



2020 MFA Annual Conference Keynotes & Sessions

KEYNOTE: 2020 the New Norm - An Opportunity for Transition to True Health Care

By Dr. Martin Miller, Director of Education & Training at Technogym – Tuesday, November 3, 2pm ET

It is clear that 2020 will be a year no one will ever soon forget. Every American, as well as every industry was faced with incredible challenges that could not have been predicted at the beginning of the year.

A sense of urgency in order to re-establish new business practices was necessary for all businesses in all industries. The medical industry was faced with identifying, treating, and creating best practices for the general public while simultaneously evaluating their own business practices.

As chaotic and stressful as this forced re-evaluation was, it is very possible that it sets up the Medical Fitness Industry for impactful growth, as well as significant impact in creating a new “Health Care” initiative. Once again, this pandemic showed that the best vaccine for any and all disease is and will always be an integrated wellness program.

The Medical Fitness Industry has an opportunity to take the lead in creating the best practices that will improve the overall health of the country in order to fight all disease by reaching out to leaders in government as well as the local communities to create a true Health Care System.

About Dr. Miller

Marty Miller is the Director of Education and Training for Technogym USA. He has more than 20 years’ experience in sports medicine, performance enhancement and injury prevention. His academic credentials include a BS in Sports Medicine and Physical Education from Canisius College (NY) and a MS in Exercise Science & Injury Prevention from California University of Pennsylvania, and received his Doctorate in Health Sciences from AT Still University in Mesa, AZ. Marty is a Certified Athletic Trainer (ATC) with the National Athletic Trainers’ Association (NATA), a Performance Enhancement Specialist (PES), Corrective Exercise Specialist (CES), and a Mixed Martial Arts Conditioning Specialist (MMASCS).

KEYNOTE: Improving the Quality & Quantity of Life

By Dr. Tyler Cooper, President & CEO of Cooper Aerobics – Wednesday, November 4, 2pm ET

Our country and world now face unprecedented challenges from an infectious pandemic, an obesity crisis and a continued increase of chronic diseases. An individual and collective focus on basic healthy choices is arguably the only reasonable and cost-effective way to turn the tide toward improvement.

As leaders in this great challenge, MFA and its members have an opportunity to implement practices and programs to both educate and encourage those they reach to make small changes to their lives that provide lasting positive physical, fiscal and mental benefit.

For more than 50 years, Cooper Aerobics has worked with individuals, corporations and governments to improve the quality and quantity of life through a dedicated focus on research, published studies, preventive medicine and fitness regarding prevention as the key to good health.

About Dr. Cooper

Tyler C. Cooper, MD, MPH, is President and CEO of Cooper Aerobics, a preventive medicine physician at Cooper Clinic and co-author of "Start Strong, Finish Strong." As president and chief executive officer, Dr. Tyler Cooper oversees Cooper Aerobics' six diverse health and wellness companies. Dr. Tyler Cooper grew up at the renowned Cooper Aerobics Center in Dallas, which was founded by his father, Kenneth H. Cooper, MD, MPH, just eight days before he was born. Sunday afternoons with the Cooper family consisted of jogging three miles together. His family's commitment to maintaining a healthy lifestyle shaped Dr. Tyler Cooper and led him to follow in his father's footsteps.

MFA Annual Conference Sessions

Note: These sessions are pre-recorded and available on demand at your convenience. The sessions are in alpha order by title.

Application of Medical Fitness Outcomes

In this presentation, attendees will learn: to leverage outcomes for more than program promotion; strategies for provider outreach, reciprocal referral channels and marketing; and the opportunity for manuscript and journal submissions.

**Speakers: Chris Sutton, MS, ACSM-RCEP, EIM3 of Power Wellness
Monica Green, BS, ACE CPT, EIM1 of Power Wellness**

About Chris Sutton

Chris holds a bachelor's degree in Exercise Physiology with an Emphasis on Aquatic Therapy from West Virginia University and a master's degree in Exercise Science from Mercyhurst University. In 2013, Chris earned the American College of Sports Medicine (ACSM) Registered Clinical Exercise Physiologist (RCEP) and Exercise Is Medicine Level 3 Credentials. Employed by Power Wellness since 2009, Chris began his professional career at the Lake Erie College of Osteopathic Medicine (LECOM) Medical Fitness & Wellness Center in his hometown of Erie, Pennsylvania. In 2015, Chris joined the Power Wellness Corporate office in Chicagoland as Fitness Program Manager, supporting the Fitness and Medical Integration teams at 40+ locations. In 2018, Chris moved into the Medical Integration Manager role and along with his department colleagues, support medically integrated initiatives, program growth and healthcare partner collaborations for 40+ locations. Chris is an avid golfer, great cook, Minnesota Vikings fan and a triplet.

About Monica Green

Monica Green holds a degree in Kinesiology, specifically Preventative and Rehabilitative Exercise Science, from Northern Illinois University, as well as her Personal Trainer Certification through the American Council on Exercise. Monica began her career with Power Wellness in 2013 as an intern at the Northwestern Medicine Delnor Health & Fitness Center and worked her way into a Fitness Specialist/Personal Trainer Position. From there she stepped into the role of Medical Integration Coordinator overseeing the centers' Medically Integrated Exercise Program focusing on post-rehab and special populations programming. Over the next 4 years she

grew the program exponentially and moved into a Field Medical Integration Manager position training Medical Integration Coordinators and maintaining consistency with programming between the 5 Northwestern Medicine Fitness Centers in Chicago's Western Suburbs. In 2019 Monica joined the Power Wellness Corporate Office Medical Integration Team as Medical Integration Process Manager overseeing all Medical Integration Coordinators and is streamlining the processes used for Power Wellness' Medically Integrated Exercise Programs offered at 27 of their 40+ managed Centers.

Basic Amputee Care

What is an amputee? What can I do for an amputee that arrives to my gym or clinic for conditioning? Can the prosthetic limb handle the dynamics of a workout? Have no fear! Here are the answers to your questions. This presentation will provide basic amputee knowledge about hygiene, skin checks, and basic exercise in the pre prosthetic phase and post prosthetic phase. I'll also cover contraindications, signs of an ill-fitting prostheses and, lastly, different types of prosthetics limb and their capability of handling different levels of activity.

Speaker: Britani Clark, RKT, Orthotic Brace Technologist, Lake City VAMC

Britani Clark is a Registered Kinesiotherapist, orthotic brace technologist and amputee specialist. Her background consists of being a CNA for 5 years during her undergrad years. Britani has been working as a KT in the VA system for 8 years, she became interested in amputee care during her first year of working. At her VA facility, there are two amputee specialists. Britani is the lead amputee specialist at her facility treating acute inpatient amputees and outpatients in the surrounding areas of Lake City. The other specialist is Lauren Williams; she treats STR amputees and assists the physiatrist with CVT amputee clinics.

Bridging the Gap Between Fitness & Medicine through Virtual Nutrition & Fitness

Jillian will be reviewing what she, with her team and partners, have found to be the secrets to what patients are looking for in a digital solution from their doctors, right now and in the future. Key components include how nutrition and lifestyle modification support—in combination with fitness programming—play a role in modern wellness. The presentation will demonstrate how a virtual platform can be used to bridge the gap between healthcare providers and fitness organizations, enhancing client engagement and satisfaction all around.

Speaker: Jillian Cohen, co-Founder and CEO of Virtual Health Partners

Jillian is the CEO & Co-founder of Virtual Health Partners, Inc. In May 2015, Jillian launched VHP with the goal of creating an ecosphere of wellness support available anywhere and anytime. With over 15 years of experience in the medical industry, Jillian was responsible for the multi-million-dollar growth of three start-up companies, with a strong focus in the non-invasive weight loss space. Starting her career at Johnson & Johnson, then moving to Novare, ElectroCore and Apollo, Jillian specialized in development, implementation, growth, and marketing for new medical procedures. Jillian received her Bachelor of Science from Rutgers University Business School and believes the key to success is having a great team.

Effects of Maternal Exercise on Fetal & Childhood Development

Within the scope of the public health industry, the main focus is to enhance the well-being of the population. One of the most difficult challenges is improving a person's health despite his or her extensive history of an unhealthy lifestyle. However, the industry has failed to realize the impact a healthy lifestyle can have on those

not able to make their own decisions yet: the unborn fetus. Some research throughout the years has suggested that a mother can predispose the fetus to a healthier lifestyle by maintaining a healthy pregnancy.

While many phenotypic traits such as body type, hair color, eye color, and sex are all un-modifiable genetic characteristics, there are some internal traits that may be improved during fetal development, such as organ development, body composition, and neural functioning. Thus, the question exists: through maintenance of a healthy lifestyle during pregnancy, could it be possible to program an infant to be healthier in later life?

Speaker: Camille Ferrandino, Fitness & Wellness Coordinator at the City of Lakewood Parks & Recreation, CO

Camille received her BS in Exercise Science from Coastal Carolina University and moved on to her MS in Applied Physiology at University of South Carolina where she focused on her passion of bridging clinical health and fitness to the public. Her professional goals have been to increase access to health and wellness to the greater population by creating attainable programming and partnering with public health sectors. She currently works in Parks & Recreation in Colorado where she has been working to build medical fitness programming in the greater Denver area by focusing on health equity.

Exercise Adherence: Lessons Learned from COVID-19

COVID-19 upended the fitness industry and people's lives including their exercise habits. We will take a deep dive into how exercise adherence has shifted through the course of the pandemic, pulling lessons learned to apply in both current and future state.

Participants in this session will: gain an understanding of how COVID-19 has created changes in exercise adherence and extrapolate how exercisers habits will continue to evolve as we move into a post-pandemic timeframe; dissect the factors affecting exercise habits during COVID-19; and take these lessons learned and apply them to find ways to increase consistent participation in exercise both now and as exercise options (in facility) increase moving forward.

**Speakers: Leigh Wierichs, Global Training & Education Manager at Life Fitness
DJ Homann, Education Specialist at Life Fitness**

About Leigh Wierichs

Leigh Wierichs is the Global Training and Education Manager for Life Fitness. She brings over 20 years of experience in the fitness industry and a wealth of expertise across a wide array of health and wellness areas to this role. Combining her in-depth knowledge of the science behind exercise and human physiology with her passion for helping others, Leigh has trained hundreds of group fitness instructors and personal trainers around the world. She has previously worked for the US Navy, Les Mills and as the Account Executive for International Military and Government Sales for Life Fitness, providing sales and product support to U.S. military and diplomatic missions across the globe. She has taught group fitness classes for over 22 years. Keeping "boots on the ground" in the studio has given her unique industry insights and keeps her in touch with current trends in the industry. She holds an MS in Kinesiology, an MFA in Dance, and a BA in Chemistry as well as multiple fitness certifications including Group Fitness Instructor and Personal Trainer.

About DJ Homann

DJ has been in the fitness industry since 2011 after he graduated with his Master's Degree in Sports Science and Rehabilitation. He began with a Bachelor's Degree in Kinesiology at the University of Illinois before moving on to Logan University to complete graduate school.

He has been certified as a personal trainer through NASM and ACSM and worked with a multitude of diverse individuals. He has trained with the very young to elderly. In addition, he worked with many individuals in athletics ranging from Jr. High School to Elite athletes. During his four years at a personal trainer he enjoyed working with people of all walks of life and learning how to design individualized exercise programs to meet both short and long term goals. He has a passion for biomechanics and understanding the different demands placed on the human body during movement which he puts into his role at Life Fitness.

During his career at Cybex and Life Fitness, DJ has flown throughout the country teaching trainers and members how to get the most out of their equipment. This involves imparting some knowledge of biomechanics, machine mechanics, and coaching style to the attendees of the trainings. In addition, DJ has worked as part of the Cybex Research Institute and Life Fitness Academy to develop and deliver quality continuing education to trainers on topics such as biomechanics, coaching, analyzing athletic movements and successful small group training.

Health & Wellness Center Relevance & Opportunity: Completing Population Health Strategy

Health care population health strategies are broad but must include a component dedicated to physical activity, nutrition and health education. The Health and Wellness Center model is a proven vehicle for helping the community manage and/or prevent chronic disease. This presentation will help attendees better understand the health care landscape in an effort to achieve medical fitness center business success, operating tactics, surround wellness access, and meaningful health outcomes.

Speaker: Doug Ribley, Senior Vice President of Health & Wellness Services at Cleveland Clinic Akron General, Health & Wellness-Bath

Doug Ribley currently serves as the Senior Vice President of Health & Wellness Services for Cleveland Clinic Akron General. He was instrumental in the development and operation of Akron General's three award winning Health and Wellness Outpatient Delivery Centers which represent a \$110 million investment.

How Understanding Your Members' Physiology Can Drive Program Revenue & Increase Your Bottom Line

Medical fitness centers collect a number of physiological parameters to properly prescribe an exercise program. But how many centers actually use the data they collect to drive programs and revenue in their facility. This lecture will demonstrate how to use standardized technology to create programs and services that your members need while building revenue sources for your bottom line.

Speaker: Dan Lynch, President of VisionBridge

Dan Lynch has been actively engaged in the development of medical fitness centers since his entry into the medical fitness business in 1973. Starting in the corporate world at Mobil Oil Corporation, he has developed centers for Chase Manhattan Bank, HBO and consulted with companies like American Express, First Chicago, Merrill Lynch and others. Since 1997 he has been exclusively involved with medically integrated health and fitness centers in partnership with hospitals and physicians. During the past 21 years he has worked on over 35 medical fitness centers, providing services that range from land acquisition, feasibility studies, design/development, marketing, integration of programming and ongoing operations. Project sizes have ranged from 5,000 SF to 140,000 SF and involve development budgets upward of \$40 Million and operating budgets of \$10 Million.

Hypopressive Breath Work to Improve Your Functional Core

Breath work is foundational in the historic practices of yoga and Qi Gong movement patterns. These techniques utilize specific breath patterns during meditation, mindfulness and even strength training. The functional components of the foundational breath work have been forgotten resulting in increased intra-abdominal pressure during activity and effort. Chronic increases in pressure may contribute to hernias of all kinds (inguinal, umbilical, and herniated discs) as well as issues with incontinence, prolapse and pain.

Speaker: Ruth Meyer, RKT at the Hunter Holmes McGuire VA Medical Center

Ruth Meyer has been inviting clients to choose well-being for her 40-year career. With the foundation of a master's degree in Kinesiotherapy, she developed her skills in the private sector in NH offering aquatic and exercise therapy services for persons with chronic pain. She was a founding member of the New England Pain Association in 1985. She continued to explore pain management and various modalities: guided imagery, biofeedback, myofascial release, craniosacral therapy, Aquatic Exercise; aquatic therapy adapted aquatics and Watsu. She was an Arthritis Foundation instructor trainer for aquatics, People with Arthritis Can Exercise (PACE), Walk with Ease, Arthritis self-help and t'ai chi for Arthritis and as a posture specialist through National Posture Institute. She completed post graduate courses in gerontology at VCU. Ruth has studied Low pressure fitness, hypopressive techniques for pelvic floor and core stabilization. Ruth was inducted into the International Swimming Hall of Fame as the John Williams Adapted Aquatics professional of the year in 2019. She was invited to join the International Board of the Worldwide Aquatic Bodywork Association (WABA) for 2020 -2024 and she has been invited to be a Master Trainer for the Starfish Aquatic Institute (SAI) Adapted Aquatics program in October 2020.

Ruth has been presenting at professional conferences on aquatic back rehab, shoulder stabilization, pain management, posture, aging successfully. Ruth's career includes teaching at universities in NH, MI and VA, growing the Employee Wellness program at McGuire VAMC (EHPDP Coach), MOVE! Weight management coordinator, outpatient kinesiotherapist and aquatic therapist and most recently as Clinical education coordinator for PM&R.

Improve Weight Sensitivity at your Fitness Center

Obesity is a chronic disease that affects more than 15% of the population in each state. This lecture is aimed to provide tips on making sure your fitness center is inclusive for all members without bias. Learn how language, equipment, and actions can be insensitive to overweight and obese individuals and learn how to fix it.

Speaker: Ambre S. Bjorntvedt, MBA, EP, CPT, CES, Office Manager in an Outpatient Weight Management Clinic

Ambre has a history of working in commercial fitness, corporate wellness, and the clinical setting as an Exercise Physiologist and Personal Trainer. Her passion involves advocating for increased access to preventative healthcare services such as weight management. Additionally, she enjoys educating professionals on a variety of topics related to obesity, exercise, and leadership in healthcare. She has spoken at various community events, conferences and has completed a poster presentation for the MFA Annual Conference. Her passion drove her to achieve her MBA in Healthcare Administration. She now works as an Office Manager for an outpatient weight management clinic. Her ultimate goal is to increase knowledge of obesity within the professional community and increase access to care within the community.

Improving Chronic Edema Through Therapeutic Interventions

The lymphatic system is fundamentally important to cardiovascular disease, infection and immunity, cancer, and contributes to obesity. As a major component of the vascular system, the lymphatic system consists of lymph vessels and lymph organs that protect the body against harmful bacteria by transporting fluid from tissues back to the vascular system thus maintaining a normal healthy fluid balance.

Impairment in the lymphatic system such as damage, blockage, or an overwhelmed system, disrupt the normal transport of fluid within the body, resulting in persistent, chronic swelling, also known as chronic edema. Without treatment, chronic edema may further manifest in the development of wounds and infections (cellulitis), resulting in increased risk of hospitalization, outpatient clinic visits, and further debility.

Speakers: Rachel Taylor, RKT at the Northern Arizona VA Health Care System
Angela Schilling-Koons, FNP-BC at the Northern Arizona VA Health Care System

About Rachel Taylor

For the past three years, Rachel Taylor serves as a Clinical Specialist with Home Based Primary Care at the Northern Arizona VA Health Care Center Community Based Outreach Clinic in Flagstaff, AZ, working with complex patients with multiple comorbidities in the home environment to maximize functional independence, decrease risk for falls, and promote quality of life. Rachel is currently serving her first term as the First Vice President for the American Kinesiotherapy Association and her second term on the VA's Kinesiotherapy Field Advisory Council to promote and enhance Kinesiotherapy and its opportunities both within the VA and the United States.

About Angela Schilling-Koons

Angela Schilling-Koons has been a nurse for twenty-two years and a nurse practitioner for eleven years. With a variety of clinical experience Angela has found her passion with the geriatric population. Angela has served as the Home Based Primary Care Nurse Practitioner for the past two years with Northern Arizona VA Health Care System. As the geriatric population suffers from several comorbid conditions that are treated with a variety of medications, Angela seeks alternatives for medications through alternative therapies. Angela supports adjunct disciplines just such as Kinesiotherapy to successfully treat patients and improve their quality of life. A prime example of holistic practice is the edema initiative Rachel and Angela have been practicing.

Kinesiotherapists (KT): The Whole Health Specialist

"Improvement through movement" begins in the mind - with intention, with goals, with hope. Every single individual, at one time in their lives, struggles with weight. A body transformation begins in the mind. A large percentage of veterans have had a brush with depression, especially when dealing with a life altering injury. Rehabilitation - successful rehabilitation - begins in the mind. The social media catch phrase for this decade is "Self-care." What does that mean? It means creating a body/mind connection for whole health. KT's have been studying and implementing whole health and wellness since 1941. We'll show you how it's done.

Speaker: Natalie Williams, RKT at the James A. Haley Veterans Hospital

Natalie Williams RKT, ATRIC has over 11 years of healthcare experience working exclusively in the Veteran Affairs sector. She has created exercise programs, and other movement initiatives as well as organized and optimized scheduling for the Tampa Kinesiotherapy practice at the James A Haley hospital. Natalie is a dual threat. She's not only a land-based therapist; she is also a certified Aquatic Therapist. When she is not providing care to our nation's heroes, she spends her time advancing the Kinesiotherapy (KT) profession. For the past 5 years, Natalie has served on the executive board of the AKTA (American Kinesiotherapy

Association). She has served as Secretary, Interim Mobility Editor, President Elect, and is currently the national president of the AKTA.

Maximizing Your Medical Fitness Facility Revenue by Optimizing Your Fitness Services

Business Model

Medical Fitness facilities do a strong, often exceptional, job of delivering medically-directed services such as post-rehab therapy, and programming to address hypertension, diabetes, active aging, etc. But the majority of Medical Fitness facilities also offer a more generic “open-to-the-public” health club component that typically is under-performing financially.

This seminar will analyze why this fiscal challenge exists and what can be done to address it – often using existing resources, staff and equipment – simply by rethinking some of the fitness service business models. We will discuss the most common and most profitable adjustments to Personal Training and Small Group Training services and introduce a few new, proven effective profit centers that can be easily implemented.

Speaker: Cosmo Wollan, Senior Executive at Synergy Cubed

Cosmo is the Senior Executive at Synergy Cubed, an award-winning consulting company serving the health, fitness and medical fitness industries. He is a recognized Subject Matter Expert in profit center development, revenue stream optimization, medical fitness integrations, retention strategies, sales training, customer engagement and facility management. Over the past 5 years Cosmo has cultivated a strong relationship with the MFA. He is a regular speaker at MFA Annual Conferences and has presented numerous well-received webinars on a variety of topics. With his more than 20 years’ experience as a proven effective business consultant to health clubs, we are pleased to offer Cosmos expertise in all aspects of the fitness center operations of your medical fitness facilities.

Methods for Training Individuals with Paraplegia

There are always strong recommendations for patients with paraplegia to continue improving their overall health with one focus being strength/endurance post discharge from acute inpatient hospital stay, skilled nursing facility or outpatient/home health rehabilitation. One barrier that comes up when clinical providers are providing follow up evaluations, the patients are worried about fitness equipment not being w/c or para-friendly and the experience level of their potential fitness professional not being at level where the patient feels comfortable. This presentation will: provide areas for review on your initial examination of your patient/client; to understand what their level of injury is and how that will play a part in their function to better create programs that will address the patient’s needs; and being aware of possible medical issues that could arise during your sessions and equipment that could be beneficial to your facilities that are modified to accommodate paraplegic individuals.

Speaker: Kendall Noble, Spinal Cord & Injury Disorders at Hunter Holmes McGuire VA Medical Center

Kendall graduated from the Kinesiotherapy program at Norfolk State University in 2012. He began his career in 2013 at Hunter Holmes McGuire VA Medical Center in Richmond, Virginia. His current post is Spinal Cord Injury and Disorders Unit. Mr. Noble also holds Parkinson’s Wellness Recovery Certified Therapist credential.

Next-Level Healthcare: The Integration of Technology, Medicine, Health & Fitness and Why Early Adopters and Innovators Stand to Win Big

The current state of uncertainty that the healthcare and fitness industry face, requires even more diligent focus and leadership from medical and health professionals to formulate cooperative solutions that help people take control of their health. We have been given an opportunity to communicate making health the top priority for the first time. In the USA, we spend more on healthcare than any other nation in the world, yet we are not healthier as a nation. We will be challenged to improve our nation's health if we continue to focus on treatment after the fact, rather than prevention. Medical fitness adoption has yet to reach its potential due to the lack of proving successful and consistent outcomes, profitability, scalability, and effective integration. While today's healthcare system has intense challenges to sustain long-term, there is a large opportunity for action takers reinvent healthcare. COVID-19 has forced change. Wellness & healthcare disruption opportunities are far and wide. Now more than ever we need to leverage the power of technology, diversity, cross industry expertise, fitness, and medicine to create viable solutions.

Ego and profits before people-based solutions must get out of the way. Innovation, Collaboration, Education, and Integration is needed. Next-Level Healthcare needs a next-level business model. This lecture will break down a blueprint that will demonstrate several opportunities for innovative models of care that prevents, reverses or better manages chronic pain and disease while preparing physicians, health and fitness professionals, health club owners, entrepreneurs and students to have impact, purpose, passion and profits.

Speaker: JR Burgess, M.S., CEO HealthOvators

JR Burgess found his purpose for helping people be free from pain at a young age. As a healthcare consultant, he regularly shows his commitment through transparently communicating and being vulnerable on how he has overcome a life of physical and emotional pain. He credits Regenerative, Functional, Lifestyle Medicine and receiving mentorship as the key components in his physical, mental and professional transformation. In his relentless pursuit of personal and professional growth, JR has played an integral role in replicating a proven integrated model of care in more than 100 clinics worldwide with each clinic aiming at redefining healthcare, empowering medical leaders and patients to co-create health and impact the world. He is driven to make the greatest contribution by changing the way healthcare can be delivered by implementing restorative medicine protocols, medical marketing and sales, practice management and medical leadership development. Medical professionals and patients need and deserve the time to listen, connect and co-create a transformative plan of care together. JR believes healthcare without personal growth, movement and nutrition as the foundation, is not healthcare. He is a husband, father of four, two-time #1 bestselling author and international speaker.

Shoulder Strengthening for Injury Prevention

In this session, we will: explain anatomically the issues that can develop within the shoulder; identify which exercises or activities can weaken different parts of the shoulder; analyze biomechanics for different activities; review exercises and shoulder strengthening programs; identify signs of pain, discomfort, and decrease in ROM; and provide examples of shoulder rehab.

Speakers:

Dr. Daniel Armstrong, Assistant Professor of Physical Education, Queensborough Community College, NYC
Dr. Jason Demas, Assistant Professor of Physical Education, Queensborough Community College, NYC

About Dr. Daniel Armstrong, DPT

Dr. Armstrong is an Associate professor of Health at Queensborough CC and a Physical Therapist. He has an advanced swim background and is also an EMT coordinator.

About Dr. Jason Demas, Ed.D

Dr. Demas is an Assistant Professor of Physical Education at Queensborough Community College in New York City and has worked at the college since 2010. He is the Director of the Personal Training program and a Founder of the new Movement Science major for the school. Dr. Demas also has been the women's volleyball coach at the school where he has accumulated 16 individual championships and 11 different Coach of Year awards. In 2019, he became the all-time wins leader in the athletic department as he surpassed the 200 win mark.

Understanding Gait & Posture for Better Program Design

There is an amazing timing pattern amongst all of the 360 joints and 635 muscles of the body as we walk. These relationships have been hard wired into our neurological system for a million years. They have evolved to be the strongest and most efficient way for moving the entire body. Most movements are directly dependent upon the quality of a person's gait pattern. If they do not occur in the proper sequence, that is when problems have a way of arising. If the basic action of walking is compromised, how can a person expect to have efficient actions without compensation? So why are we not basing strength programs on the quality of this fundamental and universal action? This presentation will discuss and implement strength training programs around the phases of the gait cycle rather than any other movement screen.

Speaker: Rocky Snyder, Owner of Rocky's Fitness

Rocky is a Certified Strength & Conditioning Specialist, an NSCA-Certified Personal Trainer, Certified in Applied Functional Science, NASM-Corrective Exercise Specialist, a licensed US Soccer Coach and a USA Weightlifting Coach. He received his bachelor's degree from the University of Massachusetts at Amherst. Rocky has written three books on sports conditioning, has been featured in many publications and his fourth book, *Return to Center* is now available with all major booksellers.

Working with Allied Health Professionals

Learn how to partner with allied health professionals to increase referral driven revenues for your center.

Speaker: Debbie Bellenger, Health & Wellness Executive

Debbie Bellenger is a health and wellness executive who has extensive experience in medical wellness in NC and SC. Most recently Debbie was recruited into a brand new position as SVP of Healthy Living for the YMCA's of South Florida and was separated due to the COVID crisis. She is a national speaker at many different conventions: MFA, ACSM, SCW and a TRX Master Trainer. Currently, Debbie is acting as a consultant to a few different groups in the industry, continuing to present and a brand new ambassador for a new fashion/fitness clothing line that is in pre-launch so she can work from home while in transition.

Those are the 2 Keynote addresses and 17 sessions for the 2020 MFA Annual Conference. CEUs are available for all 19 from ACSM, AKTA, NBHWC and MFA. Certificates of Attendance are also available to petition other organizations.

If you haven't already, please [CLICK HERE](#) to register today!

For more information, visit our website: <https://www.medicalfitness.org/annual-conference/>.

Questions? Call the MFA office at 910-420-8610 or email: info@medicalfitness.org.