

[solidcore] CEO & Founder Anne Mahlum to Keynote at Boutique Fitness Summit in Washington, DC on August 1st, 2019

WASHINGTON, DC, USA, May 15, 2019 /EINPresswire.com/ -- Washington DC (May 15, 2019) -- [BFS](#), the trusted fitness community hub for business management solutions, announced that Anne Mahlum, founder and CEO of [solidcore], will keynote at its intimate, immersive one-day summit in Washington, DC. This event which is designed to educate and empower boutique fitness studio owners and operators, will be held on August 1, 2019 at the Hyatt Reston in Virginia.

Anne M. Mahlum is a female entrepreneur who knows how to create and build with purpose. She is the founder and CEO of fast-growing boutique fitness company, [solidcore], founded in DC in 2013. In just 5 years, Anne has grown [solidcore] to 48 locations in 13 states and D.C. and it has more than 100,000 clients, including Michelle Obama. She is also the founder of Back on My Feet, a

national for-purpose 501c3 organization that uses running to help those experiencing homelessness change the way they see themselves so they can make real change that results in employment and independent living. She has received notable media attention for her success as a woman entrepreneur and for her business acumen, and was featured in The Washington Post, The Washington Business Journal and Runner's World.

"I didn't get to where I am without help and guidance from others, and I take my responsibility seriously to pass on my learnings and lessons to others," said Mahlum. "BFS provides a supportive community for studio owners and fitness professionals to learn from one another and I'm thrilled to be able to share my insights as the Keynote Speaker."

Anne's keynote presentation will highlight her inspiring journey, capture lessons learned, and educate like-minded individuals within the fitness community. Following the presentation, she will participate in a Q&A session as a part of the CEO Summit, an invitation-only session for the most successful studios that are ready to scale exponentially.

"To create the strongest version of yourself, one must leave their comfort zone. [solidcore] was created in 2013 to help people leave that zone, a self-illusion, and take them to a place of transformation through physical and mental fortitude. In less than 6 years, we have opened



Anne Mahlum, CEO& Founder, [solidcore]

close to 50 studios around the country and we have built a community that runs deep with authenticity, teamwork and perseverance...and abs of course, lots of abs," said Anne Mahlum, CEO and Founder, [solidcore].

About BFS

[Boutique Fitness Summit](#) is an immersive, one-day conference experience for the boutique fitness community, offered annually in New York City; Washington, DC; and Chicago, IL. The Summit curates educational sessions and panel discussions with respected studio founders and owners, operators, and industry thought leaders across a range of topics, from the latest case studies to best practices. Novice owners and industry veterans alike come together to discover proven business methods that will vault their studios to the head of the pack, discussing the methods that matter in studio operations, marketing, retention, studio and instructor management, and technology trends. Intimate and authentic networking opportunities abound, including one-on-one meetings with best-in-class vendors and partners. Learn more and register to attend at www.bfsconferences.com.

About [solidcore]

Founded in 2013, [solidcore] has studios in DC, Virginia, Maryland, Pennsylvania, Florida, Indiana, New York, Texas, Georgia, Minneapolis, North Dakota, Connecticut, Illinois and Michigan. In late 2017, Anne brought on Peterson Partners as a minority investor to help take the company to close to 100 locations by the end of 2020.

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