

*Beloved cartoon characters! Spellbinding circus acts!*  
**Yes, that's IHRSA 2007!**



Eisner

Heward

Leonard

Luntz

Lundin



**IHRSA's 26th Annual  
International Convention  
& Trade Show**

March 28-31, 2007 | San Francisco, CA

IHRSA 2007 promises to be one of the most inspirational events ever for the health club industry.

The global impact of the creative individuals who will deliver keynote and feature addresses is without question. And without question, now is the time to plan to attend IHRSA 2007 and hear these legendary figures provide you with important education and advice to bring your fitness industry experience to new heights.



**Michael Eisner**

CEO, Walt Disney Company (1984 – 2005)

**Leadership: Succeeding by Failing and Other Paradoxes**

Thursday, March 29 | 9:00am-10:00am

Sponsored by Precor

**Lyn Heward**

Former President, Creative Content, Cirque du Soleil

Author of *The Spark: Igniting the Creative Fire that Lives Within Us All*

**Delivering a Groundbreaking Customer Experience to Spark Business Growth**

Friday, March 30 | 9:30am-10:30am

Sponsored by Technogym

**Sugar Ray Leonard**

**The Power to Win!**

Thursday, March 29, 11:00am-12:00pm

Presented by Matrix

**Frank I. Luntz, Ph.D.**

Most-Quoted Pollster in America

**Focus on Your Company**

Friday, March 30 | 11:00am-12:00pm

**Stephen Lundin, Ph.D.**

**Top Performer: A Bold Approach to Sales & Service**

Saturday, March 31 | 9:00am-10:00am

Presented by CMS International

**To register or view the complete schedule visit  
[IHRSA.org/convention](http://IHRSA.org/convention) or email [intl@ihrsa.org](mailto:intl@ihrsa.org) for  
 more information.**