



Conference Information

STRONGER *together*

MICHIGAN FITNESS ASSOCIATION

ANNUAL CONFERENCE

OCTOBER 17, 2024

HYPE WAYNE | WAYNE, MICHIGAN

STRONGER *together*

We are excited to announce the first-ever Michigan Fitness Association Annual Conference! Plan now to join us for this collaborative and informative networking event. Gym owners and operators from across the State of Michigan will attend this conference to benefit from government affairs and legislative updates, hear from industry experts on best practices and get connected with resources to help your business.

CONFERENCE INFORMATION

REGISTRATION

Registration fees include all educational sessions as well as meals and refreshment breaks throughout the conference. To register, visit the events page at mfafit.org or scan the QR code.



Early registration ends October 3, 2024. After October 3, an additional \$25 will be added to all registration fees.

MFA Member	\$99
Non-Member	\$149

ATTIRE

The suggested dress is business or business casual.

LOCATION

HYPE Athletics Western Wayne
4635 Howe Rd.
Wayne, MI 48184

CONTINUING EDUCATION

The American College of Sports Medicine's Continuing Profes-



sional Education Committee certifies that Michigan Fitness Association's Annual Conference (100030) meets the criteria for 4.5 official ACSM CECs from August 29, 2024 to August 29, 2025. The ACSM Education Provider approved course reflects the concepts of their respective organizations and does not necessarily represent the positions or policies of ACSM.

Register at mfafit.org/events



ANNUAL CONFERENCE

OCTOBER 17, 2024

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SCHEDULE

8:00am-8:30am

Continental Breakfast, Registration & Visit Exhibits

8:30am-9:00am

Michigan Fitness Association Welcomes You

Welcome to the first-ever Michigan Fitness Association Annual Conference, a soon to be yearly tradition for our members. Meet the MFA Board, learn more about what your membership has to offer, hear what we've been up to, and what you can look forward to.

9:00am-10:30am

The Importance of Advocacy for the Health & Fitness Industry

Jim Ryan, Lobbyist, Michigan Fitness Association and Michael Stack, ACSM-EP, CSCS, CEO, Applied Fitness Solutions

The pandemic underscored the vulnerability of the fitness industry, spurring a shift from defensive recovery strategies to proactive advocacy. This lecture will delve into the importance of advocacy in the fitness industry, exploring effective practices and ways fitness professionals can engage and influence.

10:30am-11:00am

Break and Visit Exhibits

11:00am-12:00pm

Contemporary Approaches to Obesity Treatment: Bridging Lifestyle, Obesity Medications, and Surgery

Renee Rogers, PhD, Senior Scientist, University of Kansas Medical Center

In an era where obesity is a burgeoning global health crisis, it is imperative for fitness and exercise professionals to stay at the forefront of contemporary treatment approaches. This lecture will explore multifaceted strategies in obesity treatment, emphasizing the integration of lifestyle modifications, pharmacotherapy, and surgical interventions, while highlighting the latest research and evidence-based practices for sustainable weight loss and improved health outcomes.

12:00pm-1:00pm

Lunch

1:00pm-2:00pm

Connecting the Dots: The National Exercise Referral Framework as a Bridge Between Healthcare and Exercise Professionals

Amy Bantham, DrPH, CEO, Move to Live More

Learn about the exciting work integrating exercise professionals into healthcare through the National Exercise Referral Framework, setting standards and driving evidence-based programs that align with healthcare needs. Join us to see how these efforts are empowering the fitness industry to make a substantial impact on health and wellness.

2:00pm-2:15pm

Break & Visit Exhibits

2:15pm-3:15pm

Marketing Mastery for Fitness Businesses: Strategies for Success

Lorraine Chapin, Group Media Director, Moroch

Delve into the essentials of search engine optimization (SEO), social media, email marketing, and more through practical, evidence-based strategies designed to boost online visibility and engagement in the fitness industry. Learn to apply these tools effectively to achieve measurable success in your fitness business.

3:15pm – 4:15pm

Roundtable Discussions

Join our dynamic round table discussions where ideas will converge, and solutions will emerge. Along with your fellow industry professionals you will explore pressing issues facing our industry today, brainstorm innovative strategies and develop actionable solutions.

4:15pm

Conclusion