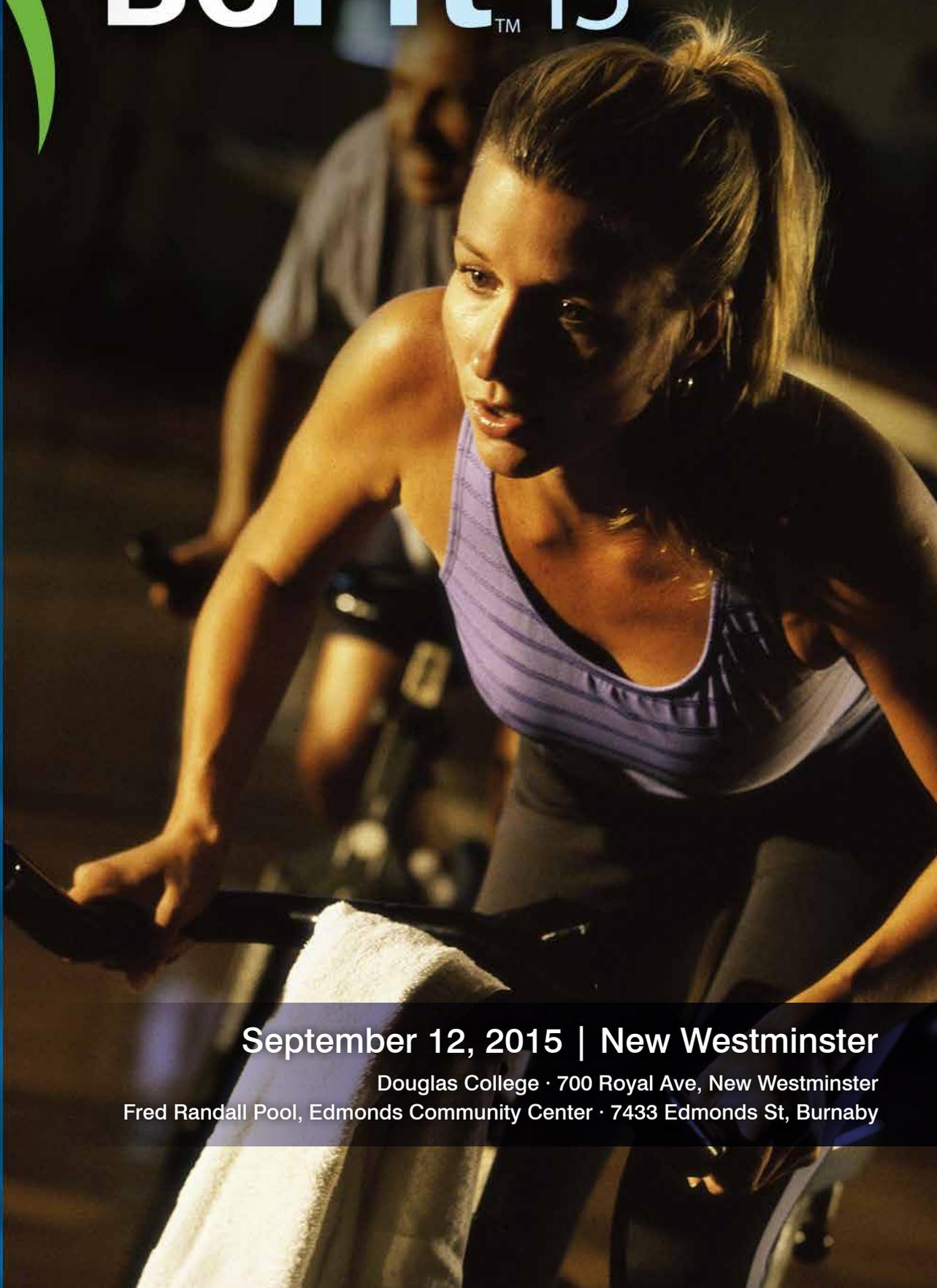




# BCFit™ '15



[bcrpa.bc.ca](http://bcrpa.bc.ca)



**September 12, 2015 | New Westminster**

Douglas College · 700 Royal Ave, New Westminster  
Fred Randall Pool, Edmonds Community Center · 7433 Edmonds St, Burnaby

 #bcfit15



SESSION STREAMS LEGEND	
<span style="color: cyan;">■</span>	Aquatic
<span style="color: orange;">■</span>	Cycling
<span style="color: green;">■</span>	Professional/Business Development
<span style="color: blue;">■</span>	Personal Training
<span style="color: magenta;">■</span>	Group Fitness
<span style="color: purple;">■</span>	Mind Body
<span style="color: darkgreen;">■</span>	Older Adult

SATURDAY **September 12** — DOUGLAS COLLEGE | 700 ROYAL AVE, NEW WESTMINSTER

Time	Lecture	Lecture	Indoor Cycling	Gym	Aerobics Room	MindBody / Workshop
6:45 – 8 am	Registration					
8 – 9:30 am	A1: Hard Core Corrective Exercise Strategies for Fitness Professionals Andrew Heming <span style="color: blue;">■</span>	B1: Take Care of You and Your Business will Thrive Brenda Adams <span style="color: green;">■</span>	C1: The Mindful Ride Andrea Perrino <span style="color: orange;">■</span>	D1: Are you "Fit"? Chad Benson <span style="color: blue;">■</span>	E1: Mindfully Crafting Step Ira McNamara <span style="color: magenta;">■</span>	F1: Earthquake-Proof Your Spine Andre Potvin <span style="color: blue;">■</span>
9:30 – 9:45 am	Break and Market Place					
9:45 – 10:30 am	Keynote – Energized for Excellence Presented by Michelle Cederberg					
10:30 – 10:45 am	Break and Market Place					
10:45 am – 12:15 pm	A2: 17 Social Media Tips for Fitness Marketing Success Amanda Vogel <span style="color: green;">■</span>	B2: Positive Thinking about Negative Training for Seniors Melanie Galloway <span style="color: blue;">■</span>	C2: Event Prep Ingrid Knight-Cohee <span style="color: orange;">■</span>	D2: High Intensity "Simple" Circuit Michelle Cederberg <span style="color: magenta;">■</span>	E2: Wake It Up, Work It Up, Fire it Up Kim Bond <span style="color: blue;">■</span>	F2: Complete "Fit"ness Chad Benson <span style="color: blue;">■</span>
12:15 – 1:15 pm	Lunch and Market Place					
1:15 – 2 pm	Award Ceremony					
2 – 3:30 pm	A3: Fitness Marketing Mastery in 7 Steps Dai Manuel <span style="color: green;">■</span>	B3: Panel Discussion BCRPA Group Fitness Module <span style="color: green;">■</span> <span style="color: magenta;">■</span>	C3: Cycle Dance Party Daniela Tempesta <span style="color: orange;">■</span>	D3: Can you Keep Up: Training for Speed and Agility Michelle/Jonathan Carpenter <span style="color: magenta;">■</span> <span style="color: blue;">■</span>	E3: iSweat Intervals Amanda Vogel <span style="color: magenta;">■</span>	F3: FitFlow Yoga Core Connection Tina Grant <span style="color: purple;">■</span>
3:30 – 3:45 pm	Break and Market Place					
3:45 – 5:15 pm	A4: Physical Literacy: A Holistic Movement-Based Philosophy to Training Brian Justin <span style="color: blue;">■</span>	B4: Put the Brakes on Aging with HIIT Dr. Bill Luke <span style="color: green;">■</span> <span style="color: blue;">■</span>	C4: Music Mapping and Mastery of Amped up Cycle Michelle Cederberg <span style="color: orange;">■</span>	D4: Having a HIIT of a Good Time Debbie Jensen <span style="color: magenta;">■</span>	E4: DANCEPL3Y Dance and Play your way through the Decades Melanie Guertin <span style="color: magenta;">■</span>	F4: Meditation, Movement and Mindfulness Christa Norgren <span style="color: purple;">■</span>
5:15 – 6 pm	Market Place Blowout Sale					

SATURDAY **September 12** — FRED RANDALL POOL at EDMONDS COMMUNITY CENTER  
7433 EDMONDS ST, BURNABY

Time	Session
7:30–8:50 am	AQ1: Fall Reduction Training in Water Melanie Galloway <span style="color: cyan;">■</span>
9 – 10:30 am	AQ2: Terrific Transitions Leah Esplen <span style="color: cyan;">■</span>



## INDOOR CYCLING STREAM

### C1: The Mindful Ride

Andrea Perrino | 8 — 9:30 am

Take your riders beyond intervals, count downs and number based results. Be prepared to manage wait lists for your classes if you venture on this road! Based on sport psychological principles, this unique style of class will teach the methods and principles of theme structuring – from class type/titling, music choice and instructional style. This deeper mental journey will motivate and cultivate the newest cycling participant or the professional cyclist...in the same class. Are you ready to open your mind?

### C2: Event Prep

Ingrid Knight-Cohee | 10:45 am — 12:15 pm

Several demographic and social trends have made for an all-time high in cycling event opportunities and participation. Whether you're joining the trend or training clients who are, this session will cover the ins and outs of preparing for both short and long distance cycling events. Learn why these events are appealing, how they can positively impact your business, and how to train to compete safely and successfully. Walk away with tools for creating your own event prep classes with drills and cues for tackling long hills, and improving overall speed, power, and endurance.

### C3: Cycle Dance Party

Daniela Tempesta | 2 — 3:30 pm

Glow sticks, high-energy music and indoor cycling combine for a non-stop party on the bike that will have you sweating, singing, and pedaling to the beat of the music. Learn how to engage your participants in a party-like atmosphere that demonstrates how a little fun can go a long way. By creating positive experiences for our participants, we can make a workout less about the exercise, and more about having a great time. Even though there will be no pushups in this workout, there will be pure riding with an emphasis on power, form, and energy. Bring a dance groove attitude and a towel because you're going to need it! Are you ready for a cycle dance party?

### C4: Music Mapping & Mastery for Amped up Cycle

Michelle Cederberg\* | 3:45 — 5:15 pm

Great music is the driving force behind motivating cycle classes, but it's not just about playing the song and riding along. It's about choosing and using great music to create an energizing cycle experience. The key is not to pick songs for each drill but to pick the drill based on the song. Speed drills, seated and standing climbs, transitions into and out of the saddle — it's all in the music. Find mastery with music mapping, and what you get is an amped up cycle experience!

\*Feature Presenter/Keynote

## PROFESSIONAL DEVELOPMENT

### A2: 17 Social Media Tips for Fitness Marketing Success

Amanda Vogel | 10:45 am – 12:15 pm

Social media can be fun, but it's also a necessary tool for promoting your fitness brand, facility, services and/or classes and building a loyal community of followers and clients.

Join Amanda – the social media “voice” behind multiple fitness brands – and discover 17 simple (but under-used) tips and tricks for instantly making your social media marketing quicker, easier and more profitable on Facebook, Twitter, Instagram and more.

### A3: Fitness Marketing Mastery in 7 Steps

Dai Manuel | 2 – 3:30 pm

Health professionals are great at what they do, but not necessarily great at “sharing” what they do or “why” they do it. SO, what is one to do? Implement a marketing strategy aligned with your passion, purpose and WHY by...

1. Blogging
2. Building on and offline communities
3. Public Speaking & Events
4. Using a 7-step Social Media Strategy of awesomeness
5. Being the “go to” authority in your niche
6. Living your “WHY”

### B1: Take Care of You and Your Business will Thrive

Brenda Adams | 8 – 9:30 am

How you show up in life directly impacts your clients and your business. If you are not at 100% not only will your clients not be getting your best, you will have a hard time attracting new clients. Your strongest asset as a Personal Trainer is YOU. People aren't buying your program, they are buying the experience they have when they are training with you. In this session you will learn simple and effective strategies to help make sure you take care of you.

### B3: Panel Discussion — BCRPA Group Fitness Module

Panel | 2 — 3:30 pm

The BCRPA is committed to maintaining standards and meeting industry demands — a committee has been created to address the emerging need to review the group fitness module. In this panel discussion, the committee will present a proposal and recommendations for the group fitness module. This will affect hiring practices and employability. Please join us in this discussion and provide feedback.



### **Amanda Vogel** | Vancouver, BC

Amanda Vogel, MA human kinetics, BCRPA TFL, owns ActiveVoice.ca, a writing, editing and consulting service for the fitness industry. She's a Hootsuite ambassador and social media consultant for fitness brands and public figures. Amanda writes for IDEA Fitness Journal, Best Health, Reader's Digest and her blog Fitness Test Drive.

### **André Noël Potvin** | Vancouver, BC

André Noël Potvin is an internationally accredited author, fitness educator and clinical exercise specialist with 29 years of leadership and clinical experience. André holds a master of science in human kinetics from the University of British Columbia, where he served for 4 years on the teaching faculty. André is also founding president and owner of INFOFIT Educators School for Fitness Professionals.

### **Andrea Perrino** | Salt Spring Island, BC

Andrea complements her PhD in psychology and professor position at the University of British Columbia with over 25 enthusiastic years of experience in the fitness field as personal trainer, and fitness leader. She is also the owner of Go to Health Fitness Studio Inc, located in North Vancouver. In each of her roles she attempts to foster the connection between mind and body in the journey to optimal health. She "practices what she preaches" as a sponsored athlete taking on triathlons and cycling events locally and internationally.

### **Andrew Heming** | Langley, BC

Andrew currently works as the head strength and conditioning coach and an assistant professor for Trinity Western University. In addition he does personal training in person and online. Andrew has taught BCRPA courses and workshops for the past 15 years.

### **Dr. Bill Luke** | Abbotsford, BC

Dr. Luke has been involved in the health and fitness field for 25+ years as a participant, fitness leader, workshop presenter and exercise science professor. He has developed and delivered in-class and on-line courses to assist in the ongoing development of fitness professionals who are passionate about enhancing the health and function of all ages.

### **Brenda Adams** | Mission, BC

Brenda Adams (M.Ed., B.Sc., CPCC, BCRPA 2014 Educator of the Year) is a trainer of fitness leaders, kinesiologist, best-selling author and life coach. Her skills, and over 19 years of experience, have allowed her to assist thousands of individuals in the fitness industry create lives and careers that they love. Her incredible ability to inspire others is arguably one of her strongest attributes.

### **Brian Justin** | Abbotsford, BC

Brian is currently a kinesiology instructor at the University of the Fraser Valley in Abbotsford. He earned his masters and bachelor degrees from the University of British Columbia. Brian's areas of concentration are exercise physiology, strength and conditioning, injury management, and exercise testing and prescription. He is a certified exercise physiologist (CEP) through CSEP. Additionally Brian is an NSCA Certified Strength and Conditioning Specialist, CSEP- Certified Personal Trainer, CHEK Level 1 Practitioner (Corrective Holistic Exercise Kinesiologist), CHEK Holistic Lifestyle Coach Level 2, Functional Movement Screen Level 1 specialist, and NASM Performance Enhancement and Corrective Exercise Specialist. Brian is passionate about spreading the word on the benefits of physical activity for health, performance, and injury prevention.

### **Chad Benson** | Vancouver, BC

MSc, BSc, BPE, CSCS, CanFitPro PTS: Educated at the University of Victoria and Memorial University of NL, Chad is the director of fitness education for SNSC & the British Columbia Personal Trainers Institute (BCPTI). Past training experiences include sub-contracted & consultant strength & conditioning roles with Canada Basketball, the Vancouver Canucks, the Canadian Sport Center, B2Ten, the BC Lions, Twist Conditioning and the Vancouver Ravens. Chad is a Trigger Point & Bulgarian Bag Master Trainer. Benson also has expertise in kettlebell, FRC®, myofascial release, muscle activation, functional movement assessment & sport rehabilitation. Chad was recently named the 2013 Educator of the Year for the BCRPA, is a member of the CanFitPro advisory board & developed the 'nashFIT' educational system. In his spare time Coach Benson enjoys the odd newfie joke, all things fitness, exploring scientific journals, red wine, recreational hockey, tennis, and warm weather destinations.

### **Christa Norgren** | Vancouver, BC

My name is Christa Norgren. I have been in the fitness industry since 2004 when I began with many volunteer hours work with the YMCA in Surrey, BC. I am a BCRPA registered group fitness instructor, yoga instructor and personal trainer with specialized training in athlete's performance, functional movement screening and my passion, yoga. I am a Yoga Alliance 200hr RYT through YogaFit Canada. I have a passion for yoga and athletes for which I am writing material for a book and an athletes yoga training. I also have a passions for restorative and healing practices and am an ambassador for the Warriors program where we run trauma sensitive classes. I continue my studies to obtain my 500 hr with YogaFit Canada, a company I am very proud to be a MasterTrainer for.

### **Dai Manuel** | Vancouver, BC

Dai Manuel is a dad, husband, FitnessTown COO, professional blogger, brand strategist, motivational speaker, crossfit athlete and coach (and soon to be author)

### **Daniela Tempesta** | Burnaby, BC

With over 14 years in the industry, Daniela has successfully established herself as an industry leader through facility management, course conducting, workshop presenting, article writing and mentoring numerous fitness pros along the way. She is a Fitness Tall Champion and loves to do anything that challenges her body, mind and spirit.