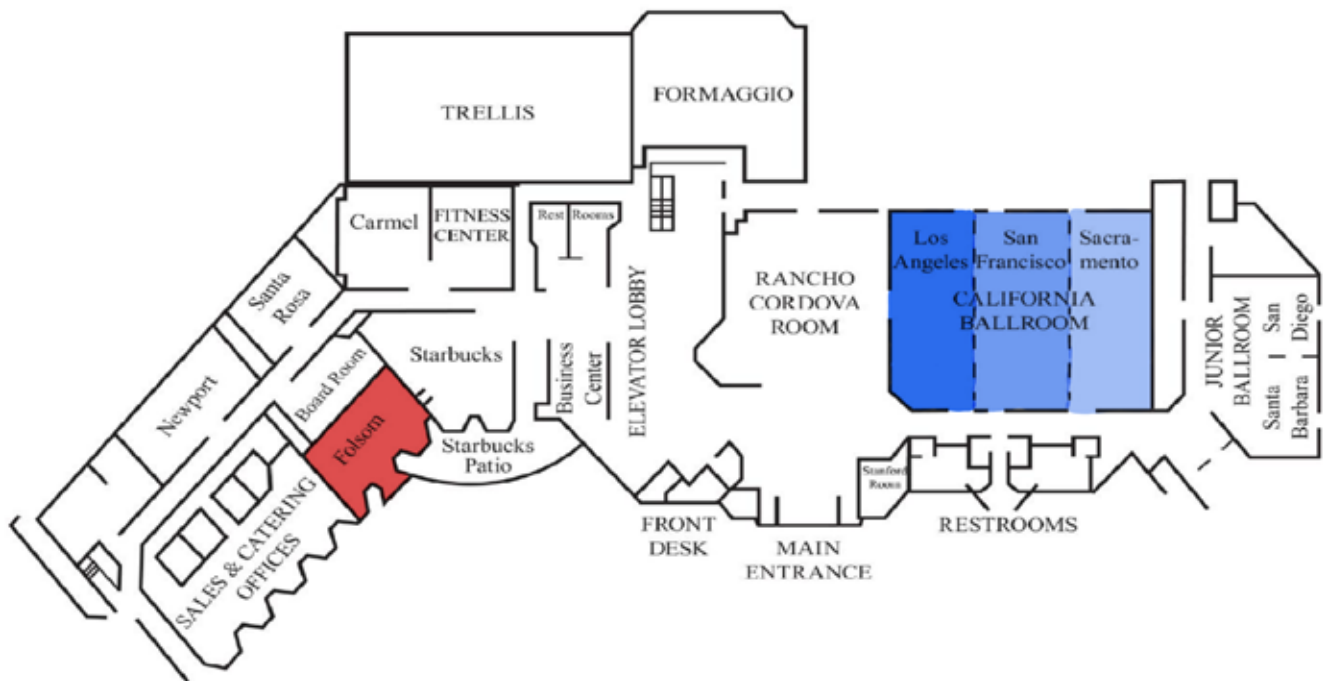


EVENT VENUE MAP



EVENT AGENDA AT-A-GLANCE

Thursday, June 9, 2022

10:00 AM - LOBBY
Badge Pick-up starts

12:00 PM - Welcome and Keynote
with Dave Kovar

1:30 PM - Breakout Sessions
2:30 PM - Breakout Sessions
3:30 PM - Breakout Sessions

4:30 PM

MAIN BALLROOM: Keynote
with Grandmaster Ernie Reyes Sr.

6:00 to 8:00 PM

All-Attendee Martial Arts Training
with Dave Kovar, John Whitman,
Apolo Ladra

Friday, June 10, 2022

7:30 AM - Morning Workouts

9:00 AM - Breakout Sessions
10:00 AM - Breakout Sessions
11:00 AM - Breakout Sessions

12:00 PM - Lunch Break

1:30 PM - Breakout Sessions
2:30 PM - Breakout Sessions
3:30 PM - Breakout Sessions

4:30 PM

MAIN BALLROOM: Keynote
with Kovar Systems Team

6:00 - 8:00 PM

**Celebrating the Martial Arts Journey:
9th Dan Ceremony and Demonstrations**

Saturday, June 11, 2022

7:30 AM - Morning Workouts

9:00 AM - Breakout Sessions
10:00 AM - Breakout Sessions
11:00 AM - Breakout Sessions

12:00 PM - Lunch Break

1:30 PM - Breakout Sessions
2:30 PM - Breakout Sessions
3:30 PM - Breakout Sessions

4:30 PM

MAIN BALLROOM: Keynote

**2-PAGE AGENDA FOR BREAK OUT SESSIONS
KEEP SCROLLING DOWN**

BREAKOUT SESSIONS 1 of 2



THURSDAY, JUNE 9, 2022

	ROOM 1 (Los Angeles)	ROOM 2 (San Francisco)
1:30PM	Maximizing the Student Experience Brannon Beliso	Epic Holiday Sales: Make Your Customers, Your Staff and Your Bank Account Happier This Year Will Potter
2:30PM	Black Belt Retention Tom Callos	Rotating Curriculum: How to Make It Work Tim Leard
3:30PM	The 5 Most Important Things to Do In A Martial Arts School Dave Chamberlain	Transformational Retention Practices Paul Duarte

FRIDAY, JUNE 10, 2022

7:30AM		
9:00AM	Multi-School Success and Failure: Figuring Out What Works Best For You Group Panel	Effective Expense Management Julie Alexander & Sarah Morris
10:00AM	Be Priceless - Grow Your Studio By Projecting Value Chris Santillo	Master Their Journey, Master Your Growth – Part 1 Rick Siegrist & Ben Timm
11:00AM	Making a High Powered School Launch Nancy Walzog	Team Communication: How to Hold Your People Accountable The Right Way Derrek Hofrichter
1:30PM	Building Out a School For Excellence Chris Cantwell	Recruiting Millennials & Gen Z Bryan Nay
2:30PM	Building a School Culture People Want to Be a Part of Fariborz Azhakh	How to Negotiate a Great Lease Dave Chamberlain & Vincent Bardini
3:30PM	Women in Martial Arts: One Champion's Journey Graciela Casillas	Master Their Journey, Master Your Growth – Part 2 Rick Siegrist & Ben Timm

SATURDAY, JUNE 11, 2022

7:30AM		
9:00AM	Developing a Rockstar Team Samar Shir & Wade Taylor	Preparing for the Sale of Your Business Dave Chamberlain
10:00AM	The 3 A's: Attendance, Attitude, and Achievement Thomas Clifford	Personal Finance Basics Sarah Morris & Nick Wilson
11:00AM	What's the Secret Sauce? Elaine Warrener	Change Management: Lessons From COVID Chris Mierzwiak
1:30PM	Developing & Tracking Stats In Your School Julie Alexander	Retirement Planning - The Math and Psychology of Financial Independence Chris Santillo
2:30PM	Modern Developments of Muay Thai Patrick Rivera	Learning to Surf Chaos: Managing Your Email and Calendar Like a Pro Wayne Whitzell
3:30PM	Tools for Automating Your Schools Operations Jordan Shipman	Success Through Habits Xai Lor

BREAKOUT SESSIONS 2 of 2



THURSDAY, JUNE 9, 2022

ROOM 3 (Sacramento)

1:30PM	Emergency Defenses vs. Gun & Knife Attacks John Whitman
2:30PM	Serrada Escrima Fundamentals Carlito Bonjoc
3:30PM	Traditional Kobudo Bo Training Mark Caswell

FRIDAY, JUNE 10, 2022

ROOM 4 (Folsom)

7:30AM	Rise & Thrive: Morning Bodywork Routine Dave Kovar	Multi-Style Open Mat Training Nick Wilson
9:00AM	Classroom Formatting and Schedules: Optimize Your Student Experience Ken Grube	BJJ Mount Attacks Derrek DiManno
10:00AM	History of Kobudo Mikio Nishiuchi	Progressive, Authentic Muay Thai Systems for All Ages and Levels Patrick Rivera
11:00AM	The Classics Never Go Out of Style: Positive, Patient, Professional Nick Wilson	Iron Dragon Kosho Senjitsu Fighting Concepts Ray Arquilla
1:30PM	Creativity In the Classroom - Instructor Drill Exchange Chad Shepherd	No Gi Back Attacks Chris Mierzwia & Jordan Shipman
2:30PM	Tools For Conversions Elaine Warrener	Kali Stick Flow and Weapons Sparring Apolo Ladra
3:30PM	Instructor Workshop: Developing Flexible Strategies in Presenting Curriculum Paul McCarthy & Tim Leard	Ken Hen: Moving Meditation and Breathing Exercises Mikio Nishiuchi

SATURDAY, JUNE 11, 2022

7:30AM	Rise & Thrive: Mobility for Performance Bryan Nay	Multi-Style Open Mat Training Chad Shepherd
9:00AM	Living the Satori Lifestyle Dave Kovar	Introduction to Capoeira Alma Cardoso
10:00AM	Using Technology in the Classroom Ali Ghafour & Scott Granger	Judo for MMA Chuck Jefferson
11:00AM	Adaptive Martial Arts Instruction Paul McCarthy	Weapons Disarms Manny Esmeraldo
1:30PM	Own Your School's Community and Ditch the Competition Mike Guido	West Coast Eskrimador Doce Pares Nito Noval
2:30PM	How to Work A New Student Acquisition Booth Mariah Faris-Higa & Jen Anaya	Wrestling for BJJ Dustin Akbari
3:30PM	Parent Communication Instructor Workshop Tim Leard	Martial Arts Training Dave Kovar

Session Descriptions by Speaker



Brannon Beliso

“Maximizing the Student.”

Learn to create an experience through understanding and fulfilling a student’s highest needs. Maximizing each and every opportunity to build a relationship is vital to this and retention. Brannon shares his unique culture’s insights and values that consistently grosses his two schools over two million dollars annually.

Group Panels

“Multi-School Success and Failure: Figuring Out What Works Best for You.”

Please join us for a presentation and discussion of the good, the bad, and the ugly of running multiple schools.

Dave Chamberlain

“The Five Most Important Things To Do In A Martial Arts School.”

A martial arts academy is a beehive of activity from the moment it opens to begin the day, until the last class is taught at night. Knowing what activities to prioritize and where to spend the limited amount of quality time available, is crucial for owners of martial arts schools to understand.

In this session we will discuss the five areas in the Kovar’s Academies where we place the most focus 1) Statistics – Student Count, Quits, Net News, Financial Results, 2) Communications – Parent, Student, Staff , 3) The Value Of A Program Director, 4) Building And Nurturing A Strong Culture, and 5) Developing An Effective Teachers-In-Training (TNT) Program.

“Preparing For The Sale Of Your Business.”

There was a time when a martial arts school owner would simply close their school when they wanted to retire, believing they wouldn’t be able to sell it. Owning a martial arts school can be not only a lucrative profession, but the school itself can be an asset that can command a fair price in a sale, if the process is done correctly.

During this presentation we will discuss the best method for preparing for the sale of a martial arts school in order to receive the best and fairest price possible. This will include determining the best timing for a sale, the documentation prep required in discussing a sale with a prospective buyer, the methods for determining a fair price, the need for a good story or sales presentation and how to ensure you select the right buyer so the academy’s students are well served by their new instructor / owner.

“How To Negotiate A Great Lease.”

ts business are personnel and rent, or occupancy costs. In this presentation we will discuss the techniques for ensuring you find the right location to lease, at the best price, for the right length of time. Whether someone is a first-time school owner, is negotiating an extension for their current space, or is moving to a new location, we will touch on the important aspects in securing, or reupping a current a lease, including: Formulating The Correct Demographics For Your School, Determining The Correct Space Requirements, Things To Keep In Mind When Negotiating With The Landlord Or Property Manager, The Right Length Of Time For A Lease, and What To Know About The Build-out, Or Tenant Improvement (TIs) Budget.

Paul Duarte

“Transformational Retention Practices.”

Through Duarte’s presentation, he will transform your view of retention from a system employed simply to retain students to a way of thinking and speaking that will enable you to create raving fans not just satisfied students.

Session Descriptions by Speaker



Tim Leard

“Rotating Curriculum.”

An overview of the how’s and why’s of Rotating Curriculum. What is it? Why would you do it? How would you do it?

“Parent Communication Workshop.”

A workshop for instructors, both new and experienced, where we will work through 3 different scripted scenarios for having meaningful conversations with parents of junior students.

Elaine Warrenner

“Tools for Conversions”

In this session we will identify and practice tools for conversions. Program Directors will leave this session with strategies to improve conversion rates at enrollment and throughout the inquiry process.

“What’s the Secret Sauce?”

Many of our academies are having great success in 2022. Attend this session to find out their “secret sauce.”

Wayne Whitzell

“Learning to Surf Chaos: Managing Your Email and Calendar Like a Pro.”

Chaos and change are a part of our lives. As leaders and managers of our organizations, we face quite a bit of it every day. We can either choose to flail about or drown in the chaos, or we can learn to surf the big waves that keep coming at us. If you have the sense like you are “never caught up” or you are overwhelmed or worse yet, you wake up in the middle of the night thinking about work, then you need surfing lessons. This is not a Zen, philosophical approach. This is a practical nuts and bolts training to give you the skills you need to embrace chaos.