

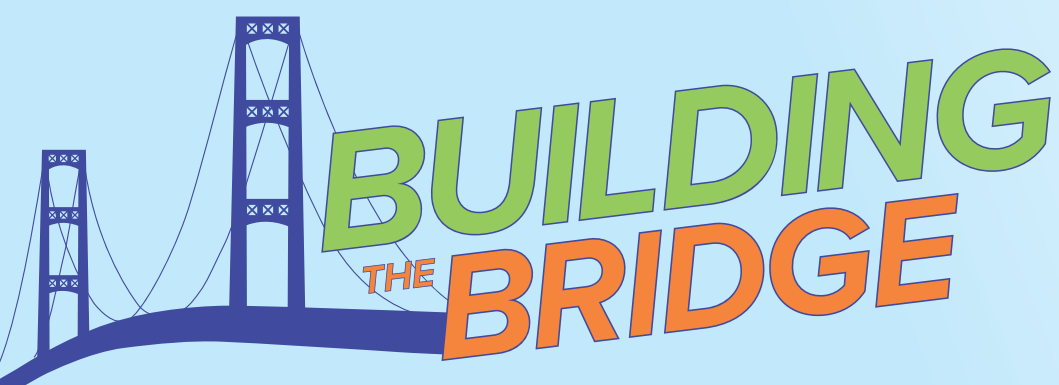


Bridging the Gap in Healthcare and Fitness

Michigan Fitness Association Annual Conference

OCTOBER 15, 2025

Michigan Athletic Club, East Lansing | Conference Information



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 1, 2025. After October 1, an additional \$15 will be added to all registration fees.

MFA Member\$99

Non-Member\$149

CONTINUING EDUCATION

American College of Sports Medicine CECs pending approval.



Please visit mfafit.org for the most up to date information.

ATTIRE

The suggested dress is business or business casual.

LOCATION

Michigan Athletic Club

2900 Hannah Blvd. | East Lansing, MI 48823

ACCOMMODATIONS

Graduate by Hilton East Lansing

133 Evergreen Ave. | East Lansing, MI 48823

Graduate East Lansing is offering conference guests a special rate of \$139, available until September 14, or until sold out, whichever occurs first. Visit our conference page at www.mfafit.org to access the special booking link.

Hotel valet parking available for \$35 per night or visit our conference page at www.mfafit.org for information on additional parking options.

SCHEDULE

8:00am-8:30am

Continental Breakfast, Registration & Visit Exhibits

8:30am-9:00am

Michigan Fitness Association Welcomes You

Michigan Fitness Association welcomes you to our Annual Conference. Our 2024 inaugural event was a great success and we are looking to continue to grow and connect you with the best education and resources. 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

State of the Industry: The Evolving Role of the Fitness Professional in Health, Wellness, and Healthcare

Jim Ryan, Lobbyist, Michigan Fitness Association and Mike Stack, BS, ACSM-EP, ACSM-EIM, ACSM-PAPHS, CSCS, FMFA, Applied Fitness Solutions

This dynamic session will explore key trends shaping the fitness industry in 2025, including workforce challenges, emerging business models, and the integration of fitness into healthcare. Presenters will examine the current landscape with a focus on opportunities for exercise professionals to elevate their role in addressing chronic disease, health equity, and population well-being. Attendees will leave with a clear understanding of the challenges and opportunities ahead—and how to position themselves for success in a rapidly changing ecosystem.



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SCHEDULE

10:30am-11:00am

Break and Visit Exhibits

11:00am-12:00pm

Bridging Between Our Fitness Values and Theirs: An easy, science-based tactic to cultivate sustainable exercise motivation and retention

Michelle Segar, PhD, MPH, MS, Sustainable Behavior Change Researcher, University of Michigan

Despite over 40 years of promoting exercise and fitness to the general population, the majority are still not regularly active and membership retention remains low. Have you ever wondered why it is that most people choose not to move given the multitude of benefits? This provocative presentation will explain the surprising reasons why our industry's approach to exercise and physical activity keeps consumers stuck in cycles of starting and stopping but not sustaining. Through a graphic-based story, University of Michigan sustainable-change researcher Michelle Segar will explain the science behind why our traditional approach to promoting exercise and physical movement inhibits long-term behavior change and present more strategic ways to cultivate physical activity motivation and participation can be used across fitness and healthcare contexts.

12:00pm-1:00pm

Lunch & Visit Exhibits

1:00pm-2:00pm

Building High-Performance Teams in Fitness Through Leadership & Culture

Patrick Hoban, PT, AT, President/CEO Three Tree Leadership Coaching and Consulting

Learn practical approaches to build trust and inspire your team to reach both your and their goals. Create a culture of greatness and accountability where people love working with clients, each other, and your business!

2:00pm-2:15pm

Break & Visit Exhibits

2:15pm – 3:15pm

Movement is the Multiplier: How Physical Activity Amplifies the Pillars of Lifestyle Medicine

Melissa Sundermann, DO, FACOI, FACLM, DipABLM, Lifestyle Medicine Physician, Medical Director of Lifestyle Medicine, Corewell Health

Lifestyle Medicine is transforming healthcare by targeting the root causes of chronic disease through six evidence-based pillars. In this dynamic and inspiring session, Dr. Melissa Sundermann, a double board-certified physician and endurance athlete, will introduce the foundational pillars of Lifestyle Medicine with a deep dive into physical activity. Attendees will learn how movement not only stands on its own as a therapeutic tool, but also enhances the impact of all the other pillars — from nutrition to sleep, stress, connection, and substance use. This talk will empower exercise professionals to lead the way in bridging the gap between fitness and medicine.

3:15pm-4:15pm

Building the Bridge Between Healthcare and Fitness: Learning Best Practices From Fellow Operators

Moderator: Amy Bantham, DrPH, CEO and Founder, Move to Live More

Panelists: Harrison Brode, Vice President, Franklin Athletic Club; Elaine Economou, NCPT, Co-Founder and CEO, MOVE Wellness; Brendan Kelly, Owner and CEO, The Well Being, Counseling and Fitness Center; Jaime Vieau, Studio Operations Manager, DRIVEN by Lisa Macdonald

Michigan operators will share their experiences building referral programs to increase the number of members and clients referred by their healthcare providers. The audience will learn benefits and how to overcome barriers to implementing educational outreach and streamlined processes that connect healthcare clinics to community-based fitness facilities.



629 W. Hillsdale St.
Lansing, MI 48933
www.mfafit.org



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Building the Bridge is Michigan Fitness Association's second Annual Conference uniting fitness business owners, operators, and professionals who are working to create a healthier Michigan. Join us for a day of expert insights, legislative updates, leadership development, and strategies for bridging the critical gap between fitness providers and healthcare.