



Hi!

And just like that...it's 2025! Did you know that 2025 is a perfect square number? That's right... 45×45 equals 2025. It's a perfect square year! This won't happen again until 2116. So let's make the most of our 2025! **MFA is here to support you!**



Just like all those people flooding into your fitness facilities, we're sure you have hopes and dreams too. If it's time to **put your career into overdrive**, let's go! (And no, we're not going to give up by mid-March - this is a marathon!)

For 2025, we are offering not 1...not 2...but 3 **Medical Fitness Summits!** These events have all the networking and education of a big conference without being overwhelming or expensive. Plus, with 3 locations to choose from, it could mean easier travel too.

If you've set your sights on a management position, check out the **MFA Director Certification** and the **Medical Fitness Leadership Institute** for some great business training geared towards fitness facilities.

Do you have knowledge to share? Maybe an innovative program that has developed into a blockbuster? **We are looking for speakers!** We have 3 Summits, the Annual Conference (ink your calendar now...San Diego on Nov 4-6!) and a ton of webinars for 2025...so much opportunity!

I could go on and on and on...I'll stop here so you can read all about how 2025 could be the year that you lean into your professional association for all it has to offer!

Not a member...yet? Jump into the medical fitness community to learn, network and grow! See more about MFA membership below.

Happy New Year from your MFA Team, David, Mariann and Andy

2025 Medical Fitness Summits



Plan Your Spring Now! Check out the upcoming Medical Fitness Summits!

Time to get out that brand new 2025 calendar! (Did you get the one with kittens?? I didn't either...) We are holding our Medical Fitness Summits at three MFA Certified Facilities this year. If you've ever wanted a close look at an MFA Certified Facility, here's your opportunity! Plus, the Medical Fitness Summits are very affordable, so bring the whole team.

The Regional Committees are working on the details and the agendas, so we'll have more than dates and locations for you soon. In the meantime, jot these dates and locations on that new calendar:

Medical Fitness Summit Southeast - April 11 & 12 at the Crosby Wellness Center in Winter Park, FL (near Orlando...make a fun weekend of it!)

Medical Fitness Summit Northeast - May 15 & 16 at The Atlantic Club in Manasquan, NJ (that's the Jersey Shore...maybe you'll run into Bruce Springsteen!)

Medical Fitness Summit Central - June 19 & 20 at the Owensboro Health Healthpark in Owensboro, KY (come for the Summit...stay for their free Friday After 5 street festival!)

Registration is open now on the MFA website. Member price is just \$45. Non-member price is \$95 (maybe it's time to join and get a member rate for everything!).

[Click here for more information and to register.](#)

Call for Speakers!!

If you're going to make 2025 your year to shine, how

about sharing your knowledge?

Here are a few ideas that we've heard from our members:

- Member Retention/Engagement
- Pricing/Fees/Financials
- Technology & AI
- Medical Fitness Referrals-Best Practices
- Connecting to Your Hospital's EMR
- Programming Ideas to Grow Ancillary Revenue
- Adherence to Behavior Change
- Exercise for Seniors/Peri & Menopause/Osteopenia & Osteoporosis



How does this work?

Step one is to submit a presentation proposal via the online form on the MFA website. (Click the link below.) We just need a title, summary and three learning objectives. The rest of the proposal is all about you, the presenter. If you have a resume/CV, there's a spot to upload that.

Step two is a review by the MFA Education Advisory Panel. That usually takes about a week. The Panel is made up of your peers and they are awesome! Mariann (that's me) will get back to you upon completion of that review.

Step three is scheduling. If the presentation is for a live event, the proposal will go to the Committee planning the event. If they decide to include it, Mariann (yup...still me) will get back to you to get it scheduled. If it is a webinar, Mariann (yup) will contact you to schedule it.

Step four is to present! Complete your presentation and be ready to go at show time! We are happy to help you with anything you may need.

You got this! Also, you don't have to present alone - team up with a colleague and present together. Most importantly, have fun!

[Click here for the MFA online presentation proposal form.](#)

Thank you to our Medical Fitness Association Industry Partners!

CONFERENCE PARTNER



SILVER LEVEL



BRONZE LEVEL



SUPPORTER LEVEL



Looking for a vendor for your 2025 plans? Check out MFA's Industry Partners!

MFA Industry Partners are companies that work in the fitness space. They support YOUR professional organization (MFA) and they are here to support YOU in your plans for 2025. In your search for a vendor, why not reach out to those companies who know and understand medical fitness? We are fortunate to call them Partners and they are here for you.

Click on the link below to visit the Industry Partners page on the MFA website to learn more about these Partners and get their contact info.

Interested in becoming an MFA Industry Partner? If your company has goods and services for the medical fitness space, contact Andy Graham, MFA Sales Director today at Andrew.Graham@medicalfitness.org to learn more.

[Click here to visit the MFA Industry Partners page.](#)



We'd like to hear about your 2025 plans!

As we reach out to Industry Partners, we'd like to better understand your plans for growth, equipment, technology, etc. so that we can bring the best resources to you...our members!

We hope you'll take a few minutes to complete this survey to help us help you!

[Click here to take the MFA Member Facility Survey](#)



2025 Webinar Series



MFA 2025 Webinar Series

We are making some changes to our Webinar Series for 2025! Previously, our Webinar Series has been open to everyone. Starting now, **the MFA Webinar Series and complimentary CECs will be a Members-Only benefit.** As a member, you'll be able to register on the MFA website and get your link to join the webinar through your Member Compass (no more searching for those emails from Zoom!). **We're planning our first webinar for later this month, so stay tuned for more information.**

Non-members may attend an MFA webinar for \$50 each and receive a CEC certificate for attending. However, with approximately 24 webinars per year...it would be cheaper to join MFA! More information on MFA membership is shown below.

Improve your 2025 with an MFA membership!

Will this be the year that you become part of the wider medical fitness community? **What if you had the support of over two thousand MFA members?** There's no need to go it alone when your community is here!

We have several Membership categories to meet your needs. Want to offer an MFA membership to your employees as an added benefit? Join as a **Facility Member** and EVERYONE inside is now an MFA member. A great way to let them know that your facility is investing in their career! Have more than one facility in your system? Save money with the **Additional Facility membership**. Same as the Facility Membership, but at a discounted rate.

Have multiple facilities under the same ownership? Join as a **Patron Member** at a very deep discount with up to 10 facilities for 1 price.

Don't have a large facility to join? We offer **Individual Memberships**.

Are you a student? Full-time students (12 hours minimum) can join for just \$25. Start networking now BEFORE you graduate to be steps ahead of your peers entering the workforce!

Want to kick the tires first? We get that! We now offer a **Complimentary 1-Month Membership** so you can explore an MFA membership, including webinars with CECs and member rates for live events. This is only available once a year per person.

Got questions? Contact Andy Graham, MFA Sales Director, at Andrew.Graham@medicalfitness.org or click the link below to visit the MFA Membership page.

MEMBER



www.medicalfitness.org

Click here to learn more about MFA Membership!



MFA Cafe coming to a Zoom room near you!

During the 2024 Medical Fitness Summits and the Annual Conference, we had great response to our Roundtables - spaces where MFA members could come together to network and share insights. Rather than wait for the next live event (we will continue the Roundtables at our live events!), we're bringing the Roundtables to you via the new **MFA Cafe!**

The MFA Cafe will bring together MFA members on Zoom every other month, **starting in February**. We'll post the link in your Member Compass on the MFA website so you can join in the fun. **We'll have more information about the new MFA Cafe in the February eNewsletter.** Stay tuned!



MFA Welcomes New Board Members

We are thrilled to introduce you to your newest MFA Board Members and Medical Fitness Foundation Trustee!

At Large Directors

Ashley Onstott is the Fitness Services Manager at Premise Health in Independence, MO. Ashley has been an active MFA member and achieved her Fellowship status at the 2023 MFA Annual Conference.

John Jacobs is the Senior Director – Corporate Health, Medical Fitness & Health Pavilion, and Event Medicine and is the Chair of the System Wellbeing Committee at the TriHealth Fitness & Health Pavilion in Cincinnati, OH. John achieved his Fellowship status at the 2023 MFA Annual Conference.

At Large Director, Physician Representative

Dr. Andrew Mock is a board-certified physician in lifestyle medicine. He is the chair of the American College of Lifestyle Medicine's Fitness and Medicine Member Interest Group, Co-Medical Director at the Center for Health Promotion; Director of Lifestyle Medicine Residency Curriculum at Loma Linda University School of Medicine in the Department of Preventive Medicine, owns a gym in Redlands, CA, and is a 3x California's strongest man champion.

Medical Fitness Foundation Trustee

John Caliri is the Administrative Director for the seven FirstHealth Fitness Centers and FirstHealth's Cancer Wellness Center in NC. John has served on the MFA Board of Directors, include Board Chair, and is a frequent presenter on programming and medical fitness business operations.

FYI - All of the MFA Board Members and Foundation Trustees are MFA Fellows (with the exception of the Physician Representative - of course, you could go get your MD but the journey to MFA Fellowship is much quicker and easier...just sayin'). **Learn more about MFA Fellowship on the MFA website under Membership...or just [CLICK HERE](#).**



Software Solutions Made for Medical Wellness Facilities

Jonas Fitness' **Compete Member Management Software** is the ideal solution for Medical Wellness facilities, offering a powerful, secure, and streamlined platform for managing memberships and payment processing.

With **validated Point-to-Point Encryption (P2PE)**, Compete ensures **superior data security**, safeguarding sensitive member information and reducing the risk of breaches cost of annual PCI assessments by as much as 80%, YOY.

This robust software is designed to meet the unique needs of medical wellness, providing peace of mind while enhancing operational efficiency and delivering a seamless experience for both staff and members.



the **future** of fitness software

MAKE THE SWITCH TODAY

[Click here for a free live demo today!](#)

Medical Fitness Association | PO Box 36125 | Indianapolis, IN 46236 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!