



IHRSA 2017 AUDIO SESSION RECORDINGS

Wednesday, March 8

- MP3-1 Improving Your Innovator's DNA** – *Christopher Bingham*
- MP3-2 Creating WOW in Your Studio, Club and Life** – *Todd Durkin*
- MP3-3 Community is the C.U.R.E. – Developing Employee & Member Retention** – *Karen McNenny*
- MP3-4 Utilizing Social Media to Attract & Retain Members** – *Frank Furness*
- MP3-5 The Future of Member Feedback: 4 Best Practices for Using Member Feedback in Your Health and Fitness Business** – *Katie Bossie*
- MP3-6 Love Marketing & Sell Your Services** – *Amanda Patterson, Stephanie Moran*
- MP3-7 Rehab to Fitness: How Can Fitness Centers Attract This Growing Market?** – *Derek Chan, Christopher Sutton*
- MP3-8 Grow Your Club by Tapping into the \$4.1 Billion Youth Sports Performance Market** – *Bill Parisi*
- MP3-9 Capturing Human Energy Can Increase Memberships & Profitability** – *Adam Zellner, Paul Crane, Jose Antonio Avina, Ivo Grossi, Dan O'Leary*
- MP3-10 Optimize Functional Training Experiences for Everyone** – *Randy Hetrick, Ryan Damon, Chris Frankel*
- MP3-11 75 Minutes with Top Club Operators** – *Daron Allen, Bill McBride, David Patchell-Evans, Kate Golden, Richard Boyd, Joel Tallman*
- MP3-12 Retain & Motivate Members with Gamification & Heart Rate Based Training** – *George Centeio, Joe Casalese*
- MP3-13 Building the Ecosystem for Functional Training** – *Greg Commins, Robert Creech, Bryan Green, Tom Hatten, Rick Mayo, John Madden*
- MP3-14 Your Consumer is Changing - Are You Keeping Up?** – *Justin Tamsett*
- MP3-15 Powerful Play for Fitness and Physical Literacy in Youth** – *Brett Klika*
- MP3-16 Implementing a Medical Wellness Program in Your Club** – *Greg Degnan*
- MP3-17 Sustainable Leadership** – *Maureen Hagan*
- MP3-18 Industry Best Practices & Innovative Concepts** – *Brent Darden*
- MP3-19 Sales Integrations for Member Success** – *Scott Gillespie*
- MP3-20 Small Group Training Doesn't Equal Small Revenue** – *Kristyn Fales, Lesley Carr*
- MP3-21 Building a Winning Spa Operation: Lessons from the Private Club Industry** – *Kevin Caldabaugh, Nicole Mains*
- MP3-22 Developing a Profitable Personal Training Program** – *Kerry Taylor*
Audio file not available
- MP3-23 Using Digital Marketing to Drive Sales, Engagement & ROI** – *Catherine Kolbeck, Michelle Eisenhart*
Audio file not available
- MP3-24 Boutiques, Budgets & Big Box Gyms: Who's Winning the Retention Battle?** – *Paul Bedford*
- MP3-25 Success with PT: Standing Out from the Crowd** – *Andrew Simmons*
- MP3-26 The Business, Strategy & Management Behind Corporate Wellness** – *Julian Varela*
- MP3-27 Health Club Equipment Practices and Insights** – *Melissa Rodriguez, Greg Manns*

- MP3-28 Co-Branding Your Club: Positioning Yourself Against the Competition** – *Mary Frank*
- MP3-29 Aquatics Revenue: You'll Be Swimming In It** – *Nick Cox*
- MP3-30 Member Feedback, Big Data & the 5 Things Happy Members Talk About Most** – *Jon Nasta*
- MP3-31 Hospitality Based Selling: Train the Science, Hire the Soul** – *Shawn Stewart*

Thursday, March 9

- MP3-32 IGNITE!** – *Pam O'Donnell, Frances Michaelson, Dori Nugent, Mel Tempest, Daniel Gonzalez, Alan Leach, Shannon Malooly, Matthew Wright, Cyndi Shatswell, Ryan McKenzie, Laureen DuBeau*
- MP3-33 Fitness Pro 2.0: The Changing Landscape of Personal Training** – *Shannon Fable*
- MP3-34 Grow Your Medical Wellness Program with Physician Outreach** – *Alexandra Black, Kelly Lynn, Jenny Vogel, Ryan Heller*
- MP3-35 Employee Engagement: A Leadership Commitment** – *Luke Carlson*
- MP3-36 Key Performance Indicators (KPIs) Every Club Operator Should Monitor** – *Melissa Rodriguez, Greg Manns*
- MP3-37 Future Members: Who Are They and Why Will They Join** – *Bret FitzGerald*
- MP3-38 Creating the Boutique Experience in Your Group X Program** – *Marisa Hoff*
- MP3-39 Building Social Media Muscle: Turning Fans into Paying Members & Clients** – *Scott Rawcliffe*
- MP3-40 From Social Media to Business Intelligence - Your Fitness Technology Success Begins Now** – *Al Noshirvani, David Collignon, Glenn Rappaport, Jeff Skeen*
- MP3-41 The Retention Journey: Getting it Right Once and for All** – *Mark Miller, Maria Miller*
- MP3-42 The Business of Personal Training** – *Sherri McMillan*
- MP3-43 Linking Fitness, Wellness & Medicine to Improve Health** – *Bill McBride*
- MP3-44 Little Fish in a Big Pond or Big Fish in a Little Pond? Differentiation is the Key to Your Club's Success!** – *Michele Melkerson-Granryd*
- MP3-45 Systemizing Your Business for Success** – *Travis Barnes*
- MP3-46 The Master Marketing Plan: Generate Guaranteed Leads** – *Jason Reinhardt*
- MP3-47 The New Future of Tennis in the Health & Fitness Club Industry** – *Rod Heckelman*
- MP3-48 Poised for Expansion: The Future of the Industry - 300% Growth Globally in 10 Years?** – *Bryan O'Rourke*
- MP3-49 Canadian Forum: The State of the Industry** – *David Hardy, Stephen Tharrett, Mark Williamson*

Friday, March 10

- **MP3-50 Developing the Ideal Membership: Utilizing the Principles of Fitness to Educate, Motivate & Maintain** - *Susie Reiner*
- **MP3-51 Advance Your Business & Become Inclusive** - *Catherine Car*
- **MP3-52 Stop Managing and Start Leading: Key Elements for Successful Club Leaders** - *Chris Stevenson*
- **MP3-53 What Does it Mean to 'Be a 10'?** - *David Patchell-Evans*
Audio file not available
- **MP3-54 Boomers and Millennials: Cashing in on their Distinct Purchasing Ideologies** - *Stephen Tharrett, Mark Williamson*
- **MP3-55 Utilizing Program Marketing to Drive Sales** - *Casey Conrad*
- **MP3-56 Using Digital Technology & Systems to Enhance the Trainer- Member Relationship** - *Cecil Hightower, Matt Lindenmeyer*
- **MP3-57 Service: It's All About Our Members' Perception!** - *Lisa Gorsline*
- **MP3-58 Improving Retention to Increase Sales: How Creating Raving Fans Will Drive Your Profits** - *Mike Hills*
Audio file not available
- **MP3-59 From Mice to Lions: Turning Your Personal Trainers into a Sales Team** - *Matthew Wright*
- **MP3-60 Thinking Outside the Doctor's Office: Offering Chronic Disease Management at Your Club** - *Janet Cranston*

- **MP3-61 Team Building and the Balance of Your Leadership Team** - *Katrina Cochrane*
- **MP3-62 Australian & New Zealand Forum: 5 Ways Your Association Can Help You & 5 More How You Can Help Yourself** - *Bill Moore, Nikki Dean, Richard Beatty, John Holsinger*
- **MP3-63 Accounting 101 for the Fitness Industry** - *Larry Conner*
- **MP3-64 Sharing Your Brand Story with Purpose Driven Marketing** - *Christine Thalwitz*
- **MP3-65 Fit for the Ages: Integrating Baby Boomers into a Fitness Lifestyle** - *Dori Nugent*
- **MP3-66 REX Talks: Differentiate or Die** - *Joe Cirulli, Eddie Tock, Frank Lawrence, Craig Cote, Mark Harrington, Robert Creech*

Saturday, March 11

- **MP3-67 Powerful, Proven and Profitable Direct Marketing Strategies** - *Alan Leach*
- **MP3-68 Leadership for Long-Term Success** - *Allison Flatley*
- **MP3-69 Making Innovation Work** - *Rivadavia Drummond de Alvarenga Neto*