

ANNUAL CONFERENCE

UNITED BY PURPOSE
DRIVEN BY IMPACT



October 6-8 2025
Sheraton Portsmouth
Portsmouth, NH





WELCOME

Welcome to our first USA Ninja Challenge Owners Conference

On behalf of the entire USA Ninja Challenge team, and as co-founders of this growing community, we are excited to welcome you to our annual conference.

When we started USA Ninja Challenge, our mission was simple: to inspire kids to move, build confidence, and develop life skills through the fun and challenge of ninja training. Today, that mission has grown into a thriving network of gyms, owners, coaches, and families across the country, each playing a vital role in shaping the future of youth fitness.

This conference is an opportunity to share ideas, strengthen connections, and celebrate the passion and hard work that drives our franchise family. Over the next few days, you'll hear from experts, connect with peers, and leave with new tools and inspiration to help your gyms and athletes succeed.

We're excited to see how together we can continue to push the boundaries of what's possible for our brand, our athletes, and the communities we serve.

Thank you for being here and for being such an important part of the USA Ninja Challenge journey. We can't wait to share this experience with you.

With appreciation,

Richard Knight & Dale Grant
Co-Founders, USA Ninja Challenge





Conference Agenda

TIME	AGENDA	TOPIC	PRESENTER
Monday, October 6			
5:00 - 7:00 PM	Registration		
7:00 - 9:00 PM	Welcome Reception	Join us for some conversation and cocktails in the Riverwatch Room.	Richard Knight & Dale Grant
Tuesday, October 7			
9:00 - 9:30 AM	Opening Remarks	What is the Dream, State of the Business & Future Forecast	Richard Knight, Dale Grant, Somer Buchanan
9:30 - 10:00 AM	USANC & 2028 Olympics	USANC & Our Olympics Partnership	Kevin Montford
10:00 - 10:45 AM	Seeking Excellence: The Never-Ending Journey	Embrace continuous improvement, energize brand ambition, and stay competitive in a fast-paced, consumer-driven world through actionable strategies and expert insights.	Evan Hackel
10:45 - 11:00 AM	Coffee Break		ALL
11:00 - 12:30 PM	Profit Soup	Plan with purpose, manage with clarity, and build profit with intention.	Rod Bristol
12:30 - 1:30 PM	Lunch		ALL



Conference Agenda

TIME

AGENDA

TOPIC

PRESENTER

Tuesday, October 7

1:30 - 2:15 PM

Breakout 1

Vendor Networking

Vendors

2:30 - 3:15 PM

Breakout 2

Leveraging Competitive
Events to Boost Retention

Amy Harley &
Ben Powell

3:15 - 3:30 PM

Break

ALL

3:30 - 5:00 PM

Franchise Think Tank

Team Brainstorm Activity

Joshua Faber &
Richard Knight

6:00 PM

Dinner & Game Show
Event

The Wilder
174 Fleet St, Portsmouth, NH

ALL

Wednesday, October 8

9:00 - 9:30 AM

Awards

Celebrate 2024-2025 Award
Recipients

Richard Knight,
Dale Grant &
Somer Buchanan

9:30 - 10:30 AM

Working Breakfast

Facebook and Guerilla Marketing:
How to Make Facebook and
Community Outreach Work for
You (Q&A Panel Discussion)

Paul Ryan, Stephen
Saekoo & Jorgen
Strycharz

10:30 - 11:00 AM

Closing Remarks

Ask the CEO

Richard Knight

11:00 AM

Departure

Safe Travels!

ALL



What is the Dream?

Key Takeaways





Seeking Excellence

Key Takeaways





USANC & 2028 Olympics

Key Takeaways





Vendor Networking

Key Takeaways





Leveraging Competitions

Key Takeaways





Franchise Think Tank

Key Takeaways





Facebook & Guerilla Marketing

Key Takeaways





Ask the CEO

Key Takeaways





SPEAKER BIOS



EVAN HACKEL
INGAGE CONSULTING

Evan Hackel is a recognized authority on leadership, franchise growth, and building high-performance cultures. Founder of Ingage Consulting and creator of the Ingaged Leadership approach, Evan has worked with more than 100 franchise brands to inspire teams, improve operations, and accelerate results. He has founded three franchise systems, managed four brands generating over \$5 billion in sales, and served as President of the New England Franchise Association. With an MBA from Boston College, Evan played a key role in CCA Global Partners' expansion to a \$10 billion franchise/cooperative business. As a dynamic speaker and thought leader, he empowers organizations and individuals to achieve excellence every day.

Kevin Montford is the CEO of USA Pentathlon Multisport (USAPM), where he leads the organization's strategic growth and Olympic development initiatives. A successful business owner with a strong background in pentathlon, Montford brings energy and innovation to the role. He played a key part in integrating ninja-style obstacle racing into the modern pentathlon, helping position USAPM as a leader ahead of the 2028 Olympics. Under his leadership, USAPM launched a high-performance training program in Charlotte, NC, and forged partnerships to expand athlete development nationwide. Montford's vision continues to shape the future of American multisport competition.



KEVIN MONTFORD
USA PENTATHLON



SPEAKER BIOS



ROD BRISTOL
PROFT SOUP

Rod Bristol is a seasoned business strategist with 23 years as a multi-unit printing chain owner. He's a merger and acquisitions specialist, master financial trainer, and Certified Franchise Executive. Known for making complex financial topics engaging and accessible, Rod has boosted the confidence of thousands of business owners through his work with Small Business Development Centers and the International Franchise Association. A sought-after keynote speaker and workshop facilitator, he helps entrepreneurs grow wealth from startup to exit. Rod and his wife, Debbie, enjoy boating and summer water sports in the Pacific Northwest with their three children and three grandchildren.

Somerset "Somer" Buchanan has over 12 years of franchise experience, including 8 years at Dunkin' Brands and 4.5 years at Threshold Brands, where she worked closely with franchise owners and GMs. With 30+ years in Learning & Development, she's all about building strong people operations and processes that help franchisees thrive. Somer's a proud mom of three, has been married for over 35 years, and keeps up with two energetic huskies. In her downtime, she shares her love for holiday décor and gardening on her YouTube channel, "SomerTime".



SOMER BUCHANAN
CHIEF OPERATING OFFICER
NINJA FRANCHISING, INC

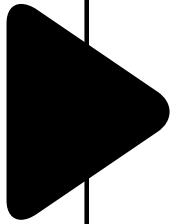


SPECIAL GUESTS



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