



## **“One-Day Franchise Opportunities Seminars for Minorities, Veterans and Women: How to Be in Business for Yourself, but Not By Yourself”**

### **Tell me more about the “One-Day Franchise Opportunities Seminars”**

The International Franchise Association (IFA) Diversity Institute hosts “One-Day Franchise Opportunities Seminars for Minorities, Veterans and Women” in major cities across the country in cooperation with members of the U.S. Congress, Mayors, local governments and entities such as the Small Business Administration, Small Business Development Centers, Minority Business Development Agency, Urban League, National Black MBA Association, US Hispanic Chamber of Commerce chapters and Veterans related organizations. The one-day seminars serve to introduce franchising as a method of business ownership and economic growth. These full day educational seminars will include sessions on:

- ⇒ **Fundamentals of Franchising–**  
*What franchising is (and isn't) and how to evaluate franchise options.*
- ⇒ **Experiences in Franchising -**  
*What is it really like to be a franchisee? Current franchisees will share their experiences and advice. What are franchisors looking for? Prospective franchisees will hear first hand from experienced franchisors. Franchisors and supplier members will also have tables to distribute information on their concept or information on services they can provide to a potential franchisee.*
- ⇒ **Legal Aspects of Franchising –**  
*What questions do you need to ask before signing on the dotted line?*
- ⇒ **Funding and Technical Assistance –**  
*What resources are available? What are the requirements for financing in this economic climate? Are special programs available?*

### **Why is IFA sponsoring these seminars?**

IFA through its Diversity Institute is committed to promoting and fostering diversity and inclusion within IFA and the franchising community. The MinorityFran program was created in 2006 to build awareness of franchising within minority communities and to increase the number of minority franchisees. A study by the IFA Educational Foundation identified basic obstacles faced by minorities seeking to own a franchise and some challenges faced by franchisors seeking to recruit minorities as franchise owners. Obstacles were categorized as

three gaps: an informational gap, a relational gap and a capital gap. These one-day seminars will address all three gaps.

The VetFran program supported by the Veterans Administration, the Small Business Administration and the Veterans Enterprise Corporation is a mechanism for transitioning into civilian life and business ownership. IFA member companies voluntarily offer honorably discharged Veterans financial discounts to own a franchise. In 2010, we incorporated Veterans into the one-day seminar series programming.

<b>*2012 Proposed Seminar Cities</b>	
Austin TX	Denver CO
Chicago IL	Georgetown DE
Dallas TX	San Francisco CA
	Savannah GA
	St. Louis MO
	Tampa FL
	Trenton NJ

<b>How Can Franchise Systems or Suppliers Participate?</b>
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In order to participate in the One-Day Franchise Opportunities Seminars for Minorities, Veterans and Women you **MUST** be a member of IFA.

There are opportunities for members to participate on the panels as speakers and to exhibit. There is no cost for IFA members to participate in these programs.

To sign-up, complete the Seminar Series Sign up form located at:

[www.franchise.org/minorityfran.aspx](http://www.franchise.org/minorityfran.aspx) and forward to

Miriam L. Brewer at: [mbrewer@franchise.org](mailto:mbrewer@franchise.org).

<b>How Can Prospective Franchisees Participate in these Programs?</b>
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Please check IFA's MinorityFran webpage – [www.franchise.org/minorityfran.aspx](http://www.franchise.org/minorityfran.aspx)

To view the seminar series dates. Registration information is posted at least 30 days prior to each event. The Meet the Mayor programs are for current franchisees, franchisors and supplier members only.

December 7, 2011