

# BASI Turns 30!

On May 18, 350 people, from more than 40 countries descended on BASI's hometown of Newport Beach, CA, for the Learn From the Leaders conference, which was also a celebration of the company's 30th anniversary. "BASI started as a move, and it's become a movement," BASI founder, Rael Isacowitz said in a speech at the One Family, Bright Future 30th Anniversary Celebration gala dinner.

"We built this together. Those who have been here from the beginnings saw the seeds planted and look what has become of it....30 years later we've built a global community—41 countries and growing."

He also recognized the very first graduates of the BASI Legacy Program, who had just completed the final course of the program. In addition to Isacowitz, other presenters included Karen Clippinger and

Brett Howard. Each day of the conference began with a one-hour mat class. Attendees then dispersed to two-and-a-half-hour workshops—one in the morning, the other in the afternoon—taught by BASI Faculty. The first day of the conference ended with an open Q&A session with Isacowitz, Clippinger and Howard. "We have set the standard for excellence

in education for years. Now we help set the standard for good values and a culture of mutual respect," Isacowitz said. "These are BASI values we try and live by. BASI is for everyone, every religion, every culture, wherever you're from, that is what BASI is...It is a movement for positive change and we are changing the world one person at a time." **PS**



CLOCKWISE FROM TOP LEFT: RAEI ISACOWITZ TEACHING HIS FINDING PERFECT PITCH WORKSHOP; BRETT HOWARD DURING HIS SPINAL AND TRUNK ABNORMALITIES WORKSHOP; KAREN CLIPPINGER AT HER FOLLOWING AND BRACING IN PILATES SESSION; AND THE WEEKEND'S FINAL EVENT, ISACOWITZ'S SUNDAY AFTERNOON HOUR OF POWER MAT CLASS, WHICH INCLUDED ALL 300-PLUS ATTENDEES AND WAS LIVE-STREAMED.



## Innovative New Moves

The Movement Tour, hosted by Balanced Body and BOSU, offers innovative programming for fitness pros.

THE MOVEMENT TOUR, A WORKSHOP HOSTED BY BALANCED BODY AND BOSU, WILL TAKE PLACE SEPTEMBER 20 TO 22 IN SAN DIEGO. Internationally known fitness pros, including Helen Vanderburg, Krista Popowych and Alex McLean, all members of Balanced Body's fitness team; BOSU Master Trainer Tahneetra Crosby; and Bob Babbitt, the co-founder of the Challenged Athletes Foundation, a partner in the event, will present innovative programming and exclusive curriculum. "We created The Movement Tour with BOSU to provide an intimate, premium quality continuing education event for all movement professionals," explains Chanin Cook, director, marketing for Balanced Body. "Our focus with this event is quality of movement, how it factors into training and performance, and how to develop consistently innovative, effective programming."

Equipment used will include Balanced Body's MOTR, Togu Ball, Arc and Active Motion Bar, and BOSU's Balance Trainer, Ballast Ball and Balance Bar. The workshops will focus on the principles of quality movement performance and how to integrate the equipment into cutting-edge programming. The event also offers intimate networking experiences and CECs/CEUs—and #bonuspoints—is being held at a beachfront Hilton San Diego Resort & Spa. "Our goal with The Movement Tour is to provide a premium cutting-edge learning environment that fosters community, connection and contribution—all in a beautiful location," says Steve Katai, director of education for BOSU. "We are attracting movement specialists from personal training, group exercise, Pilates and strength conditioning, as well as CECs/CEUs from major accreditation organizations." For more information, visit [themovementtour.com](http://themovementtour.com). **PS**

ABOVE: FITNESS PROS CAN LEARN CUTTING-EDGE PROGRAMMING USING A VARIETY OF EQUIPMENT AT THE MOVEMENT TOUR.