

NIHCA's *Wednesday Workshop*

*a 1/2 day of learning and networking
to make your health club business BETTER!*



September 15, 2010

1:00 pm—5:00 pm

Ramada Plaza Suites

Fargo, North Dakota

Workshop Agenda

2010 Wednesday Workshop in partnership with NDRPA
September 15, 2010 (Ramada Plaza Suites) Fargo, ND

Registration starts at 1:00pm. You are free to come early to spend more time participating in the Exhibit Hall. But please be aware that lunch is not included in the Wednesday Workshop. Snacks and beverages will be provided throughout the sessions.

Wednesday, September 15, 2010

7:00 am	Exhibit hall opens
1:00-1:30 pm	Registration
1:30-2:30 pm	Health Club Session: Insurance Reimbursement
2:30-2:45 pm	Break with Exhibitors
2:45-3:45 pm	Health Club Session: Club Marketing/Roundtable
3:45-4:00 pm	Break with Exhibitors
4:00-5:00 pm	Health Club Session: Club Programming/Roundtable
6:00 pm	Social

Exhibit Hall

Come meet with exhibitors who can provide your fitness center with great opportunities to purchase fitness equipment, learn about new options for your facility and network with other fitness professionals. The Exhibit Hall is taking place from 7:00 am - 4:00 pm. Please make sure that you take some time throughout the workshop to visit the exhibitors and gain valuable connections that will benefit your fitness center.



T-Shirt Swap

Please remember to bring along one of your fitness center's t-shirts.

At the end of the event, we will "t-shirt swap" so that everyone can leave the workshop with a t-shirt representing a different fitness center in attendance.

Featured Topics

"Do's and Don't of Managing the Health Club Reimbursement Program"

Holly Johnson-Labat, Executive Director of NIHCA
Michael Carlson, Corporate Director of Wellness at BCBSND

Wednesday, 1:30 - 2:30 pm

Holly Johnson-Labat and Michael Carlson speak on best managed practices of managing a health club reimbursement program. Come learn solutions to your toughest questions and get a chance to ask your questions!



"Marketing Solutions Roundtable"

MacDalton Berns, Marketing Advisor with Absolute Marketing Group

Wednesday, 2:45 - 3:45 pm

MacDalton Berns, Marketing Advisor with Absolute Marketing Group, will help answer your questions about marketing. Let MacDalton help your facility. During this roundtable discussion, you are free to ask questions regarding your fitness center and your marketing strategy.

"Club Programming Roundtable"

Facilitated by Area Managers

Wednesday, 4:00 - 5:00 pm

Come discuss programming ideas with other fitness center managers, directors and owners from the area. Come prepared with programming ideas that work, areas that you would like to see improve and discuss with other fitness professionals.

Roundtable Materials

In order to ensure that our members gain the most from the Wednesday Workshop, we ask for your participation! Please make sure that you are bringing with you all non-dues revenue material that your fitness center/health club produces. This would include things like brochures, programming materials, fliers, promotional material for new classes, etc. Please make sure to bring multiple copies so that other participants will be able to get a copy. By providing others with copies you are able to network, exchange ideas and benefit from other clubs experiences.

Registration Form

Wednesday Workshop in partnership with NDRPA
September 15, 2010
Ramada Plaza Suites - Fargo, North Dakota

Name _____
Job Title _____ Club _____
Address _____ City _____ State/Zip _____
Phone _____ Fax _____ Email _____

Conference Fee: Wednesday Workshop (includes Exhibit Hall and door prizes)

- \$25 per person
- \$100 per facility - UNLIMITED STAFF MEMBERS

Names of add'l staff: _____

Payment is due upon Registration, Registrations will not be processed without payment.

Type of Payment (circle one) Check (**Payable to Fargo Park District**) Visa MasterCard Discover

Credit Card # _____ Exp. Date _____ 3 digit security code _____

Name on Card _____ Signature of Cardholder _____

Mail Payment and Registration Form to:

Fargo Park District
Attn: NDRPA Conference
701 Main Avenue Fargo, ND 58103

MAKE SURE TO MENTION "WEDNESDAY WORKSHOP" IN THE MEMO LINE



For more information call the Fargo Park District at 701-241-1356 or email cbjur@fargoparks.com.

Conference Registration Refund Policy: Cancellations received in writing by September 6, 2010 will be eligible for a refund, minus a \$20 processing fee. No refunds will be given after September 6, 2010.

www.fargoparks.com

Hotel Reservations Reservation Deadline: August 16

(Block reserved under NDRPA Conference)

Ramada Plaza Suites
1635 42nd St. S., Fargo
Fargo, ND 58103
(701) 277-9000
Fax (701) 281-7169
www.ramadafargo.com