



JAM U CONFERENCE 2011  
 Louisville, KY  
 SPEAKING SCHEDULE

\*Schedule is tentative and subject to change! Posted on 06/10/11

GYM & STUDIO OWNERS  
 FRIDAY, JUNE 24, 2011

Room

9:00 AM - 10:00 AM	Cascade A/B	Gym & Studio Owners Check-In
10:00 AM - 10:30 AM	Cascade A/B	Welcome Session
10:45 AM - 11:30 AM	201/202	Marketing & Branding Your Program - Brad Habermel, Cheer Athletics
11:45 AM - 12:30 PM	201/202	Finding Money in Your Existing Operations - Frank Sahlein, 3rd Level Consulting
12:30 PM - 1:15 PM	201/202	Lunch Provided (Owners ONLY)
1:15 PM - 2:00 PM	201/202	Mergers & Acquisitions - Happy Hooper, ACE All-Stars
2:00 PM - 2:45 PM	201/202	Connecting - Social Media - Frank Sahlein, 3rd Level Consulting
2:45 PM - 3:30 PM	201/202	Open Forum with The JAM Brands

To attend the owner's sessions, you must be the owner of the gym/studio you are representing. Courses will be geared towards management topics and effectively running your business. Please contact your JAMcare Rep with questions and for more information!

DIRECTORS & COACHES  
 FRIDAY, JUNE 24, 2011

Room

1:00 PM - 2:00 PM	Cascade A/B	Student Check-In
2:00 PM - 2:30 PM	Cascade A/B	Freshman Orientation
2:30 PM - 3:15 PM	Cascade A/B	Networking & Intramurals

3:30 PM - 4:20 PM

Course I

PROFESSOR	ROOM	COURSE CODE	COURSE NAME
Jeremi Sanders	Cascade A/B	CHR	Maximizing the JAM Score Sheet
Eric Little	207	HO CHR	Incorporating Jumps Into Your Routine
Craig El	210	MGMT	Training Your Staff
Donnie Beckwith	211	HO CHR	Teaching & Spotting L1-L3 Tumbling

4:30 PM - 5:20 PM

Course II

PROFESSOR	ROOM	COURSE CODE	COURSE NAME
Lance Stoltenberg	207	HO CHR	Twisting Stunts & Tosses
Brad Habermel	208/209	MGMT	Increasing the Positive Energy in Your Gym
Cherokee Greendeer	210	CHR	Effectively Coaching Tiny, Mini & Youth Teams
LeRoy McCullough	211	HO CHR	How to Deal With Mental Blocks

5:30 PM - 6:20 PM

Course III

PROFESSOR	ROOM	COURSE CODE	COURSE NAME
Eric Little	Cascade A/B	HO CHR	Choreography
Jeremi Sanders	208/209	CHR	Maximizing the JAM Score Sheet
Happy Hooper	210	MGMT	The Long Term Business Plan
LeRoy McCullough	211	HO CHR	Stunting Techniques

6:30 PM - 7:15 PM

Cascade A/B

Open Forum - Q&A with the Professors

10:00 PM - ???

Fourth Street Live!

Downtown Louisville - Sully's Restaurant & Saloon  
 (Must be 21 or older to attend)



**A UNIQUE Conference Experience**

**OWNERS, DIRECTORS & COACHES**

**SATURDAY, JUNE 25, 2011**

Room

<b>9:00 AM - 10:00 AM</b>	<b>Cascade A/B</b>	<b>Roundtable Discussions</b>	
<b>10:15 AM - 11:05 AM</b>			
		<b>Course IV</b>	
<b>PROFESSOR</b>	<b>ROOM</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>
Lance Stoltenberg	207	HO CHR	Ridiculous Jumps
Brad Habermel	208/209	HO CHR	Choreographing to Your Team's Strengths
Craig El	210	MGMT	Creating Policies & Procedures
Tracy Zangaro	211	DNZ	Starting & Growing Your Hip-Hop Program
<b>11:15 AM - 12:05 PM</b>			
		<b>Course V</b>	
<b>PROFESSOR</b>	<b>ROOM</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>
Eric Little	Cascade A/B	HO CHR	Choreography
Donnie Beckwith	207	HO CHR	Conditioning & Training - Making it Fun!
Cherokee Greendeer	208/209	MGMT	Starting & Building a L5 Program
Courtney Smith-Pope	210	MGMT	Expanding & Branding Your Program
Dawnn Doychak	211	USASF	The ABC's of the USASF
<b>12:15 PM - 1:45 PM</b>			
<b>Lunch Break &amp; Visit With On-Campus Exhibitors</b>			
<b>2:00 PM - 2:50 PM</b>			
		<b>Course VI</b>	
<b>PROFESSOR</b>	<b>ROOM</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>
Eric Little	Cascade A/B	CHR	Q & A Choreography
Happy Hooper	207	MGMT	Building & Maintaining a Strong Co-Ed Program
Lance Stoltenberg	208/209	CHR	Creating Strong L1-L3 Teams - The Bread & Butter of Your Business
Courtney Smith-Pope	210	MGMT	Successful All-Star Methods & Policies
Donnie Beckwith	211	HO CHR	Teaching & Spotting L4-L5 Tumbling
<b>3:00 PM - 4:00 PM</b>			
<b>Cascade A/B</b>		<b>Intramurals</b>	
<b>4:15 PM - 5:05 PM</b>			
		<b>Course VII</b>	
<b>PROFESSOR</b>	<b>ROOM</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>
Cherokee Greendeer	207	MGMT	Growing Your Small Gym
Craig El	208/209	MGMT	Extra Credit - The Extras that Set Your Program & Business Apart
LeRoy McCullough	210	CHR	Learn How to Identify What Drives Your Athletes & How to Teach Them Accordingly
Courtney Smith-Pope	211	HO CHR	Pyramid & Stunt Development Technique
<b>5:15 PM - 6:45 PM</b>			
<b>Cascade A/B</b>		<b>Graduation and Closure Session</b>	
<b>8:00 PM - 11:00 PM</b>			
<b>Cascade A/B</b>		<b>Graduation Toga Party!!!!</b>	