

2018 AGENDA



WELCOME TO THE 6TH ANNUAL

SPRINGBOARD

A SPECIAL EVENT FOR EMERGING FRANCHISORS

THE WESTIN PHILADELPHIA • SEPTEMBER 19-21, 2018

EMERGING FRANCHISOR
PROGRAMMING



Wednesday, September 19

3:00 – 5:00 Registration WESTIN LOBBY

Beat the Thursday morning line! Come by and grab your badge, t-shirt, and welcome bag before you head to the Welcome Reception.

6:00 – 8:00 Welcome Reception

Join us for cocktails and hors d'oeuvres at **Harper's Garden**, just a block away from the Westin! 31 S 18th Street, Philadelphia, PA 19103



Thursday, September 20

7:00 – 8:00 Breakfast

8:00 – 8:30 Welcome & Opening General Session GRAND BALLROOM

8:45 – 11:00 Clinics

Our clinics are intended to help you hit the ground running by providing a baseline of knowledge for the duration of the program. The material is divided into the four core competencies below, which lay the groundwork for the rest of conference.

8:45 – 9:45 First Round of Clinics

Lead Generation & Franchise Sales Clinic SALON II

The lead generation portion of the clinic will discuss current trends and best practices for franchisee lead generation and will cover: formulating a lead generation plan; the most effective lead generating sources over the past year; understanding the basic metrics; non-paid media sources (including referral programs, networking opportunities and customers); additional media channels (including internet, brokers and PR); franchise advertising in trade media, trade show exhibiting and franchise websites; and using social media and content to generate buzz and leads.

The franchise sales portion of the clinic will focus on converting leads to new franchisees and will cover: best practices for converting leads into candidates, and candidates into franchisees; Discovery Days; validation calls with franchisees; closing the deal; using the FDD as a sales tool; and crafting a legal and compelling Item 19.

Moderator: **Tom Wood** – President & CEO, Floor Coverings International

Panelists: **Candace Couture** – VP of Franchise Sales, Planet Fitness; **Jania Bailey** – President & CEO, FranNet; **Keith Gerson** – President, FranConnect; **Marcia Mead** – VP of Franchise Recruiting, Outdoor Living Brands, Inc.; **Joseph Mohay** – Chief Revenue Officer & Co-Founder, Integrated Digital Strategies; **Rob Lancit** – Vice President, MFV Expositions

Finance Clinic

SALON I

The finance clinic will examine the ways franchisors manage their balance sheet and income statement in order to grow within their infrastructure while measuring success and failure. The clinic will cover: whether to use debt or equity as growth capital; the new FASB standards and how it may impact financial statements and finance; common legal issues, such as corporate structure and state franchise examiner review; the pitfalls of guaranteeing leases and loans for franchises; and valuing emerging franchisors.

Moderator: **Geoff Seiber** – President & CEO, Franfund

Panelists: **Mike Zyborowicz** – Partner, Citrin Cooperman & Company, LLP; **Diana Mead** – Managing Partner, OnePoint; **Joseph Dunn** – Partner, FisherZucker, LLC; **Eddie Goitia** – Former CEO, Tilted Kilt; **William St. Clair** – Managing Shareholder, St. Clair CPAs, P.C.

10:00 – 11:00

Second Round of Clinics

Digital Marketing Clinic

SALON I

In today's tech-savvy world, it's important to make sure your brand doesn't get stuck in the past. Find the answers to your looming questions, and get set on the right course to successfully navigate the evolving digital marketing landscape. Get the inside scoop on what works and what doesn't from seasoned franchisor marketing and franchise development executives, along with a guided tour of the digital marketing services world. Together, you'll learn what's trending, and, more importantly, what's moving the needle for emerging franchisors like you.

Moderator: **Sherri Fishman** – President & Co-Founder, Fishman PR

Panelists: **Justin Mink** – SVP of Sales, Scorpion; **Jack Monson** – CRO, Social Joey; **Jacob Chappell** – VP of Enterprise, SOCi; **Renee Maloney** – CFO & Co-Founder, Painting With A Twist; **Dan Hall** – VP Director of Digital Services, LevLane

Operations Clinic

SALON II

The operations clinic provides emerging brands with advice on the best practices in organizing functions and people in operations and will cover: compliance and transparency as part of corporate culture; honest and effective communication; when to add staff and how to measure their performance; customer reviews, ratings and loyalty programs; franchisee inclusion in decision making; growing your supply chain and distribution footprint; hiring and retention (who to hire and when); franchisee training; contents of manuals; and national accounts.

Moderator: **Joseph Mathews** – CEO and Founder, Franchise Performance Group

Panelists: **Tom Scalese** – COO, East Coast Wings + Grill; **Marty Ferrill** – President, Philly Pretzel Factory; **Paul Altero** – CEO & Co-Owner, Bubbakoo's Burritos; **Scott Frith** – CEO, Lawn Doctor; **C.W. Bruton** – VP of Operations, Saladworks; **Gary Goerke** – President, Franchise Phones by Clarity

11:15 – 12:15

First Round of Breakout Sessions

I. How to Build Franchisee Relationships that Withstand the Test of Time

SALON III

Franchising is built on relationships. So how do you make sure you start off on the right foot with franchisees and create a relationship that's built to last? It all starts with bringing the right people into your system. Our panelists will discuss candidate profiling techniques, marketing to candidates, the importance of gauging satisfaction early and often, and what to do when good relationships go bad.

Moderator: **Michelle Rowan** – President & COO, Franchise Business Review

Panelists: **Gigi Schweikert** – President & COO at Lightbridge Academy; **Tim Courtney** – VP Franchise Development, PuroClean; **Hao Lam** – CEO & Chairman, Best in Class Education Center; **Peter Viitre** – Partner, Sotos, LLP

II. Item 19: Using Your FDD as a Sales Tool INDEPENDENCE

Many franchisors don't take the time to review the substance of the disclosure document and franchise agreement with a prospect, leaving the prospect to get his first explanation from his own counsel. This problem is compounded by the fact that many franchise prospects use lawyers without any franchise experience who are incapable of understanding that more onerous contractual protections are needed in order to protect the "system." This makes it critically important to review the disclosure document and franchise agreement with your prospects, and explain any unusual disclosure or any seemingly onerous contractual provisions. This session will explore ways to leverage your otherwise "dry" legal documents to drive franchise sales by alleviating a prospect's fears and describing a compelling business opportunity within the law.

Moderator: [David Allsman](#) – Partner, FisherZucker, LLC

Panelists: [Michael Mudd](#) – Development Officer, CITYROW; [Kris Nieb](#) – President, Velocity Franchise Development; [Alesia Visconti](#) – CEO, FranServe; [Jonathan Martin](#) – Partner & VP of Business Development, Ceterus

III. Qualifications and Financing for Emerging Brands DIRECTOR'S ROOM

How do franchisees of emerging brands obtain financing? Without the financial history that more mature brands bring to the table, what can an emerging brand do to show that its offer is bankable? In this session, we'll discuss what franchisors can do to make it easier for their prospects to obtain financing. Panelists will offer insight on what the qualifications are and what financing options are available to franchisees.

Moderator: [William DiPaola](#) – COO, Ballard Brands

Panelists: [Allison Zorich](#) – National Business Development Manager, Guidant Financial; [Dallas Kerley](#) – President & CEO, Benetrends, Inc.; [Denny Stone](#) – Director, National Accounts & Programs, PrimePay; [Trevor Robinson](#) – Sr. Director of Franchise Development, Camp Bow Wow

IV. Onboarding New Franchisees SALON I

Getting a new franchisee up to speed quickly has many benefits. This panel of seasoned franchise veterans will share the onboarding strategies they've designed to accelerate openings and improve engagement. Attendees will walk away with real-life examples and best practices for getting new locations up, running and successful. Topics will include: the impact of financing on the on-boarding process; financing single and multi-units; real estate; how to select and plan for your top ten growth markets; having accurate and up-to-date Ops Manuals to train independent and knowledgeable zees; company culture, mission and brand position; managing expectations and compliance; and accounting for the business, not only the franchise.

Moderator: [Cordell Riley](#) – President, Tortal Training

Panelists: [Gary Occhiogrosso](#) – Founder & Managing Partner, Franchise Growth Solutions; [Gary Robins](#) – President, Supercuts; [Rob Cambuzzi](#) – President, RPM; [Holly Johnson](#) – COO, Bishops

V. Driving Franchise Growth in this Age of Disruption: Understanding the Changing Landscape of Franchise Development and Today's Strategies of Success SALON II

The world continues to move fast and thinking around the next curve is increasingly vital to a successful business. Emerging brands are well placed to hit the ground running and re-emerging brands need to not only get on-board with the technology of today, but be out ahead. The panel will discuss the tools available today to streamline and advance the development process, but also where they think the future will be in the short and medium terms. You'll hear what you can do today and what you need to start doing today in order to exploit the technologies of tomorrow.

Moderator: [Dan Monaghan](#) – Managing Partner, Clear Summit Group

Panelists: [Christina Parsons](#) – CEO, DAS Group; [Marcos Moura](#) – Chief Development Officer, Amada Senior Care & Founder, DBAHuman

12:30 – 2:00

Keynote Address by Sidney Feltenstein **GRAND BALLROOM**

Grab your lunch and join us in the ballroom for this year's keynote address and lively Q&A hosted by Steve Greenbaum. Sidney Feltenstein will share obstacles and highlights of his impressive and wide-ranging career growing brands such as A&W, Del Taco, Burger King and more.



2:15 – 3:15 **Second Round of Breakout Sessions**

I. Raising Capital: Fuel for the Right Stage of Your Company's Growth

INDEPENDENCE

Raising capital at any stage can be a daunting task. For the emerging franchisor, making the right decisions regarding a capital raise will have a significant impact on the organization's ability to thrive long term. Spend some time with industry experts discussing the mechanisms and options for raising capital at several critical stages of development. Our panelists will discuss the various types of capital structures and how companies can align with capital sources across the spectrum, including private equity and venture capital funds, family offices, and traditional financial institutions.

Moderator: John Teza – NRD Capital

Panelists: Ron Feldman – CDO, Apple Pie Capital; Adam Burgoon – Partner, KarpReilly; Cameron Cummins – Co-Founder, Pivotal Growth Partners

II. Growing Your System with Millennial Franchisees

DIRECTOR'S ROOM

As an emerging brand, you can't expect to build your system by targeting a small demographic of high-net-worth individuals or executives from corporate America as franchisees. Millennials are not only making up an increasingly larger pool of your prospective customers and franchisees, they're also raising the bar in emerging franchise brands, often out-performing their older, more experienced counterparts. This panel will address how you as an emerging franchisor can successfully recruit these industrious, adaptable and passionate young prospects as franchisees, keep them engaged during the franchise sales process and leverage their positive qualities to benefit your entire franchise system.

Moderator: Debra Vilchis – Chief Operating Officer, Fishman Public Relations

Panelists: Frank Milner – President, Tutor Doctor; Danny Nieves – Founder & CEO, Local Door Coupons; Ryan Combe – Managing Partner, Better Way Franchise Group; Tom Parks – President & CEO, Premier Franchise Solutions

III. Grassroots Marketing 2.0: Guerilla Style

SALON III

Today's spectrum of non-traditional marketing and innovative tools and technology, including digital and social media marketing, takes Grassroots Marketing to a new level. Sharing information, interacting with target audiences and engaging in compelling conversations are progressively paramount to earning the right to present calls-for-action for both consumer and candidate proposition. This session will provide examples and answer questions about how to utilize Grassroots Marketing 2.0 in a Guerilla-style approach to help brands stand out from both the noise and crowd for optimum results.

Moderator: Paul Segreto – CEO, Franchise Foundry

Panelists: Becky Woodington – Marketing Strategist, Direct2You; Matt Mongoven – CEO, Smokin' Oak Wood-Fired Pizza; Troy Dowell – VP of Sales, Qiigo; Keith Levenson – COO, ClimbZone Franchising LLC; Lisa McCarthy – Co-Founder, Out Of The Box Technology



IV. Leveraging Brokers & Consultants

SALON II

This session will provide key advice and strategies for emerging brands on the following topics: what working with consultant networks can offer your brand, both short and long term; what networks look for in selecting brands; maximizing the quantity and quality of leads with brokers; the time, energy and financial commitment involved in working with consultants; and how to get results with brokers when offering single unit or multi-unit deals. Learn what really works (and what doesn't) from the experts!

Moderator: Kurt Landwehr – VP of Development, Regis Corp. & Partner, BrandONE

Panelists: Nick Neonakis – CEO, The Franchise Consulting Company, Inc.; Anna Phillips – CEO & Founder, The Lash Lounge Franchise; Don Daszkowski – Founding Member, IFPG; Kelly Wyatt – VP of Franchise Development, Liberty Tax Service; Steve Beagelman – CEO, SMB Franchise Advisors

V. Investigating the Early Phase of Brand Scalability: Onward and Upward!

SALON I

Your brand has validated its model and has begun selling franchises. It is time to develop a strategy for building the necessary manpower, enhancing franchisee support systems and solidifying culture to support the coming growth. In this session we will discuss the importance of identifying inflection points, best practices in executing action plans for correcting them, identifying intellectual capital is needed (and when) for sustaining new unit growth, and how to drive the necessary culture from corporate operations to the franchised unit level.

Moderator: Theresa Huszka – Senior Consultant, MSA Worldwide

Panelists: Doug Schadle – CEO, Rhino 7 Franchise Sales and Development; Edward Kelley – Mentor and Advisor, Emerging & Growth Franchisors; Shane Evans – Founder & President, Massage Heights; Thomas Nieto – CEO, Main Squeeze Juice Co

3:30-4:30 Third Round of Breakout Sessions

I. Public Relations: Generate Buzz for Your Brand

DIRECTOR'S ROOM

Public relations can be a driving force behind your brand's growth. As soon as your doors open for business, you have a story to tell, and a PR team that understands franchising can create an effective and compelling message to introduce your brand to its target audiences. Our panelists will discuss the use of media outreach, content creation and marketing efforts to kick start the growth of your franchise. So if you're wondering when the best time to use public relations is, we say, "Why not now?"

Moderator: Mike Misetic – Managing Partner, Franchise Elevator

Panelists: Daniel Collins – President & CDO, I Heart Mac and Cheese; Lynette McKee, CFE – CEO & Managing Partner, McKeeCo Services, LLC; Sarah Fortin – Brand Awareness Ambassador, Spray-Net Inc.; Todd Magazine – CEO, Blink Fitness

II. Establishing Effective Marketing Tools and Resources on a Budget

SALON III

When you are establishing your franchise, funds for your marketing efforts may be limited, and you want sound advice on where to focus your efforts to avoid pitfalls. This session's discussion will center on prioritizing your marketing efforts on your digital footprint, grassroots marketing, brand standards and using marketing technology for efficiency and measurement. Our panelists will share best practices and real-life challenges they have faced in order to help you move forward in building a successful marketing platform for your company.

Moderator: Jennifer Campbell – President, Hot Dish Advertising

Panelists: Greg Sausaman – CEO & CDO, Topper's Craft Creamery; Russell Burnett – CEO, OnlineImage; Jennifer Cutillo – Director of Operations, BeBalanced Hormone Weight Loss Centers; Lisa Dimson – CMO, FAB'RIK

III. Solving for the "X Factor" in Franchisor Growth Equation: Growth = X + Capital

SALON II

This panel of seasoned franchisors and investors will discuss the components that make up a brand's "X Factor" – the quality that private equity firms, other investors and franchisees all look for. Hear firsthand the best strategies for making your business scalable and attractive, and what you can do in early stages to make sure you're set up for healthy growth. We'll break down the "X Factor" into concrete components, like consistent documents and well-incorporated technology that you can prepare today so your brand is ready to expand tomorrow.

Moderator: Lane Fisher – Partner, FisherZucker LLC

Panelists: Jeremy Holland – Managing Partner, The Riverside Company; Tom Wells – Managing Partner, 10 Point Capital; Charlie Chase – President & CEO, FirstService Brands, Inc.; John Goldasich – Partner, Arlington Capital Advisors

IV. How to Define & Differentiate Your Brand in a Crowded Industry

INDEPENDENCE

During this session, we will discuss the ways smaller brands can differentiate themselves from other systems in crowded franchise sectors. In addition, we'll talk about how to identify the services and support you need to put in place early on, and how to set expectations for both candidates and franchisees in order to effectively scale growth and be a best-in-class franchise system.

Moderator: Adam Heitzman – Managing Partner, Higher Visibility

Panelists: Brian Gross – President, Bach to Rock; Gary Huether – President & Co-founder, Arooga's Grille House & Sports Bar; Robert Scott – CEO, Legends Boxing; Jonathan Steward – Sr. Director of Business Services, Great Clips, Inc.

V. Accelerating Franchisee Openings and the Ramp-up Process

SALON I

Successful franchisees validate and allow systems to grow. For emerging brands, making sure your early franchisees are successful is even more important. Faster openings also generate royalty revenue and shorter ramp up periods mean greater royalties and happier franchisees. This panel will discuss methods franchisors can employ to create this virtuous circle early in the process.

Moderator: Diamantis Dean Hatzitheodosiou – Sr. Director of Sales, Franchise Blast

Panelists: Charles Watson – CDO & Interim CEO, Tropical Smoothie Cafe; Richard Simtob – President, Zoup!; Jennifer Lemcke – COO, Weed Man USA

4:45 – 5:45

Franchisor Mentor Session

GRAND BALLROOM

In this franchisor-centric general session, seasoned franchise veterans will offer advice and reply to attendee questions generated during the event.

Moderator: Lane Fisher – Partner, FisherZucker LLC

Panelists: Dan Dizio – CEO & Co-founder, Philly Pretzel Factory; Darin Harris – CEO, North America - The Regus Group; Bryon Stephens – CEO, Extreme Leadership Institute; Rocco Fiorentino – CEO, Primos Hoagies & Vice Chairman, Benetrends Financial; Charlie Chase – President & CEO, FirstService Brands, Inc.

6:30

Dinner

Join us for dinner and networking at the **Franklin Institute**, a staple of Philly culture.
222 N 20th Street, Philadelphia, PA 19103



Friday, September 21

7:30 – 8:30 Breakfast

8:30 – 9:00 Welcome & Opening

9:00 – 9:45 General Session with Dan Monaghan **GRAND BALLROOM**

Dan Monaghan, known for the growth of franchise systems such as Tutor Doctor and Qualicare, will provide attendees with a forward-thinking look into the ways evolving technologies will impact the future of franchising.



10:00 – 11:00 Fourth Round of Breakout Sessions

I. Creating a Thriving Culture of Engagement, Alignment, and Collaboration with Your Franchisees **SALON II**

Learn how to structure and utilize internal franchise advisory councils, committees, and project work groups. Listen to best practices for conducting local, regional, and national conferences. Gain an understanding of how franchisors can leverage franchisee performance reviews, satisfaction surveys, and 360° feedback to better their organizations. Consider how to engage your key franchisees on your vision and long-range plan for your company. Experienced franchisors and industry experts will share their experience building organizations with world-class franchise relations and engagement.

Moderator: Susan Beth – Chief Operating Officer, NRD Capital

Panelists: Mel Knight – President, Fuzzy's Taco Shop; Greg Muffuletto – Senior Account Executive, Listen360; Kyle Smith – CEO, Nothing Bundt Cakes; Steve Hockett – CEO, Great Clips Inc.; Michael Stone – President, CertaPro Painters Ltd.

II. Franchise Lead Generation: Smart Ways to Generate Quality Leads **SALON I**

Starting a franchise is costly and budgets need to be prioritized. All too often, lead generation is underfunded and understaffed while the franchisor is awaiting positive cash flow. This session explores lower cost options to catch, connect with and close franchisees. On this panel, we'll be focusing on the "PESO" (Paid, Earned, Shared, Owned) lead gen opportunities, and building a process for getting those higher quality lead candidates into a conversation. It all starts with understanding your target audience, their motivations and their content consumption behaviors, then using media solutions to deliver your message when and where they are most receptive. We'll learn how our panel of experts earned franchise candidates using a smarter process - and optimized budgets.

Moderator: Jam Hashmi – CEO, Clicktecs

Panelists: Paul Fishback – VP, Franchise, Entrepreneur Media Inc.; Bob McQuillan – VP of Franchise Development, Hand and Stone; Jeff Wall – CEO & Owner, Handyman Connection; Red Boswell – Global Chief Development Officer, ActionCOACH Global; Gary Gardner – Chairman, Franchise Update Media

III. Closing More Sales Using Outsource Franchise Sales Teams **SALON III**

The process by which franchise leads become franchisees is fraught with financial, legal, and real estate roadblocks. Luckily, there are services that can help franchisors sift through leads to find qualified franchise candidates. During this session, panelists will discuss the benefits of using outsource franchise sales, development teams and referral networks to navigate today's challenging economy.

Moderator: James Channer – Advisor, Wet Paint Services

Panelists: Trent Halvorson – Consultant, FranChoice; Lory Meyerson – President, Pinnacle Franchise Development; Steven Gardner – Founder, QSR Franchise Development Group; Susan Stilwell – Business Development Strategist, The Entrepreneur's Source

IV. Enforcing Franchisee Compliance **INDEPENDENCE**

There comes a time in every franchise system when a franchisor has to compel a franchisee's compliance. The panel will discuss when the carrot or a stick is appropriate. How do franchisors institute and obtain franchisee "buy-in" on system changes? The panel will also discuss the risks a franchisor faces when taking action to compel compliance.

Moderator: William Graefe – Partner, FisherZucker, LLC

Panelists: William Rodriguez – President & Co-Founder, Silvercrest Advertising; Frank Robinson – Partner, Cassels Brock & Blackwell LLP; Angela Cote – Franchisee, M&M Food Market; Martha O'Gorman – CMO, Liberty Tax & SiempreTax+

V. How To Make Your Consumer Marketing Strategy "Millennial-Proof" **DIRECTOR'S ROOM**

Understanding what drives millennials' buying behavior is key to formulating a successful, millennial-proof marketing plan to maximize on their disposable income. In this session, we will discuss how different franchise brands have won over millennial consumers by sharing successes, failures and tips for you to use in your consumer marketing strategy moving forward.

Moderator: Zachary Fishman – Sales Director, FranFunnel

Panelists: Carmelo Marsala – President & Founder, Spray-Net; Landon Eckles – CEO, Clean Juice; Andrea Scott – CEO, Skoah Franchising Inc.; Jami Stigliano – Founder & CEO, DivaDance

11:15 – 12:45 Working Lunch Session

Growth in a Franchise System: Maximizing Unit Level Economics and the Value of Your Brand **GRAND BALLROOM**

Knowing the key areas to maximize unit level economics for your business and franchisees is critical to growth. In this session, we will be discussion the following five components you need to ensure better results: (1) the right systems in place; (2) the right language within your FDD and agreements; (3) benchmarking and key performance indicators; (4) performance groups; and (5) a culture that sets direction.

Moderator: Jay Duke – National Partner, Franchising and Advisory Services, BDO

Panelists: Steve Murphy – President, Winmark; John Goldasich – Partner, Arlington Capital Advisors; Steve Hockett – CEO, Great Clips Inc; Charlie Chase – President & CEO, FirstService Brands, Inc.

1:00 – 2:00 Fifth Round of Breakouts

I. Alternate Routes to Growth: When Brokers Just Aren't the "Right Fit" **SALON III**

In this panel, hear firsthand from brand leaders that couldn't get into the broker groups in the early stages of their franchise. They will share what they did to generate leads and grow their business until they were ready for broker networks, and discuss rehabilitative measures you can take to address any operational obstacles and groom your system for a faster roll-out. Panelists will also discuss the reasons some brands will never be a fit for brokers, and dive into brand development via multi-unit and area representative relationships.

Moderator: Jania Bailey – CEO, FranNet

Panelists: Ryan Zink – CEO, Franchise FastLane & Co-Founder, Complete Nutrition; Dr. Ben Litalien – Founder & Principal, FranchiseWell, LLC; Brook Wise – Founding Director, Express Franchise Development; Jason Barclay – Franchise Development, The Lash Lounge



II. Working an Organization Through Change

INDEPENDENCE

In order to maintain their competitiveness, franchise systems must evolve over time to grow market share, improve profitability, respond to competition, and make effective use of technology. Effectuating change through a franchise system in which individual units are independently owned and operated and are governed through a long-term contractual relationship, which often differ from one another in the same system, can be challenging. The panel will discuss what terms your franchise agreement should have from the “get-go” including flexibility, how to communicate change that promotes system “buy-in” and how to address obstacles to change.

Moderator: **Dr. John Hayes** – Titus Chair for Franchise Leadership, Palm Beach Atlantic University

Panelists: **Klaus Jeschke** – Global COO, Expense Reduction Analysts; **Josh Cohen** – Founder & CEO, Junkluggers; **JoyAnn Kenny** – Attorney, FisherZucker LLC

III. Selecting and Fitting Out Ideal Sites

DIRECTOR'S ROOM

Organizing a process for site selection, lease review and build-out is essential to both a system's success and to securing a franchisor's interest in real estate. This panel will discuss the site selection process including developing site standards, an approval process and how to use and get noticed by developers. Reviewing and approving a franchisee's lease can be a hairy process, the panel will discuss developing standards and a process while balancing the independent nature of the franchise business – where to draw the line, what's flexible and what's not. The panel will also discuss the build-out process and how to create a “store-in-a-box,” who's responsible for what and when and what tools exist to coordinate the process.

Moderator: **Ty Brewster** – Retail Broker, Keyser

Panelists: **Tim Matey** – National Account Executive, FC Dadson; **Kyle Mann** – Vice President, ELEDLights.com; **Bill Chaffee** – Vice President, Waterwalk Hotel Apartments

IV. Franchise and Marketing Programs to Help the Bottom Line

SALON II

As an emerging franchisor, your goal is to add franchisees and to strategically scale-up and grow your franchise system. During this session, we will be covering the benefits of implementing different franchise programs and marketing services into your business model. We will discuss cost advantages, ease of implementation and how to ensure success of your overall system.

Moderator: **Brad Fishman** – CEO, Fishman PR

Panelists: **Jim Farrell** – VP of Sales, Solink; **Tom Epstein** – CEO, Franchise Payments Network; **Barbara Moran-Goodrich** – CEO & Co-founder, Moran Family of Brands; **Gretchen Kaufman** – Director of Enterprise Sales, Xpressdocs; **Ryan Hicks** – VP Business Development, Rallio



V. Landing the Big Fish: Selling Multi-Unit Deals

SALON I

This session will cover the issues a franchisor should be considering before offering multi-unit deals. Panelists will discuss: if your brand is structured for multi-unit sales, and what you need to have in place; the various paths to take, such as area development agreements, master franchise agreements, licensing agreements and the multi-unit model; and panelists' experiences selecting buyers, setting development schedules and effective market planning.

Moderator: Peter Barkman – Managing Partner, K9 Resorts & BrandONE

Panelists: Michael Haith – CEO, Teriyaki Madness; Scott Thompson – CDO, Level 5 Capital; Leonard Verkhoglaz – CEO, Executive Home Care Franchising, LLC; Neal Courtney – CEO, Cookie Cutters Haircuts for Kids

2:15 – 4:15

Franchisor Mentor Roundtables

GRAND BALLROOM

In this afternoon session, small groups of Springboard franchisors will be paired with an experienced, senior franchisor mentor. Each Springboarder will have the opportunity to bring their biggest business challenge to the table. Then, using a Request for Experience (RFE) process, the mentor will facilitate you initiating ACTION towards a goal – all from practical “been there, done that” real life experiences. You'll walk away with actionable options and solutions to your challenge.

We encourage you to come prepared to discuss your biggest problem so that your mentor can best help you move faster toward recurring revenue self-sufficiency, as a primary topic area. The participants can also bring other topic areas forward. If your company has multiple participants, it may be a good idea for each participant from your company to come with a different problem to receive RFEs on multiple topics. Coming with the same problem is no issue either, as each group will provide different perspectives.

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10TH ANNIVERSARY

SAVE THE DATE



MARCH 13-15 2019

FRANCHISE UNCONFERENCE

Newpark Resort, Park City, Utah

Learn more at FranchiseUnConference.com / 215.825.3100

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