

# Athletic Business<sup>®</sup>

## SHOW 2025

NOVEMBER 5-8 | SAN DIEGO CONVENTION CENTER | SAN DIEGO, CA

### THURSDAY

Expo Hours: 12:00 PM – 5:00 PM

#### AORE BOOK SALE – Booth 2041

12:00 PM – 5:00 PM

#### DEMO STAGE – Powered by SCW Fitness! – Booth 2007



12:15 PM – 3:15 PM [Link to schedule](#)

#### AB EXPO STAGE – Booth 2152

1:30 PM – 1:50 PM

Reputation – What Do You Want To Be Known For?  
Ruby Newell-Legner

2:30 PM – 2:50 PM

Self-Titled: Own Who You Are, Live Who You Want To Be  
Chris Stevenson

3:00 PM – 3:20 PM

How Arena Sports Achieved 10X ROI with AI Phone Agents  
Presented by HeyLibby – Booth 1748

#### MFA PRESENTATIONS – Booth 2033

1:30 PM - Introduction to Strongman Training by 4x California's Strongest Man with Dr. Andrew Mock, Loma Linda Medical Center & 4x California's Strongest Man

1:50 PM - The Policy Shift That Will Redefine Medical Fitness Forever with Michael Stack of Applied Fitness Solutions

2:10 PM - Travel to Paradise with Fit Bodies - Teach, Travel & Save with Debbie Bellenger of Fit Bodies, Inc.

2:30 PM - Professional Development- Benefit or Strategic Investment in Your Facility's Future? with Graham Melstrand of ActivSport Advisory

2:50 PM - Breaking Barriers: Making Exercise Oncology Accessible in Medical Fitness with Karen Wonders of the Maple Tree Cancer Alliance

3:10 PM - How AI Can Save You 5 Hours This Week in Your Fitness Center with Ted Vickey of FitWell, Inc.

3:30 PM - Facility Design - Trends & Challenges with Hervey Lavoie of Ohlson Lavoie Corporation

#### AORE PRESENTATIONS – Booth 2041

12:30 PM - 1:30 PM: Play Like a Girl: Elevating Hidden Perspectives in the Outdoors; Presenters: Emma Bridwell & Em Dahlgren

2:30 PM - 3:30 PM: Goober Time 2.0; Presenters: Katherine Rocco & Em Dahlgren

#### FREE THROW CONTEST – Booth 1351

1:30 PM – 4:30 PM



#### PICKLEBALL COURT – Booth 1451

1:30 PM – 4:30 PM



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## SHOW 2025

NOVEMBER 5-8 | SAN DIEGO CONVENTION CENTER | SAN DIEGO, CA

### FRIDAY

**Expo Hours:** 10:00 AM – 2:00 PM

#### AORE BOOK SALE – BOOTH 2041

10:00 AM – 2:00 PM

**DEMO STAGE**  
– Powered by  
**SCW Fitness!**



10:15 AM – 1:00 PM [Link to schedule](#)

#### AB EXPO STAGE – Booth 2152

10:30 AM – 10:50 AM

Growing On Purpose | Fearless – Personal Development Is a Leadership Strategy  
Steven Trotter

11:15 AM – 12:05 PM

AB Show Trivia

#### AORE PRESENTATIONS – Booth 2041

10:30 AM - 11:30 AM: Off the Beaten Path: Exploring Unique Outdoor Activities; Presenter: Em Dahlgren

11:45 AM - 12:45 PM: Reaching Into The Bottomless Bag; Classic Teambuilding with New Twists; Presenter: Cathy Stedman

1:20 PM - 2:00 PM: Live Auction

#### FREE THROW CONTEST – Booth 1351

11:00 AM – 1:30 PM



#### PICKLEBALL COURT – Booth 1451

11:00 AM – 1:30 PM



#### FITBENCH FREE GIVEAWAY! – Booth 1517

12:00 PM

