

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



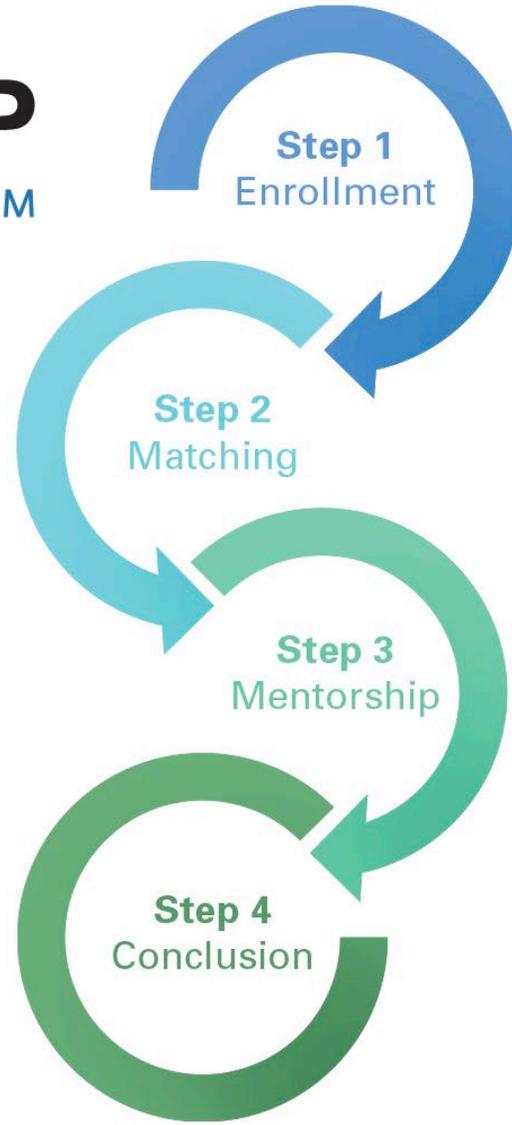
To learn more about your local chapter, contact:

FBN: Katelyn Russell,
krussell@franchise.org

WFN: Courtney Thompson,
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

Education/CFE Team



Sandie Curtis
VP, Education

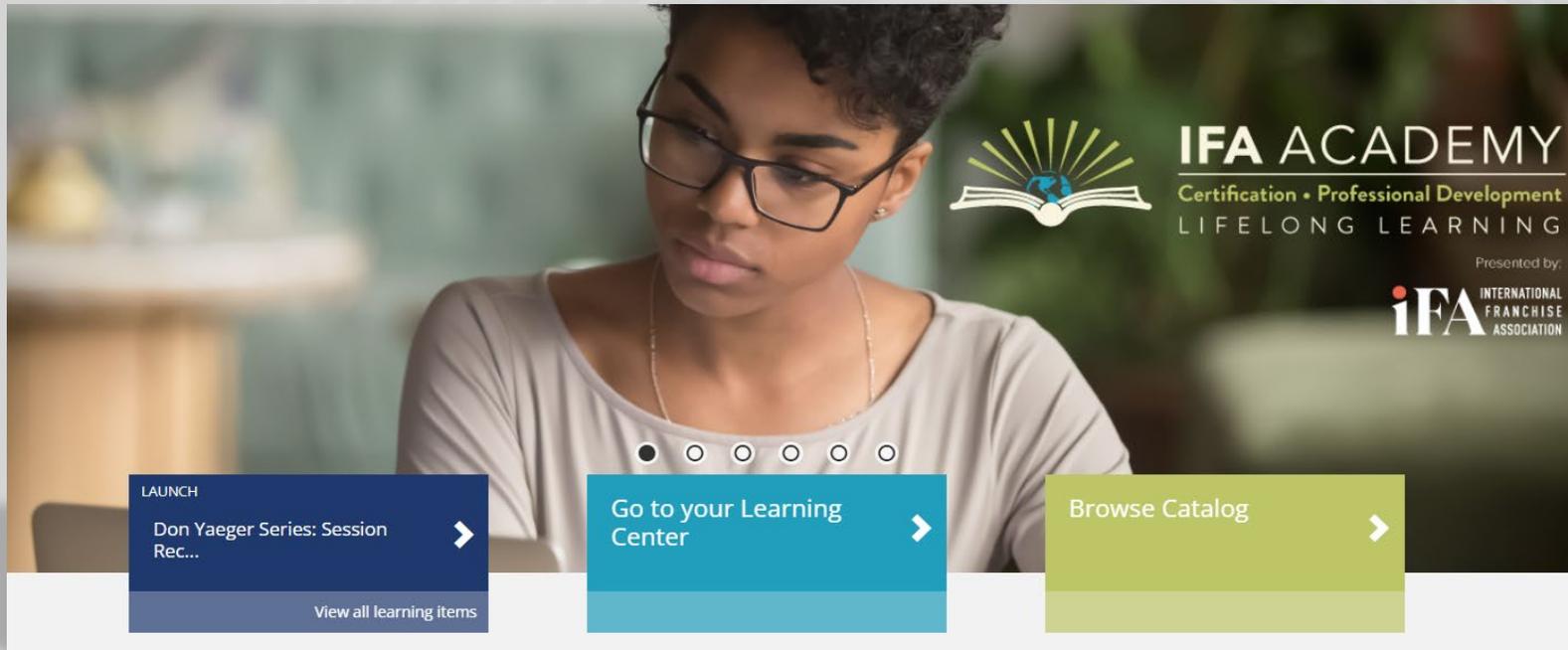


Melissa Chang
Director, Education



Brittney Cosby
Sr. Manager, Certification
Programs

Professional Development + IFA



To view the full course catalog, visit:
www.franchise.org/education/ifa-academy/

IFA Certification Program



Contact
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



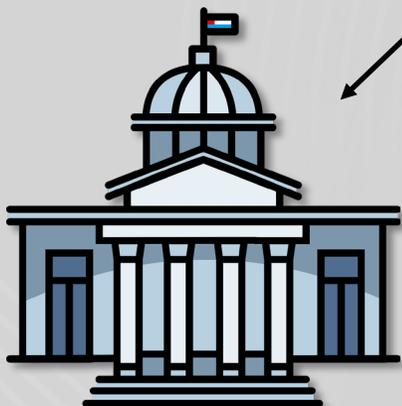
Makenzie Mullinax
Coordinator, Government
Relations



Vanessa Hidalgo
Communications Coordinator

What does GR do?

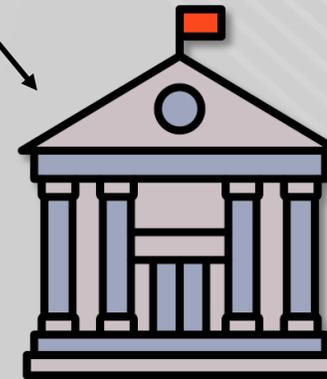
iFA



Federal



State



Local

Some of Our Tools



**OPEN FOR
OPPORTUNITY**

An Education and Reputation Campaign



**iFA
Law Center**

iFA INTERNATIONAL
FRANCHISE
ASSOCIATION

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

IFA Events

2025 IFA
CONVENTION

2025 LEGAL
SYMPOSIUM
MAY 4-6 | WASHINGTON, DC

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

THE IFA WORLD
FRANCHISE SHOW

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

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/



2 Editions
Spring/Summer
Fall/Winter

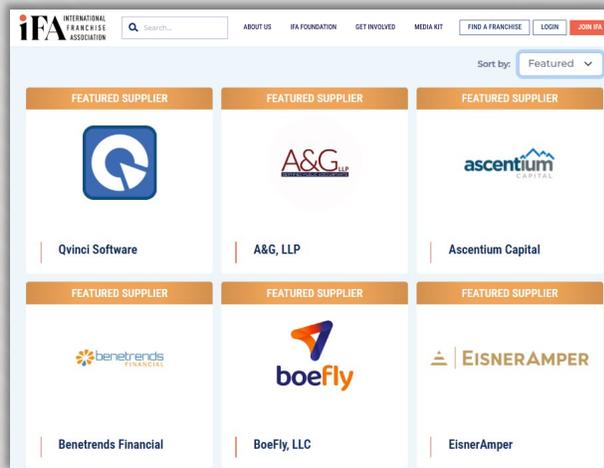
Franchise Opportunities Guide



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

Save the Date!

IFA ANNUAL CONVENTION

February 22-25, 2026 | Las Vegas, NV

INTERNATIONAL 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/



Thanks for Attending!