

NASM Optima Academy / Fit Expo Weekend

LIVE EVENT SCHEDULE

AUGUST 4 - 6, 2023



The NASM Optima Academy / Fit Expo event weekend ticket bundle is \$169

Pre-register early to cash in on deep discounts

For more details, go to: [OPTIMA FitPro Event](#)

REGISTER NOW by going to: [OPTIMA / Fit Expo Registration Link](#)

FRIDAY, AUGUST 4TH: FIT PRO DAY 1

Pre Conference Education Powered by NASM Optima Academy

| CEUs | Session Time | Session Title | Session Description | Presenter |
|-----------------------------|-----------------|--|--|------------------------|
| 0.2 NASM CEUs / 2 AFAA CEUs | 8:00AM-9:45AM | Movement Preparation: The Workout Before the Workout (Workshop) | Not all bodies are the same. Not all workouts are the same. But when you look around, most people treat the warmups the same. This workshop reviews the best ways to prepare the body for any workout using the Optimum Performance Training (OPT) Model. You'll walk away with tools to properly execute form and techniques for optimizing range of motion, preparatory movement patterns for activation, and power with progressions from the novice exerciser to the seasoned athlete. | Ken Miller, MS |
| 0.2 NASM CEUs / 2 AFAA CEUs | 10:00AM-11:45AM | Core: Let's Get to the Center of It (Workshop) | From elite athletes to the general population, much attention is given to the core and core training, but what's the best way to approach this type of training for your clients? What methods add a progressive challenge while focusing on stability, strength, and power? This interactive workshop will explore factors that contribute to optimal core activation, review important core exercises from simple to complex, and will provide you with a chance to perform these exercises so you can implement them with your clients to help them build a stable and strong foundation. | Wendy Batts, MS |
| 0.2 NASM CEUs / 2 AFAA CEUs | 1:00PM-2:45PM | The Role of Nutrition in Fitness – Beyond Body Composition (Lecture) | An overview of micronutrients and metabolism, typical intakes, and the consequences of nutrient insufficiencies on health and longevity. | Kat Barefield, MS, RDN |
| 0.2 NASM CEUs / 2 AFAA CEUs | 3:00PM-4:45PM | Stretch Your Muscles and Your Mind (Workshop) | This session will take participants through static, active, and dynamic stretches. It's also a great way to learn anatomy! Learn what the muscles do concentrically and then how to stretch them in the right direction. | Rick Richey, DHSc |

SATURDAY, AUGUST 5TH: FIT PRO DAY 2

Education Sessions Powered by NASM Optima Academy

| Category | Session Time | Session Title | Session Description | Presenter |
|-----------------------------|-----------------|--|--|-----------------------------------|
| 0.2 NASM CEUs / 2 AFAA CEUs | 8:30AM-10:30AM | Creative Conditioning for The Anti-Cardio Client | Is traditional cardio not cutting it for your clients? This session is guaranteed to be a hit when working with your clients. When it comes to cardio, typically most attention is given to individual exercises or activities, but we're going to take it a step further by integrating cardiorespiratory conditioning into client training programs. In this interactive workshop, we will focus on the importance of cardio, review concepts of proper muscle activation with increased speeds of movement, and practice techniques you can implement to help your clients reach their goals. | Wendy Batts, MS |
| 0.1 NASM CEUs / 1 AFAA CEUs | 11:45AM-12:30PM | Career in Fitness: What Does it Take to be Successful? | During this interactive discussion led by four fitness industry experts, attendees will have the opportunity to ask career-related questions. Whether you're looking to start your own business, train athletes, become a virtual coach or work at a health club, this session is sure to inform and inspire. All Fit Expo attendees are free to join and encouraged to come with questions. | Hosted by NASM's Panel of Experts |
| 0.1 NASM CEUs / 1 AFAA CEUs | 1:30PM-2:15PM | Fuel Your Fat Loss | Is your goal to get lean? Then join NASM and dotFIT nutrition expert Kat Barefield (MS, RDN, CPT) for an educational session focused on optimizing fat loss. You'll learn practical strategies, including the ideal weekly rate of fat loss, diet breaks, protein targets, meal replacements, and more. She'll be available to answer your fat loss, nutrition, and supplement-related questions at the end of the session. | Kat Barefield, MS; RDN |
| 0.1 NASM CEUs / 1 AFAA CEUs | 4:00PM-5:00PM | Glutes: Bottom Line, They're Important | Glute work is in high demand today! The glute muscles are important in performance, pain management, stability, and aesthetics. This group training and education session will discuss how the glutes function and showcase some of the best exercises for the posterior. Exercises will challenge the hips in isolation, stabilization, and integration into larger movement patterns. | Rick Richey, DHSc |

SATURDAY, AUGUST 5TH: FIT PRO DAY 2 CONTINUED
Group Training Zone (GTZ) BONUS Education Sessions for All FitExpo Attendees

Optima Academy Registrants are welcome to substitute or add in any of the below sessions

*GTZ Schedule subject to change. For latest updates, go to: [Group Training Zone Sessions](#)

*Sessions run consecutively at the Group Training Zone Stage

| Time | Workouts & Contests | Session Description | Presenter |
|--|--|---|---|
| 8:30AM PRE SHOW FIT PROS | NASM Optima Academy “Fit Pro Day Kick Off” | In this interactive workshop, we will focus on the importance of cardio, review concepts of proper muscle activation with increased speeds of movement, and practice techniques you can implement to help your clients reach their goals. | Wendy Batts |
| 11:00AM | Warrior Rhythm | Enjoy a fitness-focused workout with yoga undertones! Warrior Rhythm increases strength, flexibility, and balance through movement and musical motivation. | Lauren Hastings & Mariah LaMattina |
| 11:30AM | Tae Bo Nation | Come workout with Tae Bo Creator, Billy Blanks, and experience the workout system that incorporates martial arts techniques, such as kicks and punches, plus mindful intention. | Billy Blanks |
| 12:30PM | Zumba® Dance Party | Zumba® is a fitness program that involves cardio and Latin-inspired dance. It was founded by Colombian dancer and choreographer Beto Perez in 2001, and by 2012, it became known as the largest international-branded fitness program in the world. | Eliza Stone |
| 1:00PM | Booty Blast featuring Squat Wedgiez | Discover the benefits of elevating your heels with Squat Wedgiez. Join Trainer Erik Rokisky for a booty, arms & abs workout. Using this tool you will discover a deeper squat that will target the thighs and glutes more compared to a partial range of motion squat. | Erik Rokisky |
| 1:30PM | ETT Push Up Challenge <i>In Memoriam for Eric The Trainer</i> | Eric Fleishman (AKA Eric The Trainer) was known for his push up contests and the prize is always \$100. Join ETT’s Trainers for a \$100 push-up contest. Come “flex” your muscles as we remember TheFitExpo Emcee and Man of Muscle. Rest In Peace, Eric Fleishman. | Featuring Chef Rush |
| 2:00PM | Vibe Fitness | Vibe Fitness is for everybody and every BODY. Join Active 7 Fitness and founder Tracy Lopez for dance and move with freedom of expression. Good VIBES and sweat ahead! | Tracy Lopez |
| 2:30PM | Bounce | During this FULL BODY workout, we focus on core conditioning, strength, and resistance, as well as cardio. All of this is done on a 48” wide rebounder (trampoline) to the beat of some banging tunes! | Shawn Harris Rhasaan Sherrill Harris Martin |
| 3:15PM | Celebrity Trainer Collab | Enjoy a bootcamp hosted by Corey Calliet and led by the celebrity trainers and influencers you are following (or should be): Melody Kandil, Simon Carter, Melina Vlahos, Dance Fever 3D, Haringer Singh, & Chris Shelton. This 45-minute “tag team” workout will offer you a total body workout and a sneak peek at how these trainers get their clients in shape. Bonus: Group photo at the end! | Hosted by Corey Calliet |
| 4:00PM | NASM Optima Academy: Glutes, Bottom Line | Glute work is in high demand today! The glute muscles are important in performance, pain management, stability, and aesthetics. This group training and education session will discuss how the glutes function and showcase some of the best exercises for the posterior. Exercises will challenge the hips in isolation, stabilization, and integration into larger movement patterns. | Rick Richey |

SUNDAY, AUGUST 6TH: FIT PRO DAY 3 -- EXPO HALL FREE DAY
Group Training Zone (GTZ) BONUS Education Sessions for All FitExpo Attendees

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*Sessions run consecutively at the Group Training Zone Stage

| Time | Workouts & Contests | Session Description | Presenter |
|---------|-------------------------------------|---|---|
| 8:30AM | Zumba® Zin | We take the "work" out of workout, by mixing low-intensity and high-intensity moves for an interval-style, calorie-burning dance fitness party. Once the Latin and World rhythms take over, you'll see why Zumba® Fitness classes are often called exercise in disguise. Super effective? Check. Super fun? Check and check. | Jam Session |
| 11:00AM | Rope Flow | Slushropes AKA "Slurps" are top shelf flow ropes. They are loud, intentional, and unapologetic – so much so that they are guaranteed for life. The workout that goes with this unique fitness tool includes fun waves of movement and an exhausting range of motion to activate the chest, shoulders, upper back, wrist and core. And music: ya, there will be tunes bumping! | Beyah Del Mundo |
| 11:30AM | Tae Bo Nation | Come workout with Tae Bo Creator, Billy Blanks, and experience the workout system that incorporates martial arts techniques, such as kicks and punches, plus mindful intention. | Billy Blanks |
| 12:30PM | STRONG Nation® | STRONG Nation® combines body weight, muscle conditioning, cardio and plyometric training moves synced to original music that has been specifically designed to match every single move. Every squat, every lunge, every burpee is driven by the music, helping you make it to that last rep, and maybe even five more. | Lucy Barreto |
| 1:00PM | Booty Blast featuring Squat Wedgiez | Discover the benefits of elevating your heels with Squat Wedgiez. Join Trainer Erik Rokisky for a booty, arms & abs workout. Using this tool you will discover a deeper squat that will target the thighs and glutes more compared to a partial range of motion squat. | Erik Rokisky |
| 2:00PM | Vibe Fitness | Vibe Fitness is for everybody and every BODY. Join Active 7 Fitness and founder Tracy Lopez for dance and move with freedom of expression. Good VIBES and sweat ahead! | Tracy Lopez |
| 2:30PM | Bounce | During this FULL BODY workout, we focus on core conditioning, strength, and resistance, as well as cardio. All of this is done on a 48" wide rebounder (trampoline) to the beat of some banging tunes! | Shawn Harris Rhasaan Sherrill Harris Martin |
| 3:15PM | 3-2-1 Fit | The 321 fitness program was originally designed for on-location movie shoots where time and equipment are limited. | Ramona Braganza & Milo Levell |
| 4:00PM | WOW The Crowd | Gladiators of Dance Contest! Join OC favorite Milo Level to crown someone "the Gladiator of Dance"! Come watch the fun unfold and be a part of the contest. Cash prizes and giveaways. | Hosted by Milo Level |



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Anaheim Convention Center

PRECON- Fri, August 4th

FIT PRO DAY- Sat, August 5th

EXPO HALL- Sun, August 6th



Three Day Education Event
Featuring:
Rick Richey, Wendy Batts, Ken Miller, & Kat Barefield

*Event Pricing Discounts & Deadlines:

NOW
\$129*

*\$40 off \$169 before 6/1/23

\$30 off \$169 before 7/1/23

\$20 off \$169 before 7/15/23

Up to 1.4 ceus

The NASM Optima Academy / Fit Expo Three-Day Event

Education, Workouts & A Giant Expo Hall

TheFitExpo has partnered with **NASM and AFAA** to offer Fit Pros a premier continuing education event for Personal Trainers and Group Fitness Instructors. The Anaheim Convention Center will be the host site for a **Friday Pre-Con**, a packed line up of **Saturday Workouts, Seminars & Cooking Demos**, and a return wristband for the **Sunday Expo Hall**. Fit Pros can earn up to 1.4 CEUs throughout the weekend as well to learn what's new in health, sports & fitness. The event weekend ticket bundle is \$169 but can be purchased as low as **\$129**. Pre-register early to cash in on deep discounts (see below discounts & deadlines).

Registration Includes:

8/4 Pre Con: 0.8 NASM/AFAA CEUs

8/5 Fit Pro Workouts & Seminars: TheFitExpo 0.6 CEUs

8/6 Expo Hall Wristband: TheFitExpo

Event Pricing Discounts & Deadlines:

\$50 off \$169 when you register before 5/15/23

\$40 off \$169 when you register before 6/1/23

\$30 off \$169 when you register before 7/1/23

\$20 off \$169 when you register before 7/15/23

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