

28<sup>TH</sup> ANNUAL

# ISLAND FITNESS CONFERENCE

WORLD CLASS CONFERENCE RIGHT HERE AT HOME

OCTOBER 28<sup>TH</sup>

PISE (Pacific Institute for Sport Excellence)

FEATURE PRESENTER

ANTHONY CAREY



OCTOBER 29<sup>TH</sup>

Victoria Conference Centre

FEATURE PRESENTERS

KRISTA POPOWYCH  
& DAI MANUEL



**ISLAND FITNESS**  
CONFERENCE

Presented By  
Fitness Town Commercial

**FITNESS TOWN**

[WWW.ISLANDFITNESSCONFERENCE.COM](http://WWW.ISLANDFITNESSCONFERENCE.COM)

# PRESENTERS



## Ashley Armstrong

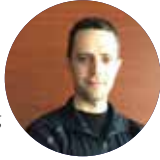
Ashley is a Registered Dietitian with a B.Sc. in Nutrition from Acadia University and a Masters in Exercise and Sport Science from the University of Sydney. She has completed the International Olympic Committee Diploma in Sports Nutrition and is

a Board Certified Specialist in Sport Dietetics. Ashley has worked at the Canadian Sport Institute for over four years, involved with the National Men's and Women's Rugby 7's programs, National Mountain bike, Triathlon Canada and Diving Canada. Her focus is on taking cutting-edge sport nutrition interventions, and applying them practically to help athletes meet their performance and health goals.

## Rick Bulley

TRIGGERPOINT Master Trainer

Rick has been a part of the health and fitness industry for over 10 years, starting his path in his high school's sports medicine program, and evolving from that to Massage therapy and Personal Training and Group Fitness. He has a passion for learning more and more about how the human body works. His passion for teaching and instructing fitness professionals is continuing to grow, and he aims to spread his knowledge. Trigger Point falls directly in line with his belief of being "PRE-active vs RE-active" to health and fitness. In addition to living a healthy lifestyle, Rick has also completed IRONMAN CANADA.



## Anthony Carey M.A., CSCS, MES

Anthony Carey is a PFP Magazine's 2009 Personal Trainer of the Year and owner of Function First in San Diego, California. He presents internationally on biomechanics, corrective exercise, functional anatomy and motor control and their relationships to pain and

function. He has authored 2 bestselling books and over 100 published articles. Anthony has developed the Pain Free Movement Specialist certification and is the inventor of the acclaimed Core-Tex®.

## Chris Hinton

Chris Hinton is a Kinesiologist, Strength Coach and Performance Coordinator at the Pacific Institute for Sport Excellence. He specializes in the training of youth high performance athletes where the application of a high level of Sport Science and movement mechanics is paramount.



## Matt Lumsdaine

Matt is currently the head therapist for Camosun College athletics as well as one of the main therapists at the Camosun's private Athletic and Exercise Therapy clinic where education and mentorship are emphasized. His professional resume

includes working for BC Games, Rugby Canada, Hockey Canada, Victoria Harbourcats, and FIFA Women's World Cup in addition to working for several local private clinics.



## Dai Manuel

Dai Manuel is an award winning digital thought leader and author, executive performance coach and certified lifestyle mentor who empowers people to lead an FUNCTIONALLY fit life through education, encouragement, and community. Dai

models his work based on 5 F's: Fitness, Family, Finances, Faith with an overarching roof of FUN, built on a rock-solid foundation of Health. Dai is a super dad, dating his wife, a fitness, nutrition, and life coach, a founding partner and former COO of Fitness Town Inc, keynote speaker, professional blogger, spokesperson and brand ambassador at DaiManuel.com, freelance writer, podcaster, CrossFit athlete and coach, a BC Children's Hospital Ambassador, and published author of the Whole Life Fitness Manifesto .

## Krista Popowych B.HKIN

Krista Popowych, has been inspiring fitness leaders, trainers and managers for over two decades with her motivating and on-trend sessions. As this year's 2016 canfitpro Fitness Presenter of the Year award recipient and the 2014 IDEA Fitness Instructor of the Year award winner, Krista has shown an outstanding commitment to fitness education. A highly sought instructor, trainer and educator, Krista is the Global Director of Group Education for Keiser. She is also a recognized TV personality, DVD creator and an Adidas 3-stripe team sponsored member. As a published author and professional speaker, Krista spreads her passion for fitness across the globe. Her goal has always been to inspire others through education and movement, and she does just that with her creative sessions and real-life approach to fitness!



## Rachel Siemens

Rachel Siemens is a Registered Kinesiologist and Olympic Weightlifting coach/athlete. She holds 5 Canadian medals, including a gold at the 2016 Canadian Championships. Rachel specializes in coaching weightlifting from beginner to national levels. In addition, she coaches general strength and power, with a special interest in strength training for women.

## Alison Smith

Alison is the Owner/Trainer of H2O Turbo Fitness. She has over 25 years of teaching Aquafit and is a certified Aqua Personal Trainer. Specialties include aqua boot camp, aqua cross fitness, H.I.I.T., dynamic stretch, and aqua yoga through both CALA and BCRPA. She loves sharing her energy and the power of the water in the safest and most effective environment.



## Jessica Zapata BSc. Kinesiology

Creator of the fitlites method, CSCS An advocator for fitness and health for almost two decades. As the creator of the fitlites method, her goal is challenge the way you think about core recruitment and overall movement ...

# CONFERENCE SCHEDULE

## Pre Conference

### Friday, October 27<sup>th</sup>

at Gordon Head Recreation Centre  
4100 Lambrick Way, Victoria

#### Alert Emergency First-Aid with CPR Level "A" + AED Recertification Course (A)

5:30 to 9:00 PM \$50  
(Separate Registration Required)

### Saturday, October 28<sup>th</sup>

at PISE (Pacific Institute for Sport Excellence)  
4371 Interurban Road, Victoria

7:30 to 8:30 AM **Morning Workout  
No Regret Sweat** (A)  
*Lindsay Lynk and Mark Taylor*

9:00 to 10:00 AM **KEYNOTE PRESENTATION:  
The Fitness Pro 2.0: It Starts with You**  
*Anthony Carey*

10:00 to 10:30 AM Break

10:30 AM to NOON **Beyond the Foam Roller:  
Myofascial Mobility through  
Strategic Movement** (A/L)  
*Anthony Carey*

**Jump Progressions:  
For Health & Performance** (A/L)  
*Chris Hinton*

NOON Lunch Break (Lunch Not Provided)

1:00 to 2:30 PM **Moving Forward by  
Moving Optimally ...** (A/L)  
*Matt Lumsdaine*

**Sports Nutrition:  
Filtering Through the Fluff to  
Best Support Your Clients** (L)  
*Ashley Armstong*

2:30 to 3:00 PM Break

3:00 to 4:30 PM **What Current Pain  
Science Means to You –  
The Movement Professional** (L)  
*Anthony Carey*

**Olympic Weightlifting:  
Beginning Fundamentals** (A)  
*Rachel Siemens*

## Sunday, October 29<sup>th</sup>

at Victoria Conference Centre  
720 Douglas Street, Victoria

7:00 to 8:00 AM **Classic Mat Workout** (A)  
*Emma Sproule*

8:30 to 10:00 AM **KEYNOTE PRESENTATION:  
How to Live Your Best Life** (L)  
*Dai Manuel and Krista Popowych*

10:00 to 10:30 AM Break

**Your Story Your Brand** (L)  
*Dai Manuel*

**The Furnace** (A)  
*Krista Popowych*

10:30 AM to NOON **Fitilates Stamina** (A)  
*Jessica Zapata*

**Expanding the Movement  
Catalogue Through  
Movement Variability** (A/L)  
*Anthony Carey*

NOON Lunch Break (Lunch Not Provided)

**The Power of the Psoas** (L)  
*Jessica Zapata*

**Social Media Mastery** (L)  
*Dai Manuel*

1:00 to 2:30 PM **The Functional Training Facelift** (A)  
*Krista Popowych*

**Aqua** (A)  
*Alison Smith*

**Foam Rolling 101** (A/L)  
*Rick Bulley*

2:30 to 3:00 PM Break

**Body Weight Training Amped Up** (A)  
*Krista Popowych*

**Meditation for the Fitness  
Professional** (A/L)  
*Jessica Zapata*

3:00 to 4:30 PM **Living the Whole Life** (A/L)  
*Dai Manuel*

**Foam Rolling for Desk Jockeys** (A/L)  
*Rick Bulley*

(A) Active Session (L) Lecture (A/L) Active Lecture

# WORKSHOP SESSIONS

**PRE CONFERENCE Friday, October 27<sup>th</sup>**  
at Gordon Head Recreation Centre

**5:30 – 9:00 PM**

**Alert Emergency First-Aid with CPR  
Level “A” + AED Recertification Course**  
\$50.00 (limited spaces available)

**Saturday, October 28<sup>th</sup>, 2017**  
at PISE (Pacific Institute for Sport Excellence)

**7:30 – 8:30 AM Pre Workout**

**Lindsay Lynk and Mark Taylor** (A)  
**No Regret Sweat**

**9:00 – 10:00 AM KEYNOTE**

**Anthony Carey**  
**The Fitness Pro 2.0: It Starts with You**

**10:30 AM – 12:00 PM**

**Anthony Carey** (A/L)  
**Beyond the Foam Roller: Myofascial Mobility  
through Strategic Movement**

Addressing our client's fascial component typically consists of some form of self myofascial release or body work. Although excellent pieces to the puzzle, mobility is further enhanced when we understand some of the critical variables of motion that can be applied with the intent of increasing mobility. Biomechanical, neurological, physiological and psychological components are all at play as we address the myofascial continuity through movement.

**Chris Hinton** (A/L)  
**Jump Progressions:  
For Health & Performance**

Jumping is a fundamental movement skill responsible for success in sport as well as the maintenance of overall health. Incorporation of jumping into weekly training has numerous benefits in measures of strength and power for the athletic population as well as stability and balance competency for the recreational athlete. Discuss the positive effects of jumping for performance as well as the benefits for populations interested in comprehensive long-term health. Session will be part lecture and part hands on and will discuss jump starting points as well as progressions and regressions based on ability, required intensity and individual goals.

**1:00 – 2:30 PM**

**Matt Lumsdaine** (A/L)  
**Moving Forward by Moving Optimally:  
An Evidence-Based and Functional  
Joint-By-Joint Approach to Injury  
Rehabilitation and Prevention**

With the ever-increasing strenuous demands placed on our bodies and with so much emphasis on keeping up with the latest trends and fads when it comes to exercise and wellness, it's hard to know how to prepare the body for success. Even more confusing, is knowing the best course of action once an injury has occurred. This presentation is designed to shed light on the science related to the development of controlled movement; creating awareness and control within and between the joints; demonstrating how adaptive strength can help reduce or prevent unnecessary injury; and how to integrate all of the above seamlessly into our everyday routines in order to make ourselves more efficient and less vulnerable.

**Ashley Armstong** (L)  
**Sports Nutrition: Filtering Through the  
Fluff to Best Support Your Clients**

This session will focus on evidence based sport nutrition information addressing the training, health and recovery needs of high performance athletes, and how this compares with the recreational exerciser. Speaker will address key nutrition myths in the media around popular diets and supplementation. Information will also be provided to ensure professionals stay within their scope or practice and know when to refer out to a professional in nutrition, as well as what qualifications to look for in an individual when referring clients.

**3:00 – 4:30 PM**

**Anthony Carey** (L)  
**What Current Pain Science Means to You-  
The Movement Professional**

As the fitness industry grows and the socioeconomic climate of health care becomes more restrictive, personal fitness trainers will encounter more clients with musculoskeletal pain. Understanding their professional role and the effects of pain on their client are paramount to the client's safety. The client in pain, although cleared for exercise by their physician will present unique challenges that the personal fitness trainer will not see with other types of clientele.

## Rachel Siemens

(A)

### Olympic Weightlifting: Beginning Fundamentals

Coach Rachel Siemens will present on the fundamental movements of Olympic Weightlifting and prerequisites to training with the Olympic lifts. The lifting portion will start with mobility and technical positions and adaptations. The class will then progress through basic lifts used in training for Olympic Weightlifting and general strength training. Be prepared for both presentations and hands on learning about this classic Olympic Sport.

**Sunday, October 29<sup>th</sup>, 2017**

at the Victoria Conference Centre

**7:00 – 8:00 AM Pre Workout**

### Classic Mat Workout

(A)

with Emma Sproule

**8:30 – 10:00 AM KEYNOTE**

with Dai Manuel & Krista Popowych

**10:30 AM – 12:00 PM**

## Dai Manuel

(A)

### Your Story, Your YOUnique Brand

Your YOU uniqueness will always set you apart from competitors. Accomplished coaches, trainers, and service providers know that true success is found in that magical space where your passions, your goals, and your personality meet. In his engaging lecture, Dai will identify some of the top commonalities shared between you and the world's biggest brands, along with what sets you apart. You will learn what it takes to both embrace and share your unique story, and create a one-of-a-kind business that connects with people well beyond a simple monetary transaction.

*Note: those attending this session will receive a digital copy of my workbook entitled: "Your Story, Your Brand". Value of \$67 USD).*

## Krista Popowych

(A)

### The Furnace

Are you ready to ignite your next workout? Let's burn it up in a total cardio mix of calorie torching workout ideas. Learn how to apply the most current fat-burning research and science to truly help your participants reach their personal goals of feeling better and increasing their calorie burn. Put it to practice with various cardio combinations that include a mix of low, high, fast and slow.

## Jessica Zapata

(A)

### Fitlites Stamina

Think Pilates is all about lying on your back, not breaking a sweat? No way! Fitlites Stamina is all about adding in some heart pumping moves to get your participants breaking a sweat and upping their calorie burn. We'll go through a full stamina class so come ready to move and you'll leave with a class plan you can use immediately. BYOM, shoes strongly recommended.

## Anthony Carey

(AL)

### Expanding the Movement Catalogue Through Movement Variability

The human body has enormous resources for completing the same fundamental tasks with huge amounts of variability. New research is emerging showing that traditional learning models of repetition may not produce the best learning results nor be optimal for the joint and soft tissue structures. Providing variable input through movement will equate to more real world learning and a more robust movement catalog.

## FITNESS EXPOSITION

Sunday, October 29<sup>th</sup>

**10:00 – 10:30 AM, 12:00 – 1:00 PM  
and 2:30 – 3:00 PM**

Fitness equipment, nutrition and athletic apparel from industry leading vendors

**1:00 – 2:30 PM**

## Jessica Zapata

(L)

### The Power of the Psoas

Psoas – common hip flexor or muscle extraordinaire?? We will delve deep into the anatomical function, physiological role and intuitive powers! Learn how to keep the human tenderloin healthy and what exercises are a must-do to keep it supple and long.

## Rick Bulley

(AL)

### Foam Rolling 101

In this session, TRIGGERPOINT Master Trainer Rick Bulley will take you through the basics of foam rolling, as well as the considerations you want to make when recommending Foam Rolling/Self Myofascial Releases to clients. You'll be working with the TRIGGERPOINT GRID Foam Roller, but much of what you take away from this session can be applied to most foam roller brands.

## Krista Popowych

### The Functional Training Facelift

Functional training continues to be a training buzzword and for good reason. Functional movement patterning is critical to keeping clients fit, healthy and injury-free. The ideal training ground starts with a systematic approach and continues with an effective training paradigm. Take away lots of ideas that can be done on an assortment of small equipment and the most functional piece of all, your body. Challenge your clients with a functional facelift that will enhance performance and results.

(A)

## Dai Manuel

### Social Media Mastery and A Strategy to Get You There

With billions of loyal users, sites like Facebook, Pinterest, Twitter, and Instagram are now responsible for more than 30% of all website traffic. But if you've ever tried to put the power of social media to work for your business and not seen the results you wanted, you probably figured out quickly that without a plan, it's easy to flounder around and not really achieve anything. In this practical presentation, Dai will walk your through the steps to creating and managing a social media strategy of awesomeness!

*Note: those attending this session will receive a digital copies of my "Weekly Social Media Planner" workbook, the "Social Media Management & Brainstorming" worksheet, and, a copy of my "Social Media Management" Checklist.*

(A)

## Alison Smith

### Aqua Blast Masterclass

Make a splash with Aqua Personal Trainer Alison Smith for a blast of fun and a hardcore workout! Learn how aquatic and dryland fitness can complement each other, stimulating brains and bodies of all ages, and keep athletes engaged with training even when injured. Take away components of Alison's successful H2O Turbo Bootcamp and Aqua Cross classes using greater power output in the water. Come jump in!

*Class takes places at Crystal Pool & Fitness Centre – 2275 Quadra Street*

(A)

(A) Active Session (L) Lecture (AL) Active Lecture

3:00 – 4:30 PM

## Krista Popowych

### Body Weight Training Amped Up

We all know that the best piece of equipment is your body. This non-equipment based session is the perfect combination of functional strength and evolving intervals that will amp up any workout. Interactive, totally fun and packed with amazing ideas, this workout is perfect for small or large groups. Body Weight Training Amped Up is truly a do anywhere, do anytime workout - for anyone!

(A)

## Jessica Zapata

### Meditation for the Fitness Professional

In this workshop you will learn about the science of stress and how meditation is a remedy to the fast paced, sometimes chaotic lives we face. Learn and explore the benefits of meditation, what exactly is meditation vs mindfulness, and different types of meditation. We also discuss the how, when and where to meditate. By the end of the workshop you will come to an understanding of how meditation can benefit you and your clients fitness and health regime and allow you to continue on your path to well-being.

(AL)

## Dai Manuel

### Living the Whole Life Fitness Manifesto:

#### What's 2% got to do with it?

As fitness professionals at times we struggle to create group environments that are inviting, open and inclusive to everyone. As trainers we're not just about the physical health of our clients, but empowering them to maximize quality of life through 'Whole-Life Fitness.' In attending this interactive session with Dai Manuel (aka Coach Moose), you will: 1. Learn practical tips to help your clients reprogram their bodies and make better lifestyle choices. 2. Gain insights into the language of 'coaching' 3. Connecting your clients understanding beyond just knowledge, translating their fitness and health wants into everyday practical wisdom.

*Those attending will receive digital copies of:*

*The Whole Life Fitness Manifesto and The Green Smoothie 7-Day Reboot*

(AL)

## Rick Bulley

### Foam Rolling for Desk Jockeys

If you or your clients work at a desk all day, 40 hours a week, you know the common complaints are everything from sore low backs, hunched shoulders, tight forearms and more. TRIGGERPOINT Master Trainer Rick Bulley will guide you through some myofascial basics and Foam Rolling techniques that will help desk jockeys get back on track. In this session you will work with The TRIGGERPOINT GRID 1.0 foam roller.

(AL)

# REGISTRATION FORM Registration Opens August 1, 2017

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**EARLY** Aug 1 – 31, 2017  
1 Day \$119 / 2 Days \$169

**REGULAR** Sep 1 – Oct 15, 2017  
1 Day \$139 / 2 Days \$189

**LAST CHANCE** Oct 15 – 27, 2017  
1 Day \$159 / 2 Days \$209

Corporate group discount – 15% off for 5 or more that register together. To register, contact Dan Atagi 250-475-7106 dan.atagi@saanich.ca

## FRIDAY October 27, 2017 – Gordon Head Recreation Centre

5:30-9:00 PM  840982 **Alert Emergency First-Aid with CPR Level "A" +AED Recertification \$50 +tax**

## SATURDAY October 28, 2017 – PISE Pacific Institute for Sport Excellence

7:30-8:30 AM  840955 **Morning Workout No Regret Sweat – Lyndsay Lynk and Mark Taylor**

9:00-10:00 AM  840954 **KEYNOTE: The Fitness Pro 2.0: It Starts with You – Anthony Carey**

10:30 AM-Noon  840956 **Beyond the Foam Roller: Myofascial Mobility ... – Anthony Carey**

840957 **Jump Progressions: For Health & Performance – Chris Hinton**

1:00-2:30 PM  840959 **Moving Forward by Moving Optimally ... – Matt Lumsdaine**

840958 **Sports Nutrition: Filtering Through the Fluff ... – Ashley Armstong**

3:00-4:30 PM  840960 **What Current Pain Science Means to You – Anthony Carey**

840961 **Olympic Weightlifting: Beginning Fundamentals – Rachel Siemens**

## SUNDAY October 29, 2017 – Victoria Conference Centre

7:00-8:00 AM  840965 **Morning Workout Classic Mat Workout – Emma Sproule**

8:30-10:00 AM  840964 **KEYNOTE PRESENTATION: Dai Manuel & Krista Popowych**

840966 **Your Story Your Brand – Dai Manuel**

10:30 AM-Noon  840967 **The Furnace – Krista Popowych**

840968 **Fitilates Stamina – Jessica Zapata**

840969 **Expanding the Movement Catalogue Through ... – Anthony Carey**

840972 **The Power of the Psoas – Jessica Zapata**

1:00-2:30 PM  840973 **Social Media Mastery – Dai Manuel**

840974 **The Functional Training Facelift – Krista Popowych**

840975 **Aqua – Alison Smith**

840971 **Foam Rolling 101 – Rick Bulley**

840978 **Body Weight Training Amped Up – Krista Popowych**

3:00-4:30 PM  840977 **Meditation for the Fitness Professional – Jessica Zapata**

840979 **Living the Whole Life – Dai Manuel**

840976 **Foam Rolling for Desk Jockeys – Rick Bulley**

PAYMENT

**Online at [www.islandfitnessconference.com](http://www.islandfitnessconference.com)**

**Call 250-475-7100**

**In Person 4100 Lambrick Way Victoria, B.C. V8N 5R3**

**Fax 250-475-1771**

Session handouts available online. Please bring your own mat.

# FITNESS TOWN

Our mission at Fitness Town is to inspire healthy lifestyles and provide expert advice to help people to utilize the ideal fitness equipment for their needs and goals. The team at Fitness Town is greatly concerned about the rising rates of childhood obesity in North America and is dedicated to educating people of all ages to live a healthy lifestyle and be physically fit.

By providing customer focused health and fitness expertise and guidance, we allow the customer to make an educated commitment to their ever changing health and fitness goals. We work hard to make sure we have the best range of equipment available to our customers and have equipment that suits all fitness levels and interests.



Greater Victoria **ACTIVE COMMUNITIES**  
fitfitness.ca

**PISE**  
Pacific Institute for Sport Excellence

**STAK FITNESS**  
A DIVISION OF JORDAN HEALTH TECH

**MATRIX**  
Strong • Smart • Beautiful

**360**  
athletics

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Credits Available from

BCRPA, CSEP, BCAA, NSCA, CATA, ACSM, NFPT, \*ISSA and \*canfitpro™

\*EXTRA FEES APPLY

