



CATALYST '26



GO WILD

MARCH 23-25, 2026  
OMNI HOTEL OKLAHOMA CITY, OK

## Event Schedule

### Monday, March 23

- 9:00am - 3:00pm Advisory Council Meeting
- 5:00pm - 6:30pm Opening reception

### Tuesday, March 24

- 7:00am - 7:45am Breakfast with Exhibitors
- 8:00am Welcome To Catalyst Opening Remarks
- 8:15am - 8:55am Opening Session: Matthew Smiley Former Special Teams coordinator for the Buffalo Bills
- 9:00am - 10:30am Breakout Sessions
  - Session expert Jason Williams
  - Workshop 1: Accountability for Business Owners and General Managers
  - Session expert Brian Nelson-Palmer
  - Workshop 2: The Missing Formula to Prioritize and Create More Time Productivity: Strategies for Service/Office Managers Worth Your Time
- 10:30am - 11:30am Break: Rapid Fire with Exhibitors and Networking
- 11:30am - 12:45pm Breakout Sessions
  - Workshop 1: Accountability for Business Owners and General Managers (continued)
  - Workshop 2: Worth Your Time – The Missing Formula to Prioritize and Create More Time Productivity (continued)
- 12:45pm - 2:00pm Lunch with Exhibitors
- 2:00pm – 4:00pm Breakout Sessions
  - Workshop 1 (Continued): Accountability for Business Owners and General Managers
  - Workshop 2: Calm In Chaos - Successfully Prioritize, Focus, & Get It DONE When You're Drowning & Everything's "Important"
- 4:00pm – 4:15pm Break with Exhibitors
- 4:15pm – 5:00pm Breakout Sessions (continued)
  - Workshop 1: (Continued): Accountability for Business Owners and General Managers
  - Workshop 2: (Continued): Calm In Chaos - Successfully Prioritize, Focus, & Get It DONE When You're Drowning & Everything's "Important"
- 5:30pm – 8:30pm Group Event: Dinner and Networking at the Oklahoma City Cowboy Museum (preregistration required)



### Wednesday, March 25

- 8:00am – 9:00am Breakfast with Exhibitors
- 9:00am – 9:45am Marketing & Growth Strategy Roundtable – Facilitated by Scorpion
- 9:45am-10:30am Peer Panel Discussion – Marketing Panel - Doug Isley, Sam Heger, Amy Hart, and Jennifer Johns
- 10:30am – 11:00am Break with Exhibitors
- 11:00am – 12:00pm Canva, Gamma & Beyond: An AI Tools Workshop for Marketing in the Home Service Industry – Presented by Colleen Keyworth
- 12:00pm – 1:15pm Lunch with Exhibitors
- 1:00pm – 2:00pm Peer to Peer - Q-List Live – Customer Retention: Winning Customers for Life Without Discounting Yourself - Facilitated by Chris West
- 1:30pm – 4:00pm Peer group meetings. Meet with your peer group or be assigned to a peer group.
  - Service Manager
  - Commercial
  - Marketing
  - Visionary / Owner
  - Call Center (CSR / Dispatcher)

Oklahoma City, It's more than OK!