



October 17th, 2026 at Palm Beach Convention Center
AGENDA as of October 1, 2026

SATURDAY, October 16th, 2026 8:00am to 5:30pm

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| 8am-845am | Registration, Check-In & Networking
Continental Breakfast sponsored by: Mom's Miracle PB Cream |
| 8:45am- 9am | WELCOME-Emcee Carl Foster/Conference Chairman
George Domaceti-CEO of World Pickleball Convention |
| 9:00-9:45am | Building strong retail partnerships in Pickleball Industry
KEYNOTE: Nicole Smith, Sr. Dir. of Stores/Pickleball Central-Q |
| 9:50-10:30am | New Products and Technology join pickleball world
PANEL SESSSION moderated by Carl Foster
Jack Alan Levine-Mom's Miracle Pickleball Cream
Lauren Holson-Co-Founder/CEO of SWELL Pickleballs
Eric Dailey-Dailey Travel Pickleball Cruises /WPC March 2027 |
| 10:35-10:45am | Morning Refresher Break sponsored by Pickleball Superstore |
| 10:50-11:45am | Biggest threats to Pickleball Clubs sustainability with all competition
Why are facilities leaving money on the table?
PANEL SESSION-Moderated by Carl Foster
Will Richards, Co-Founder/ CEO of DILL DINKERS
Rene Prats, DPC and Prats Investments
Mike DiLecce, Director of Growth/Strategy- CityPickle NYC/FL
Dr. Rommie Maxey-Houston Pickleball Clubs founder |

11:45-12:45pm QUANTUM PICKLEBALL

KEYNOTE: DR. JOY MACCI WITH Q&A AND DEMO

**12:55 to 1:45pm *Model Pickleball Fashion Show sponsored by Activawear
FREE to all Expo and Conference attendees-LUNCH BREAK***

**2:00p to 2:40pm. The Pickleball Club of 2036-
Intelligent by Design/Human at Heart
KEYNOTE: Ben Virdee-Chapman/ VP of Marketing-
CourtReserve**

**2:45p to 3:30pm Philanthropy with a Purpose-Recycling for our Next Gen
PANEL SESSION moderated by Adam Bricker/ VP Marketing VPA Tour
Dillon Rosenthal- Founder/CEO of BounceBack Pickle
Russ Coogan-Our World Pickleball Founder-Industry Collaborator
Carl Foster, Founder/CEO of Veterans Pickleball Association**

3:35p- 3:45pm AFTERNOON REFRESHER BREAK sponsored by DPC/PLAYER U

**3:50-4:30pm Building player friendly indoor/outdoor facilities
PANEL SESSION moderated by Carl Foster
Jeff McClure-VP of Sales Fast-Dry Courts
Glenn Gara, Founder/CEO of 1st Source Lighting
Rene Prats, DPC developer/ CEO Prats Enterprises**

**4:35p-5:15pm 2026 Golden Pickle Business Awards presentations by DUPR
WPC Cocktail Reception / VPA Tour JOOLA Paddle Raffle**

Book signing with best selling author

Dr. Joy Macchi with "Quantum Pickleball"

Portion of proceeds go to Veterans Pickleball Assoc. (501c3)