



















# 2024 Medical Fitness Association - Annual Conference Agenda

Tuesday, November 19	
7:30 AM - 5:00 PM	<b>Registration</b> Convention Center Lobby, Hall E Please check in for your name badge & conference bag
8:30 AM - 10:00 AM	<b>Medical Fitness Association Board of Directors Meeting</b> Room 352 *** Private Meeting ***
10:00 AM - 10:45 AM	<b>Welcome Gathering</b> Room 353-355 Meet colleagues for refreshments and networking! Welcome by Mariann Murphy, Vice President Medical Fitness Association
10:45 AM - 11:00 AM	<b>President's Opening Address</b> Room 353-355 David Flench, President & CEO Medical Fitness Association
11:00 AM - 12:15 PM	<b>Award Ceremony</b> Room 353-355 Silver Level Industry Partner Power Wellness Introduction Hank Boerner Pioneer Award, Marla Richmond Educator of the Year, Medical Fitness Professional of the Year, Program Innovation, Rising Stars, Certified Facility, Medical Fitness Week, Industry Partner of the Year, Strategic Partner of the Year, New Fellows
12:15 PM - 1:30 PM	<i>Networking, Lunch &amp; Get Moving Break</i>
1:30 PM - 2:30 PM	<b>MFA Keynote: The Art &amp; Science of Effective Exercise Programming</b> Room 353-355 Silver Level Industry Partner Technogym Introduction Cedric X. Bryant, PhD, FACSM President & CEO American Council on Exercise
2:30 PM - 2:45 PM	<i>Networking Break</i>
2:45 PM - 3:30 PM	<b>Industry Leaders Hot Topics Panel</b> Room 353-355 Silver Level Industry Partner Jonas Fitness Introduction Panelists: Ken Gorman, Sean McManamy, Bill McBride, Don Doyle, and David Evans Facilitator: Mariann Murphy, MFA Vice President
3:30 PM - 3:45 PM	<i>Networking Break</i>
3:45 PM - 4:30 PM	<b>Breakout Roundtables</b> Room 353-355
4:30 PM - 4:45 PM	<i>Networking Break</i>
4:45 PM - 5:30 PM	<b>Leadership Development Panel</b> Room 353 Panelists: Alan Loyd, Amy Thompson, John Caliri, Michele Wong Facilitator: Jeff Jeran, MFA Board Chairman & Senior Director for Power Wellness
6:30 PM - 8:30 PM	<b>Fellow Reception</b> Location: TBD *** By invitation & RSVP only ***
<b>LEGEND</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Chronic Disease &amp; Programming</p> </div> <div style="text-align: center;">  <p>Business &amp; Operations</p> </div> <div style="text-align: center;">  <p>Healthcare Integration</p> </div> </div>

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Wednesday, November 20			
8:00 AM - 8:50 AM	<b>Energize Your Remote Workforce: Fostering Community Through Virtual Fitness (with Cayla Barrett &amp; Yasmin Timm)</b> Room 352 Ashley Onstott, Fitness Services Manager Premise Health 	<b>Success to Significance: Transforming our Healthcare System by Prioritizing our Well-Being Strategy</b> Room 353 Mike Sabin, General Manager & Jamie Athas, Director of Wellness Sagewell Health & Fitness 	<b>What Gets Measured Gets Done: The Role of Outcome Data in Industry Professionalization</b> Room 355 Michael Stack, Founder/CEO Applied Fitness Solutions 
8:50 AM - 9:00 AM	<i>Networking Break</i>		
9:00 AM - 9:50 AM	<b>Building Strong Foundations: How to Approach &amp; Integrate an Osteoporosis Management Exercise-Based Program</b> Room 352 Alexis Gonzalez, Exercise Program Specialist HealthFit Powered by Sarasota Mem. Hosp. 	<b>The Challenge of Access – How the 24-hour Model Fits into Medical Fitness</b> Room 353 John Caliri, Administrative Director FirstHealth of the Carolinas 	<b>BRIDGE-PROJECT: Bridging Research &amp; Institutes through Digitally Guided Exercise Prescriptions with Reliable Outcomes</b> Room 355 Dr. Matthew Kampert, Sports & Exercise Medicine Physician Cleveland Clinic 
9:50 AM - 10:00 AM	<i>Networking Break</i>		
10:00 AM - 10:50 AM	<b>Exercise, Anti-Obesity Medications, and Obesity Care: Updates and Programming Strategies</b> Room 352 Dr. Renee Rogers, Senior Scientist Univ. of Kansas Medical Center 	<b>Perfecting Your Membership Sales Tour Process to Drive New Sales</b> Room 353 Alan Loyd, Executive Director Beacon Health & Fitness 	<b>The Valley Health System Medical Fitness Exercise Rx. Referral Program</b> Room 355 Don Tomaszewski, Director of Medical Fitness and Sports Institute Valley Health System 
10:50 AM - 11:00 AM	<i>Networking Break</i>		
11:00 AM - 11:50 AM	<b>No More Fishing: Creating the Demand for Personal Training</b> Room 352 Doug Sham, HealthFit Manager HealthFit Powered by Sarasota Mem. Hosp. 	<b>Membership Success</b> Room 353 Bill McBride, President & CEO Active Wellness 	<b>Get Fit, Get Well. Medically Integrating Wellness to Create a Healthier Community.</b> Room 355 Greg Stock, CEO Thibodaux Regional Health System 
12:00 PM - 5:00 PM	<b>Trade Show - Expo Floor</b> Over 250 Exhibitors! Be sure to visit our partner booths in the MFA Pavilion		
4:00 PM - 4:50 PM	<b>Effective Performance Training &amp; its Place in Medical Fitness</b> Room 352 Patrick Labat, Manager of the Performance Training Center Terrebonne General Health System 	<b>The Membership Equation: Balancing Sales &amp; Retention for Health Clubs</b> Room 353 Kimberly Smith, General Manager HealthFitness/Advocate Condell Centre Club 	<b>Reverse Heart Disease with Intensive Cardiac Rehabilitation</b> Room 355 Meredith Cleveland, Program Director of the Omish Lifestyle Medicine Program Sarasota Memorial Health Care System 
5:00 PM - 5:30 PM	<b>Medical Fitness Foundation Board of Trustees Meeting</b> Room 352 *** Private Meeting ***	<b>MFA Regional Committee Meetings</b> Room 353 ***Open to anyone interested in MFA Regional Committees***	<b>Certified Facilities Forum</b> Room 355 ***Private - By Invitation Only***
8:00 PM - 11:00 PM	<b>MFA &amp; Athletic Business Welcome Reception</b> Generations Hall 310 Andrew Higgins Blvd Open to all full-conference attendees. Must have name badge to enter.		
LEGEND	 Chronic Disease & Programming	 Business & Operations	 Healthcare Integration

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Thursday, November 21			
8:00 AM - 8:50 AM	<b>Reversing Osteoporosis in a Medical Fitness Facility</b> Room 352 Jason Conviser, President Ascend – Consultation in Health Care 	<b>FIT FOR BUSINESS: Leading for Maximum Performance</b> Room 353 Sara Kooperman, CEO SCW Fitness Education 	<b>Virtual Post-Stroke Clinic</b> Room 355 Blake Hamill, Senior Director of Operations Dave Hopkins, Director of Wellness Power Wellness 
8:50 AM - 9:00 AM	<i>Networking Break</i>		
9:00 AM - 10:00 AM	<b>AB Keynote</b> TBD		
10:00 AM - 2:00 PM	<b>Trade Show - Expo Floor</b> Over 250 Exhibitors! Be sure to visit our partner booths in the MFA Pavilion		
2:00 PM - 2:50 PM	<b>Resistance Training Programming for the Medical Fitness Professional - PART 1</b> Room 352 Jeff Young, Co-Owner of MRF Institute Mike Stack, CEO of Applied Fitness Solutions Dr. Andrew Mock, Asst. Professor of Preventive Med. at Loma Linda Univ. 	<b>Moving the Fitness Industry Into Healthcare Reimbursement In the Right Way</b> Room 353 Graham Melstrand, EVP, ACE  Dr. Amy Bantham, CEO, Move to Live More Mike Goscinski, VP Gov't Affrs, Health & Fitness Assoc.	<b>Providing AOMs for Your Clients on Anti-Obesity Medications</b> Room 355 Raina Childers-Richmond, Director of Partner Success Health One 
2:50 PM - 3:00 PM	<i>Networking Break</i>		
3:00 PM - 3:50 PM	<b>Resistance Training Programming for the Medical Fitness Professional - PART 2</b> Room 352 Jeff Young, Co-Owner of MRF Institute Mike Stack, CEO of Applied Fitness Solutions Dr. Andrew Mock, Asst. Professor of Preventive Med. at Loma Linda Univ. 	<b>Well-Being for their People Means Well-Being for their Business: How Medical Fitness Aligns &amp; Unlocks Direct-to-Employer Contracting</b> Room 355  Joel Hungate, Executive Director of Well-Being Hancock Health	<b>Healthcare Wellbeing: Current State, Opportunities &amp; Best Practices</b> Room 355 Doug Ribley, President & CEO Douglas A. Ribley & Associates 
3:50 PM - 4:00 PM	<i>Networking Break</i>		
4:00 PM - 4:50 PM	<b>The Science of Aging and Exercise Programming for Older Adults</b> Room 352 Anthony Wall, Senior Director of Global Business Development American Council on Exercise 	<b>The 7 C's of Creating your Own Signature Wellness Program</b> Room 353 Debbie Bellenger, CEO/Founder DB Fitness and Wellness Solutions 	<b>Pilates in Medical Fitness for Healthcare Integration</b> Room 355 Lauren Sham, Pilates Instructor HealthFit Powered by Sarasota Mem. Hosp. 
4:50 PM - 5:00 PM	<i>Networking Break</i>		
5:00 PM - 5:50 PM	<b>The Brain Health Opportunity for Medical Fitness</b> Room 352 Ryan Glatt, Director of FitBrain Program Pacific Brain Health Center 	<b>New Pool M.A.T.H. – Making Aquatics Think aHead – How to Annualize Aquatics</b> Room 353 Wesley King, Owner & Founder Wesley King Consulting, LLC 	<b>Pay it Forward with Exercise: Providing Physicians, Providing Patients</b> Room 355 Corley Roberts, CEO MyFitScript, LLC 
6:30 PM - 8:30 PM	<b>Social Event</b> Location: TBD ***on your own***		
LEGEND	 Chronic Disease & Programming	 Business & Operations	 Healthcare Integration
Friday, November 22			
8:30 AM - 12:45 PM	<b>AB Educational Sessions</b> Open to all registered MFA attendees See the Athletic Business agenda for more information		