

HOW EXECUTIVES DO SNOWDAYS.



FRANCHISE UnCONFERENCE

MARCH 17-19
PARK CITY

2026
UTAH

UNCONFERENCE SCHEDULE

HOSTED BY



WEDNESDAY // 8AM-10AM

Our speakers unpack emerging tactics, smarter broker alignment, and what's actually driving qualified growth now.



FIRST HOUR:

ALEX SAMIOS

Chief Growth Officer
Dogtopia

Alex Samios didn't just grow Dogtopia—he helped turn it into one of franchising's most trusted brands. With more than three decades in franchising and as a second-generation franchisee, Alex brings unmatched real-world insight to brand building and scale. He's served as founder, franchisee, franchisor, investor, C-suite leader, advisor, and board member—helping grow pioneering concepts from scrappy startups to category-defining brands. A self-described “brand guy,” Alex is passionate about developing concepts, driving growth, and disrupting industries. Franchising isn't just what he does—it's who he is.



SECOND HOUR:

SHANE EVANS

Founder, CEO
Heights Wellness Retreat

Shane Evans, Founder, CEO and visionary behind the newly rebranded Heights Wellness Retreat will moderate a dynamic open forum with leading Franchise Sales Organizations and brokers to challenge, refine, and reinvent today's Franchise Development playbooks.

Shane is a visionary founder who is redefining wellness and longevity franchising with more than 100 operating units and two decades of operational proof. She opened the first Massage Heights in San Antonio, after withdrawing her savings and cashing her 401K to build something she believed in. She rebranded the company to Heights Wellness Retreat in 2024 to align with a renewed mission of elevating lives through wellness. Though Heights Wellness Retreat, she is integrating innovative wellness technologies - helping franchisees deliver stronger outcomes and higher margins.

THURSDAY // 8AM-9AM

Lane Fisher will tee up a conversation with two franchise founders with the goal of illuminating some of the many paths to success in franchising.



STEPHEN P. SMITH

Founder & CEO
HOTWORX

Steven Smith is a serial franchise Entrepreneur. Stephen P. Smith is the Founder and Chief Executive Officer of HOTWORX, a boutique fitness franchise that pioneered the fusion of infrared heat and virtually instructed workouts. A lifelong entrepreneur, Smith launched HOTWORX in 2017 with a simple but disruptive idea: combine the detoxifying benefits of infrared sauna therapy with short, high-intensity isometric and HIIT sessions—delivered through proprietary virtual instruction inside individual sauna pods.

Stephen used his expertise in scalable systems, unit economics, and franchise development to create HOTWORX's operating model: compact footprints, strong margins, 24/7 member access, and a tech-enabled experience that reduces staffing needs while enhancing member consistency.

Under Smith's leadership, HOTWORX has grown rapidly across the United States and internationally, with more than 800 units open and—in development.



BRIGHAM DALLAS

Founder & CEO
Hello Sugar and Hello Skin

Brigham Dallas is a multi-brand franchise founder and the driving force behind Hello Sugar and Hello Skin—two rapidly growing concepts built around modernizing self-care through simplified, membership-based models.

Brigham founded Hello Sugar with a focused mission: make professional body waxing faster, more affordable, and more accessible than traditional salon formats. By refining service protocols, compressing build-out costs, and eliminating unnecessary overhead, he developed a high-efficiency studio model that delivers consistent results at scale. The brand's clean aesthetic, membership pricing structure, and streamlined operations have fueled rapid franchise growth across multiple states.

Building on that success, Dallas launched Hello Skin to expand into facials and advanced skincare services.

THURSDAY // 9AM-10AM

Ryan sits down to track and further explore the topic **Building vs. Buying tech** with Omar Soliman and Scott Abbott.



OMAR SOLIMAN

CO-Founder

College H.U.N.K.S. Hauling Junk and Moving

Omar Soliman is a published author, entrepreneur, and TV personality. He is the Co-Founder of College H.U.N.K.S. Hauling Junk and Moving, a national junk removal and moving franchise with over 200 franchises across the country. CHHJ was named one of the fastest-growing franchises in the nation by Entrepreneur Magazine and currently employs over 10,000 people nationwide. Recognized for his entrepreneurial achievements, Omar was named 'Top 30 Entrepreneurs in America Under 30' by Inc. Magazine, awarded Ernst & Young's Entrepreneur of the Year, and honored as the International Franchise Association's Entrepreneur of the Year. Omar has also made TV appearances as a frequent guest on FOX Business News and MSNBC, and starred in the series premiere of ABC's Shark Tank as well as on CBS's Undercover Boss.



SCOTT ABBOTT

Scott Abbott

Chief Executive Officer

Five Star Franchising

Scott built Five Star Painting to become one of the world's largest painting companies in franchising culminating in the successful sale of Five Star Painting to The Dwyer Group, one of the world's largest home service brand platforms, owned by the Riverside Company.

Leveraging this success and established relationships with some of America's top home services brands, Scott has given ProNexis the foundation necessary for explosive growth servicing over 60 of the leading home service brands customer experience.

Scott's tenacity and commitment to creating shareholder value has been evident through several business exits, and acquisitions in franchising.

In the Spring of 2021, Scott partnered with Princeton Equity Group making 6 acquisitions in home services. Today, Five Star Franchising has over 1600 territories in 8 home service brands with a team of 200 employees focused on the mission of empowering franchise partners in the home services industry.

Presently Scott has interests as an investor in several Venture capital funds, Private equity funds and direct investments in several early stage ventures.



FRANCHISE UnCONFERENCE

2026 EVENT SCHEDULE

TIME	MON MARCH 16	TUES MARCH 17	WED MARCH 18	THURS MARCH 19	FRI MARCH 20
6 AM			6-6:45 AM Morning Movement with Athletic Republic Kokopelli Parlor 3		
7 AM					
8 AM			7-8 AM Breakfast	7-8 AM Breakfast	
9 AM			8-9 AM Alex Samios Facilitated Session	8-9 AM Stephen P. Smith & Brigham Dallas Facilitated Session	
10 AM			9-10 AM Shane Evans	9-10 AM Omar Soliman & Scott Abbott	
11 AM			10 AM-5 PM Optional Ski Park City Mountain	10 AM-7 PM Optional Ski Park City Mountain	
12 PM		9 AM-3 PM Optional Ski Day	10:30 AM Pickup Snowmobiling (Optional)		
1 PM			11:30 AM Pasta Class (Optional) Grand Summit Penthouse	12:30 PM High West Tour/ Tasting (Optional)	
2 PM					
3 PM					
4 PM		3-5 PM Registration Grand Summit Cabin 1			
5 PM		4:30-6 PM Après Ski Happy Hour Grand Summit Penthouse	4:45-6:15 PM Après Ski Happy Hour Grand Summit Penthouse		
6 PM		6 PM Transportation	6:15 PM Gondola		
7 PM					
8 PM	6:30-10 PM Early Arrivals Meet-Up Loco Lizard Cantina 1612 W Ute Blvd #101 Park City, UT 84098	6:30-10 PM Welcome Reception Warehouse Motorclub 4413 N Forestdale Dr Park City, UT 84098	6:30-10 PM Dinner Red Pine Lodge At the top of the Red Pine Gondola	7:30-10 PM Closing Meet-Up Boneyard Saloon 1251 Kearns Blvd, Park City, UT 84060	
9 PM					
10 PM					

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