



Event at a Glance

THURSDAY, MAY 2, 2019

4:00 PM to 7:00 PM

Registration and Check-in

FRIDAY, MAY 3, 2019

8:00 AM First Time Attendee Welcome Session
 8:30 AM Main Hall Doors Open
 9:00 AM Opening Ceremony & Keynote
 11:45 AM Business Breakout Sessions
 12:45 PM Lunch
 1:45 PM Business & Training Breakout Sessions
 6:00 to 8:00PM Group Training Session

SATURDAY, MAY 4, 2019

6:00 AM Morning Workouts
 8:30 AM Business & Training Breakout Sessions
 11:45 AM Lunch & Coaching Sessions
 1:00 PM Business & Training Breakout Sessions
 3:45 PM Keynote Session: Rising Tide
 5:30 PM Charity Training Event
 7:30 PM Social Gathering for Attendees at Hotel

SUNDAY, MAY 5, 2019

6:00 AM Morning Workouts
 8:30 AM Business & Training Breakout Sessions
 12:15 PM Group Session & Closing Session
 2:30 PM Vendor Area Closes

MORNING WORKOUT SCHEDULE

SATURDAY, MAY 4, 2019

	ROOM 1 (EVERGREEN E)	ROOM 2 (EVERGREEN F)	ROOM 3 (PONDEROSA)
6:00AM		Morning Mobility and Workout Bryan Nay	Kenpo Self Defense Ken Grube
7:00AM	iKali Weapons Training Apolo Ladra / iKali Team	Clinch Drills for Fighting and Fitness Dave Kovar	StrikeFit Fitness Workout Rachel Greenbaum

SUNDAY, MAY 5, 2019

	ROOM 1 (EVERGREEN E)	ROOM 2 (EVERGREEN F)	ROOM 3 (PONDEROSA)
6:00AM	Body Weight and Movement Drills Dave Kovar		
7:00AM	Martial Arts Fitness Class Glyn Ann Townsend	Intro to Kenpo Kata Chad Shepherd	**Location: Pool** Training Martial Arts in Water Karel "Silver Fox" Pravec

BREAKOUT SESSION SCHEDULE - ON-MAT TRAINING

FRIDAY, MAY 3, 2019

	ROOM 1 (EVERGREEN E)	ROOM 2 (EVERGREEN F)	ROOM 3 (PONDEROSA)
11:45AM			203 - Command Your Class Chad Shepherd
1:45PM	Single Leg X Guard Attacks Nick Wilson	fireARMED®: Fighting, with a Gun Ryan Hoover	203/303 - Sparring for Retention and Fast Progress Chris Rappold
3:00PM	UFC Fighter MMA Training Session Elevation Fight Team	Building Better Mitt Holders for Striking Classes Katalin Rodriguez Ogren	Looping Drills Dave Kovar
4:15PM	Olympic Judo Takedowns Mike Swain	How to Work with Beginners Duane Ludwig	303 - Forget Memorization: Building Progressive Student Drills Patrick Rivera

SATURDAY, MAY 4, 2019

	ROOM 1 (EVERGREEN E)	ROOM 2 (EVERGREEN F)	ROOM 3 (PONDEROSA)
8:30AM (45 min)	Modern Muay Thai for MMA (90 minute session) Mark DellaGrotte	Gracie Jiu-Jitsu (90 minute session) Pedro Sauer	204 - Satori Alliance Level One Certification Test Prep (90 minute session) Nick Wilson
9:30AM (30 min)			
10:15AM (45 min)	When Self Defense Becomes the Fight (90 minute session) John Whitman	Combat Submission Wrestling and STX Kickboxing (90 minute session) Erik Paulsen	200 - Classroom Formatting Tim Leard
11:15AM (30 min)			200 - The Best Classroom Format Tim Leard / Ken Grube / Chad Shepherd
1:00PM	The Foundation for Powerful, Efficient Kicks Chip Townsend	Filipino Weaponry Single Sticks Skills Julius Melegrito	303/403 - Using Technology in the Classroom: SlingStudio Demo Tim Leard / SlingStudio Team
2:15PM	Immortal Striking Matt Brown	BJJ Triangles as Submissions and Control Karel "Silver Fox" Pravec	303 - Teaching Age Appropriate Combatives to Kids Tony Morrison

SUNDAY, MAY 5, 2019

	ROOM 1 (EVERGREEN E)	ROOM 2 (EVERGREEN F)	ROOM 3 (PONDEROSA)
8:30AM	Survival Skills Moti Horenstein	ON KO CHI SHIN: Learn From the Old to Understand the New David Kaye	Alliance Level 1 Certification Registration Required (8:30AM to 5:30PM) Satori Instructor Alliance Team
9:45AM	JKD Combat Flow - Box, Trap, Wrestle Harinder Singh Sabharwal	Frame for BJJ Jorge Gurgel	
11:00AM	Sparring for Self Defense Katie Toliao-Hurd	Finishing from the Back Amal Easton	

BREAKOUT SESSION SCHEDULE - BUSINESS

FRIDAY, MAY 3, 2019

	ROOM 4 (PIKES)	ROOM 5 (MAROON)	ROOM 6 (BLANCA)	ROOM 7 (LONGS)	ROOM 8 (HUMBOLDT)	ROOM 9 (CRESTONE)
11:45AM	302 - Leveraging Technology to Improve Student Service David Kaye / Larry Caldera	201/204 - Program Director Certification Overview for Owners Elaine Warrener	200/300 - The 2019 Zen Planner Martial Arts Industry Report Kinnick McDonald	404 - Culture Eats Strategy for Breakfast Bryan Nay / Cody Sunkel	103 - Hidden Secrets of a Successful Mat Ken Grube / Tim Leard	
1:45PM	201 - Best Practices for a Website That Works Tim Coe	100 - Seven Stats You MUST Track and How to Track Them Julie Alexander	402 - Pros of Hosting Tournaments Seth & Melanie Birky / Chris Santillo	301 - Get in the News! Derrek Hofrichter	200/300 - Getting it Right: Lease Negotiation Dave Chamberlain	Zen Planner User Workshop 302 - Leveraging Technology to Improve Student Service
3:00PM	202 - Creating Amazing Customer Service Moments Jeff Cvitak	101 - Maximizing Public School Relationships Ken Grube	300 - Expansion - How to Go From One Location to Two Manny Esmeraldo / Chris Herrman	204/304 - How to Deliver Constructive Feedback with Anyone Bryan Nay	300/400 - Advanced Statistics Julie Alexander	Zen Planner User Workshop 100 - Seven Stats You MUST Track
4:15PM	405 - Out of the Dojo, Into the World Tom Callos	104 - Building an Instructor Team From the Ground Up Jim Dryburgh & Team	301 - Marketing Lessons from Last Year Group Panel	202 - Handling Quit Conversations Elaine Warrener	302 - Creating A Great Student Culture Eliot Marshall	Zen Planner User Workshop 300/400 - Advanced Statistics

SATURDAY, MAY 4, 2019

	ROOM 4 (PIKES)	ROOM 5 (MAROON)	ROOM 6 (BLANCA)	ROOM 7 (LONGS)	ROOM 8 (HUMBOLDT)	ROOM 9 (CRESTONE)
8:30AM (45 min)	101 - How To Post Your First Social Media Ad Derrek Hofrichter	101/201 - Program Director Certification Introductory Workshop (90 minute session) Elaine Warrener	202 - Create a Compelling Online Student Community Jeff Presley	100/200 - Must Do's for New School Owners Randy Reid	203 - Rotating Curriculum Implementation Workshop (90 minute session) Tim Leard / Ken Grube	303 - Implementing Secondary Programs into Your School Nancy Walzog / Chris Herrman
9:30AM (30 min)	100 - A Secret that Doubled Our Active Count Chance Bureson / Mike Guido		201 - How to Build Realistic Enrollment Projections Bryan Nay	204/304 - The Journey from Wallflower to Leader Chad Shepherd		302 - Retail Strategy from Kovar's Julie Alexander
10:15AM (45 min)	305 - Creating Great Video Content with Low Time and \$ Investment Kovar's Team	404 - Developing a Growth Mindset for Instructors Nick Wilson	100/200 - P&L/Balance Sheet - Essential Financial Documents Dave Chamberlain	304 - How To Keep Your Instructors Training Kristine Brink	102 - Pro Shop Sales Best Practices for New Schools Paul Reavlin	200 - Zen Planner Business Tool Walkthrough (90 minute session) Chris Mierzwiak
11:15AM (30 min)	204/304 - Handling Difficult Parent Conversations Elaine Warrener	400 - 5 Must Do's of High Level School Operators Dave Chamberlain	102 - The 8 Step Progress Check - Creating A Compelling Future Thomas Clifford	303 - Selecting the Right Gear for Your School Julie Alexander	400 - Understanding and Avoiding Credit Card Chargebacks Kathy Olevsky	
1:00PM	301 - Summer Camps for New Students Richard Baciaroni / David Kaye	204 - Running Effective Staff Meetings Elaine Warrener	302 - Making Parents Your Ally Paul Castagno / Chris Santillo	405 - Cognitive Kali - Ancient Arts for Modern Minds Paul McCarthy	100 - Quitting the Day Job - Make Martial Arts Your Full Time Career Matt Rosalez	400 - Expanding to 3 Locations and Beyond Chris Rappold
2:15PM	101/201 - Why Charge Top Dollar for Your Program Chris Santillo	102 - Best Summer Ever Ken Grube	200 - Choosing the Right Student Management Software Julie Alexander / Chris Mierzwiak	205 - MAAB - The Anti-Bullying Movement Dave Kovar / Chad Shepherd	301 - Improving Your Conversion Rate Elaine Warrener	400 - What is Your School Worth? How to Value Your Business and Sell It Dave Chamberlain

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8:30AM	300 - How to Create a "Standard Operation Manual" for Your School Fariborz Azhakh	101 - Phone/Online Communication Skills for Enrolling New Students Elaine Warrener	303 - Psychology of Self-Defense Graciela Casillas	101/102 - Preparing for Back to School Julie Alexander / Ken Grube	404 - A School That Survives You - Succession Planning Dave Chamberlain	Zen Planner User Workshop 300 - Improving Your Conversion Rate
9:45AM	105/205/305/405 - Staying Relevant: 40 Years and Going Strong Dave Kovar	404 - Working with Millennials and Generational Differences Bryan Nay	101/201 - 90 Day Marketing Planning Julie Alexander	102 - Retention for the First 100 Days Ken Grube	300 - Time to Move? How and When to Move Your School Paul Castagno	Zen Planner User Workshop 101/102 - Preparing for Back to School
11:00AM	101/201 - The Enrollment Process Elaine Warrener	301/401 - Expanding Your Digital Marketing Horizons Chaz Butler	200/300 - Managing the Bottom Line and Common Mistakes to Avoid Dave Chamberlain	305 - The Satori Lifestyle Dave Kovar	404 - Managing Teams Across Multiple Locations Ken Grube / Julie Alexander	Zen Planner User Workshop 102 - The 100 Days Process