISE ETC

exerciseetc.com

Exercise ETC is your one-stop shop for high quality, deeply discounted continuing education programs. No matter how you learn best, or what your budget is, we’ve got you covered: 1. Do you like traditional “Live” workshops? We offer dozens in cities all over the USA. 2. Do you prefer a correspondence education course? We have over a huge selection of home study courses. 3. In a hurry? Then our recorded webinars on demand are just what you’ve been waiting. 4. Watch the webinar-on-demand at your own pace: when and where you want. 5. multiple certifications? With Exercise ETC you can “double dip!” All our programs are pre-approved by multiple credentials including ACE, ACSM, AEA, AFAA, NSCA, NASM and more! At Exercise ETC we’re so sure you’re going to love our continuing ed programs that we even offer a 100% satisfaction guarantee.

OUR WONDERFUL SPONSORS



URBAN POLING

urbanpoling.com

Urban Poling was one of the first companies to bring urban poling (generic name is nordic walking) to Canada and is now its largest education centre & distributor for nordic walking poles. Our high performance Urban and Activator™ poles have been adopted as fitness and therapy tools by fitness instructors and diverse healthcare professionals across the country. We are focused on increasing mobility for every age, ability and fitness level. Through our education programs and uniquely designed poles, our mission is to help people realize that their full potential is not only achievable but also sustainable, by doing exactly what their body was designed to do – move.



ACTIVATE

activatebrainandbody.com

Activate Brain & Body is on a mission to re-invent fitness as upstream preventive healthcare.

Focused on the needs of an aging population, they are creating a company that will radically improve the trajectory of aging by building unique fitness studios, specifically designed to deliver leading edge brain/body fitness programs through highly skilled trainers and the best available brain/body technology.

They are launching this fall in Cincinnati.

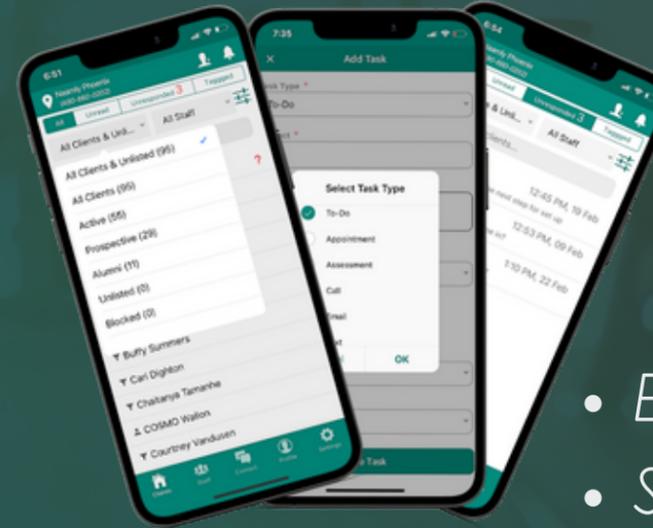
FAI

Trusted By



SIMPLIFIED FOLLOW UP SYSTEMIZED OPERATIONS CONTROL OVER BUSINESS

300+ Satisfied Fitness Coaches!



- *Easy Attendance Tracking*
- *Simple Lead Follow Up*
- *Effortless Two-Way Communication*
- *Nutrition Habit Tracking*

 **naamly**
naamly.com

Functional Aging Specialist Certification

The FAI Functional Aging Specialist is the complete certification program for the serious fitness professional who is ready to become an expert in functional aging and training of older adults. You will receive in-depth training on functional training strategies and movements; how to conduct meaningful assessments of function; how to create and develop effective exercise programs; and critical skills to be an effective professional with this client base.



Functional Aging Group Exercise Specialist Certification

The FAI Functional Aging Group Exercise Specialist is the complete certification program for the group exercise instructor who is ready to become an expert in functional aging and training of older adults. You will receive in-depth training on functional training strategies and movements; how to create and develop effective group exercise programs; and critical skills to be an effective group exercise professional with this client base. A focus of the program is how to safely and effectively implement these strategies in a large group setting with student that are functionally diverse.



Open the Door to Tia Chi

The system to learn Tai Chi, teach Tai Chi, and grow your classes is here! You can expand your class offerings in your community, creating a unique class that is beneficial and engaging.

Your Course Materials include:

- Learn to Teach a FUN evolving class
- Teach Tai Chi as an Exercise Class
- Get Certified
- Get Help Marketing and Filling your New Class!



Brain Health Trainer Certification

Whether you want to be the go-to professional in the dramatically growing market of active aging or make difference in helping those at risk for or with dementia, this course will significantly transform your understanding of the brain, its relationship to exercise, and how to leverage them to slow cognitive decline in the individuals who need it most.

You Will Learn the Neuroscience behind the following:

- The Course of Cognitive Aging
- Cognitive Decline and Cognitive Reserve
- The Cognitive Domains of Attention, Memory, and Executive Functions
- Functional Brain Networks and Neuroanatomy
- Differential Effects of Exercise on the Brain and Cognition, Combining Exercise with Cognitive Stimuli



Barefoot Training Specialist Certification

With the foot as the only contact point between the body and the ground, this complex structure plays a critical role in the way in which our body stabilizes during dynamic movement. As the foundation to all FAI education the Barefoot Training Specialist Level 1 Certification sets the foundation for advanced concepts in barefoot activation, reflexive stabilization and movement efficiency.

Get ready to explore how to prep the body for movement by tapping into the nervous system with barefoot science, foot to core sequencing and reflexive stability via fascial lines.

BRAIN. BREATH. BAREFOOT.



Clinical Exercise Specialist

Over the past few decades, the population of the United States and other industrialized nations has been sitting more and moving less; consequently, the incidence of many chronic conditions to include type II diabetes, cardiovascular disease, pulmonary disease, orthopedic issues, and metabolic syndrome have dramatically increased.

Unfortunately, the rise in chronic disease has been mostly ignored. Not one sector of healthcare is trying to address it. Not physicians, not public or population health departments, not health or educational institutions.

Fitness can be, should be, and is the frontline of healthcare. By educating fitness professionals in chronic disease management, many conditions may be alleviated in the primary care stage, when they can be reversed. We know exercise and activity can help in primary, secondary, or tertiary prevention, and it can positively affect over 30 chronic conditions. In collaboration with clinicians, fitness professionals trained in program design, management, and chronic disease are in a prime position to help clients and patients ease the burden of chronic disease.



Anchor Point Training

Whether you train kids, teens, adults or seniors the APT method works with them all. It doesn't matter if the individual is sedentary and out of shape or a casual exerciser or even an elite athlete because APT teaches you numerous ways to scale exercise movements (from a solid biomechanical perspective) to make the exercise more or less intense or to focus on a different aspect (balance, proprioception, core stability, power, etc.).



The Complete Guide to Balance Training

Developed by FAI Advisory Board Member Dr. Chris Thompson

Learn how to deliver effective balance and fall risk reduction exercise programs to ALL your older clients - from fit to frail!

Training Clients with Joint Replacements

Training clients with Joint Replacements is designed to help the fitness professional or personal trainer become more confident in dealing with joint replacement clients and also clients dealing with major degenerative joint issues.

Currently, over 7 million Americans are living with joint replacements of the knee or hip, so fitness professionals definitely need to be comfortable working with them.

Balance Matters Course

Want to offer more creative balance training options for your clients with quicker results? We all know balance matters, but choosing the right exercise and feedback also matters to progress balance and optimize motor performance.

Learning concepts include:

- EXPAND BALANCE TRAINING with a more in depth understanding of how to be more specific and progress balance exercises with new cues and tips.
- MASTER new exercise options to incorporate into your balance circuits and motivate your clients toward greater improvements.
- LEARN how to design a balance exercise to be "just right" for your client to be in "Goldilocks zone." If an exercise is too easy, your client will not see the benefits; if it's too hard, they may lose confidence, self-efficacy, and motivation to continue.

Rapid Movement Training Course

3 Core elements to the course

- Introduction to Speed Training
- Foundations of Speed Training
- Programming Speed Training

This course will look at the importance of speed and power, how to make it functional, and where to program it into a session. We will also look at just how "powerful" speed and power might be in programming for older adults! You will also develop an understanding about the importance of speed training and why it's not being emphasized as much as it should be. You will learn that speed or rapid movement just might be the holy grail to develop better physical function in this population. This course will also demonstrate what exercises are best to use and where to fit them into a training program.



BARE® (Barefoot Balance Training) Workout Certification

Created by Podiatrist & Human Movement Specialist, Dr Emily Splichal BARE® (Barefoot Balance Training) is the only workout that combines the benefits of barefoot, balance, bodyweight and body tension training for one effective training program!

Bring the science of foot to core sequencing, breath & pelvic floor connections and fascial tensioning to a senior fitness setting. This series is the perfect addition to a Pilates program, Senior Fitness, Mind Body line-up or any athletic performance program.



Pelvic Balance Workshop

The PELVIC BALANCE Workshop integrates with EBFA Global's current educational line-up by following our philosophy about fascial fitness, from the ground up movement and breath to pelvic floor connections.

PELVIC BALANCE teaches the student to deeply understand the function of the integrated pelvic floor and it's fascial attachments, to effectively assess pelvic function and develop integrated rehabilitation programming for the pelvis.



I Am Ageless Now Course

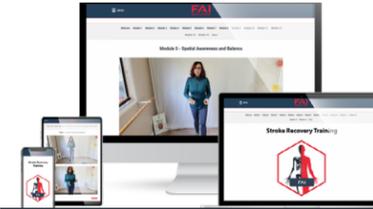
I Am Ageless Now is a program specifically designed to provide the strategies for people to live pain-free—with vitality and the ability to be active—no matter their age. With millions of active-aging individuals, people need to know how to train with no pain!

This method was created by Leslee Bender, international speaker and certified fitness professional and creator of the Bender Ball.

TOA	Program Design Blueprint Foundations		
	Beginner	Intermediate	Advanced
Hinges & Springs	Bridge	1 Armistic Squat (BLC)	Back Pull
	Front Elevated Bridge	1 Armistic Squat	Single Leg Pull
	Shoulder Elevated Bridge	Plank with Hips	Single Leg Pull
	Three Point Single Arm Press	Full Squat	Single Leg Press
	Supine Chest Pull	Frontal Chest Pull	Band Single Arm Pull Down
	Single Arm Full Squat	1 Armistic Full Squat	Leg Lift Squat
Pushups, Power Presses & One Arm Pushups	Single Arm Chest Press	Push Press	Band Press
	Shoulder Press	Push Press	Band Single Arm Press
	Single Arm Chest Press	Push Press	Band Press
	Shoulder Press	Push Press	Band Single Arm Press
Split Stances	Band Split Stance	Band Front Split Stance	Band Split Stance
	Band Split Stance	Band Front Split Stance	Band Split Stance
	Band Split Stance	Band Front Split Stance	Band Split Stance
	Band Split Stance	Band Front Split Stance	Band Split Stance
Loaded Carries, Drags & Releases, Drills	Loaded Carry	Loaded Carry	Loaded Carry
	Loaded Carry	Loaded Carry	Loaded Carry
	Loaded Carry	Loaded Carry	Loaded Carry
	Loaded Carry	Loaded Carry	Loaded Carry

TOA Foundations of Resistance Training, Part I

As Fitness Professionals, the greatest threat to our community of clients is weakness. Sarcopenia affects up to 45% of the US population and is directly related to arthritis, osteoporosis, fall risks and an overall decrease in quality of life. How can we help keep our clients from becoming a statistic? Proper resistance training is the answer! Welcome to TOA's Foundations of Resistance Training!



Stroke Recovery Training Course

Did you know that we have 7 million stroke survivors in the United States? Unfortunately, those stroke survivors can sometimes be met with extremely limited physical therapy options. In turn, they along with many stroke survivor caregivers are seeking out fitness professionals for help. With over 20 years in the fitness industry, Tracy Markley, CPT, has developed the Stroke Recovery Training course to bring knowledge, experience, and exercises to help fitness professionals guide a stroke survivor to a better recovery.

As a fitness provider, what will you learn? You will learn about stroke statistics, brain damage, and neuroplasticity. Additionally, you will be equipped with how to communicate and train a survivor who has spasticity, limited arm movements, foot drop, walking gait, hyperextended knees, balance challenges, aphasia, memory issues, and more. Included in the course is a large section with muscle illustrations and biomechanics of the body's movements to help you put together programs for a stroke survivor.



Health Coaching Riding the Aging Wave, Part 1

In this course we will focus on ways to support our clients across decades of aging. While this is not a Health Coaching certification, you will learn about health coaching methods you can use to help your clients stay on their fitness path through life's events and transitions. The content will include concepts with a perspective on Middle Age and Older Age and most importantly where there are differences.



Age Well Collective

The Age Well Collective (AWC) ushers in a new paradigm for comprehensively addressing the physical and cognitive decline associated with the aging process.

The AWC was specifically created for fitness professionals just like you to enable you to deliver integrated, safe, and effective programs to your older adult population.

The AWC brings together industry experts who will help you comprehensively understand and address the primary domains of aging: posture and movement, cognitive health, balance, and resistance training.

You will discover real-world strategies for delivering the most appropriate assessments and designing corrective and functional exercises to improve posture, movement, balance, and cognitive health.



Anchor Point Training Active Aging Course

The APT Active Aging Program Will Give You A New Ideas And Exercise Movements Using Resistance Bands And Suspension Straps. Join Dr. Dan Ritchie And APT Creator Chris Severs In This Short Hands On Course.



Functional Core and Balance

This course will guide you through they key concepts, thought processes, strategies and exercises that will help you help your clients make real progress in their fitness program. If you have the desire to truly improve the quality of life and health of your active adult and senior clients, this course will deliver incredible value for you.



JOIN US NEXT TIME IN DENVER, COLORADO

JUNE 3rd - 4th 2022

FUNCTIONAL AGING SUMMIT

FunctionalAgingInstitute.com

We created this conference because it was the conference we always longed for, hoped for, and desired to attend. No one has ever created a fitness conference focused on training, marketing, selling and running a fitness business focused on the mature client market, which is the biggest and fastest growing market.



This conference exists to serve you, so you can better change the face of aging in your community. We hope you take back what you learn here and impacts hundreds of lives for decades to come! Make sure you spread the movement, the Functional Aging Movement is not something to keep to yourself!



**PFP magazine:
Everything you
need to know to
stay competitive
in the fitness
industry**

Subscribe

Free Media Subscription

www.PersonalFitnessProfessional.com

Helping fitness professionals prosper for over 20 years!

PFP PERSONAL FITNESS
PROFESSIONAL



WALK YOUR WAY TO BETTER HEALTH

With over 300+ independent research studies on the benefits of Nordic Walking, including 18 independent studies on the ACTIVATOR® Poles, evidence clearly identifies Nordic Walking, with the proper training, as a healthy mode of physical activity suited for primary and secondary prevention, as well as rehabilitation. Beneficial effects for Parkinson's and other health chronic conditions on key parameters including:

- ⚖️ Reduced impact on knee joints
- 🧘 Higher exercise tolerance
- 🩹 Pain management
- 😊 Decreased stress, anxiety and depression
- 📄 Healthy weight management
- 🚶 Increased gait speed

Visit urbanpoling.com for reference to research studies.



FunctionalAgingSummit.com

FUNCTIONAL
Aging Summit - 2021

June 11-12 - Online Event



**Why Nordic walking is the
Treatment Approach in Canada
for Improving Mobility, Posture
and Balance for Parkinson's**

with **Mandy Shintani** OT, Gerontologist & Urban Poling Co-Owner.

**Become an Urban Poling Instructor
& Build Your Business**

Urban Poling Instructor Course
for fitness trainers

FAI reg \$ 299.99, for
FAI Members only \$ 225



Scan Here!

For Urban Poling US
Distributors please contact
Diana Oliver | diana@urbanpoling.com





FAS