

2023 Medical Fitness Leadership Institute**October 31 - November 1, 2023**

Tuesday, October 31	
8:30 AM - 9:00 AM	Registration Convention Center Lobby Please check in for name badge & Conference bag
9:00 AM - 9:10 AM	Welcome Address David Flench, President & CEO at MFA
9:10 AM - 10:00 AM	Organizational Culture & Leadership Mike Stack, CEO at Applied Fitness Solutions
10:10 AM - 11:00 AM	Strategic Planning David Evans, Vice President at Cooper Wellness Strategies
11:10 AM - 12:00 PM	Marketing Essentials Alan Loyd, Executive Director at Beacon Health & Fitness
12:00 PM - 1:30 PM	Networking Lunch
1:30 PM - 2:20 PM	The Value Proposition Brad Calabrese, General Manager at University Hospitals Avon Health Center
2:30 PM - 3:20 PM	Programming Bob Stedman, Executive Director at The Works Family Health & Fitness Center
3:20 PM - 3:40 PM	Networking Break
3:40 PM - 4:30 PM	Finance & Budgeting Lynn Robbins, President at Healthplex Associates
4:40 PM - 5:30 PM	Leadership Roundtable MFLI Day 1 Faculty Members, Moderated by Doug Ribley, President at Douglas A. Ribley & Associates
6:30 PM - 8:30 PM	VIP Dinner & Social Sponsored By Technogym
Wednesday, November 1	
8:30 AM - 9:20 AM	Staff Management & Leadership Jennifer Lavoie, Director of Employee Wellbeing at Piedmont Healthcare
9:30 AM - 10:20 AM	Benchmarks & Outcomes David Flench, President & CEO at MFA
10:20 AM - 10:40 AM	Networking Break
10:40 AM - 11:30 AM	Sales & Referrals Jeff Jeran, Corporate Director of Fitness Services at Valley Health
11:30 AM - 11:35 AM	Closing Remarks Mariann Murphy, Vice President at MFA