



# 2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

TEAM  
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



- **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.**



happy  
happens  
here.

# 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

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# Thank you!

