



ELEVATE FITNESS WORKSHOP 2026

Agenda, Course Descriptions & Presenter Bio

Event Agenda

12:30 PM – 12:45 PM

Meet & Greet

An opportunity for attendees to connect, network, and meet the presenters before the educational sessions begin.

12:45 PM – 2:10 PM

Nori & Jeff Cheong

Course Title: *Passion, Purpose & Profit for Professional Longevity*

2:15 PM – 3:45 PM

Scott Fournier

Course Title: *Resilience in Motion: Building Durability in Body & Career*

3:50 PM – 5:15 PM

Paluna Santamaria

Course Title: *Kettlebell Integration: Smarter Programming for Clients & Classes*

5:20 PM – 6:30 PM

Ahjton Robert

Course Title: *The Landscape of Youth Sport Performance*

6:35 PM – 7:15 PM

Lindsey Passamonte

Course Title: *AI Fit Pro: Leading with Clarity in an AI-Driven Fitness Industry*

7:20 PM – 8:00 PM

Amer Kamra

Course Title: *Elite Coaching System*

Course Descriptions

Passion, Purpose & Profit for Professional Longevity

Presented by Nori & Jeff Cheong

12:45 PM – 2:10 PM

Nori

Levelling Up: How Resiliency Feeds Resiliency & Opportunity

(Approximately 10 minutes)

Nori's cancer journey began in 2021 at the age of six when she was diagnosed with stage 4 neuroblastoma. Through this experience, she learned that gratitude and hard work nurture meaningful relationships and resilience the keys to levelling up in life. Nori will share how the positive feedback loop between herself, her nurses, doctors, and instructors has helped them all grow stronger together. She will demonstrate how resilience in the face of adversity opens doors to growth opportunities, powerful relationships, and moments of joy.

About Nori

Nori is an 11-year-old Patient Ambassador for the SickKids Foundation. She has been bravely fighting cancer for five years and for the past three years has served as a Patient Ambassador raising awareness for SickKids Hospital—particularly in the areas of Paediatric Oncology Research and Child Life.

She also supports organizations including Children's Miracle Network, Make-A-Wish, and Campfire Circle.

In January 2021, at the age of six, Nori was diagnosed with stage 4 neuroblastoma, a solid tumour cancer that spreads throughout the bone marrow. Since her diagnosis, she has undergone major surgery, bone marrow transplants, chemotherapy, radiation, immunotherapy, and other specialized treatments.

Despite ongoing treatment and multiple relapses, Nori continues to thrive at school and pursue her passions including ballet, hip hop dance, drumming, kickboxing, and public speaking about philanthropy and patient care.

Jeff Cheong

Dynamic Stretch

(Approximately 45 minutes)

Participants will get on their feet for 45 minutes of dynamic stretching and mindful movement. By listening to the body and moving through full ranges of motion, we can rebalance musculature from our fingertips to our toes while improving mobility and movement quality.

Finding Your Niche: The Power of Quality of Life Training

Subtitle: Passion, Purpose & Profit for Professional Longevity

(Approximately 35 minutes)

Whether you are new to the fitness industry or a seasoned professional, long-term success requires more than technical skill. Becoming a trusted and lasting presence in your clients' lives requires intentional strategy and clarity around your professional purpose.

Jeff will share lessons from his own career and open the floor to discussion, encouraging participants to explore how they can align passion, purpose, and profit to create a sustainable and fulfilling career in fitness.

About Jeff

Jeff Cheong is a full-time movement instructor focused on quality-of-life training. He helps people from all walks of life enhance their prehab and rehab programs, discover pain-free movement, and transform their daily habits so they can age gracefully and live life to the fullest.

With over 10,000 hours of group instruction and private coaching, Jeff has built a fitness career that is enriching, sustainable, and financially rewarding. He enjoys connecting with both new and seasoned professionals in the fitness industry to share insights on how to be our best selves and best serve the people who trust us with their health.

Resilience in Motion: Building Durability in Body & Career

Presented by Scott Fournier

2:15 PM – 3:45 PM

What happens when your body and your career do not unfold the way you planned?

In this candid and practical session, Scott Fournier shares lessons learned from a journey shaped by injury, surgery, recovery, and reinvention. From collegiate setbacks that ended an athletic career to a life-altering artery bypass surgery, Scott's story offers a powerful framework for understanding how true resilience is built.

This workshop bridges physical durability and professional longevity. Attendees will explore:

- How to build adaptable and resilient athletes and clients
- The role setbacks play in long-term performance
- Strategies for navigating uncertainty in the fitness industry
- Diverse career pathways available to young professionals
- How to cultivate longevity in a demanding field

Resilience is not about avoiding adversity it is about learning how to move through it with intention.

About Scott

Scott Fournier, a powerhouse in movement and performance, boasts a B.A. in Kinesiology from Western University, alongside DNS Exercise 2 and FRC credentials.

His journey, fuelled by an unwavering love and curiosity for the art of motion, begins with a football background and personal injuries. After a decade of industry education and practice, he has solidified himself as a beacon eager to share transformative concepts and approaches cultivated through his trials with clients and himself.

Recognizing the body as an ever-shifting puzzle, Scott aspires to unravel its mysteries, helping everyone—including himself grasp a deeper understanding. His story is not just a narrative; it's an invitation to embark on a powerful journey of self-discovery.

Kettlebell Integration: Smarter Programming for Clients & Classes

Presented by Paluna Santamaria

3:50 PM – 5:15 PM

Kettlebells offer a powerful combination of strength, power, mobility, and conditioning within a single training tool. This hands-on workshop teaches coaches how to effectively integrate kettlebell training into personal training sessions and group classes.

Participants will learn how kettlebells can:

- Improve hip power and posterior chain strength
- Enhance core stability and rotational control
- Develop grip strength and joint integrity
- Build conditioning without excessive joint stress
- Increase training variety while maintaining program structure

Attendees will leave with plug-and-play programming ideas, scalable progressions, and practical coaching strategies they can immediately apply with clients.

About Paluna

Paluna was introduced to yoga and meditation by her father at a young age. Her curiosity about movement led her to explore a wide range of disciplines while always returning to yoga and meditation as a foundation for mental clarity and balance.

She earned a Bachelor's Degree in Arts with a specialty in Dance in 2002. Throughout her academic years she practiced basketball, self-defense, yoga, and aerial skills. Before moving to Canada in 2005, she worked as both a Pilates instructor and dance performer.

Working in the fitness industry since 2003, Paluna has built a strong reputation for creating welcoming training environments that help participants grow and deepen their practice.

She has traveled internationally to study and teach alongside leading movement educators including Andree Spina, Shawn Mozen, Ido Portal, the MovNat team, and Magnus VerMagnuson.

Her certifications and studies include Yoga Philosophy, Vinyasa and Hatha Yoga, pre- and post-natal yoga, Pilates (mat and equipment), kettlebells, powerlifting, and nutrition. She was also one of the first Nike Training Club Trainers in Canada, teaching movement to hundreds of participants in Toronto and Vancouver.

As an athlete, she competed for nearly a decade in Olympic Weightlifting at the provincial level under Alex Varbanov and Travis Mash, which inspired her to dedicate her career to coaching strength for general population clients and athletes of all levels.

The Landscape of Youth Sport Performance

Presented by Ahjton Robert

5:20 PM – 6:30 PM

Understanding the Youth Athletic Development Pathway & Program Design

This practical workshop is designed for personal trainers, coaches, and performance specialists interested in working within the youth-to-professional athletic development pathway.

The session explores the evolving climate of youth sport, including the transition from recreational to high-performance environments and the growth of women's sport.

Participants will learn how to:

- Establish their role within the youth performance ecosystem
- Navigate parent involvement effectively
- Apply key principles of youth athletic development
- Understand training periodization for developing athletes

The workshop concludes with an overview of the 180° Methodology, providing a framework for designing responsible long-term athlete development programs.

About Ahjton

Ahjton Robert is the Founder and Lead Performance Coach of 180° High Performance, a Toronto-based sport performance company working with high-performing youth, NCAA, professional, and national team athletes.

He currently works with the Canada Youth National Team program as part of the sport science and performance staff, supporting athlete monitoring, physical preparation, and performance integration.

Ahjton previously served as the Strength & Conditioning and Performance Coach for the Guyana U17 Men's National Team during the Concacaf World Cup Qualifiers, contributing to a historic undefeated group-stage run.

With extensive experience bridging sport science, rehabilitation, and on-field performance, he works annually with more than 250 athletes across in-person and remote environments.

AI Fit Pro: Leading with Clarity in an AI-Driven Fitness Industry

Presented by Lindsey Passamonte

6:35 PM – 7:15 PM

This session helps fitness professionals understand how to use artificial intelligence intentionally without losing human connection, professional judgment, or ethical standards.

Rather than focusing on automation tools, Lindsey focuses on using AI as a thinking partner helping coaches gain clarity, organize ideas, recognize patterns, and make better decisions.

The session requires no technical background and provides a simple framework for using AI where it reduces friction rather than creating more complexity.

About Lindsey

Lindsey Passamonte is a health and fitness professional, entrepreneur, and innovator with over 15 years of experience in coaching, education, and business development. She holds a Bachelor's degree in Health Science and is a Certified Personal Trainer, with a career rooted in helping people move better, think better, and build sustainable systems for long-term success.

She co-founded and later sold her fitness company, StackTrax, which focused on streamlining fitness accessibility through product and programming innovations. Lindsey was an early adopter of AI—not as an automation shortcut, but as a thinking tool to gain clarity, recognize patterns, improve decision-making, and support both personal and business growth.

Today, Lindsey teaches fitness professionals how to use AI as a human-centered tool for clarity, strategy, and better coaching so they can grow their businesses without losing the connection and care that define great coaching.

Elite Coaching Systems

Presented by Amer Kamra

7:20 PM – 8:00 PM

In this closing session, Amer Kamra shares insights from building one of the most successful physique coaching systems in the fitness industry. Drawing from years of experience coaching athletes, competitors, and lifestyle clients, Amer will outline the systems and strategies that allow coaches to deliver consistent results while building scalable coaching businesses.

Participants will learn how to:

- Build structured coaching systems that produce predictable client results
- Balance science, experience, and coaching intuition
- Develop high-level physique transformation strategies

- Create systems that support both athlete performance and lifestyle transformation
- Scale coaching impact while maintaining high standards of service

This session provides a practical look at how coaches can evolve from simply delivering workouts to building elite coaching systems that elevate both client outcomes and professional success.

About Amer

Amer is the CEO and founder of Hammer Fitness, a high-performance coaching company he founded in 2012. What began as a one-man operation has grown into a multi-brand fitness enterprise that includes Hammer Fitness, Hammer Fitness Online, and LadytheFup, supported by a team of 15 coaches and a flagship brick-and-mortar facility in Scarborough.

Known as one of the go-to coaches for bikini and physique competitors, Kamra has guided dozens of athletes to professional status and helped competitors worldwide win major titles with his signature physique-development approach. While widely respected in the competitive bodybuilding world, he is equally known for helping lifestyle clients achieve dramatic body recomposition and sustainable transformation.

A former professional fitness model who turned pro at age 21, Kamra has appeared on numerous magazine covers and in hundreds of fitness publications. He is also the host of the top-ranked podcasts *Details Matter* and *The Mind Builder*, where he explores the intersection of fitness, mindset, and personal development.

Expanding his impact beyond athletes and clients, Kamra recently launched Elite Coaching Systems, a professional education platform that teaches coaches to master the science and application of body recomposition.