

# 2026 MIDEAST REGIONAL CONVENTION AGENDA

**Friday - May 15, 2026**

**7:00pm - 9:30pm**

**Featured Speakers:** *Charlie Baer, Penny Lafferty, Big Al Yentsch, Shannon Goodberry, Bonnie Hunter, Dr Nancy Miller-Ehli, Josh Rafael, Cenie Laude, Diana Borgia-Petro*



**Jim Dwyer, MC**

**Because I Said Yes - Insight from 5 Million Dollar Club Members**

**Next Level Wellness: Basics & Breakthroughs**

**Overcoming the Mental Hurdles**

**Power Profile Stack**

**Announcements & Weekend Details**

**Saturday - May 16, 2026**

**9:30am - 5:30pm**

**Featured Speakers:** *Dritan Hodo, Amber Yang, Carl Eklund, Bobbi Porter, Jocelyn Holleran & Mike Grinage, Dr Tamara Weinstein, Dr Dusher, Big Al Yentsch, Charlie Baer, Allison Abbott, Hannah Barlow, Benson Chen, Andy Webb, Deb & Mike Anderson, Don Martin, Marc Bernacchi, Ben Ginder, Jonathan Rodriguez*

**What Makes MarketAmerica Different**

**Earn Money Now**

**Why Accomplished People Partner with MA**

**Power of our Products: Testimonials & Health Professional Insights**

**The MERC Show: Q&A with Amber Yang and Ben Ginder**

**Organic Prospecting: Uncovering Possibilities Everywhere**

**Leveraging Others Credibility to Book Appointments**

**Recruiting Through In-Home Events**

**The Science of Onboarding a New Partner Right**

**Recognition: Challenge Achievers & Pin Levels**

**Ultimate Growth Formula: Building Event to Event**

**Leads - Where to Find Them & How to Work Them**

**Leading from the Front: It Starts with You**



# 2026 MIDEAST REGIONAL CONVENTION AGENDA

**Sunday - May 17, 2026**

**9:30am - 1:30pm**

**Featured Speakers:** Calvin Demetrius, Bonnie Hunter, Jessica Hunter, Big Al Yentsch, Shannon Goodberry, Dr Tamara Weinstein, Tom Pasternak, Tim Hampton, Nick Friday, Roy Gingrich, Bonnie Gallegher, Brett Portelli, Steve Jean Louis, Chevy Reynolds, Jim Hammer, Chris Smith, Andy Webb, Don Martin



**Mindset of a Successful Unfranchise Owner**

**Paying it Forward: Elevating others**

**The Art of People Leading to More People**

**Panel: Recruit to Retail & Retail to Recruit. Whats best for YOU**

**Leadership: How to Work with Different Personality Types**

**Culture and the Intangibles that MA Provides**

**Science of Earning Referrals - Leveraging Your Circle**

**From You to a Team of 10**

**Close: Predict Your Future by Creating It**

## VIP: Venue & Backstage Tour

Friday 5:30pm & 6:00pm (Meet Shannon & Jocelyn in the PAC Lobby)

## Pre-Event VIP Bonus Sessions

Friday 1:00pm-5:00pm (PAC Main Stage)

1:00pm - 3:00pm: *How to Sell High Ticket Services: WebCenters & Debt Shredder*

3:00pm - 5:00pm: *Advanced Wellness & Skincare Solutions: Dr Tamara Weinstein Beauty from the Inside-Out & Outside-In*



*\*FREE for VIP Ticket Holders. General admission can be purchased separately at \$20 per session on MidEast Region Website.*

## Saturday Morning Workout

## & Cold Plunge w/ Regional Director Don Martin

Morning Workout: 7:15am | Cold Plunge: 8:00am



## Bonfire Social

Saturday Night 9pm - 11:30pm

Join us as we enjoy a Bonfire Networking Social on the beach at the host hotel - Castle In The Sand. This is a great opportunity to connect during this phenomenal MidEast Regional experience, having fun while solidifying relationships with other business owners from our region.

