



MEDICAL FITNESS
Association

2017 SEMFA CONFERENCE

a **CELEBRATION**
of
COLLABORATION
CONNECTING THE INDUSTRY



MAY 18-19, 2017



FLORIDA HOSPITAL
CELEBRATION HEALTH

FITNESS CENTRE & DAY SPA

PRE-CONFERENCE

ACTIVITIES



GOLF OUTING

WEDNESDAY, MAY 17 | 9:00AM TEE TIME | CELEBRATION GOLF CLUB
PING RENTAL CLUBS | \$45
RSVP PHILIP.BAUM@FLHOSP.ORG OR (407) 303-4168



VENDOR SETUP | ORANGE GROVE ROOM

WEDNESDAY, MAY 17 | 12:00PM-6:00PM

DIRECTOR AND FACILITY CREDENTIAL TESTING

WEDNESDAY, MAY 17 | 2:00PM-6:00PM | BOHEMIAN HOTEL BOARDROOM



SOCIAL EVENTS

ICE BREAKER SOCIAL

WEDNESDAY, MAY 17 | 6:30PM-8:30PM | THE BOHEMIAN HOTEL

WELCOME RECEPTION

THURSDAY, MAY 18 | 7:00PM-9:00PM | IMPERIUM FOOD & WINE
SPONSORED BY OUR GLOBAL WELLNESS PARTNER, TECHNOGYM®
(Downtown Celebration/walking distance)

SEMFA 2017 PRICING

MFA MEMBERS: \$49 / \$29 additional registrations

NON-MEMBERS: \$99 / \$79 additional registrations

STUDENTS: \$25

ADDITIONAL BENEFITS INCLUDE:

30% OFF THE DAY SPA ALL WEEK

JUST MENTION SEMFA WHEN BOOKING: (407) 303-4444

**FREE ACCESS TO THE FITNESS CENTRE
AT FLORIDA HOSPITAL CELEBRATION ALL WEEK
WITH SEMFA BADGE**

THURSDAY MAY 18, 2017

MORNING EDUCATIONAL SCHEDULE



7:30AM-8:30AM

BREAKFAST (PLANTATION RM.) | ON-SITE CHECK-IN | VISIT THE VENDORS & PLAY BINGO

8:30AM-9:00AM | SABAL BALLROOM

SPECIAL PRESENTATION – *MFA President Bob Boone*

9:00AM-10:00AM | SABAL BALLROOM

KEYNOTE SPONSORED BY ABC FINANCIAL™

THE BEST OF BOTH WORLDS:

CLINICAL EXCELLENCE MEETS INTEGRATIVE MEDICINE

Michael D. Seidman, MD, FACS is board certified in otolaryngology and neurotology.

He received his medical degree from the University of Michigan.

He is considered an expert on herbal therapies, nutrition/antioxidants and their relationship to health, sports and aging and complementary/integrative medicine.

10:15AM-11:15AM

BREAKOUT SESSIONS

TRACK 1 | AVIARY BALLROOM

SURVIVING AN ACTIVE SHOOTER INCIDENT

Jamy McGee

TRACK 2 | SABAL BALLROOM 3

LIFESTYLE MEDICINE: HOW PHYSICIANS ARE FIGHTING CHRONIC DISEASE
WITHOUT A PRESCRIPTION PAD

Laurie Marbas

TRACK 3 | SABAL BALLROOM 1/2

IS CUSTOMER SERVICE DEAD; OR DOES IT JUST STINK?

Cosmo Wallan



11:30AM-1:00PM | AVIARY BALLROOM

COLLABORATIVE ROUND TABLE: ENGAGING EMPLOYERS IN CORPORATE WELLNESS

*Bill Lacy, President & CEO, Association for
Corporate Health Risk Management (ACHRM)*

1:15PM-2:00PM

LUNCH

THURSDAY MAY 18, 2017

AFTERNOON EDUCATIONAL SCHEDULE



2:15PM-3:15PM

BREAKOUT SESSIONS

TRACK 1 | SABAL BALLROOM 3

ADDING TO THE BOTTOM LINE: NON-DUES REVENUE STREAMS

Patrick Faulk

TRACK 2 | SABAL BALLROOM 1/2

HOW TO INCREASE REVENUE IN PERSONAL & GROUP TRAINING

Chris Pacifico

TRACK 3 | AVIARY BALLROOM

GIVE THEM WHAT THEY WANT BY GIVING THEM WHAT THEY NEED!

Chris Moore

3:15PM-3:30PM | ORANGE GROVE ROOM

VISIT THE VENDORS & PLAY BINGO

3:30PM-4:30PM

BREAKOUT SESSIONS

TRACK 1 | SABAL BALLROOM 1/2

BENCHMARKING

Neil Byrd

TRACK 2 | SABAL BALLROOM 3

YOGA OF THE HEART

Cinnamon LeBlanc

TRACK 3 | AVIARY BALLROOM

THE MEMBER EXPERIENCE

Anneke Hill & Jenny Beazley (90 minutes)

4:45 & 5:15

FITNESS CENTRE & DAY SPA FACILITY TOUR

TRANSPORTATION PROVIDED. MEET IN BOHEMIAN MAIN LOBBY

FRIDAY, MAY 19, 2017

EDUCATIONAL SCHEDULE



8:00AM-9:00AM

BREAKFAST (PLANTATION RM.) | VISIT THE VENDORS & PLAY BINGO

9:15AM-10:15AM

BREAKOUT SESSIONS

TRACK 1 | SABAL BALLROOM 3

USMC LEADERSHIP FOR THE MEDICAL FITNESS INDUSTRY

John Caliri

TRACK 2 | SABAL BALLROOM 1/2

IT'S A HIIT!

Paige Jones

TRACK 3 | AVIARY BALLROOM

HEALTH & WELLNESS COACHING -

THE MONEY-BALL FOR MEDICAL FITNESS FACILITIES?

Ken Lammi



10:30AM-11:30AM | SABAL BALLROOM

MOTIVATIONAL SPEAKER

Brad Daugherty

Retired NBA player, analyst, and co-owner of Monster Energy NASCAR Cup Series team JTG Daugherty Racing. Brad played college basketball at the University of North Carolina and professionally with the Cleveland Cavaliers.

10,389 points scored. 5,227 rebounds grabbed. 2,741 free throws made. 3,670 free throws attempted. Five All-Star appearances made. Four triple-doubles recorded. Those numbers represent the various statistics in which Brad Daugherty is the Cavaliers all-time leader and why he is one of the greatest players in franchise history.



11:45AM-12:30PM | AVIARY BALLROOM

BUSINESS MEETINGS

THANK YOU

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