

EMERGING FRANCHISOR

CONFERENCE

NOVEMBER 13-14, 2013

SHERATON FORT LAUDERDALE
BEACH HOTEL
FORT LAUDERDALE, FL

CATCH^{THE}
WAVE

of new and exciting
information that will take
your franchise system to
the next level!

EMERGING FRANCHISOR

CONFERENCE



THANK YOU TO OUR SPONSORS

THE EMERGING FRANCHISOR CONFERENCE

is designed for franchise operations executives, CEOs, COOs, Presidents, franchise development executives, franchise marketing experts, franchise relations specialists and anyone responsible for the growth and efficient operation of their franchise system.

Specifically designed to address challenges and opportunities unique to franchise systems who are looking to grow, this is a prime networking and educational conference for franchisors that are ready to take their system to the next level. This program will feature franchise leaders sharing what they learned when they were building their brand. Attendees will hear motivational stories, expert tips and proven strategies that will attract new franchisees, build brand recognition and a loyal customer base, and increase productivity while streamlining operations. Simply put,
this is a must-attend event!



CATCH THE WAVE

WEDNESDAY, NOVEMBER 13

8:00 amRegistration Desk Open

8:00 am – 8:30 amContinental Breakfast with Table-Top Exhibits

8:30 am – 9:30 amWelcome and Opening General Session

Welcome Remarks by: Joe Bourdow, CFE, Senior Advisor, Valpak and Conference Moderator

Title Sponsor Remarks: Amy Cheng, Partner, Cheng Cohen



Best Practices in Building Your Operations – Overcoming Challenges as You Grow

Guest Speaker: Sid Feltenstein, IFA Past Chairman of the Board

Sid Feltenstein has experience in leading many successful brands such as Long John Silver's, Captain D's, Del Taco and A&W. Come hear advice from this franchise icon.

9:45 am – 10:45 amGeneral Session

Top 10 Things You Should Know in Taking Your Brand to the Next Level (and Pitfalls to Avoid)

Once an emerging franchisor has created a franchise concept, its main focus is to sell franchises. However, it is important for franchisors to understand the other aspects of how to create a successful franchise system. Just simply selling franchises will not take your brand to the next level. This program will give franchisors tips on how to successfully grow a system as well as pitfalls to avoid. We will discuss areas such as:

- Impact of the franchise agreement and operations manual.
- Creating the right franchise offering for your system.
- Anticipating modifications to the system.
- Franchisee validation.

Moderator: Amy Cheng, Partner, Cheng Cohen LLC

Speakers: Ron Lynch, CFE, President, Tilted Kilt Franchise Operating LLC; **John Rotche, CFE**, President & Partner, TITLE Boxing Club

10:45 am – 11:00 amRefreshment Break with Table-Top Exhibits

11:00 am – 12:00 noon.....General Session

Effective Leadership in a Franchise System

Leadership within a franchise organization and system is different than leadership within a non-franchise company. Leadership is also the difference maker for an emerging franchisor in building a sustainable franchise system and brand that outperforms the competition.

During this session we will address the following:

- What are the leadership differences between a franchise and non-franchise system?
- Inside-out leadership that features an undying devotion to the brand by all franchise system stakeholders.
- Leadership that focuses on innovation and results.
- What do franchisees expect from a franchisor's leadership?
- Best practices for incorporating your franchisees into the successful growth of a franchise system.
- How to build franchisee leaders.

Moderator: Brian Schnell, CFE, Partner, Faegre Baker Daniels LLC

Speakers: Sam Ballas, CFE, President & CEO, East Coast Wings & Grill; **Bob Johnston, CFE**, CEO, Front Burner Brands (Melting Pot and Burger 21); **Jeff Tews**, Multi-Unit Franchisee, BrightStar Healthcare of Madison, WI

12:15 pm – 1:45 pm.....Luncheon and General Session



Franchisor Case Study

Guest Speaker: Amit Kleinberger, CEO, Menchie's Frozen Yogurt

Join us for the Menchie's story and learn why *Entrepreneur* Magazine named this franchise part of their Franchise 500, Fastest Growing Franchise and Top New Franchises in 2013.

1:45 pm – 2:45 pm.....General Session

How to Leverage Technology as a Strategic Tool to Drive Your Marketing Efforts & Grow Your Brand

- How do you build the right marketing architecture that drives profits via integration, automation and analytics? How do you align your business objective and marketing strategy?
- Eliminating data silos to increase revenue and measure results.
- Switching from a marketing toolbox that frustrates franchisees to a marketing engine that drives franchisee adoption.
- Developing analytics to develop and document best practices.

Moderator: Mark Montini, Chief Results Officer, m2M Strategies

Speakers: Ryan Aschauer, Vice President of Consumer Marketing & IT, Floor Coverings International; **Steve Ricard**, Senior Director of Innovation, Camp Bow Wow

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2:45 pm – 3:15 pm.....Refreshment Break with
Table-Top Exhibits

3:15 pm – 4:15 pm.....General Session

Lessons Learned in Franchise Development – What I Know Now That I Wish I Knew Then

Speakers: **Kelly Roddy, CFE**, President, Schlitzky's; **David Wheeler**, VP of Franchise Development, Schlitzky's; **William Edwards, CFE**, Chief Executive Officer, Edwards Global Services

4:30 pm – 5:30 pm.....General Session

Navigating US Franchise Laws: How to Do It Right the First Time

The presenters will examine critical issues which emerging franchisors must understand when engaging in franchise and license transactions in the United States. The session will cover the following topics:

- The definitional elements of a franchise.
- Federal pre-sale disclosure laws.
- State pre-sale franchise registration and disclosure laws and business opportunity laws.
- Specific FDD disclosures, including financial performance representations.
- Remedies for Non-Compliance with federal or state laws.
- Best practices to ensure franchise sales compliance.

Moderator: **Alan R. Greenfield**, Shareholder, Greenberg Traurig LLP

Speakers: **Greg Delks, CFE**, Vice President, Franchise Development, Firehouse Subs; **Scott Nelowet**, CEO & Founder, French Fry Heaven

5:30 pm – 6:30 pm.....Networking Reception with
Table-Top Exhibits

6:30 pm.....Dinner
Creating an Amazing Customer Experience

Special Guest Speaker: **Shep Hyken**, CSP, CPAE, Shepard Presentations, LLC, *New York Times* and *WSJ* bestselling author of *"The Amazement Revolution: Seven Customer Service Strategies to Create an Amazing Customer Experience"*

A positive customer service experience is "table stakes" in any business today. Creating an amazing customer service experience will differentiate you from your competition and bring your customers back. In his usual entertaining and energetic style, Shep Hyken, customer service/experience expert, will share strategies, tips and tools that you will want to take back to your employees and implement immediately. You can expect to:

- Understand the difference between satisfied customers and loyal customers.
- Learn about Moments of Truth, Moments of Magic® and Moments of Misery®
- Walk away with seven customer amazement tools that you can implement immediately.

THURSDAY, NOVEMBER 14

7:00 amRegistration Desk Open

7:30 am – 8:00 amContinental Breakfast with
Table-Top Exhibits

8:00 am – 9:00 amGeneral Session

Title Sponsor Welcome Remarks: **Rocco Fiorentino, CFE**, Chief Executive Officer, Benetrends, Inc.

Lead Generation: What are Today's Hottest Online Trends for Recruiting New Franchisees (Google, Facebook, LinkedIn, etc.)?

- Best practices for utilizing online marketing channels to locate and convert qualified candidates into your franchise sales funnel.
- The way people communicate, research and make decisions has changed. Content is king and the sales process has evolved from cold calls, brochures and face-to-face meetings to social media, blogging, Skype and webinars. Learn what you can do to stay relevant.
- Learn how evolve your sales and marketing tactics and increase lead generation by integrating social media and digital marketing into your recruitment process. LinkedIn, Facebook, Twitter, Google+, Instagram, You Tube, Blogging, Email Marketing and advanced landing page development will be explored and actionable best practices given for optimized results.

Speakers: **Ken Colburn**, President/CEO, Data Doctors Franchise Systems, Inc.; **Nicole Hudson**, Digital Marketing Consultant

9:15 am – 10:15 amGeneral Session

How to Prepare Franchisees for Success

Participants will hear from franchisors with experience on what has worked for them. Participants will receive checklists to guide them on how to be more prepared in dealing with underperforming franchisees.

- Discover how to improve new franchisee onboarding.
- Prepare new franchisees for success.
- Minimize obstacles to underperformance.
- Deal with underperforming franchisees in the system.
- Establish systems to help the entire network perform better.

Moderator: **Robert Gappa, CFE**, President & CEO, Management 2000

Speakers: **Yvonne Mercer, CFE**, VP Business Services, Great Clips
Ted Leovich, VP International Franchising, Wingstop

10:15 am – 10:30 amRefreshment Break with
Table-Top Exhibits

CATCH THE WAVE

10:30 am – 11:30 am.....General Session

Lending Summit

Learn the latest strategies and developments for securing financing for your potential franchisees.

11:30 am – 1:00 pm.....Luncheon/General Session



Franchisor Case Study

Keynote Speaker: **Peter Cancro**, Chairman/CEO, Jersey Mike's Subs & 2013 IFA Entrepreneur of the Year

Learn how at just 17 years old, Peter Cancro, Chairman & CEO, of Jersey Mike's Subs, founded the popular sub shop and now oversees more than 750 locations open or in development throughout the country. How does the chain continue on its path of steady growth having opening 92 new restaurants throughout the country in 2012, a 33% increase in new store growth over 2011? You'll find out and understand why Jersey Mike's was named one of the Top 5 Growth Chains in the 2012 *Nation's Restaurant News* Second 100 ranking and listed as #1 in growth in U.S. system-wide sales (sandwich segment).

1:15 pm – 2:00 pm.....General Session

Using Social Media to Enhance, Protect and Build Your Brand Online

- Value and impact of the latest platforms - Instagram, Vine, Snapchat, Pinterest, etc.
- Tips on how to drive engagement with consumers.
- Best strategies to collaborate and coordinate content with franchisees.
- Protecting and managing your brand reputation online.
- Measuring ROI of social media activities.

Moderator: **Lorne Fisher, CFE**, CEO/Managing Partner, Fish Consulting

Speakers: **Donna Josephson**, VP, Marketing, McAlister's Corporation; **Chris Stipp**, Director of Online Marketing, Massage Envoy

2:15 pm – 3:15 pm.....General Session

Managing & Measuring Customer Feedback – What are Your Customers Saying and Why is it Important to Your Business?

- Creating a brand connection with your customers through engagement.
- Learn why listening to your audience is the #1 way to increase profitability.
- Learn what strategies, tools and intelligence are available to optimize relationships.
- Develop an understanding on who owns your brand -- it's not you.

Moderator: **Mindy Golde, CFE**, Chief Sales Officer, Listen 360

Speakers: **Marci Kleinsasser, CFE**, Director of Marketing, Handyman Connection, Inc.; **Tina Bacon-DeFrece**, Executive Vice President, Big Frog Franchise Group

3:30 pm – 4:15 pm.....Roundtable Discussions

4:15 pm – 5:00 pm.....General Session

CEO Roundtable: Building Strong Foundations and Relationships that Last

- Communications with franchisees.
- Managing growth.
- Creating brand advocates.
- Lessons learned.

Moderator: **Joe Bourdow, CFE**, Senior Advisor, Valpak

Panelists: **Ray Titus**, CEO, United Franchise Group;

John Longstreet, President & CEO, Quaker Steak & Lube;

Tom O'Keefe, President & COO, Smoothie King Franchises, Inc.

5:00 pm.....Conference Adjourns



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INTERNATIONAL FRANCHISE ASSOCIATION

Franchising

Building local businesses,
one opportunity at a time.

THANK YOU

TO OUR CONFERENCE PLANNING TASK FORCE MEMBERS

Cheryl Babcock, CFE

Lecturer, H. Wayne Huizenga School
of Business & Entrepreneurship, Nova
Southeastern University

Amy Cheng

Partner, Cheng Cohen, LLC

Lorne Fisher, CFE

CEO/Managing Partner, Fish Consulting

Brian Schnell, CFE

Partner, Faegre Baker Daniels, LLC

HOTEL INFORMATION

IFA has a block of rooms reserved at the Sheraton Fort Lauderdale Beach Hotel. To make your reservation, please call 1-888-627-7109 and ask for the IFA rate of \$169 per night single or double occupancy or online at <https://www.starwoodmeeting.com/Book/emergingfranchisor2013>. A credit card is required at the time of booking to guarantee your reservation. The deadline for booking your room at the IFA rate is October 14, 2013 (or when the room block is filled, whichever comes first).

ICFE CREDITS



You will earn 300 Education Credits toward the completion of the Certified Franchise Executive (CFE) accreditation by attending the Emerging Franchisor Conference.



Register at www.franchise.org/efc2013.aspx

REGISTRATION FORM



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SHERATON FORT LAUDERDALE BEACH HOTEL

FORT LAUDERDALE, FL

Please complete one form per person. The pre-registration deadline is November 1. After this deadline, an additional on-site registration fee of \$50 will apply.

Full Name _____

Title _____ Nickname for Badge _____

Company _____ Number of Units _____


Address _____

City _____ State _____ Zip Code _____ Country _____

Telephone _____ Fax _____

Email _____

☐ Check here if you wish to receive emails about IFA events and issues of interest.

☐  Check here if you require special assistance to participate. Please specify _____

REGISTRATION FEES

This event is open to franchisors only.

Please mark the appropriate box to indicate your participation and fees (registration fees are per person):

☐ IFA Franchisor Member \$450 \$ _____

☐ IFA Franchisor Member Additional Attendee \$400 \$ _____

☐ Non-Member Franchisors \$850 \$ _____

☐ Program Sponsor Complimentary

GRAND TOTAL \$ _____

HOTEL INFORMATION: IFA has a block of rooms reserved at the Sheraton Fort Lauderdale Beach Hotel. To make your reservation, please call 1-888-627-7109 and ask for the IFA rate of \$169 per night single or double occupancy. A credit card is required at the time of booking to guarantee your reservation. The deadline for booking your room at the IFA rate is October 14, 2013 (or when the room block is filled, whichever comes first).

CANCELLATION POLICY: Full Refunds (minus a \$50 administration fee) will be granted for registrations cancelled at least 14 days in advance of the seminar you are attending. A 50% refund (minus a \$50 administration fee) will be provided for registrations cancelled 7-14 days in advance. No refunds will be permitted for cancellations less than 7 days in advance or for "no shows." All requests for cancellations must be made in writing. Substitutions are permitted at any time.

PAYMENT METHOD

☐ Check Enclosed Payable to "IFA" (Federal Tax ID #36-6108621)

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