

THE IFA TENTH ANNUAL

PUBLIC AFFAIRS CONFERENCE

(Formerly Franchise Appreciation Day)

SEPTEMBER 14-15, 2009 • JW MARRIOTT
WASHINGTON, D.C.



Franchising
Building local businesses,
one opportunity at a time.



MONDAY, SEPTEMBER 14

12:00 noon – 7:00 pm
Registration Desk Open

1:30 pm – 3:00 pm
Franchise Congress Session

2:30 pm – 4:00 pm
Roundtable Discussions (Focused on effective grassroots advocacy)

4:00 pm – 5:30 pm
Welcome and Briefing
(Focused on key legislative issues affecting franchising)

6:00 pm – 7:00 pm
Leadership Reception

7:00 pm – 10:00 pm
Leadership & Franchisee of the Year Awards Dinner

TUESDAY, SEPTEMBER 15

7:00 am – 2:00 pm
Registration Desk Open

8:00 am – 11:15 am
Continental Breakfast & General Session (Policy makers take the stage)

11:45 am – 1:30 pm
Luncheon & General Session:
"The Political Argument Today" - George Will

Keynote Speaker
George Will



1:45 pm
Depart for Capitol Hill

2:00 pm – 4:30 pm
Congressional Appointments (Scheduled for you by IFA staff)

4:30 pm – 6:30 pm
Congressional Reception - Rayburn Foyer,
Rayburn House Office Building, First Floor

7:00 pm
FranPAC Congressional Dinner - Central by Michel Richard,
1001 Pennsylvania Avenue, NW
(Ticketed event - call IFA's Victoria Adams for more information/
to purchase tickets)

SCHEDULE OF EVENTS

As of August 11, 2009

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