

North Pole Cornerstones – 2026 Curriculum



Thursday, February 12, 2026

Time	Session	Presenters/Leads
8:00 am – 6:00 pm	Vendor Room Opens	
9:00 am	Registration Opens	
10:00 am – 12:15 pm	Welcome and Meet the Team	Bob McMasters and Scott Sereteau
	Meet Your Group	Bob McMasters
	Break	
	Do the Right Claus Thing – Ethics of being a Claus	Bob McMasters and Deanna Golden
	Meet the Vendors	Scott Sereteau
12:15 pm – 1:15 pm	Lunch	
1:15 pm – 5:00 pm	Your Story, Then and Now	Bob McMasters and Deanna Golden
	Stage Presence	Special Guest
	Break	
	Finding Your Santa	Barry Swindall
	Presence in the Chair – Taking Cues for the Best Photo	Cherry Hill
	Day 1 Wrap	Bob McMasters and Deanna Golden
6:00 pm – 7:00 pm	Dinner	
7:00 pm →	The Christmas Couple Game	Liz Ruch

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Friday, February 13, 2026

Time	Session	Presenters/Leads
8:00 am – 4:00 pm	Vendor Room Opens	
9:00 am – 12:15	Day 1 Recap	Bob McMasters and Deanna Golden
	In the Beginning: History of Santa and Elves; Transfer of St. Nicholas to Santa; How we Settled on December 25	Special Guests
	Break	
	Helping the Reluctant Child become the Engaging Child	Special Guests
	Reading Aloud with Children	Shirley Wenner
12:15 noon – 1:15 pm	Lunch (with reading demonstration by Shirley)	
1:15 pm – 3:45 pm	Charitable Organization Presentation	
	North Polarize Your Story	Jocelyn Whitney
	Finding Your Creativity	Bob Bulick
	Break	
	Thinking on Your Feet	Bob McMasters and Deanna Golden
	Day 2 Wrap	Bob McMasters and Deanna Golden
4:30 pm – 10:00 pm	Evening at Bricktown, OKC	

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Saturday, February 14, 2026

Time	Session	Presenters/Leads
8:00 am – 6:00 pm	Vendor Room Open	
9:00 am – 12:30 noon	Day 2 Recap	Bob McMasters and Deanna Golden
	Give ‘em Some Props	Group Breakout
	The Fabulous Mrs. Claus	Pamela McColl
	Break	
	Cultures Around Us: Hanukkah	Deanna Golden and Scott Seretean
12:30 noon – 1:30 pm	Lunch	
1:30 – 5:15	Practice...Practice...Practice	
	Marketing in Today’s World	Liz Ruch
	Copyrights and Intellectual Property	Kristie Covic
	Day 3 Recap	
6:00 pm – 7:00 pm	Dinner	
7:00 pm – 9:00 pm	Christmas Team Jeopardy	Deanna Golden and Pat Moss

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Sunday, February 15, 2026

Time	Session	Presenters/Leads
8:00 am – 1:00 pm	Vendor Room Opens	
8:30 am – 8:45 am	Devotional (optional)	
9:00 am – 12:00 noon	Day 3 Recap	Bob McMasters and Deanna Golden
	Contracts and How Much to Charge	Kristie Covic
	Break	
	The Responsibilities of a 24/7 Claus	Barry Swindall
	Exit, Stage Left: Planning for the Unthinkable and the Inevitable	Bob McMasters, Scott Seretean, and Judi Broderick
12:00 noon – 1:00 pm	Lunch	
1:00 pm – 5:00 pm	Ask the Instructors Round Table	Panel
	Santa Claus, Mrs. Claus, and Elf Oaths	
	Reindeer Handling	Nick Ledbetter
	Closing and Acknowledgements	Bob McMasters and Deanna Golden
	Graduation Photos	Nick Ledbetter
	Reindeer Photos Outside with Nick	
6:00 – 7:00 pm	Graduation Banquet	

Note: The order of sessions may be adjusted as we finalize times and what makes the most sense for a good flow.