



**EMERGING
FRANCHISOR
CONFERENCE**

NOVEMBER 2-4

Nashville, TN

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**Meg Roberts, CFE,
CEO & President, The Lash Lounge**



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FAST Act and the Importance of Advocacy

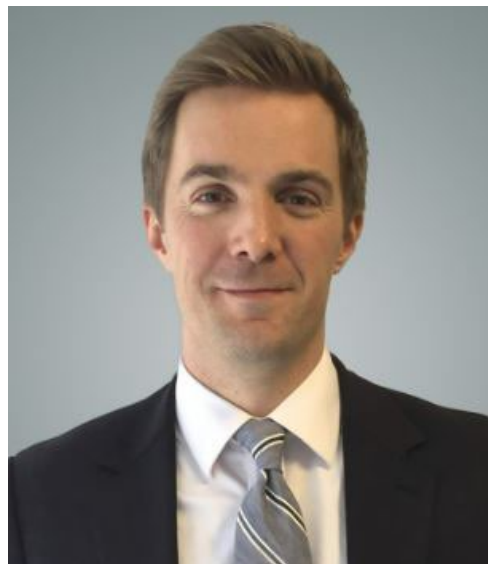


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**Matt Haller, President &
CEO, International
Franchise Association**



**Michael Layman,
Senior Vice President,
Government Relations
& Public Affairs,
International Franchise
Association**



**Emma Dickison, CFE,
CEO & President,
Home Helpers**



**Steve White,
CEO,
PuroClean**

**PROTECT.
ENHANCE.
PROMOTE.**



IFA[®]

INTERNATIONAL FRANCHISE ASSOCIATION





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Where do I Start? Design Your Playbook for Success



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**Talia McDougal,
VP of Operations,
Any Lab Test
Now, Inc.**



**Dave Keil,
President, Franworth**



**Matt Friedman,
Founder, Wing Zone &
CEO, Franchise
Founders**



Dave Keil
Franworth President & COO

- Four-time franchise CEO: The Lash Lounge, Pure Barre, HoneyBaked Ham, Haagen-Dazs Shoppes
- Founder of Franchise For Good





Matt Friedman CEO, Franchise Founders

- 25+ years in Franchising
- Founder, Wing Zone a global franchise that grew to 150+ locations
- Specializes in Strategic Planning, Supply Chain, Branding, Real Estate and Franchise Development

THE OPPORTUNITY:

There are
4,000
Franchisors

spanning 300 categories
creating a highly
competitive growth market.

Less than **16%**
will reach the
100-unit
threshold within 10
years, a metric critical to
viability.

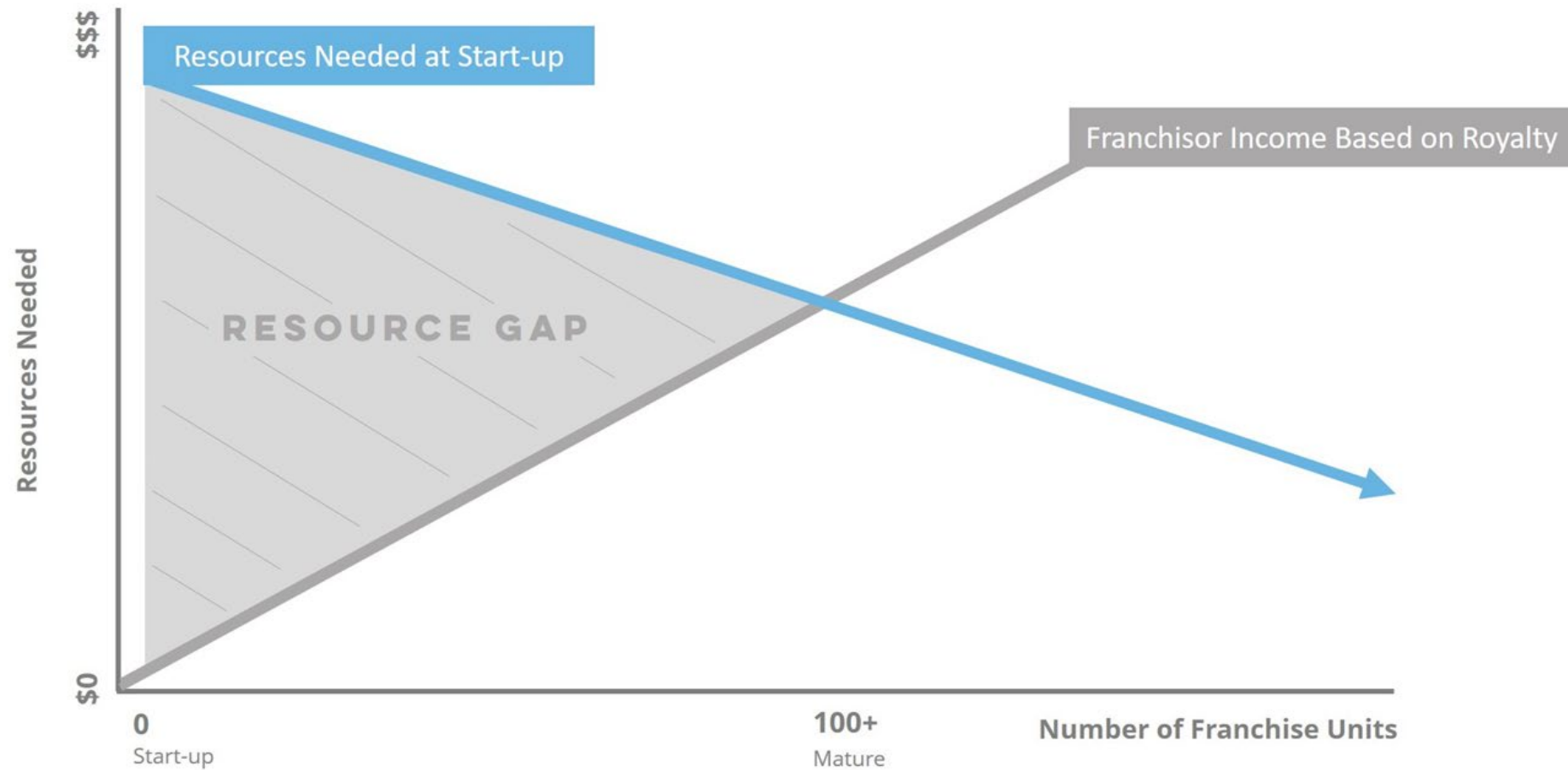
300
Franchisors fail
each year.

Each year, 300 new
franchisors enter the
marketplace and 300 fail.

THE SOLUTION:

Don't Go Alone

Estimated \$1-2M to get a franchise system to royalty sufficiency



Franchises need these 9 areas of Support

FRANCHISE DEVELOPMENT



Proven track record of accelerated sales

REAL ESTATE & CONSTRUCTION



Site criteria, search & lease negotiation
Design and construction manuals,
architects, preferred general contractors
and vendors, project management

IT & BUSINESS INTELLIGENCE



POS & LMS Integrations, KPI
Portals & Data

MARKETING



Digital strategy, lead generation,
brand essence, local store programs,
Marketing Training

OPERATIONS



On-boarding, training, unit
opening support

FINANCE



Planning tools, unit
economics education

LEGAL



FDD, trademarks, licensing
and administration

EXECUTIVE ADVISORY



Franchising strategy, growth
capital, transactional advisory

SUPPLY CHAIN



Product distribution, and
fulfillment, purchasing co-op



- 1. Unit Level Economics**
- 2. Replicable Operational Model**
- 3. Leadership Team**
- 4. Brand Cache**
- 5. Growth Readiness & Franchisee Demand**

Emerging Franchise Brands



Q&A



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C-Suite Think Tank & Idea Exchange



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Ned Lyerly, CEO, CKE Restaurants Holdings, Inc.

Topics for Discussion: System Growth

1. Preparation and Readiness for Growth
2. Profitable Growth – Attractive Franchisee Value Propositions (Systems, Support and Attractive Financials)
3. Franchise Development - Strategies and Tactics for Franchise Sales and Expansion



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IFA 2023 Convention Giveaway!

*1 lucky winner
receives FREE
registration*



*10 runners up
will receive
\$100 discount*

What's Up Next?

10:45 am – 11:15 am

Refreshment Break with Table-Top Exhibitors

Ballroom Foyer

11:15 am – 12:15 pm

Concurrent Breakout Sessions

How to Build a Team Now that Will Complement Your Team of the Future

Armstrong 1

OR

Franchise Relations: Firm, Fair, Friendly

Armstrong 2

12:15 pm – 2:05 pm

Boxed Lunches with Roundtable Topic Discussions

Boone/Crockett



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Boxed Lunches with Roundtable Topic Discussions



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Sotos

Round 1 Table Topics

Table 1: Balancing Marketing Automation with Human Connection in Customer Service

Facilitator: Karen Booze, CFE, Franchise Director of Strategic Partnerships, AnswerConnect

Table 2: Nationwide Implications of California's New FAST (AB257) Law on Franchising

Facilitator: John Brice, U.S. Franchise Development Manager, BBSI

Table 3: The GREAT White North: Top Things to Know Before You Go to Canada

Facilitator: Adrienne Boudreau, Partner, Sotos LLP

Table 4: Marketing as a Team: How to Get the Most Out of Your Vendor Relationships

Facilitator: Ali Kraus, CFE, VP of Marketing, Benetrends Financial

Table 5: Effective Franchisee Support While Minimizing Joint Employer Liability

Facilitator: Amy Cheng, CFE, Partner, Cheng Cohen LLC

Table 6: Liquidity Options for Franchisors Other than Selling Equity

Facilitator: Sean Morrison, President & CEO, Diversified Royalty Corp.

Table 7: What Does a Successful Support Model Look Like for Franchise Locations?

Facilitator: Michele Brevig, Vice President of Sales & Service, Enspire for Enterprise

Table 8: Get Focused: How Emerging Brands Can Leverage Field Operations

Facilitator: Kim Steenblock, Solutions Engineer, FranConnect

Table 9: Importance of a Resale Program

Facilitator: Jessica Durbin, CFE, Franchise Relationship Manager, FranNet

Table 10: What Your Future Franchise Lawyer Wishes You Knew Now

Facilitator: Dawn Johnson, CFE, Partner, Greensfelder, Hemker & Gale, P.C.

Table 11: Operation Manual: The Overlooked "Contract"

Facilitator: Carlos White, Partner, Lathrop GPM LLP

Table 12: Balancing Brand & Local Marketing

Facilitator: Crystal Ware, Managing Director, Location3

Table 13: Employee Comradery Impacts Retention & Attracts New Talent

Facilitator: Abby Schmidt, Franchise Partnership Development Manager, Paychex, Inc.

Table 14: Digital Marketing: Where to Start

Facilitator: AJ Shull, Brand Sales Manager, RevLocal

Table 15: Quality vs Quantity When Finding Your Next Franchisees

Facilitator: Melissa Pang, Member Relationship Strategist, The Entrepreneur's Source

Table 16: When to Grow: Sharing Lessons Learned on Expanding Your Franchise Business

Facilitator: Paul Lewis, Director of Franchise & Verticals, Xero

Table 17: Growing Your Brand Through Loyalty Programs

Facilitator: Tom Epstein, CFE, CEO, Franchise Payments Network

Table 18: What Creative Things Are You Doing to Retain Talent?

Facilitator: Shaun Scott, Senior Vice President of Sales, Paycor

Count Down Clock

<https://www.online-stopwatch.com/full-screen-stopwatch/>

Round 2 Table Topics

Table 1: Standardizing Suppliers for Franchisees

Facilitator: Kelly Harrison, Director of Franchise Relationships, ADP

Table 2: How to Help Franchisees Overcome Inflation

Facilitator: Aicha Bascaro, American Franchise Academy

Table 3: How to Hire Your First Franchise Business Coach to Support Franchisees

Facilitator: Angels Cote, Franchise Growth Strategist, Angela Cote Inc.

Table 4: Tough as Nails or User Friendly: Balancing Franchise Agreements

Facilitator: Joel Buckberg, Shareholder, Baker, Donelson, Bearman, Caldwell & Berkowitz

Table 5: WWW: Website Woes and Wins

Facilitator: Madalina Iordache, CEO, Bright Pink Agency

Table 6: Hiring Difficulties: Have You Had Success Supporting Your Franchisees?

Facilitator: Wayne Engeron, Franchise Account Executive, Career Plug

Table 7: The Halo Effect

Facilitator: Kenny Markanich, President, Corporate Clothier

Table 8: Creating Your Optimal Franchise Tech Stack

Facilitator: David Joseph, Chairman, DAVO by Avalara

Table 9: Key Milestones for Successful Franchise Development

Facilitator: Charles Piazza, Foxfield Construction Ltd

Table 10: Best Practices for ITEM 19 Financial Performance Representations

Facilitator: Jason West, CFE, President/Founder, Fran Metrics

Table 11: Funding for Your First 10 Franchisees

Facilitator: Tim Seiber, CFE, Director Franchisor Relations, FranFund, Inc.

Table 12: Implementing Safety and Loss Control with Franchise Owners to Reduce Claims

Facilitator: Chris Mangum, CFE, President, Gallagher Franchise Solutions

Table 13: Don't Let an Uncertain Hiring Environment Let You Get Messy

Facilitator: Olivia Miller, Business Development Manager, HiringThing, Inc.

Table 14: Grassroots Lead Generation Tactics for Solid Growth

Facilitator: Dawn Abbamondi, VP Marketing & Brand Development, SMB Franchise Advisors

Table 15: Discovery Day – What Is It and What Should I Do?

Facilitator: Josh Wall CFE, Chief Growth Officer, Unleashed Brands

Table 16: How Do You Differentiate Your Brand in a Crowded Industry

Facilitator: Kenny Stocker, VP of Sales & Partnerships, V Digital Services

Table 17: Drive Efficiency Using Tools to Automate Processes and Workflows

Facilitator: Yoni Balan, VP of Business Development and Partnerships, Work



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What's Up Next?

2:15 pm – 3:15 pm

Concurrent Breakout Sessions

I Have an FDD, Now What? - Sponsored by



Armstrong 1

OR

Franchise Rapid Development: Utilizing Franchisor Economics to Plan for Growth – Sponsored by



Armstrong 2

10:45 am – 11:15 am

Refreshment Break with Table-Top Exhibitors

Ballroom Foyer

12:15 pm – 2:05 pm

General Session

Balancing Technology to Catapult Growth in Operations, Development, and Finance – Sponsored by

Boone/Crockett





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Balancing Technology to Catapult Growth in Operations, Development, and Finance



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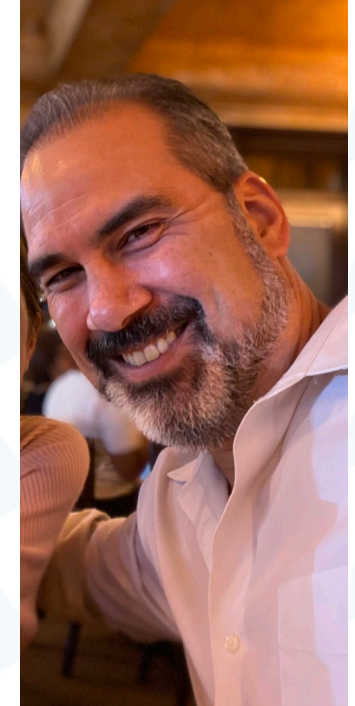
**Matthew Gourgeot,
Head of Corporate
and Business
Development, Thryv**



**Andrew Thengvall,
Chief Development
Officer & Chief Legal
Officer, Freddy's**



**Emma Dickison, CFE,
CEO & President,
Home Helpers**



**Bill DiPaola, CFE,
COO, Ballard
Brands**



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What's Up Next?

4:45 pm – 5:45 pm

Reception with Table-Top
Exhibitors

Ballroom Foyer

Franchisor & Franchisee
Sponsored Dine Arounds

Meet in Hilton lobby at 6:20pm

11/4 at 7:45 am

Continental Breakfast with
Table-Top Exhibitors

Ballroom Foyer

IFA 2023 Convention Giveaway!

*1 lucky winner
receives FREE
registration*



*10 runners up
will receive
\$100 discount*