

2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

TEAM
FRANCHISING

SUPPLIER TOWN HALL



Marcia Mead

President

M Squared Franchise Consulting

Marcia@M2FranchiseConsulting.com



Geoff Seiber

CEO

FranFund

GSeiber@FranFund.com



Mary Ann O'Connell

President

FranWise

MaryAnn@FranWise.net



Aaron Chaitovsky

Partner

Citrin Cooperman

ACHaitvosky@CitrinCooperman.com

**2025 IFA
CONVENTION**

**TEAM
FRANCHISING**

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

**2025 IFA
CONVENTION**



**TEAM
FRANCHISING**

SUPPLIER FORUM ADVISORY BOARD

The Mission of the Supplier Forum is to promote the continued growth of franchising through a network of informed suppliers dedicated to superior service and professionalism and to better support members of the IFA and the franchising community with business and legal expertise, high quality products, new technologies and educational opportunities.



SUPPLIER FORUM CODE OF ETHICS

The standards of conduct contained in this Code of Ethics signifies assumption by Supplier Forum members of the obligation of self-discipline, above and beyond any requirements of law or other recognized standards of their individual profession or industry. Observations of such standards are intended to assure that Supplier Forum members will bring credit to the Supplier Forum and enhance the reputation of franchising. Without limiting the foregoing, Supplier Forum standards of conduct require members:

1. To observe the highest standards of competence, integrity and service to the franchising community.
2. To promote their products and services in an ethical and professional manner at all times.
3. To broaden understanding of and enhance public regard and confidence in franchising.
4. To abide by standards of decorum established by IFA when participating in IFA sponsored meetings, conferences and conventions.
5. To abide by any promulgated decision of the Advisory Board of the Supplier Forum as to the scope and meaning of, and compliance with, this Code of Ethics.

QUESTIONS?!

- Town Hall Format: Ask the panelists ANYTHING!





2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

TEAM
FRANCHISING