



**HEALTH & FITNESS**  
ASSOCIATION

## 2024 Fly-In and Advocacy Summit

May 7-8, 2024 · Washington D.C.

### Tuesday, May 7, 2024

The National Union Building (918 F Street, NW)

**9:30 – 11:45 AM**

#### Studio Advocacy Sessions

Thanks to our Sponsor:

*StudioGrow*

**11:00 – 11:45 AM**

#### Registration

**12:00 – 1:00 PM**

#### Welcome Lunch with Guest Speaker

Thanks to our Sponsors:

*Premier: ABC Fitness, Studio Grow, and Technogym*

*Industry Leader: Matrix Fitness*



#### An Outlook on the 2024 Election with Justin Wallin

*Wallin is a regular guest on CNN, BBC, Fox News and The National Desk. His research, commentary and analysis can be found in The Wall Street Journal, The New York Times, Politico, Roll Call, Campaigns & Elections, Public CEO and Inside Politics with Nathan Gonzales. He has lectured at the University of Southern California, Pepperdine University, Loyola Marymount University, California State Universities and Hillsdale College and has taught both graduate and undergraduate courses in marketing. He is a featured speaker throughout the nation on matters of strategy, marketing and messaging. (jwallin.com)*

**1:00 – 1:45 PM**

#### The Pulse of the Health & Fitness Industry

**John Dunham & Associates**

*John Dunham, President*

*Sean Reilly, Partner & Director – D.C. Operations*

*Michael Flaherty, Economist and Economics Instructor*

**1:45 PM**

### **Break**

#### **Thanks to our Sponsors:**

***Premier:** ABC Fitness, Studio Grow, and Technogym*

***Industry Leader:** Matrix Fitness*

***Advocate:** Daxko, Myzone, and ROR Partners*

**2:00 – 2:30 PM**

### **H&F Polling: Incentivising Physical Activity**

***J. Wallin Opinion Research***

*Justin Wallin, CEO*

**2:30 – 3:15 PM**



### **Inactivity's Impacts on American Youth**

#### **Active Kids & Minds**

*Kathleen Tullie, Founder and CEO*

*In 2009, Kathleen Tullie, mom and founder of Active Kids (formerly BOKS), read the book, Spark, by Dr. John Ratey. The book clearly set forth the research as to why kids should be active before school, inspiring her to create a program at her children's elementary school. With school approval and a group of passionate moms, Active Kids was launched. Spread through "word of mom" the program grew virally across the U.S. Today, thanks to passionate volunteers and corporate sponsors, Active Kids is getting children moving in schools and youth organizations across the globe.*

**3:15 PM**

### **Break**

#### **Thanks to our Sponsors:**

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***Industry Leader:** Matrix Fitness*

***Advocate:** Daxko, Myzone, and ROR Partners*

**3:30 – 4:15 PM**

### **Advocacy 101**

*Hear from the Health & Fitness Association team in an interactive presentation of just how your meetings will go on Capitol Hill. The team will go over talking points and role play what you can expect when entering a congressional office.*

**4:45 PM**

### **Buses depart for Nationals Park**

**5:30 – 10:00 PM**

### **Washington Nationals vs. Baltimore Orioles**

*Nationals Park*

**5:30 – 6:45 PM**

### **Networking Reception Behind Home Plate**

#### **Thanks to our Sponsors:**

***Premier:** ABC Fitness, Studio Grow, and Technogym*

**6:45 – 10:00 PM**

### **All Inclusive Box Seats For The Game**

#### **Thanks to our Sponsor:**

*ABC Fitness*

# Wednesday, May 8, 2024

The Capitol Hill Club (300 First St SE)

**6:30 AM**

## **Congressional Physical Activity Challenge Workout**

***Thanks to our Sponsors: Myzone, VIDA, Physical Activity Alliance***

*Join members of Congress and staff participating in the 2024 Physical Activity Challenge for a 45-minute bodyweight bootcamp led by Michaela Brown, General Manager, VIDA Fitness & Aura Spa - Logan Circle, and Chair VIDA Diversity & Inclusion Board. All attendees are invited to attend and will receive an event T-shirt. All 2024 Fly-In and Advocacy Summit attendees will receive a Myzone device courtesy of Myzone.*

**8:45 AM**

## **Arrive at Capitol Hill Club**

*Uber credits provided*

**9:00 – 10:00 AM**

## **Breakfast and Hill Briefing**

**10:00 AM – 12:00 PM**

## **Meetings on Capitol Hill with Lawmakers and Staff**

**12:00 PM – 1:00 PM**

## **Lunch**

**Thanks to our Sponsors:**

***Premier: ABC Fitness, Studio Grow, and Technogym***

***Industry Leader: Matrix Fitness***

**1:00 PM – 4:00 PM**

## **Meetings on Capitol Hill with Lawmakers and Staff**

**4:15 PM**

## **Group Photo on the Capitol Steps**

**4:30 – 5:30 PM**

## **Hill Day Debrief & Cocktails**

*Regroup at the Capitol Hill Club for a debrief cocktail and share your thoughts, stories, and feedback with the Health & Fitness staff while everything is fresh in your mind. This is an important step to ensure we can close the loop with offices and hear directly from you about your experience.*

**6:00 PM**

## **Event Concludes**