



SCHEDULE

Wednesday, Oct. 7, 2026

Start	End	
1:00 PM	5:00 PM	Check-In
6:00 PM	8:00 PM	Welcome Reception

Thursday, Oct. 8, 2026

Presentations Begin at 9 AM

Start	End	Topic	Speaker
8:00 AM	9:00 AM	Late Check-In	
9:05 AM	9:20 AM	Opening Remarks	Jamie Osborn
9:25 AM	9:55 AM	The Corporate WHY: Franchising, Mini, Mobile, M&A	Ben Crosbie, Jamie Osborn, Felicia Janovich
10:00 AM	10:45 AM	Store Level Execution (Data to Execution)	Alex Eliades, Jamie Osborn, Dikalo Chie, Felicia Janovich
10:50 AM	11:20 AM	Recap to Date: R3	Jane Martin, Kari Armamento, Franchisees
11:25 AM	11:55 AM	Panel: Opening Your Next Unit	Felicia Janovich, Malia Stocker, Johnny Emmerson, Manuel Torres
12:00 PM	1:15 PM	Lunch	
1:20 PM	1:50 PM	Panel: Peer Inspiration & Insights	Jamie Osborn, Franchisees
1:55 PM	2:55 PM	Panel: Dr. OS	Dikalo Chie, John Marsh, Jason Jackson, Jason Drohn
2:30 PM	3:15 PM	Panel: Drip Journey	Ben Crosbie, Jason Drohn, Felicia Janovich, Dr. Steve Rallis
3:20 PM	3:50 PM	Drip Direct: Growth through Relationship and Affiliate	Alex Eliades, Kari Armamento
3:55 PM	4:25 PM	Fireside Chat: Retention with the Level 1-3 Nurse Program	Felicia Janovich, Jane Martin
4:30 PM	5:00 PM	Closing Announcements	
6:00 PM	8:00 PM	DBaM Awards Dinner	

Friday, Oct. 9, 2026

Presentations Begin at 9 AM

Start	End	Topic	Speaker
9:00 AM	9:15 AM	Opening Day 2: Welcome to Wednesdays	Ben Crosbie
9:15 AM	10:00 AM	FAC Recognition & 2027 Plan	Jamie Osborn
Breakout Sessions			
10:05 AM	10:35 AM	Round Table Workshop: Foundational	Felicia Janovich, Franchisees
10:40 AM	11:05 AM	Round Table Workshop: CTA	Dikalo Chie, Franchisees
11:10 AM	11:40 AM	Round Table Workshop: Growth	Alex Eliades, Franchisees
11:45 AM	12:15 PM	Round Table Workshop: Next 90-day Plan	Jamie Osborn, Franchisees
Closing Announcements			