



2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

TEAM
FRANCHISING

Maximize Your Supplier Membership



Michael Iannuzzi

Partner and Co-Practice
Leader, Franchise Practice
Citrin Cooperman



Edith Wiseman, CFE

President
FRANdata



Paul Rocchio, CFE

SVP, Development &
Member Services
International Franchise
Association



Dominic Mochrie

Partner, Franchise &
Distribution
Osler, Hoskin & Harcourt LLP



QUESTION CATEGORIES



- 1. Introduction and Overview**
- 2. Personal Journey with the IFA**
- 3. Sponsorship, Conference, and Education**
- 4. Committee Involvement, Mentorship, and Networking**
- 5. Wrap-Up**



FRANCHISOR MEMBERSHIP PROFILE



Early Stage

Less than 10 Units

24% of Membership

5% Revenue

Emerging

11-199 Units

44% of Membership

38% Revenue

Established

200-499 Units

16% of Membership

21% of Revenue

Big Brands

500+ Units

16% of Membership

36% of Revenue



SUPPLIER FORUM ADVISORY BOARD EXECUTIVE TEAM



Tom Portesy

Immediate Past Chair
Careertopia



Marcia Mead

Chair
M Squared Franchise Consulting



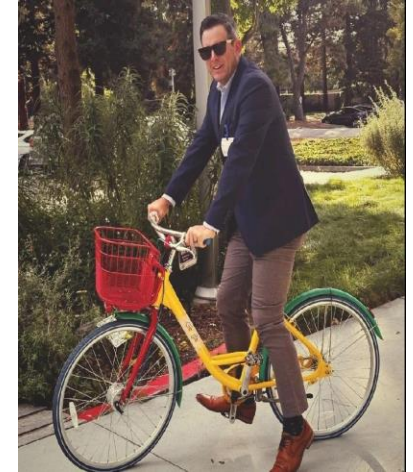
Abby Schmidt

Vice Chair
PayChex



Daniel Mormino

2nd Vice Chair
INFINITI HR



Alex Porter

Member At Large
Location3



**ANY FURTHER
QUESTIONS FOR
OUR PANELISTS?**

