



2026

Agenda

Friday, May 15, 2026 | Agenda



Start Times	EFC ROOM	WODIFY ROOM	PUSHPRESS ROOM
8:00 AM	Check-in / Registration		
9:00 AM	Welcome Ceremony Keynote with Dr. Joe Vitale		
10:00 AM	I Am the Shift Ken Baum	Transitioning Curriculum to Modern MMA Jeff Robison	Foot Sweeps of Fury Nakapan Phungephorn
11:00 AM	The Future of Martial Arts Academies in the Age of AI Dan Uyemura	Traditional Values in the Modern Dojo Shihan Mikio Nishiuchi	Muay Thai Richard De Los Reyes
12:00 PM	<i>Break - Lunch Provided</i>		
1:00 PM	From Lead to Black Belt: The Growth Systems Behind Successful Schools Owner's Panel	Safest Dojo On the Block Jason Brick	No Shortcuts: The Work It Takes to Close the Gap in MMA Juliana "Killer" Miller
2:00 PM	The Art of Retention: How to Maximize Lifetime Value and Loyalty Ben Timm / Chris Mierzwick	Retention Through The Personal Touch Chris Rappold	Filipino Weaponry Jonathan Roxas
3:00 PM	Advantages of the 1-Day Close Elaine Warrenner	Building Strong Foundations: Effective Drills & Skills for Ages 3-6 Tiffany Bunn	Guillotine/Head Control Karel 'Silver Fox' Pravec
4:30 PM to 6:30 PM	Train with the Masters		

Saturday, May 16, 2026 | Agenda



Start Times	EFC ROOM	WODIFY ROOM	PUSHPRESS ROOM
7:00 AM - 8:00 AM	Open Mat Time		
9:00 AM	Steal Your Pro Shop Back From Amazon Paul Reavlin	Top 5 AI Tools to Move the Needle in Your Martial Arts Business Dan Tyrrell	Art of the Blade Graciella Casillas
10:00 AM	The Owner's Edge: Real Talk on Running a Thriving School Owner's Panel	Mat Chats & Communication Skills Workshop Mariah Faris-Higa	Effortless Power and Speed Sifu Singh
11:00 AM	Retention Turnaround Nakapan Phungehorn	Phenomenal Instructional Kristine Brink / Torie Rovere	Kimura Attacks Chris Mierzwiak
12:00 PM	<i>Break - Lunch Provided</i>		
1:00 PM	Hiring, Managing, and Getting the Most From Your Marketing Partner Alex Ohlinger	Coaching and Corrections Workshop Jeramy Sipes	Presas Arnis Tim Hartman
2:00 PM	Decade of Success: What I've learned, what works, and where we're going Mike Guido	Creative Training Drills & Disguising Repetition Workshop Jason Duarte	Old School Karate Ray Arquilla
3:00 PM	Closing Session		

FROM LEAD TO BLACK BELT

WEBSITE | CRM | BILLING



SCAN FOR YOUR FREE
HOMEPAGE REDESIGN

FIND US AT PROMAC

Friday Session

From Lead to Black Belt: The Growth Systems Behind Successful Schools

Saturday Session

The Owner's Edge: Real Talk on Running a Thriving School



BUILT TO BUILD YOU UP



Wodify helps academy owners run smoother, more scalable businesses. With effortless belt tracking, automated operations, and tools that make every client interaction seamless, our all-in-one platform takes the admin work off your plate so you can stay focused on your students and your craft.

Right now, new customers get \$100/month, for life.

wodify.com 

"You either use AI and get ahead, or you get left behind. period."

FEATURED
SPEAKER

FRIDAY, MAY 15 AT 8:30 AM TO
SATURDAY, MAY 16 AT 4 PM

KOVAR'S SATORI ACADEMY OF
MARTIAL ARTS - CARMICHAEL, CA

DAN UYEMURA

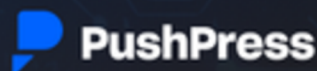
CEO, PUSHPRESS

GYM MANAGEMENT SOFTWARE
SERVING 5000+ GYMS

THE FUTURE OF MARTIAL ARTS ACADEMIES IN THE AGE OF AI

2026 PROFESSIONAL MARTIAL ARTS
INTERNATIONAL CONFERENCE

PRESENTED BY



DR. JOE VITALE



ABOUT

World-renowned personal development expert, best-selling author of over 80 books, and a featured star in the movie *The Secret*. A recipient of the 2024 Presidential Lifetime Achievement Award, he is also a dedicated student at Kovar's Martial Arts. Dr. Vitale effectively combines his expertise in manifestation and marketing to help academy owners succeed.

SESSIONS

Friday, May 15

9:00 AM - **Opening Keynote**



SESSIONS

Friday, May 15

1:00 PM - **"From Lead to Black Belt: The Growth Systems Behind Successful Schools"**

Panelists: Pete McHugh, Farshad Azad, Jim Bundy, Jeff Beaudin
Moderator: Alex Ohlinger



Saturday, May 16

10:00 AM - **"The Owner's Edge: Real Talk on Running a Thriving School"**

Panelists: Christopher Tersak, Marcus Traynor, Angelo Vitale
Moderator: Dave Kovar



DAN UYEMURA



ABOUT

Founder and CEO of **PushPress**, AI-powered martial arts academy software trusted by 5,000+ gyms across 46 countries. Before building software, Dan lived the operator life – co-owning LAX CrossFit from 2010 to 2012 and running Torrance Training Lab, a thriving gym he operated from 2013 to 2019. After selling the business, he went all-in on PushPress, raising \$20M to build AI into every layer of gym operations. A BJJ practitioner and lifelong fitness enthusiast, Dan is one of the few voices in fitness tech who's been both behind the front desk and behind the code. He's on a mission to help independent academy owners compete and thrive in the age of AI.

SESSIONS

Friday, May 15

11:00 AM - **The Future of Martial Arts Academies in the Age of AI**

AI is changing how businesses operate across every industry, and martial arts academies are no exception. In this session, we break down what AI actually means for academy owners today, what's coming in the next few years, and how the smartest operators will use it to grow their businesses without losing the human connection that makes martial arts special.

From proactive member retention to automated lead follow-up to the tools that will define the next era of academy management, Dan shares what's real, what's hype, and what every academy owner needs to know right now.

CHRIS MIERZWIAK



ABOUT

2nd degree BJJ black belt, new academy owner, and Partnership Manager at **Wodify**. He's competed at the highest levels of the sport – Strikeforce, Bellator, LFA, and F2W – and spent years running academies before joining the Wodify team. Now he channels everything he learned on the mat and behind the desk into helping martial arts school owners grow through better systems and community engagement.

SESSIONS

Friday, May 15

2:00 PM - **The Art of Retention: How to Maximize Lifetime Value and Loyalty**
(See Ben Timm for session description)

Saturday, May 16

11:00 AM - **Kimura Attacks**



BEN TIMM



ABOUT

Marine veteran, VP of Sales and Customer Success at **Wodify**, and owner of Athens Jiu-Jitsu. With 25+ years as a coach and nearly three decades in strength sports, Ben has lived every side of the fitness industry – as an athlete, a trainer, a gym owner, and an investor. He's worked with over 3,000 school and gym owners, and he knows what it takes to build something from the ground up and keep it growing.

SESSIONS

Friday, May 15

2:00 PM - **The Art of Retention: How to Maximize Lifetime Value and Loyalty**

If you're tired of watching students quit in their first year, this is for you. We're breaking down the exact retention strategies top academies are using to keep students longer, spend less time on admin, and build the kind of community people never want to leave.



JULIANA MILLER



ABOUT

Professional mixed martial artist competing in the UFC and the winner of *The Ultimate Fighter Season 30. Known for her relentless pace, submission skills, and grit, she has built a reputation as one of the toughest competitors in women's MMA. A Brazilian Jiu-Jitsu black belt, Miller brings a fighter's mindset of resilience, discipline, and constant improvement.

SESSIONS

Friday, May 15

1:00 PM - **No Shortcuts: The Work It Takes to Close the Gap in MMA**



PAUL REAVLIN



ABOUT

Founder of **Revgear**, a high end martial arts gear and apparel supplier. With over 23 years of experience working with martial arts schools, he is an expert at maximizing product sales and profits for schools, gyms, and academies. He is also a CPA and Black Belt in Krav Maga.

SESSIONS

Saturday, May 16

9:00 AM - **Steal Your Pro Shop Back From Amazon**

Learn how to turn your gear and uniform sales into a consistent, high-margin revenue stream without feeling pushy or sales-driven. We'll break down a proven system that increases student compliance, improves the customer experience, and drives repeat purchases—automatically.



JEFF ROBISON



ABOUT

Head coach of Club MMA in Cincinnati, Ohio, and founder of Focused Fight Team. With 25 years of experience, he helps martial arts school owners transition to modern MMA programs. He operates multiple academies serving over 1,000 students and specializes in curriculum, retention, and scalable business systems.

SESSIONS

Friday, May 15

10:00 AM - **Transitioning Curriculum to Modern MMA**

This presentation helps martial arts school owners modernize their curriculum by integrating striking, grappling, and self-defense into a complete system. Learn how to transition effectively, improve student retention, and build a structured program that develops well-rounded martial artists while maintaining your school's identity, culture, and long-term growth.



JONATHAN ROXAS

ASCEND MEMBER



ABOUT

6th Degree Black Belt in Satori-Ryu and a Black Belt in Brazilian Jiu-Jitsu under Charles Gracie. A head instructor with over 20 years of professional experience, he has specialized in Filipino Martial Arts under the Atienza Kali lineage since 2003.

SESSIONS

Friday, May 15

2:00 PM - **Filipino Weaponry**

KAREL PRAVEC, SILVER FOX



ABOUT

4th Degree BJJ Black Belt under Renzo Gracie with 33+ years of martial arts experience and 26+ years of BJJ experience. He is known for his submission oriented style and is considered one of Renzo Gracie's most technical black belts. He is an author of the instructional book and video series Fluid BJJ.

SESSIONS

Friday, May 15

3:00 PM - **Guillotine/Head Control**

How guillotine/headcontrol can enable you to submit and control an opponent from the bottom

TIFFANY BUNN



ASCEND MEMBER

ABOUT

Co-owner and lead youth development specialist at Vitality Martial Arts in Woodland, California, where she has helped guide thousands of children through their first martial arts experiences. She holds a degree in Early Childhood Education and brings a deep understanding of child development into every class she teaches.

SESSIONS

Friday, May 15

3:00 PM - **Building Strong Foundations: Effective Drills & Skills for Ages 3-6**

Teaching martial arts to ages 3-6 requires structured, age-appropriate drills that build focus, coordination, and confidence. This workshop shows how to keep young students engaged while managing energy and attention. Attendees leave with simple, ready-to-use strategies for long-term success.

JASON BRICK



ABOUT

Journalist, award-winning author, world traveler, father, and 40-year veteran of the martial arts industry. He has managed and run martial arts programs in two states and three countries, and is a three-time graduate of Tom Callos's Ultimate Black Belt Test.

SESSIONS

Friday, May 15

1:00 PM - **Safest Dojo On the Block**

Learn about a simple, turnkey system that establishes your school as a go-to safety resource, prepares your students for all kinds of emergency, develops strong ties with local businesses and organizations, and creates opportunities for new income streams.

CHRIS RAPPOLD

ASCEND MEMBER



ABOUT

Member of the world famous Team Paul Mitchell since 1988 and is currently the Executive Director. He is the owner of Personal Best Karate and created Personal Best Charity. He holds #1 ranking with the North American Sport Karate Association, N.A.S.K.A., and has also won the W.A.K.O. World Championship in 3 different weight divisions.

SESSIONS

Friday, May 15

2:00 PM - **Retention Through The Personal Touch**

DAN TYRRELL

ASCEND MEMBER



ABOUT

Martial arts school owner, community leader, and AI systems builder based in Northern California. He operates a multi-location academy while leading local business initiatives through the local business association.

SESSIONS

Saturday, May 16

9:00 AM - **Top 5 AI Tools to Move the Needle in Your Martial Arts Business (Without Losing the Human Touch)**

Breaking down five practical AI tools that are already being used inside real martial arts schools to improve enrollment, increase retention, and strengthen relationships with students and parents.

KEN BAUM



ABOUT

A world-renowned performance psychologist and author of *The Mental Edge*. With over 40 years of experience, he has coached Olympic gold medalists, world champions, and Fortune 500 executives. A black belt in three martial arts styles, he specializes in the mental training and development of elite performers.

SESSIONS

Friday, May 15

10:00 AM - **I Am the Shift**

Ken Baum reveals why performance breaks under pressure—and how to fix it at the root. This keynote introduces a practical, identity-first system used by elite performers to eliminate hesitation, lead with clarity, and execute consistently when it matters most. No hype. Just a system that works.

TIM HARTMAN



ABOUT

Tim Hartman is a 9th-Degree Black Belt, school owner, author, and President of the World Modern Arnis Alliance. One of six individuals awarded the title of "Datu" by founder Remy Presas, he serves as Technical Director for the WMAA, overseeing the global Presas Arnis curriculum.

SESSIONS

Saturday, May 16

1:00 PM - **Presas Arnis**

This session explores the fundamental principles of Presas Arnis, focusing on the fluid integration of weaponry and empty-hand applications through striking frameworks, defensive flow drills, and functional disarming.

ALEX OHLINGER



ABOUT

Marketing executive, speaker, and 3x Co-Founder/CEO with success in driving \$500+ million in revenue for businesses, including Mattel, Hot Wheels, Star Wars, and World Wrestling Entertainment. CEO of Leadway, a Fractional CMO firm helping businesses generate revenue by connecting marketing and sales together.

SESSIONS

Saturday, May 16

1:00 PM - **Hiring, Managing, and Getting the Most From Your Marketing Partner**

Most school owners aren't sure what good marketing looks like. That makes it hard to hire the right partner, evaluate the one you have, or know when to make a change.

This session gives you a clear framework for all three. What to look for when you're shopping. The questions to ask before you sign anything. How to tell whether your current partner is actually growing enrollment.

You'll leave with a simple way to evaluate marketing performance without being a marketer yourself. You'll also get a free AI tool you can use to audit your current marketing efforts in under ten minutes. Whether you have an agency, a freelancer, or you're doing it yourself, you'll know what to expect, what to ask for, and what to do next.

RICHARD DE LOS REYES



ABOUT

Head Muay Thai Coach at The Mango Tree Fitness & Muay Thai and a representative for the United States Muay Thai Federation. With over 20 years of experience as a professional fighter and coach, he is a leader in developing Muay Thai programs and building the community toward Olympic integration.

SESSIONS

Friday, May 15

11:00 AM - **Muay Thai**

HARINDER SINGH SABHARWAL



ABOUT

Founder of the Jeet Kune Do Athletic Association and a high-performance coach for over 100 military and law enforcement agencies. A disciple of the Bruce Lee lineage, he specializes in the integration of JKD, Filipino Kali, and functional fitness for tactical environments.

SESSIONS

Saturday, May 16

10:00 AM - **Effortless Power & Speed: How to Hit Harder and Move Faster at the Right Time**

Power does not come from effort – it comes from organization. Learn how to hit harder and move faster through relaxation, alignment, and efficient body mechanics. Presence and perception determine when to go. Regardless of style or system, real performance is built on mastery of these principles.

NAKAPAN PHUNGEPHORN

ASCEND MEMBER



ABOUT

4th Degree Brazilian Jiu-Jitsu Black Belt under Pedro Sauer and a certified Muay Thai instructor (Kru). He is the founder of BETA Academy in Washington, D.C., and a world-renowned grappling competitor with over 50 championship titles.

SESSIONS

Saturday, May 16

11:00 AM - **Foot Sweeps of Fury**

Leverage timing and weight distribution to execute high-percentage takedowns without relying on raw strength. This class explores kuzushi (off-balancing) and clinch mechanics to facilitate precision trips from various standing ranges. Learn to use movement and distraction to set up sweeps and transition seamlessly from the feet to dominant ground positions.

GRACIELA CASILLAS



ABOUT

A pioneer of women's combat sports and the first athlete to hold world titles in both boxing and kickboxing simultaneously. Inducted into the International Women's Boxing Hall of Fame, she is a high-level instructor in American Kenpo, Kodokan Jujitsu, and Filipino weaponry.

SESSIONS

Saturday, May 16

9:00 AM - **Art of the Blade**

Explore the technical and tactical applications of edged weapons, focusing on blade awareness, defensive positioning, and the fluid integration of Filipino weaponry principles into practical self-defense

MIKE GUIDO

ASCEND MEMBER



ABOUT

Owner and Operator of Guido's Martial Arts Academy in Clovis, California. He is a 5th degree Black Belt and has been training since 1986. He is also a multiple time sport karate champion.

SESSIONS

Saturday, May 16

2:00 PM - **Decade of Success: What I've learned, what works, and where we're going.**

KRISTINE BRINK



ABOUT

Shihan at Satori Academy of Martial Arts and a veteran leader within the Kovar Satori system. A specialist in high-energy, movement-based pedagogy, she is renowned for her ability to bridge the gap between rigorous training and dynamic classroom leadership. In her current role, she mentors instructors across Satori's New Jersey locations, delivering the "Phenomenal Instructional" techniques that empower educators to teach with the same enthusiasm and open-mindedness they bring to their own training.

SESSIONS

Saturday, May 16

11:00 AM - **Phenomenal Instructional**

An on the mat instructor training session focused on practical, immediately implementable techniques applicable to all styles. Learn to teach how you train...with enthusiasm, energy and an open mind.

TORIE ROVERE



ABOUT

Shihan at Satori Academy of Martial Arts and a veteran instructor within the Kovar Satori network. With decades of experience on the mat, she has been instrumental in refining the academy's youth and adult leadership curricula. In her current role, she focuses on instructor development and "on-the-floor" excellence, training martial artists to transform their personal discipline into powerful, high-energy teaching techniques that resonate across all styles.

SESSIONS

Saturday, May 16

11:00 AM - **Phenomenal Instructional (See Kristine Brink)**

JASON DUARTE



ABOUT

Instructor for Kovar's Laguna location, he has been training at Kovar's for over 20 years. A 5th degree Black Belt in Kovar's Kenpo, 1st degree Black Belt in Kobudo, Blue Belt in BJJ. Also a Kovar's TNT coordinator for more than 10 years, wrote TNT teaching manual, and has 2 years as Satori Alliance Coach.

SESSIONS

Saturday, May 16

2:00 PM - **Creative Training Drills & Disguising Repetition Workshop**

MARIAH FARIS-HIGA



ABOUT

Program Director for Kovar's Fair Oaks, California location, she has been training in the martial arts since 2013. A 3rd degree Black Belt in Kovar's Kenpo and Black Belt in Okinawan Kubudo and Blue Belt in Brazilian Jiu Jitsu.

SESSIONS

Saturday, May 16

10:00 AM - **Mat Chats & Communication Skills Workshop**

JERAMY SIPES



ABOUT

Academy Manager and Head Instructor for Kovar's Folsom location, he has been training martial arts since 1994. A 5th degree Black Belt in Kovar's Kenpo and also trains in BJJ and Boxing. A key part to the Kovar's social media and marketing team.

SESSIONS

Saturday, May 16

1:00 PM - **Coaching and Corrections Workshop**

ELAINE WARRENER



ABOUT

5th Degree Black Belt on the Kovar's team. Having served as an accomplished Program Director, she developed and launched the Program Director Certification for the industry. In her current role of Chief Program Officer, she now leads the Kovar's Program Director team and ongoing PD training for schools worldwide.

SESSIONS

Friday, May 15

3:00 PM - **Advantages of the 1-Day Close**

DAVE CHAMBERLAIN



ABOUT

Kovar's CEO and 3rd Degree Black Belt. He works with the Kovar's team to shape the world through martial arts. He has executive experience in high-profile corporate environments and fast-growing start-ups. He has also held executive management positions at IBM, Gateway, and Novell.

SESSIONS

Saturday, May 16

3:00 PM - **Closing Session**