

REGISTER NOW FOR THIS GREAT EVENT • August 22, 2020

CFES "Fitness Today: The New Normal" Live Streaming Conference



About the Conference

CFES is reaching out to help Fitness Instructors and Personal Trainers who can not attend any physical workshops or conferences by offering an exciting live streaming conference with a difference. This won't be zoom fatigue, we're hosting a Webinarjam to get your mind and body back!

Register here for the upcoming CFES "Fitness Today: The New Normal" live streaming conference August 22, 2020 – a great way to fulfill your career development continued education credits (CECs) and learn from some of the best current fitness presenters today; network and share your experiences; and feel a sense of being part of the fitness community. Please let others know about this great event!

- ✓ **CEC Credits** EARN a total eight (8) career development continued education credits (CECs) after completing the conference evaluations in this one day event.
- ✓ **Network** with other fitness instructors and personal trainers via live chat, messaging and meet in the breakout room to connect with other attendees.
- ✓ **Opening workout session** prior to the keynote and virtual exhibit hall Enjoy the opening workout session and stretch breaks, a breakout room and a virtual trade show exhibit hall to explore

REGISTER: To register click the dark blue button on the right hand side of the light blue bar below or copy this link:
<https://event.webinarjam.com/register/19/r4yk3fg>

Registration Fees:

Single Attendee: \$125.00 ea.*

Group Rates:

Group of three (3) registering together: \$337.50* = \$112.50 ea.*

Group of five (5) registering together: \$531.25* = \$106.25 ea.*

* plus GST

For more info visit our web site, email or give us a call.

We look forward to seeing you on the day!

Website: www.canadianfitness.net • Email: cfes@telus.net • Toll free 1.877.494.5355



Keynote 9:00 am - 9:45 am
Active by nature: an opportunity to move forward with physical activity engagement in a global pandemic

• **Dr. Iris Lesser, PhD**



10:00 am - 11:15 am
Retaining the back-pained client

• **Dr. Stuart McGill, PhD**



11:30 am - 12:45 pm
Putting your personal trainer business online

• **Alex Cartmill, B.Sc., A.S.**



1:15 pm - 2:30 pm
Re-introducing your active aging adult population to functional fitness

• **Dr. Cody Sipe, PhD**



2:45 pm - 4:00 pm
A whole new world ...

• **Shannon Fable, B.A.**



Canadian Fitness
Education Services



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CFES "Fitness Today: The New Normal" Live Streaming Conference

August 22, 2020 • 8:30 a.m. - 4:30 p.m. PDT

Conference Agenda

Opening & Group Fitness Workout 8:30 am - 9:00 am

Join us for a short 14-minute workout to get your body moving and heart rate up prior to enjoying this great on line event!



Keynote 9:00 am - 9:45 am
Active by nature: an opportunity to move forward with physical activity engagement in a global pandemic
• **Dr. Iris Lesser, PhD**

Physical inactivity and its associated health risks was one of the biggest health challenges we were facing ... and then COVID hit. What do we know about the impact of the global pandemic on physical activity and well-being of Canadians? How can we be innovative in moving forward to encourage physical activity among those who need it most for their mental and physical well-being?

Join me to learn about results of our recent research and the opportunities we have as we look to the future, through and past COVID-19.

Dr. Iris Lesser is an Assistant Professor at the University of the Fraser Valley and a Certified Exercise Physiologist. She enjoys participating in physical activity in her local natural surroundings in Chilliwack, BC with her daughter and husband. Professionally, Iris is interested in innovative strategies using social support and outdoor physical activity to increase physical activity in the clinical population.

9:45 am - 10:00 am – Stretch Break • Virtual Exhibit Hall



10:00 am - 11:15 am
Retaining the back-pained client
• **Dr. Stuart McGill, PhD**

Retaining the back-pained client requires an assessment to understand the mechanism of their pain. Pain is almost always influenced by specific motions, postures and loads. The results of the assessment guide a movement approach to reduce the pain triggers and allow pain desensitization. Then the program changes to rebuild the essential foundation for the client to meet the demands of their lives with improved resilience and performance.

Stuart McGill is Professor Emeritus (after 32 years at the University of Waterloo, Canada) who authored over 245 scientific journal papers, 4 books, and mentored over 40 graduate students during this scientific journey. Investigations in the laboratory, training centre and research clinic probed back injury and pain mechanisms, rehabilitation approaches, and performance training. As a consultant, he has provided expertise on low back injury to various government agencies, many corporations and legal firms and hundreds of professional/international athletes and teams worldwide. He is regularly referred special patient cases from the international medical community for opinion.

Backfitpro Inc. provides evidence-based information and quality products that help to prevent and rehabilitate back pain. All back pain has a cause. Professor McGill dedicated 32 years to investigating how the spine works, the mechanisms of pain, and proven ways to eliminate pain and restore pain-free activity.



11:15 am - 11:30 am – Stretch Break • Virtual Exhibit Hall



11:30 am - 12:45 pm
Putting your personal trainer business online
• **Alex Cartmill, B.Sc., A.S.**

This session will further your understanding of working with clients remotely. It will help you understand what on-line coaching really is (and isn't) and the inherent advantages and disadvantages it holds, how to determine if it's right for you and your clients, and what steps you can take now to implement a digital component to your services. Aquafit, land fitness, small group and boot camp instructors can also gain

valuable insights on on-line training.

Alex Cartmill is the Head Coach of the Online Trainer Academy (OTA), the world's most comprehensive certification program for personal trainers and other health professionals who want to work with clients on-line. He's also the co-author of the Wealthy Fit Pro's Guide to Online Training along with Online Trainer Academy and Personal Trainer Development Centre (PTDC) founder Jonathan Goodman. When he's not coaching his students or managing his team of OTA mentors, you can find Alex in the gym or hiking with his rescue mutt, Charlie.



12:45 pm - 1:15 pm – Lunch Break • Virtual Exhibit Hall



1:15 pm - 2:30 pm
Re-introducing your active aging adult population to functional fitness
• **Dr. Cody Sipe, PhD**

One of the topics of interest to both new and more experienced fitness instructors and PTs is how to re-introduce and progressively advance their active aging and “at risk” participants into their exercise routines while ensuring re-entry is advanced safely to avoid injury and pain and at the same time build their confidence again.

Where do you start? What should you avoid? What red flags should you look for? Should you reassess them? In this session we will demystify the “return to activity” process for older individuals and layout a sensible plan so that your protocols are both safe and effective for clients with varying abilities and conditions. We will also address some potential areas of concern to be mindful of and to monitor over the first few weeks. Because of Cody’s experience working with active aging adults and great teaching style, this is a great workshop for everyone.

Dr. Cody Sipe, PhD, Associate Professor and Director of Clinical Research at Harding University; Co-Founder, Vice President at Functional Aging Institute. Cody is a recognized authority on training older adults with over 20 years of industry experience as an exercise specialist, trainer, gym owner and professor. He is the co-founder of the Functional Aging Institute and the Functional Aging Specialist certification. Dr. Sipe currently services as an Associate Professor and Director of Clinical Research in a Doctoral Physical Therapy program.



2:30 pm - 2:45 pm – Online Stretch Break



With the fitness world in a bit of limbo, we are all being challenged to re-imagine what the fitness industry looks like as we begin turning up the lights post-COVID. While some clubs remain closed, others are opening. And, even those that are opening are doing so in drastically different ways from coast to coast. How can we best embrace the changes we are all facing and remain positive during this uncertain time? In our time together, we will discuss the lessons learned from the big pause we’ve collectively experienced, as well as identify opportunities that are presenting themselves for us to get even more people moving!

Shannon Fable: 2013 IDEA and 2006 ACE Instructor of the Year, has spent more than two decades helping impressive brands such as Anytime Fitness, Schwinn®, Power Systems, ACE, Silver Sneakers, FIT4MOM and BOSU® as a fitness business and programming consultant. An experienced educator, freelance writer, and certified Book Yourself Solid® Business Coach, she helps fitness entrepreneurs navigate the industry and make more money. Shannon is a member of the American Council on Exercise’s (ACE) Board of Directors, served as Chair of the Board, Chair of the Industry Advisory Panel and member of the Compensation Committee and is the co-founder of GroupEx PRO®, a cloud-based group fitness management tool.



4:00 pm - 4:30 pm – Round Up Closing Session

Whether you’re building a small at-home gym, outfitting a state-of-the-art fitness center or enhancing your quality of life with wellness products, Matrix provides solutions for every fitness level, budget and lifestyle. Matrix is the CFES “Fitness Today: The New Normal” conference equipment sponsor. Thank you Matrix



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