



VARSITY UNIVERSITY - ALL STAR

Gym Owners | July 9, 2020

11:00am - Justin Carrier - Opening Session

11:35am - Victor & Kristen Rosario - Keynote Address

Start Time (ET)	Speaker	Class Title	Description
1:00pm	Megan Lawton	Making the Most of the Resources You Have	This class primarily focuses on Small Gyms who all have big opportunities to shine.
	Paula Flynn-Lavallee	Revenue Generating Programs for Your Gym	This class will touch on ways to generate income, open up your program to a new customer base & increase your bottom line.
	Kellie Elliot	Wearing Many Hats	As gym owners, you are put in positions beyond sitting behind a desk. Join in this class to discuss the various hats owners wear and how to manage them from morning until night.
1:40pm	Speaker FAQs		
2:00pm	Cathryn Flack Weeden	Empowering Your Staff	Empowering your staff to create additional revenue streams for your gym that they can prioritize and manage.
	Tanya Roesel	What COVID-19 Has Taught Us to Strengthen Our Businesses	From loans to insurance, changing your business model & how to build your business to be strong through a pandemic. A must for every business owner, regardless of size!
	Megan Lawton	Building a Successful Program from the Ground Up	Focused on Small Gyms but applicable to every size, this is how to give your program strong roots & wings to grow!
2:40pm	Speaker FAQs		
3:00pm	Sean Timmons	Pushing Through Your Plan (COVID-19)	This class will help us continue to navigate through the “NEW” normal. Policies, procedures, and follow through are more important now than ever.
	Stacy Rowe	Leadership - Leaders Eat Last	Based on Leaders Eat Last by Simon Sinek, learn amazing ways to lead by example. Interesting stories, and experience in being the kind of leader that people WANT to work for and FOLLOW!
	Liz Gigante Ulrich	Building Your Staff From Within	We need reliable staff but so often, new staff we hire are not a good match for our culture & values. Invest in building your staff from within and avoid constantly outsourcing.
3:40pm	Speaker FAQs		
4:00pm	Stacy Rowe	Effectively Communicating with Staff	Take an exciting journey down the path of staff communication. Learn several tips & tricks about ways to make your expectations clear & effectively communicate to achieve your goals.
	Liz Gigante Ulrich	Knowing Your "WHY"	Why does your organization exist? Remembering WHY you started it in the first place & why your customers choose you. How do you set yourself apart from your competition?
	Brent Steele	New Kids on the Block	For Gym Owners with programs under 5 years old. Create a strong foundation through branding & culture.
4:40pm	Speaker FAQs		
5:00pm - Bill Seely - Closing Session			
5:30pm - Social Hour			