

# CALUSA

## LIFTING YOUR OWN ANCHORS

Prepared for



**Dates:** March 2nd-6th, 2026

**Group Size:** 9-10 Members

**Price Tiers:** 9 persons = **\$4,700**

10 persons = **\$4,500**

**CALUSA** is designed as a custom experience for EO Seattle forum with the Florida Keys as the main location. This retreat is hosted by Rebellion co-founders **Jordi Mullor & William Trubridge** (18x World Record freediver) and serves as a continuation of their previous experience.

**MAR 2<sup>ND</sup>** **ATTENDEES' ARRIVAL- AIRPORT RIDES - MIAMI AREA (MIA)**  
Group transfer to **Rebels' House (Villa or hotel) at Key Largo area**

**WELCOME DINNER (KEY LARGO AREA) - 1.5 HOUR DRIVE**  
All attendees meet for a local welcome dinner with Rebellion team

### RECALIBRATION DAY

**MAR 3<sup>RD</sup>** During the first full day at **CALUSA**, the focus is on easing into the environment, becoming fully present, and beginning to engage both mind and body. The afternoon impact session centers on recalibration and level-setting: where you are today compared to last year, what has shifted, and how current limitations and potential are showing up in real time.

#### MORNING SESSIONS (TWO OPTIONS - ONE FOR ALL GROUP)

##### OPTION #1 INTO THE MANGROVES AT JOHN PENNEKAMP CORAL REEF STATE PARK

A guided paddle or kayak through calm mangrove waterways, offering a quiet, immersive way to slow down, observe, and reconnect with nature.

##### OPTION #2 CORAL REEF SNORKELING (ALLIGATOR REEF OR CHEECA ROCKS)

A guided snorkeling experience over vibrant shallow reefs, focused on comfort, awareness, and presence in the water.

#### AFTERNOON SESSIONS - IMPACT SESSION

##### RECALIBRATION (ENERGY, COMFORT ZONES) & THE GARDENER VS. THE ARCHITECT

During this session of The Rebel Path, we will identify where you stand today in terms of energy and comfort levels across your current challenges and responsibilities.

We'll then explore your leadership posture through the lens of **Gardener vs. Architect**: where you're trying to control and design outcomes, versus where your role is to create the conditions for growth. **Key conversation for establishing boundaries, value alignment, and preparing teams for growth.**

#### DINNER IN TOWN

## GROWTH DAY

**MAR**  
**4TH**

The second full day focuses on deepening understanding around non-negotiables and how they influence behavior, reactions, and leadership. You will explore how personal and professional values show up in real time when guiding teams, working with clients, and navigating partnerships. The work highlights how misalignment affects energy and comfort zones, and how clarity around non-negotiables supports more intentional, grounded leadership.

### MORNING SESSIONS

#### BREATHWORK SESSION WITH WILLIAM TRUBRIDGE

Designed for participants who already have experience with pool immersions and breath awareness. The session introduces new parameters for working with breath, expanding both physical and mental capacity while deepening regulation and control. Participants explore how subtle shifts in breathing, attention, and relaxation can unlock greater resilience, clarity, and calm, offering a fresh perspective on what the body and mind are capable of beyond familiar limits.

### MIDDAY & AFTERNOON SESSIONS HOSTED AT SEA

#### NON-NEGOTIABLES: BOUNDARIES, VALUES, & ALIGNMENT

This session focuses on identifying personal and professional non-negotiables and how they shape decisions, energy, and leadership behavior. **Held during a private charter along the coast of the Florida Keys**, participants explore where boundaries are clear, where they've been compromised, and the impact this has on trust, alignment, and performance. The setting creates space for perspective and reflection, supporting a practical and often confronting conversation that brings values into action and strengthens how leaders show up for their teams and organizations..

### DINNER AT REBELLION HOUSE

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## ACCOUNTABILITY DAY

**MAR**  
**5TH**

### LATE MORNING NATURE SESSION

#### ISLAMORADA JET-SKI EXPERIENCE

A high-energy group experience designed purely for connection and shared time together. You will explore the waters of Islamorada by jet ski, moving through open water, sandbars, and scenic stretches of the Keys. There is no agenda and no facilitation during this session. The goal is simple: have fun, build shared memories, and strengthen the forum bond through a collective experience in a unique nature setting.

### CLOSING IMPACT SESSION

#### ACCOUNTABILITY COMMITMENTS FOR GROWTH

This closing Impact Session focuses on translating insight into action. Building on the Non-Negotiables work, participants clarify the commitments they are making to themselves and to each other in support of continued growth. The session centers on personal responsibility, peer accountability, and defining what support and challenge will look like within the forum moving forward. This conversation anchors the experience beyond the retreat and creates a clear reference point for individual and collective growth.

**MAR**  
**5<sup>TH</sup>**

**DINNER AT ONE OF THE REBEL HOUSES**

The Rebellion team will cook dinner for everyone in what is a tradition at our collaborations. We might ask certain guests to help out depending on tasks at hand. It s all about breaking bread together.

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**C L O S I N G   D A Y**

**MAR**  
**6<sup>TH</sup>**

**OPEN MORNING & BREAKFAST**

**OPTIONAL - POOL IMMERSION (ROOKIES AND EXPERTS) GUIDED BY WILLIAM TRUBRIDGE AT REBELLION'S HOUSE**

An optional pool immersion session for those who want to explore breath, calm, and body awareness one final time before departure. This session offers space to integrate the week's work, reconnect with regulation, and leave the experience grounded and centered before heading to the airport.

**AIRPORT RIDES AS NEEDED**

**ADDITIONAL AVAILABLE ACTIVITIES AVAILABLE ALL DAYS EARLY MORNING OR LATE AFTERNOON**

- PICKLEBALL
- PADDLE BOARDING OR KAYAKING SHORELINE
- TENNIS WITH JORDI

FLORIDA KEYS, FLORIDA

**CALUSA SCHEDULE**

LIFTING YOUR OWN ANCHORS

# MEET YOUR FACILITATORS

## Redefining what's possible.

The Rebellion enables leaders and teams to unlock their full potential. Everything we do, either **immersive experiences**, **on-site activations**, or **growth coaching**, is fully designed to challenge your limits and grow what you believe is possible.



**William Trubridge**

**The Rebellion & Vertical Blue Co-Founder**  
18x World Record Free Diver



*"Our potential is almost always far beyond what we believe, and unleashing it is a magnum opus, and one of life's greatest rewards. My passion is now to share with other individuals and entities the tools that have served me so well in this process."*

**Jordi Mullor**

**The Rebellion CEO & Co-Founder**



*"To grow you need to do more uncomfortable things. Period. There's no shortcut, tradeoff, or cheat sheet. Either you are or you are not expanding your comfort zone. Every action, every decision, is either within your comfort zone or outside of such. Now, to expand your potential you need to periodically try what you believe to be impossible. It is the only way to realize you are truly capable of more."*



**Siri Ostvold**

**The Rebellion Co-Founder**

Norwegian Free Diving Record Holder



*"To be able to change business and systems, I believe we need to start with ourselves. I see the need of connecting people to their own body, to their surroundings, to their community and with nature to be able to - not only perform in life and business - but to create a new restorative and regenerative world."*