

**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.