





















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

2025 Medical Fitness Association - Annual Conference Agenda

Wednesday, November 5			
8:00 AM - 8:50 AM	Global Wellness Trends and Rising Chronic Conditions Across All Generations Room 13 Debbie Bellenger, COO Fit Bodies, Inc. 	Are We Pushing Older Adults Hard Enough During Resistance Training? Room 14 A Dr. Aaron Aslakson, Asst Professor Crown College 	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	The Value Proposition Room 13 Brad Calabrese, GM University Hospitals-Avon Health Center 	Medical Fitness Across Europe: Trends, Challenges, and Opportunities for Global Learning Room 14 A Dr. László Zopcsák, CEO IWI Europe Wellness Education 	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	Don't Say Prevention: Meeting Healthcare Networks and Payers Where They Are Room 13 Graham Melstrand, CEO, ActivSport Advisory Michael Stack, CEO, Applied Fitness Solutions 	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 	Leveraging Caregiver Support to Engage and Retain Aging Members Room 14 B Steven Hornberger, Director, & Michelle Matter, Director of Aging - SDSU Center for Excellence in Aging & Longevity 
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 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 Terrance. Join the Association for Outdoor Recreation & Education (AORE) for lunch!		
1:30 PM - 2:20 PM	How to Build a Successful Six-Figure Pilates Program & Integrate it with your Health System Room 13 Alan Loyd, Executive Director Beacon Health & Fitness 	EIM: Revolutionizing Cancer Care Through Evidence-Based Exercise Oncology Room 14 A Dr. Karen Wonders, CEO Maple Tree Cancer Alliance 	The Overlooked Effects of Medical Procedures on Movement—and How to Change Them Room 14 B Cara Lindell, Founder Bridging® Technique 
2:20 PM - 2:30 PM	Networking Break		
2:30 PM - 3:20 PM	Connected Care: How AI Elevates Medically Integrated Fitness Experiences Room 13 Dr. Ted Vickey, CEO FitWell 	The Physics of Pain and Performance Room 14 A Patrick Mummy, CEO AlignSmart Technologies, Inc. 	Digitally Guided Exercise Prescriptions with Reliable Outcomes Room 14 B Dr. Matthew Kampert, Sports Medicine Cleveland Clinic powered by Technogym 
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 *** By invitation & RSVP only ***		
LEGEND	 Leadership Institute		 Lifestyle Medicine

2025 Medical Fitness Association - Annual Conference Agenda

Thursday, November 6						
8:30 AM - 9:00 AM	Certified Facilities Forum Room 13			Fellowship Info Session Room 14		
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					
8:00 PM - 11:00 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.					