

2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

TEAM
FRANCHISING

Creating (or Reinventing) Your Franchise Advisory Council

Panelists:

Genevieve Weeks

Founder + CEO
Tutu School Franchises

Rob Goggins

President
Great Clips, Inc.

Todd Recknagel

Managing Partner
Three20 Group

Moderator:

Kerry Bundy

General Counsel
Great Clips, Inc.

Today's Objectives:



Why and When to Create (or Reinvent) a Franchise Advisory Council



Structuring a Franchise Advisory Council



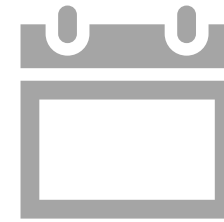
Maximizing the Value and Effectiveness of the FAC



Deciding to Create a Franchise Advisory Council



Why an FAC?



When to Create One?



Structuring a Franchise Advisory Council

Getting a good number and mix of members

Governance issues (selection process, terms, voting, positions, by-laws, etc)

Meeting logistics and budget

The role of an association, if any, in the FAC



Maximizing the Value and Effectiveness of the Franchise Advisory Council



Balance power/control between the franchisor and FAC



Transparency and communication are key



Address conflict



Prevent stagnation



FINAL THOUGHTS



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