

**MACMA (Mid Atlantic Club Management Association)  
Webinar Schedule for 2013**

<u>Month</u>	<u>Topic</u>	<u>Presenter</u>	<u>Company</u>
January 17th	Are You Leveraging New Revenue Opportunities Using Small Group Training	Jeff Dilts	Star Trac
February 21st	Community Involved Unique Lead Generation	Maria Parella Turco	Paradigm Partners
March 14th	Protecting Club Owners & Managers from Costly Workplace Harrassment Claims	Kara Maciel	Epstein, Becker & Green
April 18th	Bringing Nutrition To Health Clubs	Dan Young	PFC
May 16th	Engage, Empower and Retain Members	Tracey Bourdon	Susan K Bailey
June 20th	Shift Training	Michol Dalcourt	
July 25th	How to Design a Fitness Center	Cuoco Black	Cuoco Black Design PTA Global
August 15th	Creating a Fun and Competitive Environment for Small Group and Partner Training	Hayley Hollander	Training/Technogym
September 19th	Using Technology to Enhance the Member Experience	Dawn Proc	Members First
October 17th	Reducing your RISK in risk management Advanced Health Coaching - Health Behavior Psychology and Communication	Chris Ekwueme	Raley, Watts & O'Neill
November 21st	Strategies	Michelle Detweiler	L&T Health and Fitness
December 19th	Marketing for Health Clubs-Back to Basics	Dawn Proc	Members First

***New for 2013***

***Bonus:***

***Quarterly Legal Webinars with Kara Maciel from Epstein Becker and Green***

February 7	ADA Accessibility Obligations for Health Club Owners and Operators
May 2	Navigating the Murky Waters of FLSA Compliance
August 1	How to Avoid OSHA Complaints and Investigations
November 7	Developing Effective Employment Policies and Procedures