THANK YOU TO OUR SPONSORS
WEDNESDAY, NOVEMBER 18

7:30 am - 5:00 pm
Registration Desk Open

Godfrey

7:30 am - 8:15 am
Continental Breakfast with Table Top Exhibits

Bayfront B

8:15 am – 9:30 am
Welcome and Opening General Session

Bayfront A

Conference Moderator: Susan Beth, CFE, Operating Partner, NRD Capital

Speaker: David Long, Founder & CEO, Orangetheory Fitness

Orange Is the New Gold: Lessons Learned From a Serial Entrepreneur Who Transformed a Simple Workout to a Global Franchise

A self-proclaimed health and wellness fanatic, Dave has combined his passion for fitness with his expertise in business to rapidly grow Orangetheory Fitness into one of the hottest franchises. During this keynote, Dave will share how Orangetheory Fitness went from an idea to a global franchise, while sharing mistakes made and lessons learned along the way. Emerging franchisors will gain insight on how to scale a concept into a leading franchise by hearing how Dave fought through the growing pains of a new business. In the end, Dave has come out on top. By creating a solid business model, utilizing technology and building a team of leaders whose passions match his, Dave has transformed Orangetheory Fitness into the nation’s fastest-growing fitness franchise with nearly 250 locations in the U.S. and beyond.

9:45 am – 10:45 am
General Session

Bayfront A

Getting Your Franchise System Ready to Grow – 5 Critical Pillars to Support Your Company’s Future

- Investing In a Solid Structure: Creating an internal structure as a solid foundation on which to build.
- Accurately Planning Growth Rate: Knowing how to grow: What rate of growth is right for your company.
- Assuring Quality Control: Protecting your future by maintaining that which made your concept a success.
- Leveraging Technology: Knowing what you need to do to keep your brand relevant in today’s ever-changing marketplace.
- Creating and Spreading Your Message: Keys to market and maintain your brand consistently and effectively.

Moderator: Shannon Wilburn, CFE, CEO & Co-Founder, Just Between Friends

Speakers: Craig Ceccanti, CEO, Pinot’s Palette; Shane Evans, Co-Founder, President & COO, Massage Heights Corporate LLC.; Geoff Goodman, President, Orange Leaf Frozen Yogurt

10:45 am – 11:15 am
Refreshment Break with Table-Top Exhibitors

Bayfront B

11:15 am – 12:15 pm
Concurrent Sessions

Brickell

1. Collaboration: It’s Not Just a Concept It’s How You Build Your Franchise Empire

- How do you define collaboration within a franchise system? Give examples of collaboration and contrast with command and control leadership in a franchise system (you must do what I say because the franchise agreement requires you to).
- In many instances collaboration breaks down due to breakdowns in communication. How can we avoid communication breakdowns?
- How do franchisors effectively lead their organizations and networks through system wide change that is endorsed and implemented effectively rather than resisted by franchisees at the unit level?
- What best practices can the franchise leadership team execute to ensure the results achieved are sustainable rather than temporary?
- What separates franchisors who talk about the importance of unit level economics and those who have a passion for it and obsess over the franchisees’ bottom line?
- How do you define your brand and your brand promise—it’s more than a slogan or marketing campaign; it’s your DNA. What does “undying devotion to your brand” mean to you? We will discuss examples where it has made a difference to your brand customers.

Speaker: Brian Schnell, CFE, Partner, Faegre Baker Daniels LLP

Junior Ballroom

2. Use of Financial Performance Representations In the Franchise Sales Process

In this session we will examine critical issues involving financial performance representations which emerging franchisors must understand when engaging in franchise sales in the United States. The session will cover the following topics:

- What is an FPR?
- Federal and State laws governing FPR’s.
- Can you sell franchises without an FPR?
- Developing an FPR that works for your business.
- Best practices to ensure franchise sales compliance.

Speakers: Alan Greenfield, Shareholder, Greenberg Traurig, LLP; Brian O’Donnell, SVP, Franchise Sales, AAMCO Transmissions, Inc.
How a Comprehensive Branded Merchandise Program Can Transform Every Aspect of Your Business

Use technology to leverage your spend, enhance your brand, manage your budget, and promote compliance.

**Speakers:** Daniel Broudy, CEO, Clayton Kendall; Sol Glastein, Regional Developer, Massage Envy

**2:15 pm – 3:15 pm General Session**

**Financing the Brand: The “How To” Guide to Providing Franchise Financing to Fuel Your Growth**

Be an active participant in this panel session featuring experts and franchisors who have been where you are now. They will share their best advice on:

- Funding insights and resources to empower you and your franchisees to reach your growth goals.
- Building a foundation for growth through key partnerships.
- The latest funding strategies to utilize now for future success.

**Moderator:** Rocco Fiorentino, CFE, President & Chief Executive Officer, Benetrends Financial

**Speakers:** Dave Grams, Chief Credit Officer, Benetrends Financial; Heather Harris, President, CycleBar; Robert McQuillan, VP, Franchise Development, Hand & Stone Massage and Facial Spa

**3:15 pm – 3:45 pm Refreshment Break with Table-Top Exhibitors**

**3:45 pm – 4:45 pm Concurrent Sessions**

1. **The High Tech/High Touch Process of Proper Selection**

As things start, is as things go. Properly managing expectations, both those of the candidates as well as your own is key. Having a structured licensing system and managing it efficiently, intelligently and getting the right candidates through the funnel and decision day, quickly and efficiently, without missing a beat.

**Speakers:** Stan Friedman, CFE, President, FRM Solutions; Kevin Drudge, CFE, VP of Franchise Development, AdvantaClean Systems, Inc.

2. **Training and Manuals: What’s the Difference?**

Learn how to blend two separate tools for one great result

- Define the material for more efficient classes training ideas for the new and seasoned franchisees.
- From initial training through Grand Opening to exit strategies, what works when?
- What’s important and why? Key topics you might be missing.
- Tools and Efficiencies: Do a lot more with less.

**Moderator:** Mary Ann O’Connell, CFE, President, FranWise®

**Speakers:** Mike Skitzki, CFE, Vice President, TITLE Boxing Club; Paul Pickett, VP of Franchise Development, Wild Birds Unlimited, Inc.

**5:00 pm – 6:30 pm Reception with Table-Top Exhibitors**

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www.ScorpionFranchise.com
THURSDAY, NOVEMBER 19

7:30 am - 3:30 pm  Registration Desk Open  
Godfrey

7:30 am – 8:15 am  Continental Breakfast with Table Top Exhibitors  
Bayfront B

8:15 am – 9:45 am  General Session  
Bayfront B

9:45 am – 10:15 am  Refreshment Break with Table Top Exhibits  
Bayfront B

10:15 am – 11:15 am  General Session  
Bayfront A

Beware of the Four-Letter Word — NLRB! How To Support Your Franchisees With Joint Employer Issues Looming

We’ve heard extensively from the IFA and other news sources that the NLRB’s joint employer lawsuits run the risk of killing the franchise business model. During this general session case study, hear directly from a franchisor on how they are working with their franchisees to continue to provide the extensive support necessary without crossing the “line.” You’ll learn that success is grounded in the same principles as before we began hearing the dreaded four-letter-word – collaboration, leadership and trust.

Moderator: Lorne Fisher, CFE, CEO/Managing Partner, Fish Consulting

Speakers: Mike Rotondo, CEO, Tropical Smoothie Cafe; Ciara Stockeland, Founder and COO, MODE

Bringing Your Digital Audience Through Your Front Door

What’s the secret sauce for bringing franchise consumers from online to in-store? From localized digital marketing to creative content and ads, the right messaging can drive in-store revenue in a big way. In this session, we’ll use real life examples of effective digital marketing strategies that will have maximum impact at your franchise location.

Speakers: Martin McDonald, Senior Director of Strategic Development, G/O Digital; Haley Connor, Marketing Manager, Pinot’s Palette

Meet with representatives from companies offering products and services to help your business grow and succeed. Table-top exhibitors will have a limited number of raffle tickets to distribute to new business prospects for a chance to win an American Express gift card. Table-top displays will be located in Bayfront B. Gift card drawing will take place during the closing general session on Thursday in Bayfront A. Must be present to win.
11:30 am – 12:30 pm   Concurrent Sessions

1. The 5 Things Your Customers Care About Most  

If 5,000,000 prospective customers could tell you exactly what was on their minds, would you listen?

This informative session will give you an inside glimpse into the results of millions of customer loyalty surveys performed by leading B2B and B2C service companies. It will shed light on why customers try a brand and stick with it, or eventually move on. Most important, it will provoke discussions about how customers perceive the brands they love, and the things they expect businesses to do to earn their loyalty.

Whether you are a senior manager, an operations professional, or a marketer, you will gain new insights about what to do today to keep your brand growing in this fast-changing, competitive marketplace.

Speaker: Pete Van Houten, VP of Sales, Listen 360; Scott Morgenroth, CFE, Franchise Business Coaching, i9 Sports

2. Building Your Team: I Have Franchisees and Customers, Now What?  

Evolving from an emerging brand to a system that provides a full array of support, including marketing programs, franchisee compliance and unit level mentoring requires a team of dedicated professionals who understand the challenges of building a system that is sustainable and aligns with franchisor and franchisee objectives. The panelists will share experiences in hiring a professional staff dedicated to building and implementing operational, marketing and sales systems.

Topics to include:
• Structuring your operational team: Should you consider regional or centralized support?
• How to provide excellent support and set appropriate expectations.
• What are the top three highest priority operational initiatives for emerging brands?
• Must have requirements for emerging franchisor employees.

Moderator: Robin Gagnon, Vice President, We Sell Restaurants  

Speakers: Steve White, Chief Operating Officer, PuroClean, Inc.; Barry Falcon, CFE, Partner, Board Member, Concrete Craft

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convention.franchise.org
12:45 pm – 2:15 pm

Boxed Luncheon with Roundtables

Sevilla

Sit at a table with 8-10 of your fellow attendees and share ideas, challenges and solutions focused on a specific topic assigned to that session. This is an opportunity to have an open forum discussion with a small group of franchise executives and discuss mistakes, lessons learned and success stories. This session is all about engagement! Everyone participates at the table to get the most out of the discussions which are led by a franchise expert. You will get a chance to participate in two roundtables during this session.

Round One
1. Optimizing Local Presences and Reputation Management to Attract and Convert Today’s Consumer
   Facilitator: Tim Johnson, CFE, President, Brand Development, FranConnect
2. Protecting Your Brand from Data Breaches
   Facilitator: Allison Grow, Counsel, Cheng Cohen LLC
3. Education vs. Training – Different Tools for Different Functions
   Facilitator: Mary Ann O’Connell, CFE, President, FranWise
4. Franchise Financing, Is Your Brand Ready?
   Facilitator: Dave Grams, Chief Credit Officer, Benetrends
5. Selling Franchises in Today’s Competitive Environment
   Facilitator: Brian Schnell, CFE, Faegre Baker Daniels LLP
6. How Effective Leaders Navigate for Success
   Facilitator: Stan Friedman, CFE, President, FRM Solutions
7. Using Social to Attract Millennials
   Facilitator: Martin McDonald, Director of Strategic Accounts, G/O Digital
8. Best Practice for Avoiding Joint Employer Liability
   Facilitator: David Oppenheim, Shareholder, Greenberg Traurig, LLP
9. 5 Things You Must Do To Your Franchise’s Website
   Facilitator: Don Daszkowski, Founding Member, IFPG-International Franchise Professionals Group
10. How Are You Managing Online Reviews and Social Media Outreach at a Corporate Level?
    Facilitator: Alex Harris, Sales Manager, Connectivity
11. Importance of First Follow Up to a Lead
    Facilitator: Todd Bingham, CFE, President, FranNet Franchising, LLC

Round Two
1. The Role of Marketing Automation in Amplifying the Impact of Great Content
   Facilitator: Brad Fishman, CFE, CEO, Fishman PR
2. Quality and Loyalty Metric You Should Be Tracking
   Facilitator: Pete Van Houten, VP of Sales, Listen360 Inc.
3. Creative Use of Social Media: Tips and Tricks for Using Social Media to Market Your Franchise
   Facilitator: Lorne Fisher, CFE, CEO/Managing Partner, Fish Consulting
4. Streamlining the Store Opening Process to Ease The Burden on Franchisees
   Facilitator: Michael Hojnacki, CEO, One Source Retail
5. Merchant Services Partnerships: Keep It Simple, What You Need to Know
   Facilitator: Kevin Kobs, Vice President - Business Development, TransFirst LLC
6. Multi-Channel Marketing For Multi-Unit Businesses – How Do You Manage It All?
   Facilitator: Rick Batchelor, CEO, Qiigo, Inc.
7. As An Emerging Brand, Are You Getting The Most out of Your Franchise Marketing Supplier? Hear and Share Real Stories of How Successful Brands Have Done It
   Facilitator: Shawn Dan, CFE, Franchise Marketing Solutions, Prograde
8. How an Effective Individual Arbitration Clause Can Help Emerging Franchisors Manage “I’m Your Employee” Risk from Franchisees and their Employees
   Facilitator: Paul Marron, Principal, Marron Lawyers
9. Managing Disclosure Risks and Preventing Franchisees from Running Wild
   Facilitator: Charles Internicola, Attorney, The Internicola Law Firm, P.C.
10. Cracking The Code on Maximizing Your Franchise’s Online Marketing Budget
    Facilitator: Jamie Adams, Chief Revenue Officer, Scorpion Franchise
11. Automating Franchisor & Franchisee Collaboration
    Facilitator: Nick Dispenza, Sales Director, YBN

2:30 pm – 3:30 pm

Closing General Session

Bayfront A

Continuous Innovation in a Growing System

- How do you keep evolving?
- How do you stay ahead of the competition?
- Hear from leading franchisors who continue to evolve and grow their business in a competitive market.

Moderator: Susan Beth, CFE, Operating Partner, NRD Capital
Speaker: Scott Abbott, President, Five Star Bath Solutions; Steve White, Chief Operating Officer, PuroClean, Inc.; Paul Pickett, VP of Franchise Development, Wild Birds Unlimited, Inc.

3:30 pm

Conference Adjourns

Stay connected with our conference WIFI!

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See you next year in New Orleans, LA for our 4th Annual Emerging Franchisor Conference - Nov. 16-18, 2016!