

14th Annual Leadership Conference
Saturday, February 11, 2012
Marriott World Center ** Orlando, Florida

DARE TO BE BOLD: TAKING RISKS FOR REWARD

It's been said that "if you don't risk anything, you risk even more." The great recession caused many organizations to drastically change the way they look and operate. Some organizations simply cut staff and reorganized, but many stepped much farther out of their comfort zones and took daring risks in hope of achieving a new vitality for their organization. Hosted by the Women's Franchise Committee, this year's Leadership Conference offers you the opportunity to join some of franchising's top leaders as they share stories of bold decisions they made that would forever change the shape of their brands. You will take away valuable lessons that will help you create your own recipe for implementing bold change in your organization!

Schedule of Events

| | |
|--|---|
| 12:00 n – 1:15 pm | Opening Luncheon featuring the Crystal Compass presentation |
| 1:15 pm – 1:30 pm | Break |
| 1:30 pm – 2:30 pm <i>Speaker:</i> | Keynote Address Kat Cole, President of Cinnabon, FOCUS Brands, Inc. |
| 2:30 pm – 2:45 pm | Break |
| 2:45 pm – 3:45 pm <i>Moderator:</i> <i>Speakers:</i> | Panel Discussion Mary Ann O'Connell, CFE, President, Franwise & Chair, WFC Leadership Conference Susan Boresow, Chief Marketing Officer, Massage Envy LLC Debbie Shwetz, Co-Founder, Nothing Bundt Cakes Scott Frith, CFE, VP, Marketing & Franchise Development, Lawn Doctor Janina Bailey, CFE, President, FranNet Franchising |
| 3:45 pm – 4:30 pm | Roundtable Discussions |

Participants will discuss a real-world case study of an actual franchise system. Drawing on the content of the day, groups will be charged with arriving at solutions to address the challenge presented. Conclusions will be shared with the conference participants.

Roundtable Facilitators:

1. Nancy Bigley, CFE, CEO/Co-Owner, Bottle & Bottega
2. Bill Edwards, CFE, CEO, Edwards Global Services
3. Mindy Golde, Sales Manager, Systino
4. Phil Fogarty, President, Growing Opportunities, Weed Man
5. Rose Shiflett, Owner/Partner, Plan Ahead Events of Largo, FL
6. Brian Sommers, Franchise Development, Jersey Mike's Subs
7. Stacie Waller, CFE, President, Franchise Insurance Division, Althans Insurance Agency
8. Julie Dennison, CFE, Director, Business Development, PrintingForLess.com
9. Jim Majirsky, CFE, President, Dwellgreen Franchising, LLC
10. Jan Muhleman, CFE, President, re:group, inc.
11. Roberta Marcantonio, Director of Franchise Development, The HoneyBaked Ham & Café
12. Betsy Porter, Director, Brand Consistency, Primrose School of Franchising Company
13. Victoria Blackwell, SVP & General Counsel, Papa Murphy's Pizza
14. Andraya Frith, Partner, Osler, Hoskin & Harcourt LLP
15. Kristen Frohnhoefer, CAO, SeaTow
16. Jack Serpa, EVP, Sales & Marketing, Engage121
17. Linda Gottlieb, Manager, Training & Development, Decor & You, Inc.

- 18. Brian Miller, CFE, President & COO, FranchisEsource Brands International
- 19. Mark Carrow, Managing Partner, Citrin Cooperman
- 20. Sam Ballas, CFE, CEO, East Coast Wings & Grill
- 21. Debra Lynch, Director of Communications, Tilted Kilt Franchise Operating LLC
- 22. Carolyne Canady, Director of Franchise Sales, Buffalo Wild Wings
- 23. Irisi Figueroa Rosario, Principal, Gray Plant Mooty
- 24. Jeff Sturgis, CFE, President, Franchise Systems Advisors
- 25. Mike Drumm, Franchise Attorney, Assisting Hands Home Care LLC
- 26. Christian Faulconer, CEO, Franchise Foundry
- 27. Lane Kofoed, President & CEO, Assisting Hands Home Care LLC

4:30 pm – 4:45 pm Closing Remarks
 4:45 pm – 5:30 pm Networking Reception

 The Leadership Conference is open to fully-registered convention attendees only. The fee to attend this event is \$100. Please indicate your interest to attend when completing your convention registration form.

Your attendance at the WFC Leadership Conference will earn you 100 Education credits toward the completion of the Certified Franchise Executive (CFE) accreditation.

Thank you to our sponsors:

The Entrepreneur's Source
 Opening Luncheon

Decor and You
 Opening Luncheon

Gray Plant Mooty
 Conference Program

localeze
 Conference Program

re:group
 Conference Program