

PRESENTED BY **FRANCHISORS.COM**community

LIVE

SEPT 26-28, 2021 | PHILADELPHIA



SPRINGBOARD

EVENT FOR **EMERGING** & **(RE)EMERGING** FRANCHISORS



2021 AGENDA

SUNDAY, SEPTEMBER 26

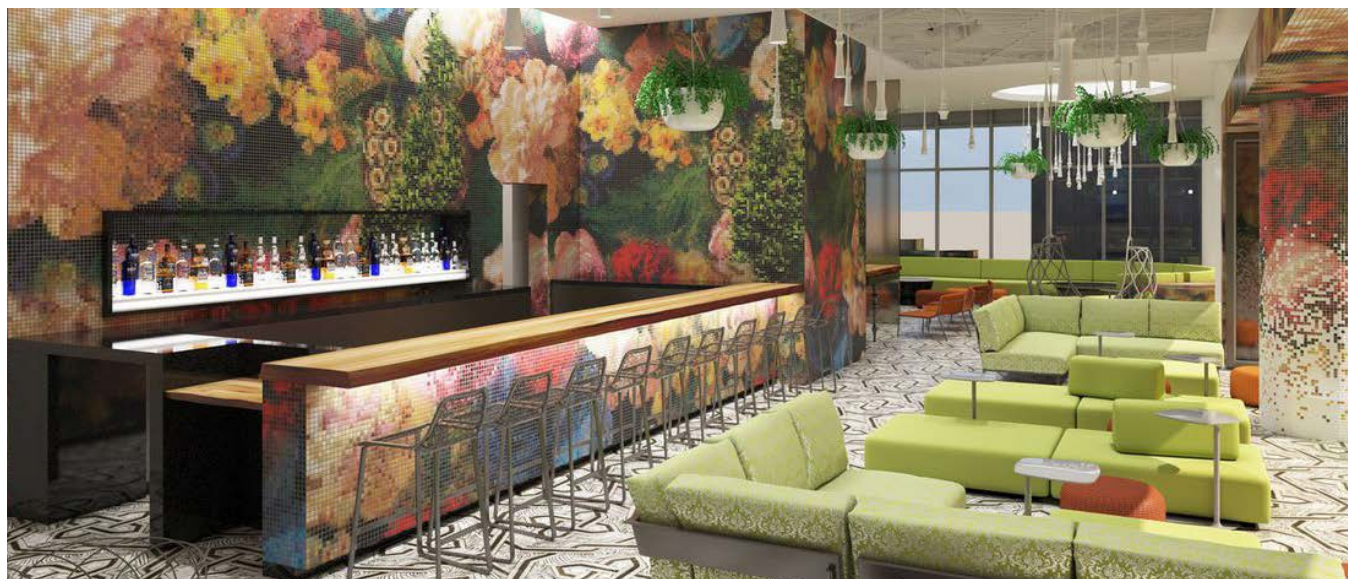
3:30 – 5:30 Registration

Beat the Monday morning rush! Come by and grab your badge, t-shirt and welcome bag.

6:00 - 8:00 Welcome Reception

Join us for light bites, drinks and networking, conveniently located within the W Hotel at the **Wet Deck**.

1439 Chestnut Street, Philadelphia, PA 19102



MONDAY, SEPTEMBER 27

7:00 - 8:00 Breakfast

8:00 - 8:30 Welcome & Opening Great Room

8:40 - 9:40 Keynote Address by Rob Weddle Great Room



10:00 - 11:00 First Round of Roundups

Operations: Onward and Upward

Great Room 1

As an emerging franchiser, you've probably heard that the number one driver of franchise company growth is profitable franchisees. Sounds simple when you've got a great business model and you know the formula for success, but it doesn't take long until you realize there is more to franchisee profitability than having a good operations manual and decent "hotline" support. In this roundup, we'll discuss how to set franchisees up for success by focusing on expectations, compliance and accountability, and transparency and collaboration. Panelists will share insights on how to ensure you're actively coaching your franchisees for success. Between maximizing franchisee profitability and showing your prospects the business coaching you have in place, you are sure to stand out amongst the competition and attract high performing franchisees to your brand.

Moderator: [Angela Coté](#) - Franchise Advisor, Angela Coté Inc.

Panelists: [Marty Ferrill](#) - President, Philly Pretzel Factory; [Jesse Keyser](#) - Owner, Keyser Enterprises; [Scott Abbott](#) - Managing Partner, Five Star Franchising

Franchise Relations: Go Beyond the Buzzwords

Great Room 2

Communication, transparency, collaboration, integrity, inclusivity: these are all popular culture terms that, unless they translate into actions, don't carry much meaning. In franchising, the relationship between the franchiser and franchisee is paramount to the success of both, which means those buzzwords require real effort. In this session, you'll hear franchisers and franchisees discuss: how they handle conflict (the pandemic undoubtedly brought plenty); opportunities to foster trust (and what can break it); and what emerging brands can do now to set the stage for productive relationships as they grow. Learn effective ways to engage franchisees, and get a candid look at how creating a culture of honesty and strong communication impacts the growth of the brand.

Moderator: [Laura Michaels](#) - Editor in Chief, Franchise Times

Panelists: [Steve White](#) - President & COO, PuroClean; [Tamra Kennedy](#) - Franchisee, Taco John's; [Sam Stanovich](#) - Senior VP of Development and Alliances, Big Chicken

11:15 - 12:15 Second Round of Roundups

Digital Marketing: Lessons Learned

Great Room 1

In this session, we will discuss mistakes the panelists made early in their franchise careers as they share what they wish someone would have told them years ago to better direct their paths. We'll also discuss successes, big wins, and what you can begin doing now to implement best practices. Come prepared to gain authentic insights from marketing, operations and franchise development experts.

Moderator: **Jordan Wilson** – Senior VP of Franchise, Scorpion

Panelists: **Susan Boresow** – President & CEO, Massage Heights; **Marcos Moura** – Co-Owner & CDO, Amada; **Marci Kleinsasser** – VP of Marketing, Handyman Connection

Lead Generation and Franchise Sales

Great Room 2

In this roundup, panelists 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; various paid and non-paid media channels; franchise advertising in trade media, trade show exhibiting and franchise websites; and using social media and content to generate buzz and leads. We will also cover various aspects of franchise sales, including 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: **Ryan Zink** – CEO & Co-Founder, Franchise FastLane

Panelists: **Tom Wood** – President & CEO, Floor Coverings International; **Jania Bailey** – CEO, FranNet; **Tim Courtney** – VP of Franchise Development, PuroClean; **Tim Evankovich** – CEO, Oasis Senior Advisors



12:45-2:00

Working Lunch Session

Great Room

Springing to the Next Level: Preparing Now for Third Party Capital Investment

Since 2020, we've seen a surge in transactions which has led to unprecedented evaluations and opportunities. Preparing your business for next-level growth using third-party investment is incredibly important to the future of the franchise. Given that it may be your largest asset, this is serious business! So, what are the significant factors to consider when preparing for growth via third-party capital investment? What do strategic investors, private equity firms and other potential investors value most when looking at your company? What can you start doing today that will help you prepare for the future? In this session, learn from industry experts on how to prepare and make your franchise more attractive for capital investment.

Moderator: Jay Duke – Partner, BDO

Panelists: Grant Marcks – Principal, The Riverside Company; Anthony Polazzi – President & CEO, AP Franchised Concepts; Josh Skolnick – CEO, Horsepower Brands; Patrick Galleher – Managing Partner, Boxwood Partners



2:15 - 3:30

First Round of Breakouts

I. Set Them Up for Success: Post-COVID Changes in Franchisee Onboarding Practices

Great Room

With a tumultuous year comes major changes in the operational model. As we shape a new era of franchising, hear firsthand the pivoted approaches these franchisers are taking to onboard franchisees.

Moderator: John Francis – Board of Directors, Sport Clips Haircuts

Panelists: Betsy Hamm – CEO, Duck Donuts; Kim Hanson – CEO, LearningRX; Rohit Chande – COO, Authority Brands

2:15 - 3:30

II. Designing Your Sales Team

Industry

Are you grappling with how to effectively scale and grow your franchise and don't know how to structure your sales team? Have you thought about bringing on an outside sales team but don't know where to start? Our panel of experts will help guide you with best practices for developing the right team strategy for you.

Moderator: Jennifer Campbell – President, Hot Dish Advertising

Panelists: Tom Hodgson – Founder & CEO, Color World Housepainting; Renee Israel – Chief Franchise Officer, Modern Restaurant Concepts; Marla Topliff – President, Suzy's Swirl

III. Pounding the Pavement: Grassroots & Guerrilla Marketing Strategies

Studio 2 & 3

The pandemic put a freeze on much of our ability to get out in our communities. Now is the time to get franchisees excited about grassroots and guerrilla tactics that can move the needle in their business. Learn how to differentiate your brand's social and boots-on-the-ground marketing strategies when everyone else is using the same approach. Join this lively panel discussion on drawing attention to your brand and overcoming hesitancy or shyness.

Moderator: Brynn Gibbs – Founder & CEO, Consumer Fusion

Panelists: Erik Van Horn – Founder, Franchise Tribe; Robert Bruski – Co-founder & CEO, CtrlV; Zach Nolte – President, Kitchen Solvers

IV. Standing Out in the Crowd: How to Differentiate Your Brand in a Crowded Industry

Studio 10

Customers define your brand based on how they feel, think and what they hear about your product, service or company. You need to be sure your customer experiences and engagements define your brand accurately, and, most importantly, differentiate what separates your brand from the rest -- especially in a crowded industry. This panel of experts will discuss their strategies and approaches.

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

Panelists: Gary Findley – CEO, Stellar Brands; Jeff Wall – CEO, Handyman Connection; Neal Courtney – CEO, Cookie Cutters Haircuts for Kids





3:45 - 5:00 Second Round of Breakouts

I. Devil's in the Details: Equipping Franchisees with the Tools to Become Top Performers

Great Room

Many franchisers find themselves wishing to be in several places at once, just to keep your franchise locations accountable for the model that you work so hard to perfect! While we can't offer you cloning tips, we've got the next best thing. In this session, learn from operations gurus on methods they utilize to ensure that the operational model is sound across the entire network. Using a combination of technology, data and good old-fashioned hard work, emerging brands will take away key learnings on how to execute their model.

Moderator: Doug Mark – President, LearningZen

Panelists: Josh Cohen – Founder & CEO, The Junkluggers; Andrew McCuiston – President, Goldfish Swim School; Mark Kartarik – Interim COO, Salon Intimate

II. Authenticity Is King: Leveraging PR to Bolster Your Brand and Franchise Sales Awareness Efforts

Industry

Since franchising's origin, the business model has been about being a part of something bigger than yourself. The best strategy for communicating your brand message is simple -- share authentic stories that people can relate to! Hear from some of the most successful brands in franchising as they discuss how they utilize PR to help create an emotional connection with both consumers and franchise candidates to reach the main goal: a passionate and successful franchise system.

Moderator: Zack Fishman – Director of Innovation, Fishman PR

Panelists: Jon Sica – Chief Strategy & Development Officer, Batteries Plus; Ashley Mitchell – VP of Marketing & Communications, Streamline Brands; Jesse Johnstone – President, Fibrenew

III. Innovating Your Real Estate Footprint and Adjusting to Consumer Trends

Studio 2 & 3

Due to the now-cliché “unprecedented times,” consumer tastes evolved more quickly over the past year than in the prior five years combined! With that shift comes major changes in the real estate world. In this session, we will learn from experts on some of the most creative ways they changed their real estate footprint to confront these changing behaviors. Panelists will discuss non-traditional, co-branding and “stores within stores” footprints.

Moderator: Tim Matey – VP of Franchise Markets, F.C. Dadson

Panelists: Rob Cambuzzi – Founder & CEO, REP'M Group; Carol Schillne – National Retail Tenant Representation, Keyser; Ty Brewster – Retail Broker, LocateAI

3:45 - 5:00

IV. Reinventing Your Brand: The Art of the Turnaround

Studio 10

Many brands come and go in the franchise space. However, some manage to develop an emotional connection that is much harder to forget. In this session, we will learn from “turnaround artists” who use a combination of nostalgia, savvy operational models and rebranding to bring brands back from the dead.

Moderator: *Laura Wright* – Managing Partner, OnePoint Franchise Accounting

Panelists: *Kelly Roddy* – CEO, WOWorks; *Linda Chadwick* – President & CEO, Rita’s Italian Ice; *William Bruce* – CEO & Owner, Forward Focus Holdings

6:30 - 10:00

Springboard Social

Join us for a night to remember! Come eat, drink and network with your fellow Springboarders at *Independence Bear Garden*.

100 S Independence Mall W, Philadelphia, PA 19106



TUESDAY, SEPTEMBER 28

7:00 - 8:00 Breakfast

8:00 - 8:30 Welcome & Opening Great Room

8:30 - 9:30 General Session with David Barr Great Room



9:45 - 11:00 Third Round of Breakouts

I. Rev Up and Revitalize Your Pipeline in Today's Selling Environment

Great Room

In today's changing business environment, finding great prospects and awarding franchises to the best franchisees must become a more focused, and consistent process. Uncertain times, changing attitudes, digital advertising, changing incentives to buy a franchise, slower funding and increased competition, have all contributed to a shift in the franchise sales landscape over the past year. In this session, our panel of industry experts will share tips and insights to get your franchise sales program into high gear and move your brand forward by closing more deals.

Moderator: Zach Beutler – Founding Partner, Horsepower Brands

Panelists: Alex Samios – VP of Franchise Development & Partner, Dogtopia; JT Thiessen – CDO, Home Franchise Concepts; Peter Barkman – Partner, BrandONE Franchise Development

II. Preparing for Mergers, Acquisitions and Due Diligence

Industry

Franchising has seen a major uptick in transactions in the past three to five years, and the trend is certainly slated to continue. Without the proper guidance, many brands make key mistakes that can cost millions. Learn from our expert panelists how to navigate this stressful, but rewarding, time in a brand's lifecycle by hearing stories of success and failure, and understanding what firms look for in a viable investment.

Moderator: John Goldasich – Managing Director, Arlington Capital Advisors

Panelists: Chris Dull – President & CEO, Freddy's Frozen Custard & Steakburgers; Kyle Smith – CEO, Nothing Bundt Cakes; Satya Ponnuru – General Partner, NewSpring Franchise

III. Franchisee Financing in 2021

Studio 2 & 3

In this session, we will help you lay the foundation to get your franchisees financed and discuss what to look out for in the "post-COVID" world of franchise finance. Panelists will provide the latest insights on the current financial environment for SBA loans and other sources of franchisee financing.

Moderator: Eddie Goitia – Director of Business Analytics, ProfitKeeper by PrimePay

Panelists: Eric Schechterman – CDO, Benetrends Financial; Tim Seiber – Director, Franchisor Relations, FranFund; Nick Patel – Franchise Lending Specialist, Meridian Bank; Nancy Broudo – SVP of Business Development, BoeFly

9:45 - 11:00 *IV. Net Promoters to Real Promoters: How to Make Customers & Employees Your Greatest Spokespeople*

Studio 10

They say word-of-mouth is the best form of marketing. In this session, panelists will share modern tools and strategies to better implement this classic approach. We will discuss ways to get more of your biggest advocates (happy customers and employees) to tell more of their friends to do business with you, and how to convert “net promoters” into “real promoters.”

Moderator: Tom Epstein – CEO, Franchise Payments Network

Panelists: Cathy Deano – Founder, Painting with a Twist; Charles Keyser – CFO, Keyser Enterprises



11:15 - 12:30 *Fourth Round of Breakouts*

I. Winning Strategies to Elevate Consumer Demand and Increase Revenue

Great Room

This session will focus on highlighting today's revenue generating tactics to attract customers and build sales. By merging the worlds of digital, grassroots, and traditional marketing and public relations, we will cover all bases to heighten consumer interest and grow sales.

Moderator: Sherri Fishman – President & Owner, Fishman PR

Panelists: Jeff Dudan – CEO, Dudan Partners; Andrea Pirrotti-Dranchak – Chief Development & Marketing Officer, Office Evolution; Mark Settingington – Co-founder & CEO, Island Fin Poke

II. Franchise Development: “Old School” versus “New School”

Industry

Franchise development has evolved rapidly over the past few years. Gone are the times of placing an ad in a newspaper and waiting by the phone! In this discussion, we will learn from both the “Old Guard” and the “New Guard” on what strategies are most and least effective in the modern franchise development world.

Moderator: Red Boswell – President, IFPG

Panelists: Greg Tanner – Founder & Partner, Tanner Franchise Group; Brendan Skeen – Founder & CEO, 55 Fitness; Todd Evans – Chief Franchise Officer, Franchise Group, Inc.; Bryce Henson – CEO, Fit Body Boot Camp

11:15 - 12:30 **III. Communication Is Key: Innovative Avenues to Connect**

Studio 2 & 3

If there is one thing we learned during the pandemic, it is that communication is key. Consumers have developed new habits, and there are new avenues available to speak to them. This session explores these avenues and how you can use them to your benefit.

Moderator: Bogdan Constantin – CEO, Voxie

Panelists: Ben Fox – VP of Business Development, ProNexis; Julie Turner – President, Camp Bow Wow; Mary Bevins – CEO, Legends Boxing

12:45 - 1:45 **Working Lunch Session** Great Room

Overcoming the Labor Crunch: Employee Recruitment and Retention Strategies

Today's labor shortage is an issue at the forefront of franchiser and franchisee minds alike. Through this session, we will be learning creative ways our panelists have begun solving these issues. From cutting-edge marketing campaigns to technology; changes in the operational model to evolving the real estate footprint; brands have discovered groundbreaking ways to approach this global issue.

Moderator: Pete Ginsberg – Founder & CEO, Onaroll

Panelists: Gary Robins – Multi-Unit Franchisee, Supercuts; Charlie Chase – CEO, FirstService Brands; Edward Kelley – CEO, Capital Restaurant Group

2:00 - 3:15 **Fifth Round of Breakouts**

I. The Inside Scoop: Fast-Track Your Brand's Success

Great Room

In this session, panelists will discuss best practices for building your concept, and creative strategies for reinventing your brand. They will share expert insights on franchisee communication and success, improving your unit-level economics, and how to prepare for successful growth.

Moderator: John Teza – President & CEO, Hand & Stone Massage and Facial Spa

Panelists: Sam Ballas – President & CEO, East Coast Wings + Grill; Shane Evans – Co-Founder, Massage Heights; Steve Greenbaum – CEO, Full Contact Franchising

II. Using Item 19 to Convey Your Recovery

Industry

For many franchisers, the past year has interrupted franchisee revenue and brought a downtick in system-wide sales. With so many brands in the same boat, this presents an opportunity to share your unique “comeback story,” or highlight pivots you’ve taken to mitigate the damage. Panelists will share creative tactics and approaches to prepare an informative and compliant financial performance representation that casts your brand story in the most favorable light.

Moderator: Nick Sheehan – Co-Founder & Managing Partner, REP’M Group

Panelists: Gerald Wells – General Counsel & Chief Compliance Officer, Rita’s Italian Ice; William Graefe – Partner, FisherZucker; Liisa Kaarid – Partner, Sotos LLP

THANK YOU TO OUR SPRINGBOARD SPONSORS



ANGELA COTÉ INC.
FRANCHISE GROWTH CATALYST



adplorer
Your Local Marketing Solution



benetrends
FINANCIAL
Funding your business. Fueling your growth.

billergenie

boe fly
Accelerating business forward.

ceterus

Clarity

CITRIN COOPERMAN
Accountants and Advisors

CONSUMER
FUSION

CLIENT TETHER

ELEDLIGHTS



EXECUTIVE DIGITAL

EISNERAMPER

Eulerty

f.c. dadson

franconnect

FRANCHISE
FILMING

FRANdata
Franchise Business Intelligence

FRANFUND

FRANCHISE
ELEVATOR
Taking Emerging Brands to the Next Level

FPN
Franchise
Payments
Network

H
HOT DISH
ADVERTISING

Inkbench
Smarter Brand Management

IFA
INTERNATIONAL FRANCHISE ASSOCIATION

IFPG
International Franchise
Professionals Group

ITI
Smart Solutions

KEYSER

LearningZen

LOCATE

leasecake

Meridian
Bank

METRICCOLLECTIVE

MFV
expositions

northeast color

out of the box
TECHNOLOGY

OnlineImage

Onaroll

ONEPOINT
franchise accounting experts

PUREDIVEN

PRIMEPAY
PROFITKEEPER
by PRIMEPAY

REP
GROUP

RevLocal

rikor
INSURANCE CONSULTANCY

Riverside

RocketBarn.com
MARKETING

silvercrest
technology • marketing • media

SAS
SPECIALIZED ACCOUNTING SERVICES

SCORPION

Sotos

SUTTLESTRAUS

thryv

TRANSITIV

VOXIE

WEBPUNCH

Zoom1
MEDIA & ADVERTISING
Expertise. Expedience. Excellence.

zipwhip