



FitLife Summer Conference & Trade Show
 July 16-18, 2017
 Riverhouse Hotel/Conference Center

Legend: (G) Cascade GHI, (D) Cascade D, (E) Cascade E, (F) Cascade F, (EH) Exhibit Hall

SUNDAY

11-12:45pm: Registration Open (Lobby)

1:00pm: (G) **Welcome— Neal Simpson, Executive Director, Fitlife**

1:30-3pm: (G) **Mark Matteson, “Managing the Rapids of Change.”**

3:15– 4:30pm: **Concurrent Sessions**
 (F) **Mark Matteson, “Freedom from Fear”**

(E) **Sal Pellegrino, Precor**

(D) **Marisa Hoff, Stevenson Fitness, “Engage and retain through great Group X Programs.”**

4:30-5:30pm: Hotel check in

5:30-7:30pm: (EH) Opening Tradeshow
Sponsored by ASF Payment Solutions

7:30 Dinner with your staff on your own!

9:00pm: Currents Bar @ Riverhouse—
 Network with your friends!

Thank you to our reception sponsors:



MONDAY

7:30-8:45 am: Breakfast Buffet- (G)

8:45am: (G) **Announcements**

9-10:30am (G) **Bill McBride, “People— Performance” Sponsored by Petra-1**

10:45-12:00: **Concurrent Sessions**
 (F) **Bill McBride, Exit strategies**

(E) **Sales Roundtable:** “New sales strategies for your club.” *Interactive session, *See session summary for details.

(D) **NEW Circuit Breakout session in Trade Show: Pre sign up required!**

12:00-2:00pm: (EH) **Trade show—**
 Box lunches will be served at trade show.
Hosted by Walter E. Nelson

2:15-3:15pm: **Concurrent sessions**
 (F) **IHRSA Panel:** Jim Zupancic, Greg Dearholt, Josh Leve, others

(E) **Carl Schmits,** President, National Pickleball Association. **“Pickleball— a new wave for Boomers.”**

(D) **Diana Risley,** Cascade Athletic Club,

3:30-4:30pm: **Concurrent Sessions**
 (F) **Programming Roundtable,** “Use programming to expand and sell your club.” Interactive session, *See session summary for details.

(E) **Josh Leve,**

(D) **Jarod Cogswell,** President, Enterprise Athlete; **“Building a STRONG Personal Training business.”**

5:00-7:00pm: Trade show/reception
Sponsored by Walter E. Nelson

7:15pm: Dinner Blowout party!
 8:30pm: Networking in Currents Bar

TUESDAY

7:30-8:30am Breakfast (G)

8:30 am: **Announcements**

8:40-10:00am: (G) **Chris Stevenson, Stevenson Fitness, “It’s all about the EXPERIENCE”.**

10:15-11:45am: (G) **Dr. Steven Aldana, “Why wellness should be part of the Club business strategy”**

12:00-12:45pm: (G)
Lunch / Fitlife Business Meeting
 (Fitlife Club Network members only)

Please Drive Home Safely!
Thank you to our Major Sponsors!

