

SPRINGBOARD

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

SEPT 27-29, 2023

LOEWS HOTEL / PHILADELPHIA



HOSTED BY



Entrepreneur
MEDIA INC



WEDNESDAY, SEPTEMBER 27, 2023

3:00 - 5:00 PM

REGISTRATION

MILLENNIUM FOYER (2ND FLOOR)

3:00 - 5:00 PM

NAVIGATING THE EVOLVING LANDSCAPE: MASTERING FRANCHISE SALES AND RELATIONSHIP REGULATIONS FOR SUSTAINABLE SUCCESS

In this pre-conference session, panelists will address the complexities of the new franchise sales and relationship regulations that impact franchisors and franchisees alike. Attendees will gain a deep understanding of the legal requirements, best practices, and proactive approaches to navigate regulatory changes while fostering healthy and successful franchise relationships.

Moderator: **Lane Fisher** - Senior Managing Partner, FisherZucker

Speakers: **JoyAnn Kenny** - Partner, FisherZucker; **Daniel Nussbaum** - Attorney, FisherZucker

6:00 - 9:00 PM

WELCOME RECEPTION

VICTORY BREWING

1776 Benjamin Franklin Pkwy, Philadelphia, PA 19103



THURSDAY, SEPTEMBER 28, 2023

7:00 - 8:00 AM **BREAKFAST**

8:00 - 8:45 AM **WELCOME TO SPRINGBOARD 2023 & OPENING KEYNOTE SESSION**

MILLENNIUM HALL (2ND FLOOR)

Sponsored by BrandONE Franchise Development

Speaker: **Cliff Hudson** - Former CEO & Chairman, SONIC Drive-In; **Matt Haller** - CEO, International Franchise Association; **Brad Fishman** - Co-CEO, Fishman PR; **Lane Fisher** - Senior Managing Partner, FisherZucker

For our keynote session, Cliff Hudson, former CEO & Chairman of the Board of SONIC Drive-In, will take Springboarders through his 35-year career in the franchise industry. Between the rise of third-party delivery, being acquired by Inspire Brands and the evolution of customer eating habits; Hudson will cover the gamut of his illustrious SONIC journey.



9:30 - 10:30 AM **SPRINGBOARD U**

Springboard U FD - Franchise Sales Superhero Roundtables

MILLENNIUM HALL (2ND FLOOR)

For years, Springboard has been an event that has helped launch emerging brands into the big leagues of franchising. Many of the best conversations happen in the hallways, lobby or at the after-hours events we throw. In an effort to recreate this magic, SpringboardU's Franchise Development session will be broken down into roundtable sessions so you can have more "small class size" conversations with some of the industry's brightest FD experts. Trying to decide between broker vs. organic? Determining if an FSO is right for you? Looking for lead nurturing best practices? All of this and more will be covered here.

Springboard U Operations - Devil's in The Details: Equipping Franchisees To Become Top Performers

REGENCY BALLROOM (MEZZANINE)

Franchise success has always been driven by a strong model, unit level economics and successful units. As we adjust to a new present and look ahead to the future, brands must factor in economic uncertainty, rising costs, staffing shortages and supply chain delays. In this session, we will discuss planning for and executing your next phase by focusing on operational culture, use of technology to leverage labor concerns, intellectual capital and a path to unit-level economics DNA, as well as defining and maintaining brand standards system wide.

Moderator: **Charles Keyser** - CFO, Keyser Enterprises

Panelists: **Marty Ferrill** - President, Philly Pretzel Factory; **Mary Thompson** - COO, Neighborly; **Charlie Chase** - CEO, FirstService Brands; **Shannon Hudson** - CEO & Co-Founder, 9Round

I. Finding Your Match: Mapping Out Your Ideal Franchisee Profile

REGENCY BALLROOM (MEZZANINE)

Finding the right franchisee is paramount to the success and growth of any franchise system. Understanding the key attributes and characteristics of an ideal franchisee is a crucial step in ensuring a mutually beneficial and long-lasting partnership. This session is designed to equip Springboarders with essential knowledge, strategies, and best practices for identifying the perfect candidate fit for your brand.

Moderator: **Red Boswell** - President, IFPG & FranchiseWire

Panelists: **Marci Kleinsasser** - VP of Marketing, Franchise Development, Home Franchise Concepts; **Abby Fogel** - VP of Marketing & Brand Relations, Unleashed Brands; **Ben Crosbie** - CEO, The DripBar; **Paul Altero** - President, Bubbakoo's Burritos

II. A Public Relations Playbook: How To Harness PR To Grow Your Emerging Brand

MILLENNIUM HALL (2ND FLOOR)

As an emerging or re-emerging franchisor, public relations can be the most cost-effective way to gain awareness and credibility for your brand, yet many franchisors are unclear on how to properly execute a PR program. This panel will discuss how to decide when your brand is "PR ready," what questions you need to ask yourself before investing in PR and what steps you need to take before launching a PR strategy. Panelists will help you understand how to recognize what's newsworthy within your franchise system and how to tailor the stories of your leadership team, your franchisees and your brand to rise above the rest of your competitors, who, by the way, are all fighting for the same media's attention! Some questions the panel will address include: What are the most effective stories you can tell that will resonate with the media and also attract potential franchisees? How does consumer PR intersect with franchise lead generation PR? How can an emerging brand maximize efficiencies with content marketing and PR budgets? What is the most cost-effective PR program for new store opening PR? What are some PR mistakes or pitfalls to avoid? Learn all of this and more from franchisors in the food, fitness and service sectors who have successfully used PR to generate both franchise and customer leads and grow their emerging brands in the marketplace.

Moderator: **Debra Vilchis** - President, Fishman PR & Partner, Franchise Elevator PR

Panelists: **Laura Rice** - CMO, Celebree School; **Chris Pena** - President, Body20; **Scott Snyder** - CEO, Bad Ass Coffee of Hawaii; **Jeff Wall** - CEO, Handyman Connection

III. To Partner Or Not To Partner: How To Choose Which Franchise Suppliers To Trust

COMMONWEALTH AB (2ND FLOOR)

In franchising, choosing the right technology suppliers early can make or break your brand. This session will cover the art of technology supplier selection, how to negotiate with a supplier properly, how to vet out if the technology is right for your brand at that given time and the right time to splurge or dive in the bargain bin.

Moderator: **Cherryh Cansler** - Editor, Network Media Group

Panelists: **Jeff Dudan** - CEO, Homefront Brands; **Adam Geisler** - CEO, Youth Athletes United; **Susan Boresow** - CEO, Massage Heights; **Josh Halpern** - CEO, Big Chicken



10:45 - 11:35 AM

IV. How To Manage Supply-Chain Pressures In The Modern Economy

COMMONWEALTH CB (2ND FLOOR)

From global pandemics to evolving consumer tastes, supply-chain pressures have changed more in the past 3 years than ever before. This session will delve into best practices for modernizing your supply-chain operations in the face of mounting market pressures.

Moderator: **John Hayes** - Titus Chair For Franchise Leadership, Palm Beach Atlantic University

Panelists: **Chris Birkinshaw** - CEO, Aloha Poke Co, **Ed Kelley** - Strategic Director, SE Toast, **Jesse Keyser** - CEO, Keyser Enterprises; **Stephen Smith** - CEO & Founder, HOTWORX

V. Show Me The Money: Financial Resources To Help Your Brand Flourish

CONGRESS (4TH FLOOR)

At the end of the day, franchising is a business. It's important that you have the data and the right funding partners to help your brand reach the next stage of growth. This session will take you behind the scenes of some of the industry's brightest financial minds to understand how they steer their "ship" towards every brands' ultimate goal, franchise domination.

Moderator: **Michael Iannuzzi** - Partner & Co-Franchise Practice Leader, Citrin Cooperman

Panelists: **Kim Gubera** - CEO, Pirtek USA; **Erik Frederick** - CEO, UNO Pizzeria + Grill; **Ryan Zink** - CEO, Franchise Sidekick; **Steve White** - President, PuroClean

11:50 AM - 12:10 PM

OPENING LUNCH SESSION: HOW TO ACHIEVE LOGISTICAL PERFECTION WITH MILITARY PRECISION

Moderator: **Mary Kennedy Thompson** - COO, Neighborly

Speakers: **General Steven A. Shapiro**

12:10 - 12:50 PM

WORKING LUNCH: HOW TO USE OUTSIDE INVESTMENT TO BECOME A HOUSEHOLD NAME

MILLENNIUM HALL (2ND FLOOR)

Despite a slow-down in 2023, franchise brands are continuing to attract private equity and strategic buyers to continue the industry path towards professionalization. Due to high interest rates, inflation, Fed Policy and a looming recession; emerging franchisors are in the best position to secure growth capital or to align with strategic operating partners in the franchise space vs. their more mature industry counterparts. Hear from some of the industry's most experienced and engaged participants about the state of the market and what buyers are looking for during this dynamic time.

Moderator: **Ron Feldman** - Principal, Franchise Strategy Solutions

Panelists: **Tony Zaccario** - CEO, Stretch Zone; **Chris Grandpre** - Chairman, Empower Brands & Operating Partner, MidOcean Partners; **Pat Galleher** - Managing Partner, Boxwood Partners; **Anthony Polazzi** - President & CEO, AP Franchised Concepts

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

REGENCY BALLROOM (MEZZANINE)

Strong franchise brands sell as many as 50% of their new units to existing franchisees. Some brands award units serially and others offer multiple units from the onset. Join this panel discussion for insights on how to craft your multiple unit strategy, and the distinguishing factors multi-unit franchisees look for in a new brand, and how you can foster single-unit operators' growth into successful multi-unit operators

Moderator: **Ericka Garza** - Former President, Au Bon Pain, Chairwoman, Hispanic Latino Franchise Leadership Council (HLFLC)

Panelists: **Todd Evans** - Chief Franchise Officer, Franchise Group, Inc; **Omar Simmons** - CEO, Exaltare Capital Partners; **Gary Robins** - President, The G&C Robins Company; **Josh Wall** - Chief Growth Officer, Unleashed Brands

*II. Differentiating Your Concept & Competing With Larger Brands*MILLENNIUM HALL (2ND FLOOR)

Every large market is crowded, and competition is fierce for space, franchisees and labor. Your customer experiences and engagements must define and exemplify 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 towards industry supremacy.

Moderator: **Robert Huntington** - CEO, Metric Collective & CEO/Co-Founder, Westside Brands

Panelists: **Bob Crawford** - CEO, Central Bark; **Shant Assarian** - President, Dekalash; **Brian Gross** - CEO, Bach To Rock; **Jeff Panella** - CEO, Green Home Solutions

*III. How To Use Engaging Content to Attract & Retain Customers*COMMONWEALTH AB (2ND FLOOR)

In today's world, viral content has the potential to propel brands to far beyond what traditional marketing has ever been able to do. While nobody in franchising has cracked the code for creating another "Barbenheimer" phenomenon, our panelists will provide Springboarders with the tools to spark viral conversations and attract new customers both nationally & regionally.

Moderator: **Erik Van Horn** - Co-Founder, Front Street Equity Partners

Panelists: **Dok Kwon** - COO, Cupbop; **Karina Kogan** - CCO & CMO, Pvolve; **Shaina Denny** - CEO & Co-Founder, Dogdrop; **Brigham Dallas** - CEO, Hello Sugar





12:45 - 1:35 PM

IV. How To Get The Most Of Your Item 19

COMMONWEALTH CB (2ND FLOOR)

One of the most common pitfalls we see at Springboard is that emerging brands fail to pay attention to the little things. With your FDD, the nuances can be the difference between your brand becoming a household name or just another statistic. 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: **JoyAnn Kenny** - Partner, FisherZucker

Panelists: **Frank Milner** - CEO, Tutor Doctor; **Ryan Combe** - Co-Founder & Managing Partner, Cornerstone Franchise Partners; **Carey Gille** - CEO, Franchise Fastlane; **Mark Jameson** - CDO, Propelled Brands

V. Innovating Your Prototype For The Modern Consumer

CONGRESS (4TH FLOOR)

Due to the now-cliché “unprecedented times,” consumer tastes are evolving exponentially with each passing year. In this session, we will learn from real estate experts on how these consumer trends are changing the way they think about their brands’ prototypes, territory mapping, construction timelines, supply-chain bottlenecks and rising costs.

Moderator: **Mike Weinberger** - Co-Founder & Strategic Advisor, Unity Rd

Panelists: **Steve Jefferies** - Co-Founder, Precision Realty Group; **Brandon Knudsen** - Co-Founder & CEO, Ziggi’s Coffee; **Jim Plamondon** - Co-President, Roy Rogers; **Scott Taylor** - Former CEO, Walk-On’s Sports Bistreaux

2:10 - 3:10 PM

FRANCHISE MUSINGS WITH DAVID BARR

MILLENNIUM HALL (2ND FLOOR)

In this interactive session, David will give Springboarders a snapshot into the industry’s current events and how they will affect emerging brands. Be prepared to face potentially uncomfortable issues about the composition and skill set of your present leadership team. David will force the audience to confront some of the biggest challenges brands are facing today. Is your executive team the “right” team? Is franchising right for your brand at all? All will be covered in this no-holds-barred session.

Speaker: **David Barr** - Chairman, PMTD Restaurants

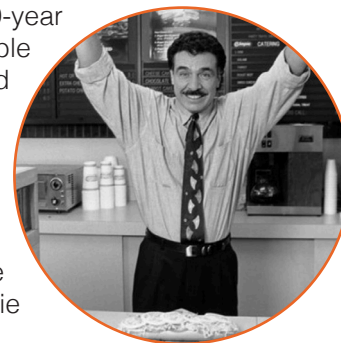


3:25 - 4:10 PM

KEYNOTE SESSION WITH FOUNDER OF BLIMPIE

MILLENNIUM HALL (2ND FLOOR)

Tony Conza, founder of Blimpie, will share his incredible 59-year journey of growing his sandwich empire. Conza will detail the humble founding story of 3 New Jersey high school friends that channeled their love for freshly-sliced sandwiches to escape their dead-end jobs by opening their 1st Blimpie. Ever wonder who first introduced the “low-calorie” menu item, opened the 1st modern non-traditional franchise location, established an official franchisee advisory council or put “salad” on a sandwich? In this session, Conza will discuss how Blimpie’s innovative approach helped originate so many strategies we see in the modern Food & Beverage industry today; catapulting Blimpie to a peak of 2,000+ locations across North America.



Host: **Sherri Fishman** - Co-CEO, Fishman PR & President, Franchise Elevator PR

Speaker: **Tony Conza** - Founder, Blimpie

4:15 - 5:30 PM

TRANSACTIONING FRANCHISOR ROUNDTABLES

REGENCY BALLROOM (MEZZANINE)

Back by popular demand, Springboarders will have the opportunity to sit down and speak directly with founders/CEOs, banking executives, investment bankers and franchise platform companies to answer one major question: what is it like to go through a transaction in franchising? This is an opportunity unlike any other for attendees to learn firsthand about capital, the impetus for transactions, selecting a partner, organizing your affairs, and what to expect through integration and ongoing operations. This event will start with a brief panel followed by two, thirty-minute roundtable discussions.

Panel Leaders: **Joe Mathews** - CEO, Franchise Performance Group; **JJ Sorrenti** - CEO, Best Life Brands; **Jim Waskovich** - Founder & Managing Partner, Princeton Equity Group; **John Goldaisch** - Managing Director, Lazard; **Tom Hodgson** - Brand President, Shrunk3D

6:30 - 10:30 PM

SPRINGBOARD SOCIAL @ NATIONAL CONSTITUTION CENTER

525 Arch St, Philadelphia, PA 19106



FRIDAY, SEPTEMBER 29, 2023

7:00 - 8:00 AM **BREAKFAST**

8:00 - 8:30 AM **OPENING DAY TWO** **MILLENNIUM HALL (2ND FLOOR)**

8:30 - 9:15 AM **A MATERIAL BRAND IN A DIGITAL WORLD: USING AI IN FRANCHISING RESPONSIBLY**

MILLENNIUM HALL (2ND FLOOR)

Since ChatGPT launched in November 2022, innovation within the AI space has been moving at a break-neck pace. In this session, Ryan Hicks will discuss the impact of AI in franchising and how franchisors of all sizes will need to readjust to their new (virtual) reality.

Speakers: **Ryan Hicks** - Managing Partner, Franchise Supplier Network



9:30 - 10:30 AM **SPRINGBOARD U**

Springboard U - Franchise Relations

MILLENNIUM HALL (2ND FLOOR)

Franchisors like to say they over-communicate, while franchisees can often feel like they're being flooded with information to the point they simply tune out. Effective communication is vital to a successful franchisor-franchisee relationship, which means franchisors need to be connecting with their owners in ways that have value—and ultimately help improve that bottom line. In this session, franchisors share advice for moving beyond crisis-level communication, how the simple act of listening can resolve conflict and ways public praise can have positive ripple effects on the whole system. They'll also give a candid look at why it's crucial to set expectations with franchisees up front, when to show flexibility without damaging the brand or relationship, and how creating a culture of transparency and collaboration impacts the growth of the brand.

Moderator: **Steve Greenbaum** - Founder, PostNet

Panelists: **Nick Lopez** - CEO, LIME Painting; **Charlie Graves** - CEO, Athletic Republic; **Richie Huffman** - CEO, Celebree School; **Mike Manzo** - COO, Jersey Mike's

Springboard U Marketing - Marketing Fund Magic: Creating & Evolving A Plan Franchisees Will Embrace

REGENCY BALLROOM (MEZZANINE)

No matter what you call them, franchisor-lead funds are a staple to most franchise systems, and one reason many franchisees choose the franchising route. A complex marriage of brand awareness and local lead generation efforts, they incorporate an ever-increasing list of channels, programs, partners, and services. Oh, and one more thing: they are often a source of franchisor/ franchisee disagreement and contention. So how do you build a plan that serves to both increase brand awareness and generate local leads? What should you build internally and what should you outsource? How do you measure success and continue to build your plan and take advantage of scalability as your franchise grows? And how do you gain franchisee buy in along the way? Join us as we explore these questions and more to help you formulate a plan that truly represents the adage that the whole is greater than the sum of its parts.

Moderator: **Brooke Budke** - CEO, Momentum Brands

Panelists: **Vanessa Yakobson** - CEO, Blo Blow Dry Bar; **Meg Roberts** - President & CMO, Franworth; **Maureen Anders** - CEO, AR Workshop; **Sally Facinelli** - President, Salty Dawg Pet Salon

I. Overcoming the Labor Crunch: Helping Your Franchisees To Find (And Keep) Your Ideal Employee

REGENCY BALLROOM (MEZZANINE)

Today's labor shortage is an issue at the forefront of franchisor 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: **Laura Michaels** - Editor-In-Chief, Franchise Times

Panelists: **Ryan Tabloff** - CEO, NuSpine Chiropractic; **Jim Criniti** - CEO, Zoom Drain; **Kelly Roddy** - CEO, WOWorks

II. Sifting Through The Noise: Where To Start Your Franchise Tech Stack Journey

MILLENNIUM HALL (2ND FLOOR)

Even as an emerging brand, it's easy to see just how loud the franchise technology truly is. How do you even know where to start? In this breakout session, our panelists will guide you through the painstaking process of where to start your franchise technology journey, what type of technology to start with, what the hallmarks of a great technology for emerging brands looks like and how much you should generally be spending in the early years.

Moderator: **Zack Fishman** - CGO, Fishman PR/Franchise Elevator & Partner/COO, Franchise Supplier Network

Panelists: **Aaron Harper** - CEO, Rolling Suds; **Jackson Loychuck** - CEO & Co-Founder, 30 Minute Hit; **Mark Lyso** - President, myfrii; **Ashley Mitchell** - SVP of Marketing, Streamline Brands

III. Seconds Please: Creating A Customer Experience Worth Repeating

COMMONWEALTH AB (2ND FLOOR)

In the fiercely competitive franchise landscape, creating a remarkable customer experience is the key to building brand loyalty and driving repeat customers. In this session, our panelists will unveil the secrets to delighting customers and fostering lasting relationships that keep them coming back for more.

Moderator: **Katherine LeBlanc** - CMO, The Salad Station

Panelists: **Roger Martin** - CEO, beem Light Sauna; **Luis Font** - CEO, The Camp Transformation Center; **Lindsey McFadden** - VP of Marketing, Stretch Zone; **Mark Collins** - CEO, 1-800-Plumber





10:45 - 11:35 AM

IV. Love Is In The Air: Using Content To Make Candidates Fall For You

COMMONWEALTH CB (2ND FLOOR)

In the world of franchising, capturing the hearts of potential franchise candidates requires more than just great AUVs. This session features seasoned franchisors revealing the art of crafting compelling and irresistible content to help you cut through the noisy franchise development market.

Moderator: **Gary Ochiogrosso** - CEO, Franchise Growth Solutions

Panelists: **David Mesa** - CDO, Ballard Brands; **Shauna Stalker** - VP of Marketing, Blo Blow Dry Bar; **Albert Hermans** - VP of Franchise Development, Floor Coverings International; **Ben Woodruff** - Co-CEO, Woops! Macarons & Gifts

V. Creating a Thriving Culture of Engagement, Alignment, and Collaboration with Your Franchisees

CONGRESS (4TH FLOOR)

It's no secret: without a healthy franchisor-franchisee relationship, franchisors are destined to fail. In this session, we discuss strategies on how to keep this relationship intact through best practices to help franchisees and managers hire and keep employees (without upsetting their lawyers); creative ideas to help franchisees overcome hiring challenges, understaffing, and turnover; helping your franchisees cultivate a culture mindset in order to differentiate themselves as an employer of choice; and the impact of employee engagement on hiring and retention at both the corporate and franchise unit level.

Moderator: **Jim Foley** - Senior Vice President, Vanguard Cleaning Systems, Inc.

Panelists: **Cliff Kennedy** - CEO, Frios Gourmet Pops; **Carolyn Thurston** - CEO, Wisdom Senior Care; **John Evans** - CEO, EverLine Coatings; **Ken Parsons** - Co-Founder, The Brothers that just do Gutters

11:50 AM - 12:50 PM

WORKING LUNCH – CREATIVE WAYS TO RAISE YOUR UNIT ECONOMICS

MILLENNIUM HALL (2ND FLOOR)

Strong unit level economics are at the heart of any successful brand. ULEs took a beating through COVID, as virtually every expense item on the P&L became more costly and difficult to source. In the session, we will explore how brands have dealt with higher operating costs and lower margins to maintain or improve their ULEs.

Moderator: **Sam Ballas** - CEO, East Coast Wings + Grill & myfrii

Panelists: **Shane Evans** - Co-Founder & Vice Chairwoman, Massage Heights; **Omar Soliman** - Co-Founder, College Hunks Hauling Junk; **Gregg Majewski** - CEO, Craveworthy Brands; **Scott Abbott** - CEO, Five Star Franchising

I. Brokers vs Organic: What Fuel To Put In Your Franchise Sales Rocketship

REGENCY BALLROOM (MEZZANINE)

When it comes to franchise development, there is always one existential question on every emerging brand's mind: do I start with brokers or do I try for organic growth? Our panel of experts will speak about their experiences across all lead generation sources, how they knew which ones were right for their brand, the pros/cons of each and best practices for allocating your FD budget.

Moderator: **Alesia Visconti** - CEO & President, FranServe

Panelists: **Neal Courtney** - CEO, Cookie Cutters Haircuts For Kids; **Michael Valente** - CEO, Renovation Sells; **Jason Losco** - CDO, WellBiz Brands

*II. Coaching Franchisees: From Operators to Business Owners*MILLENNIUM HALL (2ND FLOOR)

When your franchisees are growing, engaged, and profitable, then your royalties grow up and your franchise recruitment gets a lot easier! But many franchisees aren't focused on growing their business because they're spending all of their time stuck operating the day-to-day of their business. Part of properly supporting your franchisees is coaching them to shift their focus - learning how to take a step back and figure out how to work ON their business instead of just IN it. Come hear from this panel of rockstars and learn how they are helping franchisees stop just operating, and start being strategic leaders that work to grow their businesses.

Moderator: **Angela Cote** - CEO, AC Inc

Panelists: **Dianne Davis** - CEO, Happy & Healthy; **Amy Lawhorne** - COO, Ultra Pool Care Squad; **Angela Olea** - CEO, Assisted Living Locators; **Clarissa Bradstock** - CEO, Any Lab Test Now

*III. Age Is Just A Number: How To Not Let Generational Divides Limit Your Brand*COMMONWEALTH AB (2ND FLOOR)

In today's diverse and dynamic market, bridging the generational divide is essential for the success and longevity of any franchisor, no matter how mature or emerging. In this session, Springboarders will gain insights for a marketing strategy that transcends the generation you're a part of, helping to prepare your brand for the consumers of the future.

Moderator: **Liane Caruso** - Founder, helloCMO

Panelists: **Jennifer Blair** - Founder & CEO, Deka Lash; **Steven Montgomery** - Founder & CEO, ResiBrands; **Deanna Loychuk** - Co-Founder, 30 Minute Hit; **Lauren Rampello** - Founder & CEO, Pure Glow





1:05 - 1:55 PM

IV. Overcoming Adversity: Navigating Franchisee Disputes & Defaults

COMMONWEALTH CB (2ND FLOOR)

The current legal and economic climate provides fertile ground for franchisee disputes and contractual breaches. Emerging franchisors often struggle with how and when to take a more aggressive approach with system enforcement in light of the reluctance to head down a path that leads to termination. During this workshop, panelists will discuss strategies in dealing with demand notices, addressing franchisee defaults, and acceptable remedies and processes to bring or keep franchisees in compliance.

Moderator: **Peter Viitre** - Franchise and M&A Partner, Sotos

Panelists: **Chris Walls** - CEO, Go-Minis; **Frank Reino** - Partner, Fisher Zucker; **Angela Olea** - Founder, Assisted Living Locators

V. Mapping Success: Leveraging AI to Uncover Ideal Franchise Locations

CONGRESS (4TH FLOOR)

Since the beginning of the franchise model, choosing the right location has been critical for a franchisee's success. With more data available than ever before, finding the perfect location should in theory be easier, but shortages in certain real estate prototypes have made it struggle. How do you balance data with intuition for finding the perfect location? Come to this session to find out!

Moderator: **Justin Livingston** - VP of Franchise Development, Ziggi's Coffee

Panelists: **Jason Olsen** - President & Founder, Image Studios; **Eric Lavinder** - Chief Development Officer, Paris Baguette; **Matt Friedman** - CEO, Franchise Founders Group; **Erik Taylor** - CDO, Sky Zone

2:10 - 3:10 PM

INDEPENDENCE AND INNOVATION: BUILDING A FRANCHISE EMPIRE WITHOUT OUTSIDE CAPITAL

MILLENNIUM HALL (2ND FLOOR)

In a landscape often dominated by funding rounds and third party investments, this session will shed light on the alternative approach of founders who prioritized maintaining control, preserving their brand vision, and fostering organic growth. From humble beginnings to remarkable success stories, our panel of self-made franchise entrepreneurs will share their insights and experiences, offering attendees a unique perspective on building a franchise empire without relying on outside capital.

Moderator: **John Teza** - CEO, Hand & Stone

Panelists: **Kelsey Stuart** - CEO, Bloomin' Blinds; **Dan DiZio** - Founder & CEO, Philly Pretzel Factory;
Additional panelists to be announced

MEET OUR ROUNDTABLE PANELISTS

TRANSACTIONING FRANCHISORS

CHIEF EXECUTIVE OFFICERS

Andrea Mundie, Skoah • **Jim Criniti**, Zoom Drain • **Ken McAllister**, My Salon Suite • **Heidi Morrissey**, Kitchen Tune-Up • **Ryan Zink**, Franchise Fastlane • **Matt Friedman**, Wing Zone • **Scott Abbott**, Five Star Painting • **Tom Hodgson**, Color World Painting • **Vanessa Jakobson**, Blo Blow Dry Bar • **Chris Grandpre**, Outdoor Living Brands • **Magen Bynum**, Magnolia Soap • **Angela Olea**, Assisted Living Locators • **Frank Milner**, Tutor Doctor • **Steve Greenbaum**, PostNet • **Paul Linenberg**, Gotcha Covered • **Omar Soliman**, College Hunks Hauling Junk • **Tony Zaccario**, Stretch Zone • **Jeff Dudan**, AdvantaClean • **Michael Moorhouse**, Mosquito Shield • **Paul Ferrara**, PatchMaster • **Frank Fiume**, i9 Sports • **Rob Weddle**, Authority Brands • **Adam Geisler**, Youth Athletes United • **Kelly Roddy**, WOWorks • **Ben Crosbie**, The DripBar • **Gregg Majewski**, Craveworthy Brands • **Shannon Hudson**, 9Round • **Aaron Harper**, Rolling Suds • **Chris Pena**, Body20 • **Joe Mathews**, FPG • **Chris Pash**, Ellie Mental Health • **Greg Carafello**, Cartridge World

THIRD PARTY FINANCE

Irene Zou, Apax Partners • **Anthony Polazzi**, AP Franchised Concepts • **JJ Sorrenti**, Best Life Brands • **Sean Morrison**, Diversified Royalty Corp • **Cathy Skula**, Evive Brands • **Erik Van Horn**, Front Street Equity Partners • **Ben Noland**, Impact Brands • **John Goldaisch**, Lazard • **Rob Huntington**, Metric Collective • **Mary Thompson**, Neighborly • **Jordan Siegal**, Norwest Venture Partners • **Daniel Casiero**, Prelude Growth • **Ardi Sahinovic**, Roark Capital • **Josh Wall**, Unleashed Brands • **Pat Galleher**, Boxwood Partners • **Brian Alas**, Boxwood Partners • **John Patriarca**, Elite Franchise Capital • **Robert Tobias**, Elite Franchise Capital • **Ashish Seth**, Harrington Park Advisors • **Matt Kogan**, Harrington Park Advisors • **Nate Hamilton**, Heritage Partners • **Nick Rhoads**, Heritage Partners • **Jim Waskovich**, Princeton Equity Group • **Philip Piro**, Princeton Equity Group • **Grant Marcks**, Riverside Company • **Connor McLaughlin**, Riverside Company • **David Barr**, Franworth • **Sam Ballas**, ZorAbility • **Steven Montgomery**, ResiBrands • **Tony Hulbert**, HorsePower Brands • **Satya Ponnuru**, NewSpring Capital • **Karen Parks**, Charger Investment Partners • **Bob Guillen**, Charger Investment Partners

SPRINGBOARD UFD - FRANCHISE SALES SUPERHERO ROUNDTABLES

CONSULTANTS, BROKER NETWORKS & FSOs

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