BACK 9 NINE

2026 SALES AND MARKETING CONFERENCE

OCTOBER 1–2, 2026 | ROOM: AUGUSTUS I & II (see map here)

THURSDAY

2:30 – 3:30 PM
Welcome Statement from Wil & Keynote Speaker Steve Hockett

3:30 – 5:00 PM (Tommy Tebbs)
Leagues and Tournaments
Formats that fill bays and build your community — what's new, and what's coming.

5:00 – 7:00 PM
Networking Reception
Beverages and light refreshments will be served

FRIDAY

9:00 – 9:30 AM (Marcus/ Chris)
Executing The Back Nine Way
A panel featuring those who turn consistent daily activity into consistent membership growth.

Back Nine Way Panel:
John - Sayville, NY
Logan - Sunset, UT
Riley - American Fork, UT
Brian Jacobs - Waterford Lakes, FL.

9:30 – 10:15 AM (Chris Holdredge)
Conquering Seasonality
Always be one season ahead — build the strategy for your next season before the current one ends.

Conquring Seasonality Panel:
Len Fox - Clarkston & West Bloomfield, MI
Russell Bowen - Pompton Plains, NJ

10:25 – 11:10 AM
Corporate Revenue Growth
Learn how to build a diverse corporate pipeline by identifying, pitching, and maintaining partnerships that drive recurring revenue.

Corporate Revenue Panel:
Keaton Henson - Fulshear, TX
Greg Kerl - Multi Unit - Florida
Mercedes Fonte - Multi Unit - Nebraska
Michele Mitchell - Multi Unit - Arizona

11:15 AM – 12:00 PM (Tanner Scott)
Selling Without Feeling Salesy
Hands-on learning to handle objections, confidently ask for the close, and get comfortable with uncomfortable conversations.

12:00 – 1:00 PM
Lunch

1:15 –1:50 PM (Curtis Reed)
The Marketing and Brand Engine

2:00 – 2:50PM (Ryan Smith)
Campaigns That Convert:
From Idea to Live Campaign

3:00 - 3:50 PM (Stephen O'Connor)
The Lead Lifecycle:
Journey from Interest to Membership

4:00 - 4:50 PM (Jordan Bickel)
The 5 Daily CRM Habits of High-Performing Locations

5:00 PM
Closing Remarks

SHARE IDEAS | DRIVE GROWTH | DELIVER RESULTS