

Athletic Business[®]

SHOW 2023

CONFERENCE: NOV. 1-4, 2023 | EXPO: NOV. 2-3, 2023

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Association

NIRSA

NAYS
National Alliance
for Youth Sports



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Booth 1311

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Booth 415

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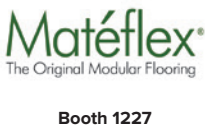
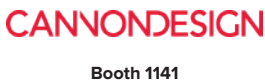
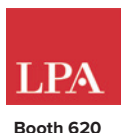
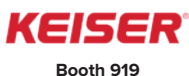
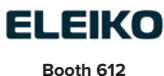
WELCOME TO AB SHOW 2023



We are so glad you are here with us in Baltimore! This year brings a lot new to the AB Show experience: new location, partners, presenters and education, activities and formats. It is our pleasure to provide this and more to you year after year, and hope you leave Baltimore with more than when you came

If you need assistance or have a question at any time, please stop by the AB Show Registration Desk in the Pratt Street Lobby on the 300 level.

THANK YOU 2023 SPONSORS





WELCOME CO-LOCATING PARTNERS



ASSOCIATION OF OUTDOOR RECREATION AND EDUCATION

For the first time, the Association of Outdoor Recreation and Education (AORE) will hold its Outdoor Professional Conference in conjunction with Athletic Business Show. The Outdoor Professional Conference will offer attendees networking opportunities and high quality education focused on research, best practices, and advocacy efforts within the outdoor recreation and education space.

To learn more about the AORE, visit **Booth 543** or check out the AORE website at aore.org.

MEDICAL FITNESS ASSOCIATION

For the 19th year, the Medical Fitness Association (MFA) is holding its conference in conjunction with AB Show.

The MFA's 33rd Annual Conference focuses exclusively on those professionals involved with medically integrated health and fitness facilities.

MFA attendees have full access to the expo hall and any AB Show seminar.

To learn more about the Medical Fitness Association, visit **Booth 535** or check out the MFA website at medicalfitness.org.

NATIONAL ALLIANCE FOR YOUTH SPORTS

The National Alliance for Youth Sports (NAYS) continues to co-locate the annual Youth Sports Congress with AB Show. In addition, Athletic Business magazine is a proud sponsor of the 2022 Excellence in Youth Sports Awards.

The NAYS Congress is attended by Certified Youth Sports Administrators (CYSAs) and recreation professionals involved in youth sports. A bonus Academy for Youth Sports Administrators session will also be held simultaneously for individuals as they complete the certification process to earn the CYSA designation.

To learn more about the National Alliance for Youth Sports, visit **Booth 1235** or check out the NAYS website at nays.org.

NIRSA: LEADERS IN COLLEGIATE RECREATION

NIRSA is partnering with Athletic Business to integrate the 2022 NIRSA Recreation Facilities Institute, presented by Mondo, as part of AB Show.

NIRSA attendees have full access to the expo hall and any AB, NIRSA, MFA or NAYS seminar.

To learn more about NIRSA: Leaders in Collegiate Recreation, visit **Booth 851** or visit nirsa.org

SALVATION ARMY

As an expression of The Salvation Army's mission, Kroc Centers are a network of 26 state-of-the-art facilities, sharing a common goal: providing opportunities for children and families to discover and develop their full potential through Christ-centered, quality programs focusing on arts, education, recreation, and worship.

The Salvation Army is blessed to collaborate with the AB show for the first time to host the National Kroc Centers Conference to ensure our delegates have the opportunity to network with and learn from industry professionals.

AB SHOW MOBILE APP



Download the **Athletic Business Show**
App From Your App Store!

You'll Get Real-Time Access To:

- AB Show/NIRSA, AORE, MFA, NAYS and Salvation Army/Kroc Conference 2023 event schedules
- Seminar descriptions and room numbers
- Show floor map
- Social media
- Exhibitor listing
- Special events
- CEU amounts for seminars

Plus, all full-conference attendees can download seminar handouts directly from the app.



Be sure to log in with your email and password to get access to these exclusive features from the main menu:

Note Taking:

- You can take notes during the session, specific to each session you attend

Survey:

- Complete the surveys for each session

My Agenda:

- Create your schedule by adding items you are registered for, including workshops and tours
- Map out your game plan by creating your must-see list of speakers, sessions, events and exhibitors

If you have any questions about the app, stop by the **AB Show Registration Desk** in the Pratt Street Lobby

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CONTINUING EDUCATION UNITS



NEW this year: CEUs have gone digital! In order to receive any CEUs, you must have purchased the CEU option during registration, and have gotten scanned into the session upon entering.

Not all seminars qualify for CEUs/CECs. Each organization determines the number of credits awarded, and may not approve all seminars.

Please review each session in the mobile app for whether it qualifies for CEUs/CECs and note the credits awarded depending on the length of session. Below is a guide of credits to be awarded based on a 75-minute seminar. The mobile app will have the most current credits awarded.

ACE – 0.125
(0.1 for 60 minutes)

ACSM – 1.50
(1.0 for 60 minutes)

AFAA – 1.0

AOAP AqP – 1.0

GENERAL – 1.25
(1.0 for 60 minutes)

*Choose for NRPA or any
organization not listed

IFPA – 1.0

NASM – 0.1

NIRSA – 1.25
(1.0 for 60 minutes)

NSCA – 0.15
(0.1 for 60 minutes)

SFMA – 0.125
(0.1 for 60 minutes)

USSA – 0.125
(0.1 for 60 minutes)

National Strength and Conditioning Association (NSCA) approved up to 1.2 CEU(s) in category A for certified individuals attending approved sessions at this event.

SFMA CSFM (Sports Turf Managers Association): Please note that SFMA will award up to 1.5 CEUs. Contact SFMA at (800) 323-3875 to find out the specific sessions that will qualify for CSFM recertification.

AIA Members: Please note that AB Show will not be offering AIA learning units (LUs) from the American Institute of Architects. However, AIA will allow their members to self-report credits as a Structured Self-Reported Program. Visit the Discovery platform on the AIA website and choose “Self-Reports” for details.

If you have missed being scanned into any session (AB/NIRSA/NAYS), please stop by the AB Show Registration Counter and a staff member can make sure it is added to your attendance record. CEU transcripts will be available for you to download within a week after the conclusion of the conference, and you will be notified by email when transcripts are ready.

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SCHEDULE



Tuesday, Oct. 31

4:00pm-6:00pm – Registration (AB Show only)

Wednesday, Nov. 1

7:00am-5:30pm – Registration

8:00am-5:00pm – AB/NIRSA Facility Tours and Workshops

7:00pm - 10:00pm - AB TopGolf Classic at TopGolf Baltimore

Thursday, Nov. 2

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 at at Maryland Science Center

Friday, Nov. 3

6:15am-5:30pm – Registration

6:30am-8:00am – Early-Morning Workout in Exhibit Hall

8:30am-11:15am – Seminars

11:30am-12:30pm – Big Room Sessions (open to all)

12:30pm-4:30pm – Expo & Demo Stage Open

4:00pm-5:15pm – Seminars

6:00pm-8:00pm – Facilities of Merit Reception at American Visionary Art Museum

Saturday, Nov. 4

7:45am-12:00pm – Registration

8:00am – Red Kettle Run 5K

9:30am - 12:15pm – Seminars

SPECIAL EVENT SHUTTLE SERVICE

Buses will be provided for special events only, from the following locations:

Wednesday Nov. 1 - TopGolf “Outing”

Buses will be running in a loop to and from the event, with pick up at the Hilton, Marriott Inner Harbor, Hyatt, Hampton Inn, Days Inn Inner Harbor and Springhill Suites. Buses available 6:30pm - 10:00pm.

Thursday, Nov. 2 - Welcome Reception at Maryland Science Center

Buses will be running in a loop to and from the event, with pick up at the Hilton, Marriott Inner Harbor, Hyatt, Hampton Inn, Days Inn Inner Harbor and Springhill Suites. Buses available 7:45pm - 11:15pm.

Friday, Nov. 3 - Facilities of Merit Reception at American Visionary Art Museum

Buses will be running in a loop to and from the event, with pick up at the Hilton, Marriott Inner Harbor, Hyatt, Hampton Inn, Days Inn Inner Harbor and Springhill Suites. Buses available 5:45pm - 8:15pm.



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EXPO INFO & HOURS



The Expo Hall at AB Show gives you facetime with the manufacturers, architects and consultants offering the products and services you need to manage profitable athletic, fitness, recreation, outdoor, medical fitness and youth sports programs and facilities. **To see the most up-to-date floorplan, check out the AB Show App.**

EXPO HOURS

THURSDAY, NOV. 2

Expo Hall Grand Opening & Demo Stage Open

12:00PM-5:00PM

Free-Throw Contest

2:00PM-4:00PM

FRIDAY, NOV. 3

Early-Morning Workout

6:30AM-8:00AM

Expo Hall & Demo Stage Open

12:30PM-4:30PM

Free-Throw Contest

2:30PM-4:00PM

Prize Giveaways

3:00PM

EXPO EVENTS

Early-Morning Workout

Get an early and invigorating start to your Friday! Join an instructor-led class or exercise on your own while you get the opportunity to test out the latest and greatest fitness equipment. Also included in this year's workout - an instructor-led Bootcamp at the Demo Stage!

Demo Stage (Booth 402)

Try out the newest fitness class routines and products from the companies that created them. A special thanks to Under Armour Performance Center powered by FX Well for organizing!

Free-Throw Contests (Booth 1049)

A \$1 donation gets you 45 seconds to shoot as many free-throws as you can! Fun prizes will be awarded to the male and female participants who make the most free-throws. Your donation to AB's contest will help our co-located partner, NAYS, to continue to offer safe, positive and fun youth experiences.

Demo Stage Sponsors:

Matéflex®
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Booth 1227



POWERED BY  **WELL**

Booth 505

Free-Throw Sponsors:

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Booth 1227



InCord
Custom Safety Netting Solutions

Booth 1239


BSN SPORTS™
Booth 928

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Find Out More at Booth No. 1026



Contract Holder
Contract GS-03F-1300A

ON-SITE EXHIBITORS

Booths as of September 19, 2023

Companies with the AB logo are show sponsors; companies with the MFA or NAYS logos are located in the MFA or NAYS pavilions.

To see the most up-to-date floorplan, check out the AB Show App.

613 Originals	738
Apparel, Uniforms	
AAI/Spalding	1044
Children's Programs/Equip., Gymnastics Equip., Mats, Basketball Products	
Advantage Sport & Fitness	621
Cardiovascular Equip., Functional Fitness Equip., Outdoor Fitness Equip., Strength Equip.	
Aera Costa Rica/Explornatura	651
Associations/Organizations	
AB²⁰²³ SHOW³ AllChem Performance Products	628
Aquatics/Pool Components, Aquatics/Pool Maintenance Equip.	
Alpine Towers	648
Ropes Challenge Courses	
American Red Cross Training Services	941
Aquatic Training Equip., Aquatics/Life Safety Products, Associations/Organizations, Defibrillators	
Anhui Green Valley New Materials Co., Ltd.	1331
Field and Floor Covers, Sports Surfaces - Fields, Sports Surfaces - Flooring	
NAYS²⁰²³ National Alliance for Youth Sports Ankored	1338
Mobile Apps, Software/Computer Systems	
Anser Advisory, LLC	835
Architects/Engineers/Consultants, Sports Surfaces - Fields, Sports Surfaces - Flooring, Sports Surfaces - Track & Tennis	
AB²⁰²³ SHOW³ Aquatic Design Group, Inc	934
Aquatics/Pool Consultants, Architects/Engineers/Consultants	
Association of Aquatic Professionals	1236
Aquatics/Life Safety Products, Aquatics/Pool Consultants, Associations/Organizations	
Association of Outdoor, Recreation and Education	543
Associations/Organizations	
AB²⁰²³ SHOW³ Athletic Business	751
Publications/Media	
Atmosphere TV	521
Club Sales/Marketing/Advertising, Signage (Indoor, Outdoor), Publications/Media, Club Entertainment Systems/DVDs/Videos	
Avant-Garde	821
Security Systems	
BCI Burke Company	1221
Outdoor Fitness Equip., Playground Equip., Children's Programs/Equip., Picnic Tables	
Big Agnes	643
Apparel, Tents & Canopies	
NAYS²⁰²³ National Alliance for Youth Sports Big Dog	1337
Insurance/Financial Services	



ON-SITE EXHIBITORS

Blue Goji	1131
Cardiovascular Equip., Fitness Tracking Equip., Group Exercise Programs, Games	
BodyScript	607
Fitness Assessment Equip., Fitness Tracking Equip., Heart Rate Monitors, Mobile Apps	
Brandstetter Carroll Inc.	1225
Aquatics/Pool Consultants, Architects/Engineers/Consultants, Landscape Architects	
Brinkley Sargent Wiginton Architects	742
Architects/Engineers/Consultants	
BSN Sports	1244
Apparel, Branding, Facility, Uniforms, Baseball/Softball Products	
Campus Rec Magazine	723
Publications/Media, Club Sales/Marketing/Advertising	
CannonDesign	1141
Landscape Architects, Lighting, HVAC Systems & Components, Architects/Engineers/Consultants	
CC Creations	1126
Apparel, Signage (Indoor, Outdoor), Towels, Uniforms	
CEW Enterprises Inc/Sport Fence International Inc	1125
Bleachers/Seating, Fences	
Chisel Fit	735
Cardiovascular Equip., Strength Equip.	
ClearSpan Structures	1349
Buildings, Pre-Engineered, Tents & Canopies	
Climbing Wall Association	549
Associations/Organizations, Climbing Walls	
Club Automation	1213
Software/Computer Systems, Mobile Apps	
Colorado Time Systems	415
Aquatics/Pool Components, Scoreboards/Large-Screen Video/Electronic Signs, Timing Systems, Aquatic Training Equip.	
Counsilman-Hunsaker	1220
Aquatics/Pool Consultants, Architects/Engineers/Consultants	
Covermaster Inc.	1026
Sports Surfaces - Fields, Sports Surfaces - Flooring, Sports Surfaces - Track & Tennis, Field and Floor Covers	
Cryo Innovations	507
Sports Medicine Products	
Ecore	1143
Outdoor Fitness Equip., Sports Surface Maintenance Products, Sports Surfaces - Fields, Sports Surfaces - Flooring	
AB²₀²₃ SHOW Eleiko Sport Inc.	612
Fitness Certification Programs, Functional Fitness Equip., Outdoor Fitness Equip., Strength Equip.	
enerG wellness solutions LLC	629
Cardiovascular, Outdoor Fitness and Strength Equip. Sports Surfaces - Flooring	
ERC Wiping Products	1040
Cleaning Equip./Supplies, Towels	

EwingCole	1238
Architects/Engineers/Consultants	
FITBENCH	1135
Functional Fitness Equip., Strength Equip.	
AB SHOW 3 Fitness Assets	520
Fitness Equip. Service & Repairs, Fitness Tracking Equip., Software/Computer Systems, Mobile Apps	
FLEXWIPE	1223
Cleaning Equip./Supplies, Towels	
AB SHOW 3 Full Circle Padding.com	1140
Fitness Equip. Service & Repairs, Gym Wall Padding, Mats, Cleaning Equip./Supplies	
Fusion	821
ID Systems (Card, Photo, Wristband), Software/Computer Systems, Mobile Apps, Scoreboards/Large-Screen Video/Electronic Signs	
GARED	1240
Basketball Products, Bleachers/Seating, Gym Wall Padding, Soccer Equip./ Components	
Goal Taxi	417
Soccer Equip./Components	
Gym 80	411
Strength Equip.	
 Healthcare International	638
Cardiovascular Equip., Fitness Assessment Equip., Strength Equip., Fitness Equip. Service & Repairs	
Hughes Group Architects	725
Architects/Engineers/Consultants	
 HUR USA	635
Senior Programs, Strength Equip., Fitness Tracking Equip., Rehabilitation Services	
Hyscent	1120
Cleaning Equip./Supplies	
ICON Group	943
Lockers/Locks, Mats, Sports Surfaces - Flooring, Sports Surfaces - Track & Tennis	
IHRSA	841
Associations/Organizations	
 InBody	639
Fitness Assessment Equip.	
AB SHOW 3 InCord	1048
Gym Dividers/Netting/Rigging Equip., Ropes Challenge Courses	
Inside Edge Safety Surfaces	1342
Aquatics/Life Safety Products, Architects/Engineers/Consultants, Aquatics/ Pool Components, Gym Wall Padding	
Interkal, LLC	1320
Bleachers/Seating	
Jaypro Sports	1248
Baseball/Softball Products, Basketball Products, Soccer Equip./Components, Volleyball Components	
Jialifu Panel Industry (Guangzhou) Co., Ltd	1042
Rest Room Partitions, Lockers/Locks	

Jiangyin Alston Sportsgoods Co., Ltd	1144
Soccer Equip./Components, Volleyball Components, Basketball Products, Football Products	
 Jonas Fitness Inc	534
Club Sales/Marketing/Advertising, Software/Computer Systems	
Kahler Slater	1021
Architects/Engineers/Consultants	
 Keiser	919
Cardiovascular Equip., Functional Fitness Equip., Group Exercise Programs, Strength Equip.	
Kumiki Climbing	647
Climbing Walls	
Landscape Structures	1215
Tents & Canopies, Children's Programs/Equip., Functional Fitness Equip., Outdoor Fitness Equip.	
Lawn and Golf Supply Company, Inc	911
Sports Surface Maintenance Products, Sports Surfaces - Fields	
Liberty Mountain	542
Outdoor Fitness Equip., Ropes Challenge Courses	
Life Fitness	812
Cardiovascular, Strength, Functional Fitness Equip.	
Lincoln Aquatics	1234
Aquatics/Life Safety Products, Aquatics/Pool Components, Aquatics/Pool Consultants, Aquatics/Pool Maintenance Equip.	
List Industries Inc	1243
Lockers/Locks	
LiteMirror	935
Yoga Products, Mirrors, Functional Fitness Equip., Acoustical Wall/Ceiling Material & Enclosures	
 LPA Design Studios	620
Aquatics/Pool Consultants, Architects/Engineers/Consultants, Landscape Architects, Sports Surfaces - Fields	
LSI Industries	1351
Scoreboards/Large-Screen Video/Electronic Signs, Lighting, Signage (Indoor, Outdoor)	
MacLennan Jaunkains Miller Architects	839
Aquatics/Pool Consultants, Architects/Engineers/Consultants	
Marpo Fitness (Kinetics)	1035
Cardiovascular, Strength, Functional Fitness Equip. Group Exercise Programs	
Mask U.S., Inc	942
Apparel, Fund-Raising Programs/Products, Uniforms	
Mateflex	1227
Gym Wall Padding, Sports Surfaces - Flooring, Sports Surfaces - Track & Tennis, Volleyball Components	
Matrix Fitness	1011
Cardiovascular, Functional Fitness, Strength Equip. Group Exercise Programs	
 Medical Fitness Association	535
Associations/Organizations	
Michael Phelps Chilly GOAT (TM) By Master Spas	1025
Aquatic Training Equip.	
 Midstream Lighting Inc	1031
Lighting	

Miller Buildings Inc	1122
Buildings, Pre-Engineered	
Mledtech LLC	734
Lighting	
AB²⁰²³ MONDO	721
SHOW 3 Sports Surfaces - Fields, Sports Surfaces - Flooring, Sports Surfaces - Track & Tennis	
Moody Nolan	944
Architects/Engineers/Consultants	
Musco Lighting	1121
Lighting, Broadcasting, Live & On Demand, Lighting	
Myzone Inc	706
Fitness Tracking Equip., Heart Rate Monitors, Software/Computer Systems, Mobile Apps	
Natare Pools	1224
Aquatics/Pool Components, Aquatics/Pool Consultants, Aquatics/Pool Maintenance Equip., Architects/Engineers/Consultants	
NAYS²⁰²³ National Alliance for Youth Sports	1235
Associations/Organizations, Children's Programs/Equip., Educational Institutions, Publications/Media	
Nevco Sports LLC	1343
Scoreboards/Large-Screen Video/Electronic Signs, Signage (Indoor, Outdoor)	
Nicros Inc	849
Climbing Walls, Gymnastics Equip., Mats, Playground Equip.	
Ningbo Valleymoon Technology Co., Ltd	1149
Fitness Equip. Service & Repairs, Functional Fitness Equip.	
NinjaCross(TM) Systems	707
Aquatic Training Equip., Aquatics/Pool Components, Ropes Challenge Courses, Strength Equip.	
NIRSA	851
Associations/Organizations, Job Board	
Noise & Vibe, LLC	837
Acoustical Wall/Ceiling Material & Enclosures	
NORDOT® Adhesives	1127
Adhesives, Sports Surfaces - Fields, Sports Surfaces - Flooring, Sports Surfaces - Track & Tennis	
North American Invasive Species Management Assoc	443
Associations/Organizations	
Outdoor Aluminum Inc	1123
Bleachers/Seating, Picnic Tables	
Outdoorlink, Inc	736
Lighting, Software/Computer Systems	
AB²⁰²³ Paddock Pool Equip.	845
SHOW 3 Aquatics/Pool Components, HVAC Systems & Components, Aquatic Training Equip., Aquatics/Life Safety Products	
NAYS²⁰²³ Parks & Recreation Magazine/NRPA	1340
Associations/Organizations, Publications/Media	
Perform Better	937
Functional Fitness, Massage, Track and Field Equip., Sports Surfaces - Flooring	
Perkins&Will	1041
Architects/Engineers/Consultants, Aquatics/Pool Consultants	
Poolside Adventures	1222
Climbing Walls, Aquatics/Pool Components, Outdoor Fitness Equip.	

Populous	844
Architects/Engineers/Consultants	
Porter Athletic	948
Basketball Products, Gym Dividers/Netting/Rigging Equip., Volleyball Components, Gym Wall Padding	
Power Lift	624
Strength Equip.	
Prescott College	547
Educational Institutions	
Professional Climbing Instructors Association	649
Climbing Walls, Educational Institutions, Ropes Challenge Courses	
RDG Planning & Design	840
Architects/Engineers/Consultants, Landscape Architects, Branding, Facility, Lighting	
RecRe	842
ID Sys. (Card, Photo, Wristband), Lockers/Locks, Software/Computer Sys.	
Recreation Management	940
Publications/Media	
Recreonics Inc.	820
Aquatic Training Equip., Aquatics/Life Safety Products, Aquatics/Pool Components, Aquatics/Pool Maintenance Equip.	
REGUPOL	945
Field and Floor Covers, Mats, Sports Surfaces - Flooring, Sports Surfaces - Track & Tennis	
AB²₀²₃ SHOW REV Pickleball	1250
Pickleball Paddles and Balls	
Rip Current Sports	522
Aquatic Training Equipment	
RMS Fitness	512
Cardiovascular Equipment, Fitness Equipment Service & Repairs, Functional Fitness Equipment, Strength Equipment	
roamr	949
Cardiovascular Equip.	
Robbins Sports Surfaces	741
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Rubberlogix	1134
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RunSignup TicketSignup	1023
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S3 Design Inc	1345
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Spectrum Industries, Inc	1231
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Vermont Systems	1036
Software/Computer Systems	
VMKON (Guangdong) Industrial Development Co., Ltd	1043
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Walltopia Climbing Walls	1018
Climbing Walls, Sports Surfaces - Flooring	
Water Tech	846
Aquatics/Pool Maintenance Equip., Cleaning Equip./Supplies	
Water Technology Inc	1034
Aquatics/Pool Consultants, Architects/Engineers/Consultants	
Westport Pools	1142
Aquatics/Pool Components, Aquatics/Pool Consultants, Aquatics/Pool Maintenance Equip., Architects/Engineers/Consultants	
Wilderness Medical Associates	646
Educational Institutions	
Williams Architects	1226
Aquatics/Pool Consultants, Architects/Engineers/Consultants	
 Woodway	712
Cardiovascular Equip., Strength Equip.	
Yaham Optoelectronics Co., Ltd	1124
Lighting	
York Barbell	1211
Fitness Equip. Service & Repairs, Outdoor Fitness Equip., Strength Equip.,	
Zephyr Lock	529
Lockers/Locks, Architects/Engineers/Consultants	



EXHIBITORS

BY CATEGORY

Booths as of September 19, 2023

ACOUSTICAL WALL/CEILING MATERIAL & ENCLOSURES

LiteMirror.....	935
Noise & Vibe, LLC.....	837

ADAPTED PHYSICAL ACTIVITY PRODUCTS

HUR USA.....	635
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ADHESIVES

NORDOT® Adhesives	1127
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APPAREL

613 Originals.....	738
Big Agnes	643
BSN Sports	1244
CC Creations.....	1126
Mask U.S., Inc.	942

AQUATIC TRAINING EQUIPMENT

American Red Cross Training Services.....	941
Colorado Time Systems	415
Lincoln Aquatics.....	1234
Michael Phelps Chilly GOAT (TM) By Master Spas.....	1025
NinjaCross™ Systems.....	707
Paddock Pool Equipment	845
Poolside Adventures.....	1222
Rip Current Sports.....	522
Recreonics Inc.....	820

AQUATICS/LIFE SAFETY PRODUCTS

American Red Cross Training Services.....	941
Association of Aquatic Professionals.....	1236
Inside Edge Safety Surfaces.....	1342
Lincoln Aquatics.....	1234
Paddock Pool Equipment	845
Recreonics Inc.....	820
Spectrum Aquatics.....	1311

AQUATICS/POOL COMPONENTS

AllChem Performance Products.....	628
Colorado Time Systems	415
Inside Edge Safety Surfaces.....	1342
Lincoln Aquatics.....	1234
Natare Pools	1224
NinjaCross™ Systems.....	707
Paddock Pool Equipment	845
Poolside Adventures.....	1222
Recreonics Inc.....	820
Sentry Aquatic Innovations.....	936
Spectrum Aquatics.....	1311
Westport Pools.....	1142

AQUATICS/POOL CONSULTANTS

Aquatic Design Group, Inc.	934
Association of Aquatic Professionals.....	1236
Brandstetter Carroll Inc.....	1225
Counsillman-Hunsaker.....	1220
Lincoln Aquatics.....	1234
LPA Design Studios	620
MacLennan Jaunkains Miller Architects.....	839
Natare Pools	1224
NinjaCross™ Systems.....	707
Perkins&Will.....	1041

EXHIBITORS BY CATEGORY

Sentry Aquatic Innovations.....	936
Water Technology Inc.....	1034
Westport Pools.....	1142
Williams Architects.....	1226

AQUATICS/POOL MAINTENANCE EQUIPMENT

AllChem Performance Products.....	628
Lincoln Aquatics.....	1234
Natare Pools.....	1224
Recreonics Inc.....	820
Spectrum Aquatics.....	1311
Water Tech.....	846
Westport Pools.....	1142

ARCHITECTS/ENGINEERS/CONSULTANTS

Anser Advisory, LLC.....	835
Aquatic Design Group, Inc.....	934
Brandstetter Carroll Inc.....	1225
Brinkley Sargent Wiginton Architects.....	742
CannonDesign.....	1141
Counsilman-Hunsaker.....	1220
EwingCole.....	1238
Hughes Group Architects.....	725
Inside Edge Safety Surfaces.....	1342
Kahler Slater.....	1021
LPA Design Studios.....	620
MacLennan Jaunkains Miller Architects.....	839
Moody Nolan.....	944
Natare Pools.....	1224
Nicros Inc.....	849
NinjaCross™ Systems.....	707
Perkins&Will.....	1041
Populous.....	844
RDG Planning & Design.....	840
S3 Design Inc.....	1345
TMP Architecture Inc.....	824
True Pitch.....	1309
Water Technology Inc.....	1034
Westport Pools.....	1142
Williams Architects.....	1226
Zephyr Lock.....	529

ASSOCIATIONS/ORGANIZATIONS

Aera Costa Rica/Explornatura.....	651
American Red Cross Training Services.....	941
Association of Aquatic Professionals.....	1236
Association of Outdoor, Recreation and Education.....	543
Climbing Wall Association.....	549
IHRSA.....	841
Medical Fitness Association.....	535
National Alliance for Youth Sports.....	1235
NIRSA.....	851
North American Invasive Species Management Assoc.....	443
Parks & Recreation Magazine/NRPA.....	1340

BADMINTON COMPONENTS

Schelde Sports North America.....	927
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BASEBALL/SOFTBALL PRODUCTS

BSN Sports.....	1244
Jaypro Sports.....	1248
TinyMobileRobots.....	1038
True Pitch.....	1309
USA Sports Turf.....	1326

BASKETBALL PRODUCTS

AAI/Spalding	1044
BSN Sports	1244
GARED	1240
Jaypro Sports.....	1248
Jiangyin Alston Sportsgoods Co., Ltd.....	1144
Porter Athletic.....	948
Schelde Sports North America	927

BLEACHERS/SEATING

CEW Enterprises Inc./Sport Fence International Inc	1125
GARED	1240
Interkal, LLC	1320
Outdoor Aluminum Inc.....	1123

BRAIN FITNESS PROGRAMS

HUR USA.....	635
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BRANDING, FACILITY

BSN Sports	1244
CannonDesign.....	1141
Covermaster Inc.....	1026
RDG Planning & Design	840
REGUPOL.....	945
Under Armour Performance Center powered by FX Well.....	505

BROADCASTING, LIVE & ON DEMAND

Musco Lighting	1121
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BUILDINGS, PRE-ENGINEERED

ClearSpan Structures	1349
Miller Buildings Inc.....	1122

CARDIOVASCULAR EQUIPMENT

Advantage Sport & Fitness	621
Blue Goji.....	1131
Chisel Fit.....	735
enerG wellness solutions LLC.....	629
Healthcare International.....	638
Keiser	919
Life Fitness	812
Marpo Fitness (Kinetics)	1035
Matrix Fitness.....	1011
RMS Fitness.....	512
roamr	949
Woodway	712

CHILDREN'S PROGRAMS/EQUIPMENT

AAI/Spalding	1044
BCI Burke Company.....	1221
Landscape Structures.....	1215
National Alliance for Youth Sports.....	1235

CLEANING EQUIPMENT/SUPPLIES

ERC Wiping Products	1040
FLEXWIPES.....	1223
Full Circle Padding.com.....	1140
Hyscent.....	1120
Water Tech	846

CLIMBING WALLS

Climbing Wall Association	549
Kumiki Climbing	647
Nicros Inc.....	849
NinjaCross™ Systems.....	707

EXHIBITORS BY CATEGORY

Poolside Adventures.....	1222
Professional Climbing Instructors Association.....	649
Spectrum Aquatics.....	1311
Walltopia Climbing Walls.....	1018

CLUB ENTERTAINMENT SYSTEMS/DVDS/VIDEOS

Atmosphere TV.....	521
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CLUB SALES/MARKETING/ADVERTISING

Atmosphere TV.....	521
Campus Rec Magazine.....	723
Jonas Fitness Inc.....	534
Under Armour Performance Center powered by FX Well.....	505

DEFIBRILLATORS

American Red Cross Training Services.....	941
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EDUCATIONAL INSTITUTIONS

National Alliance for Youth Sports.....	1235
Prescott College.....	547
Professional Climbing Instructors Association.....	649
Wilderness Medical Associates.....	646

FACILITY DESIGN SCHOOLS

CannonDesign.....	1141
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FENCES

CEW Enterprises Inc./Sport Fence International Inc.....	1125
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FIELD AND FLOOR COVERS

Anhui Green Valley New Materials Co., Ltd.....	1331
Covermaster Inc.....	1026
REGUPOL.....	945

FITNESS ASSESSMENT EQUIPMENT

BodyScript.....	607
Healthcare International.....	638
InBody.....	639
LiteMirror.....	935
Marpo Fitness (Kinetics).....	1035

FITNESS CERTIFICATION PROGRAMS

Eleiko Sport Inc.....	612
Matrix Fitness.....	1011

FITNESS EQUIPMENT SERVICE & REPAIRS

Fitness Assets.....	520
Full Circle Padding.com.....	1140
Healthcare International.....	638
Matrix Fitness.....	1011
Ningbo Valleymoon Technology Co., Ltd.....	1149
RMS Fitness.....	512
Steam Sauna Inc.....	1313
York Barbell.....	1211

FITNESS TRACKING EQUIPMENT

Blue Goji.....	1131
BodyScript.....	607
Fitness Assets.....	520
HUR USA.....	635
Marpo Fitness (Kinetics).....	1035
Myzone Inc.....	706

FOOTBALL PRODUCTS

Jiangyin Alston Sportsgoods Co., Ltd.....	1144
TinyMobileRobots.....	1038

FUNCTIONAL FITNESS EQUIPMENT

Advantage Sport & Fitness.....	621
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Eleiko Sport Inc.....	612
FITBENCH.....	1135
Healthcare International.....	638
Keiser	919
Landscape Structures.....	1215
Life Fitness	812
LiteMirror.....	935
Marpo Fitness (Kinetics)	1035
Matrix Fitness.....	1011
Ningbo Valleymoon Technology Co., Ltd	1149
NinjaCross™ Systems.....	707
Perform Better.....	937
RMS Fitness.....	512

FUND-RAISING PROGRAMS/PRODUCTS

Mask U.S., Inc.	942
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GAMES

Blue Goji.....	1131
Group Exercise Programs	
Blue Goji.....	1131
Keiser	919
Marpo Fitness (Kinetics)	1035
Matrix Fitness.....	1011

GROUP EXERCISE PROGRAMS

Under Armour Performance Center powered by FX Well.....	505
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GYM DIVIDERS/NETTING/RIGGING EQUIPMENT

AAI/Spalding	1044
InCord.....	1048
Porter Athletic.....	948

GYM WALL PADDING

Covermaster Inc.....	1026
Full Circle Padding.com.....	1140
GARED	1240
Inside Edge Safety Surfaces.....	1342
Mateflex.....	1227
Porter Athletic.....	948

GYMNASTICS EQUIPMENT

AAI/Spalding	1044
Nicros Inc	849

HEART RATE MONITORS

BodyScript	607
Myzone Inc	706

HVAC SYSTEMS & COMPONENTS

CannonDesign.....	1141
Paddock Pool Equipment	845

ICE ARENA/IN-LINE COMPONENTS

Covermaster Inc.....	1026
Mateflex.....	1227

ID SYSTEMS (CARD, PHOTO, WRISTBAND)

Fusion.....	821
RecRe.....	842

INSURANCE/FINANCIAL SERVICES

Big Dog.....	1337
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JOB BOARD

NIRSA	851
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LACROSSE EQUIPMENT

TinyMobileRobots.....	1038
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LANDSCAPE ARCHITECTS

Brandstetter Carroll Inc.....	1225
CannonDesign.....	1141
LPA Design Studios.....	620
RDG Planning & Design	840

LIGHTING

CannonDesign.....	1141
LSI Industries.....	1351
Midstream Lighting Inc.....	1031
Mledtech LLC.....	734
Musco Lighting.....	1121
Outdoorlink, Inc.....	736
RDG Planning & Design	840
Slatercom Lighting Solutions.....	1310
Yaham Optoelectronics Co., Ltd	1124

LOCKERS/LOCKS

ICON Group	943
Jialifu Panel Industry (Guangzhou) Co., Ltd.	1042
List Industries Inc.....	1243
RecRe.....	842
Spectrum Industries, Inc.....	1231
Steam Sauna Inc.....	1313
Zephyr Lock.....	529

MASSAGE EQUIPMENT

Perform Better	937
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MATS

AAI/Spalding	1044
Full Circle Padding.com.....	1140
ICON Group	943
Mateflex.....	1227
Nicros Inc	849
REGUPOL.....	945

MIRRORS

LiteMirror.....	935
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MOBILE APPS

Ankored.....	1338
BodyScript	607
Club Automation.....	1213
Fitness Assets.....	520
Fusion.....	821
Myzone Inc	706

OUTDOOR FITNESS EQUIPMENT

Advantage Sport & Fitness	621
BCI Burke Company.....	1221
Ecore	1143
Eleiko Sport Inc.....	612
enerG wellness solutions LLC.....	629
Landscape Structures.....	1215
Liberty Mountain	542
Nicros Inc	849
Poolside Adventures.....	1222
York Barbell.....	1211

PATCHES, PINS, LANYARDS, AND CREDENTIALS

The Emblem Source.....	1335
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PICKLEBALL PADDLES AND BALLS

REV Pickleball.....	1250
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PICNIC TABLES

BCI Burke Company.....	1221
Outdoor Aluminum Inc.....	1123

PLAYGROUND EQUIPMENT

BCI Burke Company.....	1221
Ecore.....	1143
Landscape Structures.....	1215
Nicros Inc.....	849

PUBLICATIONS/MEDIA

Athletic Business.....	751
Atmosphere TV.....	521
Campus Rec Magazine.....	723
National Alliance for Youth Sports.....	1235
Parks & Recreation Magazine/NRPA.....	1340
Recreation Management.....	940

REHABILITATION SERVICES

HUR USA.....	635
Keiser.....	919

REST ROOM PARTITIONS

Jialifu Panel Industry (Guangzhou) Co., Ltd.....	1042
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ROPES CHALLENGE COURSES

Alpine Towers.....	648
InCord.....	1048
Liberty Mountain.....	542
NinjaCross™ Systems.....	707
Professional Climbing Instructors Association.....	649
Spectrum Aquatics.....	1311

SAUNAS / STEAM EQUIPMENT

Steam Sauna Inc.....	1313
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SCOREBOARDS/LARGE-SCREEN VIDEO/ELECTRONIC SIGNS

Colorado Time Systems.....	415
Fusion.....	821
LSI Industries.....	1351
Nevco Sports LLC.....	1343

SECURITY SYSTEMS

Avant-Garde.....	821a
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SENIOR PROGRAMS

HUR USA.....	635
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SIGNAGE (INDOOR, OUTDOOR)

Atmosphere TV.....	521
CC Creations.....	1126
LSI Industries.....	1351
Nevco Sports LLC.....	1343

SOCCER EQUIPMENT/COMPONENTS

GARED.....	1240
Goal Taxi.....	417
Jaypro Sports.....	1248
Jiangyin Alston Sportsgoods Co., Ltd.....	1144
TinyMobileRobots.....	1038

SOFTWARE/COMPUTER SYSTEMS

Ankored.....	1338
Club Automation.....	1213
Fitness Assets.....	520
Fusion.....	821

EXHIBITORS BY CATEGORY

Jonas Fitness Inc.....	534
Myzone Inc.....	706
Outdoorlink, Inc.....	736
RecRe.....	842
RunSignup TicketSignup.....	1023
Sentry Aquatic Innovations.....	936
Vermont Systems.....	1036

SPORTS MEDICINE PRODUCTS

Cryo Innovations.....	507
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SPORTS SURFACE MAINTENANCE PRODUCTS

Ecore.....	1143
Lawn and Golf Supply Company, Inc.....	911
Tarkett Sports.....	729
Traqnology North America.....	1010
True Pitch.....	1309
Turf Tank.....	606

SPORTS SURFACES - FIELDS

Anhui Green Valley New Materials Co., Ltd.	1331
Anser Advisory, LLC.....	835
Covermaster Inc.....	1026
Ecore.....	1143
Lawn and Golf Supply Company, Inc.....	911
LPA Design Studios.....	620
MONDO.....	721
NORDOT® Adhesives.....	1127
Tarkett Sports.....	729
True Pitch.....	1309
Turf Tank.....	606
USA Sports Turf.....	1326

SPORTS SURFACES - FLOORING

Anhui Green Valley New Materials Co., Ltd.	1331
Anser Advisory, LLC.....	835
Covermaster Inc.....	1026
Ecore.....	1143
enerG wellness solutions LLC.....	629
ICON Group.....	943
Inside Edge Safety Surfaces.....	1342
Mateflex.....	1227
MONDO.....	721
Nicros Inc.....	849
NORDOT® Adhesives.....	1127
Perform Better.....	937
REGUPOL.....	945
Robbins Sports Surfaces.....	741
Rubberlogix.....	1134
Tarkett Sports.....	729
VMKON (Guangdong) Industrial Development Co., Ltd.....	1043
Walltopia Climbing Walls.....	1018

SPORTS SURFACES - TRACK & TENNIS

Anser Advisory, LLC.....	835
Covermaster Inc.....	1026
ICON Group.....	943
Mateflex.....	1227
MONDO.....	721
NORDOT® Adhesives.....	1127
REGUPOL.....	945
Robbins Sports Surfaces.....	741
Tarkett Sports.....	729
VMKON (Guangdong) Industrial Development Co., Ltd.....	1043

STRENGTH EQUIPMENT

Advantage Sport & Fitness	621
BSN Sports	1244
Chisel Fit.....	735
Eleiko Sport Inc.....	612
enerG wellness solutions LLC.....	629
FITBENCH.....	1135
Gym 80	411
Healthcare International.....	638
HUR USA.....	635
Keiser	919
Life Fitness	812
Marpo Fitness (Kinetics)	1035
Matrix Fitness.....	1011
NinjaCross™ Systems.....	707
Perform Better	937
Power Lift	624
RMS Fitness.....	512
Salute our Soldiers.....	1135
Woodway	712
York Barbell.....	1211

TABLES/CHAIRS

Spectrum Industries, Inc.....	1231
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TENNIS COMPONENTS

Schelde Sports North America	927
Tents & Canopies	
Big Agnes	643
ClearSpan Structures	1349
Landscape Structures	1215

TIMING SYSTEMS

Colorado Time Systems	415
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TOWELS

CC Creations.....	1126
ERC Wiping Products	1040
FLEXWIPES.....	1223
Track and Field Equipment	
Perform Better	937

UNIFORMS

613 Originals.....	738
BSN Sports	1244
CC Creations.....	1126
Mask U.S., Inc.	942

VOLLEYBALL COMPONENTS

AAI/Spalding	1044
GARED	1240
Jaypro Sports.....	1248
Jiangyin Alston Sportsgoods Co., Ltd.....	1144
Mateflex.....	1227
Porter Athletic.....	948
Schelde Sports North America	927

YOGA PRODUCTS

LiteMirror	935
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AB SEMINAR SCHEDULE

*Please check mobile app for full CEU list for each workshop, tour, and seminar

WEDNESDAY, NOV. 1

7:00AM-5:30PM - REGISTRATION - PRATT STREET LOBBY - LEVEL 300

PRECONFERENCE WORKSHOPS & TOURS

8:00am-5:00pm - Tour:

Towson University, Loyola University and University of Maryland-College Park

Buses depart outside of the Pratt Street Lobby Entrance of the Baltimore Convention Center

(You must have preregistered for this event.) Name badge required.

9:00am-4:30pm - Tour:

John Hopkins University and Under Armour Headquarters

Buses depart outside of the Pratt Street Lobby Entrance of the Baltimore Convention Center

(You must have preregistered for this event.) Name badge required.

9:00am-12:00pm - Workshop:

**Inclusive Design: Better Opportunities and Solutions for All - Adam Bastjan, Damian Buchman, Dylan Fischer, Jeff Piette
Room 337**

(You must have preregistered for this event.) Name badge required.

1:00pm-4:00pm - Workshop:

**From A to Z: A Deep Look at the Owner's Role in Bringing a Project From Concept to Completion - Jenny Delgado, Jim Gabel, Colleen McKenna
Room 337**

(You must have preregistered for this event.) Name badge required.

1:00pm-4:00pm - Workshop:

**Transitioning From Coworker to Manager: The Make-or-Break Stage of Talent Development - Ruby Newell-Legner
Room 336**

(You must have preregistered for this event.) Name badge required.

5:00pm-7:00pm - Military Reception

Camden Lobby

All active-duty and civilian employees of a military sports, fitness or recreation facility or program are invited to attend.

Name badge required.

7:00pm-10:00pm - AB Golf Social at- TopGolf Baltimore

Buses will be running in a loop to and from the event, with pick up at the Hilton, Marriott Inner Harbor, Hyatt, Hampton Inn, Days Inn Inner Harbor and Springhill Suites. Buses available 6:30pm - 10:00pm.

(You must have preregistered for this event.) Name badge required.

You must be a full-conference attendee to attend seminars. Pre-registration is required or you can register at the Athletic Business Registration Desk located in the Pratt Street Lobby on Level 300 of the Baltimore Convention Center.



AB SEMINAR SCHEDULE

THURSDAY, NOV. 2

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 AT AT MARYLAND SCIENCE CENTER

8:30AM-9:45AM - CONCURRENT SESSIONS

NAYS

When IT Hits the Fan!

Room 309-310

Faculty: Brian Cafritz, SERMA and Shareholder, KPM Law (VA)

9:00AM-10:15AM - CONCURRENT SESSIONS

AQUATIC PROGRAMMING & MANAGEMENT

#banthebinder - Taking Aquatics Operations Into the Cloud

Room 336

Faculty: Kirsten Barnes, Director, HydroApps

FACILITY PLANNING & DESIGN (NIRSA)

NIRSA Roundtable: Ask The Experts

Room 347/348

*Faculty: Darin Barr, Principle, Ballard*King & Associates, Scott Caron, Senior Associate, Ballard*King*

FACILITY PLANNING & DESIGN

Experiential Design That Connects With Community

Room 337

Faculty: Timothy Belanger, Partner, MJMA Architecture & Design, Ted Watson, Partner, MJMA Architecture & Design

LEADERSHIP | PEOPLE MANAGEMENT | PERSONAL DEVELOPMENT

Leadership Through Storytelling and Humor

Room 339/340

Faculty: Yvette Kell, Director of Campus Recreation, Centers LLC at University of Missouri-St. Louis, Michelle Rieger, Senior Associate Director - University Recreation and Wellbeing, Cleveland State University

PROGRAMMING | MARKETING | CUSTOMER EXPERIENCE

Maximizing Impact through Customer Service

Room 343/344

Faculty: Whitney Kral, Director of Human Resources, Brown County/Greater Green Bay Kroc Center, Central Territory, Bram Roberts, Kroc Program and Mission Engagement Manager, Central Territory, Salvation Army

Success in Group X

Room 341/342

Faculty: Marisa Hoff, Partner, The Empower Group

10:00AM-11:45AM - CONCURRENT SESSIONS

NAYS

Focus on the YOUTH in Youth Sports

Room 309-310

Faculty: Chris Collins, Program Director, Crim Fitness Foundation, Stefanie Rock, Certified Sports Nutritionist, Rock Performance

10:30AM-11:45AM - CONCURRENT SESSIONS

FACILITY PLANNING & DESIGN (NIRSA)

"Let's Work Together": Planning & Building a New Wellness Facility With Multiple Campus Partners

Room 347/348

Faculty: Sal Canciello, Principle, S3 Design, Mike Medina, Director of Recreation, Quinnipiac University, John Somers, Assistant Director of Recreation, Quinnipiac University

FACILITY PLANNING & DESIGN

"Where's the Men's Room?" A Discussion of Gender-Neutral Locker Room and Restroom Facility Design

Room 337

Faculty: Derek Dinkeloo, Vice President / Project Leader, TMP Architecture, Inc., Sean Fletcher, Director of Parks & Recreation, City of Dearborn, Michigan, Greg Jordan, Director of University Recreation and Well-Being, Oakland, David Larson, Managing Partner / Chief Design Officer, TMP Architecture, Inc.

PROGRAMMING | MARKETING | CUSTOMER EXPERIENCE

Delivering Ritz-Carlton Level Service

Room 341/342

Faculty: Hank Ebeling, Owner, H4 Training

Opening Your Eyes, Arms and Doors to the Autistic Community

Room 338

Faculty: David Geslak, President & Founder, Exercise Connection

Planning a Community Race Event

Room 343/344

Faculty: Dane Boudreau, Visitor Experience and Outreach Director, The Salvation Army Kroc Community Center, Molly Putnam, Kroc Director, The Salvation Army Kerrville Kroc Center, Ramon Santiago, Athletics Coordinator, The Salvation Army Kroc Center Mississippi Gulf Coast

LEADERSHIP | PEOPLE MANAGEMENT | PERSONAL DEVELOPMENT

How to Get Full-Time Engagement From Your Part-Time Employees

Room 339/340

Faculty: Marisa Hoff, Partner, The Empower Group, Chris Stevenson, Founder, The Empower Group

FACILITY OPERATIONS | RISK MANAGEMENT & SECURITY (NIRSA)

Making Risk Management Fun

Room 345/346

Faculty: Vincent Murphy, Coordinator of Aquatics & Safety, Centers LLC at Marshall University's Recreation Center, Mike Weaver, Associate Director of Facilities & Operations, Centers LLC at Marshall University's Recreation Center

AQUATIC PROGRAMMING & MANAGEMENT

MythBusters: Aquatic Recreation Facilities Addition

Room 336

Faculty: Johnny Boyd, Senior Architect, AIA, RDG Planning & Design, Matt Freeby, Project Director, Water Technology, Inc., Jack Patton, Principle, RDG Planning & Design, Bill Weaver, Project Director, Water Technology, Inc.

PARKS AND RECREATION

The Courage to Be Unfair

Room 349/350

Faculty: Farrell Buller, Principle & Certified Leadership, 110% Inc, Rameir Martin, Assistant Director, County of Loudoun Parks, Recreation and Community Services

4:00PM-5:15PM - CONCURRENT SESSIONS

FACILITY PLANNING & DESIGN (NIRSA)

Every Campus a Park, Expand your Reach to Create Student Success

Room 347/348

Faculty: Laurie Braden, Executive Director, Louisiana State University

FACILITY PLANNING & DESIGN

Changing the Game - the Evolution of the Hybrid Event and Community Recreation Center

Room 337

Faculty: Kyle Morphy, Associate Principal / Market Leader Canada, Populous, Jeff Penner, Senior Associate / Senior Architect, VRA Sport

PROGRAMMING | MARKETING | CUSTOMER EXPERIENCE

Needs vs. Wants: Managing Customer Feedback & Expectation

Room 341/342

*Faculty: Darin Barr, Principle, Ballard*King and Associates, Scott Caron, Senior Associate, Ballard*King*

LEADERSHIP | PEOPLE MANAGEMENT | PERSONAL DEVELOPMENT

Employee Satisfaction: Whose Job Is It Anyway?

Room 339/340

Faculty: Brittany Todd, Owner and Founder, Fluorescent Fitness

FACILITY OPERATIONS | RISK MANAGEMENT & SECURITY (NIRSA)

Healthy Hives – Wellbeing in the Residence Hall

Room 345/346

Faculty: Elisha Quillen Smith, Assistant Director G.I.T. FIT (Fitness) Programs, Georgia Institute of Technology, Leksi Simic, Healthy Lifestyle Engagement Specialist, Georgia Institute of Technology

AQUATIC PROGRAMMING & MANAGEMENT

Beyond the Code: Taking Operational Standards to the Next Level

Room 336

Faculty: Kirsten Barnes, Director, HydroApps, Miklos Valdez, Director, CHAMP, Counsilman-Hunsaker

AB SEMINARS

*Please check mobile app for full CEU list for each workshop, tour, and seminar

PARKS AND RECREATION

Leadership: Connection Is Key

Room 349/350

Faculty: Chase Ellis, Assistant Director, City of DeSoto Texas Parks and Recreation, Angela Summers, Assistant Director, City of Henderson Nevada

EMERGING LEADERS (NEW MANAGERS)

A Guide to Priority Management

Room 343/344

Faculty: Steven Trotter, Principal Consultant, Director of Well-Being, Globetrotter Wellness Solutions, East Carolina University

MILITARY SPORTS & FITNESS

How to Build Successful and Sustainable Teams, Getting Everyone on the Bus in the Right Seat

Room 338

Faculty: Randy Behr, Chief of Sports, World Class Athlete Program and Esports, Department of Defense, Air Force

NAYS

Building the Girl Through Sports

Room 309-310

Faculty: Lydia Scrofani, Founder, Girls Sports Academy

8:00PM-11:00PM - AB SHOW WELCOME RECEPTION



MARYLAND SCIENCE CENTER

Join AB Show at the Maryland Science Center for its All-Conference Welcome Reception. Listen to live entertainment, enjoy food and beverages, dance and connect with AB Show full-conference attendees, exhibitors, speakers and attendees from show partners NIRSA, MFA, NAYS and AORE.

This event is free for AB, NIRSA, MFA and NAYS full-conference attendees and exhibitors with your show badge. (Tickets are available to Expo-Only, ExpoPlus, AORE and Kroc Conference attendees and guests at the registration desk for \$45, and must be purchased by 5:00pm on Nov. 2.) Must be 21 years or older to attend. **Show badge required.**

Transportation will be provided with buses picking up at Renaissance Baltimore Harborplace, Hilton Baltimore Inner Harbor, Marriott Inner Harbor, Hyatt Regency, Hampton Inn, Days Inn Inner Harbor, and Springhill Suites, in the Athletic Business Show block, starting at 7:45pm. Last bus departs Science Center at 11:00pm.

Sponsored by WOODWAY
For The Long Run

FRIDAY, NOV. 3

THURSDAY-AT-A-GLANCE

6:15AM-5:30PM – REGISTRATION

6:30AM-8:00AM – EARLY-MORNING WORKOUT IN EXHIBIT HALL

8:30AM-11:15AM – SEMINARS

11:30AM-12:30PM – BIG ROOM SESSIONS (OPEN TO ALL)

12:30PM-4:30PM – EXPO & DEMO STAGE OPEN

4:00PM-5:15PM – SEMINARS

6:00PM-8:00PM – FACILITIES OF MERIT RECEPTION AT AMERICAN VISIONARY ART MUSEUM

6:30AM-8:00AM - EARLY MORNING WORKOUT

Exhibit Hall EFG Name badge required.

8:30AM-9:30AM – CONCURRENT SESSIONS

NAYS

The Law of the Game

Room 309-310

Faculty: Marty McNair, Founder, Jordan McNair Foundation

8:30AM-9:45AM - CONCURRENT SESSIONS

FACILITY PLANNING & DESIGN (NIRSA)

Prime Spaces. High Impact: Creating Recreation Spaces for Holistic Health and Wellness

Room 347/348

Faculty: Jenny Delgado, Principle, CannonDesign, Colleen McKenna, Principle, CannonDesign

FACILITY PLANNING & DESIGN

Measuring Success: Managing Costs in Difficult Financial Times
Room 337

Faculty: Scott Caron, Senior Associate, Ballard*King, Arash Izadi, Principle, Director of Sport & Recreation, LPA Design Studios, Aaron Tapper, Director of the Student Recreation Center, California State University, Fullerton

PROGRAMMING | MARKETING | CUSTOMER EXPERIENCE

Fitness Without Borders

Room 341/342

Faculty: Brittany Todd, Owner and Founder, Fluorescent Fitness

It's All About the Experience 2.0

Room 343/344

Faculty: Chris Stevenson, Founder, The Empower Group

LEADERSHIP | PEOPLE MANAGEMENT | PERSONAL DEVELOPMENT

Leaders! You Need to Develop Talent and Plan for Succession
Room 339/340

Faculty: Maureen McGonagle, Director of Campus Recreation, Centers LLC, Depaul University, Joanna Prociuk, Director of Talent and Innovation, Centers LLC

AB SEMINARS

*Please check mobile app for full CEU list for each workshop, tour, and seminar

FACILITY OPERATIONS | RISK MANAGEMENT & SECURITY (NIRSA)

The Intersection of Recreation Centers and Collegiate Athletics

Room 345/346

Faculty: Jerry Foster, Athletic Facilities Program & Planning Manager, Anser Advisory, Suzette Mauney, Senior Associate AD for Development, University of San Diego, Doug Osborn, Principle, Crawford Architects

AQUATIC PROGRAMMING & MANAGEMENT

Fiscal Planning for Modern Aquatics Programs & Attractions at Any Budget

Room 336

Faculty: Justin Caron, Principal & CEO, Aquatic Design Group

PARKS AND RECREATION

Recreation Coordinator to Administrator: Key Takeaways to Prepare You to Guide Your Own Department

Room 349/350

Faculty: Farrell Buller, Principal & Certified Leadership, 110% Inc., Chase Ellis, Assistant Director, City of DeSoto Texas Parks and Recreation

10:00AM-11:15AM - CONCURRENT SESSIONS

NAYS

How to Hold Crucial Conversations When the Stakes are High and Emotions Run Strong

9:45am-11:15am (90-minute session)

Room 309-310

Faculty: Scott Robley, Director of Professional Services, Crucial Learning

FACILITY PLANNING & DESIGN

Powering Up Recreation Center Design: Embracing Electrification for a Sustainable Future

Room 337

Faculty: Peter Failla, Principle HVAC Engineer, The Ballard Group, Inc., Jacob Goodman, Team Lead - Energy Modeling and Field Services, Bowman Consulting Group, Robert McDonald, CEO / Senior Principal, OLC Architecture, Interiors and Aquatics

PROGRAMMING | MARKETING | CUSTOMER EXPERIENCE

Discover Wellbeing: From Theory to Practice

Room 341/342

Faculty: Steven Trotter, Principal Consultant, Director of Well-Being, Globetrotter Wellness Solutions, East Carolina University

Is Your Facility Show Ready?

Room 338

Faculty: Steve Bireley, Kroc & Community Center Director, The Salvation Army Western Territory

LEADERSHIP | PEOPLE MANAGEMENT | PERSONAL DEVELOPMENT

Make It More Than a Paycheck — Building a Recognition Program That Inspires

Room 339/340

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

AQUATIC PROGRAMMING & MANAGEMENT

Sustainable Aquatic Design & Delivery in an Unpredictable Construction Market

Room 336

Faculty: Craig Bouck, Principle-In-Charge, Barker Rinker Seacat, Matt Freeby, Project Director, Water Technology, Inc., Bill Weaver, Project Director, Water Technology, Inc.

PARKS AND RECREATION

Money Matters

Room 349/350

Faculty: Farrell Buller, Principal & Certified Leadership, 110% Inc.

EMERGING LEADERS (NEW MANAGERS)

Level Up: A Leadership Development Program for Mid-Level Managers

Room 343/344

Faculty: Caroline Dotts, Owner, Gallup-Certified Clifton Strengths Coach and Facilitator, Strengths on Site, Jenny Cotton, Executive Director of Housing and Residence Life, Georgia Institute of Technology

11:30AM-12:30AM - AB's BIG ROOM SESSION

Risk Planning for Intercollegiate, Interscholastic and Community Events

*Joey Sturm (Ret.), Director of Public Safety and Chief of Police, University of Louisiana at Lafayette; Ben Rolens, General Manager of Special Events, Reservations, and Marketing, Katy Independent School District
Jeff Steele, Associate Athletic Director, Facilities and Operations, Auburn University; Kyle Poore, Security Coordinator, Lincoln Public Schools
Moderator: Brooke Graves, Senior Training Manager, NCS4*

4:00PM-5:15PM CONCURRENT SESSIONS

NAYS

Empowering Youth Sports Leaders: Reaching Out to Underprivileged Parents

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

Room 309-310

Faculty: Simone Joye, CEO & Author, Simone Joy Consulting

FACILITY PLANNING & DESIGN

Aging Rec Centers ... Repair, Renovate, Replace?

Room 337

Faculty: Craig Bouck, Principal-In-Charge, Barker Rinker Seacat, Mick Massey, Texas Regional Director, Barker Rinker Seacat Architecture

PROGRAMMING | MARKETING | CUSTOMER EXPERIENCE

Inclusive by Design: Moving From Accessible to Welcoming to Belonging

Room 341/342

Faculty: Robyn Deterding, Adjunct Instructor, University of Illinois Urbana-Champaign, Maureen McGonagle, Director of Campus Recreation, Centers LLC, DePaul University

LEADERSHIP | PEOPLE MANAGEMENT | PERSONAL DEVELOPMENT

Navigating Difficult Conversations

Room 339/340

Faculty: Rachael Finley, Director of Campus Recreation, York College of Pennsylvania

AB SEMINARS

*Please check mobile app for full CEU list for each workshop, tour, and seminar

FACILITY OPERATIONS | RISK MANAGEMENT & SECURITY (NIRSA)

24/7: Activating Athletic Spaces for Dynamic and Diverse Non-Game Day Events

Room 345/346

Faculty: Kevin Aitken, Vice President, CannonDesign, Colleen McKenna, Principal, CannonDesign

AQUATIC PROGRAMMING & MANAGEMENT

Efficient Use of Resources When Revitalizing Aging Assets: A Case Study of Baltimore's Aquatic Renovations

Room 336

Faculty: Matthew Ames, Associate, GWWO Architects, Adam Boarman, Chief of Capital Development, Baltimore City Recreation & Parks, City of Baltimore, Justin Caron, Principal & CEO, Aquatic Design, Group

PARKS AND RECREATION

Defining Public Spaces - Using an Asset Management Lens

Room 349/350

Faculty: Brian "BK" Koehler, Director, The Maintenance Institute, Pennsylvania Recreation and Park Society

SATURDAY, NOV. 4

SATURDAY-AT-A-GLANCE

7:45AM-12:00PM – REGISTRATION

8:30AM-11:15AM – SEMINARS

8:30AM – RED KETTLE RUN 5K

9:30AM - 12:15PM – SEMINARS

8:30AM-9:45AM — CONCURRENT SESSIONS

NAYS

NAYS Update: "We work so your community can play safe and have fun!"

Room 309-310

Faculty: John Engh, Executive Director, NAYS

9:30AM-10:45AM - CONCURRENT SESSIONS

FACILITY PLANNING & DESIGN

Designing Beyond Limits: Turning Constrictive Site Challenges Into Innovative Design Solutions

Room 337

Faculty: Emily Cannon, Designer III, Perkins&Will, Phil Fenech, Practice Leader and Principal, Perkins&Will, Brent Ross, Practice Leader and Senior Associate, Perkins&Will

PROGRAMMING | MARKETING | CUSTOMER EXPERIENCE

Optimizing Your Fitness Facility's Bottom Line by Thinking Fee — Not Free — Programming

Room 341/342

Faculty: Cosmo Wollan, Senior Executive, Synergy Cubed

LEADERSHIP | PEOPLE MANAGEMENT | PERSONAL DEVELOPMENT

Taking the Plunge

Room 339/340

Faculty: Tia Freiburger, Senior Manager, Facilities & Operations, Under Armour

AQUATIC PROGRAMMING & MANAGEMENT

Why Do Good Swimmers Drown?: Let Us Count the Ways

Room 336

Faculty: Rachel Griffiths, Communication Director, Aquatic Safety Research Group, Tom Griffiths, President & Founder, Aquatic Safety Research Group

PARKS AND RECREATION

Building a Better Business and Operational Plan

Room 349/350

Faculty: Chris N. Nunes, Chief Operating Officer, The Woodlands Township

EMERGING LEADERS (NEW MANAGERS)

You're a New Leader, Now What?

Room 343/344

Faculty: Merle Taylor, Community Senior Manager, Tivity Health

10:00AM-11:15AM

NAYS

Keepers of the Sandlot...Covering the Bases in Youth Sports

Room 309-310

Faculty: Bill Severns, Executive Director & Former MLB Player (Milwaukee Brewers), The Keepers Legacy

11:00AM-12:15PM - CONCURRENT SESSIONS

FACILITY PLANNING & DESIGN

Planning, Programming and Design for Community Wellbeing

Room 337

Faculty: Howard Blaisdell, Associate Principal, Moody Nolan, Jennifer Rittler, Associate Principal, Moody Nolan

PROGRAMMING | MARKETING | CUSTOMER EXPERIENCE

Improving Customer Experience Through Weight-Inclusivity Training

Room 341/342

Faculty: Chris Balam, Director of Recreation, University-Student Union, California State University, Los Angeles, Saemi Lee, Assistant Professor, California State University, Los Angeles

LEADERSHIP | PEOPLE MANAGEMENT | PERSONAL DEVELOPMENT

Love What You Do! Increasing Engagement for You and Your Team

Room 339/340

Faculty: Jed Buck, Principal, Roz and Jed Training & Consulting, Roz Buck, Principal, Roz and Jed Training & Consulting

PARKS AND RECREATION

Understanding the Impact of National/State Economics on Your Agency

Room 349/350

Faculty: Chris N. Nunes, Chief Operating Officer, The Woodlands Township

AORE

WELCOME FROM THE
EXECUTIVE DIRECTOR

ASSOCIATION OF OUTDOOR RECREATION AND EDUCATION



Welcome to the AB Show and AORE's Outdoor Professional Conference! We are so excited to join this momentous week with many other partners as professionals gather to learn and connect. We can't wait to meet you and share the power of facilitated outdoor recreation with the understanding that however people want to be active – sports, fitness, outdoor recreation (be it group or individual) – we all provide programs that help people and there is power in partnership.

We want to help you connect your communities with the great outdoors and the business of outdoor recreation! There are so many benefits to facilitated outdoor recreation including improved mental health, reduced barriers for participants, assistance with risk management, and more.

Our members help educate, lead, and advocate. As the outdoor recreation industry grows - with \$862 billion in economic input), we are here to help folks get their foot in the 'out'doors or to advance their careers.

We have workshops and research, industry leaders and educators, outdoor brands and service and certification providers for you to meet. We are a fun, vibrant, and friendly group!



Our sessions are open to you! See the AORE schedule and more information on our sessions at aore.org/OPC_schedule (or simply scan this QR code). From there you can also meet our presenters!

2023 marks AORE's 30th year as a nonprofit. We are excited to celebrate our wonderful members, and we invite you to join us in co-creating the next 30 years!

As the outdoor industry grows, we are proud to amplify the work of state leaders. We are especially thrilled to be in Maryland, as Maryland marks the 16th state to add an office of outdoor recreation.

Finally, the AORE staff and Board of Directors are here to make sure your needs as an outdoor facilitator are met. Come check in with us to make sure you are using all of your membership benefits and can easily find out how you can engage with AORE – from educational opportunities to volunteer and leadership opportunities!

*Looking forward to meeting you,
Jeannette Stawski*



Athletic Business®

— SHOW 2024 —

SAVE THE DATE

NEW ORLEANS

NOV. 20-23, 2024 | NEW ORLEANS ERNEST N. MORIAL CONVENTION CENTER

Welcome to the 33rd Medical Fitness Association Annual Conference! Whether this is your first MFA Annual Conference or your 33rd, we are excited for this year's event.

The MFA Annual Conference is a great opportunity to get inspired, hear new ideas, and learn from the best. To maximize your educational opportunities this year, we have extended the Conference to Saturday morning. We have over 30 educational sessions to choose from with topics ranging from programming for special populations to managing your facility.

We are thrilled to have Dr. Jonathan Bonnet, an obesity medicine physician, as our keynote this year! His presentation is entitled, "Incorporating Lifestyle Medicine into Medical Fitness Centers: Understanding It's Role in Obesity Treatment." In March of 2023, the World Obesity Federation released a report stating that by 2035 over 4 billion people – more than half the world's population – will be obese. The problem is only getting worse and medical fitness has a significant role to play in helping to stem the tide of this global health crisis.

The other key aspect of the MFA Annual Conference is networking. This is a great opportunity to build your network of medical fitness colleagues. Connections made here at the Conference can be essential throughout the year as you tackle issues, test new ideas or just want to reach out to someone who has "been there, done that." Need help with networking? Talk to any of the MFA staff or Board members. We'd be happy to help make introductions for you.

We hope you enjoy your time in Baltimore and get to see some of the great attractions around the Inner Harbor. Don't miss the Welcome Reception at the Maryland Science Center, an easy walk along the waterfront in the Inner Harbor. While you're there, check out the fun, hands-on exhibits including "You – The Inside Story" with their giant game of Operation!

Remember, your Association is here for you! During the Conference, you'll hear about many ways you can get involved; elevate your career and your facility; and make the most of your MFA membership. We hope you enjoy the 2023 MFA Annual Conference!

**David Flench, MBA, FMFA,
FACHE, ACSM-EP
President & CEO
Medical Fitness Association**

INDUSTRY PARTNERS

MFA Conference Partner: Athletic Business

Silver Level: Jonas Fitness & Technogym

Bronze Level: Active Wellness; Antaris Club Solutions; Club Automation | CSI Spectrum; Cooper Wellness Strategies; Fabiano Designs; HealthFitness; Life Fitness; Power Wellness

Education Partner: Styku

Supporter Level: ActiveLinxx; Dividat.; Evolt; Health One; HUR USA; KORR Medical Technologies, Inc.; Matrix; Mitsubishi HC Capital America; OLC Architecture; Reaxing; TMI Sustainable Aquatics; Vapor Fresh

STRATEGIC PARTNERS

AACVPR; AAPSM; ACE; ACHRM; ACLM; ACPM; ACSM; AKTA; AOCPMR; CREP/USREPS; EIM; HealthWell Solutions; Healthy Learning; JCC Association; NBHWC; Nebraska Methodist College; Rock Steady Boxing; Women in Fitness Association (WIFA)

CONTINUING EDUCATION CREDITS

You may request one of the following CEC certificates:

ACSM

AKTA

MFA Certificate of Attendance

The American College of Sports Medicine Professional Education Committee certifies that the Medical Fitness Association meets the criteria for official ACSM Approved Provider status for 2021-2024.

Please note: If you attend Athletic Business seminars and desire CEUs from AFAA, IFPA or NASM, you must be scanned into the session(s).

NEW for 2023: Our partners at the AB Show have implemented a new digital system to track continuing education by scanning your badge at the educational session you attend. The total amount of continuing education awarded will be based on the attendance record produced by these digital scans. If you miss being scanned after attending a session, please stop by the MFA/AB Show Registration Counter and a staff member can make sure it is added to your attendance record. Electronic transcripts will be downloadable approximately a week after the conclusion of the event in Baltimore, and you will be notified by email when the records are ready.

WEDNESDAY, NOVEMBER 1

2:45 – 3:35PM

Physical Activity in the New Era of Anti-Obesity Medications for Obesity Treatment

Room 314-315

Faculty: Dr. Renee Rogers, Senior Scientist / Consultant & Strategist, University of Kansas Medical Center / IDEAL Consulting

Leveraging Wellness Technology to Drive Exerciser Engagement

Room 321-322

Faculty: Leigh Wierichs, Global Training and Education Manager, Life Fitness

Making Physical Activity Assessment, Prescription and Referral a Standard of Care: What it Means for Facilities, Staff and Members

Room 324-325

Faculty: Dr. Amy Bantham, President/CEO & Founder, Physical Activity Alliance/Move to Live More; Graham Melstrand, EVP, Community Health and Wellness Services, ACE; Laurie Whitsel, National VP of Policy Research & Translation, AHA/Past President, Physical Activity Alliance

3:50-4:40PM

Parkinson's Disease

Room 314-315

Faculty: Richard Cook, Development Director, Davis Phinney Foundation

Preparing the Exercise Professional of the Future

Room 321-322

Faculty: Michael Stack, CEO, Applied Fitness Solutions

Revolutionizing Cardiac Rehabilitation through Medical Fitness

Room 324-325

Faculty: Joshua Lyons, Owner/CEO, Pinnacle Medical Fitness Associates; Ashan Korala, Director of Medical Fitness Services, Pinnacle Medical Fitness Associates

THURSDAY, NOVEMBER 2

8:30-9:20AM

Walk This Way: Why Gait Speed is Considered the Sixth Vital Sign

Room 314-315

Faculty: Sheryl Brown, PT, MSPT, Programs Director, Cooper Wellness Strategies

Self-efficacy: A New Direction for Member Success

Room: 321-322

Faculty: Dr. Melissa Ziegler, Assistant Teaching Professor, University of Southern Mississippi; Susan Dobson, Undergraduate Coordinator/Lecturer for The Dr. Lynn Cook Hartwig Public Health Program, USM



MFA SEMINARS

Effectively Integrating Wellness into a Comprehensive Cancer Center Room: 324-325

Faculty: John Caliri, Administrative Director, First Health of the Carolinas

9:30-10:20AM

An Improvement Science Approach to Understanding Adaptive Leadership as a Tool for Diabetes Educators to Teach Patients Self-Efficacy

Room 314-315

Faculty: Dr. Collette Carter, Director, Owensboro Health Healthpark

The 3 R's for Successful Programming: Referrals, Results, Retention

Room: 321-322

Faculty: Doug Sham, HealthFit Manager, HealthFit – Powered by Sarasota Memorial

“How-To” Build Integration and Bill Insurance for our Services

Room: 324-325

Faculty: Robert Stedman, President, Robert Stedman Consulting

11:00AM – 12:00PM - KEYNOTE

Incorporating Lifestyle Medicine into Medical Fitness Centers: Understanding It's Role in Obesity Treatment

Room 314-315

Faculty: Dr. Jonathan Bonnet, Obesity Medicine Physician, Jonathan Bonnet, MD, LLC

4:00 - 4:50PM

Navigating Long-Term Weight Management in Our Hybrid Environment Room 314-315

Faculty: Ashley Onstott, Fitness Services Manager, Premise Health

Introducing Circadian Biology: Why Timing Matters in Health & Performance

Room 321-322

Faculty: Nicholas Lambe, Educator/Coach, Sleep & Recovery Coach Course

How a Wellness Center Supports Community-Based Hospitals Through Population Health Initiatives

Room 324-325

Faculty: Ryan Barr, Assistant Vice President, Healthplex Associates, Inc.

FRIDAY, NOVEMBER 3

8:30 – 9:20AM

Collision Management: Tendon Health for Youth Athletes

Room 314-315

Faculty: Christopher Armel, Strength and Conditioning Manager & Parisi Program Director, Valley Health Wellness and Fitness Center & Parisi Speed School

Creating Rock Stars – Evolving into a Strong, High-Performance Team

Room 321-322

Faculty: Joanne Newborn, CEO & Founder, Newborn Evolution, LLC

Corporate Wellness – How to Get Started in this Market and How to Sell It

Room 324-325

Faculty: Debbie Bellenger, CEO/Founder, DB Fitness and Wellness Solutions LLC

9:30 – 10:20AM

The Members' Journey: Impacts for Success and Retention

Room 321-322

Faculty: Mark Miller, COO, Merritt Clubs; Maria Miller, Regional Program Leader, Merritt Clubs

Designing for Mental Health

Room 324-325

Faculty: Sam Elsheikh, CFO/Senior Principal, OLC Architecture, Interiors and Aquatics

11:30AM – 12:30PM

Partnering for Lasting Change: Coaching Skills for Sustainable Health and Fitness Transformations

Room 314-315

Faculty: Brian Housle, Education Training Coordinator - Health & Well-Being Coach Training, Duke Health & Well-Being Programs

Integrating Programs for Veterans and Active Duty Service Members

Room 321-322

Faculty: Ruth Meyer, Kinesiotherapist, Dayton VAMC

Title: Implementing Total Worker Health® Model for Employers

Room 324-325

Faculty: Stewart Levy, President & Founder, Healthwell Solutions; Shanna Dunbar, CEO, Workplace Health, Inc.

4:00 – 4:50PM

Reach your APEX: Managing your Arthritis (Arthritis management, physical activity, education programming leading you to your x-factor)

Room 314-315

Faculty: Alexis Holt, Group Exercise & Recreation Coordinator at Cleveland Clinic Akron General Lifestyles, Stow and Kent State University, Health Education and Promotion Ph.D. student

**The Impact of COVID-19 Restrictions on Lifestyle in Manitoba:
Findings from The Wellness Institute Online Cardiometabolic Risk
Reduction Program**

Room 321-322

*Faculty: Carrie Solmundson, Executive Director, The Wellness Institute;
Shayla Krowiak, Manager of Health & Fitness, The Wellness Institute; Dr.
Rebecca Mollard, Clinical Research Associate, The Wellness Institute*

**Exercise Is Medicine – The Secret Sauce: How to Design and
Implement Exercise Is Medicine Programming for Optimum Adoption
and Revenue Potential**

Room 324-325

Faculty: Cosmo Wollan, Senior Executive, Synergy Cubed

SATURDAY, NOVEMBER 4

9:30 – 10:20AM

The Misunderstanding of Exercise for those with Autism

Room 321-322

*Faculty: David Geslak, Autism Exercise Specialist & President, Exercise
Connection*

**The Use of Health Account Dollars to Reimburse for Medical Fitness
Services**

Room 324-325

*Faculty: Eric Durak, President/Co-Founder, Medical Health and Fitness/
Fitness Is Medicine*

10:30 - 11:20AM

**Co-Activation: The Key To Core Training in Pregnant and Postpartum
Moms**

Room 321-322

*Faculty: Ashley Reid, Exercise Physiologist, Pre/Postnatal Wellness
Practitioner & Owner of Active Mom Fitness*

Punching Parkinson's

Room 324-325

*Faculty: Nicole Neuwirth, Exercise Physiologist, Duke Center for Living at
Fearington*

11:30AM – 12:20PM

The Breath of Purpose: Unlocking Your Full Potential

Room 321-322

Faculty: Stacy Fritz, President & CEO, FIT2order, LLC

**Fitness for All: Creating Equitable & Inclusive Fitness Opportunities for
People with Disabilities**

Room 324-325

Faculty: Monica Forquer, Founder, Active Health, LLC

WELCOME TO THE NAYS YOUTH SPORTS CONGRESS



**THE PREMIER YOUTH
SPORTS-SPECIFIC
EDUCATIONAL EVENT
IN THE WORLD**

Welcome to our 22nd annual Youth Sports Congress! We are thrilled to have you here and applaud your dedication to our youth.

This year's event features a schedule packed with must-see sessions led by dynamic speakers covering a wide range of key issues affecting youth sports programs today. Along with these valuable sessions we encourage you to take advantage of the tremendous networking opportunities available throughout the event to connect with your peers.

Whether you are here for the first time to earn your Certified Youth Sports Administrator credential, or you're attending to maintain your designation, we look forward to your involvement as we all work together to make our youth sports programs the best they can be for children everywhere.

So thank you again for all you do for children through the power of quality sports programs and making sure their experiences are safe, fun, and memorable for all the right reasons!

- NAYS Staff

NAYS/CYSA CONTINUING EDUCATION

All CYSAs are required to earn 10 hours of continuing education every two years to maintain their certification. By attending educational sessions – any NAYS Youth Sports Congress sessions or selected AB Show presentations – CYSAs earn continuing education to update/maintain their certification.



NEW for 2023: Our partners at the AB Show have implemented a new digital system to track continuing education by scanning your badge at the educational session you attend. The total amount of continuing education awarded will be based on the attendance record produced by these digital scans. If you miss being scanned after attending a session, please stop by the NAYS Registration Counter and a staff member can make sure it is added to your attendance record. Adjustments will not be made after the event.

Electronic CYSA attendance records will be downloadable approximately a week after the event. CYSAs must log in to their CYSA Profile within the NAYS.ORG website and upload the attendance record. Processing fees will only be waived for all CYSAs who upload the record within eight weeks following the Congress in Baltimore. NAYS will provide additional directions to CYSAs via email.



NAYS SEMINARS

WEDNESDAY, NOVEMBER 1, 2023

4:00 - 7:00PM — 2023 NAYS YOUTH SPORTS CONGRESS OPENING SESSION*

Stepping Up: Leading Powerful Programs Room 309-310

The 2023 NAYS Youth Sports Congress kicks off with a motivational keynote by Mike Goscinski, Vice President of Government Affairs for IHRSA, a leading trade association dedicated to enhancing mental and physical health. His presentation will address youth sports leaders standing at the forefront of grassroots youth sports initiatives today and share innovative ways for keeping youth moving. Winners of the prestigious Excellence in Youth Sports Award, as well as the NAYS Volunteer Coach of the Year and Youth Sports Parent of the Year will also be honored. *Reception to follow for NAYS registrants only.
Faculty: John Engh, Executive Director, NAYS; and Mike Goscinski, VP – Governmental Affairs, IHRSA



CONTINUING EDUCATION AWARDED = 1.5 HOURS

THURSDAY, NOVEMBER 2, 2023

8:30 - 9:45AM

When IT Hits the Fan! Be Ready Room 309-310

Faculty: Brian Cafritz, SERMA and Shareholder at KPM Law (VA)
CONTINUING EDUCATION AWARDED = 1 HOUR

10:00 – 11:45AM

Focus on the YOUTH in Youth Sports Room 309-310

Faculty: Dr. Mike Perko, Professor, University of North Carolina - Greensboro; Dr. Stephen Hebard, CIO, Prevention Strategies, UNC; and Stefanie Rock, CEO, Rock Nutrition
CONTINUING EDUCATION AWARDED = 1.5 HOURS

12:00 - 5:00PM — AB SHOW EXPO

1:00 - 4:00PM

NAYS Academy for Youth Sports Administrators Prep Session* Room 331-332

**(ONLY FOR NAYS REGISTRANTS EARNING THE CYSA DESIGNATION)*

4:00 - 5:15PM

Building the Girl Through Youth Sports

Room 309-310

Faculty: Lydia Scrofani, Founder, Girls Sports Academy (VA)

CONTINUING EDUCATION AWARDED = 1 HOUR

**8:00 - 11:00PM — AB SHOW RECEPTION
AT THE MARYLAND SCIENCE CENTER**

FRIDAY, NOVEMBER 3, 2023

8:30 - 9:30AM

The Law of the Game - Protecting Athletes

Room 309-310

Faculty: Marty McNair, Founder of the Jordan McNair Foundation (MD)

CONTINUING EDUCATION AWARDED = 1 HOUR

9:45 - 11:15AM

How to Hold Crucial Conversations When the Stakes are High and Emotions Run Strong

Room 309-310

Faculty: Scott Robley, Director of Professional Services, Crucial Learning (UT)

CONTINUING EDUCATION AWARDED = 1.5 HOURS

**11:30 - 12:30PM
ATHLETIC BUSINESS BIG ROOM SESSION**

CONTINUING EDUCATION AWARDED = 1 HOUR

12:30 - 5:00PM — AB SHOW EXPO

4:00 - 5:00PM

Purposeful Marketing of Youth Sports – Programs, People and More!

Room 309-310

Faculty: Stephen Cook, Founder, Paradigm Playbook

CONTINUING EDUCATION AWARDED = 1 HOUR

SATURDAY, NOVEMBER 4, 2023

8:30 - 9:45AM

NAYS Update “Evolving so your community can play safe and have fun!”

Room 309-310

Faculty: John Engh, NAYS Executive Director

CONTINUING EDUCATION AWARDED = 1 HOUR

10:00 - 11:15AM

Keepers of the Sandlot...Covering the Bases in Youth Sports

Room 309-310

Faculty: Bill Severns, Executive Director, The Keepers Legacy, and Former MLB Player - Milwaukee Brewers

CONTINUING EDUCATION AWARDED = 1 HOUR



Youth Sports Congress

CONGRATULATIONS

2023 NATIONAL AWARD WINNERS!

EXCELLENCE IN YOUTH SPORTS AWARD WINNERS

It Takes QUALITY to Earn EXCELLENCE!

**City of Raleigh Parks, Recreation &
Cultural Resources Athletics Program, NC**

Fort Irwin Youth Sports and Fitness, CA

Maxwell Air Force Base Youth Activities, AL

Ocean City Recreation and Parks, MD



These invite-only national awards recognize a specific, innovative and replicable element or initiative by organizations that earned the Better Sports for Kids Quality Program Provider designation.

NAYS VOLUNTEER COACH AND PARENT WINNERS



Joelle Cohen

Edwards Air Force Base, CA



Matthew Mayer

Naval Station Guantanamo Bay, Cuba

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