2011 11th Annual Meeting of the Pilates Method Alliance

Where Pilates Professionals Come Together

Desert Springs, CA
November 2-5, 2011
JW Marriott Desert Springs Resort & Spa

Attend the PMA Conference and Receive 16 PMA CECs (with full conference registration)

Equipment Sponsor  Sustaining Sponsor
As we begin the PMA's second decade, we look at what we’ve achieved with pride, and we look to the future with excitement and possibility. Our community’s efforts to establish teaching Pilates as a profession are making a difference, both in the US and in many countries around the world. Our international community of Pilates professionals has created thousands of new relationships through travelling and teaching, where information is shared, enthusiasm is kindled and projects are begun.

We’ve worked hard to add new elements to this year’s 3-day meeting with the addition of panel presentations, a PMA Members Meeting, a PMA Awards Program, a third general assembly on Creating the Future of our Profession, Movie Night on the tennis lawn, a range of 3-hour workshops and new business sessions. This is in addition to a line up of first class workshops and mat classes.

We look forward to seeing you in Palm Desert at the stunning JW Marriott Desert Springs Resort & Spa. It's truly a desert oasis.
Pre-Conference Workshops

All held at JW MARRIOTT DESERT SPRINGS RESORT & SPA
Additional Fee of $175 per workshop

8:00 am – 12:00 pm Pre-Conference Workshop I
GYROKINESIS® / Juergen Bamberger

GYROKINESIS® Methodology is a complete movement system based on fluid and rhythmical circular motion. It uses the natural movement possibilities of the spine to increase mobility, strength and the circulation of our vital energies. Gyrokinesis was developed by Juliu Horvath as the first expression of his GYROTONIC® training method. Its origin lies in the physical struggles and injuries that he went through as a professional dancer. Participants will learn the choreography of a typical Level 1 class. The essential principles that are the foundation of the Gyrokinesis Methodology will be introduced and put into practice.

8:00 am – 12:00 pm Pre-Conference Workshop II
Release of Fascial Restrictions to Movement: Massage vs. Foam Roller vs. Myofascial Release / Dr. Carol Davis

Twelve different kinds of fascia within humans surround every one of our 50 trillion cells. Fascia is composed of varying concentrations of elastin and collagen, with a polysaccharide ground substance binding them. Collagen is the key component. Releasing the elastin alone is temporary. Energy based myofascial release solves the problem. Following this session participants will be able to understand the basics of energy based myofascial release and actually feel the difference when one releases fascial restrictions, for example in the tensor fascia lata, with massage, with a foam roller and with cross hands myofascial release.

8:00 am – 12:00 pm Pre-Conference Workshop III
Yamuna Body Rolling®: Save Your Hips & Foot Fitness / Yamuna Zake

YBR®: Save Your Hips: Learn what the hip joint needs to maintain its full range of motion, balance and ease of movement. Explore the simple anatomy and work you can do throughout your life to keep this joint strong, flexible, and powerful. These routines can help prevent lower back pain, sciatica, hip pain and restriction preventing the slow wearing down of the joint. *We will be using the Yamuna® black calf balls in this class.

Yamuna® Foot Fitness: The feet provide essential support and balance for the rest of the body. Correct foot care improves their alignment and movement capability. Learn routines to raise your arches, realign your ankles, avoid future foot problems and improve overall body performance. Learn how to assess a foot, determining where the lack of use and breakdown
is occurring and step-by-step education on how to rebuild healthy foot function. *We will be using the Yamuna® Foot Walker product in this class.

8:00 am – 12:00 pm Pre-Conference Workshop IV
Your Brain on Movement / Mary Kim-Garrity, PMA®-CPT
Discover a new range of exciting tools to enhance your professional skills set through cutting edge BRAIN-BODY stimulation. Participants will learn innovative neuro-science-derived techniques through the lens of Dr. Cobb’s Z-Health® system, and enhance the BRAIN-BODY connection with The BioCored System of Movement. Pilates practitioners will be introduced to fun assessments and drills that will inform and entice clients and leave them craving more. The resulting BRAIN-BODY communication will re-ignite dormant muscles, increase joint stability/mobility, re-boot proper muscle firing patterns and restore function in each of your clients. This information is vital and will enhance client retention and positive word of mouth for your Pilates business.

1:00 pm – 5:00 pm Pre-Conference Workshop V
Applications of Pilates for the Breast Cancer Survivor / Suzanne Martin, PMA®-CPT
Breast cancer is the most widely diagnosed cancer in the US and Europe. Now considered a chronic condition, it forever alters a person’s physical trajectory. Pilates, therapeutically applied, is the perfect physical medium to heal from the rigors of cancer treatments, such as surgery, chemotherapy and radiation. Learn specific Pilates applications and progression guidelines and why they work. Learn precautions and contraindications so that you can help your clients regain confidence in a safe, supportive environment.

1:00 pm - 5:00 pm Pre-Conference Workshop VI
Pilates Specific Stretching / Kit Laughlin
Why should we stretch? What kind of stretching should we do? What is this stretching designed to achieve in the body, for what improvement to movement patterns? In the Pilates teaching context, it may be that parts of body need to be ‘unlocked’ in order to be able to embody the basic Pilates movements. This all-practical workshop will target a number of key muscle groups around the body, and address these perspectives in detail. The goals are grace and ease in the body.

1:00 pm – 5:00 pm Pre-Conference Workshop VII
Xtend Barre / Stefanie Ellis, PMA®-CPT
The Xtend Barre Workshop provides an introduction to this incredible physique-shaping workout. If you’re interested in a muscle chiseling, stretching, strengthening, energizing workout system that is addictive, this is for you. Please come prepared to workout and dance - no tutu’s required! This session will include a challenging, invigorating, and fun 90-minute Xtend Barre workout. Learn about the Xtend Barre method and how it compares to others in the industry. You will be educated from a business perspective on incorporating a barre program into a studio and the impact it might have on your trainers and clients. Experience a handful of our basic repertoire exercises to get a taste for teaching the method. Meet you at the barre!

1:30 pm – 5:00 pm Pre-Conference Workshop VIII
PMA Pilates Certification Exam
Take this opportunity to become a PMA Certified Pilates Teacher! This exam, developed by Pilates teachers and facilitated by the PMA’s test administration company CASTLE Worldwide Inc., is quickly becoming the international standard for safety and competency for Pilates professionals. In order to establish the practice of teaching Pilates as a profession, we must have a professional credential for the benefit of the public. Why not take the opportunity to become a PMA Certified Pilates Teacher at the conference, and join in this exciting movement?

Exam candidates must register for the exam and pay their fee directly to CASTLE Worldwide Inc., the PMA’s test administration company. Visit the Certification page at www.pilatesmethodalliance.org to download the Candidate Handbook and application. NO ON-SITE REGISTRATIONS WILL BE PERMITTED. Call Amy Bloom, Certification Specialist at the PMA 305 573 4946 X 205 or email amybh@pilatesmethodalliance.org if you need further assistance.

5:30 pm - 6:30 pm FIRST TIME ATTENDEE ORIENTATION

5:30 pm - 7:30 pm OPENING RECEPTION - PMA PLAZA
Sip, Shop & Socialize

Evening
ATTENDEES ON THEIR OWN

THURSDAY — 11/3/2011

7:00 am - 6:00 pm REGISTRATION OPEN / SCHEDULE CHANGES

7:00 am - 8:45 am BREAKFAST IN PMA PLAZA
7:00 am - 8:45 am  PMA PLAZA OPEN

7:45 am - 8:45 am  MAT CLASS (MC1)
1. Cari Riis Stemmler, PMA®-CPT
2. Michele Larsson, PMA®-CPT
3. Montse Cosin, PMA®-CPT
4. Sally Anderson, PMA®-CPT
5. Tom McCook, PMA®-CPT
6. Ricardo Alex Jaramillo Maturana, PMA®-CPT

9:15 am - 10:15 am  GENERAL ASSEMBLY
Celebrate the opening of our 11th Annual Meeting, including the presentation of the new PMA Awards, honoring extraordinary members of our Pilates community nominated by PMA Members.

10:45 am - 12:45 pm  WORKSHOPS (WS1)

Ray Hyland
Strengthening the Core of Your Brand
A strong brand is an essential component of a large and successful business. As businesses grow it is easy to lose sight of the brand fundamentals that your customers identify with. As a Pilates professional, the challenge is twofold, how do you grow your distinct brand while staying true to the brand values of Joseph Pilates? In this workshop we will discuss how to build a distinct and memorable brand proposition that reflects your core values and resonates with your customers.

PANEL PRESENTATION
Moderator: Elizabeth Larkam, PMA®-CPT:
Polytrauma Patients in the Pilates Environment
In 2007 Panel Moderator Elizabeth Larkam began developing movement progressions using Pilates principles and apparatus to improve the function of amputees and those with vestibular disorders. Collaboration with the three panelists has led to the emergence of new applications of Pilates techniques for polytrauma patients, those with prosthetic limbs, vestibular disorders, traumatic brain injury and/or post traumatic stress syndrome.

PANELISTS:
Michael Podlenski PTA, ATC, San Diego, CA
US Naval Medical Center San Diego, C5 Physical Therapy

Jessie Lee, Copenhagen, Denmark
Pilates and GYROTONIC® instructor. Owner of Copenhagen Pilates Studio. Works with Danish veterans returning from Afghanistan in collaboration with Rigshospitalet, Physiotherapy Unit and the Royal Danish Ballet
**Hadar Schwartz PT, PMA®-CPT**, Herzeliya, Israel
Owner of Medical Pilates, working in the Israeli Veterans Association

**Alan Herdman, PMA®-CPT**
**Are We Wasting Our Time On The Reformer Footwork?**
So often the reformer footwork is treated as a quick warm-up. Very little thought is given to correct muscle recruitment, muscle balance, alignment, and the relationship with the rest of the body. The workshop will look at ways the footwork sequence can be a more meaningful base for the rest of the Reformer repertoire.

**Bob Liekens, PMA®-CPT**
**Honoring the Integrity of Classical Pilates**
This inspirational workshop with Bob Liekens is a discussion on the responsibility of upholding the respected standard of the classical work. We look at what it means to uphold the “integrity” of the classical work. How do we define “classical”? Where did Joseph Pilates get his inspiration, and how did his Method develop? As Pilates teachers today, what are our responsibilities? Discover how lives can be changed through teaching with the original intent and principles of Joseph Pilates.

**Ben Reuter, PMA®-CPT**
**Pilates for Endurance Athletes**
Endurance athletes are a growing subpopulation in the US. Last year almost half a million people completed a marathon. Research studies show that between 50 and 90 percent of runners miss training time due to injury. Pilates, which emphasizes control of the core as well as strengthening of long weak muscles and lengthening of short strong muscles is well suited to be a part of an endurance athletes training regimen. We will explore repertoire which keeps athletes functioning at their optimal potential.

**Dawn Marie Ickes, MPT, PMA®-CPT**
**Pilates for Postural Perfection: Advanced Cueing and Programming for Improving Common Postural Dysfunctions**
Balance, kinesthesia, proprioception and body awareness are all key components for success in movement. Dysfunction can greatly affect any one or all of these systems resulting in poor movement patterns and imbalanced posture. This course is designed to instruct participants in identification of static and dynamic postural dysfunction and how to effectively cue corrections for the maximum benefit of the client. Proper recruitment of the local and global stabilizers will be covered with the integration of the extremities for function and locomotion. Indications will be reviewed with the application of Pilates equipment, props, verbal and manual cueing techniques, and home program options for client carryover.

**Jillian Hessel, PMA®-CPT**
**The Magic of the Circle**
Jillian will review how to employ the Magic Circle as an adjunct to both private and group training classes. Participants will learn to use the Circle in both isometric exercises, and as a prop to enhance performance in many Mat exercises. Attendees will learn standing, seated, supine, prone and side lying exercises using the Circle.

**Ruth Alpert, PMA®-CPT**
**The Teacher’s Eye: Identifying Habit Patterns in Ourselves and our Clients**
Clients think we are magically endowed: “How did she know that?” Actually, we merely see patterns of restriction obvious to the trained eye. This workshop is further eye training. We will examine common patterns, how to trace problems to their origin and solutions you can use within a lesson.

**12:45 pm - 2:15 pm**  LUNCH IN PMA PLAZA

**12:45 pm - 6:00 pm**  PMA PLAZA OPEN

**2:30 pm - 3:30 pm**  MAT CLASSES (MC2)
1. Elizabeth Larkam, PMA®-CPT
2. Kathy Corey, PMA®-CPT
3. Kevin Bowen, PMA®-CPT
4. Lori Hock, PMA®-CPT
5. Sally Anderson, PMA®-CPT
6. Susan Moran, PMA®-CPT

**4:00 pm - 6:00 pm**  GENERAL ASSEMBLY

**Creating the Future of Our Profession**
Hear how the results of the 2011 Teacher Training Summit will benefit you and enhance the credibility of our schools, learn how PMA Chapters are developing, and listen to a panel discussion about the future of our profession with industry leaders. Interact and engage with our panel – names to be released soon!

**9:00 pm - 10:00 pm**  PILATES MOVIE NIGHT ON THE TENNIS LAWN
FRIDAY — 11/4/2011

7:00 am - 6:00 pm  REGISTRATION OPEN / SCHEDULE CHANGES

7:00 am - 8:45 am  BREAKFAST IN PMA PLAZA

7:00 am - 8:45 am  PMA PLAZA OPEN

7:45 am - 8:45 am  MAT CLASS (MC3)
1. AMANDA JESSEE, PMA®-CPT
2. CARI RII STEMMLER, PMA®-CPT
3. CARRIE MACY, PMA®-CPT
4. ELIZABETH LARKAM, PMA®-CPT
5. RISA SHEPPARD, PMA®-CPT
6. SUSAN MORAN, PMA®-CPT

9:15 am - 10:15 am  PMA MEMBERS MEETING
The Members Meeting will include a presentation of nominees for PMA 2012 Board Directors, presentation of financial reports on the activities of the PMA, review of the preceding year (review of short, medium and long term goals), and questions from the delegation of Members. Express your views on PMA matters and issues!

10:45 pm - 12:45 pm  WORKSHOPS (WS2)

Carol Appel, PMA®-CPT
Business Skills, Savvy, and Strategies for a Thriving Pilates Business
Lead Generation and Lead Conversion
There is so much more to being a Pilates teacher than receiving a certificate, designing a logo, and choosing the perfect space. You run a business, whether you are an employee, an independent contractor, manager, or studio owner. The ultimate goal of any business is getting and keeping customers. This workshop focuses on “how” to get and keep your clients, not just “what” to do. The lead generation process assures our business that new clients will be consistently cycling through our doors. What we’re generating and sifting for are qualified clients. Once these leads come through our doors, it’s all about skillfully converting them to customers, and ultimately integrating them to the coveted status of loyal client.
**Meg McCall**

**Speed Dating for the Pilates Studio: Three Essentials for Strengthening Your Business Presented in a Quick and Dirty Format**

As a Pilates studio instructor, owner or manager, you don’t always have the time to research the latest strategies for growing your businesses. In this session, you’ll learn about three sets of “must have” strategies that will keep your studio viable for years to come. We’ll start with an overview of how technology is changing the way we do business. Then we’ll discover the key performance metrics that will help you evaluate the health of your business on a monthly basis. We’ll wrap up with a presentation of critical marketing strategies for bringing new clients in the door and keeping the ones you have.

**Alice Becker, PMA®-CPT**

**Advanced Reformer**

This workshop explores various possibilities of movements on the Reformer, utilizing its structure and infinite resources. Balancing, rolling over, kneeling front and back, waving the spine, twisting, challenging the body as a whole – the possibilities are endless. Come and play and let’s find out more fun ways to exercise and train our bodies with this marvelous creation Pilates offered us.

**Rachel Taylor Segel, PMA®-CPT**

**Don’t Stop! The Value of Transitions**

In this workshop you will learn the benefits of maintaining intensity through the transitions between the Mat and Reformer exercises. Transitions increase the heart’s strength and the body’s detoxifying capabilities, as Joseph Pilates said, “…so that the blood will flow with renewed vigor… transitions increase our mental acuity.”

**Lolita San Miguel, PMA®-CPT, First Generation Teacher**

**Workshop For Seniors And Pre-Pilates Mat Class**

During our golden years, our bodies experience a loss of balance, a diminution in pulmonary capacity, circulation, flexibility, range of movement, coordination, slowing of reflexes, mental acuity and concentration. All of this can be much improved if not completely reversed by the correct application of the Pilates Method. It does require time, money, patience and the wisdom to take care of ourselves. “Rome was not built in a day!” And beware of those two deadly sins, sloth and gluttony. Seniors are our best clients and our Method is especially beneficial for them. It is important to treat them with special care.

**Madeline Black, PMA®-CPT**

**Support the Arms: Upper Thorax to Hand**

Weight bearing on the arms is challenging, especially if the connection between the upper spine and hands is weak. Madeline will discuss alignment, building strength, and how to deal with issues along this chain. Discover how to improve your clients’ ability to support their body with their arms. Mat and Reformer exercises that bear weight of the arms will be discussed. Madeline will demonstrate how to progress into the more difficult weight bearing exercises.

**Samantha Walley, PMA®-CPT**

**The Art of Breathing**

Ever wonder how The Hundred is supposed to teach us to breathe better? How many times have you been stumped by how to really breathe in Short Spine? Understanding artful breathing can help simplify and reveal strength to ourselves and our students, de-mystifying the sometimes difficult and elusive benefits of Pilates.

**Cara Reeser, PMA®-CPT**

**Treasures from the Kathy Grant Lineage**

In this course we will explore an untapped and exciting range of exercises on the Mat, Reformer and Cadillac as taught by Kathleen Stanford Grant. Cara Reeser gathered the information for this workshop from years of working with her teacher and mentor Kathleen Stanford Grant. The exercises taught and explored come from Kathy’s experience working with Joe and Clara Pilates, Carola Trier, Eve Gentry, and others from the 1950s to the 1980s. This body of work expresses options for greater range of motion and dynamic sequencing in the choreography. It will be fun, lively and inspiring!

**12:45 pm - 2:15 pm**  
LUNCH IN PMA PLAZA

**2:30 pm - 5:30 pm**  
SPECIAL 3-HOUR SESSIONS

**Rael Isacowitz, PMA®-CPT**

**Ultra Marathon Mat**

Challenge yourself with this unique, three-hour test of endurance and determination for accomplished and physically fit Pilates practitioners. Based on the two-hour Marathon Mat format which Rael has been teaching since 2007, the extremely challenging Ultra Marathon Mat will demand concentration, control, focus, dedication and stamina. Participants will explore the nuances of each and every movement and experience the distinctive transitions facilitated by the BASI Pilates Flow Sequence®. PMA 2011 will be the world debut of the Ultra Marathon Mat, a meditation in motion.
**Brent Anderson, PhD, PMA®-CPT**

_Are You Ready to Work with Special Populations?_

How do you provide Pilates successfully to clients who come to you with special needs (i.e. back pain, spinal fusions, multiple sclerosis, Parkinson’s disease, osteoporosis, cancer, cardiac disease and much more). What should you do to prepare to work safely with special populations? This workshop will outline the steps to prepare you, and to map out your future education to work safely with these populations. Dr. Anderson has been teaching Pilates to special populations for more than 20 years. This workshop is specifically designed for the Pilates teacher and complies with PMA guidelines for Domains, Skills and Knowledge sets for Pilates teachers. Rehabilitation professionals are welcome.

**Brett Howard, Celeste Zopich & Tracy Coe, PMA®-CPTs**

_First Educate the Child_

**Part 1: PMA Pilates Youth Program**

This seminar will unveil the Pilates Youth Program’s new ‘Manual for Teachers’ and ‘Curriculum’. Formerly known as ‘Pilates in the Schools’, this program has been broadened for use not only in schools, but also studios and community centers. Information on how to best utilize our new materials for teachers will create a frame for this session, which will also include the following 2-hour workshop.

**Part 2: Learn How to Implement a Pilates Children’s Program with Brett Howard**

"First Educate the Child" is the name of a chapter in "Your Health" by Joseph Pilates. Joseph Pilates believed strongly that children should practice his exercise system as part of their school day. The seminar will focus on appropriate methods of teaching the Pilates Method to the child learner. Participants will learn cognitive, behavioral, physiological and anatomical considerations in teaching this population. Participants will also learn how to generate creative lesson plans that are developmentally appropriate. The seminar addresses how to implement a Pilates curriculum into a variety of youth settings, including: schools, youth centers, and studios.

**Kelli Matthews**

_Social Media Strategy for Studios_

Blogging, twittering, facebooking... you’ve heard the stories of wildly successful outreach online and think it would be a good fit for your studio. But how do you get started? This workshop will build a strong foundation for how to use the most popular tools strategically, build relationships and maximize your results. Find out what other studios have done to successfully leverage social media. Bring your questions and they will be answered.
Deborah Lessen, PMA®-CPT
Teaching Strategies to Ameliorate Posture Patterns
This workshop focuses on the conditioning component of improving function and verticality. We will assess existing muscle length, strength and resulting coordination for typical posture patterns and suggest exercises and cueing to achieve the best possible balance in muscle development and a mobile and supported spine.

Kyria Sabin, PMA®-CPT
Ultimate Pilates Assessment Tools: The Ped-o-Pull and the Spine Corrector
The Ped-o-Pull and Spine Corrector are two of the most effective assessment tools in any Pilates studio. In this workshop you will learn how to use the Ped-o-Pull and Spine Corrector to better “see” and assess both standing and seated posture, as well as precise spinal articulation. We will review optimal pelvic and spinal placement and identify hyper-mobile and hypo-mobile spinal segments. You will take away a postural assessment model that can be applied to a variety of practices, as well as a postural and movement assessment protocol on the Ped-o-Pull and Spine Corrector. Participants will receive a detailed workshop handout, including photographs of each movement reviewed in this workshop.

Trent McEntire & Carrie Cohn, PMA®-CPTs
Giving Back to the Community
As Pilates instructors, the very nature of our work is to help improve the quality of our clients’ lives. As small business owners and independent trainers, the Pilates community is in a unique position to not only help improve the lives of individuals, but also the communities in which we live and work. Carrie and Trent will discuss why a planned effort of charitable giving not only feels good, but is good business.

Brett Howard, PMA®-CPT
Archival Pilates Exercises
The United States Pilates Association™ has been privileged to have access to the Pilates archive. Their owner, Sean Gallagher, licenses the archive to the USPA. This license gives unique access to the writings, photos and films of Joseph Pilates. This lecture-style seminar with PowerPoint and video will present many exercises that have not been seen or experienced by the Pilates community. Brett will explain the foundation and benefits of each exercise, and how these rediscovered exercises can be integrated into existing repertoire.

Alan Herdman, PMA®-CPT
Are We Wasting Our Time On The Reformer Footwork?
(See description on page 6)

Bob Liekens, PMA®-CPT
Honoring the Integrity of Classical Pilates
(See description on page 6)

Dawn Marie Ickes, MPT, PMA®-CPT
Pilates for Postural Perfection: Advanced Cueing and Programming for Improving Common Postural Dysfunctions
(See description on page 6)

Teresa Maldonado Marchok, PMA®-CPT
Pilates for the Mature Demographic
Acquire the skills to address the unique needs of our aging population. This workshop explores multiple age related anatomical, physiological and psychological changes and the science behind them. Learn how to design a program building on the strength of your clients while modifying for weaknesses and contraindications. Special focus will be given to osteoporosis, disc herniations and spinal stenosis. Using Pilates equipment and small props, you’ll walk away with creative ideas to implement immediately. Science has increased the quantity of life; through Pilates we can maximize the quality of life. Empower your clients to age gracefully and powerfully. This is the gift we can give to our aging population.
11:30 am – 12:30 pm  

**Trent McEntire, PMA®-CPT**  
**How to Apply to Present at the PMA Annual Meeting**  
This session will explain how to fill out your application to present at the PMA conference so that you have the best chance of acceptance. Trent will explain the role of the Presenters Committee, how the application process works and what criteria are considered in making final selections.

**PANEL PRESENTATION**  
**Moderator: Kevin Bowen, PMA®-CPT**  
**How Pilates Works or Doesn’t, in a Health Club Setting**  
This panel discussion will explore the success and challenges of Pilates in a health and fitness club setting. The panel will discuss how they maintain the integrity and essence of the method while making it accessible to their members. Panelist will share insights and tips as well as their views on future trends for Pilates and mind-body-fitness in the health and fitness club setting.

**PANELISTS:**  
**Lori Lowell** owns eight Gold’s Gyms in Northern Virginia and Wisconsin and has been a Gold’s Gym owner since 1996. Lori specializes in Group Fitness and brings a wealth of knowledge and expertise to the fitness industry. She is very committed to ensuring successful Pilates programming in her clubs.  
**Carrie Macy, PMA®-CPT**  
National Pilates Training Manager, Equinox Fitness, Los Angeles, CA (see full bio under Mat Teachers)  
**Eduardo G. Perez** is the National Director of LifePower Pilates, Life Time Fitness, which is a premier ‘healthy way of life’ company that operates over 90 centers across the US with 74 Pilates studios. His background includes personal training, group fitness, Filipino Martial Arts instruction, and multiple successful management posts. His LifePower Pilates program is one of the largest Pilates operations in the world and he is passionate about bringing the power of Pilates to the masses.
Alice Becker, PMA®-CPT
Advanced Reformer
(See description on page 8)

Rachel Taylor Segel, PMA®-CPT
Don’t Stop! The Value of Transitions
(See description on page 8)

Mary Bowen, PMA®-CPT, First Generation Teacher
Lifelong Pilates and the Body & Pilates Plus Psyche 2011
In Lifelong Pilates and the Body, Mary will explore the transversus abdominus and why it is important never take the core for granted. She’ll also highlight new cues and exercises to help you ground your spine and let it lead you. How free is your breathing? Can you release your ribcage? All Pilates exercises will feel new to you when you can release your spine and allow it to lead. In Pilates Plus Psyche Mary will present, “Teaching Pilates is a Tool to Your Own Self-Discovery”. This is true whether you are Jung’s ‘Sensate’ or its opposite, an ‘Intuitive’; or whether you are a ‘Feeling’ or its opposite a ‘Thinking’ type. You and your own growth are as important to the client as what you are teaching. Look to your difficult clients for where you are undeveloped yourself.

Karen Sanzo, PMA®-CPT
Pilates! More Than Exercise: An Intermediate/Advanced Workshop with the Trapeze Table and Mat
If you’ve been practicing Pilates for a while and are looking to add new challenge to your teaching come stretch your mind and body with Karen’s fun and invigorating approach. Traditional Pilates exercise encompasses the spinal movements of flexion, extension, side bending and rotation. Sometimes these movements are in supported positions and at other times they are not. Karen will challenge you to discover what you’re working in terms of movement and what you’re asking to stay stable. Basic, intermediate and more advanced exercises, with an added twist, will be taught. Karen will instruct, guide and invite you to think differently.

Jillian Hessel, PMA®-CPT
The Magic of the Circle
(See description on page 6)

Cara Reeser, PMA®-CPT
Treasures from the Kathy Grant Lineage
(See description on page 8)

12:30 pm - 2:30 pm  LUNCH IN PMA PLAZA
12:30 pm - 3:00 pm  PMA PLAZA OPEN - FINAL SHOPPING HOURS
1:30 pm - 2:30 pm  RESEARCH DISCUSSION GROUP
Moderator: Sherri Betz, PT, PMA®-CPT
Join the PMA’s Research Committee Chair, Sherri Betz, who will present a range of recent Pilates-related research papers. Topics tbc.

3:00 pm - 4:30 pm  MATAPALOOZA!!!
Throw your mat in the ring! This light hearted and fun mat class is for the whole delegation and will be taught by Brent Anderson, Jillian Hessel, Rael Isacowitz, Michele Larsson and Deborah Lessen! They are all PMA®-CPTs! This is the final class of the conference where we’ll unite all the attendees in one huge group activity. Don’t miss this!

4:30 pm  MEETING ADJOURNS
7:00 pm - 9:30 pm  PRIVATE PMA CLOSING PARTY
9:30 pm onward  OPEN TO THE PUBLIC
Celebrate the conclusion of this excellent event at our closing party at Costas Nightclub (on property). Costas is a hip and trendy nightclub with a completely cool vibe. It’s time to let your hair down and get a little wild. Enjoy your final evening at this spectacular resort and have a leisurely trip home on Sunday. The club will be open the public starting at 9:30pm.
# Conference Schedule at a Glance

**Wednesday**

<table>
<thead>
<tr>
<th>Nov 2</th>
<th>Nov 3</th>
<th>Nov 4</th>
<th>Nov 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Open</td>
<td>Registration Open</td>
<td>Registration Open</td>
<td>Registration Open</td>
</tr>
<tr>
<td>7:00 am - 5:00 pm</td>
<td>7:00 am - 6:00 pm</td>
<td>7:00 am - 6:00 pm</td>
<td>7:00 am - 4:30 pm</td>
</tr>
<tr>
<td>Pre-Conference Workshops</td>
<td>Breakfast in PMA Plaza</td>
<td>Breakfast in PMA Plaza</td>
<td>Breakfast in PMA Plaza</td>
</tr>
<tr>
<td>8:00 am - 12:00 pm</td>
<td>7:00 am - 8:45 am</td>
<td>7:00 am - 8:45 am</td>
<td>7:00 am - 8:45 am</td>
</tr>
<tr>
<td>Break</td>
<td>Workshops</td>
<td>Workshops</td>
<td>Workshops</td>
</tr>
<tr>
<td>12:00 pm - 1:00 pm</td>
<td>10:45 am - 12:45 pm</td>
<td>10:45 am - 12:45 pm</td>
<td>10:30 am - 12:30 pm</td>
</tr>
<tr>
<td>Pre-Conference Workshops</td>
<td>Lunch in PMA Plaza</td>
<td>PMA Plaza &amp; Lunch</td>
<td>Lunch in PMA Plaza</td>
</tr>
<tr>
<td>1:00 pm - 5:00 pm</td>
<td>12:45 pm - 2:15 pm</td>
<td>12:45 pm - 2:15 pm</td>
<td>12:30 pm - 2:30 pm</td>
</tr>
<tr>
<td>PMA Pilates Certification Exam</td>
<td>PMA Plaza</td>
<td>Workshops</td>
<td>PMA Plaza Final Shopping</td>
</tr>
<tr>
<td>1:30 pm - 5:00 pm</td>
<td>12:45 pm - 6:00 pm</td>
<td>2:30 pm - 5:30 pm</td>
<td>12:30 pm - 3:00 pm</td>
</tr>
<tr>
<td>Orientation</td>
<td>Mat Classes</td>
<td>PMA Plaza Open</td>
<td>Research Discussion Group</td>
</tr>
<tr>
<td>First Time Attendees</td>
<td>2:30 pm - 3:30 pm</td>
<td>5:30 pm - 7:00 pm</td>
<td>1:30 pm - 2:30 pm</td>
</tr>
<tr>
<td>5:30 pm - 6:30 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening Reception</td>
<td>General Assembly</td>
<td>PMA Plaza Open</td>
<td>MATAPALOOZAA!!!</td>
</tr>
<tr>
<td>PMA Plaza</td>
<td>“Creating the Future</td>
<td>5:30 pm - 7:00 pm</td>
<td>Mega Mat Class</td>
</tr>
<tr>
<td>5:30 pm - 7:30 pm</td>
<td>of Our Profession”</td>
<td></td>
<td>3:00 pm - 4:30 pm</td>
</tr>
<tr>
<td></td>
<td>4:00 pm - 6:00 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Meeting Adjourns</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4:30 pm</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Closing Party for Delegation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>7:00 pm - 9:30 pm</td>
</tr>
</tbody>
</table>
2011 PRESENTERS

Ruth Alpert, PMA®-CPT brings extensive training in alternative movement modalities to her teaching, as well as her long experience as a dancer. Ruth’s interest in healing movement began in 1976 with the work of Bonnie Bainbridge Cohen, Susan Klein, and Ideokinesis studies. She has been a practitioner of The Trager® Approach since 1987. Ruth was trained in Pilates by Michele Larsson in 1992 and was an Associate of Core Dynamics from 1998-2009. She completed her GYROTONIC® training in 2002, and became a teacher of the Alexander Technique in 2007. Ruth has conducted workshops throughout the US since 1976.

Brent Anderson PhD, PT, OCS, PMA®-CPT is the President and CEO of Polestar Pilates Education and Polestar Pilates Center. A licensed physical therapist and orthopedic certified specialist for more than 22 years, Brent is a leading authority in performing arts medicine and Pilates-evolved techniques for rehabilitation. From his extensive background in rehabilitation and movement science, Brent has applied critical reasoning skills and supportive scientific research to Joseph Pilates’ revolutionary mind-body work. He also brings to the Polestar curriculum an investigation of the effects of psychology and energy systems on motor control and motor learning.

Sally Anderson, PMA®-CPT is the founder and director of Pilates International, incorporating Pilates International Studios and Training Centre (Pilates ITC). She began her studies in the late 1980’s with Rael Isacowitz. Sally later became a teacher trainer for BASI. She returned to Australia and established the Pilates International organization. Pilates ITC was the first Australian Pilates training organization to achieve government registration, and has set the benchmark in Australia with Pilates specialist accredited educational qualifications including the Advanced Diploma in Pilates. Sally is founding President of the Pilates Alliance Australasia and founding co-director of the annual industry conference Mind Your Body.

Carol Appel, PMA®-CPT studied with Romana Kryzanowska at The Pilates Studio in New York City. Carol co-owned and operated four health clubs with full-service Pilates studios in northern California. There she pioneered the high-volume Pilates business model within a health club setting; lowering barriers to Pilates training while retaining the method’s timeless principles and philosophy. Her current studio offers a unique three-way business model, blending classical Pilates, cardio, and strength training to address clients’ comprehensive fitness needs. She has taught a rigorous teacher training program for over 18 years, and has consulted, guest taught, and lectured on the business of Pilates. Carol is now developing business tools and systems to support owners and managers.

Juergen Bamberger is an internationally recognized movement educator who has been deeply involved in dance, movement arts and bodywork for more than 30 years. He was one of the first Authorized Master Trainers appointed by Juliu Horvath, while teaching at his original studio in New York City. After having focused on teaching professional dancers, Juergen pioneered the application of the GYROTONIC® Methodology in physical therapy in Europe and the US. He teaches the entire GYROTONIC® curriculum worldwide with focus on the US, Brazil, Australia and Japan. He holds a BA in Dance and Dance Education and performed as a dancer in the US and Europe.

Alice Becker, MFA, PMA®-CPT is the Principal Educator and President of Physio Pilates Education. She is the Polestar licensee for Brazil and six other countries in South America. She started her Pilates studies in 1989 at CalArts, Valencia, CA. Alice received certificates from Marie Jose Blom and Polestar Pilates Education. Alice co-directs four Pilates studios in Salvador, Bahia. She is a member of the Pain Ambulatory Clinic at Federal University of Bahia and presents at universities, fitness, physical therapy and dance conferences worldwide. She is also a GYROTONIC® and GYROKINESIS® practitioner and recently completed Core-Align training through Balanced Body. Alice dances and teaches at the Balé Teatro Castro Alves.

Sherri Betz, PT, GCS, PMA®-CPT is a graduate of the Louisiana State University Medical Center’s School of Physical Therapy and is an APTA Board Certified Geriatric Clinical Specialist. She founded TheraPilates® Physical Therapy & GYROTONIC® in Santa Cruz, CA. She serves on the Foundation for Osteoporosis Research and Education Profession Education Committee, is the Chair of the Monterey Bay Chapter of American Bone Health and is the Secretary for the San Jose District California PT Association. As a Polestar Principal Educator, Sherri teaches the Comprehensive Pilates Rehabilitation Program and Advanced Curriculum. She was nominated for the APTA Clinical Excellence in Geriatrics Award in 2004 and received her CEEAA credential as an Exercise Expert for Aging Adults in 2011. Sherri served on the Board of Directors for the Pilates Method Alliance from 2003 - 2009, on the medical advisory panel for the PMA Pilates Certification Exam in 2005, and co-authored the PMA Pilates Certification Exam Study Guide. She currently serves as the Chair of the PMA Research Committee.
Madeline Black, PMA®-CPT has distinguished herself as an international leader in Pilates instruction and movement education. She has presented at Pilates on Tour, Pilates Method Alliance and other major conferences. In addition, she continues to bring her work to studios around the world. Madeline explores ways to create balance in the body utilizing Pilates, yoga, GYROTONIC. Her life work combines her knowledge of anatomy, biomechanics, and quantum physics concepts with release techniques, breath, three-planar movement techniques and energy work. She is known in the industry and among her clients for her integrity, openness and love of the work. A resident of Sonoma, California, Madeline’s home studio is Studio M.

Kevin Bowen, PMA®-CPT is the Director of Education for Peak Pilates, a division of Mad Dogg Athletics in Boulder, CO. He has been involved in the fitness and wellness industry for more than 22 years. He was co-founder, past-president and former Executive Director of the Pilates Method Alliance (PMA). Kevin has been a featured Pilates expert on various television news programs, quoted in numerous periodical articles including the New York Times, USA Today and the Wall Street Journal and has written for Pilates Style, IDEA Fitness Trends, Dance Magazine and Pilates-Pro.

Mary Bowen, PMA®-CPT is a first generation Pilates teacher. She has been practicing Pilates for 52 years, and taking weekly lessons and teaching Pilates for 36 years. Since 1971 Mary has been a practicing Jungian psychoanalyst as well. Little by little the psychoanalyst integrated with the Pilates teacher, helping clients and teachers to better address and care for the whole person. Mary’s newest offering is a course for teacher training programs and studios called “The Psychological Dimensions of Teaching Pilates.” The aim is to help teachers better understand and be able to solve problems that occur with staff, clients and themselves during the learning and teaching of Pilates.

Tracy Coe, PMA®-CPT After a 6 year career in Commercial Financing, Tracy Coe redirected her career to become a Pilates teacher. In 2003, Tracy Coe established Body & Mind Coe-Dynamics, Inc. Pilates Studio. Tracy packaged her business education and career experience with her cumulative training in Pilates, medical conditioning, physical therapy assistance and her consistent personal health and fitness movement experience, including Kakos Productions Ms. Fitness competitions, with her passion to work with others to guide people in achieving their goals of physical wellness. Tracy and the staff at Body & Mind Coe-Dynamics, Inc. Pilates Studio are devoted to their constant evolution of learning and dedication to Pilates.
Carrie Jessee Cohn, MBA, PMA®-CPT is the owner and founder of Personal Best Pilates Studio, Overland Park, KS. Opening in 2000, her studio has since grown to the largest Pilates-only fitness facility in the region. In 2003, Carrie and her sister, Amanda Jessee, started Personal Best Pilates Instructor Academy (PBPIA). Together they have trained hundreds of Pilates instructors through their 500-hour instructor training program, which directs graduates to PMA certification after graduation. Elected to the PMA Board of Directors in 2010, she is currently Board Secretary. Throughout her career, she has served on multiple academic and non-profit boards, and has integrated a philosophy of giving back to the community into every level of her business.

Kathy Corey, PMA®-CPT is a master teacher and leading expert in the Pilates community who began her career in the Pilates in 1979. The Kathy Corey Pilates teacher training program is taught at locations across the US and her continuing education programs are taught in 12 countries. Corey is a PMA Certified Pilates Teacher and she has been selected by IDEA as one of ten people in the world “Who Inspire the World to Fitness;” the fitness industry’s highest form of recognition.

Montse Cosin, PhD, PMA®-CPT has been teaching Pilates internationally since 1991 and holds mat and equipment certificates from STOTT PILATES, Peak Pilates, Integrated Balance Pilates and Julian Littlefleld Body Conditioning. She has given Pilates specific courses, kinesiology and dance seminars to professional and amateur dancers and Pilates instructors in Mexico, Europe and the United States. She is currently the Pilates and ballet lead teacher at the Stage School of Zurich, Switzerland and an instructor trainer and international curriculum coordinator for Integrated Balance, LLC. Montse is also an ISTD associated classic ballet teacher with more than 20 years of international experience. She lives in Zurich, Switzerland with her husband, two daughters and son.

Carol Davis, DPT, Ed.D, MS, FAPTA is the editor of the book Complementary Therapies in Rehabilitation, Evidence of Efficacy in Therapy, Prevention and Wellness and author of Patient Practitioner Interaction / An Experiential Manual for Developing the Art of Patient Care, published by SLACK, Inc. Currently she is Professor Emerita in the Department of Physical Therapy at the University of Miami School of Medicine. Her manual therapy practice with complementary therapies began in 1989 when she initiated her study of energy-based myofascial release with John Barnes, PT. She treats patients each week at the Polestar Pilates Center.

Stefanie Ellis, PMA®-CPT graduated from Emory University in 1997 and Harvard Graduate School of Arts & Sciences in 1999 with a major in Japanese language and business. Her business background led her to work in Tokyo and New York before getting hooked on Pilates as a client. She left the corporate world to pursue a rewarding career in mind/body fitness. Stefanie carries certificates from Power Pilates and the Xtend Barre Workout. She is a teacher trainer for Power Pilates and Xtend Barre, hosting teacher training programs as well as continuing education at Pilates of Boca studios in Florida. Stefanie is a co-owner of Xtend Barre.

Alan Herdman, PMA®-CPT studied at the London School of Contemporary Dance. In the late 1960s, he was invited to New York City to learn about the Pilates method. There he worked intensively with Carola Trier and Bob Fitzgerald. Pilates was unknown in the UK at that time, so Alan returned in 1970 to set up Britain’s first Pilates studio. Among his clients were actors, dancers, and singers, but word soon spread as doctors and physiotherapists began recommending Pilates to patients struggling with chronic injuries. Alan lectures on Pilates worldwide, directs a training course for Pilates instructors and runs his own studios. He has written several successful books on the method.

Jillian Hessel, PMA®-CPT, the “teacher’s teacher,” studied Pilates in New York with Kathy Grant while apprenticing with Carola Trier. She moved to Los Angeles in 1986 and continued teaching at Ron Fletcher’s studio. Since 1988, she has taught at her own studio. Her book, Pilates Basics, and numerous Pilates videos have been released by Gaia, and she has her own line of DVD’s for Pilates teachers. Jillian’s latest venture is a group exercise class set to music that she calls Dance-iates.

Lori Hock, PMA®-CPT is the Senior LifePower Pilates Coordinator for Life Time Fitness. Lori is a PMA Certified Pilates Teacher and also holds a BA in Theater Arts from the University of California Los Angeles. Before launching her career in fitness and Pilates, Lori worked professionally as a dancer and actress nationally and internationally. She received her classical Pilates certificate in 1998-1999 in San Francisco from PMA member Carol Appel. In addition to the classical Pilates workout, Lori also has training and expertise in using Pilates for rehabilitation; Body Rolling; Pilates for Scoliosis; Foam Roller and Stability Ball Work and Pre-/Post-Natal Fitness. Lori has also worked with teens through Arizona School for the Arts.
Brett Howard, PMA®-CPT is the Director of Education of the United States Pilates Association™. He was trained at the New York Pilates Studio® by Romana Kryzanowska and graduated in 1998, and is a PMA Certified Pilates Teacher. Brett is the owner of the Pilates studio the Pilates Haus in Jersey City, New Jersey. He has a BFA in Dance from SUNY Purchase College’s Conservatory of Dance, as well as an MA in Dance Education from New York University’s Steinhardt School of Education, Culture and Human Development.

Ray Hyland has developed marketing programs that are required reading in many of today’s marketing textbooks, including “Think Different” (Apple,) “e-Business” (IBM), and “Digital Dream Kids” (Sony). After leaving a position as SVP at McCann Worldgroup, the world’s largest communications and marketing company, he set up his own consultancy. Now he enjoys the freedom of working with smaller brands and non-profit organizations.

Dawn Marie Ickes, MPT, PMA®-CPT is co-owner of Core Conditioning, a multi-disciplinary studio integrating Pilates, GYROTONIC®, and the Feldenkrais Method®, with leading edge physical therapy techniques. For the past six years, she has worked to develop educational programs for health care professionals integrating Pilates and rehabilitation. Her clinical experience includes pre and postnatal rehabilitation, pediatric orthopedics, neurology and sports medicine. Dawn-Marie has published articles in a variety of physical therapy related publications, taught workshops and presented nationally in the areas of pregnancy and postpartum, pediatrics, prosthetics and woman’s health. She helped create and hosted a Pilates video for the MS Foundation in 2002. She is an active member of the APTA.

Rael Isacowitz, MA, PMA®-CPT has been practicing Pilates for over 30 years, and is recognized internationally as an expert in the field. In 1989 Rael founded BASI Pilates®, which has developed into one of the foremost comprehensive Pilates education organizations in the world. At present BASI Pilates is represented in 20 countries and over 100 locations. Rael authored Pilates, and co-authored Pilates Anatomy with Karen Clippinger. He has published a series of six Movement Analysis Workbooks on the Pilates apparatus, produced DVDs and designed the revolutionary Avalon® equipment, manufactured exclusively by Balanced Body Inc. Rael was instrumental in creating Pilates Interactive™, a groundbreaking and unique online Pilates videopedia. Rael is a proud member of the PMA Certification Commission.
Amanda Jessee, PMA®-CPT began her career in 1987 as a group fitness instructor, and continued to teach all types of group fitness classes until she received her certificate to teach Pilates in 2000. She holds a BA in Exercise Science and an MA in Higher Ed, Exercise Physiology. Prior to starting Personal Best Pilates Instructor Academy (PBPIA), she was a full-time faculty member in the Fitness Education Department of Santa Fe Community College. Her philosophy toward Pilates instructor training is simple: to provide high-quality, exercise science-based education that is affordable, convenient and most of all taught in a supportive and inclusive environment.

Mary Kim Garrity, PMA®-CPT is a multi-industry professional who owns two Pilates studios and two education and consulting businesses. She has 25 plus years of experience teaching, Pilates, athletic training, Rolfing, manual therapy and yoga. She has also just completed her training as a Neuroplastic Movement Educator. Mary has been a professional educator since age 16 at the University of Pittsburgh. She trains professional athletes and celebrities to enhance their performance. Mary integrates manual and movement therapies with cutting edge neuroscience research to help people in chronic pain.

Elizabeth Larkam, PMA®-CPT For 25 years Elizabeth Larkam has developed new applications for Pilates techniques. Internationally recognized as an innovator in clinical, performing arts and fitness environments, she teaches worldwide as a Balanced Body Master Teacher and Mentor. At Saint Francis Memorial Hospital 1985-2000 she created Pilates protocols for dancers, athletes, and chronic pain patients. As Director of Pilates & Beyond for Western Athletic Clubs, 2000-2010 Elizabeth developed the internationally acclaimed Mind & Body Center within The San Francisco Bay Club. Since 2008 she has been working with wounded soldiers at rehabilitation centers and teaching movement techniques to physical therapists who work with polytrauma patients. In 2010 she received the Medal of The Danish Society of Military Medicine in recognition of efforts to improve the rehabilitation of wounded soldiers.

Michele Larsson PMA®-CPT, founder of Core Dynamics Pilates, is a former dancer and choreographer who trained in New York City at the Juilliard School of Music. In 1981 she received a BA in Holistic Health and Dance Theater from Antioch University. In 1982, after 12 years of study with Eve Gentry, she began teacher training under her guidance. Michelle worked as an associate teacher with Eve Gentry for 9 years prior to the founding of the Institute for the Pilates Method in June 1991. In 1996 she founded Core Dynamics, Inc. Michelle presents worldwide, giving advanced workshops and conducting teacher training.

Kit Laughlin is the author of Overcome Neck & Back Pain (now in its 4th edition) and Stretching & Flexibility, both published by Simon & Schuster. He has written other books and has produced a large number of DVDs and CDs as support material. He consults with athletes and individuals for performance and health optimization, as well as for specific stretching, strengthening, rehabilitation, and neural patterning needs. He presents 5- and 6-day workshops in Canada, Italy, and Grand Cayman annually.

Bob Liekens, PMA®-CPT Originally from Belgium, Bob traveled to New York City in 1983 to explore his dance career. That same year he started Pilates training at The Pilates Studio. In 1986 Romana Kryzanowska invited him to teach the Pilates Method at her studio. In 1991, he became one of the first certified teachers in the Graham technique, teaching for two years at the school. In 1993, he worked with Romana to build her teacher trainer program, co-creating the training manual and developing the exam system. Bob became a certified yoga teacher in 1999. In September 2000, Bob joined Power Pilates to further develop and promote Power Pilates teacher training programs internationally.

Deborah Lessen, PMA®-CPT is an acknowledged leader in the Pilates field. A former professional dancer and teacher, she was trained to teach the Pilates method by Joseph Pilates’ first protégé, Carola Trier. Ms. Lessen founded the Greene Street Studio in 1983. She is a seasoned international presenter, conducting a roster of seminars for Pilates teachers. Ms. Lessen is a founding member and Immediate-Past President of the Pilates Method Alliance, serving on the Board of Directors since its inception. She was instrumental in the creation of the PMA Pilates Certification Exam, and authored the PMA Pilates Certification Exam Study Guide. Deborah now serves as Chair of the PMA Certification Commission.

Carrie Macy, PMA®-CPT began practicing Pilates in 1996 after a serious injury. Her first certificate was from Romana Kryzanowska. She later studied with Power Pilates. She managed two Power Pilates studios located inside Equinox Fitness Clubs in Los Angeles for three years. In 2008, Carrie and a partner opened a Pilates and fitness studio, BACE Pilates. At BACE, Carrie developed a proprietary comprehensive Pilates teacher training program that Equinox has now adopted as their national training program. Carrie is now the National Pilates Training Manager for Equinox. She is also the Pilates model for Toesox.
Teresa Maldonado Marchok, MPT, PMA®-CPT has developed her integrated approach to the art and science of movement over 30 years of Pilates, physical therapy and professional dance experience. A licensed physical therapist, as well as a BASI and Polestar graduate, she is the founder and continuing movement educator of the flourishing Pilates program through the School of Medicine at Stanford University. She is the founder of Pilates With Teresa in Mountain View, CA combining Pilates with physical therapy for people of all ages and abilities, including special populations. Teresa’s visceral understanding of movement has been deepened by her experience performing as a soloist with the renowned Martha Graham Dance Company.

Suzanne Martin, DPT, PMA®-CPT is a Pilates expert, as well as an award-winning author and DVD-producer. She has 25 years of experience in the health and movement fields, blending art and science into her instruction. She is a Master ACE and ASCM trainer (with a specialty in exercise for cancer rehabilitation), and maintains a private Pilates/physical therapy practice, Total Body Development in Alameda, CA. As a performing arts specialist, she conducts nutrition seminars for the School of the San Francisco Ballet, and is the lead physical therapist for Smuin Ballet in San Francisco. Through Pilates Therapeutics®, she provides instructional DVD’s and courses in the therapeutic application of the Pilates Method and nutrition.

Kelli Mathews has a decade of experience in public relations, with eight of those years as the co-founder of Verve Northwest Communications, a PR, marketing communications and graphic design firm based in Eugene, Oregon. She also teaches PR classes at the University of Oregon. Kelli’s textbook, Strategic Social Media, will be released by Routledge in Fall 2011. In June, she celebrated her five year “blogerversary.” She’s also on Twitter, LinkedIn and Facebook. Kelli has been doing Pilates at Carpe Diem in Eugene, Oregon for three years. She also manages the studio’s public relations and social media.

Ricardo Alex Jaramillo Maturana, PMA®-CPT has over 20 years’ experience in sports and wellness education in Spain. Ricardo’s expertise covers, amongst other skills, physical education and fitness and aerobic competitions. He received his professional training from Power Pilates and Pilates Wellness & Energy in Spain. As a Pilates teacher certified by the Pilates Method Alliance, Ricardo is currently part of the team that runs the teacher training school at the Pilates Wellness & Energy, conducting workshops, master classes and tutorials, as well as being responsible for the Pilates Wellness & Energy’s Castellana studio.
Meg McCall is the Director of Marketing for MINDBODY, which provides business software to Pilates studios worldwide. Last year, she helped MINDBODY increase its sales 60% through the successful management of a $3.3 million marketing budget. Meg holds BA in Sociology from the University of Wisconsin-Madison, as well as a Masters of Business Administration. She served as VP of Corporate Campaigns and Marketing for the Madison United Way, raising more than $15 million each year, and was the Marketing Manager at UW-Madison’s Division of Information Technology. Meg also has a love of writing, and she regularly contributes business oriented articles to a variety of wellness publications.

Tom McCook, PMA®-CPT Founder and Director of Center of Balance, Tom McCook is a nationally recognized fitness and movement specialist with over 25 years experience. Tom has been teaching Pilates teacher training courses since 2001 for PhysicalMind Institute formerly, and currently for Balanced Body. Tom specializes in a range of training disciplines including Pilates, yoga, CoreAlign, Franklin Method, Body Code System, resistance stretching, myofascial release, craniosacral therapy, bodywork and life coaching. Tom designs programs for health and overall performance for working professionals, people recovering from injuries, and athletes, including Olympic Gold Medal swimmers Natalie Coughlin, Jenny Thompson and Misty Hyman.

Cara Reeser, PMA®-CPT has a BA from Sarah Lawrence College and an MFA in Dance from NYU’s Tisch School of the Arts. Cara studied with first generation teacher Kathleen Stanford Grant. In 1993, she continued her training at The Pilates Center. After completing their program in 1994, Cara taught at the Pilates Center from 1994 to 2000. Cara opened Pilates Aligned in Denver in 2000. She continued to mentor under Ms. Grant until her death in 2010. Cara is an advanced teacher of the work, presenting continuing education workshops in Denver, throughout the US, and abroad. Cara also teaches dance and movement studies at Naropa University.

Ben Reuter, PMA®-CPT is Master Teacher for PHI Pilates and an Associate Professor in the Department of the Exercise Science and Sport Studies at California University of Pennsylvania. He is certified by the PMA, holds a CSCS,*D and earned his doctorate in Exercise Physiology from Auburn, University. Ben was originally introduced to Pilates as a method to treat an athletic injury. The success of the Pilates regimen, along with his interests in injury prevention and performance enhancement for endurance athletes, has led to his continuing involvement and education with Pilates. Ben has presented for a number of professional organizations nationally and internationally including NSCA in China.

Kyria Sabin, PMA®-CPT initiated her studies with first generation Pilates teacher Ron Fletcher in 1991. She founded Body Works Pilates Studio in Tucson, Arizona in 1993 followed by the first state-licensed teacher-training program. She is Director of Fletcher Pilates®, an international school representing the Fletcher lineage of the Pilates method. A graduate of Duke University and the Desert Institute for Healing Arts, Kyria is a PMA Certified Pilates Teacher and a Massage Therapist. She developed the Pilates Program at the University of Arizona School of Dance where she serves as Adjunct Faculty. She has served on the boards for the Pilates Method Alliance, the UA Dance Advisory Board, the Haven Center for Women and the Foundation for Expanding Horizons.

Cari Riis Stemmler, PMA®-CPT started teaching Pilates in 1997 and is the owner of Paragon Pilates & Physical Therapy. She is also an Ashtanga, Hatha and Anusara yoga teacher and a NASM Certified Fitness Trainer. Cari teaches comprehensive Pilates courses and continuing education for Balanced Body University, and specializes in continuing education courses integrating Pilates with Physical Therapy and special conditions. In 2004 she trained in dance medicine with the prestigious Harkness Center for Dance (New York City), She has lectured at National Dance Summits at the Edge Performing Arts Center in Los Angeles. She is also an active member of Minnesota Dance Medicine, a nonprofit organization dedicated to research and education to prevent injury in dancers.
Lolita San Miguel, PMA®-CPT is a first generation Pilates teacher and has been practicing Pilates for 52 years. She studied with Carola Trier and Joseph & Clara Pilates. She also earned a certificate from Polestar Pilates. After a distinguished career in dance, Lolita moved with her husband to Puerto Rico in 1977. There she founded Ballet Concierto de Puerto Rico and Pilates y Mas, Inc. Her Master Mentor Program is held in California, Florida, New York, Chile and Germany. Lolita’s eight DVDs are best sellers. Ms. San Miguel is proud of her initiative to place a memorial plaque honoring Joseph Pilates on the site where he was born in Monchengladbach, Germany.

Karen Sanzo, MS, PT, PMA®-CPT is the teacher’s teacher; internationally recognized for her innovative, engaging and fun approach to Pilates. She teaches how to demystify Pilates, making it accessible to everyone. Her highly effective method of working with beginners, communicating with precision, and demonstrating the fundamentals of movement are invaluable lessons for every type of instructor. Not only will you benefit from Karen’s teaching style, you will enjoy her energy and sense of humor. Karen is also a faculty member at Balanced Body University. Her DVD’s and manuals are clear and concise. Her DVD, Pilates For All Bodies was voted best for beginners by pilatesstyle magazine.

Rachel Taylor Segel, PMA®-CPT has been a Pilates instructor and teacher of teachers for over 20 years. She began her study of movement as a ballet dancer and then as a ballet teacher. While teaching at the Alvin Ailey School in New York City, Rachel received her Pilates teaching certificate from Romana Kryzanowska. She moved to Boulder, Colorado in 1990 to open The Pilates Center with her sister, Amy Taylor Alpers. Rachel is a founding member of the PMA and is currently on the PMA’s Certification Commission. She co-authored The Everything Pilates Book in 2002. Rachel co-directs The Pilates Center teacher training program with seven licensed studios worldwide.

Risa Sheppard PMA®-CPT, creator of the Sheppard Method, discovered Pilates in 1975 under Ron Fletcher in his Beverly Hills studio. Risa has recently completed her DVD entitled “A Gentle Formula for Strong Body”. Author of the book Risa Sheppard’s Fitness Formula for a Firm and Flat Stomach, Risa has enjoyed spreading the knowledge of Pilates through her teacher training program at her Los Angeles studio with co-teacher Janine DeZarn. The Sheppard Method Pilates Studios are located in Westwood and Toluca Lake, CA. Risa received her BA degree from UCLA.
Samantha Walley, PMA®-CPT began her study of movement as a dancer, and as a teacher of young dancers and children with special needs. Samantha earned an advanced degree in chemistry at the University of Illinois as well as her ACE certification in Personal Training and Group Exercise. Alongside her work as a teacher and trainer, Samantha was a much sought after member of a variety of design teams in aerospace engineering at Raytheon. Samantha blended her eclectic background of movement and the sciences to provide a rich voice to diverse populations. Samantha’s passion is to grow and use her skills to empower others to attain healthy and zestful lives.

Yamuna Zake is Founder and Principle/Creator of Yamuna. For more than 30 years, she has educated thousands of people on how to achieve healthy, fully functioning bodies. Based in Greenwich Village, the company provides classes, individual treatments, professional trainings, and self-therapy products. Her work is available in seventeen countries. She has authored two books Yamuna® Body Rolling: The Ultimate Body Rolling Workout and Body Rolling (Healing Arts Press,1997). She also created the Yamuna Body Rolling Library and Yamuna Save Your Body Part Series of DVDs. Yamuna’s work has appeared in many magazines and publications in Russia, Italy, Japan, the UK and South Korea.

Celeste Zopich, PMA®-CPT is the owner/director of Pilates Staten Island. She is a former dancer classically trained in ballet and the Graham technique. Celeste initially studied with STOTT PILATES and received her comprehensive certificate. She enhanced her training through study with Mary Bowen, Lolita San Miguel, Kathy Grant, and Ron Fletcher. In 2009, she joined the PMA Board of Directors, serving as Secretary during her first year. This year, she is Vice President and also Chair of the Pilates Youth Program and Historical Committees. She is passionate about preserving the history of Mr. Pilates, his vision, and his method. Celeste’s personal work is influenced by her background in dance, Pilates, anthropology and Reiki.
Questions?

For Exhibiting, Sponsorship or Advertising Opportunities, please contact:  
Amy Bloom  
(305) 573 4946 x 205  
amyb@pilatesmethodalliance.org  

Questions regarding conference registration, please contact:  
Tanya Nieto-Winzey  
1-866-573-4945 ext. 306  
tanyan@pilatesmethodalliance.org

REGISTRATION

Registration for this conference is handled exclusively through the conference website at  
http://www.pilatesmethodalliance.org

Log on to www.pilatesmethodalliance.org and get the full details of what promises to our best conference yet.

2011 PMA Conference Rates (includes the PMA Plaza Opening Reception, three breakfasts, three lunches, three general sessions, and a great expo!)

**PMA Individual Member:**  
**Summer Rates** (May 1 – August 31) $675  
**Fall Rates** (September 1 – November 2) $725

**Non-Member:**  
**Summer Rates** (May 1 – August 31) $775  
**Fall Rates** (September 1 – November 2) $825

Our Greening Mission:

The Pilates Method Alliance in partnership with our host venue, the JW Marriott Desert Springs, sponsors, and exhibitors are working hard to make environmentally responsible and socially positive choices for our event. This includes ensuring we **Eat Green, Sleep Green & Meet Green.** To learn more about Meet Green, [click here](#).

HOTEL INFORMATION

Please make sure to mention that you want to book a room under the Pilates Method Alliance room block! These rooms WILL sell out so book now!

**JW MARRIOTT DESERT SPRINGS RESORT & SPA**  
74855 Country Club Drive  
Palm Desert, CA 92260  
US Tel: +1 800.266.9432

King: $188*per night (*plus $1 resort fee)  
Double/Double: $188* per night  
Triple/Quad $188* per night  
Signature view rooms: Single or Double: $238* per night