

Wednesday - October 27

Medical Fitness: Building A Better Tomorrow

<p>Wed, Oct 27 7:30 AM - 5:00 PM</p>	<p align="center">Medical Fitness Association Registration Desk Hours of Operation - Hall 4 West Registration Lobby Please check in for name badge, CEC booklet, & Conference goody bag.</p>		
<p>8:00 AM - 11:00 AM</p>	<p>AKTA General Assembly & Awards Ceremony Room 207 B Private to AKTA Members Only</p>	<p align="center">Industry Partner Council Room 007 D **9:30-10:30 AM** *By Invitation Only*</p>	<p align="center">MFA Staff, Proctors, Conference Aids, & Speakers Only Room 008 A</p> <p align="right">Facility Examiner Workshop: Room 006 C Alan Loyd & Deb Riggs</p>
<p>11:00 AM - 11:45 AM</p>	<p align="center">Welcome Gathering: Join us for greeting friends, food and networking! - Room 007 A-B Jeff Jeran, MFA Board Chair - Sponsor: Active Wellness</p>		
<p>11:45 AM - 12:00 PM</p>	<p align="center">MFA President's Opening Address: Open to Everyone (David Flench) - Room 007 A-B</p>		
<p>12:05 PM - 12:30 PM</p>	<p align="center">Facility Certification/Outcomes Committees Room 007 A-B</p>		
<p>12:30 PM - 1:00 PM</p>	<p align="center">Award Ceremony Part 1 (Jennifer Lavoie): Room 007 A-B - New Fellow Recognition, Hank Boerner Pioneer Award, Marla Richmond Educator of the Year & Industry Partner of the Year & Strategic Partner of the Year</p>		
<p>1:00 PM - 1:50 PM</p>	<p align="center">Medical Fitness Association Keynote: Room 007A-B Dr. Mark Faries, Ph.D. Associate Professor, Texas A&M AgriLife Extension Service, American College of Lifestyle Medicine Mind Over Myth</p>		
<p>Education Tracks 2:00 PM - 5:00 PM</p>	<p>Post-COVID Programming to Operations Room 007 D</p>	<p>Paving the Future of Healthcare Room 007 A-B</p>	<p>Innovative Programming Room 006 C</p>
<p>2:00 PM - 2:50 PM</p>	<p>Impacts of Exerciser Behavior Research in the COVID Era: An Immediate Action Plan to Re-Engage Exercisers Leigh Wierichs</p>	<p>Visionary Leadership: The 6 Questions Leaders Must Answer in Order to Build A Great Organization Luke Carlson</p>	<p>3 Tweaks for Your Weight Management Program to Promote Lasting Change Regina McWhirter</p>
<p>3:00 PM - 3:50 PM</p>	<p>Innovation & the Post-Pandemic Turnaround: Why Now is the Time to Build a Culture of Adaptability and Innovation to Future Proof Your Business Joel Hungate</p>	<p>Practical Coaching Skills for Lasting Health Behavior Change Michael Stack</p>	<p>How Change Really Happens Keith Kaminski</p>
<p>4:00 PM - 4:50 PM</p>	<p>How to Design an Individualized Exercise Program to Address the Needs of the Post-Covid Syndrome Survivor Sheryl Brown</p>	<p>Practices and Tactics Consistent With the Top 10% Best Performing Medical Fitness Centers Doug Ribley</p>	<p>How Movement Ergonomics Improves Holistic Care Ashley Onstott & Christie Garrett & Lindsay Mann-King</p>
<p>6:30 PM - 9:30 PM</p>	<p align="center">Medical Fitness Association Welcome Reception at Rio Rio Cantina, 421 E. Commerce St. San Antonio, TX (210) 226-8462 Must have name badge to enter.</p>		

Thursday - October 28

Medical Fitness - Building A Better Tomorrow

6:30 - 7:15 AM		ACTIVITY				
8:00 AM - 5:00 PM		<p align="center">Medical Fitness Association Registration Desk Hours of Operation - Hall 4 West Registration Lobby Please check in for name badge, CEC booklet & Conference goody bag.</p>				
Education Tracks 8:20 AM - 10:10 AM		Management/Operations Room 007 D		Chronic Diseases & Special Populations Room 007 A-B		Technology for Today's World Room 006 C
8:20 AM - 9:10 AM		<p>Safety Concerns for Medical Fitness Facilities Tracy Richter</p>		<p>Wellbeing Not Wellness - Why Now? Debbie Bellenger</p>		<p>Medical Fitness Marketing Musts: Your Top 20 Checklist for Success Elizabeth Studebaker & Jessica Crandall Isle</p>
9:20 AM - 10:10 AM		<p>Medical Fitness - New Development & Design Opportunities to Grow the Influence of Medical Fitness on Population Health Hervey Lavoie & Jay Groves</p>		<p>Integrating the Traditional Medical-Fitness Pathway with a Lifestyle Medicine Approach to Enhance Patient Outcomes Jennifer Bacon & James McNichol</p>		<p>The Integration of Technology, Medicine, Health & Fitness and Why Early Adopters and Innovators Stand to Win Big JR Burgess</p>
10:20 AM - 11:10 AM		<p>Improve EIM Provider Referrals: Cracking the Electronic Medical Record John Caliri & Tim Smith</p>		<p>Certified Facilities Forum (David Flench) *By Invitation Only*</p>		<p>Survivorship Across the Spectrum: Transitioning the Breast Cancer Patient into Fitness Angela Dukaric-Page</p>
11:20 AM - 12:00 PM		<p align="center">Awards Ceremony Part 2 (David Flench) - Room 007A-B Medical Fitness Professional of the Year, Program Innovation, Regional Rising Stars, Certified Facility & Medical Fitness Week</p>				
12:00 PM - 5:00 PM		<p align="center">Trade Show - Expo Floor Over 250 Exhibitors Bring Your Bingo Cards! Be Sure to Visit the MFA Pavilion (MFA Booth 16097)</p>				
		<p align="center">MFA Regional Meetings Everyone is welcome to join in & meet medical fitness professionals from your region</p>				
3:00 PM - 3:30 PM		Central Room 007 D	South Central Room 007 A-B	South East Room 006 C	North East Room 007 A-B	West & Int'l Room 007 A-B
3:45 PM - 4:15 PM		<p>Poster Presentations & Industry Partner Exhibitors MFA Seminar Hallway</p>			<p align="center">MFA Committee Sign-up</p>	
4:30 PM - 5:30 PM		<p align="center">Medical Fitness Association Keynote: Room 007 A-B Kevin McHugh, COO of The Atlantic Club The Future of Health and Wellness in our Rapidly Changing World</p>				
8:00 PM - 11:00 PM		<p align="center">Athletic Business Welcome Reception - Smoke BBQ, +SKYBAR, 501 E. Crockett, San Antonio, Texas Open to all conference attendees. Must have name badge to enter.</p>				

Friday, October 29

Medical Fitness - Building A Better Tomorrow

6:30 AM - 8:00 AM

Early Morning Workouts in the Expo

7:30AM - 5:30 PM

Medical Fitness Association
 Registration Desk Hours of Operation - Hall 4 West Registration Lobby
 Turn in CEC booklets

Tracks 8:30 AM - 11:20 PM

Strategic Partnerships
 Room 007 D

Retention Management
 Room 007 A-B

Medical Fitness & Beyond
 Room 006 C

8:30 AM - 9:20 AM

Why Medical Fitness Facilities Should Embrace the Addition of Commercial Health Clubs to the MFA Family
 Cosmo Wollan

Mental Fitness for Leadership Resilience
 Staci Banta

9:30 AM - 10:20AM

Advanced Communication Skills for Leaders
 Glenn Daniels

Collaborating with the VA with Whole Health Language
 Ruth Meyer

Telehealth: What you Need to Know to Profit From Virtual Patient Care
 Dr. Stephen Black

10:30 AM - 11:20 PM

Leading So Others Will Follow, Be Inspired & Create Results
 David Suson

Offering Pre/Postnatal Fitness and Exercise Programming at Your Facility
 Clare Schexnyder & Kathleen Donahoe

11:25 AM - 12:30 PM

AB Keynote - Molly Fletcher, CEO, Author and Former Sports Agent
 "Unleash Your Potential"
 Room: Lila Cockrell Theatre

MFA COMMITTEE MEETINGS

12:40 PM - 1:10 PM

Certification
 Room 007 D

Conference
 Room 007 A-B

Education
 Room 007 A-B

Membership
 Room 006 C

12:30 PM - 4:30 PM

Trade Show - Expo Floor Over 250 Exhibitors
 Bingo Cards
 Be Sure to Visit the MFA Pavilion! (MFA Booth 16097)

4:30 PM - 5:30 PM

MFA Registration Booth & Trade Show Booth Breakdown
 Drop off CEC booklets at the MFA Registration Desk