

This unique business day at Can-Fit-Pro provides you and your staff with the tools needed to successfully operate your club. With attention to current trends and an international influence, these sessions are specifically selected to enhance your skills as a club owner or operator from recruitment to retention and marketing.

**8:00 A.M. – 9:30 A.M.**

**NEW 3031 - How to Win In a Hyper-Competitive Environment (L)**  
Joe Cirulli

Learn how to win in competitive markets, how to create an environment that continually strives to improve, hiring and rewarding staff, and how to create an effective leadership program.

**NEW 3032 - Six Steps to a Better Business(L)**  
Paul Thornhill

Learn the six steps to move your business to the top including time management, marketing as an investment, multiplying your customers and profits, leveraging systems and technology, and recruiting and retaining a winning team of employees.

**10:00 A.M. – 11:30 A.M.**

**NEW 3134 - What Women Want and What Women Need: The Role of Fitness in Women's Health and Wellness (L)**

Panel Presentation  
Facilitated by Maureen Hagan with Nicki Anderson, Lynne Brick, Paula Comfort, Terry Ferebee-Eckmann, Tracy Glennon, and Scott Josephson

Learn from the experts on how best to market and advertise to women and how to motivate and inspire them with trend-setting group and personalized programs.

**NEW 3125 - Lessons from Europe: Success Stories from Mid- and High-Level Clubs (L)**

Hans Muench  
Experience case studies of profitable and innovative single clubs and chains from around the globe. Network with European representatives, develop partner clubs in Europe, and combine a study tour with an Oktoberfest visit!

**NEW 3132 - Motivating the Non-Active to Develop and Keep the Habit of Exercising (L)**  
Christophe Andanson

This session explores ways to market to those who can't justify spending their time or money at the gym, and how to keep them as members, by creating experiences that will help them love exercising and coming back to the club!

**NEW 3133 - How to Write an Effective Marketing Plan (L)**  
Paul Brown

Clarify and solidify your desired position in the market and how to integrate your marketing, sales and retention strategies to build a respected brand. Walk away with a blue-print of your own 12-month marketing plan.

**2:30 P.M. – 3:00 P.M.**

**3301- A Call to Arms – The Music Tariff (L)**

David Patchell-Evans  
Presented with Fitness Industry Canada and Distinguished Panel  
If you are part of the Canadian fitness industry you MUST attend this session. The issue surrounding the proposed "NRCC Dance and Fitness Tariff, 2008-2012" is the most serious threat faced by our industry. If we do not step forward and defend ourselves and our businesses, up to 40% of fitness clubs and facilities will cease to exist, with each of us losing 15% or more of our annual income. This is not an overstatement. Do not underestimate the threat. You need to come to this session and be prepared to do your part to defend your livelihood! No pre-registration required.

**5:00 P.M. – 7:00 P.M.**

**NEW 3229 - Selling or Buying Clubs 101 (L)**

Pat Jacklin  
Would you like to learn what is meant by NDA, LOI, APA, asset vs. share purchase, EBITDA multiple, due diligence, earn out and vendor take back? Attend to learn the basics of the process and terms that are associated with buying and selling fitness clubs.

**NEW 3230 - How to Create the Ultimate Culture of Service (L)**

Paula Comfort and Alanna Turco  
This session is geared toward management level staff creating a culture that supports outstanding service. The right culture starts with the right people, but only if you know how to identify that. Be introduced to tools and strategies to proactively create and sustain outstanding service.

**FEATURED SESSION**

**NEW 3231 - Member Retention: "Mr Retention's Intensive Workshop" (L)**  
Paul Brown

Join a topical group discussion on the hottest and not-so-hot retention strategies in use around the world of health and fitness clubs. Paul gets everyone involved and along the way, offers his own gems of wisdom on how to win and keep more members for life. Learn from IHRSA's global leader in retention.

**NEW 3223 - Marketing to Baby Boomers (L)**

Colin Milner  
Journey into the mind of the baby boomers and understand why current sales and marketing efforts fail to address them. Make your marketing relevant to their lifestyles, capabilities, needs, dreams, aspirations and expectations, while achieving a positive response. Sponsored by ICAA.



"I have been attending Can-Fit-Pro conferences since day one. First, as a personal trainer and eventually as a presenter, and now as a fitness club owner. I have attended and presented at most of the major conferences in North America and Can-Fit-Pro is simply the best. If there is one thing that you can do each year to improve yourself as a fitness professional, it is to attend a Can-Fit-Pro conference. I still learn something every time I attend an event."

**Mike Bates, Owner, Refine Fitness Studio**

# CLUB OWNERS' & MANAGERS' DAY

**FRIDAY, AUGUST 21, 2009**  
**ATTEND AND LEARN FROM THE BEST!**