

MFA ANNUAL CONFERENCE

BUILDING THE BUSINESS OF FITNESS

STRONGER BUSINESSES BUILD HEALTHIER COMMUNITIES
CONFERENCE INFORMATION



MFAFIT.ORG

OCTOBER 21, 2026

OAKLAND CENTER, ROCHESTER



BUILDING THE BUSINESS OF FITNESS

STRONGER BUSINESSES BUILD HEALTHIER COMMUNITIES

Welcome to the MFA Annual Conference, where this year's theme, Building the Business of Fitness: Stronger Businesses Build Healthier Communities, gives you tools to grow stronger, more sustainable businesses. Join industry leaders and peers to explore strategies for growth, innovation, and lasting impact. Together, we'll discover how stronger fitness businesses create healthier, more connected communities.

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 7, 2026. After October 7, an additional \$15 will be added to all registration fees.

MFA Member\$119
Non-Member\$169

LOCATION

Oakland Center
312 Meadow Brook Rd. | Rochester, MI 48309
Complimentary parking available in Lot #1.

ATTIRE

The suggested dress is business or business casual.

CONTINUING EDUCATION

American College of Sports Medicine CECs pending approval. Please visit mfafit.org for the most up to date information.

ACCOMMODATIONS

Holiday Inn Express Auburn Hills
3990 Baldwin Rd.
Auburn Hills, MI 48326

Holiday Inn Express is offering conference guests a special rate of \$144, available until September 20, or until sold out, whichever occurs first. We recommend reserving your room early to help ensure this special rate. To reserve visit the event page at mfafit.org, to access our special booking link, or call 1-888-465-4329 and reference group code D7V.

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SCHEDULE

8:45am-9:15am

CONTINENTAL BREAKFAST, REGISTRATION & VISIT EXHIBITS

9:15am-9:30am

WELCOME

9:30am-11:00am

BUILDING A GREAT BUSINESS: ZINGERMAN'S 12 NATURAL LAWS

Ari Weinzwieg, Zingerman's Co-Founding Partner

Zingerman's Deli of Ann Arbor is now an iconic food establishment, and the Zingerman's Community of Businesses has blossomed into 10 businesses with an annual revenue exceeding \$75 million. These businesses, while distinct, all share the same vision and guiding principles to share "The Zingerman's Experience" with passion and commitment. Every leader knows how challenging it is to create a culture that keeps their employees engaged, inspired, focused on a common goal and bringing their best selves to work. Ari calls the apathy and distrust that emerge when the culture flounders "The Energy Crisis in the American Workplace".

In this inspiring and thought-provoking keynote, Ari will introduce the 12 Natural Laws of Business from his first book in the Guide to Good Leading Series. He'll explain why operating in violation of the Laws is creating this energy crisis. And he'll present powerfully simple and meaningful ways to help your organization live within the Natural Laws and become more successful and sustainable, all while creating positive lives for your employees and customers!

11:00am-11:30am

BREAK AND VISIT EXHIBITS

11:30am-12:30pm

THE STATE OF FITNESS: LIVE INDUSTRY PULSE SESSION

Using live polling, Q&A, and audience response technology, participants will weigh in on today's biggest industry challenges and opportunities—from member retention and staffing to healthcare partnerships and emerging fitness trends. Watch results appear instantly on screen, compare perspectives with peers, and leave with practical insights shaped by the collective experience of the room.

12:30pm-1:30pm

LUNCH & VISIT EXHIBITS

1:30pm-2:30pm

FIT FOR BUSINESS: LEGAL ESSENTIALS AND SMART GROWTH STRATEGIES FOR FITNESS AND WELLNESS PROFESSIONALS

Barbara J. Zabawa, JD, MPH, Attorney/President, Wellness Law, LLC

The fitness and wellness industry is evolving rapidly — and so is the legal landscape that surrounds it. This dynamic one-hour session equips fitness and wellness professionals with practical legal knowledge to grow their businesses confidently and responsibly. Participants will explore lawful strategies for expanding health-related services while staying within their scope of practice, gain clarity on one of the industry's most common legal pitfalls, such as misclassifying independent contractors and employees, and discover how to leverage artificial intelligence tools ethically and effectively in their work. Whether you're a personal trainer, studio owner, health coach, or wellness entrepreneur, this session delivers actionable insights you can apply immediately.

2:30pm-3:00pm

BREAK & VISIT EXHIBITS

3:00pm-4:00pm

FITNESS & THE FUTURE: LEGISLATIVE ISSUES IMPACTING OUR INDUSTRY

Moderator: Elaine Economou, Co-Founder and CEO, MOVE Wellness & MFA Board Member

Panelists: Mike Goscinski, Chief of Staff, Health & Fitness Association
Blair Luciano, Head of Government Relations, Planet Fitness

Jim Ryan, Lobbyist, Michigan Fitness Association

Mike Stack, President, Physical Activity Alliance & Chair, Michigan Moves Coalition

Stay informed and ahead of the curve with this essential session focused on the evolving legislative landscape impacting the fitness industry. This panel brings together industry leaders, policy experts, and advocacy professionals to break down recent and upcoming legislation, discuss key government affairs initiatives, and highlight what it all means for fitness facility owners, operators, and professionals.



629 W. Hillsdale St.
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www.mfafit.org



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