ACDA Meeting

Wednesday, September 10, 2025

Best Western Gateway Grand – Gainesville, FL

Speaker Bio:

Joe Cirulli, CEO, Founder of Gainesville Health & Fitness

Joe Cirulli, owner and founder of Gainesville Health & Fitness, has focused his life on two things: helping people become healthy and building a company culture that inspires people to become their best.

GHF's visionary goals, like Joe's own, are well-known among company staff. Focused, aligned efforts leading the company's vision, developing leadership and motivating team members continually propel GHF to reach its true potential.

GHF's many accolades include guiding Gainesville, Florida to become "The Healthiest Community in America," featured on the cover of INC Magazine, and becoming the only Florida company named one of "The Best Small Companies in America, 2016" by Forbes. Joe was honored with a Lifetime Achievement Award in 2012 for contributions to his industry.

Joe is invited to speak around the world sharing best business practices that have come from a lifetime of building his dream.

Lecture

"The Gift of Adversity" The Setbacks that Shaped Gainesville Health and Fitness

Joe Cirulli is the founder of Gainesville Health & Fitness, one of the most respected independent health clubs in the country. But before building a multimillion-dollar business that transformed thousands of lives, Joe faced homelessness, rejection, and more failures than he can count.

Through each setback, he chose not to quit-but to learn. And it was in those moments of adversity that he discovered the values and vision that would shape his future.

In his keynote, "The Gift of Adversity," Joe shares how a life filled with challenges became the foundation of his success. His story goes beyond business-it's about grit, belief, and the power of perseverance. Today, Joe speaks to entrepreneurs, leaders, and anyone chasing a dream. His message is clear: adversity isn't something to avoid —it's something that, when embraced, can become your greatest advantage.

Attendees after this lecture will be able to:

* Return to their offices, share information, and focus on building a more cohesive practice.
* Share information with team members to enhance communication processes, become leaders, and accept adversities which come along in the day to day workings in the dental office.