

# 2010 MA SuperShow

# HEROES

*in waiting*

## Big Ideas for your Business at the 2010 Martial Arts SuperShow

Since the Show's inception, our goal has been to grow your business by providing innovative information, training and thinking. These concepts will transform the way you think and, as a result, enhance the way your business functions. With new speakers, inspiring topics, and an amazing tradeshow floor, this event is packed with excitement!

An exciting addition to this year's event is the Heroes in Waiting Program that will be FREE to every school that attends! This is a one-of-a-kind, life-changing curriculum, which can be easily implemented upon your return. Don't miss out! Join us July 5, 6, and 7, 2010 at the MGM Grand in Las Vegas!

### Pre-Conference Schedule

#### Sun July 4, 2010

2:00pm - 6:00pm Registration Open

#### Mon July 5, 2010

7:00 am - 6:00 pm Registration Open

8:00 am - 9:00 am Success Seminar Check In

9:00 am - 3:00 pm Pre-Conference Workshop Success Seminar, \$99 (Price includes lunch for 1 Attendee, 1 Guest)

2:00 pm Exhibit Hall Opens

5:00 pm - 6:30 pm Welcome Party in Exhibit Hall

6:30 pm Exhibit Hall Closes

7:00 pm - 8:30 pm Opening Ceremony, Marquee Ballroom featuring Keynote Speaker, Marcus Luttrell



To register call 866.626.6226 or visit [maSuperShow.com](http://maSuperShow.com)

Tue July 6, 2010		Swain Dollamur Room	ChampionsWay Room	Member Solutions Room	Tom Patire's Body-Guard Technology
7:00 am-2:00 pm	Registration Open				
Tradeshow Hours:	8:00 am-6:00 pm				Kevin Kearns, Burn with Kearns
7:00 am-8:00 am	Workout 1 and 2				Bill Wallace, Flexibility for the Ages
9:00 am-10:00 am	Seminar 1	Jimmy Phipps, Fun 5 Games For Ultimate Retention	David Wahl, Maximizing Your Retail Sales – \$200 Per Student Per Year – Could It Really Be This Easy?	Business Round Table: Michael Swain, Phil Goss, Barry Van Over, Rob Tucker, Mike Metzger	Tom Patire, When Seconds Count!
10:00 am-10:30 am	Break				
10:30 am-11:30 am	Seminar 2	Dave Kovar, Got Staff? Strategies for Recruiting and Training	Keith Thompson, Jingle Bells Bring Great Sales! Organize an Easy and Profitable Holiday Event	Robyn Silverman, Helicopter Parenting – Strategies for Dealing with Over-Involved Parents	Matt Hughes, Cage Fitness – The New Craze
11:30 am-1:00 pm	Lunch & Learn Sessions	Tom Patire, Body Guard Technology	Century, MAIA	MINDBODY Inc.	
1:00 pm-2:00 pm	Seminar 3	Ramon De La Cruz, How to Teach a Perfect Beginner's Class – Safe, Fun and Challenging	Andrew Speno, Hey, That's Me on TV! How to Get Your School on Television	Instructor Round Table: Karen Eden, Mike Chat, Dave Kovar	John Hackleman, MMA Training for Traditional Martial Art Schools
2:00 pm-2:30 pm	Break				
2:30 pm-3:30 pm	Seminar 4	Tommy Lee, From Questions to Closing, Elements of a Successful Intro Class	Robby Beard, How to Implement the Heroes in Waiting Program In Your School	Mark Mahoney, Don't Get Caught in a Web of Mistakes – Tips to Avoid the Top 10 Biggest Website Blunders	Mike Chat, Kick It Up a Notch – Traditional Martial Arts Energized!
3:30 pm-4:00 pm	Break				
4:00 pm-5:00 pm	Seminar 5	Mike Metzger, Growing Your Business From Group Enrollments to Group Upgrades	Zuhair Hillail, A MAP to Success with Martial Arts Parenting	Donny Makower and Geoffery Fuller, How to Effectively Leverage Social Media	Lyoto Machida, Karate is Back!
6:00 pm	Exhibit Hall Closes				
7:00 pm-9:00 pm	Gold Party (Studio 54) By Invitation Only				
Wed July 7, 2010		Swain Dollamur Room	ChampionsWay Room	Member Solutions Room	Tom Patire's Body-Guard Technology
Tradeshow Hours:	8:00 am-6:00 pm				Cliff Lenderman, Lean & Fit Workout
7:00 am-8:00 am	Workout 1 and 2				Beth Morrison, Cardio Kick & Core
9:00 am-10:00 am	Seminar 1	Fari Salievski, Retention Convention – Maintaining Your Students Before, During and After Enrollment	Jason Flame, Work Smarter, Not Harder – Generate Big Profits with 150 Students or Less	Mark Dumas, Ace the Enrollment Test – 50 to 100 Back-to-School Sign-Ups in 3 Weeks!	Ricardo Liborio, MMA the ATT Way
10:00 am-10:30 am	Break				
10:30 am-11:30 am	Seminar 2	Kimber Hill, In It for the Long Run – Retaining Students from Age 3 to Adult	Robby Beard, It's All About the Timing	William Clark, Unique Pricing Structures	Benny Urquidez, Beyond Kickboxing – Break a Sweat with the "Jet"!
11:30 am-1:00 pm	Lunch on your own / Learn Sessions		ChampionsWay		Cage Fitness
1:00 pm-2:00 pm	Seminar 3	Roland Osborne, Build a 6 – Month Beginner Curriculum for Automatic Enrollment into Upgrades	Bert Kollars and Marv Conway, Martial Art Branding Is More Than a Logo – It's the Answer to Driving Revenue	Jeff McKissack, Preach What Your Practice – Increase Earnings \$500-\$1,000 a Month by Teaching Outside Self-Defense Seminars	Dawn Barnes & John Hackleman, Safe MMA Kids Drills
2:00 pm-2:30 pm	Break				
2:30 pm-3:30 pm	Seminar 4	Barry Van Over, Community Impact Marketing – Charitable Service-Oriented Ideas to Grow Your Business	Cody Pepper, Treat Yourself to This! – How to Raise Thousands from a Halloween Event	Robby Beard, How to Implement the Heroes in Waiting Program in Your School	Robert Drysdale, Three Submissions from the Guard
3:30 pm-4:00 pm	Break				
4:00 pm-5:00 pm	Seminar 5	Tina Newberry, Tailgating – A New Twist for a Teacher Appreciation Event	Stephen K. Hayes, Taking Care of the Master	Brannon Beliso, Unlock Your Potential – 8 Keys to Becoming a Better School Owner and Instructor	Eyal Yanilov, Own the Night – Krav Maga Training in Low Light

