



# 2019 ANNUAL LEADERSHIP CONFERENCE

FEBRUARY 24, 2019 | 11:30 AM - 5:30 PM | LAS VEGAS, NV



## CREATING & LEADING A CULTURE THAT DRIVES RESULTS: BALANCING WARM AND FUZZY WITH MANAGE AND MEASURE

Business culture exists in every company, whether it's managed effectively by the leadership team, or is the result of neglect. Culture is widely recognized and talked about as a critical business issue that has a direct impact on productivity and profit, but unlike financial performance, which is analyzed and reviewed regularly, culture is rarely measured. All that is about to change. Join 300 franchise leaders for a deep dive into how to create and maintain a leader-driven culture that aligns team behavior with company values, and more importantly, how to measure and adjust to drive engagement, performance, compliance, and consistency.

### SCHEDULE OF EVENTS

**11:30 am - 12:30 pm – Opening Luncheon featuring the Crystal Compass presentation**

**12:30 pm - 12:45 pm – Break**

**12:45 pm - 1:30 pm – Keynote Address**

**World Class Culture: It's Not What's On the Walls, It's What's In the Halls**

Speaker: **Nick Friedman**, President, College Hunks Hauling Junk

**1:30 pm - 1:50 pm – Chat & Break**

**1:55 pm - 2:45 pm – Leaders On the Spot**

Join us as three senior-level franchise executives take the stage to share their insights, tools and best practices in leadership and business development in this fast-paced presentation. Attendees will have the opportunity to ask questions as well.

Moderator: **Michelle Rowan, CFE**, President & COO, Franchise Business Review

Speakers: **Jennifer Lemcke**, Chief Operating Officer, Turf Holdings, Inc, Weed Man; **Heather Neary**, President, Auntie Anne's, Inc; **Mitch Cohen**, Franchisee, Jersey Mike's Subs of East Meadow, NY

**2:45 pm - 2:55 pm – Table Talk**

**3:00 pm - 4:30 pm – Case Study**

Participants will discuss a real-world case study of an actual franchise system (the system in question will remain a mystery until the end of the event!). A tried-and-true favorite collaboration experience, your team will consider leadership strategies, decision-tree techniques, and find yourselves unleashing the potential in each other – and yourselves – to solve the business issues at hand.

**4:30 pm - 5:30 pm – Networking Reception**

*The Leadership Conference is developed by the Women's Franchise Committee and is open to fully-registered convention attendees only.*

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



Michelle Rowan, CFE



Jennifer Lemcke



Heather Neary



Mitch Cohen

