AB Show is the only event that has athletics, fitness, recreation and military all under one roof. This gives you the unique opportunity to gain new perspectives from your peers in different areas of the industry and meet with a wide variety of exhibitors who have everything you need to run successful programs and facilities.

**THIS YEAR** we’re excited to be in San Antonio, Texas, for AB Show 2021. San Antonio is a uniquely vivacious city with lots to do and see. The site of AB Show 2021, the Henry B. Gonzalez Convention Center, is nestled along the banks of the San Antonio River. The famous River Walk stretches 15 miles along the river, with restaurants, bars, entertainment and more. The seventh largest city in the country, San Antonio is rich with history, bursting with culture and booming with modern attractions.
PRE & POST
CONFERENCE WORKSHOPS AND TOURS

• **WEDNESDAY**, Oct. 27, 8:30am-5:00pm
  **TOUR:** The University of Texas at Austin Recreational Facilities
  Join AB Show and NIRSA as we tour UT’s Recreational Sports Center, Clark Field, Gregory Gym and Aquatic Complex, and the Berry M. Whittaker Sports Complex. - $59 (includes lunch)
  **CEUs:** ACSM, General, STMA, USSA

• **WEDNESDAY**, Oct. 27, 10:00am-12:00pm  **WORKSHOP:** Active Shooter/Terrorist Table-Top Exercise
  Ryan Searles, Senior Consultant, Security Assessment and Protective Services, IMEG Group
  After a year marked with violence in mass gatherings by active shooters, riots and domestic terrorism, facility owners and managers need to be prepared for the possibility of these events and other emergencies occurring close to home. This interactive table-top exercise will take you through a timeline of events in a real-life scenario. - $19
  **CEUs:** ACSM, General, NAYS, NIRSA, NSCA, STMA, USSA

• **WEDNESDAY**, Oct. 27, 1:30pm-4:15pm  **TOUR:** Das Rec
  Das Rec, located in the heart of beautiful New Braunfels, Texas, is a 77,000-square-foot facility where the opportunities for a happy, healthy, active lifestyle are endless. Das Rec has two full-sized gymnascums, a 7,300-square-foot comprehensive fitness floor, a competition pool and a recreation pool, as well as other amenities. - $29
  **CEUs:** ACSM, General, USSA

• **WEDNESDAY**, Oct. 27, 1:30pm-5:30pm  **WORKSHOP:** Hands-On Architecture: Designing Your Ultimate Facility
  Steve DeHekker, Erik Kocher and Dan Sullivan, Hastings+Chivetta Architects
  Participants will be split into teams and will work hands-on developing a project in this engaging and interactive design workshop. Utilizing the easy-to-use tool kit provided, you’ll develop conceptual site and floor plans, maximize your program and use modular “building blocks” to develop your facility design. - $64
  **CEUs:** ACE, ACSM, AFAA, General, NASM, NIRSA, STMA, USSA

• **WEDNESDAY**, Oct. 27, 2:00pm-5:00pm  **WORKSHOP:** 7 Star Service: Become the Brand Your Customers Can’t Live Without
  Ruby Newell-Legner, Customer Experience Design Consultant, 7 Star Service
  How would your customers rate their experience with your staff? Would they give it a 7 Star rating? In this session, gain insight on the best way to motivate your staff, and develop their awareness of 7 Star service to enhance your customers’ experience. Ruby will provide a roadmap for leaders to create a 7 Star experience inside and outside your organization. - $64
  **CEUs:** ACE, ACSM, AFAA, AqP, General, NASM, NAYS, NIRSA, STMA, USSA

• **SATURDAY**, Oct. 30, 12:30pm-4:00pm  **TOUR:** The University of Texas at San Antonio Recreation/Athletic Facilities
  Join AB Show and NIRSA as we tour UTSA’s Recreation Wellness Center and Pool, and the Roadrunner Athletics Center of Excellence (RACE), a state-of-the-art, $41.5 million athletic training facility that opens this summer. - $39
  **CEUs:** ACSM, General, STMA, USSA
### ATHLETIC BUSINESS SEMINARS - Thursday, October 28

#### THURSDAY 10/28

<table>
<thead>
<tr>
<th>Time</th>
<th>LEADERSHIP, PEOPLE MANAGEMENT &amp; PERSONAL DEVELOPMENT</th>
<th>EMERGING LEADERS/ NEW MANAGERS</th>
<th>FITNESS CENTER MANAGEMENT</th>
<th>AQUATIC PROGRAMMING &amp; MANAGEMENT</th>
<th>FUNCTIONAL FITNESS</th>
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<tbody>
<tr>
<td>9:00AM-10:15AM</td>
<td>Powerful Productive Presentations: How to Deliver a Message that Resonates Chris Stevenson (60 minutes)</td>
<td>It's About Time! Time Management Tools for You and Your Team Maureen McGonagle</td>
<td>Creating World Class Virtual Small Group Training Sessions Anthony Wall (60 minutes)</td>
<td>What Would You Do? Lessons Learned from Real Drowning Cases Rachel &amp; Tom Griffiths</td>
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<tr>
<td>10:30AM-11:45AM</td>
<td>How to Develop an Effective Training Program Ruby Newell-Legner</td>
<td>Rewriting the Textbook on Fitness Management Steven Trotter &amp; Casey Gilvin</td>
<td>Understanding, Planning and Anticipating the Head(back)aches of Special Features in Modern Aquatic Centers Justin Caron (60 minutes)</td>
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<td>12:00PM-5:00PM</td>
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<td>Expo Grand Opening, Exhibit Halls 3 &amp; 4</td>
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<td>4:00PM-5:15PM</td>
<td>Joint AB/NAYS session: Leadership Lessons I Learned by Saving the Universe Chris Stevenson (60 minutes)</td>
<td>Virtual Fitness Programs: Risk Management Strategies to Minimize Legal Liability JoAnn Eickhoff-Shemek (60 minutes)</td>
<td>Aquatics Programming: When You’re Not Including, You’re Excluding Frances Caron (60 minutes)</td>
<td>Functional Training and Conditioning -- A Practical Approach Anthony Wall</td>
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<td>8:00PM-11:00PM</td>
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<td>Welcome Reception</td>
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<td>Anthony Wall (60 minutes)</td>
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<td>11:00 AM</td>
<td>Campus Rec Design Trends/Reality/What's Next?</td>
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<td>Jennifer Rittler, Troy Sherrard &amp; Joanna Prociuk (60 minutes)</td>
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<td>11:30 AM</td>
<td>Successfuly Incorporating Inclusive Restrooms and Locker Rooms into Your Facility Design</td>
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<td>Dylan Fischer &amp; Kevin Noe (60 minutes)</td>
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<td>12:00 PM</td>
<td>Program for Success! How Architectural Building Programming Is the Start of a Successful Design Project</td>
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<td>Gavin Myers &amp; Amado Fernandez (60 minutes)</td>
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<td>1:00 PM</td>
<td>Secret Shopping: The Art of Evaluating Staff without Being There</td>
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<td>Cameron Adams (60 minutes)</td>
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<td>Joint AB/NAYS session: Leadership Lessons I Learned by Saving the Universe</td>
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<td>Chris Stevenson (60 minutes)</td>
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<td>2:00 PM</td>
<td>Virtual Fitness Programming: Connecting with Exercisers Inside and Outside the Facility</td>
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<td>JoAnn Eickhoff-Shemek (60 minutes)</td>
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<td>2:30 PM</td>
<td>Understanding, Planning and Anticipating the Head(back)aches of Special Features in Modern Aquatic Centers</td>
<td>Justin Caron</td>
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<td>3:00 PM</td>
<td>Successfully Incorporating Inclusive Restrooms and Locker Rooms into Your Facility Design</td>
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<td>Dylan Fischer &amp; Kevin Noe (60 minutes)</td>
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<td>3:30 PM</td>
<td>Out of Sight, Out of Mind: Strategies for Effectively Managing Remote/Satellite Recreation Facilities</td>
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<td>Jenny Larson &amp; Larry Mellinger (60 minutes)</td>
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<td>4:00 PM</td>
<td>Joint AB/NAYS session: Customer Service for Loyalty and Retention</td>
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<td>Ruby Newell-Legner (60 minutes)</td>
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<td>In Insight: How to Achieve Operational Excellence</td>
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<td>Bill McBride (60 minutes)</td>
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<td>Joint AB/NAYS session: Expert Knowledge for Loyalty and Retention</td>
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<td>Inspection: The Art of Achieving Operational Excellence</td>
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<td>6:00 PM</td>
<td>Welcome Reception</td>
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**Expo Grand Opening, Exhibit Halls 3 & 4**

- Master Planning and Budgeting for Collegiate Athletic and Recreation Facilities
  - Jim Gabel & Matthew Jeans (60 minutes)
- Planning for a New Public Recreation Center – What Has Changed?
  - Ken Ballard & Darin Barr (60 minutes)
- Inspect What You Expect: How to Achieve Operational Excellence
  - Bill McBride
- Joint AB/NAYS session: Expert Knowledge for Loyalty and Retention
  - Ruby Newell-Legner
## ATHLETIC BUSINESS SEMINARS

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<thead>
<tr>
<th>FRIDAY 10/29</th>
<th>LEADERSHIP, PEOPLE MANAGEMENT &amp; PERSONAL DEVELOPMENT</th>
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<th>FUNCTIONAL FITNESS</th>
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<tbody>
<tr>
<td>6:30AM-8:00AM</td>
<td>Early-Morning Workout, Exhibit Halls 3 &amp; 4</td>
<td>8:30AM-9:45AM</td>
<td>Organizational Culture - Success or Failure? Bill McAdam (60 minutes)</td>
<td>Pivot? Which Way? Lydie Gutfeld</td>
<td>The Essential Virtual Training Crash Course Dane Robinson</td>
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<tr>
<td>10:00AM-11:15AM</td>
<td>Bootcamp for Your Front Line Marisa Hoff</td>
<td>The Secrets to Hiring Parks and Recreation Professionals Bryce King</td>
<td>Natatorium/Pool Design to Facilitate New Directions in Aquatic Programming Greg Houston, James Nash Jr. &amp; David Johnson</td>
<td>5 Tips for Hips: Hip Mobility, Low Back and Hip Strength to Improve Movement and Reduce Pain Dan Ritchie</td>
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<td>11:25AM-12:30PM</td>
<td>Keynote: Molly Fletcher</td>
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<td>12:30PM-4:30PM</td>
<td>Expo, Exhibit Halls 3 &amp; 4</td>
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<tr>
<td>FRIDAY 10/29 4:00PM-5:15PM</td>
<td>Lead from Anywhere Steven Trotter</td>
<td>Tools of Impact: Beyond Programs and Surveys Lydie Gutfeld</td>
<td>If You Can’t Beat Them, Join Them: Recreational Fitness Programs Competing with the Boutique Market and How Technology Can Help Brittany Baldwin (60 minutes)</td>
<td>Peer Leaders: Why You Need Them Shawn DeRosa &amp; Joey Rusnak</td>
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<tr>
<td>6:00PM-8:00PM</td>
<td>Facilities of Merit Awards Reception: The LDR/Grotto</td>
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# ATHLETIC BUSINESS SEMINARS

Friday, October 29

## FACILITY PLANNING & DESIGN

**By** NIRSA

## FACILITY PLANNING & DESIGN

Co-sponsored by NIRSA

## FACILITY OPERATIONS, RISK MANAGEMENT & SECURITY

## PROGRAMMING, MARKETING & CUSTOMER EXPERIENCE

## SOCIAL MEDIA & DIGITAL MARKETING

### Early-Morning Workout, Exhibit Halls 3 & 4

- **Elevating Your Brand with a Facility Signage Strategy**  
  Kristin Gibson  
  (60 minutes)

- **Right Sizing Your eSports Facility**  
  Julie Rinaldi, Gudmundur Jonsson & Marvin Mastin  
  (60 minutes)

- **Is Our Required Waiver Worth the Paper on Which It’s Written?**  
  Susan Foster  
  (60 minutes)

- **Mind Your P’s, Q’s and KPIs – Key Performance Indicators**  
  Chris Nunes

- **Preparing for the Next HIT: Future-Proofing Facilities for the Next Trends**  
  Arash Izadi, Erik Jaeke, Steve Flanagan and Chris Fiocchi  
  (60 minutes)

- **Campus Recreation: We Deliver**  
  Caroline Dotts & Michael Edwards

- **The Top Five Ways to Get More of Your Ideal Clients**  
  Billy Polson

- **It’s Actually Easy-Tech Tips**  
  Joey Rusnak

### Keynote: Molly Fletcher

### Expo, Exhibit Halls 3 & 4

- **Inclusivity: Harnessing Student Passion in Planning Facilities**  
  Jack Patton & Mike Widen  
  (60 minutes)

- **Facilities of Merit Panel: Project Tips from the 2021 Winners**  
  Andy Berg, moderator, with 5 facility winners

- **Safety Shouldn’t Be Stagnant: The Evolution of Safety Programs**  
  Victoria Roberts, Haley Cox & Ben Blodgett  
  (60 minutes)

- **Post Pandemic – New Opportunities for Fitness Operations**  
  Bill McAdam  
  (60 minutes)

### Facilities of Merit Awards Reception: The LDR/Grotto
### SATURDAY, October 30

<table>
<thead>
<tr>
<th>Time</th>
<th>Leadership, People Management &amp; Personal Development</th>
<th>Emerging Leaders/New Managers</th>
<th>Fitness Center Management</th>
<th>Aquatic Programming &amp; Management</th>
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<tbody>
<tr>
<td>8:30AM-9:45 AM</td>
<td>Learning Leadership and Avoiding the Supervision Pitfalls that Are Impacting Your Bottom Line&lt;br&gt;Kyle Livesay (60 minutes)</td>
<td>Build a Successful Group Fitness Program with a Robust Digital and In-Person Strategy&lt;br&gt;Staci Alden</td>
<td>Aquatic In-Service With a COVID-19 Friendly Twist&lt;br&gt;Taylor Roby (60 minutes)</td>
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<tr>
<td>10:00AM-11:15 AM</td>
<td>Developing the Mid-Level Manager&lt;br&gt;Caroline Dotts</td>
<td>Help Me, I’m Poor: Certification and CECs for the Student Fitness Pro&lt;br&gt;Andrew Jones (60 minutes)</td>
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**CEUs/CECs**

AB Show is committed to professional growth and educational development, and offers CEUs/CECs (continuing education units/credits) from 13 organizations, as well as general CEUs/CECs.

In order to earn CEUs/CECs, you must purchase a CEU card. CEU Cards are $30 if purchased in advance (1 or 2 transcripts) or $40 on site. For 3 or more transcripts, $50.

- **ACE** (American Council on Exercise)
- **ACSM** (American College of Sports Medicine)
The American College of Sports Medicine's Professional Education Committee certifies that Athletic Business Media meets the criteria for official ACSM Approved Provider status from 2018-December 2021. Approved Providers and their content reflect the concepts of their respective organizations and do not necessarily represent the positions or policies of ACSM. Providership #662261.
- **AFAA** (Athletes and Fitness Association of America)
### ATHLETIC BUSINESS SEMINARS

**Saturday, October 30**

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<tr>
<th>FACILITY PLANNING &amp; DESIGN</th>
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<th>FACILITY OPERATIONS, RISK MANAGEMENT &amp; SECURITY</th>
<th>PROGRAMMING, MARKETING &amp; CUSTOMER EXPERIENCE</th>
<th>SOCIAL MEDIA &amp; DIGITAL MARKETING</th>
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<tr>
<td>Spectacular Comeback: Revitalizing Your Aged Facilities</td>
<td>Preparing Campuses and Students for a More Resilient Recreation Experience</td>
<td>The Largest Opportunity in Fitness History</td>
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<td>Stephen DeHekke</td>
<td>Clint Menefee, Doug Barraza &amp; Dana Lopez (60 minutes)</td>
<td>Dan Ritchie (60 minutes)</td>
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<td>NIRSA Roundtable: Topic TBD</td>
<td>The Game Has Changed: Adapt, Innovate and/or Succeed/Perish</td>
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<td>NIRSA &amp; AB Roundtable: Topic TBD</td>
<td>Chris Nunes</td>
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**NIRSA Roundtable: Topic TBD**

**NIRSA & AB Roundtable: Topic TBD**

**VIEW MFA AND NAYS SESSIONS ON PAGES 14 & 15**

- **AOAP** AqP (Association of Aquatic Professionals)
- **The Cooper Institute**
  The Cooper Institute-Certified Personal Trainer (CI-CPT) program has merged with the American Council on Exercise (ACE).
- **GENERAL** (Use for *NRPA)
- **IFPA** (International Fitness Professionals Association)
- **NASM** (National Academy of Sports Medicine)
- **NAYS** (National Alliance for Youth Sports)
  (Must register with NAYS to obtain NAYS CEUs).
- **NIRSA** (NIRSA: Leaders in Collegiate Recreation)
  Registry of Collegiate Recreational Sports Professionals (RCRSP) Designation.
- **NSCA** (National Strength and Conditioning Association)
- **STMA CSFM** (Sports Turf Managers Association)
  Note: STMA will award up to 1.5 CEUs. Contact STMA at (800) 323-3875 to find out the specific sessions that qualify for CSFM recertification.
- **USSA** (United States Sports Academy)

*AB Show will not be offering IACET credits. For CEUs to be earned for NRPA, simply choose GENERAL and we will provide you with the appropriate transcript.

AIA MEMBERS: AB Show will not be offering learning units (LUs) from AIA. However, AIA will allow members to self-report credits. Visit aia.org and choose “Self-Reports” for details. You must still purchase a CEU card and have it stamped following each session if you plan to self-report credits.

For questions regarding CEUs/CECs, please contact questions@abshow.com.
MOLLY FLETCHER
“UNLEASH YOUR POTENTIAL”
Friday, Oct. 29, 11:25am-12:30pm
CEO, Author and Former Sports Agent

Potential is one of the most dangerous words in the dictionary. If you achieve it, you’re capable of greatness. But missing it means you stay stagnant and frustrated. Using lessons from her career as a topsports agent, Molly gives you a proven 5-step process for unleashing your potential and achieving peak performance.

Molly Fletcher is a trailblazer in every sense of the word – a rare talent of business wisdom, relationship brilliance and unwavering optimism. She will share the unconventional techniques that helped her thrive as one of the first female sports agents in the high stakes, big ego world of professional sports and now as a successful entrepreneur.

As former president of client representation for sports and entertainment agency CSE, Molly spent two decades as one of the world’s only female sports agents. She was hailed as the “female Jerry Maguire” by CNN as she recruited and represented hundreds of sport’s biggest names, including Hall of Fame pitcher John Smoltz, PGA TOUR golfer Matt Kuchar, broadcaster Erin Andrews, and basketball championship coaches Tom Izzo and Doc Rivers.

As she successfully negotiated more than $500 million in contracts and built lasting relationships, she also observed and adopted the traits of those at the top of their game. Molly has been featured in ESPN, Fast Company, Forbes and Sports Illustrated. She is the author of The Energy Clock; Fearless At Work; A Winner’s Guide to Negotiating; The Business of Being the Best; and The 5 Best Tools to Find Your Dream Career.

Molly, who earned a bachelor’s degree in communications from Michigan State University while captaining the women’s tennis team, currently serves on the board of directors for the Intercollegiate Tennis Association (ITA) and the national advisory board for the Positive Coaching Alliance (PCA).

CEUs: ACSM, General, NIRSA, STMA, USSA

AN IMPRESSIVE KEYNOTE TO INSPIRE SUCCESS
SPECIAL EVENTS
WHEN WE ALL COME TOGETHER, GREAT THINGS HAPPEN

17TH ANNUAL GOLF CLASSIC
WEDNESDAY, OCT. 27, 8:30am Shotgun Start
AB Show’s Golf Classic is where attendees, exhibitors and AB staff enjoy a day of golf and camaraderie, all while testing their mettle on one of San Antonio’s best golf courses, The Quarry. $135 per person; $500 per foursome

KICK-OFF AND FIRST-TIMERS’ RECEPTION
WEDNESDAY, OCT. 27, 5:00PM-7:00PM
Open to all full-conference AB attendees and exhibitors. If you’re a first-time attendee, we’ll have a special area where AB Show staff will help you make the most of your AB Show experience.

WELCOME RECEPTION
THURSDAY, OCT. 28, 8:00PM-11:00PM
Listen to live entertainment, enjoy local foods, dance and connect with AB Show full-conference attendees, exhibitors, speakers and attendees from show partners NIRSA, MFA and NAYS.
Learn More at: athl.biz/welcome21

EARLY-MORNING WORKOUT
FRIDAY, OCT. 29, 6:30AM-8:00AM
Join us in the expo hall for the perfect way to try out and compare the latest in cardiovascular, strength and functional training equipment. And the best part? You’ll get your workout in at the same time.

FACILITIES OF MERIT RECEPTION
FRIDAY, OCT. 29, 6:00PM-8:00PM
Join AB Show and the Athletic Business magazine staff in honoring the 2021 Facility of Merit winners. See a video highlighting the projects, and meet with the owners, managers, architects and consultants involved.
AB SHOW IS NOT YOUR TYPICAL SHOW FLOOR

Being the only event that hosts athletics, fitness and recreation manufacturers all on one show floor, you have access to a wide variety of exhibitors who have everything you need to effectively manage and equip your programs and facilities. We’re proud to host more than 250 exhibiting companies from around the world, and offer special floor features that give you a more robust trade show experience.

PARTNER PAVILIONS

AB Show is proud to partner with the Medical Fitness Association (MFA), the National Alliance for Youth Sports (NAYS), NIRSA’s Recreation Facilities Institute and Faith & Fitness Magazine’s Redefined Conference. These co-located events offer you a sharpened perspective on niche markets.

CAN’T ATTEND THE FULL CONFERENCE?

Free Expo-Only passes are also available.

EXHIBITORS

Visit abshow.com/expo Check out our growing list of exhibitors at abshow.com/expo
**NEW! Clean and Green Pavilion**
Stop by the Clean and Green Pavilion to find the latest innovations in sanitation supplies and eco-friendly products for your facilities.

**NEW! Recovery Zone Pavilion**
This new pavilion provides a space to test out exciting new products geared toward performance and recovery, including cryotherapy, massage, stretching, icing, percussion therapy and more.

**Pickleball Court**
Check out the USAPA’s pickleball court on the AB Show floor. Watch a demo or play a game. See why pickleball is America’s hottest game and how it can benefit your facility. Flooring sponsored by Tarkett Sports.

**The Demo Stage**
Try out the latest programming trends right on the show floor. This is the spot for classes and demos that are sure to inspire new ideas for your facility and programs. Flooring sponsored by Tarkett Sports, classes by Zumba.

**Dr. Dish Free-Throw Court**
For $1, you’ll have 45 seconds to shoot and score as many free throws as you can. The more you make, the greater your chances of winning a fun prize.
### MEDICAL FITNESS ASSOCIATION SEMINARS

#### SCHEDULE-AT-A-GLANCE

<table>
<thead>
<tr>
<th>WEDNESDAY 10/27</th>
<th>12:30PM-1:50PM</th>
<th>Medical Fitness Association Awards Ceremony and Keynote: Dr. Mark Faries, &quot;Mind Over Myth&quot;</th>
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<tbody>
<tr>
<td>EDUCATION TRACKS</td>
<td>POST-COVID PROGRAMMING TO OPERATIONS</td>
<td>PAVING THE FUTURE OF HEALTHCARE</td>
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<tr>
<td>2:00PM-2:50PM</td>
<td>Impacts of Exerciser Behavior Research in the COVID Era: An Immediate Action Plan to Re-Engage Exercisers</td>
<td>Visionary Leadership: The Six Questions Leaders Must Answer in Order to Build a Great Organization</td>
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<td></td>
<td>Leigh Wierichs</td>
<td>Luke Carlson</td>
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<tr>
<td>3:00PM-3:50PM</td>
<td>Innovation &amp; the Post-Pandemic Turnaround: Why Now is the Time to Build a Culture of Adaptability and Innovation to Future Proof Your Business</td>
<td>Practical Coaching Skills for Lasting Health Behavior Change</td>
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<td>Joel Hungate</td>
<td>Michael Stack</td>
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<tr>
<td>4:00PM-4:50PM</td>
<td>How to Design an Individualized Exercise Program to Address the Needs of the Post-Covid Syndrome Survivor</td>
<td>Practices and Tactics Consistent with the Top 10% Best Performing Medical Fitness Centers</td>
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<td></td>
<td>Sheryl Brown</td>
<td>Doug Riley</td>
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<td></td>
<td>Three Tweaks for Your Weight Management Program to Promote Lasting Change</td>
<td>How Movement Ergonomics Improves Holistic Care</td>
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<tr>
<td></td>
<td>Regina McWhirter</td>
<td>Ashley Onstott, Christie Garrett &amp; Lindsay Mann-King</td>
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</tbody>
</table>

| THURSDAY 10/28 | 8:20AM-9:10AM | Safety Concerns for Medical Fitness Facilities |
|                | Tracy Richter | Debbie Bellenger |
|                | Wellbeing Not Wellness - Why Now? | Medical Fitness Marketing Musts: Your Top 20 Checklist for Success |
|                | Medical Fitness - New Development & Design Opportunities to Grow the Influence of Medical Fitness on Population Health | Elizabeth Studebaker & Jessica Crandall Isle |
|                | Hervey Lavoie & Jay Groves | JR Burgess |
|                | Integrating the Traditional Medical Fitness Pathway with a Lifestyle Medicine Approach to Enhance Patient Outcomes | The Integration of Technology, Medicine, Health & Fitness and Why Early Adopters and Innovators Stand to Win Big |
|                | Jennifer Bacon & James McNichol | |
|                | Improve EIM Provider Referrals: Cracking the Electronic Medical Record | |
|                | John Caliri & Tim Smith | |
|                | Medical Fitness Association Awards Ceremony Part 2: David Flench | 
|                | Expo Grand Opening, Exhibit Halls 3 & 4 | 
|                | Medical Fitness Association Keynote: Kevin McHugh, “The Future of Health and Wellness in Our Rapidly Changing World” | 
|                | Athletic Business Welcome Reception | |

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<thead>
<tr>
<th>FRIDAY 10/29</th>
<th>6:30AM-8:00AM</th>
<th>Early-Morning Workout, Exhibit Halls 3 &amp; 4</th>
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<tr>
<td>EDUCATION TRACKS</td>
<td>STRATEGIC PARTNERSHIPS</td>
<td>RETENTION MANAGEMENT</td>
</tr>
<tr>
<td>8:30AM-9:20AM</td>
<td>Why Medical Fitness Facilities Should Embrace the Addition of Commercial Health Clubs to the MFA Family</td>
<td>Mental Fitness for Leadership Resilience</td>
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<td>Cosmo Wollan</td>
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<td>9:30AM-10:20AM</td>
<td>Advanced Communication Skills for Leaders</td>
<td>Collaborating with the VA with Whole Health Language</td>
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<td>Glenn Daniels</td>
<td>Ruth Meyer</td>
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<tr>
<td>10:30AM-11:20AM</td>
<td>Leading So Others Will Follow, Be Inspired &amp; Create Results</td>
<td>How Change Really Happens</td>
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<td></td>
<td>David Suson</td>
<td>Keith Kaminski</td>
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<tr>
<td>11:30AM-12:30PM</td>
<td>Athletic Business Keynote: Molly Fletcher</td>
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<tr>
<td>12:30PM-4:30PM</td>
<td>Expo Open, Exhibit Halls 3 &amp; 4</td>
<td></td>
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**NAYS SEMINARS**

**NAYS YOUTH SPORTS CONGRESS**

**WEDNESDAY**
10/27
4:00PM-6:00PM

NAYS Welcome, Keynote and National Awards Presentation
Marty McNair

**THURSDAY**
10/28
8:45AM-10:15AM

Emergency Health and Safety Best Practice Recommendations for Youth Sports Leagues
Dr. Robert Huggins

10/28
10:30AM-12:00PM

Encouraging Healthy Youth Behaviors through a Lifestyle and Medicine Approach
Dr. Michelle Tollefson & Kaitlyn Tollefson

**THURSDAY**
10/28
12:00PM-5:00PM

Expo Grand Opening, Exhibit Halls 3 & 4

**THURSDAY**
10/28
4:00PM-5:15PM

AB/NAYS Combo: Leadership Lessons I Learned by Saving the Universe
Chris Stevenson
(60 minutes)

AB/NAYS Combo: Customer Service for Loyalty and Retention
Ruby Newell-Legner

**THURSDAY**
10/28
8:00PM-11:00PM

Welcome Reception

**FRIDAY** 10/29
6:30AM-8:00AM

Early-Morning Workout, Exhibit Halls 3&4

**FRIDAY** 10/29
8:30AM-9:45AM

The Leadership Continuum: The Importance of Intergenerational Thinking and Action
Dr. Brian Nakamura

**FRIDAY** 10/29
10:00AM-11:15AM

Championing an Inclusive Model in Sports
Krista Rappoccio

**FRIDAY** 10/29
11:25AM-12:30PM

Keynote: Molly Fletcher

**FRIDAY** 10/29
12:30PM-4:30PM

Expo, Exhibit Halls 3 & 4

**FRIDAY** 10/29
4:00PM-5:15PM

Preventing Abuse in Youth Sports
Andy Driska

**SATURDAY**
10/30
8:30AM-10:30 AM

A Roundtable Discussion of Current Youth Sports Issues
Lisa Licata, Moderator

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**GET YOUR ZUMBA® BASIC 1 INSTRUCTOR TRAINING AT AB SHOW**

**SATURDAY, OCT. 30, 8:00AM-6:00PM**

Zumba® is offering Basic 1 Instructor training on Saturday, Oct. 30, at AB Show.

Zumba is designed to bring everyone and anyone together to sweat it on. We take the "work" out of workout, by mixing low-intensity and high-intensity moves for an interval-style, calorie-burning dance fitness party.

Zumba® Basic 1 introductory training will give you the tools you need to lead your own Zumba® class. Learn the Zumba® formula, Zumba’s four basic rhythms and more. The class includes an electronic instruction manual, a certificate of completion, online videos to review basic steps, and AFAA CEUs or CECs from ACE or Canfitpro.

_Taught by Guillermo Melendez_


All participants must register with Zumba. Visit [ABSHOW.COM/ZUMBA](https://ABSHOW.COM/ZUMBA) to register. Use code **TSZUMBA55** for a 55% discount off of Zumba® Basic 1 training.

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**THREE CONFERENCES FOR THE PRICE OF ONE**

Access to MFA and NAYS co-located seminars is included with all AB Show full-conference registrations.

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The Medical Fitness Association (MFA) Conference focuses exclusively on medically-integrated health and fitness, and will provide the latest information on building, operating, marketing, programming and staffing your medical fitness facility.

The National Alliance for Youth Sports (NAYS) Congress addresses important topics affecting the youth sports environment today. The Youth Sports Congress serves as the youth sports track within AB Show. Learn from experts, network with peers and discover the best ways to impact young lives through sports and an active lifestyle.

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For details about NAYS Youth Sports Congress and earning the CYSA, visit [nays.org/congress](http://nays.org/congress)
THURSDAY-AT-A-GLANCE

7:00am-6:00pm  Registration
9:00am-11:45am  Seminars
12:00pm-5:00pm  Expo Grand Opening
4:00pm-5:15pm  Seminars
8:00pm-11:00pm  Welcome Reception

View full seminar descriptions at ABSHOW.COM/2021

THURSDAY, OCT. 28 – 9:00AM-10:15AM

Leadership, People Management & Personal Development
9:00am-10:00am (60-minute session)
NEW! Powerful Productive Presentations: How to Deliver a Message that Resonates
You don’t have to be a natural born performer to be a powerful presenter. A presentation is simply communicating in a deliberate way to sell an idea to an audience. In this interactive session, learn how to design a compelling presentation, connect with an audience and utilize effective communication skills to deliver a powerful message.
Faculty: Chris Stevenson, Founder, Be Military Fit Los Angeles
CEUs: ACE, ACSM, AFAA, General, NASM, NAYS, NIRSA, STMA, USSA

Emerging Leaders (New Managers)
NEW! It’s About Time! Time Management Tools for You and Your Team
Do you struggle, or watch others struggle, with time management issues? Leave this interactive session with two important take-aways: strategies for using time effectively, and a blueprint for conducting your own time management workshop. Whether you’re interested in helping yourself or others, this session will be a good use of your time!
Faculty: Maureen McGonagle, Director of Campus Recreation, Centers LLC at DePaul University
CEUs: ACE, ACSM, AFAA, ApP, General, IFPA, NASM, NAYS, NIRSA, STMA, USSA

Fitness Center Management presented by NIRSA and AB
9:00am-10:00am (60-minute session)
NEW! Creating World-Class Virtual Small Group Training Sessions
Small group training continues to be one of the most popular exercise formats, catering to many different populations. How does an organization continue to offer an online training experience? What does an online session look like? This session explores the logistics of offering online training sessions in a growing world of virtual training.
Faculty: Anthony Wall, Senior Director of Global Business Development, American Council on Exercise
CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, NSCA, USSA

Aquatic Programming & Management presented by NIRSA and AB
NEW! What Would You Do? Lessons Learned from Real Drowning Cases
This presentation explores how to reduce risks at aquatic facilities, by learning from real scenarios. The session will analyze psychological, physical and practical aspects of the aquatic scene that could be changed to prevent future accidents. Practical solutions to help learn from the examples will be provided.
Faculty: Rachel Griffiths, Communication Director, and Tom Griffiths, President and Founder, Aquatic Safety Research Group
CEUs: ACE, ACSM, AFAA, ApP, General, NASM, NAYS, NIRSA, NSCA, USSA

Programming, Marketing & Customer Experience
9:00am-10:00am (60-minute session)
NEW! Virtual Fitness Programming: Connecting with Exercisers Inside and Outside the Facility
In this panel discussion, we’ll review what has been working and what has not with regard to virtual fitness programming. Digital fitness offerings existed before COVID, but they exploded during the pandemic closures. What have we learned and what can we expect going forward? How can you use this knowledge to design your strategies for the next 5+ years?
Faculty: Guy Williams, Director of Global Networked Fitness Sales, Precor, moderator; plus a panel of operators
CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, NSCA, USSA

Facility Planning & Design (NIRSA)
9:00am-10:00am (60-minute session)
NEW! Campus Rec Design Trends / Reality / What’s Next?
This session will look at current recreation design and programming trends and how each is revisited after two years of operations. We’ll dive into the reality of student use, and how the trends evolved into new post-pandemic growth opportunities. The basis of this session is the new Jacksonville State University Recreation and Fitness Center.
Faculty: Jennifer Rittler, Project Architect, and Troy Sherrard, Partner/Practice Leader, Moody Nolan; and Joanna Prociuk, Director, University Recreation.
CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, STMA, USSA

Facility Planning & Design
9:00am-10:00am (60-minute session)
NEW! Program for Success! How Architectural Building Programming Is the Start of a Successful Design Project
A building program is the foundation of project planning and a successful project. The speakers will walk through the process of programming, provide real-world examples and cost information. They’ll review key decisions that have significant impacts on building programming (positive and negative) and on the success of your center.
Faculty: Gavin Myers, Principal, and Amado Fernandez, Principal, Hughes Group Architects
CEUs: ACE, ACSM, AFAA, General, NASM, NIRSA, STMA, USSA

Facility Operations, Risk Management & Security presented by NIRSA and AB
9:00am-10:00am (60-minute session)
NEW! Secret Shopping: The Art of Evaluating Staff without Being There
Staff will often give us the answers we want to hear when quizzed on job knowledge, but is that what they’re saying to patrons? Use a secret shopper program to get honest answers through the lens of the customer. At the end, you’ll be able to implement changes to trainings to ensure that your staff is prepared to serve all your customers.
Faculty: Cameron Adams, Assistant Director of Operations and Guest Services, Campus Rec, Youngstown State University
CEUs: ACE, ACSM, AFAA, ApP, General, IFPA, NASM, NAYS, NIRSA, USSA

NAYS Youth Sports Congress
8:45am-10:15am (90-minute session)
NEW! Emergency Health and Safety Best Practice Recommendations for Youth Sports Leagues
In 2017, a document on emergency health and safety best-practices for youth sports leagues was released. The goal was to provide national governing bodies with the tools to prevent avoidable deaths and catastrophic injuries. This session will present the document’s recommendations and share resources for implementing them.
Faculty: Dr. Robert Huggins, President of Research & Athlete Performance and Safety, Korey Stringer Institute
CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NAYS, NSCA, USSA

IMPORTANT!
All seminar handouts will be available through the AB Show mobile app. To print handouts prior to the show, register before October 4 (be sure to include your email address) and we’ll send you a link to download the handouts.
Fitness Program
Head(back)aches of Special Features in Modern Aquatic Centers

CEUs: Performance Advisor, Barker Rinker Seacat Architecture

Facility Planning & Design presented by NIRSA and AB

NEW! Understanding, Planning and Anticipating the Head(back)aches of Special Features in Modern Aquatic Centers
Aquatic special features such as bulkheads, vortexes, lazy rivers, waterslides, inflatables, interactive elements, climbing walls, play structures, beach entries and ADA ramps have become highly desirable additions to aquatic centers. We'll explore the pros and cons of each special feature, with an emphasis on programming and staffing logistics.

Faculty: Justin Caron, Principal, Aquatic Design Group

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, NSCA, USSA

Aquatic Programming & Management presented by NIRSA and AB

NEW! Rewriting the Textbook on Fitness Management
As the effects of COVID-19 set in, many of our industry standards and guidelines had to be rethought as we met the requirements set by local, state and federal governments and created an environment where members felt safe to return. In the session, we'll bring the pieces of the puzzles together to rewrite the textbook on fitness management.

Faculty: Steven Trotter, Principal Consultant, Globetrotter Wellness Solutions, and Associate Director of Wellness & Fitness, East Carolina University, and Casey Gilvin, Fitness Director, Campus Recreation & Wellness, University of Kentucky

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, NSCA, USSA

Programming, Marketing & Customer Experience

NEW! Own the Outdoors: Keys to Creating a Successful Outdoor Fitness Program
In this inspiring and informative session, learn how to get the most out of outdoor programming in a variety of models. In addition, explore keys to help enhance member experience and retention. This session is full of tangible tips and tools to implement quickly and make an immediate and noticeable impact.

Faculty: Marisa Hoff, Owner, Be Military Fit Los Angeles

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, NSCA, USSA

Facility Planning & Design (NIRSA)

NEW! Successfully Incorporating Inclusive Restrooms and Locker Rooms into Your Facility Design
Progressive campus and community recreation departments have established inclusive restrooms and locker rooms as an important social issue. Hear how the city of West Lafayette went through the process when building its rec center, from outlining their mission, through the design and variance process, to occupancy and feedback from their constituents.

Faculty: Dylan Fischer, Project Architect-Associate, Perkins&Will, and Kevin Nye, Wellness Center Director, City of West Lafayette

CEUs: ACE, ACSM, AFAA, AoP, General, NASM, NIRSA, STMA, USSA

Facility Planning & Design

NEW! Innovation Lab: How to Maximize Participation
Grab your lab coats and join us for Innovation Lab! In this interactive session, we experiment, test and prove conclusive results on how to start new or shake up your current offerings to maximize participation.

Faculty: Craig Bouch, Principal and Partner, and Jenna Katsaros, Facility Performance Advisor, Barker Rinker Seacat Architecture

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, STMA, USSA

Facility Operations, Risk Management & Security presented by NIRSA and AB

10:30am-11:30am (60-minute session)

NEW! Out of Sight, Out of Mind: Strategies for Effectively Managing Remote/Satellite Recreation Facilities
Many recreation departments manage multiple facilities that are spread out across campus or the community. We’ll explore strategies to manage satellite facilities and provide cost-effective solutions for facility design, staff training and development, programming, maintenance and risk management.

Faculty: Jenny Larson, Associate Director, Recreation Programs & Facilities, and Larry Mellinger, Director of Campus Recreation & Wellness, Elon University

CEUs: ACE, ACSM, AFAA, AoP, General, IFPA, NASM, NIRSA, STMA, USSA

Social Media & Digital Marketing

NEW! Build an Unbeatable Digital Marketing Strategy
In this seminar, you’ll perform an assessment of your current online marketing presence, including your search engine performance, website design, social media presence and online reviews. Then, you’ll develop a plan to upgrade your online marketing to better represent your brand, attract customers and convince them to make a purchase.

Faculty: Billy Polson, Founder/Owner, DIAKADI Fitness and The Business Movement

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, STMA, USSA

NAYS Youth Sports Congress

10:30am-12:00pm (90-minute session)

NEW! Encouraging Healthy Behaviors through a Lifestyle and Medicine Approach
When young athletes understand the control they hold over their health through lifestyle choices and are given opportunities to experience their benefits, they are empowered to change their health trajectory. Tools for professionals interested in amplifying their current initiatives through infusing lifestyle medicine will be introduced.

Faculty: Dr. Michelle Tollefsen, Physician and Board Member, American College of Lifestyle Medicine

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, USSA

THURSDAY, OCT. 28 – 4:00PM-5:15PM

Emerging Leaders (New Managers) – Joint AB/NAYS session

4:00pm-5:00pm (60-minute session)

NEW! Leadership Lessons I Learned by Saving the Universe
Prior to his career in the fitness industry, Chris was a stuntman for the children’s show Power Rangers. During his 15-year run, he did hundreds of live shows and appearances. This experience taught Chris many lessons in leadership that he morphed and uses today. You’ll learn valuable and tangible leadership strategies that you can implement immediately.

Faculty: Chris Stevenson, Founder, Be Military Fit Los Angeles

CEUs: ACE, ACSM, AFAA, AoP, General, IFPA, NASM, NIRSA, STMA, USSA

Facility Center Management presented by NIRSA and AB

4:00pm-5:00pm (60-minute session)

NEW! Virtual Fitness Programs: Risk Management Strategies to Minimize Legal Liability
This presentation will describe legal liability exposures related to live programming strategies that can be developed and implemented to protect fitness facilities and exercise professionals from legal liability.

Faculty: JoAnn Eickhoff-Shemek, President and Founder, Fitness Law Academy LLC, and Professor Emeritus of Exercise Science, University of South Florida

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, NSCA, USSA

Aquatic Programming & Management presented by NIRSA and AB

4:00pm-5:00pm (60-minute session)

NEW! Aquatics Programming: When You’re Not Including, You’re Excluding
People are the heart of any program. Aquatics programming offers an opportunity to unite people, increase diversity and empower adaptability. This presentation will explore various aquatics programs and events centered on inclusion and what it takes to successfully execute them.

Faculty: Frances Caron, Assistant Director of Recreation/Aquatics Director, University of California-Riverside

CEUs: ACE, ACSM, AFAA, AoP, General, IFPA, NASM, NIRSA, NSCA, USSA
Functional Fitness

**NEW!** Functional Training and Conditioning – A Practical Approach

Several of the Armed Forces have recently upgraded their fitness test protocols to address the demands of modern-day armed services personnel. During this practical session, we'll review some basic military fitness tests and explore how each test can be related back to specific movements and look at how a comprehensive exercise program can prepare someone for a test.

**Faculty:** Anthony Wall, Senior Director of Global Business Development, American Council on Exercise

**CEUs:** ACE, ACSM, AFAA, General, IFPA, NASM, NAYS, NIRSA, NSCA, USSA

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Facility Planning & Design (NIRSA)

**NEW!** Master Planning and Budgeting for Collegiate Athletic and Recreation Facilities

The presenters will detail the best process for master planning, including how to integrate it into overall campus master plans, assemble steering committees, hire design teams and what to expect at every step in the process. Also included are scope and fee ranges for the variety of master plan levels.

**Faculty:** Jim Gabel, Vice President, and Matthew Jeans, Associated Vice President, CannonDesign

**CEUs:** ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, STMA, USSA

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Facility Planning & Design

**NEW!** Planning for a New Public Recreation Center – What Has Changed?

If you’re considering a new recreation center, a lot has changed as a result of the pandemic. Explore how the planning process has been impacted by COVID-19 and how to reposition your project for success. Whether it is the public process, the amenities to include, its design or operations, there is a different reality that needs to be considered.

**Faculty:** Ken Ballard, President, and Darin Barr, Principal, Ballard*King & Associates

**CEUs:** ACE, ACSM, AFAA, IFPA, NASM, NIRSA, STMA, USSA

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Facility Operations, Risk Management & Security presented by NIRSA and AB

**NEW!** Inspect What You Expect: How to Achieve Operational Excellence

This session will cover a strategic overview of facility and club quality control as well as a tactical approach to setting up and managing your facility for quality, quality control, cleanliness, brand consistency, safety and operational excellence. It will be extremely valuable for all owners, operations staff, operations managers and general managers.

**Faculty:** Bill McBride, President & CEO, BMC3-Bill McBride Consulting, Coaching & Club Management, Co-Founder, President & Chief Executive Officer, Active Wellness

**CEUs:** ACE, ACSM, AFAA, AqP, General, IFPA, NASM, NAYS, NIRSA, STMA, USSA

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Programming, Marketing & Customer Experience – Joint AB/NAYS session

**NEW!** Customer Service for Loyalty and Retention

By delivering exceptional guest experiences, organizations can grow their customer base, improve customer loyalty and increase revenue. The most effective service strategies will help you retain your employees, increase customer retention and get more referrals. Learn practical ways to generate more business and keep them coming back for more.

**Faculty:** Ruby Newell-Legner, Customer Experience Design Consultant, 7 Star Service

**CEUs:** ACE, ACSM, AFAA, AqP, General, IFPA, NASM, NAYS, STMA, USSA

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**BONUS!**

Athletic Business and NIRSA attendees can also attend MFA (Medical Fitness Association) and NAYS (National Alliance for Youth Sports) seminars free of charge as part of your Athletic Business registration fee. See the grid on pages 14-15. For full seminar descriptions, visit www.medicalfitness.org or www.nays.org.

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**FRIDAY-AT-A-GLANCE**

**FRIDAY, OCT. 29 – 8:30AM-9:45AM**

**Leadership, People Management & Personal Development**

**8:30am-9:30am** (60-minute session)

**NEW!** Organizational Culture – Success or Failure?

To attract and maintain excellent staff, an organization must define, communicate and protect its culture. Today’s successful leaders recognize the values, traits, behaviors and habits of today’s workforce and imbues them into the organization’s culture. If done strategically and consistently, today’s leaders can avoid culture failure.

**Faculty:** Bill McAdam, Executive Director, Downers Grove Park District

**CEUs:** ACE, ACSM, AFAA, AqP, General, IFPA, NASM, NAYS, NIRSA, STMA, USSA

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**Emerging Leaders (New Managers)**

**NEW!** Pivot? Which Way?

The workforce is changing and new best practices are being developed. Change agents are needed to effectively transition through a “pivoting cycle”. Develop a stronger workforce through communication of mission, training and public service motivation. Identify emotional intelligence models that work to enhance communication of your team through positive human connection.

**Faculty:** Lydie Gutfeld, Community Services Manager, City of Mission Viejo

**CEUs:** ACE, ACSM, AFAA, AqP, General, IFPA, NASM, NAYS, NIRSA, STMA, USSA

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**Fitness Center Management presented by NIRSA and AB**

**NEW!** The Essential Virtual Training Crash Course

This crash course is your fast track to launching, pivoting or re-igniting your facility’s or club’s online training opportunities ASAP. The tools necessary to keep your current clients and attract new ones, you’ll identify your ideal client avatar, create your brand’s unique online training method and harness impactful systems that you can launch now!

**Faculty:** Dane Robinson, On-Air Fitness Coach, Daily Burn

**CEUs:** ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, STMA, USSA

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**Aquatic Programming & Management presented by NIRSA and AB**

**NEW!** Aquatics PC (Post-COVID)

The COVID-19 pandemic had a dramatic effect on aquatic operations globally. Everything seemed to change, including how we recruit, train, schedule and supervise lifeguards, clean our facilities and connect socially. What have these types of changes taught us? What changes may stick with us as we look to the future?

**Faculty:** Shawn DeRosa, Owner, DeRosa Aquatic Consulting

**CEUs:** ACE, ACSM, AFAA, AqP, General, NAYS, NIRSA, USSA

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**Programming, Marketing & Customer Experience**

**NEW!** Mind Your P’s, Q’s and KPIs – Key Performance Indicators

The overall challenge with Key Performance Indicators used in parks and recreation systems is that they were created by the accounting and finance departments. Secondly, many of the KPIs used do not measure outcomes, but just tabulate use levels. This session will review the concept of KPIs, how to create meaningful KPIs for parks, recreation, aquatics and special events, and how to use data that is already collected for KPI’s data that can be easily obtained.

**Faculty:** Chris Nunes, Director of Parks and Recreation, The Woodlands Township

**CEUs:** ACE, ACSM, AFAA, IFPA, NASM, NIRSA, NSCA, USSA
Facility Planning & Design (NIRSA)
8:30am-9:30am (60-minute session)
NEW! Elevating Your Brand with a Facility Signage Strategy
Whether you're opening a new facility or planning to update one, it's critical to think strategically about permanent and short-term signage from a brand perspective. JMU was awarded the 2017 First Place NIRSA Creative Excellence in Large Scale Signage Award for a comprehensive signage overhaul. This session will feature insight into that signage re-brand process.
Faculty: Kristin Gibson, Associate Director for UREC Services, James Madison University
CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, STMA, USSA

Facility Planning & Design
8:30am-9:30am (60-minute session)
NEW! Right Sizing Your eSports Facility
Esports, the globe's fastest-growing sport, attracts a diverse community that surpasses physical and digital boundaries and bridges individual differences. What it lacks is more purpose-built spaces for gamers, fans and sponsors. Learn how to right size your esports facility for now and for future growth to support an emerging market of student esports enthusiasts.
Faculty: Gudmundur Jonsson, Principal, Julie Rinaldi, Associate Principal; and Marvin Mastin, Brand Activation Team Manager, Populous
CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NAYS, NIRSA, USSA

Facility Operations, Risk Management & Security presented by NIRSA and AB
8:30am-9:30am (60-minute session)
NEW! Is Our Required Waiver Worth the Paper on Which It's Written?
Liability waivers are highly scrutinized by lawyers and courts in a sport-related injury case. Learn important components of a well-structured waiver for the sporting environment and the crucial role an attorney should play in approving the waiver and researching the laws and court cases applicable in your state.
Faculty: Susan Foster, President, Sport Business Consulting LLC
CEUs: ACE, ACSM, AFAA, AqP, General, IFPA, NASM, NAYS, NIRSA, NSCA, USSA

NAYS Youth Sports Congress
NEW! The Leadership Continuum: The Importance of Intergenerational Thinking and Action
The session will focus on our role to provide leadership and to advance the greater good, economically, socially and environmentally. Specifically, we will explore what is meant by greater good and how important it is to be a trustworthy, ethical and diligent youth sports professional. We will explore how this is best accomplished by striving for “Cs” and not the “A,” as we do in academia.
Faculty: Dr. Brian Nakamura, Assistant Professor of Practice, The Bush School of Government and Public Service
CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NAYS, STMA, USSA

FRIDAY, OCT. 29 – 10:00AM-11:15AM
Leadership, People Management & Personal Development
NEW! Bootcamp for Your Front Line
Your welcome desk staff makes the first and last impression with everyone in your facility. Often, they are the only staff with whom a member might engage. Learn how to hire, onboard and regularly train your reception staff to help enhance the member experience at your club or facility.
Faculty: Marisha Hoff, Owner, Be Military Fit Los Angeles
CEUs: ACE, ACSM, AFAA, AqP, General, IFPA, NASM, NAYS, NIRSA, USSA

Emerging Leaders (New Managers)
NEW! The Secrets to Hiring Parks and Recreation Professionals
Finding the right people for your organization can be challenging. Learn new ways to create powerful interviews, produce an out-of-the-ordinary training program, plan birthday-like first day experiences and employ reachable retention programs. Specific examples of hiring from the gym supervisor to a full-time employee will be provided.
Faculty: Bryce King, Recreation/Events Coordinator, City of Centerville
CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NAYS, NIRSA, USSA

Aquatic Programming & Management presented by NIRSA and AB
NEW! Natatorium/Pool Design to Facilitate New Directions in Aquatic Programming
New sustainable materials, energy efficient design and equipment are ensuring that swimming venues are safe, maintainable and provide long-term value to stakeholders. A panel of aquatic directors and their design team discuss the planning, design and post-occupancy lessons learned and new directions for programs and staffing.
Faculty: Greg Houston, Partner, Marmon Mok Architecture; James Nash Jr., Associate Director of Facilities and Aquatics, Texas A&M University; and David Johnson, Director of Aquatics, North East Independent School District
CEUs: ACE, ACSM, AFAA, AqP, General, IFPA, NASM, NIRSA, USSA

Functional Fitness
NEW! 5 Tips for Hips: Hip Mobility, Low Back and Hip Strength to Improve Movement and Reduce Pain
The hips and pelvis are crucial for lower body function and strength, and often lack of mobility and range of motion can cause low back pain. We’ll demonstrate stretches and strengthening exercises to help your hips feel more open and ready for action. Tight hip flexors can impact low back health, but also pelvic floor health, sexual health and even our ability to walk pain free.
Faculty: Dan Ritchie, President, Functional Aging Institute
CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, NSCA, STMA, USSA

Facility Planning & Design (NIRSA)
10:00am-11:00am (60-minute session)
NEW! Preparing for the Next HII: Future-Proofing Facilities for the Next Trends
Facility managers are often racing to accommodate the latest trends. A panel of experts will focus on new ways to create flexible, efficient facilities that easily adapt to the latest trends, taking the guessing game out of the process. Topics will include operations, costs, programming and the strategies to best prepare managers for what’s next.
Faculty: Arash Izadi, Principal, Director of Sport + Recreation, and Steve Flanagan, Principal, Director of Higher Education, LPA Inc.; Erik Jaeke, Associate Director of Programs, University of Wisconsin-Madison; and Chris Fiocchi, Senior Director, Campus Recreation, Clemson University
CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, NSCA, STMA, USSA

Facility Operations, Risk Management & Security presented by NIRSA and AB
NEW! Campus Recreation: We Deliver
Students say they don’t have time for a healthy, active lifestyle, but what if we joined forces with housing and residence life to create unique spaces in the residence halls to eliminate the barriers of time and access? Learn about the journey Georgia Tech is on to deliver world-class programming right to the residence halls where students live, work, learn and play.
Faculty: Caroline Dotts, Interim Senior Director, Campus Recreation, and Michael Edwards, Retired Director of Campus Recreation, Georgia Tech
CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, USSA

Programming, Marketing & Customer Experience
NEW! The Top Five Ways to Get More of Your Ideal Clients
We all want to discover the secret of how to fill our fitness business with more clients. Before you start spending your money on ad campaigns and boosts, however, consider five crucial elements in developing a marketing strategy that successfully connects your brand with your target customer and convinces them to buy your product.
Faculty: Billy Polson, Founder/Owner, DIAKADI Fitness and The Business Movement
CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, USSA

Social Media & Digital Marketing
NEW! It’s Actually Easy-Tech Tips
Learn how to leverage simple technology platforms (Loom, FB, Insta, YouTube, Whatsapp, QR Codes...) to elevate how you communicate with team members and guests. This session will demonstrate how to use these platforms, as well as leverage them to make a positive impact on program areas. Learn how to work smarter, not harder.
Faculty: Joey Rusnak, Founder, Lifeguard Authority
CEUs: ACE, ACSM, AFAA, AqP, General, IFPA, NASM, NAYS, NIRSA, STMA, USSA

ACE, ACSM, AFAA, General, IFPA, NASM, NAYS, NIRSA, USSA
NAYS Youth Sports Congress

NEW! Championing an Inclusive Model in Sports
Move United will highlight its Inclusive Playlist and Inclusive Sport Fundamentals to address three foundational topics necessary to establish an inclusive program: disability awareness, programmatic structure and essential trainings. You’ll be equipped with the tools needed on topics such as universal design, least restrictive environments, disability etiquette, facility considerations and DEI practices.

Faculty: Krista Rappoccio, Senior Director, Move United

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NAYS, NSCA, STMA, USSA

FRIDAY, OCT. 29 – 4:00PM-5:15PM
Leadership, People Management & Personal Development

NEW! Lead from Anywhere
According to Gallup, the optimal time spent working remotely is between 60-80% to maximize productivity and engagement. Although common in many industries, working remotely has been a stranger to higher education and some recreation industries. Learn about systems to maximize your productivity and happiness while working and leading from afar.

Faculty: Steven Trotter, Principal Consultant, Globetrotter Wellness Solutions, and Associate Director of Wellness & Fitness, East Carolina University

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NAYS, NIRSA, STMA, USSA

Emerging Leaders (New Managers)

NEW! Tools of Impact: Beyond Programs and Surveys
Recreation staff make impacts at all levels. Impact tools can be sharpened through practice of emotional intelligence, decision making and communication skills. This session will identify key leadership skills that can translate into positive connections through impact, which will improve staff performance and create a stronger community.

Faculty: Lydie Gutfeld, Community Services Manager, City of Mission Viejo

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NAYS, NIRSA, STMA, USSA

Fitness Center Management presented by NIRSA and AB

4:00pm-5:00pm (60-minute session)

NEW! If You Can't Beat Them, Join Them: Recreational Fitness Programs Competing with the Boutique Market and How Technology Can Help
The boutique fitness boom has produced competition for campus recreation programs challenged to increase student participation, identify new revenue sources and recruit new members, such as faculty and staff. Incorporating elements made popular by the boutique fitness industry can reinvigorate programs through student participation and adherence, as well as revenue generation.

Faculty: Brittany Baldwin, Assistant Director of Fitness, Florida International University

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, USSA

Aquatic Programming & Management presented by NIRSA and AB

NEW! Peer Leaders: Why You Need Them
A vibrant aquatics program is one where team members are empowered to deliver high-quality programs and services. This means identifying, coaching and mentoring key team leaders who can influence their peers and encourage a culture of safety and success. Join us as we explore strategies to engage your team and elevate your program to the next level.

Faculty: Shawn DeRosa, Owner, DeRosa Aquatic Consulting, and Joey Rusnak, Founder, Lifeguard Authority

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NAYS, NIRSA, STMA, USSA

Facility Planning & Design (NIRSA)

4:00pm-5:00pm (60-minute session)

NEW! Inclusivity: Harnessing Student Passion in Planning Facilities
Planning and designing student-centered campus recreation and wellness facilities requires input from your entire campus community. At Michigan, a key element of this came from student input throughout $200 million of renovation and replacement of recreation facilities. Learn how deeply engaged students can ensure project success and campus commitment to health and well-being.

Faculty: Jack Patton, Principal/COO, Sports Studio, RDG Planning & Design, and Mike Widen, Director of Recreational Sports, University of Michigan

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, STMA, USSA

Facility Planning & Design

4:00pm-5:00pm (60-minute session)

NEW! Facilities of Merit Panel: Project Tips from the 2021 Winners
Join representatives from this year’s Facilities of Merit projects as they share highlights of their buildings, their role in the project, and tips about what worked well and what didn’t. The panelists, including architects and operators, will provide invaluable advice for those who are building, renovating or contemplating a project.

Faculty: Moderated by Andy Berg, Executive Editor, Athletic Business Media, with Facility of Merit winners

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, STMA, USSA

Facility Operations, Risk Management & Security presented by NIRSA and AB

4:00pm-5:00pm (60-minute session)

NEW! Safety Shouldn’t Be Stagnant: The Evolution of Safety Programs
An overview of Clemson’s current safety plan, hurdles they’ve overcome, past assessments and ideas for expansion will be discussed. Attendees will have the opportunity to share program goals, brainstorm safety collaborations or partners, and assess their needs to determine next steps to promoting a safety-minded culture.

Faculty: Victoria Roberts, Associate Director, Member Services & Aquatics, Haley Cox, Associate Director, Facilities & Risk Management, and Ben Blodgett, Associate Director, Operations, Campus Recreation, Clemson University

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, NSCA, STMA, USSA

Programming, Marketing & Customer Experience

4:00pm-5:00pm (60-minute session)

NEW! Post Pandemic – New Opportunities for Fitness Operations
Out of adversity opportunity arises. Sacred ways of operating facilities and programs have been challenged and those that changed survived. Leverage those changes into ongoing operations to strengthen, increase and evolve member recruitment, retention and profitability.

Faculty: Bill McAdam, Executive Director, Downers Grove Park District

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, USSA

SATURDAY-AT-A-GLANCE
SATURDAY, OCT. 30 – 8:30AM-9:45AM
Emerging Leaders (New Managers)

NEW! Learning Leadership and Avoiding the Supervision Pitfalls that Are Impacting Your Bottom Line
New managers are highly passionate, but often encounter problems that decrease productivity, increase staff turnover and negatively impact employee engagement. We’ll discuss common pitfalls and simple solutions on how to work through these challenges. Leave with practical concepts that can be applied to increase efficiency and employee engagement.

Faculty: Kyle Livesay, Assistant Director of Parks & Recreation, City of Angelton

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NAYS, NIRSA, STMA, USSA

NAYS Youth Sports Congress

NEW! Preventing Abuse in Youth Sports
This presentation will highlight the forthcoming online abuse prevention training program developed in partnership between NAYS and the Institute for the Study of Youth Sports and provide direction for how youth sport programs can implement this training with their staff and parents.

Faculty: Andy Driska, Assistant Professor of Kinesiology, Michigan State University

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NAYS, NSCA, USSA

Facilities of Merit Panel: Project Tips from the 2021 Winners

Angelfton

Moderated by Andy Berg, Executive Editor, Athletic Business Media, with Facility of Merit winners

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRSA, STMA, USSA

7:45am-12:00pm Registration
8:30am-11:15am Seminars
12:30pm-4:00pm Tour: UTSA

View full seminar descriptions at abshow.com/2021
Recreation Experience

Digital and In-Person Strategy

Faculty:

In-person classes ... indoor or outdoor? Online classes ... real-time or recorded? Should you offer digital classes in your studios? How long should classes be? Should you charge for digital? What about compensating instructors? Discover how to answer these questions, constantly reassess and get clear on your group fitness strategy.

Faculty: Staci Alden, Group Fitness Director, PRO Club

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRS, USSA

Aquatic Programming & Management presented by NIRSA and AB

8:30am-9:30am (60-minute session)

NEW! Aquatic In-Service With a COVID-19 Friendly Twist

This collaborative presentation will cover creative in-service activities that go outside of the normal skills practice and will keep your staff engaged in the process of their knowledge maintenance. Topics include conditioning, team building, skills practice, drills and conducting scenarios while minimizing the risk of COVID-19 exposure among your team.

Faculty: Taylor Roby, Assistant Director-Aquatics, Campus Recreation, The University of Texas, San Antonio

CEUs: ACE, ACSM, AFAA, AqP, General, NASM, NAYS, NIRS, USSA

Facility Planning & Design (NIRSA)

NEW! Spectacular Comeback: Revitalizing Your Aged Facilities

Many institutions are recognizing the potential of adapting and expanding aged facilities for new uses and programs. This presentation will cover opportunities for renovation, expansion and adaptive reuse of existing space including facility analysis, challenges and opportunities, sustainable design options and preserving historical quality.

Faculty: Stephen DeHekker, Senior Vice President, Hastings+Chivetta Architects

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRS, STMA, USSA

Facility Operations, Risk Management & Security presented by NIRSA and AB

8:30am-9:30am (60-minute session)

NEW! Preparing Campuses and Students for a More Resilient Recreation Experience

Future campus recreation models will require spaces that can adapt to changing economic and social dynamics, easily transforming from in-person to digital. Explore strategies to grow programs, enhance virtual content, create inclusive learning opportunities, capture demographics and provide added-value solutions more resilient to change.

Faculty: Clint Menefee, Principal, National Recreation & Wellness Leader, and Doug Barraza, Principal, Recreation & Wellness Leader, SmithGroup; and Dana Lopez, Associate Director, Campus Recreation & Wellness, East Carolina University

CEUs: ACE, ACSM, AFAA, General, NASM, NIRS, STMA, USSA

Programming, Marketing & Customer Experience

8:30am-9:30am (60-minute session)

NEW! The Largest Opportunity in Fitness History

The fastest growing demographic in the U.S. is 65+. Reaching 100 million people over the age of 55 who need specialized training programs represents the largest opportunity in fitness industry history. Isn’t it time you focus your fitness marketing and services on customers than can have an average customer lifetime value over $10,000?

Faculty: Dan Ritchie, President, Functional Aging Institute

CEUs: ACE, ACSM, AFAA, General, IFPA, NASM, NIRS, USSA

NAYS Youth Sports Congress

8:30am-10:30am (2-hour session)

NEW! A Roundtable Discussion of Current Youth Sports Issues

Over the past year and a half, we’ve experienced a huge shift and administrators are challenged to implement youth sports in their communities. This roundtable session will explore changing policies and philosophies in youth sports to arm you with practical information you can share in your community when dealing with a variety of issues.

Faculty: Moderated by Lisa Licata, Senior Director, Professional Administrators, National Alliance for Youth Sports

CEUs: ACSM, AFAA, General, NASM, NAYS, USSA
AB Show is a solution-focused event for athletics, fitness, recreation and military professionals. No matter where you are in your career or the types of projects you’re working on, AB Show’s leading educational conference has sessions that will provide you with actionable insights, unique solutions and new ideas you can implement right away. Plus, our expo hall features 200+ exhibiting companies offering all the products you need to manage successful programs and facilities.

AB Show began as a conference for people building and renovating their facilities. Forty years later, facility planning still takes center stage, which is what attracts facility owners, managers and directors involved in capital improvement projects.

2/3 of attendees have a capital improvement project in the works.*

*From the 2019 Athletic Business Buyers Guide Survey

Sample Building / Renovation Sessions
- How Architectural Building Programming Is the Start of a Successful Design Project (Gavin Myers & Amado Fernandez)
- Planning for a New Public Recreation Center -- What Has Changed? (Ken Ballard & Darin Barr)

AB Show is the largest comprehensive event in the industry, giving you the unique opportunity to connect with peers who manage athletics, fitness, recreation and military programming. Hear what others are doing that has been successful and learn from the experts on how to implement new programs for your community.

81+% of respondents look to industry-wide programming trends when making purchasing decisions.*

*From the 2019 Athletic Business Buyers Guide Survey

Sample Programming Sessions
- Post Pandemic -- New Ideas for Fitness Operations (Bill McAdam)
- Aquatics Programming: When You’re Not Including, You’re Excluding (Frances Caron)

AB Show is the perfect opportunity to discover and learn about the latest tech innovations in the industry. After an action-packed trade show and conference, you’ll head home with plenty of ideas that you can implement at your facility.

Sample Technology Sessions
- Tech Tips: Leveraging Simple Technology Platforms to Communicate with Your Team and Guests (Joey Rusnak)
- If You Can’t Beat Them, Join Them: Recreational Fitness Programs Competing with the Boutique Market and How Technology Can Help (Brittany Baldwin)

AB Show will give you the opportunity to listen to successful individuals in the industry and hear how they got to where they are. This is the perfect opportunity for coordinators, associates, managers and assistants who are new to the industry, or looking to advance their careers.

Sample New to the Industry Sessions
- It’s About Time! Time Management Tools for You and Your Team (Maureen McGonagle)
- Leadership Lessons I Learned by Saving the Universe (Chris Stevenson)

200-300 new attendees join us for the First-Timers’ Reception.

Scheduling & Communication Software were mentioned as one of the most successful facility purchases in 2018.*

*From the 2019 Athletic Business Buyers Guide Survey

Sample New to the Industry / Emerging Leaders Sessions
- Building Or Renovating
- Expanding Programming
- Updating Technology & Equipment
- New To The Industry / Emerging Leaders

Each year 200-300 new attendees join us for the First-Timers’ Reception.
Athletic Business Show | 22 E. Mifflin St., Suite 910, Madison, WI 53703 | 800-722-8764, 608-249-0186; Fax 608-249-1153

Please complete one registration form per person; make additional copies of the form as needed. (Please print)

First Name: ___________________________ Last Name: ___________________________

Title: ___________________________ Organization: ___________________________

(If military) Branch: ___________________________ Base/Installation: ___________________________

Address: ___________________________ City: ___________________________ State/Province: ___________________________

Country: ___________________________ Zip/Postal Code: ___________________________ Phone: (______)_______

Fax: (______)_______ Email: ___________________________

☐ Check this box if this is your first time attending AB Show.
☐ I am involved in a building/renovation project.
☐ If you would like to receive promotional emails from AB Show exhibitors, check here.

Conference Registration Fees
Includes educational seminars, Welcome Reception, Facilities of Merit Reception, keynote, seminar handouts and entry to the exhibit hall.

JUNE 15 - OCT. 29

1st Registrant $475 $575
2nd and 3rd registrants from same organization $425 $525
Each additional person beyond the third person $225 $325

(Note: To receive multi-attendee discount, all attendees from the same organization must register the same day and pay with one check or credit card.) Deadline: Oct. 9, 2021.

One-Day $250 $250

Please select day ___ Thursday ___ Friday

Military $299 $299
Student $150 $150

(Students rate is for full-time undergraduate or graduate students who are new to the field. Must present copy of student ID when picking up badge.)

Continuing Education Units
CEU Program: ACE, ACSM, AFAA, AOAP AqP, General, IFPA, NASM, NSCA, NIRSA, STMA, USSA
For 1 or 2 transcripts – $30 in advance; $40 on site.
For 3 or more transcripts $50.

CEU Program: NAYS (Must register with NAYS to obtain CYSA CEUs)
(Note: Not all sessions are approved for CEUs from all organizations; please check listing at end of each seminar.)

Payment Information
☐ Check enclosed (payable to Athletic Business Media Inc.)
☐ Please charge my VISA, MasterCard or American Express (circle one)
Card Number: ___________________________ Expiration Date: ____/____/_______
Security Code (REQUIRED): ___________________________
Name on Card (please print): ___________________________
Signature: ___________________________ (REQUIRED FOR ALL CHARGES)

Total: ___________________________

Preconference Workshops and Tours – Wednesday, Oct. 27
☐ NIRSA/AB Tour: Univ of Texas-Austin - 8:30am-5:00pm $59
☐ Workshop: Active Shooter/Terrorist Event Exercise - 10:00am-12:00pm $19
☐ AB Tour: DasRec - 1:30pm-4:15pm $29
☐ Workshop: Hands-On Architecture: Designing Your Ultimate Facility - 1:30pm-5:30pm $64
☐ Workshop: 7 Star Service: Become the Brand Your Customers Can’t Live Without - 2:00pm-5:00pm $64

Preconference Workshops and Tours – Saturday, Oct. 30
☐ NIRSA/AB Tour: UTSA - 12:30pm-4:00pm $39

17th Annual Athletic Business Golf Classic – Wednesday, Oct. 27
☐ The Quarry Golf Course – 7:30am-2:00pm with 8:30am Shot Gun Start $135 per person $500 per foursome

Guest – Receptions
☐ I would like to bring a guest to the Welcome Reception,* Thursday, Oct. 28 $40
☐ I would like to bring a guest to the Facilities of Merit Reception,** Friday, Oct. 29 $30

*All full-conference AB Show, NIRSA, MFA and NAYS attendees and exhibitors are welcome. Expo-only attendees or guests must purchase a ticket at the registration desk.
**All full-conference AB Show attendees and exhibitors are welcome. Guests of full-conference attendees must purchase a ticket at the registration desk.

What is your role in your organization’s purchasing/leasing decisions? (REQUIRED)
☐ Final decision
☐ Specify brands
☐ Recommend
☐ No role

What capital improvements are you making this year?
☐ Aquatic facilities
☐ Stadiums/athletic fields
☐ Gyms/field houses
☐ Fitness/training facilities

Do you wish to receive/continue to receive Athletic Business magazine free of charge?
☐ Yes ___ No ___ Signature: _____________________________________________________________________________________ Date: ________________ (REQUIRED)

Which one of the following best describes your facility/affiliation? (REQUIRED)
☐ Amateur/Governmental Sports Organization
☐ Apartment/Condo Facility
☐ Architectural/Specialty Design Firms
☐ Association
☐ Business/Program Management Consulting Firm
☐ Church
☐ Colleges/University
☐ Are you a NIRSA member? ☐ Yes ☐ No
☐ Commercial Sportsplex
☐ Community Association
☐ Corporate Rec/Fitness Center
☐ Dealer/Distributor
☐ Health Club
☐ High School/School District/Private School
☐ Hotel/Resort
☐ Jewish Community Center
☐ Military
☐ Parks & Rec, Community/Municipal Recreation
☐ Personal Training Studio
☐ Police, Fire Dept., Law Enforcement
☐ Private Sports/Recreation Center
☐ Pro Sports
☐ Wellness Center/Hospital/Clinic
☐ YMCA/YWCA
☐ Other (please specify) ___________________________

Learn More and Register at ABShow.com/2021
Every day I am scheduling meetings and webinars with folks I had the chance to meet with at the conference. I learned so much and made some really great connections that I’m positive will be beneficial to us in our building process as we prepare to fill our building with the equipment and necessities to run fantastic programs in our new Intergenerational Community Center!

Keri Sullivan | Program Director, Randolph Recreation