### 2025 FA CONVENTION LAS VEGAS, NV | FEB. 10-13

FRANCHISING

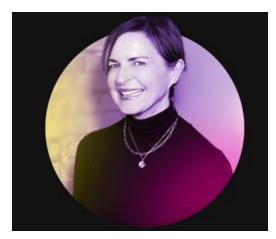
### Masterclass:

### **Strategies from Top Franchise Visionaries**

Facilitated by:
Catherine Monson
CEO
Propelled Brands



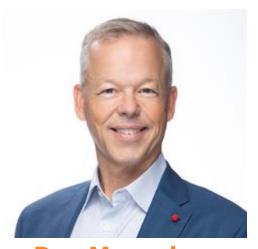




**Dawn Kane CEO & Co-Founder Hot Dish Advertising** 



**Richard Weissman CEO/Chairman** The Learning **Experience** 



**Dan Monaghan Managing Partner Clear Summit Group** 



**Javier Solis Co-Founder Toro Taxes Franchise** 

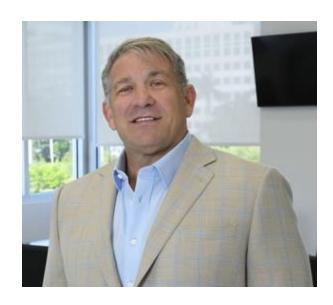
#### **Dawn Kane**





- Founded Hot Dish Advertising in 1999; 23 years solely focused on franchising
- Consistently ranked as a Top Supplier by Entrepreneur Magazine
- Co-Chair Twin Cities WFN and FBN
- Former Supplier Forum Chair
- Served on multiple IFA
   Committees

#### **Richard Weissman**

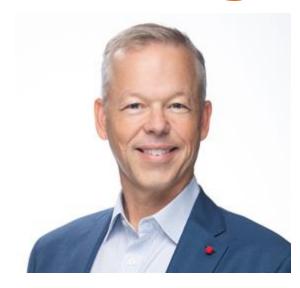




happy

- Chairman, CEO, and Co-Founder of The Learning **Experience (TLE), the fastest-growing childcare and early** education franchise in the U.S.
  - 40 years of childcare and early education expertise
  - 34 years in franchising
  - **Board member and prior Chairman of the Board of** Make-A-Wish Southern Florida, contributing more than \$8 million through TLE and personal initiatives.
- The Learning Experience has achieved a remarkable 29% compound annual growth rate (CAGR) since inception.
  - **Currently operates 420 centers with 250 additional** centers in development, both domestically and internationally.
  - Driven by a unique real estate model; collaborating with developers to build centers tailored to TLE's specifications, ensuring consistency and quality across all locations.

### Dan Monaghan





- Started as a franchisee at age 19
- In 1995 founded WSI
  - Today, the world's largest franchised digital agency network
  - **Created 500,000+ sites & solutions in last** 30 years
- In 2006 founded Clear Summit Group (CSG)
  - Today, 7 brands, 1000+ franchise locations globally
- Past Chair of the IFA Foundation
- **Author of "Digital Minds" and "Adaptive SEO** in the Age of AI" (Mar 2025)

#### **Javier Solis**





- 1990 Joined the tax industry
- 2007 Founded the First Latino Tax
   Preparation Franchise in the USA
- 2019 Merged his franchise to become the largest Latino Franchise in any industry
- 2019 Completed the Sandford University School of Business' Latino Entrepreneur Initiative
- 2020 Published his Book "Tu Decides/It's Up to You", which became Amazon's Best Seller
- 2022 Co-Founded the Hispanic/Latino Franchise Leadership Council

## What do you consider to be Franchising Best Practices?





# How do you ensure your team focuses on implementing these franchising best practices?





# How do the best franchisors deliver value and support to their franchisees?



How do you support franchisees in difficult times, whether those are global (such as COVID), or regional (as in areas impacted by a catastrophic hurricane), Or individual (death of a spouse, a health battle, or economic hardship)?

## Why is a "Connected Brand Strategy" important?

# How do you ensure that all stakeholders deliver on the brand strategy?



## Why is consistency important? What can occur when consistency is lacking?

(Treating every franchisee the same; no special deals)



# What do you consider the best practices in franchisee recruitment?





### How do you protect your brand standards?



# It is also important that franchisees do their part; how do you inspire franchisees to do their part?





### Q&A

## Complete the Survey on the IFA Convention App to receive CFE Credits



### Thank you!