

2025 Medical Fitness Association - Annual Conference Agenda

Tuesday, November 4	
8:30 AM - 9:15 AM	Welcome Gathering Room 15 A-B Meet colleagues for networking!
9:15 AM - 11:00 AM	Opening Ceremonies Room 15 A-B President's Welcome, Awards Ceremony, New Fellow Induction
11:00 AM - 12:00 PM	Opening Day Keynote #1 - <i>The Energy Shift: Your Competitive Edge in Work and Life</i> Natalie Johnson Co-Founder, Chief Visionary Vidl Work Room 15 A-B <i>Presented by Power Wellness, a Silver Level MFA Industry Partner</i>
12:00 PM - 1:30 PM	<i>Lunch on your own, Networking & Get Moving Break</i>
1:30 PM - 2:30 PM	Opening Day Keynote #2 - <i>Lifestyle Medicine & Medical Fitness</i> Dr. Andrew Mock, MD, MPH, FACLM, DipABLM Physician, MFA Board Member Loma Linda University Room 15 A-B <i>Presented by Technogym, a Silver Level MFA Industry Partner</i>
2:30 PM - 3:00 PM	<i>Networking Break</i>
3:00 PM - 4:00 PM	Opening Day Keynote #3 - <i>The Brain Health Opportunity for Medical Fitness</i> Ryan Glatt, MS, CPT, MES, NBC-HWC Senior Brain Health Coach & FitBrain Director Pacific Neuroscience Institute Foundation Room 15 A-B <i>Presented by Jonas Fitness, a Silver Level MFA Industry Partner</i>
4:00 PM - 4:30 PM	<i>Networking Break</i>
4:30 PM - 6:00 PM	Hot Topic Expert Roundtables Room 15 A-B Choose one from: Brain Health, Leadership & Organizational Culture, Membership Recruitment & Retaining, Special Populations Programming, Exercise Oncology, Reimbursement for Exercise Professionals
6:30 PM - 8:30 PM	MFA Welcome Reception Food, Drinks, and Games included for all MFA attendees <i>Sponsored by Medical Fitness Foundation</i> Location: The Deck at Moonshine Flats, 335 Sixth Ave, San Diego, CA

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Wednesday, November 5

8:00 AM - 8:50 AM	Are We Pushing Older Adults Hard Enough During Resistance Training? Room 13 Dr. Aaron Aslakson, Asst Professor Crown College 	Global Wellness Trends and Rising Chronic Conditions Across All Generations Room 14 A Debbie Bellenger, COO Fit Bodies, Inc. 	Prediabetes Education and Exercise Program (PEEP) Development Room 14 B Shelby Shelby, Certified Diabetes Specialist Owensboro Health 
8:50 AM - 9:00 AM	Networking Break		
9:00 AM - 9:50 AM	Medical Fitness Across Europe: Trends, Challenges, and Opportunities for Global Learning Room 13 Dr. László Zopcsák, CEO IWI Europe Wellness Education 	The Value Proposition Room 14 A Brad Calabrese, GM University Hospitals-Avon Health Center 	Resistance Training for Special Populations: A Universal Approach to Exercise Prescription Room 14 B Jeff Young, CEO, MRF Institute 
9:50 AM - 10:00 AM	Networking Break		
10:00 AM - 10:50 AM	Leveraging Caregiver Support to Engage and Retain Aging Members Room 13 Steven Hornberger, Director, & Michelle Matter, Director of Aging - SDSU Center for Excellence in Aging & Longevity 	ELEVATE: A Whole-Person Approach to Weight Management Room 14 A Joy Higbee, Dir. of Well-Being & Joel Hungate, Exec. Dir. of Well-Being & Employer Strategy Hancock Health 	Don't Say Prevention: Meeting Healthcare Networks and Payers Where They Are Room 14 B Graham Melstrand, CEO, ActivSport Advisory Michael Stack, CEO, Applied Fitness Solutions 
10:50 AM - 11:10 AM	Networking Break		
11:10 AM - 12:00 PM	Panel Discussion: New Opportunities in Brain Health Programming Room 15 A-B Panelists: Mellany Hanson, Michele Wong, Michael Cummings, Cathi Lamberti, Megan Wroe Facilitator: Ryan Glatt, Senior Brain Health Coach & FitBrain Director		
12:00 PM - 12:30 PM	Walk With a Doc Meet outside at the West Mezzanine Terrace Join Doctors from the MFA Physician Advisory Committee for a quick presentation & an outdoor walk near the convention center		
12:30 PM - 1:30 PM	Lunch will be available for purchase out on the Terrace. Join the Association for Outdoor Recreation & Education (AORE) for lunch!		
1:30 PM - 2:20 PM	The Overlooked Effects of Medical Procedures on Movement—and How to Change Them Room 13 Cara Lindell, Founder Bridging® Technique 	EIM: Revolutionizing Cancer Care Through Evidence-Based Exercise Oncology Room 14 A Dr. Karen Wonders, CEO Maple Tree Cancer Alliance 	How to Build a Successful Six-Figure Pilates Program & Integrate it with your Health System Room 14 B Alan Loyd, Executive Director Beacon Health & Fitness 
2:20 PM - 2:30 PM	Networking Break		
2:30 PM - 3:20 PM	The Physics of Pain and Performance Room 13 Patrick Mummy, CEO AlignSmart Technologies, Inc. 	Connected Care: How AI Elevates Medically Integrated Fitness Experiences Room 14 A Dr. Ted Vickey, CEO FitWell 	Effects of GLP-1 Agonists on Changes in Skeletal Muscle Strength in a 52-Week Exercise Program Room 14 B Dr. Matthew Kampert, Sports Medicine Cleveland Clinic 
3:20 PM - 3:30 PM	Networking Break		
3:30 PM - 6:00 PM	MFA Board of Directors Meeting Room 12 *** Private Meeting ***		
3:30 PM - 4:20 PM	Why Hospitals Should Be Into Medical Wellness Room 13 Don Doyle, President/CEO Healthplex Associates, Inc. 	Can You Outrun a Donut? The Surprising Impact of Exercise and Nutrition on Your Waistline, Health, & Performance Room 14 A Dr. Jason Karp Sport/Exercise Scientist 	Current and Future Trends Related to Strategy, Development and Successful Medical Fitness Center Operations Room 14 B Doug Ribley, CEO/Founder Douglas A. Ribley & Associates 
4:20 PM - 4:30 PM	Networking Break		
4:30 PM - 6:00 PM	Brain Health Program Accreditation Info Session Room 13	MFA Mix & Meet Room 15 A-B Select MFA Industry Partners will meet individually with attendees to discuss specific solutions and special offers. ***Advanced sign-up required***	
	Spend an evening with your conference network! Grab some food and drinks (on your own) and extend the networking opportunities!		
6:30 PM - 8:00 PM	MFA Fellow Reception Sponsored by Jonas Fitness Location: Fairweather Bar, 793 J St, San Diego, CA (first level in "La Cantina") *** By invitation & RSVP only ***		
LEGEND	 Leadership Institute  Lifestyle Medicine		

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Thursday, November 6						
8:30 AM - 9:00 AM	Certified Facilities Forum Room 13			Fellowship Info Session Room 14 A		
9:10 AM - 9:20 AM	Networking Break					
9:20 AM - 10:25 AM	Hot Topic Expert Roundtables Room 15 A-B Choose one from: Lifestyle Medicine, GLP-1 & Weight Mgmt Programming, AI in Fitness, Cross-Training Staff, Growing Service Lines, Integration with Healthcare					
10:30 AM - 11:45 AM	AB Keynote: Hurdle Adversity: Amputate Fear and Embrace Your New Normal Mindset Ballroom 6A-B John Register Two-time Paralympian, Paralympic Games Silver Medalist, Persian Gulf War veteran, and TEDx Motivational Speaker					
11:45 AM - 12:00 PM	Networking Break					
12:00 PM - 5:00 PM	Athletic Business Trade Show - Expo Floor Over 250 Exhibitors! Be sure to visit our partner booths in the MFA Pavilion					
1:30 PM - 3:30 PM	NEW THIS YEAR! MFA Mini-Talks - Educational Sessions MFA Booth #2033 on the Expo Floor 15-Minute Sessions - Lots to learn in a short time! ● 1:30: Introduction to Strongman Training by 4x California's Strongest Man ● 1:50: The Policy Shift That Will Redefine Medical Fitness Forever ● 2:10: Travel to Paradise with Fit Bodies - Teach, Travel & Save ● 2:30: Professional Development- Benefit or Strategic Investment in Your Facility's Future? ● 2:50: Breaking Barriers: Making Exercise Oncology Accessible in Medical Fitness ● 3:10: How AI Can Save You 5 Hours This Week in Your Fitness Center ● 3:30: Facility Design - Trends & Challenges					
7:00 PM - 10:00 PM	Athletic Business Industry Party Venue 808 808 J Street, San Diego, CA Just a 10-minute walk from the convention center Free to all MFA attendees (must have name badge to enter) - music, food and beverages included					
Friday, November 7						
	Athletic Business Educational Sessions & Trade Show Featured sessions displayed below - open to & included for all registered MFA attendees					
8:30 AM - 9:45 AM	Future-Proof Your Fitness Business Sara Kooperman Room 1 A	Why 80% of Your Community are Not Members Cosmo Wollan Room 1 B	Maximizing Safety & Efficiency in Hydrotherapy Pool Design Justin Caron Room 2	From High Performer to High-Impact Leader Chris Stevenson & Marisa Hoff Room 3	Accountability; It's Everybody's Responsibility Lori Hoffner Room 5 B	Elevating your Brand with a Facility Signage Strategy Kristin Gibson Room 8
10:00 AM - 2:00 PM	Athletic Business Trade Show - Expo Floor Over 250 Exhibitors! Be sure to visit our partner booths in the MFA Pavilion					
2:00 PM - 3:15 PM	Expedition Unknown! Exploring the New World of AI Johnny Boyd Room 1 A	You are a New Leader, Now What? Merle Taylor Room 1 B	Level Up Your Member Experience Chris Stevenson & Steven Trotter Room 3	Trust Me: Building Trust in Yourself and Your Team Michelle Rieger & Yvette Kell Room 4	Helping Non-Traditional Clients Overcome Gym-timidation Roz Mays Room 5B	
3:30 PM - 4:45 PM	Inexpensive Marketing for Growth & Profitability Sara Kooperman Room 1 A	Aquatic Risk Management Basics Shawn DeRosa Room 1 B	Creating Contagious Content Steven Trotter & Will Trent Room 4	Attracting, Supporting and Retaining New Exercisers Christin Everson Room 5 B	Sips of Wellness John Brey Room 7A	
	Note: AB Show Sessions continue on Saturday, Nov 8, from 8:30am - 12:45pm - Visit ABShow.com for session descriptions.					