

# Maximizing Your IFA Membership

Welcome to IFA!

# Introductions



**Megan Center**

*Partner, Quarles & Brady*

*Women's Franchise Network Co-Chair*

**megan.center@quarles.com**



**Katelyn Russell**

*Director, Event & Partner  
Operations*

**krussell@franchise.org**



**Sydni Konohia**

*Manager, Member Services &  
Retention*

**skonohia@franchise.org**



**Zack Kirshner**

*Manager, Recruitment &  
Retention*

**zkirshner@franchise.org**

# Membership Team



**Paul Rocchio**  
SVP, Development &  
Member Services



**Sydni Konohia**  
Manager, Member Services &  
Retention



**Zack Kirshner**  
Manager, Recruitment  
& Retention

# A Little About Us...



Founded in 1960, IFA is the world's oldest and largest organization representing franchising globally



IFA's Mission: Protect, Enhance and Promote Franchising



IFA's member base covers more than 300 different business sectors



IFA membership spans more than 1,100 franchisor brands, 600 supplier members and 10,100 franchisee owners and operators

# Forums & Committees

## Franchisee Forum



**Catherine Bartley Darden**  
Chief of Staff  
*Staff Liaison*



**Rob Branca**  
President, Branded  
Management Group, Inc.  
*Forum Chair*

## Franchisor Forum



**Alan Catlett**  
SVP, Programs &  
Operations  
*Staff Liaison*



**Robin Gagnon, CFE**  
Co-Founder & CEO, We  
Sell Restaurants  
*Forum Chair*

## Supplier Forum Advisory Board



**Paul Rocchio**  
SVP, Development &  
Member Services  
*Staff Liaison*



**Marcia Mead**  
President, M Squared  
Franchise Consulting  
*Forum Chair*

Check out IFA  
Committees at:  
[www.franchise.org/com  
mittees-forums/](http://www.franchise.org/committees-forums/)

# Regional Franchise Networks



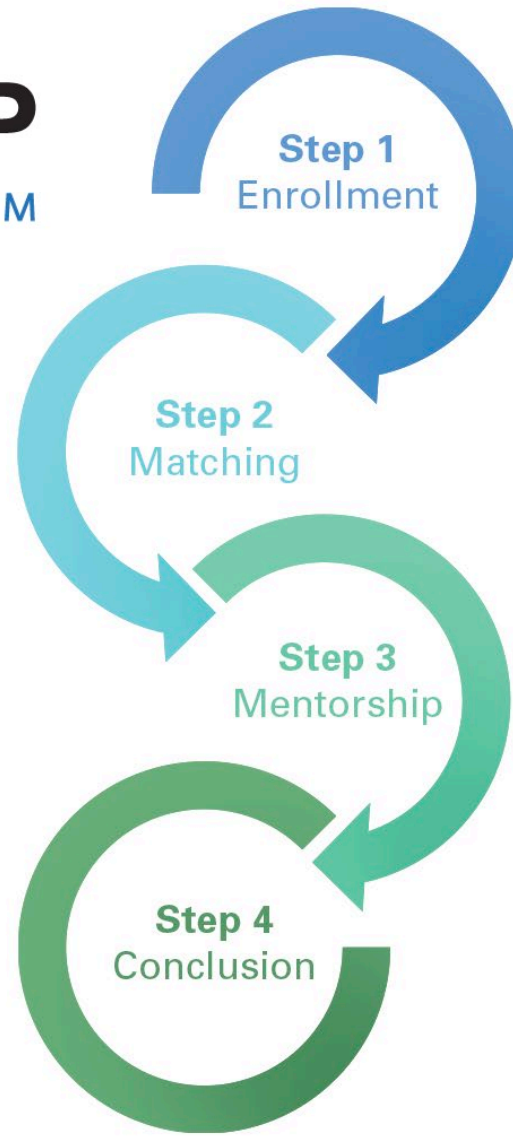
**To learn more about your local chapter, contact:**

**FBN:** Katelyn Russell,  
[krussell@franchise.org](mailto:krussell@franchise.org)

**WFN:** Courtney Thompson,  
[cthompson@franchise.org](mailto:cthompson@franchise.org)

# FRANSHIP

IFA MENTORING PROGRAM



Provide completed enrollment form and top 3 picks for a potential mentor to Franship staff liaison.

You will be matched with the available mentor from the choices you provided!

Work with your mentor to schedule meetings and identify goals and objectives for the duration of your relationship.

We want to hear from you!  
Submit your end of relationship survey.

## For more information

Contact Sydni Konohia at  
[skonohia@franchise.org](mailto:skonohia@franchise.org)

# Education/CFE Team



**Sandie Curtis**  
VP, Education

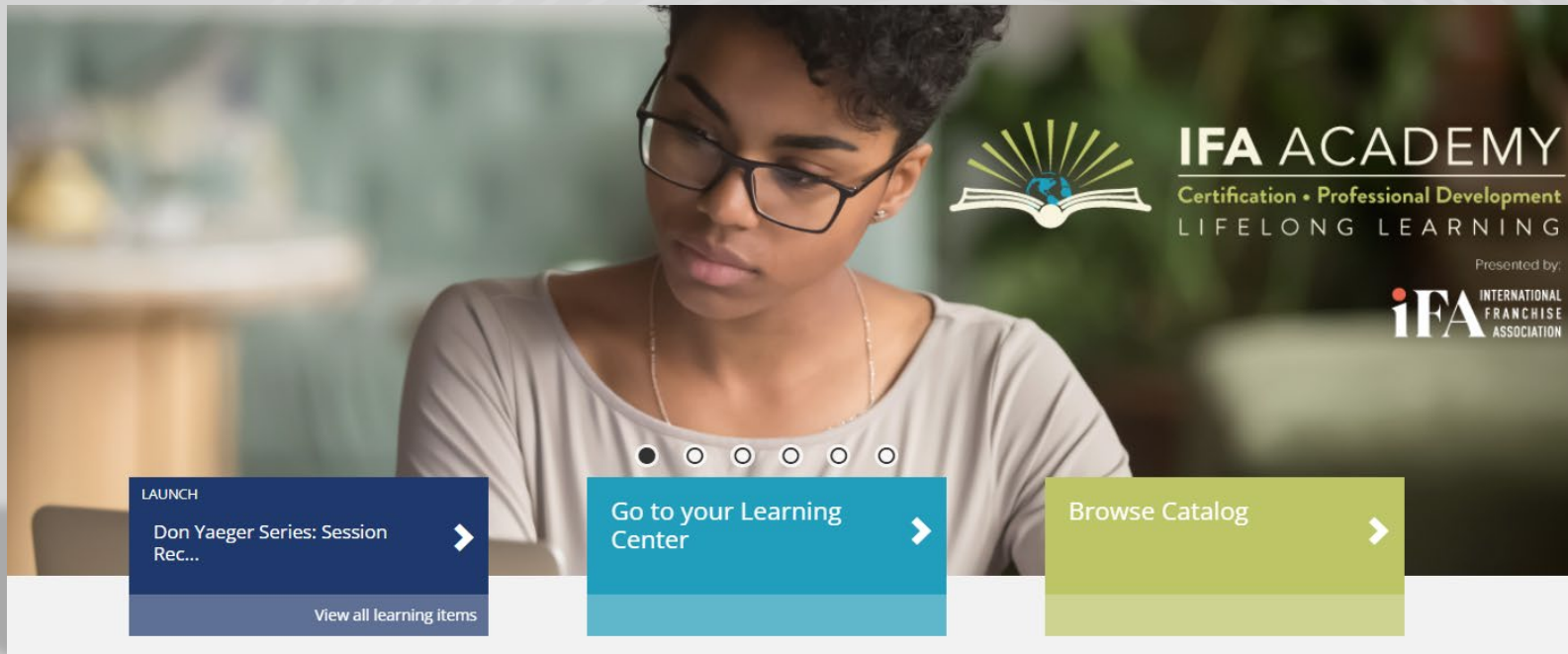


**Melissa Chang**  
Director, Education



**Brittney Cosby**  
Sr. Manager, Certification  
Programs

# Professional Development + IFA



To view the full course  
catalog, visit:  
[www.franchise.org/edu  
cation/ifa-academy/](http://www.franchise.org/education/ifa-academy/)

# IFA Certification Program



Contact  
[cfe@franchise.org](mailto:cfe@franchise.org) to  
get more information  
on starting your CFE  
journey!

# Foundation Team



**Jillian Scott**  
VP, Foundation  
Development & Strategy



**David Smith**  
Director, Diversity  
Programs



**Wendy Kunz**  
Director, Veteran  
Programs



**Tara McKeon**  
Manager, Foundation  
Development

# Diversity & Giving Back



**IFA FOUNDATION**  
EDUCATION. RESEARCH. IMPACT.



**SCHOLARSHIP  
PROGRAMS**

**INDUSTRY  
RESEARCH**

# Government Relations Team



**Michael Layman**  
Chief Advocacy Officer



**Sarah Davies**  
General Counsel & Executive  
Director, IFA Law Center



**Jeff Hanscom**  
SVP, State & Local Government  
Relations



**Erica Farage**  
SVP, Political Affairs &  
Advocacy



**Katherine Knight Patterson**  
Sr. Director, Communications &  
Public Affairs



**Haider Murtaza**  
Director, Government  
Relations & Public  
Policy



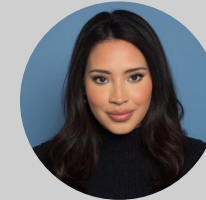
**Anna Russell**  
Director, Political Affairs



**Matthew Kagel**  
Director, State &  
Local Government  
Affairs



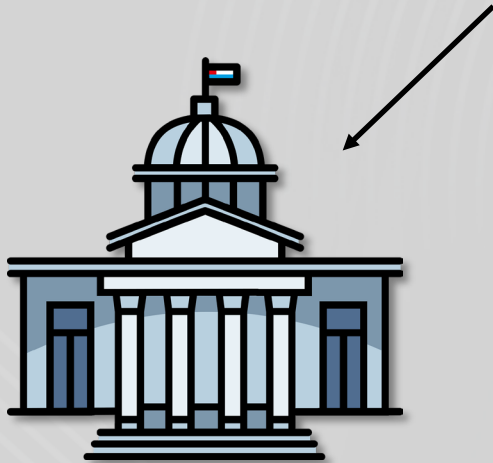
**Makenzie Mullinax**  
Coordinator, Government  
Relations



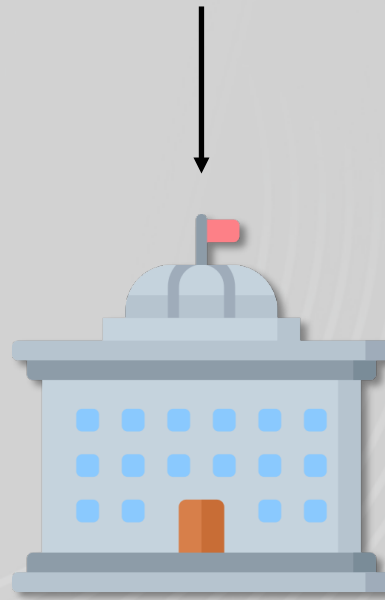
**Vanessa Hidalgo**  
Communications Coordinator

# What does GR do?

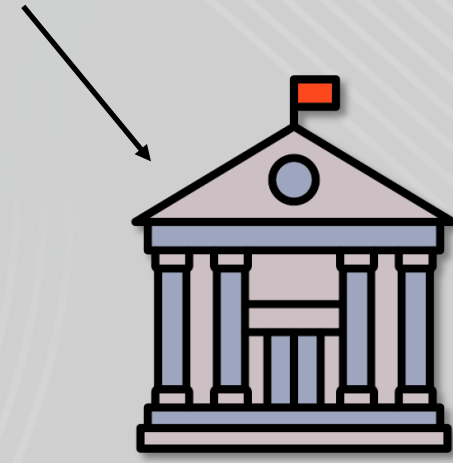
**iFA**



**Federal**



**State**



**Local**

# Some of Our Tools



**OPEN FOR  
OPPORTUNITY**

An Education and Reputation Campaign



**iFA  
Law Center**

# Advocacy Summit

**Advocate for the  
future of  
franchising and  
your business!**



# Sales & Events Teams



**Sheila Fischer**  
SVP, Sales



**Alan Catlett**  
SVP, Programs & Operations



**Lynette James**  
Sr. Dir., Sponsorship  
& Exhibits



**Carly Wooley**  
Sr. Dir., Advertising



**Jeanine Littrel**  
VP, Event Design &  
Planning



**Katelyn Russell,**  
Dir., Event & Partner  
Operations



**Jennifer Travis**  
Coordinator, Sponsorship  
& Exhibits



**Lauren Smith**  
Manager, Advertising



**Courtney Thompson**  
Program Manager,  
Conferences &  
Meetings



**LeAnna Christensen**  
Coordinator,  
Conferences &  
Meetings

# Sponsorship & Exhibits

For more information on sponsoring or exhibiting at IFA events contact **Lynette James** - [ljames@franchise.org](mailto:ljames@franchise.org)

## IFA Events

2025 IFA  
CONVENTION

2025 LEGAL  
SYMPOSIUM  
MAY 4-6 | WASHINGTON, DC

IBA/IFA  
JOINT CONFERENCE  
May 6-7, 2025 | Washington, DC

SEPTEMBER 15-17 | WASHINGTON, DC  
IFA ADVOCACY  
SUMMIT  
FAN

THE IFA WORLD  
FRANCHISE SHOW

EMERGING  
FRANCHISOR  
CONFERENCE

## Partner Events

INTERNATIONAL  
FRANCHISE  
SHOW LONDON

Franchise Customer Experience Conference  
FCXC25  
FRANCHISE UPDATE MEDIA • INTERNATIONAL FRANCHISE ASSOCIATION

Franchise Leadership & Development Conference  
FLDC25  
FRANCHISE UPDATE MEDIA • INTERNATIONAL FRANCHISE ASSOCIATION

iFA INTERNATIONAL  
FRANCHISE  
ASSOCIATION

# Advertising

For a full list of Advertising Opportunities for Franchisors and Suppliers, visit [franchise.org/media-kit/](https://franchise.org/media-kit/)



Franchise Opportunities Guide

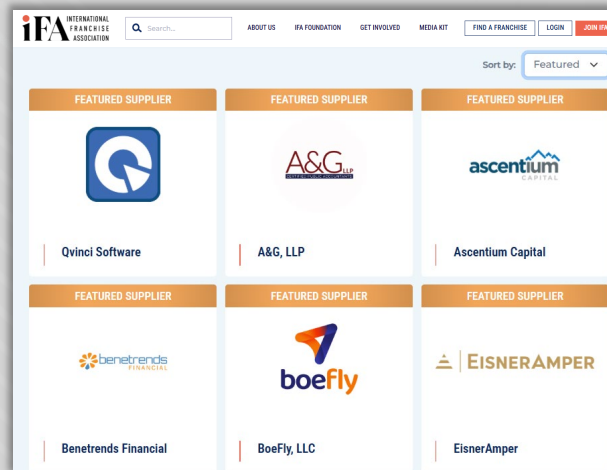


wednesdaywise  
WEBINARS

Webinars



Franchising World Magazine



Franchise.org



Digital Retargeting



Digital Toolkits

# 2025 Events

## **FRANCHISE CUSTOMER EXPERIENCE CONFERENCE**

**June 24-26 | Atlanta, GA**

*Partnership event with Franchise Update Media*

## **IFA ADVOCACY SUMMIT**

**September 15-17 | Washington, DC**

## **FRANCHISE LEADERSHIP & DEVELOPMENT CONFERENCE**

**October 7-9 | Atlanta, GA**

*Partnership event with Franchise Update Media*

## **EMERGING FRANCHISOR CONFERENCE**

**November 10-12 | Nashville, TN**

For more details on  
IFA Events, visit  
**[franchise.org/events](https://franchise.org/events)**

# Save the Date!

## **IFA ANNUAL CONVENTION**

**February 22-25, 2026 | Las Vegas, NV**

## **INTERNATINOAL FRANCHISE SHOW LONDON**

**April 17-18, 2026 | London, England**

*Partnership event with MFV NSE*

## **LEGAL SYMPOSIUM**

**May 17-19 | Washington, DC**

## **IBA/IFA JOINT CONFERENCE**

**May 19-20 | Washington, DC**

# Preferred Vendors

To learn more about Preferred Vendors and their services, visit [franchise.org/ifa-preferred-vendors/](https://franchise.org/ifa-preferred-vendors/)



# Thanks for Attending!