

"Follow Your **DREAMS**"

**B.A.M.**

**Body & Mind Conference 2012**

February 24<sup>th</sup>-26<sup>th</sup> - Chico, California



**IN MOTION FITNESS**

RESORT ♦ HEALTH CLUB ♦ CAFÉ  
1293 E First Ave, Chico | 343-5678 | [www.inmotionfitness.net](http://www.inmotionfitness.net)

# B.A.M. Schedule 2012

## Friday, February 24<sup>th</sup>

- GRAVITY Group Strength Series: 8:00am–5:00pm**  
*Helen Vanderburg*
- Water Fitness Day: 8:15am–5:00pm**  
*Pauline Ivens*
- Balletone: Standing Flow Instructor Training: 11:30am–5:30pm**  
*Rose Zahn*
- Bender Barre None: 1:15pm–5:15pm**  
*Leslie Bender*
- Charity Workout: 6:00pm–7:15pm**  
It's fun, and frolicking good- time circuit training and Batuka dance with the BEST instructors in the world. Help us follow our dream to finding a CURE for cancer!  
*Entry by donation. Advance registration recommended:*  
*call Lori (530) 343-5678 ext. 324*

## Saturday, February 25<sup>th</sup>

### Session 1: 7:30am–9:00am

- Schwinn® Cycling: The Yoga Rx for Cyclists**  
*Helen Vanderburg*  
Yoga offers cyclists the perfect remedy for the discomforts brought on by time in the saddle. Its powerful blend of focus, flexibility and strength can be “just what the doctor ordered” to increase joint range of motion and reduce fatigue on and off the bike. Regardless of your level of yoga experience, as a cycling instructor you will take away a three-pronged “yoga prescription” for each of the five most common cycling aches and pains along with detailed direction on how to teach these poses in the most effective way. This workshop includes a complete ride and yoga experience with detailed notes.

- Glute Camp**  
*Keli Roberts*  
Boot Camp for the Booty... Medicine Ball and rubber resistance interval training improves the cardiovascular system, enhances power endurance and has a high caloric expenditure. The program incorporates progressive total body physical execution techniques, plyometric progressions and exercise guidelines utilizing rubber resistance equipment and a medicine ball. Learn exercises and drills performed individually and with a partner, that are suitable for both personal training and group fitness settings.

- YogaFit Sweat**  
*Carol Shankland*  
Hot yoga programs are gaining in popularity because heat is purifying, cleansing and healing. Added warmth prepares muscles and connective tissue for deeper stretches and facilitates perspiration, which serves to cleanse the body as well as clear the mind. Instructors are taught various medical conditions that can occur in a moderately heated environment, how to recognize and prevent them, how to modify sequences for beginners and special populations, and which individuals should avoid heat altogether.

- BOSU® Hand & FIST™ Emphasis: Relate to Gait**  
*David Weck*  
Learn How To Train To Make Every Step Stronger. Learn the BOSU Hand/FIST/Foot Connection to fundamentally enhance your capacity for running, walking, standing, sitting.

### Session 2: 9:30am–11:00am

- BOSU® HIIT Extreme**  
*Keli Roberts*  
Intense, focused, efficient, challenging, rewarding, and jam packed with action from start to finish. Learn the science of high intensity interval training and its application to both fitness and sport. Take home a variety of short, plug-n-play high intensity interval sequences that are realistic for both high level athletes and mere mortals, and are guaranteed to raise your heart rate, fitness level, caloric expenditure and the FUN factor!

- Step Remixed**  
*Alex McLean*  
Stuck in a creative block? It's time to “remix” past choreography and get away from “home!” Learn some tips to end up on the board, straddling the board, next to the board... all to make your choreography even more dynamic and fresh for your Monday morning class!

- Transformational Posture Starting With Your Feet**  
*Leslee Bender*  
In this session you will understand the causes of dysfunctions of the body creating bad posture and movement throughout the muscular systems of the body beginning with the feet. This unique approach to training results in better biomechanical function by lengthening the tissue prior to any activity that will result in better posture and overall health. One of the greatest benefits is the reduction of joint pain. Whether you are a personal trainer or mind/body specialist you will find this session extremely beneficial

- Body Weight Foundations**  
*Valerie Cota*  
The key to effective and functional fitness (and athletic development) can be achieved through building a solid foundation of coordination, strength, power, balance, multi-directional speed and agility, and aerobic and anaerobic conditioning. Programming bodyweight exercises using Equalizers and Buddy Systems is fun, safe, effective, and challenging. Body weight training with these versatile tools can be done anywhere, anytime, large classes or small, inside or out.

- Discover Pilates**  
*Kathy Hobbs*  
If you have never experienced Pilates this is the workshop for you! Reconnect with your deep core while learning to breathe effectively, establish safe efficient movement patterns, improve your posture, work-out barefoot, and regain health in this mind-body workshop. Learn the principles of Pilates and experience the equipment.

### EXPO Break & Lunch: 11:00am–12:45pm (on your own)

### BONUS Session: 11:30am–12:30pm

- Lunch & Learn (bring your own lunch)**
  - Be Extraordinary**  
*Helen Vanderburg*  
Ignite your passion for fitness and evolve your fitness leadership career. With over 30 years of experience in the fitness industry, Helen Vanderburg will share her insight into the simple yet powerful skills that move people from being good to being extraordinary in their pursuits. Come away inspired to make a change and grow as fitness professionals.

### Session 3: 12:45pm–2:15pm

- BOSU® Crush It**  
*Keli Roberts*  
BOSU® Crush It is for you, your clients and your athletes, and it will test your strength, weaknesses and your limits! Compete against yourself and rate your athletic skill in the areas of balance, agility, core, and strength. After each measurable challenge, learn drills to improve your athletic ability in that area of fitness. Learn how the challenges and drills can be integrated into goal specific workouts for all fitness levels. Are you ready to take your fitness to the next level?

- Batuka Dance**  
*Alex McLean*  
Batuka Dance first exploded on the scene in Spain and is now coming to North America as the most refreshingly original pre-choreographed workout ever. Alex will rock you with all original world music and Batuka's unique choreography that bridges the gap between pre-choreography and freestyle. Includes an exclusive preview of the Batuka layering methodology. Come see what the buzz is all about.

- Balletone®: Beyond the Barre!**  
*Rose Zahn*  
Barre classes are all the rage... but can they promise you THIS?? No equipment necessary, a barefoot experience, a vertical core workout with no assistance, as well as cardio, strength and empowerment? We love our Barre workouts, but love to mix it up with this ballet inspired workout that's been around for a decade to further enhance our fitness and our function. No tights required, no ballet shoes, no experience either. What are you waiting for?

- Adventure Running**  
*Valerie Cota*  
This sessions takes elements of running, Parkour and body-weight strength training and combines them with some unique programming for an excellent overall workout and cardio blast!

- Orbit™ Fitness and Fun**  
*Blane Ashby*  
Roll through a fun, full-body workout that strengthens, stretches and challenges on multiple planes! Super fun and super circular, the Orbit™ rolls into your classes or personal training sessions to enhance flexibility, stability, strength, balance and coordination. This workshop includes standing, seated, all fours, plank, prone and supine exercises creating a full body workout for any client.

### Session 4: 2:30pm–4:00pm

- Multi Directional Ball Training**  
*Helen Vanderburg*  
Add new ideas to your stability ball training session with multi-directional ball training. Experience exercises using multiple planes of movement to develop functional and effective ball exercises. In this session you will take base stability ball training exercises and explore how to challenge your clients with multi direction ball training.

- R.I.P.P.E.D.**  
*Jen O'Neal*  
R.I.P.P.E.D. is a “Plateau Proof Fitness Formula” that masterfully combines Resistance, Interval, Power, Plyometrics, and Endurance training in a workshop all driven by music for all levels. You are guaranteed to lose pounds and inches, increase your metabolism, sculpt lean muscles, and improve overall cardio vascular performance. While at the same time feel your energy and strength go through the roof, and have a blast doing it.

- YogaBack™**  
*Carol Shankland*  
Therapeutic yoga is great for those who want to maintain a healthy back. Learn how to use Yoga as a form of self-care to heal and strengthen your back. Developed by Dr. Linda Rowe, a chiropractic physician, RYT 200 and 500 qualified, and YogaFit master trainer. You will learn general guidelines for common back issues, yoga poses for different stages of back pain as well as maintaining a healthy and fit back, mind-body connection relating to back and modifications and props to assist in a safe yoga practice.

- A Biomechanical Approach to Exercise Programming**  
*Matt Eller & Steve Henderson*  
Participants will be taught effective exercise prescription practices to maximise fitness gains and reduce the chance of injury in their clients. Each participate will learn how to assess movement, and implement corrective exercises to address deficiencies in movement. Avoiding overload of muscle and joint movements will also be addressed.

- TRX® Group Suspension Training Workout**  
*Jeff McMullen*  
Learn the basics of what TRX® Suspension Training is, and why it is “all core all the time”. Whether you are a group fitness instructor or personal trainer, leave this session with the fundamentals of implementing the Suspension Trainer into your classes or small group training sessions. Experience two unique formats, a variety of strength and flexibility exercises, and learn how to adjust intensity options for every fitness level, easily and effectively.

# B.A.M. Schedule 2012 Cont.

## Session 5: 4:30pm–6:00pm

### BOSU® Strong + Stretched Helen Vanderburg

The BOSU® Balance Trainer is one of the fitness industry's best strengthening and stretching accessories, and this workshop covers both! Learn brand-new athletic, total body exercises and sequences that are designed to functionally strengthen the body from head to toe, and can be used in any type of strength, sculpt or conditioning workouts. Then learn a variety of yoga-inspired stretch sequences that utilize the Balance Trainer to make easy stretches more challenging, and tough stretches easier to do! These stretch sequences can be broken up to be used for short and sweet cool-down routines, or connected together for full-length stretch workouts. Don't miss this chance to get the best of both worlds!

### Feet and Function with the Chi Bolster Leslee Bender

You will utilize the Chibolster to enhance movement quality throughout the muscular systems of the body beginning with the feet. This unique approach to training results in better biomechanical function by lengthening the tissue prior to any activity that will result in better posture and overall health. And one of the greatest benefits is the reduction of joint pain. Whether you are a personal trainer or mind body specialist you will find this session extremely beneficial

### BOSU® Hand & FIST™ Emphasis: Fundamental Objects David Weck

Program Your Body/Brain with BOSU: "Both Sides Utilized" Balanced Muscle Memory. Learn/Deepen your understanding of fundamental object manipulation to enhance your capacity to harness your body's spiral dynamics.

### Sports Nutrition Simplified: Avoiding Nutrition Information Overload Deb McCafferty

Learn the tried and true basics for fueling the athlete before, during and after an event or training session. Carbs or protein? Food or recovery shake? Before or after? How much and when? The simple answers may surprise you! This session will take you through the need-to-know information for fueling the athlete, and you'll get to practice using sample cases. Whether you're a middle school soccer coach or a seasoned triathlete, the information will apply to you. If you work with athletes with specific medical challenges (diabetes, celiac disease, etc.), bring along your questions for the end of the session!

## EXPO Closes 6:30pm

### Sunday, February 26<sup>th</sup>

## Session 6: 7:30am–9:00am

### Schwinn® Cycling: HIIT It! Keli Roberts

High Intensity Interval Training is all the rage, and it continues to grow in popularity across all workout platforms. But is this type of training really more effective than other types? And what are the best ways to execute this approach in your cycling classes? Learn the science and, more importantly, the psychology of high intensity interval training, and experience new ways to deliver, measure, recover and repeat high-intensity intervals to your riders that produce results and keep them coming back for more!

### Yaapana Foundation Class: Doing, Being, Still Rose Zahnn

Yaapana yoga practice is an innovative blend of vinyasa flow to warm and prepare the body for poses that are held dynamically and restoratively using props for therapeutic support. Developed by Leeann Carey Yoga, the Yaapana practice is easily modified and adapted to meet the individual needs of students at all levels of experience and skill.

### GRAVITYGroup®: Functional Fun Two Helen Vanderburg

You will experience a program to improve proprioception, balance and coordination while achieving strength gains in both local and global muscle groups on the Total Gym. Tackle coordination, balance and strength by replicating everyday movement from sports activities of daily living, building on the movement patterns from first Functional Fun workout. Blend the actual physical workout with a mental and emotional sense of creating the movement in real life... keeping the FUN in functional.

### Weight Management: A Non-Dieting Approach Laura Gilmore

Nutrition is a key component in weight management, but perhaps more important than what you eat is how and why you eat. The Body Within You program uses a non-diet approach to weight management that is revolutionary! Learn the basic concepts to practice the program as well the research supporting it. Also learn about why it is so hard to lose weight, how to support your metabolism with nutrition, and how to start making sustainable and enjoyable lifestyle changes today!

## Session 7: 9:15am–10:45am

### BOSU® Multiplicity Helen Vanderburg

Get ready to multiply your options, multiply the challenge and multiply the fun! This workshop is designed to teach you dozens of brand-new, interactive athletic drills, skills and challenges using multiple BOSU® Balance Trainers that can be used in personal training, boot camp, circuit training, interval training, sport conditioning and kid's fitness workouts. You will work solo, in partners and in teams, and walk away with an entirely new library of BOSU exercises that can be used straight away.

### Rehabilitative Pilates with the Chi Bolster Leslee Bender

Bridge the gap between rehabilitation and functionally safer Pilates. Many students are either complaining of back pain or injuries due to the amount of over flexion in Traditional mat classes. This session has taken supine exercises to a vertical position for overall efficiency. Utilize the Chibolster to enhance movement quality throughout the muscular systems of the body beginning with standing Pilates. This unique approach to training results in better biomechanical function by lengthening the tissue prior to any activity that will result in better posture and overall health, and reduction of joint pain and injuries.

### Cool New Tools and Programming For Bootcamps & Group Ex Valerie Cota

This session is sure to keep your Group X and BootCamp sessions fresh, fun and challenging with the amazing portable Equalizer™ and Buddy System™! Everything from agility and mobility drills, compound body-weight movements, unique uni-lateral rowing and manual resistance exercises, partner training, athletic conditioning drill sequences, unique class programming and more! Your toolbox will be full after this one!

### TRX® RIP™ Training Jeff McMullen

Meet the newest member to the TRX branded family of dynamic CORE based equipment. Experience why the TRX® RIP™ Trainer is a full body training system that provides efficient, high metabolic workouts that challenge core and stabilizer muscles with variable resistance for all fitness levels, in all places. RIP Training complements Suspension Training® by emphasizing rotational power and high velocity movements and can be used in conjunction with your TRX Suspension Trainer™, or stand alone. Take your training expertise to the next level and be on the cutting edge of the industry, RIP it!

## Session 8: 11:00am–12:30pm

### Core Combo Cheryl Westerman

The CORE COMBO workout combines the TOWELmoves program and Club E Fit Resistance bands. You will learn how to utilize your travel training tools efficiently and effectively sculpting the total body in a short period of time. The combination of the towel and tubing will tone your muscles, build endurance, better your balance, and blast your core!

### Flirty Girl Fitness FAB Dance Party Rose Zahnn

When flirty, fabulous dance meets choreography with a purpose; the result is a fun, effective way to condition the entire body inside and out. The Flirty Girl Fitness group exercise program, is a non-stop, cardio intensive, dance-based class that works the entire body! Participants of all fitness levels will quickly "own" the movement and experience the fabulous feeling that dancing gives you, while reaping the benefits of toning and cardiovascular exercise.

### YogaLean Carol Shankland

Designed for weight loss conscious yoga enthusiasts. Losing weight is a transformational process that involves the mind, body and spirit. YogaLean is a program designed to work from the inside out, drawing from the self-inquiry of yoga philosophy to take into account every student's unique story, customizing a program that fits their lifestyle, and emphasizing the yogic practices of breathing, meditation, and mindfulness. You will also learn to teach asana class sequences created for differing body shapes and sizes.

### BOSU® Hand & FIST™ Emphasis: Enhance "Martial/Medicinal" Movement David Weck

Learn precise calisthenics to organize your body for effective self defense and a better relationship to gravity.

## Also on Sunday...

### Schwinn Indoor Cycling Instructor Training: 1:00 am – 9:00 pm Keli Roberts

### Flirty Girl Fitness Instructor Training Program: The Flirtification: 1:00 pm–7:00pm Rose Zahnn

## B.A.M. 2012 – Special Thanks

- |                             |                                    |
|-----------------------------|------------------------------------|
| ▶ A.C.E.                    | ▶ Italian Cottage                  |
| ▶ Adidas Instructor Program | ▶ Lebert Fitness                   |
| ▶ Arbonne                   | ▶ Leeann Carey Yoga™               |
| ▶ Balanced Body™            | ▶ Nekdoodle®                       |
| ▶ Balletone®                | ▶ Pop Chips                        |
| ▶ Batuka                    | ▶ Power Bar®                       |
| ▶ Bender Ball®              | ▶ Power Music®                     |
| ▶ Best Western Heritage Inn | ▶ Power Systems                    |
| ▶ Body Bar Inc.™            | ▶ R.I.P.P.E.D.™                    |
| ▶ BOSU®                     | ▶ RipperBall.com Sports            |
| ▶ C.A.R.D.                  | ▶ Schwinn Fitness                  |
| ▶ C.H.E.K Institute         | ▶ Sierra Nevada                    |
| ▶ Fitness Wholesale         | ▶ SPRI®                            |
| ▶ Flirty Girl Fitness®      | ▶ Stretching, Inc.                 |
| ▶ Gliding™                  | ▶ The Specific Chiropractic Center |
| ▶ Health Abundance          | ▶ Thorlos®                         |
| ▶ Human Kinetics            | ▶ Total Gym                        |
| ▶ Incredi-socks             | ▶ YogaFit®                         |

# Pre/Post-B.A.M. Conference Certifications 2012

Certifications & Trainings Friday 2/24 & Sunday 2/26, 2012



## GRAVITYGroup

Friday, February 24th

8:00am - 5:00pm

Certified fitness instructors will learn how to teach the most effective and efficient 30-minute total body strength and endurance program in the health club industry. GRAVITYGroup :: Strength Series is an effective and time efficient muscle strength and endurance group class performed on the GTS'. The award-winning GTS, the equipment component of the GRAVITYSystem, offers eight calibrated levels of incline resistance. Its dynamic cable pulley system and rolling glideboard pit bodyweight against gravity to challenge global stability and all components of fitness. The training incorporates both lecture and practical applications regarding execution of movement, group strength training choreography, proper cueing techniques and additional progressions for all fitness levels. Trainers will walk away with a GRAVITYGroup certificate qualifying them to instruct the GRAVITYGroup :: Strength Fundamentals" and GRAVITYGroup :: Strength Plus in a facility that offers the GTS GRAVITY Training System'.

Participants will experience and co-teach the 30-minute GRAVITYGroup: Strength Series workouts so come in workout clothes and be ready to feel the force of GRAVITY.

### Course includes:

GRAVITYBasics & GRAVITYGroup: Strength Series manuals  
GRAVITYInstructor" certificate (required for in-club training)

.8 ACE, 6.0 AFAA, 8 contact hours PTPN

Cost: \$220

### Register at:

[www.totalgym.com/event-82600-gravitygroup-training-t7031.aspx](http://www.totalgym.com/event-82600-gravitygroup-training-t7031.aspx)

### For info contact Cara Beltran:

1-800-541-4900 ext. 209 [cbeltran@totalgym.com](mailto:cbeltran@totalgym.com)

Instructor: Helen Vanderburg

## Water Fitness Day

Friday, February 24th

8:15am - 5:00pm

8:15am - 9:00am Check-in & Introductions

9:00am - 12:15pm Vertical Core Conditioning

12:30pm - 1:30pm Lunch Break (on your own)

1:30pm - 4:45pm Targeted Muscle Strengthening - The Upper Body  
5:00pm Certificates

### Vertical Core Conditioning

Staying vertical to do core strengthening is functional, normal, comfortable, and truly successful! Crunches make you strong at crunches, but vertical core conditioning makes you strong for every day activities. Learn how to provide the vertical core challenge in water. We will not be going supine!

### Targeted Muscle Strengthening - The Upper Body

The popularity of buoyant barbells requires instructors to have an in-depth knowledge of the effects of overload on the upper body. This workshop is a very specific focus on the use of webbed gloves and buoyant/resistant barbells for upper body strengthening. Learn the dos and donts of shoulder girdle overload, with specific guidelines to avoid injury. Understand the importance of anatomical integrity, and equipment design in achieving strength gains.

CECs: 6.0 AEA Cost: \$109 by 2/3/12. \$119 after 2/3/12.

Payable to In Motion Fitness

Instructor: Pauline Ivens



## Balletone

Standing Flow Instructor Training

Friday, February 24th

11:30am - 5:30pm

Balletone: Standing Flow is a fusion-style conditioning program, designed specifically for the non-dancer, blending training techniques drawn from dance, Pilates and fitness. Balletone offers a fun, invigorating workout to develop core strength, muscular endurance, dynamic balance and flexibility without the use of equipment or props. Referred to as...fitness for the millennium, Standing Flow keeps you moving, motivated and mentally focused with a body blasting workout that leaves no muscle untouched.

This Instructor Training will introduce the concepts and values of the Balletone program with a hands-on approach. Objectives will be reinforced through practical application and participation. Skills and drills will allow the attendees to develop an understanding of how the elements of Balletone can be utilized to enhance group or one-on-one instruction regardless of the population. The workshop is designed for group exercise, Pilates and Yoga instructors, dance educators and possibly personal trainers.

Cost: \$179

### Register at:

[www.groupepro.com/public/balletone/?id=89961&gbox](http://www.groupepro.com/public/balletone/?id=89961&gbox)



## Bender Barre None

Friday, February 24th

1:15pm - 5:15pm

Come and experience the hottest trend in the fitness Industry Barre This course does not require a barre but has all of it and more!! And, it is the only safe Barre method for fitness professionals that does not over utilize the hip flexors and create back pain You do not need to have a dance background and, you will leave with the understanding of how the body reacts to gravity and how the muscles actually can lengthen in all three planes. This is the hot new session for 2012 and not to miss if you are searching for something new to give your members!

Cost: \$59 by 2/15/12. \$69 after 2/15/12

Includes manual and CECs for AFAA and ACE

Register at: [www.bendertraining.com](http://www.bendertraining.com)

Instructor: Leslee Bender

## No Refunds



## Schwinn

Indoor Cycling Instructor Training Course

Sunday, February 26th

1:00pm - 9:00pm

This power-packed day offers you the industrys finest and most comprehensive one-day indoor cycling instructor training. Youll get all the tools you need to become a successful and sought-after instructor including bike fit, cycling science, and the Schwinn' Cycling Coachs Pyramid, a system that makes teaching indoor cycling easier for you and more exciting for your students. Also included in the course: Two complete workouts, a comprehensive training manual, Certificate of Completion, a resource DVD with 10 class designs, a Schwinn' Cycling intensity chart and authentic cycling video clips.

.8 ACE CECs/7.25 AFAA CEUs

Cost: \$199 by 2/3/12. \$220 2/3/12.

Registration by at least 2/13 recommended.

Payable to In Motion Fitness

Instructor: Keli Roberts



## Flirty Girl Fitness

## Flirty Girl Fitness

The Flirtification

Sunday, February 26th

1:00am - 7:00pm

When flirty, fabulous dance meets choreography with a strength-driven purpose; the result is a FUN, effective way to condition the entire body, inside and out! The Flirty Girl Fitness' Program works the entire body, targeting specific muscle groups, while maintaining super fun, non-stop cardio-dance moves. Using the easy to learn Flirty Girl Foundation Moves, participants will quickly own the movement and experience the fabulous feeling that dancing gives you, while reaping the benefits of strength and cardiovascular exercise all in one class! Our teaching methodology assures that every class participant feels successful regardless of experience or fitness level. Even if youve never tried dance-based fitness, with Flirty Girl Fitness' you, and your entire class, will be dancing like no one is watching while getting an amazing cardio workout! Youll leave the teacher training with all the tools you need to start teaching your own Flirty Girl Fitness classes!

Cost: \$199

Includes manual, 3 DVDs, 2 music CDs and more!

ACE and AFAA cecs

Register at: [www.flirtification.com](http://www.flirtification.com)

Instructor: Rose Zahn

## IN MOTION

# B.A.M. Presenters 2012



## Blane Ashby

Blane has been practicing and studying Pilates since 1998 and was certified through the Ellie Herman Institute in 2002. While the majority of his time is spent teaching at Parkside Pilates he still teaches at EHS Pilates Studio. From 2003 to present has been involved in the Teacher Training Instructor Program (TTIP) at the Ellie Herman Institute acting as co-head of the program. In 2007 he became a certified Balanced Body Faculty Instructor. Blane has been a dancer for the past 20 years and has performed with Company Chaddick, Huckababy/McAllister Dance, EmSpace Dance.



## Leslee Bender

Leslee 2010 finalist for IDEA Instructor of the year, has over 25 years experience in the fitness industry. Leslee is the creator of the Bender Method of training with 2007 infomercial of the year short form. Leslee has produced over 30 DVDs and has created one of the safest methods of core training. Leslee is now enrolled in the GIFT Applied Functional Science through the Gray Institute. Graduating in 2011 B.A. ACSM, NASM, AFAA, ACE. Presently launching the first back care program for fitness professionals 2011 Leslee works in Orlando as a functional rehabilitation specialist with pro-water skiers.



## Valerie Cota

Valerie has been in the fitness industry 25 years as a personal trainer and group exercise instructor, owned her own health club and was a certification proctor for Personal Trainers and Group Exercise instructors in Alabama, Texas, Louisiana and Florida. She competed in Fitness and Bodybuilding and won the USA Fitness championship in Cheyenne, WY 1998 and Ms. Oregon BB 2002. Certified by ACE and ISSA, she currently trains clients and teaches boot camps out of a studio in Roseville, CA (Sugar F.Y.X.), and facilitates corporate wellness programs with several companies.



## Matt Eller - MPT, ATC, MTC

Matt attended CSU, Chico for his undergraduate degree in Exercise Physiology and attained certification in Athletic Training. With a masters degree in Physical Therapy from University of California San Francisco, he has 15 years of experience in orthopedic physical therapy and sports medicine, is a certified manual therapist and is currently working on a clinical specialty certification in orthopedics. Matt performs and supervises athletic training services, owns Avail, an outpatient physical therapy clinic and sports medicine center in Chico, and has taught sports medicine workshops.



## Laura Gilmore - MS, RD

Laura completed her undergraduate degree in Nutrition and Food Science and her Masters Degree in Nutrition Education. She is an intuitive eating counselor with the Body Within You program at In Motion Fitness specializing in a non-diet approach to weight management. She also offers nutrition counseling for a variety of nutrition related problems including weight management, high cholesterol, Type 2 diabetes, and food allergies. Laura's weight management philosophy developed out of her desire to give up diets once and for all and now she is part of a program that helps men and women feel good about their bodies, eat healthfully, and be in charge of their lives.



## Steve Henderson - PhD

Steve has over 25 years of experience in the strength & conditioning and exercise physiology field with a B.S. in Physical Education and Health Science, M.S. in Exercise Physiology and Sports Medicine and a Doctorate Degree in Exercise Physiology. He is certified by the American College of Sports Medicine as an Exercise Test Technologist, the National Strength and Conditioning Association as a Strength and Conditioning Specialist, and is certified by USA Weightlifting as an Olympic Weightlifting Coach. Steve teaches human physiology, strength and conditioning and nutrition for sport and fitness at CSU, Chico and directs the SportFit sport performance programs at Avail Physical in Chico.



## Kathy Hobbs - MPT

Kathy is a graduate of Western University of Health Sciences, and has been a Physical Therapist for 13 years. She is owner of Pilates In Motion at In Motion Fitness. She is Polestar trained in Pilates for Rehab, and has utilized Pilates to rehabilitate patients for over 6 years with amazing results.



## Pauline Ivens - MS

Pauline has 39 years of knowledge and experience in movement education. She continues to travel nationally and internationally teaching and training water exercise instructors, as well as writing and designing new materials for water exercise education. Pauline has a Masters in Adapted Physical Education, is certified by AEA and ACE, and is a Training Specialist for AEA. She is also a licensed Nia Teacher. Pauline is frequently published in AKWA and OnSite Fitness. In 1997 Pauline was awarded the Aquatic Fitness Professional Global Award for excellence in aquatic fitness leadership and education.



## Deb McCafferty - MS, RD

Deb is a Registered Dietitian and holds a Masters degree in Nutritional Science. She and has taught Sports Nutrition and Medical Nutrition Therapy at CSU, Chico since 1998 and is co-founder of The Body Within You nutrition program. She does group and individual nutrition counseling for athletic performance, intuitive eating (weight management), diabetes, cardiovascular disease, and other nutrition-related topics.



## Alex McLean

Alex has been in the fitness industry for 16 years, Alex McLean is certified through AFAA, ACE and NASM. He is a master trainer and development team member for Batuka. Alex helped to launch Batuka Dance in North America at the 2011 World IDEA Convention in Los Angeles and the 2011 Can Fit Pro Conference in Toronto. Winner of the DCAC Up and Coming Presenter Challenge and a top 5 finalist in the Nike Rockstar Search, he is a master trainer for Total Gym Gravity and a TRX course instructor. As a professional dancer and acrobat, he has worked for Leann Rimes, Nike, Reebok, Disney and the NBA.



## Jeff McMullen

Jeff, with over 20 years experience in the fitness industry, is a nationally certified personal trainer and group exercise instructor affiliated with Bay Club, CRUNCH, EQUINOX, and Sports Club LA, resides in San Francisco, California; has been featured or starred in 17 fitness DVDs; is a master trainer for WaterinMotion, JumpSport Fitness, and TRX GSTC / STC courses; and a Lululemon Ambassador alumni. CERTIFICATIONS: ACE, AEA, ACSM, AFAA, NASM



## Jen O'Neal

Jen is a R.I.P.P.E.D. Master Trainer and has over 20 years of experience as a fitness professional. She teaches several styles of dance, bootcamps, cardio kickboxing, sculpt, and personal training. Jen now travels throughout the United States as an educator for R.I.P.P.E.D.- The One Stop Body Shock and represents the Sacramento, Oregon, Washington, and Alaska regions. Her commitment and passion for fitness and serving others is apparent the moment you meet her and her motto says it all, Learn fitness. "Love fitness. Live fitness."



## Keli Roberts

Keli is the recipient of the 2003 IDEA International Fitness Instructor of the Year award and a spokesperson for the American Council on Exercise. She specializes in strength and stability training, group exercise, personal training and motivation. Keli holds certifications from ACSM HFS, AFAA, Precision Nutrition, ACE Group Fitness and ACE Gold Personal Trainer. Keli is also a BOSU Developmental Team Member, a Master Trainer for the Schwinn Cycling program and a Body Bar, Gliding and Bender Ball Master Trainer. Keli is a 2007 inductee into the National Fitness Hall of Fame. She teaches classes and is a tier-three + personal trainer at Equinox in Pasadena, California and a Gatorade G-Series Fit Sponsored athlete.



## Carol Shankland

Carol lives in southern CA and has been teaching fitness to all ages for 30 years. She started out in health clubs and realized helping people improve their health is what she was meant to do. She obtained a BA in Kinesiology and taught Physical Education in schools, even colleges. Soon corporations with fitness centers became her passion where she leads classes in all types of formats. She has earned many certifications including Yoga Alliance 200 Hour E-RYT. Carol is a Senior Master Trainer for YogaFit and has been with them since 2003.



## Helen Vanderburg

Helen, BKin, AFLCA, ACE, CanFitPro certified, Pilates Mat and Yoga certified, has over 25 years of experience as a health club owner, international health and fitness consultant, is an international fitness and motivational speaker, and owner of Heavens Fitness Club in Calgary. She is the 2005 IDEA Fitness Instructor of the Year, 2006 and 1996 CanFitPro Presenter of the Year, 1996 IDEA Program Director of the Year, 2001 Women of Vision award, and the 2001 Mall Peepre National Fitness Leadership Memorial award. A World Champion synchronized swimmer, Helen developed the Fusion Fitness Training Mind' and Body programs, she is an educational consultant for Schwinn Cycling, Total Gym, BOSU and Lululemon Athletica, and fitness columnist.



## David Weck

David is a visionary in the fitness world and the inventor of BOSU'. His training expertise includes the BOSU' Balance Trainer, the BOSU' Ballast Ball, and the Quick Hands Bola Trainer. He is a life long sports and fitness enthusiast who has been working professionally in fitness for more than 15 years working with a wide array of clients including professional and Olympic athletes, sports teams, special populations, and kids. David is grateful to all of the talented and dedicated fitness professionals who use his products to help others achieve better health, performance, and wellbeing.



## Cheryl Westerman

Cheryl is known as a National Fitness Professional, Group Exercise Instructor, Personal Trainer and motivator in the Industry for over 20 years certified by ACE and AFAA. She owns and operates a Personal Training Studio for Women in Texas. She is the creator of the SCULPTmoves Fitness and TOWELmoves Exercise Programs. She is a Master Trainer for Corepole, Gliding and NATS E Fit Resistance Travel Gym, and a Power Music advisory board member. www.cherylwesterman.com



## Rose Zahnn

Rose is the Founder of Healthy Habits Fitness, Yoga and Pilates Studio in California. A UCLA graduate and a fitness professional for over 20 years, Rose holds a variety of certifications in the fitness and health fields. She is a Master Trainer for Flirty Girl Fitness, Balletone, and Yaapana Yoga/Leann Carey Yoga, as well as the creator of various programs including Four on the Floor for the Core, Dancelicious and the Learn to Be Lean Program.



# B.A.M. Planner 2012



## Friday, February 24, 2012

- GRAVITY Group Strength Series: 8:00am–5:00pm
- Water Fitness Day: 8:15am–5:00pm
- Balletone: Standing Flow Instructor Training: 11:30am–5:30pm
- Bender Barre None: 1:15pm–5:15pm
- Charity Workout: 6:00pm–7:15pm

## Saturday, February 25, 2012

- Session 1: 7:30am–9:00am**
  - Schwinn® Cycling: The Yoga Rx for Cyclists
  - Glute Camp
  - YogaFit Sweat
  - BOSU® Hand & FIST™ Emphasis: Relate to Gait
- Session 2: 9:30 am–11:00am**
  - BOSU® HIIT Extreme
  - Step Remixed
  - Transformational Posture Starting With Your Feet
  - Body Weight Foundations
  - Discover Pilates
- EXPO Break & Lunch (on your own) 11:00am–12:45pm**
- BONUS Session: 11:30am–12:30pm**
  - Lunch & Learn (bring your own lunch)
  - Be Extraordinary

Choose & prioritize your classes by specifying (1, 2, 3, & 4) in each time slot: 1 for your first choice, 2 for your second, 3 for your third, etc. Every effort will be made to assign your first choice (total ACE, AEA & AFAA CEC's are dependent on session selections, CPTA CEU applications available).

- Session 3: 12:45pm–2:15pm**
  - BOSU® Crush It
  - Batuka Dance → 
  - Balletone®: Beyond the Barre!
  - Adventure Running
  - Orbit™ Fitness and Fun
- Session 4: 2:30pm–4:00pm**
  - Multi Directional Ball Training
  - R.I.P.P.E.D. → 
  - YogaBack (tm)
  - A Biomechanical Approach to Exercise Programming
  - TRX® Group Suspension Training Workout
- Session 5 – 4:30pm–6:00pm**
  - BOSU® Strong + Stretched
  - Feet and Function with the Chi Bolster
  - BOSU® Hand & FIST™ Emphasis: Fundamental Objects
  - Sports Nutrition Simplified: Avoiding Nutrition Information Overload

**EXPO Closes 6:30pm**

## Sunday, February 26, 2012

- Session 6: 7:30am–9:00am**
  - Schwinn® Cycling: HIIT It!
  - Yaapana Foundation Class: Doing, Being, Still → 
  - GRAVITYGroup®: Functional Fun Two
  - Weight Management: A Non-Dieting Approach
- Session 7: 9:15am–10:45am**
  - BOSU® Multiplicity
  - Rehabilitative Pilates with the Chi Bolster
  - Cool New Tools and Programming For Bootcamps & Group Ex
  - TRX® RIP™ Training
- Session 8: 11:00am–12:30pm**
  - Core Combo
  - Flirty Girl Fitness FAB Dance Party → 
  - YogaLean
  - BOSU® Hand & FIST™ Emphasis: Enhance "Martial/Medical" Movement
- Also on Sunday...**
  - Schwinn Indoor Cycling Instructor Training 1:00 am – 9:00 pm
  - Flirty Girl Fitness Instructor Training Program – The Flirtification 1:00 pm – 7:00 pm

## Hotel Information



**Best Western Heritage Inn**  
 25 Heritage Ln.  
 Chico, CA 95926  
 (530) 894-8600 / 1-800-528-1230  
 Take Cohasset-Mangrove Exit of Hwy 99  
 \$64 single, \$69 double per night.  
 Must mention In Motion Fitness

Equipment for sale immediately after the conference  
 or call Lori at (530) 895-6245 ext 324 to pre-purchase.  
**Check insert for B.A.M. Certifications!**

Register by February 16<sup>th</sup> and have a chance to win a prize!  
 First 100 receive a goody bag.  
 Early Birds receive Thorlos® Socks.  

## Registration Form

**Participant (please use mailing address):**  
**Please print clearly.**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

**Conference Fee**

Received:	before 2/3/12	after 2/3/12
<b>Saturday Only</b>	<b>\$174</b>	<b>\$204</b>
<b>Saturday &amp; Sunday</b>	<b>\$199</b>	<b>\$229</b>

**Fees:**

<b>Conference Fee</b> (see left)	\$ _____
<b>T-shirt Fee</b> Size _____	\$20 \$ _____
Must order before 2/2/12	
<b>Water Fitness Day</b>	\$109 \$ _____
after 2/3/12	\$119 \$ _____
<b>Schwinn Instructor Training</b>	\$199 \$ _____
after 2/3/12	\$220 \$ _____
<b>Total Fees</b>	\$ _____

**All Registration Fees are non-refundable. Transfer of fees accepted if notification is received by 2/23/12.**

## Method of Payment:

**Check**  
 Make checks payable to In Motion Fitness

**Visa**       **MasterCard**

# \_\_\_\_\_

3 Digit Security Code \_\_\_\_\_

Expiration \_\_\_\_\_

Signature \_\_\_\_\_

## Credit Card Billing Information:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

St \_\_\_\_\_ Zip \_\_\_\_\_

## Waiver of Liability

(Signature is required) I agree to hold harmless In Motion Fitness owners, employees and volunteer staff from any and all liability arising out of this event including, but not limited to injury or damage or loss to my personal property. I understand the risks involved with participation in this event and represent that I am in sound physical condition and have sufficiently trained for this event.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please mail to: In Motion Fitness, Attn: Lori Pine, 1293 E. 1st Ave., Chico, CA 95926 or FAX: (530) 343-5799**  
 For more info call Lori Pine at (530) 895-6245 ext. 324 or e-mail J916GRIF@aol.com