

## Keynote speakers

### **Mimi Adami**



An American born European, Mimi has been living in Italy for over 35 years. She founded and is the technical director for FIAF-SIAF, Italy's only accredited training school for fitness professionals. Her most recent achievements are a degree in Motor Sciences from Rome's TorVergata University and authoring the AquaZumba exercise program.

Author of Aqua Fitness The low impact total body fitness workout.

**Preliminary keynote title: To be announced later**

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### **Viking Bergström**

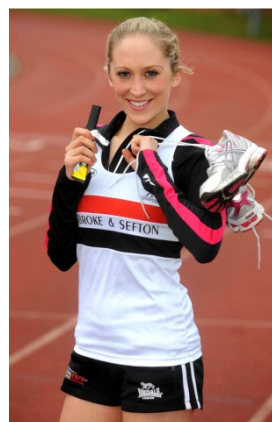


Club Marketing and Management Services/CMS Sweden is a consultant firm in the Club Business Industry, comprising many different domains, including Management, Sales, Marketing and Services.

Viking has been actively involved in the fitness industry since the 1980s, and is considered the "godfather" of club-based fitness operations in Finland as a result of his work through CMS. He has won numerous performance awards, including World Wide CMS Consultant of the Year 2001. He speaks at Fitness Trade & Business Conventions, primarily in the Nordic countries but also in the USA and Canada.

**Preliminary keynote title: The Future of Fitness**

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**Lisa Marie Gawthorne** BA (Hons)

Managing Director, Bravura Foods

With an athletic career that has seen Lisa compete in over 60 race events in the last 24 months for LPS (Liverpool Pembroke Sefton) Athletics - Lisa runs reliably in 1500m and 3000m track events in stadiums all over the North West of England. Lisa has also run regularly in 5k and 10k Road races in the North of England which is where most success has been witnessed. Lisa won the Liverpool 5k in May 2010 a race with over 1,000 runners. Lisa has also proudly run in a variety of Cross Country Northern and National Championships in the likes of Sheffield, Alton Towers, Liverpool and Manchester in a variety of distances races from 2k-10k both on an individual and Team Relay basis.

Since graduating from Sir John Moores University with a 1st Class Honors Degree in Business Studies, Lisa has enjoyed a variety of FMCG Marketing roles at major blue chip companies. Lisa has worked at Leaf UK on the Chewits and Malaco brands, Nichols Foods working with the Vimto, Sunkist, Rani brands, Burtons Foods on their private label confectionery and branded export biscuits portfolio and Cedar Health on their range of natural healthcare products such as Bio Strath, Gluco Tabs and of course Panda Liquorice. Lisa is now a director at Bravura Foods who manage the healthy confectionery brand Panda Liquorice in the UK.

Preliminary keynote title: **Fitness and Healthy Snacking**

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**Hanna-Leena Pesonen**

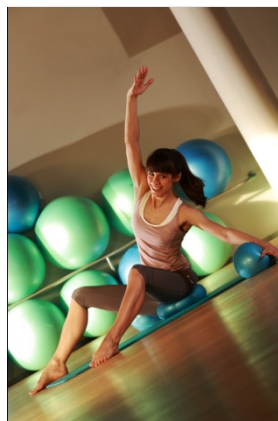
Hanna-Leena Pesonen is Professor in Corporate Environmental Management at the University of Jyväskylä, School of Business and Economics. She holds a Ph.D. in environmental management and a M.Sc. degree in marketing, and holds her current position since 2001. Hanna's areas of expertise include material flow management, environmental management systems, and corporate environmental strategies and marketing.

Lately most of her research projects have concentrated on developing sustainable energy business. Beside academic research, Hanna is actively working with sustainability challenges of business through both consulting and executive education both in Finland and abroad. She has experience from several sectors, especially in real estate and housing, trade, and tourism.

In spring 2011, she is conducting initial environmental reviews for two fitness centers in Central Finland together with her Master's students. In her keynote speech in FISAF, she has promised to share some key findings of these reviews and her insights about how to improve environmental performance of fitness sector.

**Preliminary title of her keynote: Environmental impacts of fitness industry - Opportunities for enhancing competitiveness.**

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**Michaela Polaskova**

Michaela Polaskova works as a movement therapist in Prague, Czech Republic and is a lecturer of the educative workshops for Czech Aerobic Union (FISAF), Czech Association Sport For All, Holmesplace, Balance Club and Charles University for several years, has a strong background of oriental belly dancing and exercising on body balance. She is currently participating in a 5-years psychotherapeutic body-oriented training in Biosynthesis.

**Preliminary keynote title: Functional Approach in Fitness**

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**Jarrod Saracco**

A 16 year veteran of the health and fitness industry. Jarrod has served as a Personal Trainer, Fitness Director, General Manager, Club Owner, Vendor and Industry Consultant. As Vice President of Customer Development for Strive Enterprises he was directly responsible for educating and working with hundreds of health clubs, gyms and organizations around the world as well as training other personal trainers and instructing thousands of people to improve their lifestyle. He led the sales team for a while and was instrumental in the growth of Strive as a dominant player in the US strength equipment sector. Jarrod has since partnered with Celebrity Trainer Grant Roberts to form Fitness Outfitters, an equipment distribution firm that specializes in used and remanufactured fitness equipment and offers a wide variety of other services including health club consulting and management services. This worldwide organization is helping to change the culture of people throughout the world by sponsoring community based initiatives such as Health and Fit Communities, Healthy Student Bodies, and promoting the Unified Lifestyle principles to achieve and maintain optimal health and wellness. Jarrod is currently serving as the Assistant General Manager and Personal Training Manager at the beautiful Bel Air Athletic Club in Bel Air, Maryland. This 135,000 square foot multipurpose club is part of Wellbridge; a health club ownership group that has over 19 locations throughout the United States.

Jarrod is a proven, empowering presenter and has spoken at such events as IHRSA, Club Industry, Can Fit Pro, the National Fitness Tradeshow, the YMCA AYP event, NEHRSA, and several other smaller, local events. He is a contributing author to the Philadelphia Examiner for Health and Fitness, has been published in other industry journals such as Club Industry Online, CMS Survive and Thrive and other local newspapers and media for public viewing. He is a proven leader, outstanding team mate and a highly dedicated industry professional.

**Preliminary keynote title: Creating a World of Fitness One Community at a Time (How health clubs and cities can change lives by working together)**

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**Sarianna Sipilä**

Sarianna is a Research Director at the Gerontology Research Centre at the University of Jyväskylä, Finland. Her background is in physiotherapy and exercise physiology as well as in exercise gerontology. Her research activities are mainly focused on aging related muscle and bone weakness, falls, rehabilitation and physical activity interventions among healthy and high risk groups of older people.

Preliminary keynote title: **Physical exercise and aging: what should a physical activity instructor know about her/his 50+ year old client?**

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**Herman Rutgers**

An international executive armed with 35 years of experience in managing international businesses in many different markets.

Following his education at Hogere Textielschool in Enschede, Netherlands, where he obtained his BA in International Business, his career spans a wide range of multinational companies.

Quaker Oats in the fast moving consumer goods, Akzo-Organon in pharmaceuticals, Sheaffer Pen in writing instruments, Prince/Bennetton Sportsgroup in sporting goods and Brunswick/Life Fitness in fitness equipment.

Herman left Life Fitness (where he spent 7 years, lastly as Executive Vice President for Global Marketing, Sales & Service, based in Chicago, USA) at the end of 2001 and started his own

company; Global GrOwth Partners .Through this company he is involved in various businesses both inside and outside fitness, as an investor, advisor or board member.

From October 2004 through June 2007, Herman fulfilled the position of IHRSA Director Europe. Since September 1, 2007 Herman serves as the Executive Director for EHFA (European Health & Fitness Association) based in Brussels and under his leadership the organization has become the association representing the European Fitness sector.

Herman is a real global citizen; he worked and lived in The Netherlands, Belgium, Germany, Switzerland, Canada and the USA and speaks fluent English, Dutch, German, and French. His hobbies are Sports (Tennis, Fitness, Jogging, Golf and Ski), Wine and Reading. Herman is married with Han, has 2 daughters, and resides in Wassenaar, The Netherlands.

**Preliminary keynote title: To be announced later**

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**Timo Räkköläinen**

Timo is the head teacher and owner of Helsingin itsepuolustuskoulu (Helsinki School of Martial Arts). His skills are best described by his comprehensive merits in different martial arts, including:

Taekwondo: 6th *dan* (ITA) 4th *dan* (kukkiwon)

Sin Moo Hapkido: 3rd *dan*

Combat Hapkido: 2nd *dan*

Brazilian Jiu-Jitsu: Black Belt

Founder of Ground Game fighting concept

Licensed Coach of NLP TM

Licensed Sport Performance Coach TM

**Preliminary keynote title: Martial Arts for Kids as Sources of Wellbeing**