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By: Iron Tribe Fitness | 73 Shares 163 Reads

March 10, 2023 // [Franchising.com](#) // BIRMINGHAM, Ala. - Iron Tribe Fitness recently hosted franchisees, managers, trainers, and vendors from around the country at its 13th annual franchise conference in Birmingham, Alabama.

Held March 2-3 at the historic Vulcan Park and Museum, the conference, more affectionately known as TribeCon, offered attendees the opportunity to not only share each other's success, but also work together toward future company wins.

"Getting our franchise owners together for this annual event is an important part of our franchise program," said founder and CEO Forrest Walden. "It's a wonderful opportunity for everyone involved to share, learn and celebrate being part of a network."

The conference started off with Walden's "Promises Made, Promises Kept" State of the Union, during which he highlighted an amazing year.

"I made a lot of big and bold promises last year about what we were going to do to grow, and I was proud to announce that we had accomplished every single one of them," Walden noted.

After Walden's address to the attendees, the conference welcomed Keynote Speaker Jesse Ewell to the stage. The founder and CEO of Habit Based Lifestyles spoke about "Upgrading Your Habits in Business and Life for Success."

Day two featured an optional workout for all attendees, more guest speakers, and the recognition of some franchise owners for their spectacular accomplishments over the past year. The awardees were:

Spirit of the Tribe

(A location that embodies the Iron Tribe mission of creating fitness communities that change lives)

Hayden Clark (Baton Rouge, LA)



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Growth Awards (2022 Over 2020)

Kreg Keiffer (Hoover, AL)

Celebrating 10 Years of Business

Jamie Warren (Belle Meade, TN)

Kreg Keiffer (Hoover, AL)

Blair Morris (Huntsville, AL)

Marty McClain (Johns Creek, GA)

Jamie Warren (Cool Springs, TN)

“Our franchisees are the heart and soul of Iron Tribe Fitness. They’ve logged success in helping busy men and women all across our communities get the most out of every workout and have a great time in the process,” said Walden.

SOURCE Iron Tribe Fitness

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Iron Tribe Fitness

Iron Tribe Fitness provides expert individualized coaching to group classes, as well as fully customized semi-private personal training options.

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"Opening an American Freight has been a lot easier than I expected."

Greg Canzano
Multi-Unit Franchise Owner
Florida

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