



BOOT CAMP
CHALLENGE[®]

Invest in yourself

Boot Camp Challenge[®]
Meridian 2011

St. Charles, MO July 21 - 23

St. Charles Convention Center
One Convention Center Plaza
St. Charles, Missouri 63303

Boot Camp Challenge®

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*To all BCC family,
welcome!*

*I feel it an honor and a
privilege to host our
second annual Boot
Camp Challenge®
Meridian conference!*

*It has been my dream
to facilitate an event
where all BCC Zees
and Trainers can come together to share, inspire
and motivate each other.*

*We hope to offer you great education, new ideas
and loads of support.*

Hoo-Aah!

Lori Patterson, Creator and Owner



Thursday, July 21st

IN processing “registration” 18:00 to 20:00 (6-8 pm)

Join us for cocktails and light appetizers! While registering, meet your fellow BCC team from around the country.

Friday, July 22nd

Session 1 – 07:30 -08:15 (7:30 am – 8:15 am)

- **Boot Camp Challenge® Workout - Becky Riley**

Come experience a Boot Camp Challenge® like no other. Becky will take you through an early morning workout and show you how it feels to be a new recruit. Yep, it's your turn now!

Session 2 – 09:00 -10:00 (9:00 am – 10:00 am)

- **Key Note Speaker – Melanie Karrick**

Melanie is the owner of Key Largo Fitness and Tanning, a locally owned business with two locations in Columbia, MO. Key Largo is the first facility that collaborated and became licensed with Boot Camp Challenge®. In 2008, Key Largo was recognized as the Columbia Chamber of Commerce Small Business of the Year. Melanie has a Bachelor's degree in Business and Travel Administration. In 2004, she became a Certified Fitness Trainer with ISSA. She went on to become a Johnny G certified Spinning instructor, with additional certifications in Kickboxing, Primary Group Fitness and Boot Camp Challenge®. Throughout these experiences, Boot Camp Challenge® remains her passion.

Currently Key Largo runs 5 different camps from the two locations. In addition, the clubs have a strong Group Fitness program, personal training, and a steady membership base. Melanie combines the experience of helping with day to day operations of the clubs, coordination with the other Boot Camp Challenge® trainers, and teaching two of the camps herself. This gives her a good view of the business side of Boot Camp Challenge®.

Session 3 – 10:15 -11:30 (10:15 am – 11:30 am)

- **Creative Marketing Within Your Community – Melissa Grattan**

In this workshop, we will discuss creative ways to utilize resources within your local community to efficiently and effectively market BCC on a professional level. We will share successful marketing secrets and techniques to build influential networks through local businesses, brainstorm new marketing ideas, and create a marketing plan to fit your needs within your local community. These strategies will be sure to set your program apart from other fitness boot camps.

- **Dynamic Training: The Science Behind Multi-Planer Exercises – Shawn Babiarz PT MBA**

Shawn will take all participants through the science behind multi-plane exercises and empower you to incorporate them into your training. The goal of this workshop is to prevent injuries, expand dynamic training and maximize performance of your campers. You will take training to the next level!

Session 4 – 11:45 - 12:30 (11:45 am - 12:30 pm)

- **Boot Camp Challenge® App! - Jarom Lee**

Join us as Jarom and the “lolo team” take us through our new BCC App! Our new App, found on iTunes, is the first of its kind. Because of course, BCC must always be first! Hoo-Aah!

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### **BREAK – 12:30 – 13:30 (12:30 pm – 1:30 pm)**

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Session 5 – 13:30 – 15:00 (1:30 pm – 3:00 pm)

- **Workouts (programming!) Done the BCC Way–
Becky Riley**

Marathon runner, tri-athlete, sedentary mom, camper with medical issues; we know the truth, this is what a real BCC camp looks like!! In this workshop, we will share with you the science behind our programming, the variables used to create the workouts and the skill set to help lead a multilevel boot camp. These are the tools behind facilitating, educating and motivating a cohesive camp.

- **Shift Happens - Melissa Baumgartner**

How can we as the BCC Trainer, set the stage for change to ensure our clients success? First, by understanding the scientific process proceeding through the specific stages that occurs when making a lifestyle behavior change. Second, measuring our client's readiness to change by recognizing key characteristics of each stage. Lastly, masterful tools and techniques to progress our clients from I might to I am!

Session 6 – 15:15 – 16:30 (3:15 pm – 4:30 pm)

- **Understanding Soft Tissue Injuries - Todd Just,
DC ART**

Please join us in this workshop as we discuss Cumulative Trauma Disorders (CTD), the common underlying mechanism of injury leading to the vast majority of soft tissue injuries. Within this lecture, we will discuss the Cumulative Injury Cycle as it applies to Repetitive Stress Injuries (RSI) and present the concepts of Load, Capacity, Symptoms and Dysfunction. Lastly, we will identify predisposing factors in clients, ways to avoid injuries, and have a brief discussion on proper nutrition to decrease recurrent injuries.

- **Social Media Marketing to Grow Your Business**
– Kim Cragg

Did you ever wonder about that “Facebook” thing, or what Twitter is, or how to use a daily deal to get new customers? Join us for this workshop where we will discuss how to use online social media, the ins and outs of utilizing coupons, and other marketing techniques to grow and expand your business. This is an interactive workshop, so bring your questions, ideas and suggestions.

Mandatory Formation – 16:45–18:00 (4:45 pm – 6:00 pm)

No shows will be assigned latrine clean-up duty

Saturday, July 23rd

Session 1 – 08:00 - 08:45 (8:00 am – 8:45 am)

- **Boot Camp Challenge[®] Workout** -

Johnny Essel

Come experience a Boot Camp Challenge[®] like no other. Johnny will take you through an early morning workout and show you how it feels to be a new recruit. Yep, it's your turn now!

Session 2 – 09:30 - 11:00 (9:30 am – 11:00 am)

- **Building an Indestructible BCC Team – Melissa and Matt Grattan**

Learn how to build your BCC team from the ground up! This workshop will cover how to recruit quality BCC trainers, the hiring process, the role of the trainer, expectations and compensation. Learn how to effectively manage a team of trainers and multiple camps, the challenges that may be faced along the way and how to grow and learn from them to create a solid, successful empire. The differences between hiring team members as employees vs. independent contractors will also be clearly defined through the IRS Twenty Factors.

- **Myofascial Release Technique - Kim Lamzik**

This course is designed to introduce the fascial system to the fitness professional. This seminar will provide instruction in straight forward techniques to use immediately with your clients to release fascial restrictions and increase functional mobility.

Session 3 – 11:15 -12:30 (11:15 am – 12:30 pm)

- **Boot Camp Kid’s Style – Sammie Bezzole**

Are you ready to feel like a kid again? Then this workshop is for you! Boot Camp Kid’s Style will provide you with the strategies to lead kids, ages 10-14, through a boot camp workout. We will discuss what makes Boot Camp Kid’s Style fun, guidelines for kid’s fitness, and how to keep this age group moving! We pinky promise, after attending this Boot Camp Kids Style workshop, you will have your BCC kids yelling for more!

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### **BREAK – 12:30 – 13:30 (12:30 pm – 1:30 pm)**

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Session 4 – 13:30 - 15:00 (1:30 pm – 3:00 pm)

- **Stretching Essentials - Melissa Baumgartner**

This program will lead you through a practical approach to Yoga type stretches and postures, for hands-on applications to the fitness environment. Learn successful cuing, postures and breathing patterns, to develop a successful yoga-inspired cool-down.

- **KoreFit™ PowerBlast Fundamentals – Leslie Grosshauser**

This class will break down the PowerBlast format and actively engage you in incredible functional training on the KoreFit™. All exercises will be centered around the core and incorporate: strength, power, agility, balance, flexibility, local muscle endurance, cardiovascular endurance, strength endurance and coordination. It’s time to PowerBlast you camps with KoreFit™.

Session 5 – 15:15 – 16:30 (3:15 pm – 4:30 pm)

- **Fitness Risk Management: Are You Practicing Unprotected Fitness? – David Hoffman**

David Hoffman, an attorney and risk management specialist practicing at Sandberg Phoenix & von Gontard, P.C., will be presenting a seminar about everyday risk management practices to protect you and your business. He will introduce a variety of hands-on information related to incident prevention, incident reporting, the effectiveness of waivers, what you need to know if a lawsuit is brought against you, and current trends in sports-injury litigation. At the conclusion of his presentation, Mr. Hoffman will cover recent sports injury lawsuits and how they played out in the courtroom.

Mandatory Formation – 16:45 (4:45 pm)

No shows will be assigned mess hall clean-up duty

Fees - \$199 for all 3 days!

Add \$20 for each additional guest attending the Meet and Greet (this is only if you would like to bring a spouse, friend or significant other – it is included in registration fee for those attending conference)

Hotel Accommodations by:

***Embassy Suites
Two Convention Center Plaza
St. Charles, MO 63303
Embassysuites.com***

For Hotel Reservations call 800-EMBASSY and reference Boot Camp Challenge® Meridian for group rates

Cutoff date for hotel reservations is June 10

(\$134-144 per night room rate depending on room type)

ACE, AFAA and ACSM CEC's will be provided.

Additional Questions? Contact:

***Karol Hartwig
Boot Camp Challenge®
karol@bootcamp-challenge.com
Cell: 870-926-0975***

Registration Form

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Fees: \$199.00 3-day Conference _____

Meet & Greet/Brunch Additional Guest \$20 _____

TOTAL \$ _____

METHOD OF PAYMENT:

Visa _____ Master Card _____ Discover _____

Check _____ (Make checks payable to VicetliB)

Card # _____

Exp. Date _____ 3 Digit Security Code _____

Signature _____

Credit Card Billing Information _____

(Check here if same as PARTICIPANT) _____

Name _____

Address _____

City _____ State _____ Zip _____

By Mail : Boot Camp Challenge®
 74 Sterling Pointe Drive, St. Charles, MO 63301

To register by phone call Chad: 314-630-1293

(Please make selections on your choice of sessions)

Friday - Session 3

_____ Creative Marketing

_____ Dynamic Training: The Science Behind Multi- Exercises

Friday - Session 4

_____ Boot Camp Challenge® App!

Friday - Session 5

_____ Workouts Programming

_____ Shift Happens

Friday - Session 6

_____ Active Release Technique

_____ Social Media Marketing

Saturday - Session 2

_____ Building and Indestructible Team (licensees)

_____ Myofascial Release

Saturday - Session 3

_____ Boot Camp Kids Style

Saturday - Session 4

_____ Stretching Essentials

_____ KoreFit™ PowerBlast Fundamentals

Saturday - Session 5

_____ Fitness Risk Management

Deadline for Hotel and Registration is June 10th

BCC Creator and Owner – Lori Patterson



Lori Patterson

Creator of Boot Camp Challenge®, a licensed, group personal training program created to change lives. Lori launched the company in April, 2006 with just 5 trainers. Now the BCC family has grown to over 300 BCC licensees and trainers in 19 states. Lori is a Master Trainer/Specialist for AFAA and an ACE faculty member as well as a National presenter at conferences such as Club Industry, the SCW Mania's and DCAC. Lori has shown her commitment to the fitness industry by training over 300

troops and cadre while serving in the U.S. Army, sharing her knowledge as a fitness expert with newspapers, news stations and magazines and being nominated as a finalist for the ACE 2006 Fitness Educator of the Year award. Lori holds a BA in Mass Communications and certifications with ACE, ACSM, AFAA and is a certified Health and Wellness Coach.

PRESENTER INFORMATION

Shawn Babiarz, PT MBA

Started his interest in fitness and rehabilitation when he was in college. He attended the University of Illinois at Chicago where he received his BS in Human Movement, the Hogeschool van Amsterdam in the Netherlands where he received his BS in Physiotherapy, and DePaul University where he received his MBA in International Business/Marketing.

While in Amsterdam, he was fortunate to work with NFL Europe as the physiotherapist for the Amsterdam Admirals. He was also the physiotherapist for De Meer Soccer Club while living in Amsterdam.



In working with physical therapy patients, he discovered that there wasn't a piece of equipment that kept the patients balanced while going through their rehab programs. He wanted to use his knowledge of rehabilitation, love of fitness and vast experience to create a product that could fulfill the void in both exercise/fitness arenas. Shawn refined the design and increased the functionality to a point that would be appropriate for a wide range of users.

The KoreFit™ represents a lifetime of knowledge, determination and the passion to better human performance.



Melissa Baumgartner

Co-owner of Midwest Fitness Consulting, LLC, a company specializing in worksite health promotion; and founder of Wellness Speaks, a lifestyle wellness coaching practice and training program. She is a certified personal trainer, group fitness instructor and wellness coach and has succeeded in the health and fitness industry for twenty-five years...spending the last twelve as an educator, consultant, speaker and author

Sammie Bezzole

Currently a full time mom, Boot Camp Challenge® trainer and a kid's fitness instructor. She earned a bachelor's degree in Physical Education, Health K-12 as well as master's degree in Education. Sammie taught middle school P.E. and health for seven years as well as worked in the fitness industry for 15 years. Sammie is currently launching BCC in St. Louis, programming for kids camps and raising up her two children, Josie and Niko!



Kimberly Cragg

Owner of Boot Camp Challenge®, Denver Metro, implements and manages Boot Camp Challenge® in 12 different Denver locations. Kim's background includes the study of psychology in which she received her MA from the University of Denver and Business, where she is currently finishing her MBA degree at University of Colorado.

She also served in the US Army during the 1st Gulf War as a Psychological Operations Specialist, with a focus on international marketing.



Johnny G. Essel

Owner of Restoration Fitness in Philadelphia, Pa, is ACE certified and coaches Indoor Cycling, Les Mills Body Pump, Muscle Confusion and a Jump Rope Class he developed. John is also an active Arthritis Foundation Exercise Program instructor and AARP program personal trainer. Johnny is a Boot Camp Challenge® licensee for the Philadelphia area and facilitates several camps weekly. This year Johnny's Boot Camp Challenge® was named "Best Boot Camp" in the PHL17 television's "Best of Philly" contest,

and Johnny was named "Trainer of the Year" by the National MS Society Delaware Valley Chapter.

Matt Grattan

Principal Advisor for Make it Fit, LLC where he provides procedural and technical support to the Owner/Operator in the areas of human resources, marketing, strategic planning and operations. He is a four year recruit actively participating in the BCC program and interacting with the Make it Fit, LLC BCC team of trainers. Matt's full-time job is the Manager of the New York State Department of Labor's (NYSDOL) Contact Center.



Melissa Grattan

Owner/Operator of Make it Fit, LLC and license owner of the popular Boot Camp Challenge® program in upstate New York. She holds her Master of Science in Health Education and is an internationally Certified Personal Trainer and Fitness Counselor through the Aerobic and Fitness Association of America (AFAA). She holds her Primary Group Fitness Instructor Certification through AFAA as well. Melissa has also completed training in Prenatal Fitness, Cardio Kickboxing, Mat Science, the Stability Ball and Pilates. She is currently a Fitness Expert for WNYT Channel 13's Fitness Friday Noon News segment. Melissa has also recently been named as the Tech Valley Woman of the Year of 2010 through NYS Women, Inc., and was recognized as one of the most successful and talented leaders in the Capital Region under the age of 40 as a member of the Business Review's 40 Under 40 class of 2010. Melissa has held her BCC License for over 4 years and has built her BCC operation from one camp of 10 recruits to multiple camps of 20-30 recruits each and a team of 6 trainers. Melissa resides in Clifton Park, NY with her husband Matt and their two sons.



Leslie Grosshauser

Currently the National Director of Group Exercise for XSport Fitness, a fast growing fitness chain based in Chicago, Illinois. With over 25 years of experience in the Fitness Industry, Leslie continues to motivate and inspire others through teaching and directing new programs for Group Exercise. She is a past National Aerobic Champion, an NPC Bodybuilding Competitor and is certified through AFAA and ACE for Group Fitness and Personal Training. Leslie was one of the original program designers for the Group FreeMotion Program and traveled internationally as a Presenter for Free Motion Fitness. Leslie is currently an ambassador for Heart Rate Monitor training through Polar Electro, KoreFit™ Master Trainer and presents Nationally for SCW Fitness Education. Leslie believes that making fitness FUN is the key ingredient to retention in exercise programming!

David Hoffman

Joined Sandberg Phoenix & von Gontard in 2003. He focuses his practice in the firm's product liability and general litigation areas.



Mr. Hoffman has experience working on a variety of sports injury cases, including issues related to supervision, faulty equipment, and the applicability of waivers. Prevention of sports-related injuries and lawsuits is of keen interest to him as well. As such, he lectures on risk management issues to a variety of local businesses and recreational professionals.

In 2009, David was named as a Rising Star by the Missouri & Kansas Super Lawyers publication. David was also named in 2009 by Missouri Lawyers Weekly one of Missouri's "Up and Coming Lawyers."

Todd Just DC, ART

A graduate of Logan College of Chiropractic and has been in practice since 2004. Dr Just is an instructor for Active Release Technique (ART) at Logan University and travels nationally to teach this incredible technique. He has had opportunities to treat NFL, MLB, Ironman, Marathon, and collegiate athletes. Likewise, he is a consulting physician for numerous fitness and personal training professionals. His practice is located in Saint Peters, Missouri.





Melanie Karrick

The owner of Key Largo Fitness and Tanning, a locally owned business with two locations in Columbia, MO. Key Largo is the first facility that collaborated and became licensed with Boot Camp Challenge®. In 2008, Key Largo was recognized as the Columbia Chamber of Commerce Small Business of the Year. Melanie has a Bachelor's degree in Business and Travel Administration. In 2004,

she became a Certified Fitness Trainer with ISSA. She went on to become a Johnny G certified Spinning instructor, with additional certifications in Kickboxing, Primary Group Fitness and Boot Camp Challenge®. Throughout these experiences, Boot Camp Challenge® remains her passion. Currently Key Largo runs 5 different camps from the two locations. In addition, the clubs have a strong Group Fitness program, personal training, and a steady membership base. Melanie combines the experience of helping with day to day operations of the clubs, coordination with the other Boot Camp Challenge® trainers and teaching two of the camps herself. This gives her a good view of the business side of Boot Camp Challenge®."

Kim Lamzik

A licensed physical therapist with 18 years of experience. Kim specializes in treating pain and dysfunction with craniosacral therapy and myofascial release.





Jarom Lee

A technology veteran with ten years of experience providing software solutions to the fitness industry. In 2010, he founded lolo to focus on emerging platforms. Before lolo, Mr. Lee worked with over 100 top trainers to create a virtual training platform and pioneered new uses for music in fitness. He's successfully built relationships with

companies such as Microsoft, Polar and Discovery Health. Under his direction, lolo was recognized by Apple® as a Fitness Essential and Hot Trend of 2010. More recently, lolo co-created and published the Boot Camp Challenge® iPhone app.

Becky Riley

Has been with BCC since its beginning. She is a lead trainer, presenter, and contributes to programming. Becky is certified through AFAA and ACE as a personal trainer and group exercise instructor and is also a licensed massage therapist. She works locally in O'Fallon, Missouri leading local Boot Camp Challenge® sessions, teaches group exercise for Gold's Gym International, and working at her massage therapy practice, B7 Wellness.





Boot Camp Challenge
74 Sterling Pointe Dr.
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