

## 2025 Medical Fitness Association - Annual Conference Agenda

Tuesday, November 4	
8:30 AM - 9:15 AM	<p style="text-align: center;"><b>Welcome Gathering: Coffee &amp; Conversations</b> Room 15 A-B Meet colleagues for refreshments and networking!</p>
9:15 AM - 11:00 AM	<p style="text-align: center;"><b>Opening Ceremonies</b> Room 15 A-B President's Welcome, Awards Ceremony, New Fellow Induction</p>
11:00 AM - 12:00 PM	<p style="text-align: center;"><b>Opening Day Keynote #1 - <i>The Energy Shift: Your Competitive Edge in Work and Life</i></b> Natalie Johnson Co-Founder, Chief Visionary VidI Work Room 15 A-B <i>Presented by Jonas Fitness, a Silver Level MFA Industry Partner</i></p>
12:00 PM - 1:30 PM	<p style="text-align: center;"><b>Opening Luncheon &amp; Presentation</b> <i>Room 15 A-B</i></p>
1:30 PM - 2:30 PM	<p style="text-align: center;"><b>Opening Day Keynote #2 - <i>Lifestyle Medicine &amp; Medical Fitness</i></b> Dr. Andrew Mock, MD, MPH, FACLM, DipABLM Physician, MFA Board Member Loma Linda University Room 15 A-B <i>Presented by Power Wellness, a Silver Level MFA Industry Partner</i></p>
2:30 PM - 3:00 PM	<p style="text-align: center;"><i>Networking Break</i></p>
3:00 PM - 4:00 PM	<p style="text-align: center;"><b>Opening Day Keynote #3 - <i>The Brain Health Opportunity for Medical Fitness</i></b> Ryan Glatt, MS, CPT, MES, NBC-HWC Senior Brain Health Coach &amp; FitBrain Director Pacific Neuroscience Institute Foundation Room 15 A-B <i>Presented by Technogym, a Silver Level MFA Industry Partner</i></p>
4:00 PM - 4:30 PM	<p style="text-align: center;"><i>Networking Break</i></p>
4:30 PM - 6:00 PM	<p style="text-align: center;"><b>Hot Topic Expert Roundtables</b> Room 15 A-B Choose one from: Brain Health, Leadership, Exercise Oncology, Longevity, GLP-1s, and more!</p>
6:30 PM - 8:30 PM	<p style="text-align: center;"><b>MFA Welcome Reception</b> Food, Drinks, and Games included for all MFA attendees <i>Sponsored by Medical Fitness Foundation</i> Location: TBD</p>
LEGEND	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Leadership Institute</p> </div> <div style="text-align: center;">  <p>Lifestyle Medicine</p> </div> </div>

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Wednesday, November 5			
8:00 AM - 8:50 AM	<b>Global Wellness Trends and Rising Chronic Conditions Across All Generations</b> Room 13 Debbie Bellenger, COO Fit Bodies, Inc. 	<b>Are We Pushing Older Adults Hard Enough During Resistance Training?</b> Room 14 A Dr. Aaron Aslakson, Asst Professor Crown College 	<b>Prediabetes Education and Exercise Program (PEEP) Development</b> Room 14 B Shelby Shelby, Certified Diabetes Specialist Owensboro Health 
8:50 AM - 9:00 AM	<i>Networking Break</i>		
9:00 AM - 9:50 AM	<b>The Value Proposition</b> Room 13 Brad Calabrese, GM University Hospitals-Avon Health Center 	<b>Medical Fitness Across Europe: Trends, Challenges, and Opportunities for Global Learning</b> Room 14 A Dr. László Zopcsák, CEO IWI Europe Wellness Education 	<b>Resistance Training for Special Populations: A Universal Approach to Exercise Prescription</b> Room 14 B Jeff Young, CEO, MRF Institute 
9:50 AM - 10:00 AM	<i>Networking Break</i>		
10:00 AM - 10:50 AM	<b>Don't Say Prevention: Meeting Healthcare Networks and Payers Where They Are</b> Room 13 Graham Melstrand, CEO, ActivSport Advisory Michael Stack, CEO, Applied Fitness Solutions 	<b>ELEVATE: A Whole-Person Approach to Weight Management</b> Room 14 A Joy Higbee, Dir. of Well-Being & Joel Hungate, Exec. Dir. of Well-Being & Employer Strategy Hancock Health 	<b>Leveraging Caregiver Support to Engage and Retain Aging Members</b> Room 14 B Steven Hornberger, Director, & Michelle Matter, Director of Aging - SDSU Center for Excellence in Aging & Longevity 
10:50 AM - 11:10 AM	<i>Networking Break</i>		
11:10 AM - 12:00 PM	<b>Panel Discussion: New Opportunities in Brain Health Programming</b> 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	<b>Walk With a Doc</b> 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	<i>Lunch will be available for purchase out on the Terrance. Join the Association for Outdoor Recreation &amp; Education for lunch!</i>		
1:30 PM - 2:20 PM	<b>How to Build a Successful Six-Figure Pilates Program &amp; Integrate it with your Health System</b> Room 13 Alan Loyd, Executive Director Beacon Health & Fitness 	<b>EIM: Revolutionizing Cancer Care Through Evidence-Based Exercise Oncology</b> Room 14 A Dr. Karen Wonders, CEO Maple Tree Cancer Alliance 	<b>The Overlooked Effects of Medical Procedures on Movement—and How to Change Them</b> Room 14 B Cara Lindell, Founder Bridging® Technique 
2:20 PM - 2:30 PM	<i>Networking Break</i>		
2:30 PM - 3:20 PM	<b>Connected Care: How AI Elevates Medically Integrated Fitness Experiences</b> Room 13 Ted Vickey, CEO FitWell 	<b>The Physics of Pain and Performance</b> Room 14 A Patrick Mummy, CEO AlignSmart Technologies, Inc. 	<b>Digitally Guided Exercise Prescriptions with Reliable Outcomes</b> Room 14 B Dr. Matthew Kampert, Sports Medicine Cleveland Clinic <i>powered by Technogym</i> 
3:20 PM - 3:30 PM	<i>Networking Break</i>		
3:30 PM - 6:00 PM	<b>Medical Fitness Association Board of Directors Meeting</b> Room 13 <i>*** Private Meeting ***</i>		
3:30 PM - 4:20 PM	<b>TBD</b> Room 13 Don Doyle, President/CEO Healthplex Associates, Inc. 	<b>Can You Outrun a Donut? The Surprising Impact of Exercise and Nutrition on Your Waistline, Health, &amp; Performance</b> Room 14 A Dr. Jason Karp Sport/Exercise Scientist 	<b>TBD</b> Room 14 B Name, Title, Organization 
4:20 PM - 4:30 PM	<i>Networking Break</i>		
4:30 PM - 6:00 PM	<b>MFA Mix &amp; Meet</b> Room 15 A-B Select MFA Industry Partners will meet individually with attendees to discuss specific solutions and special offers <i>***Advanced sign-up required***</i>		
	<b>Spend an evening with your conference network! Grab some food and drinks (on your own) and extend the networking opportunities!</b>		
6:30 PM - 8:00 PM	<b>MFA Fellow Reception</b> <b>Sponsored by Jonas Fitness</b> Location: TBD <i>*** By invitation &amp; RSVP only ***</i>		
LEGEND	 Leadership Institute  Lifestyle Medicine		

## 2025 Medical Fitness Association - Annual Conference Agenda

Thursday, November 6						
8:30 AM - 9:00 AM	Brain Health Program Accreditation Info Session Room 15 A-B		Certified Facilities Forum Room 15 A-B		Fellowship Info Session Room 15 A-B	
9:10 AM - 9:20 AM	Networking Break					
9:20 AM - 10:45 AM	Hot Topic Expert Roundtables Room 15 A-B					
10:45 AM - 11:45 AM	AB Keynote: Hurdle Adversity: Amputate Fear and Embrace Your New Normal Mindset Room TBD 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 <a href="https://www.abshow.com">ABShow.com</a> for session descriptions.					