

# Fitness Jubilee

## EVENT SCHEDULE

[FITPROPROGRAMMING.COM/JUBILEE](https://fitproprogramming.com/jubilee)

Please note that all session times are listed in Pacific Daylight Time (PDT) – be sure to convert them to your local time zone so you can join live! Zoom links for each session will be shared as the event approaches.

### Friday, December 5

Time	Session 1	Session 2	Session 3
3:30–4:45 PM PT	<b>The Science of Aging and Exercise Programming for Older Adults</b> (60 min) Anthony J. Wall, PhD, ACE Fitness	<b>The Pregnant Athlete</b> Meghan Betts, FIT4MOM	<b>SWERVE Cycling</b> Laura Bordeaux, Fit Pro Programming
5:00–6:15 PM PT	<b>Mind Body Mash-Up</b> Abbie Appel	<b>Joint Whisperer: Sticky Shoulders &amp; Angry Neck Unlocked</b> Ava Rodriguez	<b>Yin + Restore</b> Lisa Greenbaum

### Saturday, December 6

Time	Session 1	Session 2	Session 3
7:00–8:15 AM PT	<b>The Hundred Exercise: Purpose, Precision, Placement, &amp; Play</b> Kristi Quinn & Wayne Seeto, STOTT PILATES	<b>Redefining Recovery: How Sober Fitness Is Powering a New Era of Community Wellness</b> Ashlynn Howe, FPP	
8:30–9:45 AM PT	<b>Prenatal Fitness by Trimester</b> Meghan Betts, FIT4MOM	<b>Human Reformer Machine to Mat: Reformer Favorites Reimagined</b> Lauren George, Fit Pro Programming	<b>MSINGI: WorkON to Afrobeats</b> Ingrid Knight-Cohee
10:00–11:15 AM PT	<b>The 4th Trimester</b> JoAnna Zapata, FIT4MOM	<b>Program Design for Client Results and Retention</b> Pete McCall	<b>Athletic Aging Strength</b> Tricia Madden, Fit Pro Programming
12:00–1:15 PM PT	<b>Lunch and Learn: So, You Want to Teach Pilates?</b> STOTT PILATES ft. moderators Staci Alden, Wayne Seeto, Kristi Quinn & Lauren George		
1:30–2:45 PM PT	<b>Pilates Principles in Action: Planks and Push-Ups</b> Kristi Quinn & Wayne Seeto, STOTT PILATES	<b>Group Strength Blueprint: Cue, Layer, Empower</b> Lauren George, Fit Pro Programming	<b>Your Career, Your Way: Navigating the Fitness Industry with Intention</b> Kathleen Ferguson, Coach 360
3:00–4:15 PM PT	<b>Truths and Myths Around Prenatal Fitness</b> JoAnna Zapata, FIT4MOM	<b>SWERVE Cycling: Ride Re-invented</b> Laura Bordeaux, Fit Pro Programming	

### Sunday, December 7

Time	Session 1	Session 2	Session 3
7:00–8:15 AM PT	<b>Flow with Purpose: Energizing the Pilates Mat Experience</b> Kristi Quinn & Wayne Seeto, STOTT PILATES	<b>Barre For Athletes</b> Lauren George & Tricia Madden, Fit Pro Programming	
8:30–9:45 AM PT	<b>Add an EMOM</b> Kari Merril	<b>Athletic and Balletic</b> Elizabeth Lenart, Fit Pro Programming	<b>Roll Out</b> Laura Bordeaux, Fit Pro Programming

# Fitness Jubilee

## SESSION DESCRIPTIONS

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Please note that all session times are listed in Pacific Daylight Time (PDT) – be sure to convert them to your local time zone so you can join live! Zoom links for each session will be shared as the event approaches.

### *Friday, December 5*

#### **3:30–4:45 PM PT | The Science of Aging and Exercise Programming for Older Adults (60 min) | ACE Fitness**

Many older adults consider themselves healthy, able to carry out daily activities, live productive lives, and for some, maintain a competitive lifestyle. Others experience a less fulfilling, lower-functioning lifestyle. A progressive approach to aging involves understanding the process and learning to adapt. Fitness professionals should focus on the role of exercise and physical activity in reducing risks associated with illness and age-related disabilities. This session will highlight the importance of health and exercise for older adults. After reviewing basic aging concepts, strategies for successful aging will be discussed. Key Learning Outcomes: Explore concepts of aging; understand general physiological characteristics; examine cardiovascular and strength changes; discuss exercise strategies for the aging population.

#### **3:30–4:45 PM PT | The Pregnant Athlete | Meghan Betts, FIT4MOM**

Learn how to safely and effectively train athletic clients through pregnancy. This session explores physiological changes, evidence-based guidelines, and practical programming strategies for pregnant athletes. Discover how to balance performance and safety while empowering women to stay strong, confident, and active throughout pregnancy.

#### **3:30–4:45 PM PT | SWERVE Cycling | Laura Bordeaux, Fit Pro Programming**

Elevate your ride! In this breakout session, learn how to curate and program music that energizes, motivates, and transforms your indoor cycling classes. Discover strategies to create seamless playlists, match beats to movement, and craft an unforgettable musical journey for every rider. Get ready to ride, groove, and take your classes to the next level.

#### **5:00–6:15 PM PT | Mind Body Mash-Up | Abbie Appel**

Your formula for fusion. This intelligent blend of Barre, Pilates, and strength training is perfectly sequenced to build balance, mobility, and mindful power—while giving you a framework to design your own unique classes. Learn how to flow seamlessly from sculpt to stretch, with purpose behind every move.

#### **5:00–6:15 PM PT | Joint Whisperer: Sticky Shoulders & Angry Neck Unlocked | Ava Rodriguez**

You know that shoulder that clicks, tightens, or goes on strike halfway through class? This workshop explores why clients' shoulders get sticky and their necks get angry (and no, it's not just stress or "tight traps"). We'll break down shoulder biomechanics in a digestible way—not textbook torture—and bring it straight into movement. Expect plenty of "aha" moments, a few laughs, and the perfect mix of science and sass that makes complex anatomy finally make sense.

#### **5:00–6:15 PM PT | Yin & Restore | Lisa Greenbaum**

Enjoy this soul-soothing practice designed to engage the parasympathetic nervous system, promoting rest, digestion, healing, and recovery. Move through gentle flows and deep stretches to release stagnant energy and chronic tension while creating space for breath and mental clarity. Regular rest in your weekly routine supports longevity. A long savasana and relaxation will leave you feeling rested and rejuvenated. No props or machines—just you and your yoga mat. Perfect for Yoga teachers, enthusiasts, and anyone seeking something new.

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## *Saturday, December 6*

### **7:00–8:15 AM PT | The Hundred Exercise: Purpose, Precision, Placement, & Play | Kristi Quinn & Wayne Seeto, STOTT PILATES**

Reignite your approach to one of Pilates' most iconic exercises—The Hundred. In this virtual workshop, you'll discover its true purpose, how to place it effectively in any workout, and how to cue it with clarity on the mat or with equipment. Strengthen your teaching skills by refining pacing, verbal cues, and engagement strategies, while exploring creative variations, props, and modifications. Leave with fresh inspiration and practical tools to teach The Hundred with confidence, energy and creativity.

### **7:00–8:15 AM PT | Redefining Recovery: How Sober Fitness Is Powering a New Era of Community Wellness | Ashlynn Howe, Fit Pro Programming**

Nearly 48.4 million Americans experience a substance use disorder each year, yet stigma, cost, and limited access keep wellness out of reach. With 95% of individuals in treatment wanting exercise in recovery—and 65% of young adults viewing even moderate drinking as unhealthy—the demand for sober, supportive spaces is rapidly growing (SAMHSA, 2025). In this session, you'll learn how the low-impact nature of barre-infused movement, body-neutral cueing, and thoughtfully layered options can be woven into a trauma-informed, uplifting format that reduces barriers, expands access to sober communities, and leaves a meaningful impact on both fitness and recovery—positioning your facility as a community-driven leader.

### **8:30–9:00 AM PT | Prenatal Fitness by Trimester | Meghan Betts, FIT4MOM**

Pregnancy is a season of change—physically, emotionally, and functionally. This session breaks down how to adapt exercise programming for each trimester, from foundational training in the first to balance and release work in the third. Leave with clear guidance on what to start, stop, and continue as pregnancy progresses.

### **8:30–9:00 AM PT | Human Reformer Machine to Mat: Reformer Favorites Reimagined | Lauren George, Fit Pro Programming**

Reformer Pilates is booming—77% of studios report growth and 67% are selling out classes ([Business Wire](#))—and this workshop shows you how to ride that wave! Discover how to reimagine reformer favorites for the mat using the Human Reformer system. With creative sequences, inventive cues, and full-body challenges, you'll learn to deliver high-energy, reformer-inspired classes anywhere—no machine required. Perfect for Pilates instructors, fitness pros, and studio leaders looking to expand programming, pack their schedules, and meet the skyrocketing demand for Pilates.

### **8:30–9:00 AM PT | MSINGI: WorkON to Afrobeats | Ingrid Knight-Cohee**

Meet MSINGI – the world's first Afrocentric functional movement practice. MSINGI is Swahili for foundational and elemental, and also means "to bring together". In this spirit, MSINGI offers a new approach to tempo driven bodyweight conditioning and primal mobility, powered by Afrobeats. In a "work-on" rather than a workout, learn the fundamental 11 movements of MSINGI, with intensity options represented by the elements of earth, wind and fire.

### **10:00–11:15 AM PT | The 4th Trimester | JoAnna Zapata, FIT4MOM**

Postpartum recovery is often called the "fourth trimester" for a reason. This session covers how to guide new moms safely back to movement—addressing pelvic floor recovery, diastasis recti, fatigue, and emotional well-being. Learn how to create supportive, realistic fitness programs that help moms rebuild strength and confidence after birth.

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## *Saturday, December 6 (continued)*

### **10:00–11:15 AM PT | Program Design for Client Results and Retention | Pete McCall**

Join renowned educator, author, and podcast host Pete McCall as he reveals how thoughtful program design—rooted in periodization, recovery science, and client-centred coaching—drives both real results and strong retention. You'll learn how to craft training that not only challenges your clients but also supports their recovery, longevity, and long-term success.

### **10:00–11:15 AM PT | Athletic Aging Strength | Tricia Madden, Fit Pro Programming**

Aging is a journey, and Ever FLEXED helps your participants thrive every step of the way! This dynamic program blends strength training, HIIT/VIIT, mobility, and flexibility—designed specifically for active adults 45+. You'll learn how to create fun, functional classes that support longevity, build confidence, and deliver the energy and connection today's 45-70-year-old fitness lovers crave. Walk away with new programming ideas and coaching strategies to help your classes stay strong, move well, and feel amazing!

### **12:00–1:15 PM PT | Lunch and Learn: So, You Want to Teach Pilates? | STOTT PILATES ft. moderators Staci Alden, Wayne Seeto, Kristi Quinn & Lauren George**

With so many certifications, styles, and training programs out there, it's easy to feel overwhelmed when considering a career as a Pilates instructor. This candid panel brings together experienced teachers and training leaders from various backgrounds to cut through the noise and share real-world guidance. From understanding the different methods, to recognizing the value of each approach, to identifying what's most important for your goals, you'll leave with clarity, confidence, and a better idea of where to begin to start your journey toward becoming a Pilates teacher.

### **1:30–2:45 PM PT | Pilates Principles in Action: Planks and Push-Ups | Kristi Quinn & Wayne Seeto, STOTT PILATES**

Transform the way you (and your clients) approach planks and push-ups by applying the Pilates principles. Participants will have the opportunity to move with guided practice and feedback. We'll wrap up with creative cueing strategies and prop-based modifications to help every client find success, from beginners to advanced movers. Whether you're a Pilates teacher or new to the Pilates world, you'll walk away confident in teaching planks and push-ups with precision and purpose.

### **1:30–2:45 PM PT | Group Strength Blueprint: Cue, Layer, Empower | Lauren George, Fit Pro Programming**

Ready to level up your group strength classes—without rigid rules or costly licensing fees? Discover how Pumped Up Strength empowers you to design fun, results-driven workouts that meet the needs of your participants. Learn to layer rhythmic progressions and combo movements that target both muscle and fascia while maintaining the freedom to program for your unique community. Walk away with empowering cueing techniques, strategies for all fitness levels, and science-backed programming that builds strength, boosts metabolism, and keeps your classes coming back for more!

### **1:30–2:45 PM PT | Your Career, Your Way: Navigating the Fitness Industry with Intention | Kathleen Ferguson, Coach 360**

Whether you're just starting out, building momentum in the middle of your career, or ready to reinvent yourself as a business owner or entrepreneur, this panel brings together diverse industry leaders to help you chart your path with clarity and confidence. We'll explore how to set meaningful goals, map out career pathways, and identify the steps needed to create a fulfilling and sustainable future in the health and fitness industry. Through candid conversations and actionable insights, panelists will share their personal journeys, strategies for growth, and guidance on how to navigate opportunities at every stage of your career.



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## *Saturday, December 6*

### **3:00–4:15 PM PT | Truths and Myths Around Prenatal Fitness JoAnna Zapata, FIT4MOM**

There's a lot of misinformation around exercise and pregnancy. This session separates fact from fear, using current research and real-world experience to clarify what's truly safe, effective, and beneficial. Learn how to educate clients, challenge outdated advice, and confidently support women through every stage of pregnancy.

### **3:00–4:15 PM PT | SWERVE Cycling: Ride Re-invented | Laura Bordeaux, Fit Pro Programming**

Coaching recovery in indoor cycling can be one of the most challenging – yet essential – elements of a well-rounded class. As intensity continues to climb, guiding your riders through proper recovery both on and off the bike is key to delivering an optimal experience and improving overall performance. Join Laura in this dynamic session as she pairs high-intensity cycling strategies with their perfect recovery counterparts, helping you elevate results, reduce injury risk, and keep your riders coming back for more.

## *Sunday, December 7*

### **7:00–8:15 AM PT | Flow with Purpose: Energizing the Pilates Mat Experience | Kristi Quinn & Wayne Seeto, STOTT PILATES**

Elevate your Pilates mat classes with seamless flow through intentional transitions, and vibrant energy—without compromising the precision and integrity of the method. In this interactive workshop, instructors will explore smart sequencing, rhythm, and cueing techniques that bring new life to foundational movements. Learn how to craft sessions that feel dynamic yet grounded, helping clients stay engaged, connected, and inspired throughout. Perfect for instructors looking to refine their teaching style, enhance class momentum, and deliver purposeful, high-impact Pilates experiences.

### **7:00–8:15 AM PT | Barre For Athletes | Lauren George & Tricia Madden, Fit Pro Programming**

Barre for Athletes will give you fresh tools to make your barre classes more athletic, inclusive, and performance-driven. Learn how to add HIIT segments, heavier weights, and functional movement patterns to challenge seasoned athletes while attracting participants who may have thought barre was “too easy” or “too dancey.” Walk away with strategies to grow your classes and expand your reach.

### **8:30–9:45 AM PT | Add an EMOM | Kari Merril**

Discover new ways to add EMOM (every minute on the minute) to your group fitness classes and one-on-one sessions. We step outside the box - and your comfort zone - to keep your brain sharp and body moving. This workshop will give you an assortment of different EMOM ideas to plug and play for your next class or client.

### **8:30–9:45 AM PT | Athletic and Balletic | Elizabeth Lenart, Fit Pro Programming**

Discover the perfect fusion of grace and power in this dynamic class designed to elevate your fitness. Balletic & Athletic combines the elegance and precision of ballet-inspired movements with the strength and intensity of athletic conditioning. Build core strength, improve balance, and enhance flexibility while sculpting lean muscles. No dance experience is required—just a willingness to move, sweat, and transform. You'll leave feeling poised and powerful!

### **8:30–9:45 AM PT | Roll Out| Laura Bordeaux, Fit Pro Programming**

Indulge in our "Foam Rolling Bliss" workout, a brief yet effective session where you'll master dynamic foam rolling techniques for improved flexibility, muscle tension release, and enhanced mobility. Guided by experts, this rejuvenating experience targets key muscle groups, providing quick relief from knots and tightness. Whether you're a fitness enthusiast or a novice, join us to elevate your recovery routine and experience the revitalizing benefits of foam rolling.

## Presenter Bios



### **Lauren George**

Lauren serves as the Co-Founder of Fit Pro Programming, a fitness education company dedicated to supporting instructors and club operators through comprehensive education and consulting services. With over 18 years in the fitness industry, she has created multiple fitness formats, trained thousands of instructors, and launched several successful businesses, including Clemson Fitness Company, The Fit Biz Club, Pulse Pointe Barre, and LG Fitness Virtual Studio and app. She's the program creator of Pumped Up Strength, Human Reformer, & The Musicality Method, Co-Creator of Barre Above, and consults on numerous fitness projects for other companies.



### **Tricia Madden**

Tricia is a 30-plus year veteran of the fitness industry and was named IDEA's Fitness Leader of the Year in 2020. Tricia co-founded Fit Pro Programming, one of the largest fitness education companies, and co-created Barre Above along with Ever FLEXED. Additionally, Tricia has programmed some of the world's largest fitness events both virtually and in-person. She served as the on-set Director for Amazon Halo, SWORKIT and other big productions overseeing thousands of workouts and talent development. With a focus on beginner and aging populations, Tricia is known for her warm, motivating presence. She actively donates her time to several non-profit organizations and presents internationally.



### **Laura Bordeaux**

Laura is a former collegiate swimmer, marathon runner, triathlete, and adventure racer, with extensive experience as a personal trainer and fitness instructor. Her holistic approach to fitness balances functional training and injury prevention. Her experience ranges from working with the United Nations, the US State Department, and training active-duty military, to creating programs for boutique studios across the US. Laura has taught in markets from Florida, Virginia, Seattle, and Dallas- and just keeps coming back to Denver. After working for Kent Denver School designing strength programs for high school athletes and faculty members, fitness education has become the primary focus. She is a Master Trainer for TriggerPoint Therapy and is also the Program Co-Creator for Swerve Cycle, a certified instructor training launched in September 2024.



### **Kari Merrill**

Kari has been in the fitness industry for over 25 years. She started teaching multiple classes while she worked full time as a Corrections Officer and took a leap of Faith 13 years into her career. Kari built the Group Fitness department, as Director, at a family-owned facility in Green Bay WI bringing a blend of free style classes and branded class bringing in the best education and certifications for her team. Kari has since taken on a programming role and leading the Rock Steady Boxing for Parkinson's Program and still loves putting on the mic multiple times a week for multiple formats. Kari is also one of the creative programmers behind Pumped Up Strength bringing you theme releases on the rotation.

## Presenter Bios



### **Ashlynn Howe**

Ashlynn is a Program Specialist Fit Pro Programming, creates musicality-driven choreography Barre Above and Pumped Up Strength, and serves as the FPP Marketing and Communications Director. Ashlynn is the creator of **The Recovery Barre**, a 501(c)(3) nonprofit and accredited instructor training dedicated to reducing barriers to wellness in sobriety by expanding access to free, accessible movement that builds strength, community, and belonging. With nearly a decade of experience as a school counselor, Ashlynn brings a unique approach to the fitness industry that combines mindful cueing with beat-driven energy to create fun, memorable group fitness experiences that foster a joyful relationship with exercise. Ashlynn holds an M.Ed. in School Counseling, B.A. in Communications, alongside multiple ACE, NASM, and other programming certifications.



### **Elizabeth Lenart**

With over 25 years in the fitness industry, Elizabeth is an international fitness educator, content creator and fierce advocate of mental health. She's known for explosive intervals, electric coaching & innovative programming. Elizabeth has an MEd in Educational Psychology, is a licensed counselor, and a wellness and life coach. She uses counseling and coaching to help clients get out of their heads and into their bodies. She's the National Program Education Director for Balletone, and a Program Specialist for Barre Above, Tabata Bootcamp, WaterRower, and Chaos. Elizabeth is the Fitness Director at Yale University Payne Whitney Gymnasium and the owner of Studio E Fitness.



### **Abbie Appel**

Abbie Appel is the owner of APS Appel Programming Solutions and AbbieFit Consulting. As an award-winning fitness educator and group fitness programming expert, Abbie develops and delivers programs for Schwinn Cycling, TRX Training and many other organizations. She developed the SCW Pilates and SCW Barre Certifications and has produced and starred in over 50 fitness videos. Abbie contributes to fitness publications such as Self, Shape, Prevention and IDEA Journal and is certified by ACE, AFAA and NASM.



### **Kristi Quinn**

Kristi Quinn, MA, is a Lead Instructor Trainer for Merrithew® and a highly respected Pilates and movement educator. With a master's degree in dance and a professional performance background across the U.S. and Europe, Kristi blends artistry, biomechanics, and precision in her teaching. She specializes in STOTT Pilates®, Total Barre®, and athletic conditioning and is known for her ability to elevate technique while keeping movement accessible, engaging, and purposeful for every body.



### **Wayne Seeto**

Wayne Seeto is a Senior Master Instructor Trainer and Education Programming Specialist with Merrithew®. With a background in exercise science and extensive experience training Pilates instructors worldwide, Wayne is recognized for his technical expertise, clear coaching, and mastery of STOTT Pilates® principles. His approach blends science-driven programming, mindful movement, and progressions that support instructors in delivering safe, effective, and innovative Pilates experiences.



## Presenter Bios



### **Kathleen Ferguson**

Kathleen Ferguson is a USC graduate and seasoned leader with 14+ years in business development, partnerships, and growth across the health, fitness, and wellness industry, with experience in B2B, personal training, and D2C and success at IDEA Health & Fitness Association, Oxygen Magazine, and Athletech News. Identifying a gap in business and career support for coaches, trainers, and wellness professionals, she founded Coach360, a media, education, and membership platform empowering those on the frontlines of chronic disease and the obesity epidemic. She has built an ecosystem connecting owners with top talent, creating career pathways and helping brands reach a highly targeted professional audience. A mother of three and advocate for women's health and leadership, Kathleen drives Coach360's growth through strategic partnerships, industry collaboration, and talent development, shaping the future of the health and fitness workforce.



### **Ingrid Knight-Cohee, MSc.**

Ingrid is a visionary leader in health, wellness, and fitness with 30+ years of experience empowering communities to move joyfully and live healthier lives, blending expertise in health management, fitness leadership, and exercise psychology to champion a holistic approach. As Director of Chronic Disease Programs at YMCA BC, she leads innovative, equity-focused health initiatives. A certified Personal Trainer, Health Coach, and Trainer of Fitness Leaders with degrees in Human Kinetics and Exercise & Health Psychology, she presents at global events including IDEA World, the Health & Fitness Association, and canfitpro. Ingrid founded MSINGI® – Elemental Movement, the world's first Afrocentric functional movement practice, built on 11 foundational movements set to exclusive Afrobeats playlists to enhance functional strength and mobility, and invites everyone to experience movement through MSINGI®.



### **Ava Rodriguez**

Ava Rodriguez is a Movement Specialist, international presenter, and educator known for transforming how instructors approach movement and pain. Through her globally accredited M.F.A. certification, she equips professionals with evidence-based tools to identify and resolve root causes of dysfunction, removing guesswork from movement correction. With nearly 20 years across strength and conditioning, clinical Pilates, manual therapy, and fascia science, Ava makes complex movement concepts simple, applicable, and transformative. She has presented at major industry conventions and educated for organizations including PMA, STOTT Pilates, and BASI, shaping the next generation of movement professionals. Ava's mission is to teach the world how to train joints to last.



### **Lisa Greenbaum**

Lisa is an award-winning Yoga Therapist and fitness presenter with 20+ years of teaching experience and founder of Sangha Yoga Collective (SYC), certifying 200+ 500-hour Yoga Teachers through a hybrid, module-based curriculum. SYC also offers a free community forum for Yoga teachers, CEC credits, and ongoing workshops for anyone seeking to deepen their practice. Specializing in Yoga for trauma and mental well-being, Lisa is known for her approachable style that encourages everyone to honor and connect with themselves. A five-time Top 100 Health and Fitness Influencer in Canada, Impact Magazine's 2025 Top Trainer, and 2018 Canadian Presenter of the Year with canfitpro, she has completed 1000+ hours of formal Yoga training and 5000+ hours teaching. Considered a change-maker in the fitness and wellness industry, Lisa inspires others by showing how Yoga can improve mental health, well-being, and self-connection.



## Presenter Bios



### **Pete McCall**

Pete McCall, MS, CSCS, is an exercise scientist, educator, and industry consultant with extensive experience helping fitness professionals bridge research and real-world practice. Holding a master's degree in exercise science and multiple advanced certifications, Pete has authored textbooks, training programs, and continuing-education content used across the industry. Known for his clear, evidence-based teaching style, Pete brings science to life in practical, results-driven ways that support both trainers and clients.



### **Anthony J. Wall, PhD**

As the Senior Director, Global Business Development/ Academic Accounts for the American Council on Exercise (ACE), Anthony J. Wall, PhD, oversees all ACE's international B2B strategy and ACE's Academic partnerships. Dr. Wall serves as a member of the Physical Activity Innovative Collaborative of the National Academies of Medicine and as an Education Committee member for the Medical Fitness Association. With over 25 years of experience in the fitness industry, Wall shares his expertise at industry workshops and conferences globally. As IDEA World's 2019 Top Industry Contributor, Wall presents globally. He is often used as an expert within the media by many respected national outlets. These include: The Washington Post, The Good Life magazine, Real Health magazine, Women's Health, and more. Dr. Wall shares his expertise at industry workshops and conferences globally. As IDEA World's 2019 Top Industry Contributor, Wall presents globally. He is often used as an expert within the media by many respected national outlets. These include The Washington Post, The Good Life magazine, Real Health magazine, Women's Health, and more.



### **Meghan Betts**

Meghan is a FIT4MOM Headquarters Pro Team member with over 10 years experience coaching pre and postnatal clients. A former Division One swimmer, competitive triathlete, and a life-long mover, Meghan entered the health and fitness industry as an ACE Certified Personal Trainer and group fitness instructor, coaching clients for over two decades to improve their functional fitness and feel successful in movement. With FIT4MOM, she found her passion and purpose: helping women of all ages and stages of motherhood be fit for life, expand their supportive community, and model healthy habits for their children. Meghan shapes the future of pre and postnatal fitness education with a deep focus on the prenatal client. She has led sessions on small group coaching, facilitated workshops, mentored fellow coaches, and contributed to the development and enhancement of FIT4MOM's continuing education programs.



### **JoAnna Matarrese-Zapata**

JoAnna is a FIT4MOM franchise owner, instructor, and ACE Certified Group Fitness Instructor. As a member of the FIT4MOM HQ Pro Team and Franchisee Advisory Council, JoAnna plays an active role in shaping the future of pre and postnatal fitness education. She has led sessions on small group coaching, facilitated workshops for instructors, mentored fellow coaches, and contributed to the development and enhancement of FIT4MOM's continuing education programs. Recognized for her leadership and community impact, JoAnna was named FIT4MOM HQ Instructor of the Year in 2020 and runner-up for Franchisee of the Year. Passionate about empowering women in every season of motherhood, she is dedicated to creating inclusive spaces where moms of all fitness levels can feel supported, seen, and strong.