

IFA-PepsiCo Franchise Development and Diversity Webinar
January 19, 2016
3:00 pm – 4:00 pm ET

“Striking the Right Balance: Celebrities, Athletes and Franchising”

Let’s face it. We all looking for the competitive edge and we want our brands to stand out. Whether it is a celebrity who endorses our product or one who becomes a franchise owner, we want the positive buzz. This begs the question is a “Celebrity/Athlete” Franchisee a Challenge, Opportunity or Both? How can you best leverage the partnership and how can you manage expectations?

In this session attendees will:

- Decide if a Celebrity Franchisee is a Challenge, Opportunity or Both?
- Explore successful recruitment techniques
- Learn how franchise systems have used celebrities to build their brand identity
- Hear from a “celebrity/athlete” as to why they selected franchising
- Process lessons learned

Invited Presenters -

- **Brian Sommers, Vice President of Franchise Development**
Jersey Mike’s Subs
- **Angelo Crowell, CEO (invited)**
Kalo Restaurant Group, LLC, Multi-unit Franchisee and Former NFL Linebacker
- **Lynette McKee, CFE, CEO & Managing Partner**
McKeeCo Service, LLC

If you missed the October webinar, [please click here](#) for the archived recording.