

# 2026 Medical Fitness Association - Annual Conference Agenda

| Tuesday, November 17 |                                                                                                                                                                                                                                                                         |                                                                                                                                       |                                                                                                                                                                                                                                                             |
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| 8:30 AM - 9:00 AM    | <b>Welcome Gathering</b><br>Room W331A<br>Meet colleagues for networking!                                                                                                                                                                                               |                                                                                                                                       |                                                                                                                                                                                                                                                             |
| 9:00 AM - 9:15AM     | <b>President's Welcome</b><br>Room W331A                                                                                                                                                                                                                                |                                                                                                                                       |                                                                                                                                                                                                                                                             |
| 9:15 AM - 10:15 AM   | <b>Award Ceremony</b><br>Room W331A<br><i>Presented by Jonas Fitness, a Gold Level MFA Industry Partner</i>                                                                                                                                                             |                                                                                                                                       |                                                                                                                                                                                                                                                             |
| 10:15 AM - 10:30 AM  | <i>Networking Break</i>                                                                                                                                                                                                                                                 |                                                                                                                                       |                                                                                                                                                                                                                                                             |
| 10:30 AM - 11:20 AM  | <b>Keynote: <i>The Next Chapter in Exercise Oncology</i></b><br>Room W331A<br>Dr. Karen Wonders, Founder & CEO<br>Maple Tree Cancer Alliance                                                                                                                            |                                                                                                                                       |                                                                                                                                                                                                                                                             |
| 11:20 AM - 11:30 AM  | <i>Networking Break</i>                                                                                                                                                                                                                                                 |                                                                                                                                       |                                                                                                                                                                                                                                                             |
| 11:30 AM - 12:00 PM  | <b>Lift with a Doc</b><br>Room W331A<br>Join Dr. Andrew Mock and many of your MFA colleagues for a brief strength training workout                                                                                                                                      |                                                                                                                                       |                                                                                                                                                                                                                                                             |
| 12:00 PM - 2:00 PM   | <b>Lunch Break</b><br>Room W331A<br>Enjoy lunch and networking with your colleagues                                                                                                                                                                                     |                                                                                                                                       |                                                                                                                                                                                                                                                             |
| 2:00 PM - 2:50 PM    | <b>Panel: The Future of Medical Fitness: Bridging Healthcare, Prevention, and Community</b><br>Room W331A<br>Speakers TBD                                                                                                                                               |                                                                                                                                       |                                                                                                                                                                                                                                                             |
| 2:50 PM - 3:10 PM    | <i>Networking Break</i>                                                                                                                                                                                                                                                 |                                                                                                                                       |                                                                                                                                                                                                                                                             |
| 3:10 PM - 4:00 PM    | <b>The Longevity Horizon: Merging Predictive Medicine &amp; Functional Movement into a Unified Medical Fitness Ecosystem</b><br>Room W330A<br>Dr. Marty Miller, Chief Movement Officer, Kinotek                                                                         | <b>Medical Fitness Center Operational Excellence</b><br>Room W330B<br>Doug Ribley, President & CEO,<br>Douglas A. Ribley & Associates | <b>One Protocol, Every Specialty: Integrating a Full Exercise Program Into Real Medical Practice</b><br>Room W330C<br>Facilitator: Dr. Ali Novitsky; Panel: Dr. Bridget Godwin;<br>Dr. Mark Novitsky; Dr. Sara Ayers; Dr. Diana Pallin, Dr. Mackenzie McGee |
| 4:00 PM - 5:00 PM    | <b>Hot Topic Expert Roundtables</b><br>Room W331A<br>Choose one from:<br>Longevity & Healthspan, Community Outreach, Non-Dues Revenue, Weight Mgmt Programming, Staffing,<br>Technology integration, Integration with Healthcare, Exercise Oncology, Lifestyle Medicine |                                                                                                                                       |                                                                                                                                                                                                                                                             |
| 6:30 PM - 8:30 PM    | <b>MFA Welcome Reception</b><br>The Pub, Pointe Orlando, 9101 International Dr.<br>Food, Drinks, and Networking included for all MFA attendees<br><i>Sponsored by OLC Architecture</i>                                                                                  |                                                                                                                                       |                                                                                                                                                                                                                                                             |

# 2026 Medical Fitness Association - Annual Conference Agenda

| Wednesday, November 18 |                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                              |
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| 8:00 AM - 8:50 AM      | <b>Moving Beyond Medicine: Value-Based Exercise Oncology &amp; Rehabilitative Care Across the Continuum</b><br>Room W330A<br>Aaron Wyant, Cancer Exercise Specialist, Remote Medical Fitness Systems; Juan Torres, Medical Fitness Supervisor, BayCare Health Systems            | <b>Out Comes the Tech: How Technology Will Change the Future of Outcomes?</b><br>Room W330B<br>Doug Sham, Manager, HealthFit - Powered by Sarasota Memorial                                                                                                                    | <b>Scaling Parkinson's Exercise: Referral Networks, Outcomes Tracking, and Sustainable Growth</b><br>Room W330C<br>Cassandra Anderson, Exercise Physiologist III, ECU Health Wellness Center                                                 |
| 8:50 AM - 9:00 AM      | Networking Break                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                              |
| 9:00 AM - 9:50 AM      | <b>Losing Weight Without Losing Muscle: A Clinical Playbook for Medical Fitness Professionals in the GLP-1 Era</b><br>Room W330A<br>Dr. Michael Kraft, VP Clinical Performance & Enterprise Operations, Emory Healthcare; Lisa Gray, Group Fitness Coordinator, Emory Healthcare | <b>A Peek Under the Hood: An Inside Look at How to Build an AI Engine Driving An Award Winning Wellness Program</b><br>Room W330B<br>Joel Hungate, AVP Strategy & Integrated Well-Being, Hancock Health; Garren Harter, Strategic Operations Manager, Hancock Wellness Centers | <b>Understanding Your Fitness Center's Competitive Market and Why It Matters</b><br>Room W330C<br>David Evans, Vice President, Cooper Wellness Strategies                                                                                    |
| 9:50 AM - 10:00 AM     | Networking Break                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                              |
| 10:00 AM - 10:50 AM    | <b>Beyond the Presidential Fitness Test: Rethinking Physical Activity Assessment</b><br>Room W330A<br>Dr. Andrew Mock, Medical Director, Hoag Compass                                                                                                                            | <b>From Assessment to Accreditation: Strengthening Operations, Outcomes, and Clinical Integration</b><br>Room W330B<br>Josh Carlson, VP Client Solutions, Power Wellness                                                                                                       | <b>Don't Let Your Business Become the Headline: Protecting Your Medical Fitness Organization from Breaches, Fraud &amp; Compliance Failures</b><br>Room W330C<br>Geiger Lee, Compliance Officer<br>Coalition Security Group / Jonas Software |
| 10:50 AM - 11:00 AM    | Networking Break                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                              |
| 11:00 AM - 12:00 PM    | <b>Hot Topic Expert Roundtables</b><br>Room W331A<br>Choose one from:<br>Longevity & Healthspan, Community Outreach, Non-Dues Revenue, Weight Mgmt Programming, Staffing, Technology integration, Integration with Healthcare, Exercise Oncology, Lifestyle Medicine             |                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                              |
| 12:00 PM - 5:00 PM     | <b>Athletic Business Trade Show - Expo Floor</b><br>MFA Booth #531 on the Expo Floor<br>Be sure to visit our partner booths in the MFA Pavilion                                                                                                                                  |                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                              |
| 2:30 PM - 4:00 PM      | <b>MFA Fellows Think Tank</b><br>Room W330A<br>*** By invitation only ***                                                                                                                                                                                                        | <b>Certified Facility Forum</b><br>Room W330B<br>*** Intended for Certified Facilities and organizations interested in pursuing certification ***                                                                                                                              | <b>Exercise Oncology Innovation Exchange</b><br>Room W330C<br>*** For those interested in launching or growing exercise oncology programs and learning about the Exercise Oncology Program Accreditation ***                                 |
| 4:30 PM - 5:20 PM      | <b>Fighting Cancer With Exercise: 20 Years of Free Community Programming For Individuals Impacted By Cancer</b><br>Room W330A<br>Debra Hughes, Co-Founder, Strength For Life                                                                                                     | <b>Understanding Anti-Obesity Medications in Fitness and Coaching</b><br>Room W330B<br>Anthony Wall, National Spokesperson & Global Wellness Ambassador, The American Council on Exercise                                                                                      | <b>Community Centers for Healthy Living: The Medical Fitness Model</b><br>Room W330C<br>Dr. Geoffrey Moore, President, Sustainable Health Systems                                                                                            |
| 7:00 PM - 10:00 PM     | <b>Athletic Business Industry Party</b><br>Ole Red Orlando, 8417 International Drive<br>Free to all MFA attendees (must have name badge to enter)<br>Music, food and beverages included                                                                                          |                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                              |

# 2026 Medical Fitness Association - Annual Conference Agenda

| Thursday, November 19 |                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                   |
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| 8:00 AM - 8:50 AM     | <b>And Then What? Becoming the Bridge Between Sick Care and the Fitness Floor</b><br>Room W330A<br>Dr. Meg Zakarewicz, Founder & Medical Director, YOUR.Life / Newtown Athletic Club                                                                                                   | <b>Exercise in Cancer Care: A Whole-Body Biological Strategy</b><br>Room W330B<br>Juan Torres, Medical Fitness Supervisor, BayCare Health System                                | <b>Regulated to Perform: The Six Stress Patterns Impacting Clinical and Fitness Outcomes</b><br>Room W330C<br>Dr. Ali Novitsky, CEO & Founder, The FIT Collective                                                                                                                 |
| 8:50 AM - 9:00 AM     | Networking Break                                                                                                                                                                                                                                                                       |                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                   |
| 9:00 AM - 9:50 AM     | <b>Extending the Healthcare Continuum: Transforming Recovery into Lifelong Wellness</b><br>Room W330A<br>Michael Cain, Health & Fitness Manager, Cone Health<br>Jessica Hightower, Phys. Ther. Supervisor, Cone Health                                                                 | <b>Managing Effective Benchmarks in Medical Wellness Centers</b><br>Room W330B<br>Don Doyle, President & CEO, Healthplex Associates                                             | <b>How to Connect Your Wellness Center to a Lifestyle Medicine Clinic</b><br>Room W330C<br>Dr. Lori Deemer, Medical Director, Hancock Health<br>Sarah Hurst, Fitness Supervisor, Hancock Wellness Center                                                                          |
| 9:50 AM - 10:00 AM    | Networking Break                                                                                                                                                                                                                                                                       |                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                   |
| 10:00 AM - 2:00 PM    | <b>Athletic Business Trade Show - Expo Floor</b><br>MFA Booth #531 on the Expo Floor<br>Come hear from the experts in the MFA Pavillion:<br><b>MFA Mini-Talks</b><br>15-Minute Education Sessions -- Lots to learn in a short time!<br>From 10:15 AM to 12:30 PM                       |                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                   |
| 2:00 PM - 2:50 PM     | <b>The Parkinson's Wellness Hub: A Multimodal Exercise Program for Parkinson's Disease</b><br>Room W330A<br>Ryan Glatt, Senior Brain Health Coach, Pacific Neuroscience Institute                                                                                                      | <b>Navigating Perimenopause and Menopause: Empowering Women's Health with Medical Fitness</b><br>Room W330B<br>Raina Childers-Richmond, Director of Partner Success, Health One | <b>The Evolution of an Interdisciplinary Lifestyle Medicine Program: From Clinical Theory to Facility Implementation</b><br>Room W330C<br>Jordan Colbert, Registered Dietitian; Mikka Ipri, Registered Dietitian & RENEW Program Coordinator, Sarasota Memorial Healthcare System |
| 2:50 PM - 3:00 PM     | Networking Break                                                                                                                                                                                                                                                                       |                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                   |
| 3:00 PM - 3:50 PM     | <b>From Blood Sugar to Heart Health: The Power of Exercise in Type 1 Diabetes</b><br>Room W330A<br>Meredith Cleveland, Supervisor/Exercise Physiologist, Sarasota Memorial Healthcare System                                                                                           | <b>The Future of Fitness: Movement That Matters</b><br>Room W330B<br>Jeffrey Pinkerton, VP of Business Development, MOSSA                                                       | <b>Adapting Exercise Prescription and Programming for Clients with Physical Disabilities</b><br>Room W330C<br>Niki Johnson, Senior Exercise Physiologist, Sheltering Arms                                                                                                         |
| 3:50 PM - 4:00 PM     | Networking Break                                                                                                                                                                                                                                                                       |                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                   |
| 4:00 PM - 4:50 PM     | <b>Implementation Roundtables</b><br>Room W331A<br>Choose one interactive discussion to translate conference insights into practical strategies you can implement in your organization. Bring your questions, share your experiences, and leave with actionable ideas from your peers. |                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                   |
|                       | <b>Continue the Conversations!</b><br>Gather with colleagues for dinner or drinks (on your own) and strengthen the connections you've made throughout the conference.                                                                                                                  |                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                   |