




# Military Creator Con 2026

Complete Event Agenda

April 16-18, 2026 • Arlington, TX

## Agenda Overview

Thursday - April 16	10 sessions
Friday - April 17	25 sessions
Saturday - April 18	33 sessions

 Registration Fri 7am-4pm, Sat 7am-12pm | Lobby

 Marketplace Fri & Sat 9am-4pm | Hallway

 VIP Lounge Fri & Sat 9am-4pm | Conrad Lounge

# Thursday

April 16

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🕒 7:00 AM - 4:00 PM

## Registration

📍 Hallway

Checkin

Registration

🕒 9:00 AM - 9:30 AM

## Check-In + Coffee Kickoff

📍 Statler Stage

Checkin

Registration

Grab your workbook. Find your seat. Fuel up with coffee and breakfast snacks. Connect with fellow veteran entrepreneurs.

🕒 9:30 AM - 10:00 AM

## Welcome + The Big Idea

📍 Statler Stage

Welcome

Transition

What is Category Design? Why you must stop competing and start creating. The mindset shift required to build something the world has never seen before. Overview of the day and what success looks like by 4:00 PM.

SPEAKERS:

Christopher Lochhead, Jaime Jay

🕒 10:00 AM - 10:20 AM

## Jaime + Damp + Lochhead: Get Hyped

📍 Statler Stage

Workshop

Transition

Mike Damphousse joins the stage. A rapid-fire back and forth with Lochhead

SPEAKERS:

Christopher Lochhead, Jaime Jay, Mike 'Damp' Damphousse

🕒 10:20 AM - 10:50 AM

## POV PANEL: From Idea to Impact

📍 Statler Stage

Workshop

Transition

A workshop on identifying and framing the core problem your category solves.

SPEAKERS:

Jaime Jay, Mike 'Damp' Damphousse

🕒 10:50 AM - 11:00 AM

## Break

📍 Statler Stage

Break

Networking

Coffee. Reflection. Quick conversations.

🕒 11:00 AM - 12:00 PM

## Claim It: Owning the Space

📍 Statler Stage

Workshop

Transition

How to tell your story so the market “gets it.” Narrative design vs traditional pitch.

SPEAKERS:

Christopher Lochhead, Jaime Jay, Mike 'Damp' Damphousse

🕒 12:00 PM - 1:00 PM

## Lunch Break

📍

Break

Networking

Eat, network, and reflect on your category idea. Optional peer feedback circles.

🕒 1:00 PM - 2:00 PM

## Frame It: What's Broken in the World

📍 Statler Stage

Workshop

Transition

Identifying the villain. Exposing what is not working. Why traditional approaches fail.

SPEAKERS:

Christopher Lochhead, Jaime Jay, Mike 'Damp' Damphousse

🕒 2:00 PM - 2:30 PM

## Name It: Your Category + Your POV

📍 Statler Stage

Workshop

Transition

Category vs product vs company. How to name something that creates clarity and gravity.

SPEAKERS:

Christopher Lochhead, Jaime Jay, Mike 'Damp' Damphousse

🕒 2:30 PM - 3:00 PM

## Lightning Strikes & Rolling Thunder: Make the World See It

📍 Statler Stage

Exercise

Transition

How to create bold, visible market moments. Examples of Lightning Strikes/Rolling Thunder that shifted perception.

SPEAKERS:

Christopher Lochhead, Jaime Jay

🕒 3:00 PM - 3:45 PM

## Sharing + Spot Coaching

📍 Statler Stage

Coaching

Transition

Volunteers share: Category POV Lightning Strike

SPEAKERS:

Christopher Lochhead, Jaime Jay

🕒 3:45 PM - 4:00 PM

## Wrap-Up + Next Steps

📍 Statler Stage

Closing

Transition

What to do in the next 90 days. How to protect your momentum after you leave Arlington.

**SPEAKERS:**

Christopher Lochhead, Jaime Jay

🕒 5:00 PM - 7:00 PM

## MCC Registration and Check in

📍 Lobby

Checkin

Registration

Registration for MCC 2026

🕒 7:00 PM - Midnight

## Welcome Social

📍 R Bar & Grill

Social

Networking

Kick off the Military Creator Con experience in style at an exclusive Opening Night Social, a high-energy welcome event designed to break the ice, spark new connections, and set the tone for an unforgettable conference. Held the evening before the main programming begins, this inaugural gathering offers the first opportunity to meet fellow attendees, speakers, and creators in a relaxed, fun, and festive environment. This event is where the magic starts.

**Sponsored by:**

Tenur

# Friday

April 17

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🕒 7:00 AM - 4:00 PM

## Registration

📍 Lobby

Checkin

Registration

🕒 8:00 AM - 9:00 AM

## Morning Meet & Greet

📍 Hallway

Networking

Kick off your day with coffee, conversation, and connection. The Morning Coffee Meet & Greet is where the day begins, a chance to meet fellow attendees, speakers, and creators before sessions start. Make introductions, spark new conversations, so grab a cup, find your people, and step into the day ahead energized and inspired.

This event sponsored by:  
Heroes Media Group

🕒 9:00 AM - 9:15 AM

## Opening Ceremony

📍 HighLevel Stage

Networking

General

🕒 9:15 AM - 10:55 AM

## Fireside Chat with Christopher Lochhead

📍 HighLevel Stage

Keynote

Innovation

Two entrepreneurs. One candid conversation. In this fireside chat, Christopher Lochhead joins Jaime Jay to explore how creators and veterans can think differently, stand out in crowded markets, and build movements instead of just businesses. The discussion will focus on category design, owning your narrative, and creating work that cannot be ignored. Through real stories and honest lessons, they will share what it takes to lead with purpose and build something that defines its own space. Attendees will leave with one clear takeaway: the biggest opportunities come when you stop competing and start creating a category of your own.

**SPEAKERS:**

Christopher Lochhead, Jaime Jay, Mike 'Damp' Damphousse

🕒 11:00 AM - 11:50 AM

## AAFES Townhall: Selling Your Products to AAFES

📍 HighLevel Stage

Panel

Transition & career

Ever wondered how to get your product or service into Exchange stores? This townhall walks through the process of working with AAFES, from vendor requirements and product considerations to the common mistakes that slow companies down. You will hear directly what buyers look for, how the approval process works, and how military-connected entrepreneurs can position their products for retail success inside the Exchange system. This session focuses on practical guidance and real answers, not theory. Attendees will leave with one clear takeaway: how to prepare your product and your business to work with the Exchange.

**SPEAKERS:**

Rich Martinez, Denise Hunter, Marissa Carpenter

🕒 11:00 AM - 11:50 AM

## Mission-Aligned: How Military Creators and Organizations Build Sponsorships

📍 Capital Stage

Panel

Transition & Career

Most sponsorship panels give you one side of the story. This one gives you all of them. Moderated by a PR strategist with 20 years of experience helping brands tell their stories in the military and veteran space. A seasoned sponsor who has evaluated pitches at Verizon, Disney.com, and CBS Radio. A combat Marine CEO whose lived experience is his greatest asset. And a military spouse and marketing strategist who understands both the corporate and nonprofit sides of the military community. Four voices. Four stories. One conversation that will change how you approach every partnership, pitch, and sponsor relationship from this day forward.

### SPEAKERS:

Holly Griffeth, Ashley Schick, Jacob Schick, Renee Cossman

🕒 11:00 AM - 11:50 AM

## How Military Creators Win with UGC

📍 Beverly Stage

Workshop

Content creation & storytelling

This interactive workshop shows military creators how to turn everyday content into paid user generated content opportunities. Led by veteran marketing strategist Trish Leto, the session explains what brands actually pay for, how to create high converting content without chasing followers, and how to package your experience into usable content assets. You will learn how to position yourself as a reliable UGC partner and pitch brands professionally with confidence. Attendees will leave with one clear takeaway: a simple framework for creating UGC that performs and can be used immediately to pursue paid brand work.

### SPEAKERS:

Trish Leto

🕒 11:00 AM - 11:50 AM

## From Newsletter to Network: How to Grow Your Substack

📍 Statler Stage

Workshop

Content & storytelling

Substack gives creators a way to build a direct connection with their audience without relying on social media algorithms. In this session, you will learn how to use written, audio, and video content to grow a Substack publication that builds both community and income. The talk will cover how to attract subscribers, how free and paid memberships work, and how owning your email list creates long term opportunity. You will also see how creators turn newsletters into networks that support their mission, message, and business. Attendees will leave with one clear takeaway: how to start and grow a Substack that you control.

**SPEAKERS:**

Jim Fuhs

🕒 12:00 PM - 1:00 PM

## Lunch

📍 Waldorf Room

Meal

Networking

🕒 1:00 PM - 1:50 PM

## Creativity & The Creative Process: An Open Discussion

📍 Highlevel Stage

Panel

Content creation & storytelling

Creativity looks different for every artist, but the process of turning ideas into meaningful work often shares common threads. In this open discussion, creators from multiple disciplines explore how inspiration becomes action and how creative work evolves from concept to completion. The panel will reflect on personal creative habits, overcoming blocks, collaboration, and the realities of sustaining a creative life. Attendees will gain insight into how different artists approach their craft and practical perspectives on nurturing their own creative process.

**SPEAKERS:**

Marah Lago, Seung Paik, Carmine Denisco

This session is sponsored by::

ALVARA

🕒 1:00 PM - 1:50 PM

## Holistic Well-Being for the Creative Warrior

📍 Capital Stage

Panel

Transition & career

Creativity thrives when the mind and nervous system are supported. This dynamic panel explores the intersection of creativity, resilience, and holistic well-being. From navigating writer's block and burnout to difficult conversations and managing entrepreneurship with purpose, the discussion offers practical insights into nervous system regulation, emotional resilience, and sustainable creativity. Attendees will gain actionable tools and techniques to help stay grounded, support mental wellness, and cultivate clarity to show up fully in their work, their storytelling, and their everyday lives.

### SPEAKERS:

Anna Larson, Roman Baca, Hilary Russo, Tyler Clark

This session is sponsored by::

VA Office for Suicide

🕒 1:00 PM - 1:50 PM

## Strategy Development for Solopreneurs

📍 Statler Stage

Session

Transition & career

Solopreneurs face a unique challenge. There are more tactical tasks than time to complete them, operational demands often require resources that are not yet available, and many business owners move forward without a clear strategy to guide decisions. This session explains what strategy really means, why it matters for solopreneurs, and how it creates direction, priorities, and measurable progress. You will learn how to simplify decision making, focus on what matters most, and build a plan that supports long term growth. Attendees will leave with one clear takeaway: how to develop and apply a practical strategy that brings clarity and confidence to your business.

### SPEAKERS:

Dr Russ Barnes

🕒 1:00 PM - 1:50 PM

## The Secret to Building a Community That Fuels Both Purpose & Profit

📍 Beverly Stage

Panel

Community & leadership

A strong community can do more than grow an audience. It can amplify purpose while creating sustainable income. In this conversation, two creators share the secret to building communities that support mission and business. You'll hear how trust, shared values, and consistent engagement turn followers into loyal supporters. The discussion will explore practical strategies for nurturing meaningful connections, creating value for your audience, and building a community that fuels both impact and long-term opportunity.

### SPEAKERS:

Mr. Adam Bird, Sha Sparks

This session is sponsored by::

HighLevel

🕒 2:00 PM - 2:50 PM

## Profit First for Creatives

📍 HighLevel Stage

Workshop

Transition & career

In this in-person workshop, Profit First for Creatives author and CPA Christian Brim walks military creators through a simple system to bring order to their business finances without killing creativity. Built on the Profit First method, the session shows how to separate income into purpose-driven accounts, ensure consistent profit, and pay yourself first. Through practical examples from creative industries—videographers, content creators, designers, and agencies—attendees will learn how to eliminate cash-flow stress and gain financial clarity. The goal is simple: prove that creativity and profitability work together so your mission, message, and creative work can thrive long-term after the conference ends.

### SPEAKERS:

Christian Brim

🕒 2:00 PM - 2:50 PM

## Healing Power of Collaboration in the Arts

📍 Capital Stage

Workshop

Content creation & storytelling

Art and storytelling can become powerful tools for healing. This workshop explores how creative expression through art and poetry helped transform lived experiences of combat service, military sexual trauma, and PTSD into a path toward healing and empowerment. Participants will hear reflections from a creative collaboration inspired by the autobiography *Latina Warrior* and learn how artistic practice can support post-traumatic growth. This session invites attendees to explore how creativity can help process difficult experiences and build a more authentic, fulfilled life.

### SPEAKERS:

Lisa Firmin, Christina Helferich-Polosky

🕒 2:00 PM - 2:25 PM

## Military Creators Build Leverage by Showing Up

📍 Beverly Stage

Session

Transition & career

Most military creators wait for clarity, confidence, or the perfect plan, and that delay costs them momentum. In this session, Jason shares how taking action before feeling ready led to partnerships, investing opportunities, startup roles, and a globally ranked tech podcast. What started as simple conversations became a platform that built trust, access, and long term leverage. This talk is not about algorithms or hacks. It is about execution, consistency, and letting small actions compound over time. Attendees will leave with one clear takeaway: start now, stay consistent, experiment often, and allow leverage to build through disciplined action.

### SPEAKERS:

Jason Cavness

🕒 2:00 PM - 2:25 PM

## Ordinary to You is Amazing to Others

📍 Statler Stage

Session

Content creation & storytelling

Most service members and veterans do not struggle with capability, they struggle with translation. The experiences that feel ordinary to you, leadership under pressure, clear communication, ownership, discipline, trust, and performing when it matters most, are often exactly what the marketplace needs. Human nature makes us undervalue what comes naturally and overvalue what seems impressive in others, which creates hesitation and imposter syndrome. This session helps you recognize the real value of your story, strengths, and service-earned perspective through practical examples and a few “that’s a superpower?” moments. Attendees will leave with one clear takeaway: what feels normal to you may be your greatest differentiator.

**SPEAKERS:**

Tom Schwab

🕒 2:30 PM - 2:55 PM

## Get In Front of Your Ugly: Facing What We Hide

📍 Beverly Stage

Session

Content creation & storytelling

This session is about facing the parts of life we are taught to hide. From a childhood marked by instability to multiple combat deployments and the loss of close friends in war, this talk explores the cost of survival after the uniform comes off. It focuses on the internal battles many carry, including grief, identity, and mental health, and what it takes to confront them honestly. Rather than glorifying hardship, this session challenges you to face what you avoid so it does not control your future. Attendees will leave with one clear takeaway: resilience begins when you stop running.

**SPEAKERS:**

Dr. JayR McIntyre

🕒 2:30 PM - 2:55 PM

## Building Your Chapter 2: Innovation, Network, and New Purpose

📍 Statler Stage

Session

Transition & career

Transitioning into your next chapter requires more than finding a job. It requires learning how to think differently, build new relationships, and create opportunities outside the structure of the military. This session explores how veterans can develop an innovation mindset, grow a strong professional network, and adapt their communication style to succeed in new environments. Through real experiences and lessons learned, you will see how small shifts in thinking can lead to new paths, partnerships, and purpose. Attendees will leave with one clear takeaway: how to intentionally build a Chapter 2 ecosystem that supports growth, impact, and long term success.

### SPEAKERS:

Chad Raduege

This session is sponsored by::

Veterans Of Foreign Wars

🕒 3:00 PM - 3:55 PM

## Podcast Guest Master Class

📍 HighLevel Stage

Session

Content creation & storytelling

Being a guest on the right podcast can open doors, build authority, and create real business opportunities, but only if you know how to do it well. This session covers how to get booked on top podcasts, how to deliver a clear and compelling message, and how to turn listener attention into real connections and clients. You will learn what hosts are looking for, how to prepare so you stand out, and how to follow up in a way that builds long-term value. Attendees will leave with one clear takeaway: how to use podcast guest appearances as a strategic tool for growth.

### SPEAKERS:

Travis Johnson

🕒 3:00 PM - 3:25 PM

## Creator highs & lows: perspective shifts to keep going

📍 Capital Stage

Session

Community & leadership

After 8 years of content creation, Malyri of CheapChicFinds, a fashion & lifestyle creator, has experienced the highs every creator dreams of and the lows no one wants to admit. When engagement dips, growth slows, algorithms shift, or followers drop, it's easy to feel discouraged. In this session, Malyri shares an honest look behind the curtain and the perspective shifts that have helped her stay in the game through the ups & downs of this industry. If you've ever felt discouraged by the numbers but still love creating, this talk is for you.

**SPEAKERS:**

Malyri Ryan

🕒 3:00 PM - 3:25 PM

## Kitchen Table Conversations: Storytelling, Food, and Building Real Community

📍 Beverly Stage

Session

Content creation & storytelling

The best conversations rarely happen under perfect lighting. They happen where people feel safe enough to be real. In this session, Cory Brown, creator and host of Eat Your Feelings, shares how food, storytelling, and honest conversation can build deeper audience connection and stronger community. Attendees will learn how to turn lived experience into meaningful content, create space for authentic dialogue, and use shared experiences to build media that connects beyond surface-level engagement.

**SPEAKERS:**

Cory Brown

🕒 3:00 PM - 3:25 PM

## Becoming an Uncommon Force for Good

📍 Statler Stage

Session

Community & leadership

We are living in a time where comfort is celebrated, standards are lowered, and mental toughness is often treated like a flaw instead of a strength. This session challenges the culture of excuses and calls for a return to discipline, accountability, and ambition. Drawing on hard lessons from service, leadership, and life, this talk explores what it means to reject mediocrity and take responsibility for the impact you have on others. This is not about motivation. It is about building the mindset required to lead, protect, and create in difficult times. Attendees will leave with one clear takeaway: choose strength when it would be easier not to.

**SPEAKERS:**

Erin Marie Whitehead

🕒 3:30 PM - 3:55 PM

## No Chip Left Behind: Turning Military Experience Into Scalable Business

📍 Capital Stage

Session

Transition & career

Building a business after the military takes more than motivation. It takes resilience, ownership, and the ability to adapt when the plan falls apart. This session explores the real cost of entrepreneurship, the setbacks most people never talk about, and how veterans can turn hard-earned experience into a creative, scalable business. You will learn how to protect your mission, keep control of what you build, and use discipline, grit, and problem solving as unfair advantages. Attendees will leave with a practical mindset shift and one clear takeaway: how to turn adversity into momentum without losing sight of why you started.

**SPEAKERS:**

Andrew Arbogast

This session is sponsored by::

Army Air Force Exchange Service (AAFES)

🕒 3:30 PM - 3:55 PM

## The Moments That Make Us: Lessons for What Comes Next

📍 Beverly Stage

Session

Content creation & storytelling

Transitioning from military service into a creative or entrepreneurial path is both exciting and uncertain. The structure may change, but the discipline, resilience, and mission-driven mindset remain. In this powerful, story-driven session, Cliff Quicksell shares five real-life lessons drawn from personal experiences, mentorship, and moments of adversity.

Through compelling stories, from near tragedy to unexpected inspiration, attendees will gain a fresh perspective on what it takes to build something meaningful after service. This is not a tactical presentation, it is a mindset reset. Attendees will leave with renewed clarity, a deeper sense of purpose, and practical insight into how to channel their military foundation into creative and entrepreneurial success.

**SPEAKERS:**

Cliff Quicksell

🕒 3:30 PM - 3:55 PM

## Turning Military Life Into Marketing Gold

📍 Statler Stage

Session

Transition & career

Learn how to leverage your unique military story as a competitive advantage by turning experiences like relocation, resilience, and adaptability into authentic brand narratives that differentiate you in the marketplace. This session also explores how to convert military community connections into strategic marketing networks, using the built-in military ecosystem to create trust, visibility, and powerful word-of-mouth growth. Finally, you will see how to identify military-specific pain points and position your product or service as a targeted solution for the military-connected market. Attendees will leave with one clear takeaway: how to use military experience to build a brand that stands out and grows.

**SPEAKERS:**

Monika Jefferson

🕒 6:00 PM - 8:00 PM

## VIP Happy Hour

📍 Saltgrass Steakhouse

Social

Networking

Step into Friday evening with the VIP Happy Hour, a relaxed but intentional gathering built for real connection. Enjoy hosted beer and wine, light appetizers, and access to nearby cocktails as conversations unfold naturally. This is where handshakes turn into partnerships, introductions turn into opportunities, and the weekend truly begins with the right people in the room.

Sponsored by:

Miramar Mortgage

🕒 8:00 PM - 11:30 PM

## Casino Royal Party & Raffle

📍 Hilton Arlington

Social

Networking

Turn up the energy at Casino Royale Night, where the atmosphere shifts from casual to electric. Step into a Monte Carlo-inspired experience filled with classic casino games, a cash bar with premium drinks, live entertainment, and a high-energy crowd. Test your luck, mingle between tables, and don't miss the closing party raffle packed with unforgettable prizes.

This event sponsored by::

The Success Corps, SRVD, Oscar Mike Radio, VOLT Productions, MowPod, HighLevel

# Saturday

April 18

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🕒 7:00 AM - 12:00 PM

## Registration

📍 Lobby

Checkin

Registration

🕒 8:00 AM - 9:00 AM

## Morning Meet & Greet

📍 Hallway

Networking

Networking

Start your morning with coffee, fresh conversations, and familiar faces. The Day 2 Coffee Meet & Greet is your chance to reconnect, meet someone new, and build on the momentum from day one. Before sessions begin, take a few minutes to connect, continue conversations, and set the pace for another full day of ideas, collaboration, and opportunity.

This event sponsored by:  
Heroes Media Group

🕒 9:00 AM - 9:50 AM

## Building on the EDGE of AI capabilities

📍 HighLevel Stage

Panel

Technology & innovation

Most creators are AI consumers. They use the tools, run the prompts, and hope the output sounds close enough. But there's a different category of operator emerging -- one who isn't just working with AI, but building on top of it. This talk explores what it actually means to live and work at the edge of AI capabilities, drawing from Eric's experience as both the founder of Tenur, a voice-first AI relationship intelligence platform, and OptiMindAI, an AI implementation company helping SMBs build real systems around the technology. From his roots in Navy cryptology and national security to leading AI projects at Meta, Eric has spent his career operating where the tools are newest, the stakes are highest, and the playbook doesn't exist yet. This talk is for creators ready to stop following AI and start leading with it.

### SPEAKERS:

Eric Gonzalez, Junhao Chen

🕒 9:00 AM - 9:50 AM

## Deploying Entrepreneurship

📍 Capital Stage

Panel

Transition & career

Gain valuable insight into the journeys of veteran entrepreneurs, from startup challenges, business partnerships, collaborations, and scaling to lessons learned and advice on navigating entrepreneurship as a veteran. Learn how these veteran business founders and owners were able to create, innovate, and remain relevant.

### SPEAKERS:

Lisa Firmin, John Albers, Adam Peters, Paden Sickles, Cennita France

🕒 9:00 AM - 9:25 AM

## HEAL\*ARIOUS: HUMOR AS A SUPER POWER

📍 Beverly Stage

Session

Content creation & storytelling

Lessons learned from an entrepreneur that started a production company for stand-up comedy and a non-profit that uses humor for healing. Robin Phoenix Johnson, TEDx speaker, Hoover Fellow at Stanford University, and Certified Humor Professional accredited through the Association for Applied & Therapeutic Humor will share how to harness humor in your own creative journey and how humor is a super power in business and leadership. In this high energy session, you will learn practical techniques to improve how you pitch, sell, and promote your brand.

**SPEAKERS:**

Robin Johnson

🕒 9:00 AM - 9:25 AM

## From Service to Story: Turning Experience Into Legacy

📍 Statler Stage

Session

Content creation & storytelling

Military creators are rooted in service and shaped by resilience. This session helps them harness that deep reservoir of lived experience into content that not only engages but empowers, educates, and builds legacy. By integrating writing, storytelling, and visual creation, this talk gives creators the language and strategy to grow their influence while honoring their personal journey. Attendees will leave with one clear takeaway: how to turn lived experience into content that builds influence and legacy.

**SPEAKERS:**

Jasmine Rush

🕒 9:30 AM - 9:55 AM

## Deploying Capital: A Veteran's Framework for Real Estate Wealth

📍 Beverly Stage

Session

Transition & career

After 20 years of military service, Johnny Lynum used his VA loan to purchase his first property, launching what would become a multimillion dollar real estate portfolio and the REI Genius investor community. In this session, he shares the framework he used to grow from a single asset to a scaled portfolio using disciplined investing, tax efficient 1031 exchanges, and hands on multifamily operations. The focus is on strategy, risk management, and long term wealth building. Attendees will leave with one clear takeaway: how to deploy capital with intention and build passive income that lasts long after military service ends.

### SPEAKERS:

Johnny Lynum

This session is sponsored by::

Miramar Mortgage

🕒 9:30 AM - 9:55 AM

## Turning Dog Tags Into Ownership & Entrepreneurial Power

📍 Statler Stage

Session

Transition & career

Your military experience gave you discipline, leadership, and the ability to perform under pressure, but those strengths only matter if you use them to build what comes next. This session focuses on how service members and veterans can turn their skills into entrepreneurial momentum and take ownership of their future. Through real world lessons and practical steps, you will learn how to move from following orders to creating opportunity with purpose and confidence. The emphasis is on action, not theory. Attendees will leave with one clear takeaway: how to use what the military taught you to build something that belongs to you.

### SPEAKERS:

Julie Austin

🕒 10:00 AM - 10:25 AM

## The Age of Excuses Is Over - AI and Ownership

📍 HighLevel Stage

Session

Technology & innovation

For decades, capable people were held back by the same barriers: not knowing how to code, build systems, start a business, or turn ideas into reality. That era is over. AI is not magic, and it is not here to replace you. It is a tool that removes much of the technical, financial, and educational gatekeeping that kept people on the sidelines. In this talk, Adam Peters cuts through the fear around AI and reframes it as leverage for veterans and creators with ideas, discipline, and ambition. You will leave with a clearer understanding of what AI is, why you are not behind, and how to start building before you feel ready.

**SPEAKERS:**

Adam Peters

🕒 10:00 AM - 10:50 AM

## From Passion to Brand: Leveraging Social Media and Networking

📍 Capital Stage

Session

Content creation & storytelling

This session explores how social media and intentional networking can be used together to build and scale a personal or product based brand. Drawing from his experience growing Blazing Star BBQ, Mike Starr shares how consistent content, authentic storytelling, and meaningful industry relationships turned a passion into real business opportunity. The talk shows how social media becomes far more powerful when paired with showing up in the right rooms and building genuine connections. Attendees will leave with one clear takeaway: how to use content and relationships together to grow a brand that leads to real world opportunities.

**SPEAKERS:**

Michael Starr

🕒 10:00 AM - 10:25 AM

## **Making Cents on Facebook: Monetization for Veteran Creators**

📍 Beverly Stage

Session

Content creation & storytelling

Monetizing on Facebook takes more than posting content. It takes a plan. In this session, you will learn how creators use Facebook to build audiences, increase visibility, and turn attention into real income. The talk covers what types of content perform best on the platform, how Facebook rewards consistency and community, and where most creators lose momentum by chasing the wrong metrics. You will also learn how to use pages, groups, and video strategically to grow reach without relying on luck. Attendees will leave with one clear takeaway: how to use Facebook with intention to create steady growth, opportunity, and monetization.

**SPEAKERS:**

Barry Gipson

🕒 10:00 AM - 10:25 AM

## **Podcast to Platform: Designing a Show with Monetization in Mind**

📍 Statler Stage

Session

Content creation & storytelling

Most podcasts don't fail from a lack of ideas; they fail because the show was never designed to support a business. In this session, you'll learn how to transform your podcast from content into a credibility engine that attracts your ideal audience, speaking opportunities and brand collaborations. Whether you're launching your first show or already have one, you'll leave with a framework for structuring episodes around real audience value and strategic positioning. Stop chasing downloads. Start building a podcast that earns trust, opens doors, and turns your platform into lasting opportunity.

**SPEAKERS:**

Wendy Poling

🕒 10:30 AM - 10:55 AM

## AI Infusion into Scaling Your Business

📍 HighLevel Stage

Session

Technology & innovation

This session explores how artificial intelligence can be integrated into your business to improve efficiency, support decision making, and accelerate growth. Participants will learn how to identify where AI tools create the most value, how to begin implementation without overwhelming their teams, and how to ensure adoption across an organization. The focus is on practical use, not theory, with an emphasis on scaling operations, increasing profitability, and staying competitive in an AI-driven economy. Attendees will leave with one clear takeaway: how to start using AI in a way that supports growth and delivers real business advantage.

**SPEAKERS:**

Ryan Van Ornum

🕒 10:30 AM - 10:55 AM

## Stay Protected While You Grow: Legal Guardrails for Creators

📍 Beverly Stage

Session

Content creation & storytelling

Creators often build valuable assets long before they realize it: names, content, designs, partnerships, and audience trust. This session explains how to recognize, protect, and use that value without slowing your momentum or getting buried in legal complexity. Through real examples, you will see how intellectual property, contracts, and platform decisions affect growth, monetization, and collaboration. Learn where creators most often lose leverage, how small mistakes turn into big problems, and how to put simple guardrails in place early. You will leave with one clear takeaway: how to protect what you are building while staying focused on creating and growing.

**SPEAKERS:**

Andy Nelson

🕒 10:30 AM - 10:55 AM

## 20 Years Inside Hollywood: The Power of Reinvention

📍 Statler Stage

Session

Transition & career

After 20 years working inside Hollywood, music supervisor and entrepreneur Jody Friedman noticed a pattern. The people who lasted were not always the most talented. They were the ones willing to reinvent themselves when the path they built stopped working. In this session, he shares the framework he developed while navigating an unpredictable industry, showing how to recognize the identity that got you where you are, let go of what no longer fits, and rebuild with intention. Growth often requires disruption. Attendees will leave with one clear takeaway: sometimes the next level begins when you are willing to reinvent yourself completely.

**SPEAKERS:**

Jody Friedman

🕒 11:00 AM - 11:25 AM

## AI Will Replace You. And That's Good News!

📍 HighLevel Stage

Session

Technology & innovation

AI is rapidly challenging the role, value, and relevance of every profession in every industry, delivering faster, cheaper, and more efficient results than ever before. The bad news is your absolute skills lose competitive advantage every day, and that trend will continue. The good news is economics reminds us that everyone still has a comparative advantage. The question is whether you know what yours is and how to use it. This session explores how to adapt, stay relevant, and create value in an AI-driven economy. Attendees will leave with one clear takeaway: success comes from knowing your advantage and using it intentionally.

**SPEAKERS:**

Seung Paik

🕒 11:00 AM - 11:50 AM

## Unlocked Influence: The Secret to Communication

📍 Capital Stage

Workshop

Community & leadership

Communication unlocks everything, and “Unlocked Influence” gives you the code. Join this high energy, insight rich session exploring what makes people truly listen, engage, and respond. Designed for leaders, creators, and entrepreneurs who want to elevate their message, this talk shows how authenticity, emotional intelligence, and the ability to adapt in real time create deeper influence in every conversation. It is not just what you say, it is how you say it, with clarity, confidence, and purpose. Attendees will leave with one clear takeaway: the secret to influence is learning how to communicate in a way people resonate with.

**SPEAKERS:**

Michelle Lee Angiolillo

🕒 11:00 AM - 11:50 AM

## Choosing the Right Platform to Grow Your Veteran Voice

📍 Beverly Stage

Panel

Content creation & storytelling

Every veteran has a unique story and skill set, but not every platform is built to amplify it. In this panel, veteran creators from Facebook, TikTok, and LinkedIn share how they chose the right platform, built audiences, and turned visibility into opportunity. You will learn how platform demographics differ, what content performs best on each, and how to match your message to the audience you want to reach. Panelists will share real examples of growth, mistakes, and pivots along the way. Attendees will leave with one clear takeaway: how to choose the platform that best supports your mission, voice, and long term goals.

**SPEAKERS:**

Barry Gipson, Donnie Boivin, Michael Starr

🕒 11:00 AM - 11:50 AM

## Crafting the Message: Get To Your Customers using Science

📍 Statler Stage

Session

Content creation & storytelling

Have you ever created content you expected to perform, only to see little engagement and no real leads? Often the problem is not the product, but the message. This session explores how social science, demographic data, and psychographic insights can be used to craft marketing that connects with the right audience. You will learn how to identify your ideal customer, understand how they make decisions, and choose the platforms and formats that get results. The talk also shows how AI can support a more disciplined, data-driven approach. Attendees will leave with one clear takeaway: how to deliver the right message to the right audience at the right time.

**SPEAKERS:**

Will Curtis

🕒 11:30 AM - 11:55 AM

## Getting AI To Work For You

📍 HighLevel Stage

Session

Technology & innovation

Artificial intelligence is everywhere, but for many business owners it still feels confusing or disconnected from daily work. In this session, Ron Friedman shares a practical framework for using AI as a real business advantage without adding complexity or replacing people. You will learn where AI creates the biggest impact, how it can automate follow-up and routine tasks, and how to avoid the hidden gaps caused by disconnected tools. The focus is on clear, responsible implementation that supports better decisions and stronger operations. Attendees will leave with one clear takeaway: how to start using AI immediately to save time and improve results.

**SPEAKERS:**

Ron Friedman

🕒 12:00 PM - 1:00 PM

## Lunch

📍 Waldorf Room

Meal

Networking

🕒 1:00 PM - 1:25 PM

## From Podcast to Public Access: Building Your Brand Through Community TV

📍 HighLevel Stage

Session

Content creation & storytelling

Streaming platforms get the attention, but Community Access Television remains a powerful and underused way to build your brand and reach new audiences. In this session, you will learn how lessons from podcasting can translate into television, using real experience from launching a local community program that highlights veterans, leaders, and business owners. The talk covers how to develop a show concept, structure engaging episodes, and repurpose content to create new opportunities. Attendees will leave with one clear takeaway: how community media can expand your reach, grow your network, and open doors you did not expect.

**SPEAKERS:**

Travis Partington

🕒 1:00 PM - 1:50 PM

## Amplifying Veteran Voices Podcast Panel

📍 Capital Stage

Panel

Content creation & storytelling

Podcasting has become one of the most powerful ways for veterans to share stories, build communities, and shape conversations. In this panel, experienced veteran podcasters discuss how they launched their shows, grew their audiences, and used podcasting to amplify authentic military voices. The conversation will explore storytelling, audience engagement, consistency, and lessons learned along the way. Whether you are thinking about starting a podcast or looking to grow one, this session offers practical insight and real-world experience from creators actively shaping the veteran podcast space.

**SPEAKERS:**

James Van Prooyen, Mr. Whiskey, Mike Dell

This session is sponsored by::

Veterans Forever

🕒 1:00 PM - 1:50 PM

## Get Booked & Paid to Speak

📍 Beverly Stage

Session

Content creation & storytelling

The #1 problem speakers have is they don't know how to get booked & paid to speak, nor do they understand the booking process. In this session, you will learn the exact strategies on how to become a bookable paid speaker, what doesn't work, and what you should stop doing immediately. You will learn the exact strategies that require more focus that get results.

**SPEAKERS:**

Sean Douglas

🕒 1:00 PM - 1:50 PM

## Tell the Story Only You Can Tell in the Age of AI

📍 Statler Stage

Workshop

Content creation & storytelling

In a creator economy flooded with AI generated content, the one thing machines cannot replicate is your lived story. This interactive workshop helps transitioning service members, veterans, and builders identify the moments that shaped them and turn those moments into meaningful stories. Using a simple storytelling framework and guided exercises, participants will uncover personal experiences that resonate universally and can anchor their creative work, businesses, and leadership in an increasingly synthetic world. Attendees will leave with one clear takeaway: how to tell the story only you can tell.

**SPEAKERS:**

MaryLou Kayser

🕒 1:30 PM - 1:55 PM

## **Fire Mission: AI : 5 moves winning businesses are making right now**

📍 HighLevel Stage

Session

Technology & innovation

A fast-paced session breaking down the five practical ways top-performing businesses are using AI today to drive growth, streamline operations, and outpace competitors. Walk away with clear, actionable moves you can implement immediately—no fluff, just what's working right now.

**SPEAKERS:**

Emma Jackson

🕒 2:00 PM - 2:55 PM

## **Authorpreneurship: How to Productize Your Brain**

📍 HighLevel Stage

Workshop

Content creation & storytelling

What if your ideas were the asset and your story was the business? In this workshop, Daniella shares how she turned a book into a platform, a platform into a brand, and a brand into multiple revenue streams across publishing, speaking, consulting, and digital content. You will learn how to think like a founder, how publishing works more like venture capital than most people realize, and how to turn your knowledge, experience, and voice into intellectual property that scales. This session is about ownership, leverage, and building something that pays you back. Attendees will leave with one clear takeaway: how to productize what you know and build a creative business around it.

**SPEAKERS:**

Daniella Mestyanek Young

🕒 2:00 PM - 2:25 PM

## Your Studio is Your Signature: Stand Out Before Your Speak

📍 Capital Stage

Session

Content creation & storytelling

First impressions often happen before you say a word, especially on podcasts, livestreams, and virtual interviews. Your camera, lighting, sound, and background all shape how people see your credibility and professionalism. In this session, Junaid Ahmed explains why your on-camera setup is part of your personal brand and how small changes can make a big difference. Using real examples and simple adjustments, you will learn how to improve lighting, framing, audio, and background without expensive gear or a full rebuild. Attendees will leave with one clear takeaway: a practical checklist to upgrade your studio and stand out on screen.

**SPEAKERS:**

Junaid Ahmed

🕒 2:00 PM - 2:25 PM

## Never Outmatched: Winning in the Modern Marketing Battlefield

📍 Beverly Stage

Session

Transition & career

Marketing is often treated like a cost instead of the growth engine it should be. When leaders undervalue it, innovation slows, teams burn out, and competitors gain ground. In this session, former military officer turned marketing executive Lee Pepper shares how military strategy applies to modern business and marketing leadership. Using real examples from both the battlefield and the boardroom, he explains how to think in terms of force multiplication, clear positioning, and disciplined execution. Attendees will leave with one clear takeaway: how to turn marketing into a strategic command center that drives innovation, alignment, and long term success.

**SPEAKERS:**

Lee Pepper

🕒 2:00 PM - 2:25 PM

## Modern Media Mogul: How Smart Creators Set Up for Impact, Influence and Income

📍 Statler Stage

Session

Transition & career

This presentation shows you how to turn your experience, leadership, and hard-earned perspective into a creator-driven business that creates real opportunity—during service, in transition, and long after. Instead of chasing algorithms or hoping a platform takes care of you, you'll learn how modern creators build assets, protect what they create, and position themselves for lasting impact, influence, and income. You'll walk away with a clear framework for building a professional media business that supports you and protects the people who depend on you.

**SPEAKERS:**

Gordon Firemark

This session is sponsored by::

AnnieMac Home Mortgage

🕒 2:30 PM - 2:55 PM

## When to Outsource & How to Hire Freelancers Who Deliver

📍 Capital Stage

Session

Transition & career

Should you outsource in your business or keep doing everything yourself? Many creators struggle to know when they're truly ready to hire help, who to trust, and how to avoid costly mistakes. This session shows how to identify the real gaps in your business, where freelancers provide the most leverage, and how to recruit and screen the right people. Walk away with a simple three-step process for recruiting, testing, and hiring freelancers who can actually help your business grow.

**SPEAKERS:**

Laura Briggs

This session is sponsored by::

Cynergists / Milpreneur Podcast

🕒 2:30 PM - 2:55 PM

## Geofencing: From Military Technology to the Future of Marketing

📍 Beverly Stage

Session

Technology & innovation

Geofencing is a location-based marketing strategy that uses virtual geographic boundaries to deliver ads or messages to devices when they enter specific physical locations. Originally built on military-grade GPS and perimeter technology, it has evolved into a precision tool used to influence attention and decision-making in real time. In this session, Taylor Rae explains how geofencing works and how creators, brands, and event organizers can use it to reach the right audience at the moment intent is highest. Attendees will leave with one clear takeaway: how geofencing is shaping the future of audience engagement, sponsorship value, and digital growth.

**SPEAKERS:**

Taylor Rae

🕒 2:30 PM - 2:55 PM

## From Podcast to Powerhouse: How to Grow Your Business and Dominate on YouTube

📍 Statler Stage

Session

Content creation & storytelling

What if your podcast wasn't just something you publish, but something that actively builds your brand, attracts your audience, and drives real business growth? In this talk, Simona Costantini, Founder of VOLT Productions, shares how to evolve from hosting a podcast to building a media platform that works for you. You'll learn how to leverage your podcast as a strategic business asset, not just content. Use YouTube to increase discoverability & expand your reach. Turn episodes into a system that generates leads, clients & revenue. Walk away with a clear approach to transforming your podcast into a scalable, business-building powerhouse.

**SPEAKERS:**

Simona Costantini

🕒 3:00 PM - 3:45 PM

## The Trust Accelerator™ : The Human Signal Advantage

📍 HighLevel Stage

Session

Community & leadership

The mission isn't complete until the debrief. The Trust Accelerator™ converts everything you learned into one move that drives real change. In a creator economy flooded with AI content, the advantage goes to the most trusted voice, not the loudest. Veterans and military creators already have what it takes. The problem isn't who you are. It's that the world can't see it yet. One move. Starts working Monday morning.

**SPEAKERS:**

Zack Starr

🕒 7:30 PM - 11:00 PM

## Closing Night Speakeasy Party

📍 Hearsay Arlington

Social

Networking

Close out MCC in style at the Closing Night Speakeasy Party, a lively and polished celebration designed for connection and celebration. Expect crafted cocktails, great food, live music, and a curated Comedy Show. Experience an atmosphere that feels both elevated and welcoming. As the night winds down, transition into the Farewell Whiskey & Cigar Nightcap: a relaxed patio gathering with premium pours, cigars, and unhurried conversation under the night sky.

**This event sponsored by::**

AOC - Association of Old Crows

🕒 11:00 PM - 1:00 AM

## Farewell Whiskey & Cigar Nightcap.

📍 Hearsay Arlington

Social

Networking

Close out the night with a Farewell Whiskey & Cigar Nightcap at Hearsay Arlington, where conversation slows, glasses stay full, and the energy settles into something a little more refined. This late-evening gathering is designed for relaxed connection, premium pours, and unhurried conversations in an intimate, speakeasy-inspired setting. Sip a great whiskey, enjoy a cigar on the patio, and wind down with fellow creators tucked into comfortable corners of the venue. It's less about the noise and more about the moment. A smooth, memorable way to toast the end of a great Conference.

This event sponsored by::

R. Lee Ermey Memorial, Warrior Dog Spirit

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