

FRANCHISORS.COM
PRESENTS

SPRINGBOARD

PHILLY FRAN PRIX

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



Dear Springboarders:

re: UnscrupuloUS or them? SpringboardU
Franchise Sales Education Credit

The franchise model is under attack. The FTC has solicited feedback from the franchise industry to work into updated version of the Franchise Rule, California has a pending Senate Bill regarding third-party franchise sellers and brokers that will likely take effect in 2026 and NASAA has proposed a new model Franchise Broker Act to empower other states to follow suit. There is a consensus among franchise regulators that the majority of franchise sellers are untrained and unscrupulous, without any formal education and compliance requirements. These new laws are intended to apply to every type of franchise seller who doesn't directly work for the franchisor, including franchise development professionals, brokers, FSOs, and other forms of commissioned salespeople and will likely include disclosures of a franchise seller's litigation and bankruptcy history, a description of how the franchise seller gets compensated, as well as annual registration and fee requirements. We predict that these laws will ultimately require some sort of continuing education and/or compliance training.

While no laws or regulations exist today that requires franchise seller education, we think that regular compliance training reinforces best practices and helps you stay informed on the changing regulatory climate, plus, if the legislative landscape unfolds as we're predicting, you're staying ahead of the curve by integrating continuing education into your operations.

There will be no charge at this time to participate in this franchise sales training program above the cost of registration. We will record these programs and synthesize any new information for distribution to the larger Springboard audience.

For the sessions below, if you scan a barcode during the session, we will record your attendance in each session, calculated in hours, and be able to verify your attendance in these and similar sessions on an annual basis.

The Sessions which will be eligible for Franchise Sales Training Credit are:

Wednesday, September 18, 2024 3-5PM
A Guide to the Evolving Landscape of Selling a Franchise (2 Hours)

Thursday, September 19, 2024, 9:45-10:45AM
Springboard U: Franchise Development (1 Hour)

Thursday, September 19, 2024 4:10-5:10PM
Navigating Conflicting Interests: Building Success Through Responsible Franchising Presentation and Roundtables (1 Hour)

Thanks and enjoy the event.

Lane Fisher
Managing Partner, Fisher Zucker



Wednesday, September 18th:

3-5PM 33rd floor foyer Registration

3-5PM Howe (33rd floor)

Help It Make Sense: A Guide To The Evolving Landscape Of Selling A Franchise (Legal)

Covering Emerging Legal Issues including the CA Broker Bill and NASAA Model Broker Statute, sales compliance including registration and disclosure, Item 19 Financial Performance Representations, pro formas/spreadsheets, franchise validation, franchisee conference calls, steering, and demonstrating franchisee ethic when representing multiple brands, formulating multi-unit offers and determining franchisee qualification.

The program is eligible for SpringboardU Franchise Sales Education Credit.

Moderators:

Lane Fisher (Managing Partner, Fisher Zucker)

JoyAnn Kenny (Partner, Fisher Zucker)

6-9PM Victory Brewing

Thursday, September 19th:

7-8AM Millennium: Breakfast

8-8:45AM Millennium: Welcome To Springboard

Hosts: Lane Fisher (*Managing Partner, Fisher Zucker*), Brad Fishman (*CEO, Fishman Public Relations*), Zack Fishman (*Chief Growth Officer, Fishman Public Relations*), Ryan Hicks (*Managing Partner, Franchise Supplier Network*)
Speakers: Steve Hockett (*IFA Chairman & CEO, Great Clips*), Ryan Shea (*CEO, Entrepreneur Media*), Sam Ballas (*IFA Second Vice-Chair, Springboard 2024 Chairman & CEO/Founder, East Coast Wings + Grill & Sammy's Sliders*)



8:45-9:30AM Millennium:

The Rise Of A Donut Empire With The Original Dunkin'

For our first keynote session, Bob Rosenberg, former CEO of Dunkin', will take Springboarders through his long and illustrious career in the franchise industry alongside his former CMO, Sid Feltenstein. Under Bob's leadership, Dunkin' saw revolutionary change the brand had never experienced before! Buckle up and listen to the original Dunkin' tell his story.

Moderator: Sid Feltenstein (*Former CMO of Dunkin'*)

Speaker: Bob Rosenberg (*Former CEO of Dunkin'*)

9:45-10:45AM SpringboardU

Millennium: SpringboardU Franchise Development Session

The Need For Speed: Determining What Lead "Fuel" To Put In Your Franchise Sales Engine (FD)

For years, Springboard has been an event that has helped launch emerging brands into the big leagues of franchising. 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 in this SpringboardU session. *The program is eligible for SpringboardU Franchise Sales Education Credit.*

Moderator: Josh Wall (*Chief Franchise Officer, Unleashed Brands*)

Panelists: JT Thiessen (*Chief Development Officer, Rolling Suds*), Eric Lavinder (*CDO, NewSpring Franchise*), Ryan Zink (*CEO, Franchise Sidekick*), Marci Kleinsasser (*VP of Franchise Development Marketing, Home Franchise Concepts*)

Regency: SpringboardU Franchise Relations

A Two-Way Street: How These Franchise Systems Collaborate Towards Greatness (Operations)

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: Jesse Keyser (*CEO, Keyser Enterprises*)

Panelists: Nick Lopez (*Founder & CEO, LIME Painting*), Brian Gross (*President, Bach To Rock*), Jon Sica (*COO, Batteries Plus*), Shelly Sun (*CEO, Brightstar Care*)

11-11:50AM First Round of Workshop

Regency: I. The Franchise "X" Factor: How To Find (And Succeed) With Multi-Unit Operators (FD)

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: Dawn Kane (*CEO, Hot Dish Advertising*)

Panelists: Aaron Harper (*CEO, Rolling Suds*), Jeff Herr (*Managing Partner, Front Street Equity Partners*), Mark Jameson (*CDO, Propelled Brands*), Joshua Liggins (*Director of Franchising, Inspire Brands*)

Millennium: II. Race To The Finish: Innovative Ways To Capture New Customers (Marketing)

In today's world, capturing new customers (and how you do so) is more difficult than ever before. In this session, our panelists will provide Springboarders with the tools to spark viral conversations and attract new customers both nationally & regionally.

Moderator: Heather McLeod (*Chief Growth Officer, Authority Brands*)

Panelists: Madeleine Zook (*SVP of Marketing, Rolling Suds*), Lee Braun (*CEO, Perspire Sauna Studio*), Abby Fogel (*VP, Brand Management & Communications, Unleashed Brands*)

Congress: III. Strategies To Overcome Franchise Funding's Financial "Yellow Flags" (Finance)

Until recently, lenders had a "Franchise Directory", which the SBA supplied to keep them current on which brands would be a "good investment" for the bank to do an SBA loan for. Nowadays, we're in an uncertain environment where loans are taking longer, rates are incredibly expensive and build-out costs are higher than ever before. How do you navigate these issues? In this session, our panelists will coach Springboarders on how to overcome these obstacles to keep your brand flourishing.

Moderator: Sherri Seiber (*President, FranFund*)

Panelists: Kim Gubera (*CEO, PIRTEK USA*), Rob Cambruzzi (*CEO, REP'M Group*), Chris Pena (*President, BODY20*), Eric Schechterman (*VP of Franchise Finance, Unleashed Brands*)

Commonwealth A/B: IV. Best Practices For Melting Your Brand's SNO Pile (Operations)

Unless you live under a rock, you likely have heard brands saying they have hundreds of franchisees. But when you go to their website, you only see 20 open. Did you hear them incorrectly? Unfortunately, the issue of "sold, not open" has become widespread. In this panel, we will discuss how to keep your "sold/open" ratio healthy and methods to get your locations open and operating in a timely fashion.

Moderator: Laura Michaels (*Editor-In-Chief, Franchise Times*)

Panelists: Betsy Hamm (*CEO, Duck Donuts*), Jim Criniti (*CEO, Zoom Drain*), Dr. Jason Helfrich (*CEO & Co-Founder, 100% Chiropractic*), Neal Courtney (*CEO, Cookie Cutters Haircuts For Kids*)

Commonwealth C/D: V. Preparing For The 22nd Century:

How AI Is Bringing These Brands One Step Closer To The Podium (Technology)

Since ChatGPT broke the Internet in 2022, innovation within the AI space has been moving at a break-neck pace. In this session, our panelists will discuss the impact of AI in franchising and how they've adjusted their business model to this new (virtual) reality.

Moderator: Derek Doel (*VP of Technology & AI, Five Star Franchising*)

Panelists: Kristopher Stuart (*Co-Founder & COO, Bloomin' Blinds*), Troy Hooper (*CEO, Pepper Lunch*), Tony Hulbert (*CEO, HorsePower Brands*), Raphael Rajan (*Founder & CEO, EZee Assist*)

12:05-1:05PM Millennium: Lunch-Time Mentor Roundtables Consult the Springboard App for Mentors.

Come prepared with your most difficult and mind numbing questions on any topic to engage in a group discussion with fellow industry professionals.

1:05-1:55PM Regency: Vying For Pole Position: Creative Ways To Increase Your Unit Economics (Operations)

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: Shane Evans (*Co-Founder & CEO, Massage Heights*)

Panelists: Sam Ballas (*CEO & Founder, East Coast Wings + Grill & Sammy's Sliders*), Frank Milner (*CEO, Tutor Doctor*), Michael Iannuzzi (*Partner, Co-Practice Leader - Franchise Practice, Citrin Cooperman*), Andrea Hohermuth (*President, FASTSIGNS*)

2:15-3:05PM Second Round of Workshops

Regency: I. Power Of The Press: Using PR To Educate Your Potential Franchisees (FD)

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 do so. 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.

Moderator: Debra Vilchis (*President, Fishman Public Relations*)

Panelists: Larisa Walega (*Chief Growth Officer, Ziebart International*), Jill Brand (*Head of Brand, Pvolve*), Joe Malmuth (*Chief Development Officer, Batteries Plus*), Ashley Mitchell (*SVP of Marketing, East Coast Wings + Grill*)

Millennium: II. Trouble In The Pit: How To Overcome Legal Issues Within Your Brand (Legal)

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: Frank Reino (*Partner, Fisher Zucker*)

Panelists: Tony Valle (*Managing Partner, Clear Summit Group*), Drew Chalfant (*COO, FranDevCo*), Anthony Polazzi (*President & CEO, AP Franchised Concepts*), Jeff Wall (*CEO, Handyman Connection*)

Congress: III. A Numbers Game: Using Data To Beat Out The Competition (Marketing)

As the franchise space continues to "grow up", our consumers that utilize our goods and services have too. To keep up, franchisors have needed to invest in more data than ever before to understand how this fickle consumer ticks. In this session, our panelists will teach Springboarders about data points to watch out for, methods in gathering them and real-life examples of how consumer data has helped raise the ceiling for their franchise network.

Moderator: Jamie Adams (*Chief Revenue Officer, Scorpion*)

Panelists: Jonathan Barnett (*CEO, OxiFresh*), Brigham Dallas (*Founder & CEO, Hello Sugar*), Doug Hall (*VP of Marketing Services, Propelled Brands*), Alexandra Russo (*Fractional CMO, Franchise Fractionals*)

Commonwealth A/B: IV. Teamwork Makes The Dream Work:

Creating Alignment, Collaboration and Engagement In Your Franchise System (Operations)

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: Steve Beagelman (*Founder & CEO, SMB Advisors*)

Panelists: Michael Valente (*CEO, Renovation Sells*), Jason Parker (*Co-Founder & CEO, K9 Resorts*), Marty Ferrill (*President, Philly Pretzel Factory*), Justin Bredeman (*CEO, Stronger Youth Brands*)

Commonwealth C/D: V. Keeping The Pace:

Using Consumer Behavior To Make Smarter Real Estate Decisions (FD)

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: Cynthia Lee (*President, KW Commercial*)

Panelists: Todd Evans (*Chief Franchise Officer, Franchise Group, Inc*), Dave Ragosa (*VP, Franchise Development, Vintage Hospitality Group*), Herbert Heiserman (*Chief Growth Officer, Zoom Room*), Mike Weinberger (*CEO, Community Franchise Group*)

3:20-4:10PM Millennium: 2024's Franchise Musings

In this interactive session, David Barr will grace the stage once again to give Springboarders a snapshot into the industry's current events and how they will affect emerging brands. As always, David will force the audience to confront some of the biggest challenges brands are facing today in this no-holds-barred session.

Speaker: David Barr (*Chairman, PMTD Restaurants*)

4:10-5:10PM Millennium: Navigating Conflicting Interests: Building Success Through Responsible Franchising

As ethical standards and regulatory scrutiny increase across the franchise industry, franchisors, franchisees, brokers, franchise sales organizations, and suppliers face growing pressure to adopt responsible franchising practices. However, balancing conflicting interests—such as profitability versus franchisee support or rapid expansion versus sustainable growth—can make this challenging. This session brings together key stakeholders to explore how responsible franchising, rooted in fairness, transparency, profitability, and sustainability, can drive long-term success while addressing these tensions. In this panel discussion, industry experts will share their insights on responsible franchising and cover creating fair contracts, ethical business practices, sustainable operations, and strong franchisee support systems. Panelists will also address critical issues like overexpansion, territory management, and regulatory compliance, emphasizing the need for trust and collaboration across all franchise relationships. Participants will also learn how to integrate responsible franchising principles into their own organizations, with input from franchisors, franchisees, brokers, and suppliers. This session offers a unique opportunity to learn from industry leaders, exchange best practices, and develop strategies that prioritize ethical franchising while promoting mutual success for all parties involved.

The program is eligible for SpringboardU Franchise Sales Education Credit.

Panelists: Rob Branca (*President, Branded Management Group*), John Teza (*CEO, Hand & Stone*), Sarah Davies (*General Counsel, International Franchise Association*), Mary Kennedy Thompson (*CEO, BNI*), Michael Mudd (*CEO, BrandOne*)

6:30-10:30PM Water Works by Cescaphe



Friday, September 20th:

7-8AM Millennium: Breakfast

8-8:30AM Millennium: Opening Day 2

Hosts: Lane Fisher (*Managing Partner, Fisher Zucker*), Brad Fishman (*CEO, Fishman Public Relations*), Zack Fishman (*Chief Growth Officer, Fishman Public Relations*), Ryan Hicks (*Managing Partner, Franchise Supplier Network*)

8:30-9:15AM Millennium: A Photo Finish:

How Donatos Pizza Turned Their Brand Into A Perennial Winner (Again)

Tom Krouse, CEO of Donatos Pizza, stepped up to the challenge when the brand returned to its founding family, embarking on an impressive journey of growth and revitalization to lead the brand to new heights. In this fireside chat with our very own Sherri Fishman, Krouse will share how his visionary leadership transformed Donatos Pizza from a beloved regional favorite into a thriving national brand.

Moderator: Sherri Fishman (*Chief Visionary Officer of Fishman PR & President of Franchise Elevator PR*)

Speaker: Tom Krouse (*CEO of Donatos Pizza*)

9:30-10:30AM SpringboardU

Regency: SpringboardU Marketing:

Pedal To The Metal: Crafting An Efficient Ad Fund Strategy On A Budget (Marketing)

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...but do it in a cost-effective manner? 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: Lindsay Simpson (*CEO, Moxy Executives*)

Panelists: Chris Buitron (*CEO, Main Line Brands*), Julie Green (*VP Marketing, Massage Heights*), Shelley Kanther (*VP of Marketing, Griswold Home Care*)

Millennium: SpringboardU Operations:

How A Culture Of Consistency Can Make Your Brand Championship Material (Operations)

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 to create a championship culture of consistency.

Moderator: Frank Fiume (*Founder, i9 Sports*)

Panelists: Chris Birkinshaw (*CEO, Aloha Poke*), Kristi Mailloux (*Partner, Three20 Capital Group*), Scott Abbott (*CEO, Five Star Franchising*), Whitney Mann (*SVP of Brand Operations, East Coast Wings + Grill*)

10:45-11:35AM Third Round of Workshops

Regency: I. Taking The Corner: How To Lap Your Rivals By Using Franchise Brokers (FD)

When it comes to using franchise brokers for franchise development, there is always one existential question on every emerging brand's mind: how the hell do I cut through the noise? In this session, our panel of experts will speak about best practices you can use to rise to the top of the podium in the broker world.

Moderator: Alesia Visconti (*CEO, FranServe*)

Panelists: Albert Hermans (*VP of Franchise Development, Floor Coverings International*), Jason Olsen (*Founder & CEO, IMAGE Studios*), Tim Evankovich (*CEO, Oasis Senior Advisors*), Michael Mudd (*Partner & CEO, BrandONE Franchise Development*)

Congress: II. Fractional or Full-Time:

How (And When) You Should Be Outsourcing At Your Brand (Human Resources)

In recent years, franchising has seen a major influx of talented executives that have dedicated their lives to the business model. Some believe it's because the space has become more professionalized, others think that franchising has more meaningful job opportunities than other industries. Whatever the answer may be, emerging brands are looking for ways to short-circuit their growth timeline so they can become a household name faster. Enter: the fractional executive. In this session, we will discuss how to find them, when the right time to hire one is and how you know a fractional executive is the right choice instead of an in-house employee.

Moderator: Katherine LeBlanc (*Founder, Franchise/Fractionals*)

Panelists: Chris Walls (*CEO, Go-Minis*), Heather Menear (*CEO, 1-800-Striper*), Adam Geisler (*CEO, Youth Athletes United*), John Francis (*Franchisee, ZorForum*)

Millennium: III. Numbers Talk: How To Make Your Item 19 Your Secret Weapon (Legal)

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: Lane Fisher (*Managing Partner, Fisher Zucker*)

Panelists: Doug Schadle (*CEO, Rhino 7*), Steven Corp (*Chief Development Officer, WOWorks*), Nick Sheehan (*Co-Founder & Managing Partner, REP'M Group*)

Commonwealth A/B: IV. How To Help Your Franchisees Build Their Dream Team Of Employees (Operations)

It's no secret, finding good people is harder than ever. Go inside the board room with these fast-growing franchisors on how they're coaching their franchisees to attract Millennials and Gen-Z workers to their businesses. Is it culture? Is it the perks? Is it just about making money? We'll find out in this session!

Moderator: Charles Keyser (*COO, Keyser Enterprises*)

Panelists: Paul Ferrara (*President & CEO, PatchMaster*), Rob Flanagan (*CEO, Hounds Town USA*), Hao Lam (*Founder & CEO, Best In Class*), Justin Sloan (*CEO, Sloan Capital*)

Commonwealth C/D: V. The Path To Cash:

Financial Tools Your Brand Can Use To Accelerate Your Growth (Finance)

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: Ron Feldman (*Founder & Principal, Franchise Strategy Solutions*)

Panelists: Grant Marcks (*Partner, The Riverside Company*), John Goldasich (*Managing Director, Lazard*), John Sparrow (*CEO, Go Oil*)

11:50AM-12:50PM Millennium: Working Lunch Session

Art Of The Deal: The Inside Scoop On How An M&A Transaction Works (Finance)

As the market in 2024 starts to heat up again, franchise brands are attracting 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: Alicia Miller (*Founder & Managing Director, Emergent Growth Advisors*)

Panelists: Patrick Galleher (*Managing Partner, Boxwood Partners*), Jack Nagle (*Vice President, Princeton Equity Group*), Kelly Roddy (*CEO, WOWorks*), Todd Recknagel (*Managing Partner, Three20 Capital Group*)

1:05-1:55PM Fourth Round of Workshops





Regency: I. Built To Last: The Parts You Need For A Well-Oiled Organic Lead Machine (FD)

Do you feel like franchise development strategies never change? In this session, our panel will test that theory by teaching Springboarders how to successfully use organic lead generation strategies supplemented by emerging technologies, sophisticated candidate profiling techniques and out-of-the-box lead education methods to catapult their brands towards franchise royalty.

Moderator: Jam Hashmi (CEO, ClickTecs)

Panelists: Tim Courtney (VP, Franchise Development, PuroClean), Ryan Combe (CEO, Cornerstone Franchise Partners), Kris Larson (VP of Franchise Development, Sonny's BBQ), Bob McQuillan (CDO, BODY20)

Millennium: II. Repeat Champions: Strategies For Creating Lifelong Fans (Marketing)

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: Liane Caruso (Fractional CMO, helloCMO)

Panelists: Scott Snyder (CEO, Bad Ass Coffee), Ben Fox (CXO, Five Star Franchising), Brian Beers (President, Prelyn Group), Neel Parekh (CEO, MaidThis Cleaning)

Congress: III. It Takes Two To Tango: What To Look For In A Franchise Supplier (Supplier Relations)

Even though it's not spoken about as much as the franchisor-franchisee relationship, our Franchisors.com team believes it's important to cover the other, unheralded relationship in the franchise space: the supplier/franchisor relationship. This session will feature real examples of how brands make decisions when choosing suppliers, when they decide to build vs. buy, when they opt for an "all-in-one" solution vs. a "point" solution and how they ensure suppliers they work exemplify their core values they hold themselves to.

Moderator: Courtney Stillings (VP of Growth, Franchise Business Review)

Panelists: Jared Cohen (COO, Protein Bar & Kitchen), Tracy Panase (CEO, Just Between Friends), Brynn Gibbs (CEO, Consumer Fusion), Kim Hanson (CEO, LearningRx)

Commonwealth A/B: IV. Separating From The Pack: Differentiating Your Brand In A Crowded Marketplace (Operations)

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: Gary Ochiogrosso (Managing Partner, Franchise Growth Solutions)

Panelists: Kim Collier (Chief Development Officer, Ducklings Early Learning Centers), Mark Collins (CEO, 1-800-Plumber), Mike Sebazco (President, Famous Toastery), Sally Facinelli (CEO, Salty Dawg Pet Salon + Bakery)

Commonwealth C/D: V. Shake And Bake: How To Put Your Ideal Franchisee Profile Into Action (FD)

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: Elyse Lupin (CEO & Founder, Elysium Marketing Group)

Panelists: Don Tarinelli (EVP, Franchise Fastlane), Ron Bender (VP of Franchise Development, French Florist), Ken Osness (VP of Franchise Development, BELFOR Franchise Group)

2:10-3:10PM Millennium: Closing Session

Going At It Alone: How To Become A Household Name Without Outside Investors (Finance)

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: Red Boswell (President, IFPG)

Panelists: Paul Altero (Founder & Co-Owner, Bubbakoo's Burritos), Stephen Smith (CEO & Founder, HOTWORX), Shane Evans (Co-Founder & CEO, Massage Heights), Jonathan Barnett (CEO, Oxi Fresh)



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