



canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW

**Why We Powerlift- Empowering
Strength in the Mind and Bodies of
Women**

**Facilitated by Stephanie Dupuis
With: Frances Manias
Cassandra Chin &
Yordanos Tessema**

SPONSORED BY



canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW

ELITE SPONSORS



PRESTIGE SPONSORS



CLASSIC SPONSORS



canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW

Why We Powerlift- Empowering Strength in the Minds and Bodies of Women



Powerlifting is a sport where the athlete completes to lift the heaviest weight possible in three different lifts- the squat, bench press, and the deadlift. Previously a male- dominated sport, women are discovering powerlifting and fueling an explosion of participation in the sport. In this session you will learn from our distinguished panel of women powerlifters why powerlifting is an awesome pursuit and workout style for women.

canfitpro | 2022

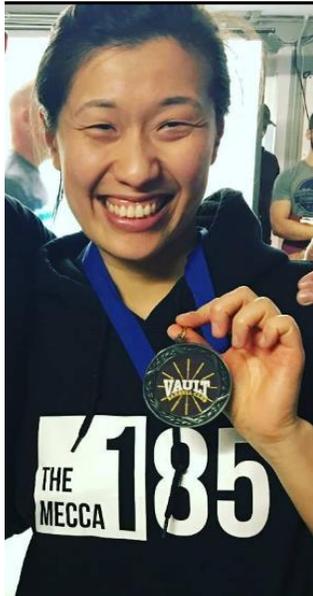
GLOBAL CONFERENCE & TRADE SHOW



canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW

Meet Our Panel



Cassandra Chin



Yordanos Tessema



Frances Manias



canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW



Why We Lift- Cassandra Chin

- Importance of strength training for women: from runner to lifter and everything in between.

canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW

- Lifting was more **cross-training for me to prevent injuries** during my running/triathlon season
- Strength led to **beating times and setting new PRs**
- **Surround yourself with people** who are always looking to **get better**
- Lucky to enter a club environment where **my team was encouraging** and we had lift offs, which helped propel the idea that women can lift and be strong too
- There is no other way to begin than to take action and get started;
body weight to dumbbells and kettlebells to barbells

canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW



canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW

So Why Lift?

canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW

- Instilling confidence; **benching is empowering**
- **Dispelling myths** that still linger regarding lifting heavy
- Having them understand strength training isn't just about living healthy but **living life**

canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW

- Creation of **Bars & Belles**
- Inspiring and empowering women to build confidence in the gym and embrace lifting heavy



**bars &
belles**

canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW

Why We Lift...

... Yordanos Tessema

canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW

- Personal Trainer
- Competitive Powerlifter
- Educator



canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW

Why Powerlifting?

canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW



55 likes

yordanost0 Still not happy with my legs but I'm a work in progress.

January 20, 2014

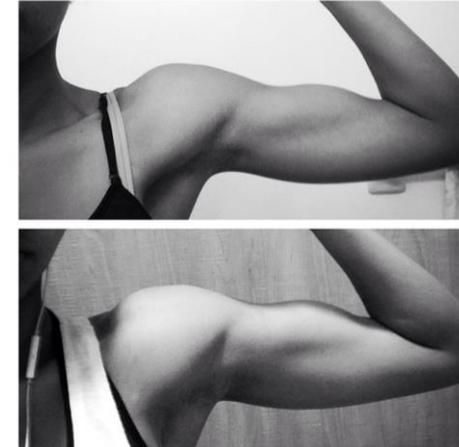


82 likes

yordanost0 I had my morning workout earlier! I'm ready to indulge this holiday! #lotsofcheatmeals

View all 10 comments

December 24, 2013



67 likes

yordanost0 Top pic was taken 5 weeks ago & bottom pic is taken today. So happy to see progress in such a short time! #progress

View all 2 comments

January 9, 2014

My Fitness Journey- Then and ...

- Body Composition Goals
- The start: Brampton Kingspoint
- The First Meet

canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW



Liked by carmzphan and 194 others

yordanost0 Full Deadlift Session from yesterday! I love when everything clicks. REPLICATE. REPLICATE.



1,963 views · Liked by pamelaking3943

yordanost0 FINALLY 300LBS SQUAT! I was right it tastes pretty damn sweet. @dipzilla @cthefudge



Liked by leot86 and 189 others

yordanost0 The work is done. Catch me on platform 1 @10am EST. Link is in my bio.

My favourite part of training is the people I get to train and share laughter with. Here are some of my memorable moments with some of my favourite people. Thank you for always supporting me.

... Now

- Performance goals
- Qualifying for World's
- Impact on my Life

canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW

How to **empower your female clients** to set performance goals?

1. Listen
2. Meet her where she's at
3. Celebrate **small wins**
4. Positive **support system/network**

Why We PowerLift-
Empowering the
Minds and Bodies of
Women

canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW

Frances Manias

The Evolution of a Strength Advocate



canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW

I was a competitive bodybuilder for **15 years** - when bodybuilding still existed for women. 12 years ago I transitioned to powerlifting before social media made it the cool thing to do. But, back in 2009 it was a 15 year old gal who gave me the insight that there was a **shift happening** when she told me this:

”I want to be strong”

Why We Lift

Frances Manias, the Evolution of a Strength Advocate

canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW

It's time to talk about how your clients want to feel.

If you are not presenting strength as a viable goal for women, then you are doing a disservice to your clientele. Period.

canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW

It's time to use barbells in your training practice.

The barbell is not a gender, age, race, demographic specific piece of equipment.

canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW

Questions for the Panel



canfitpro | 2022

GLOBAL CONFERENCE & TRADE SHOW

Thank You

