

# 2018

**PRELIMINARY SCHEDULE  
SUBJECT TO CHANGE**



MARTIAL ARTS PROFESSIONALS CONFERENCE

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**FRIDAY AUGUST 10 BUSINESS – TRACK POWERED BY PROMAC**

<b>7:00am-7:45am</b>	<b>EARLY MORNING WORK OUT</b>			
<b>8:00am-9:00am</b>	How An Online Pro Shop Can Transform Your Brand And Your Pro Shop Results - Paul Reavlin	Making Summer Camps That Rock - Richard Baciaroni	Creating Great Social Media Content In Half The Time - Promac TBD	Building School Relationships, Adding Value, And Gaining Students - Nick Wilson
<b>9:15am-10:15am</b>	The Sales Cycle: Handshake - Tour - Trial - Class - Close - Pete Hardy	Negotiating A Lease/Compliance Codes/Case Studies - Dave Chamberlain	Making An Impact With Your Community - Chris Rappold and Nancy Walzog	Selling From The Floor - Apolo Ladra
<b>10:30am-11:30am</b>	Where To Put Your \$ When It Comes To Social Media - Derrek Hofrichter	The 7 Most Powerful Traits Of Mega Successful Martial Arts Schools, Gyms And Academies - Zulfi Ahmed	Back To School - Dave Kovar	Strength Through The Struggle - Mark Goblowsky
<b>11:30am-12:30pm</b>	<b>Lunch &amp; Success Coach Breakout</b>			
<b>12:30pm-1:00pm</b>	Sales - Erik Charles Russell	Customer Service - Jeff Cvitak	Websites for Martial Arts- Tim Sarazen	Understanding Rotating Curriculum - Tim Leard
<b>2:00pm-3:00pm</b>	Getting Your School In the News - Derrek Hofrichter	Board Breaking To Improve Retention - Chip Townsend	The Work We Do 12-4, Allows Us To Teach From 4-8 - Fred Depalma	NSA Projections (“Working Backwards”) - Bryan Nay
<b>3:15pm-4:15pm</b>	The State Of The Industry: Lessons From 2017 Martial Arts Industry Report - Chris Mierzwiak	Take A Stand Against Bullying - Dave Kovar	Elevating Yourself As A Community Expert Online - Katalin Zamiar	Fall Festivals/Halloween NSA & Retention - Promac TBD
<b>4:30pm-5:30pm</b>	<b>WELCOME AND KEY NOTE SPEAKERS - Mike Gillette</b>			

**SATURDAY AUGUST 11 MARTIAL ARTS 1 SELF-DEFENSE MARTIAL ARTS 2 MARTIAL ARTS 3**

<b>8:00am-9:15am</b>	Jiu Jitsu - Erik Paulson	Parking Lot Attacks - Pete Hardy	Boxing Drills And Footwork - Katalin Zamiar	
<b>9:30am-11:00am</b>	Muay Thai - Ajarn Chai Sirisute	3rd Party Protection - John Whitman	RevFit™ - Paige Hardy	
<b>11:15am-12:30pm</b>	Wing Chun - Sifu Francis Fong	Edged Weapon Offense - Ryan Hoover	Modern Muay Thai For MMA - Mark DellaGrotte & Guy Chase	
<b>12:30pm-1:15pm</b>	<b>Lunch</b>			
<b>1:30pm-3:30pm</b>	Kali and Silat, Jun Fan Spectrum - Guro Dan Inosanto			
<b>3:45pm-5:00pm</b>	Mental Toughness for Martial Arts - Mike Gillette	Multiple Attackers - John Whitman	Mitt Work For MMA - Tim MouseI	Burmese Bando - Zulfi Ahmed
<b>4:00pm-5:15pm</b>				

**SUNDAY AUGUST 12**

<b>9:00am-10:15am</b>	Submission Grappling, STX Kickboxing, MMA Part 1 - Erik Paulson	Power Kicking - Chip Townsend	Combat Blade - Apolo Ladra	
<b>10:30am-11:45am</b>	Submission Grappling, STX Kickboxing, MMA Part 2 - Erik Paulson	Unconventional Conditioning for Martial Arts, Kettlebells, Bulgarian Bags, and ELDOA Recovery Stretching - Mike Salemi	Sparring For Adult Self Defense Classes - Ryan Hoover	

**ADDITIONAL PRE-CONVENTION WORKSHOPS & CERTIFICATIONS**

	<b>WEDNESDAY, AUGUST 8 - DAY 1</b>	<b>THURSDAY, AUGUST 9 - DAY 2</b>	<b>FRIDAY, AUGUST 10 - DAY 3</b>
<b>8:00am-12:00pm</b>			FireARMED® - Day 3 - Ryan Hoover
<b>9:00am-4:00pm</b>	FireARMED® - Day 1 - Ryan Hoover	FireARMED® - Day 2 - Ryan Hoover	
<b>5:00pm-8:00pm</b>		Muay Thai Instructor Training - Mark DellaGrotte	

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