



2026 CONFERENCE SCHEDULE

August 31 – September 2, 2026 | Hyatt House Charleston

MONDAY, AUGUST 31 — ARRIVAL & KICKOFF

12:00–5:00 PM Arrival & Hotel Check-In

2:00–5:00 PM Registration Desk Open *(Magnolia Hall)*

2:00–5:00 PM Vendor Set-Up *(Grand Magnolia B & C)*

3:30–5:00 PM Owners Board Meeting & General Assembly (Owners Only)

Jennie Cash, OFOA President *(Palmetto & Carolina Room)*

5:30–7:30 PM Welcome Reception (Owners & **Champion Sponsors** Only)

Pour Taproom Rooftop — cocktails, light bites & networking

TUESDAY, SEPTEMBER 1

7:30 AM–5:00 PM Registration Desk Open *(Magnolia Hall)*

7:30–9:00 AM Breakfast on Your Own *(Hotel Lobby)*

9:00–9:15 AM Welcome & Opening Remarks (Open to All)

Jennie Cash, OFOA President *(Grand Magnolia A)*

9:00–10:15 AM Business Session #1 (Open to All)

Orkin Corporate Presentation *(Grand Magnolia A)*

10:15–10:30 AM Break *(Refreshments Palmetto & Carolina Room)*

10:30 AM–12:00 PM Keynote #1 (Open to All) 
Craig Huston, Summit Achievers *(Grand Magnolia A)*
Built to Lead: How Franchise Owners Build Teams That Take Ownership

12:00–1:00 PM **Networking Lunch** *(Grand Magnolia B & C)*

1:00–2:30 PM Keynote #2 (Open to All)

Craig Huston, Summit Achievers *(Grand Magnolia A)*

Built to Lead - Part 2

2:30–2:45 PM Break *(Palmetto & Carolina Room)*

WEDNESDAY, SEPTEMBER 2

7:30 AM–5:00 PM Registration Desk Open *(Magnolia Hall)*

7:30–8:30 AM Breakfast on Your Own *(Hotel Lobby)*

8:30–10:30 AM **Advocate Sponsor Fire Drills** (Group A & B)
(Grand Magnolia B & C)

10:30–10:45 AM Break *(Palmetto & Carolina Room)*

10:45–11:45 AM Business Session #3 (Group A & B)

Tracy Sullivan, AAC Distributing *(Grand Magnolia A)*

Selling the Exclusion Package



11:45 AM–1:15 PM **Awards Lunch** *(Grand Magnolia B & C)*

GROUP A

1:15–2:15 PM Business Session #4

Steele Reid, Cinch

(Grand Magnolia A)

The Fully Automated Customer Life Cycle for Pest Control

2:30–3:30 PM **Supporting Sponsor Fire Drills**

GROUP B

1:15–2:15 PM **Supporting Sponsor Fire Drills**

2:30–3:30 PM Business Session #4

Steele Reid, Cinch

(Grand Magnolia A)

The Fully Automated Customer Life Cycle for Pest Control



3:30–3:45 PM Break *(Palmetto & Carolina Room)*

3:45–5:00 PM Session #5

Todd Sawyer, OFOA *(Grand Magnolia A)*

What's All the Buzz — Owners Only Roundtable

5:00–5:15 PM Closing Remarks

GROUP A

2:45–4:00 PM Business Session #2

Ian Williams, Orkin

(Grand Magnolia A)

Branch Operational Reviews

4:00–5:15 PM

Champion Sponsor Fire Drills

(Grand Magnolia B & C)

GROUP B

2:45–4:00 PM

Champion Sponsor Fire Drills

(Grand Magnolia B & C)

4:00–5:15 PM Business Session #2

Ian Williams, Orkin

(Grand Magnolia A)

Branch Operational Reviews

Evening: Dinner on Your Own