



2026 IFA Board of Directors New Board Member Biographies

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Bill Bode, Chief Operating Officer, Planet Fitness



Bill Bode serves as Chief Operating Officer. In this role, he is responsible for bringing to life the Company's non-intimidating, high-value member experience in Planet Fitness clubs. He joined Planet Fitness in 2016 as the Senior Vice President of Franchise Operations. Prior to joining Planet Fitness, Mr. Bode held several senior leadership positions at Dunkin' Brands, including serving as Regional Vice President of Dunkin' Donuts Northeast where he was responsible for overseeing the operations of more than 2,600 restaurants. Throughout his tenure at Dunkin' Brands, Mr. Bode was also responsible for U.S brand compliance and business development along with leadership positions overseeing training, store development, marketing, and franchising. Prior to joining

Dunkin' Brands, he was a Dunkin' Donuts franchisee in Richmond, VA.

Lane Fisher, Partner, Fisher Zucker



In private practice since 1989, Lane Fisher currently represents more than 150 franchise brands in acquisitions and sales, other business transactions and complex franchise litigation. Lane is admitted to practice in Pennsylvania and New Jersey since 1989. In addition to chairing its membership committee from 2005-2013, Lane served 2 terms on the International Franchise Association's Board of Directors from 2005-2011 and 2018-2023 and is a past member of its executive committee and a past chair of the executive committee of the Supplier Forum Advisory Board.

Lane is a frequent speaker at franchise conferences and has written extensively on many aspects of franchising. For 5 of the past 6 years, FisherZucker has been voted the #1 franchise law firm in the Top Franchise Supplier survey compiled by Entrepreneur Magazine. For the past 20 years, Philadelphia Magazine and Franchise Times have consistently identified Lane as a Pennsylvania SuperLawyer and Legal Eagle, respectively. In addition, Lane has earned the distinction of "Awesome Attorney" in Suburban Life magazine. Lane has published more than 50 articles and given more than 100 presentations on franchising-related issues at conferences and webinars and serves as a frequent commentator and contributor to media sources.

Lane officiates the [franchisors.com](https://www.franchisors.com)[munity] and hosts the Franchise UnConference, Franchise YoungConference and Franchise Springboard Event for Emerging Franchisors, with Fishman PR.

Education

Lane is a graduate of American University's Washington College of Law (JD 1989). Lane also holds a BBA in finance (1985) and an MBA in international business (1986) from George Washington University.

Charles Keyser, President, Neonwax, LP



Charles Keyser completed his education at Southern Illinois University at Carbondale in 2003. During his college years, he actively participated in various organizations, serving as a Student Life Advisor, President of Theta Xi, and President of the Internal Fraternal Council. In early 2005, alongside his brother, he initiated the establishment of the first of five Little Caesars Pizza locations, all of which have since been successfully sold. From 2008 to 2011, Charles worked as a franchise broker. In 2010, he ventured into the haircare industry with the opening of their first Sport Clips Haircuts salon, subsequently expanding to own 32 across five states, with further expansion plans underway. In

2014, they acquired Oxi Fresh Carpet Cleaning of St. Louis, operating six territories. In 2025, Charles is opening the first of many Waxing the City locations. Charles has contributed significantly to the advisory councils of Little Caesars and Oxi Fresh Carpet Cleaning and has been recognized as the Oxi Fresh Carpet Cleaning Franchisee of the Year. And just recently the International Franchise Association recognized him and his brother as Franchisee of the Year. He currently holds the position of Treasurer for the Asthma and Allergy Foundation of America and actively advocates for issues concerning business owners in Washington D.C.

Kevin King, CEO and President, Donatos Pizza



Kevin King is a visionary leader with a distinguished executive career in the restaurant industry spanning over three decades with multiple household brands. With expertise cultivated through a dynamic journey in development and operational roles, he has been instrumental in the creation of more than 1,500 restaurants across six countries.

Currently serving as CEO and President of Donatos Pizza, King expertly drives growth while maintaining an unwavering commitment to the brand's core values. A familiar face to the family-owned company, King originally joined Donatos in 1990, where he spent 13 years establishing a strong model for franchising as Vice President of Development. Upon returning as President in 2022, and following his promotion to CEO and President in 2024, King has cultivated a talented

leadership team, ensuring a well-rounded foundation in franchising, operations, marketing, people services, and technology as Donatos Pizza continues to innovate and expand.

Before returning to Donatos Pizza, King was the Chief Business Development Officer at Smoothie King, a leader in the lifestyle beverage category. From 2016 to 2021, King played an instrumental role in growing Smoothie King's global footprint. Under King's leadership, Smoothie King grew from less than 900 total locations to over 1,000 locations across three continents, becoming one of the fastest-growing franchises in the world.

King also spent 10 years with Papa Murphy's, the world's largest take-and-bake pizza chain, as Senior Vice President. There, King was responsible for more-than-doubling Papa Murphy's growth, expanding from approximately 700 stores in 2005 to over 1,500 upon his departure in 2015. King was also a member of the leadership team that took Papa Murphy's public in 2014. In 2023, King was recognized as a top executive in Central Ohio with a Columbus Smart 50 Award. Since King's return to Donatos Pizza, the brand has earned numerous awards and recognitions. Most recently, Donatos Pizza was recognized by Franchise Business Review as one of the Most Profitable Franchises of 2024. Additional accolades for the brand include Franchise Times Top 400, Entrepreneur's Franchise 500, Pizza Marketplace's Top 100 Movers and Shakers, and a Franchise Times Zor Award as Top Brand to Buy.

King is a graduate of Miami University in Oxford, Ohio, with a bachelor's degree in business administration. He and his wife, Leslie, reside in Upper Arlington, Ohio, and have three children, Laura, Drew, and Ethan.

Shelly O'Callaghan, Executive Vice President and General Counsel, International Dairy Queen



Shelly O'Callaghan is the executive vice president and general counsel at International Dairy Queen (IDQ) where she leads the legal department and oversees legal, risk, compliance, and corporate governance matters for the company's global business.

She joined IDQ in 2010 as vice president and assistant general counsel and was promoted to her current role in 2012. Previously, Shelly led the global legal team for the multibrand hotel division at Carlson Companies and worked as a franchise litigator at Gray Plant Mooty in Minneapolis.

Shelly holds a juris doctorate from the University of Minnesota and earned a bachelor's degree in criminal justice studies from the University of North Dakota. She serves in three capacities with the International Franchise Association (IFA): co-chair of the IFA Corporate Counsel Committee, advisory board member of the IFA Franchisor Forum, and advisory member of the IFA Law Center.

Nadia Sarangi, VP and Associate General Counsel, IHG Hotels & Resorts



Nadia Sarangi is a franchise attorney who has been practicing law for over 20 years, including 15 years dedicated to the franchise industry. A graduate of Columbia Law School, as Vice President & Associate General Counsel for IHG Hotels & Resorts, Nadia advises her business colleagues on all aspects of franchise law, including regulatory compliance, structuring, and growth strategies. She previously served on the board of the non-profit Georgia Asylum and Immigration Network, reflecting a long-standing commitment to pro bono and community service. In addition, Nadia and her husband recently became franchise owners, opening a Big Air trampoline park in Georgia in September 2025.

Joe Sieve, Chief Restaurant and Global Development Officer, Papa Johns



Joe Sieve was appointed Chief Restaurant and Global Development Officer in September 2024 after serving as the Company's Chief Restaurant Officer since May 2022. Mr. Sieve joined Papa Johns from Inspire Brands where he served as Vice President of Franchise Development since June 2016. Prior to Inspire, Mr. Sieve worked at Domino's Pizza, Inc., first as Director of Strategic Market Growth from May 2010 to January 2014 and later as a franchisee/owner with a portfolio of 58 Domino's restaurants from January 2014 to June 2016. With more than 25 years in the food service industry, Mr. Sieve began his career as a multi-unit franchisee of Goodcents Deli Fresh Subs and La Salsa Fresh Mexican Grill.

Cheryl Stanton, Chief Legal and Government Affairs Officer, Brightstar Care



In her role as Chief Legal and Government Affairs Officer for BrightStar Care, Cheryl Stanton diligently works on behalf of the organization and its franchisees by assisting with legal, compliance and risk management, as well as providing federal and state advocacy for the brand. In fact, one of the accomplishments she's most proud of is the State Advocacy Brand Program she established to teach franchise owners how to advocate for themselves while navigating their state's individual laws and regulations.

Bringing more than two decades of legal and policy experience at both the state and national level, Cheryl has served her constituents with results-driven initiatives Cheryl served as an Associate Counsel to the President of the United States, where she advised the White House Presidential Personnel Office, the White House Personnel Office and the White House Office of

Management and Administration and served as a member of the White House Judicial Selection Committee. She also served as the primary legal liaison for the Department of Labor, Equal Employment Opportunity Commission and the National Labor Relations Board.

Cheryl later served under two different gubernatorial administrations during 2013-2018 as the Executive Director of the South Carolina Department of Employment and Workforce. In 2016, Cheryl received the Order of the Palmetto - the highest civilian award in the state, which is given to those who demonstrate extraordinary lifetime achievement, service and contributions of national or statewide significance. Under Cheryl's leadership, South Carolina's jobless rate dropped to its lowest point in at least 50 years, South Carolina's workforce system helped place over 500,000 South Carolinians into jobs and (partnering with the Department of Corrections) South Carolina created a job re-entry program for ex-offenders that continues to receive national accolades.

Cheryl was later nominated, and confirmed by the Senate, to be the Administrator of the Wage and Hour Division at the United States Department of Labor. In this role, Cheryl oversaw the promulgation of numerous rules, including those related to joint employment, independent contract and the nation's first private sector sick paid leave program. While as Administrator, the Wage and Hour Division recovered a record-breaking 322 million dollars in Fiscal Year 2019 for hundreds of thousands of American workers who denied money they had earned.

In addition to her governmental experience, Cheryl was a private sector labor and employment attorney for 15 years. She serves on the Home Care Association of America Board of Directors, for which she is the Legislative Director chairing the Legislative and Policy Committees. Since joining BrightStar Care in 2021, Cheryl has been a force for good as she channels her passion for policy, governance and delivering equitable home care into each decision she makes. With home care at an inflection point (from a policy and government spending perspective), Cheryl continues to advocate for positive changes that will benefit more Americans as the need for home care grows.

Brad Stevenson, Chief Development Officer, Neighborly



Brad Stevenson serves as Chief Development Officer at Neighborly®, the world's largest home services company, with more than 30 brands and 5,500+ franchise locations across the globe. In this role, Brad leads franchise growth and strategic development initiatives in North America, working closely with brand leadership and Neighborly's skilled development team to expand opportunities for entrepreneurs and strengthen communities.

With over 25 years of experience in sales, marketing, and executive leadership, Brad brings a proven track record of driving growth while championing ethical franchising. He is passionate about the power of franchising to change lives and communities, and he actively supports the International Franchise Association (IFA) through advocacy, education, and engagement.

Brad is deeply committed to the three pillars of the IFA Foundation—the Diversity Institute, Franchising Gives Back, and VetFran. At Neighborly, he proudly supports each of these initiatives, with a particular passion for expanding the reach of VetFran through increased outreach, education, and access. He believes in moving beyond simply being “military friendly” to creating thriving communities where veterans and their spouses can grow, lead, and succeed. He is proud to be a founding member of Military Thriving Action Coalition with ZeroMils.

An advocate for protecting the franchise model, Brad also champions the IFA’s government relations efforts. He believes responsible franchise development must lead the way—not only because it drives business success, but because it ensures the long-term health, credibility, and sustainability of franchising. Recognized as one of the *Top 100 Global Influencers in Franchising (2025)* and currently serving as a board member of the Titus Center for Franchising, he is committed to shaping the next generation of franchise leaders.

Prior to joining Neighborly, Brad built a distinguished career in the beverage industry, spending more than two decades with Miller Brewing Company and MillerCoors. After starting as an On-Premise Miller Marketing Representative in Houston, he advanced into leadership positions including Vice President of Grocery, Director of Business Development and Strategy, and Regional Chain Director.

A graduate of Texas A&M University, Brad resides in Frisco, Texas, with his wife, Candace and three children.

Sam Tatevosyan, Vice President, Federal Government Relations and Global Policy, McDonald’s Corporation



Sam Tatevosyan leads a dynamic team of government relations and policy professionals to develop and implement consistent, proactive engagements with federal government agencies and officials, diplomats, and internal/external stakeholders across multiple issue areas that impact the McDonald’s System.

Prior to McDonald’s, Sam was a Senior Public Affairs Advisor in the Washington, D.C. office of Holland & Knight LLP, where he represented domestic and international clients, created and implemented government relations and business development strategies, identified business opportunities and partners, and created distribution networks.

Prior to joining Holland & Knight, Sam was a legislative staffer for a senior U.S. Senator and a member of the Senate Committees on Appropriations; Banking; Budget; Health, Education, Labor and Pensions; and Armed Services.

Clement Troutman, Franchise Owner, Tropical Smooth Café



Clement Troutman is a Tropical Smoothie Cafe franchisee and U.S. Navy Veteran. He served in the field of Cryptology and Information Systems Security Engineering and retired as a Senior Chief Petty Officer. He and his family: Jackie, Jocelyn, and Jordan reside in Odenton, Maryland and represent The Troutman Alliance. They have been serving the Prince George's County communities of Capitol Heights and Bowie for over 8 years and successfully introduced better-for-you-food options as well as job opportunities to underserved communities. His first café has generated the brand's highest annual revenue seven of the last 8 years, serving over two million customer orders and creating 800-plus job opportunities. Clément's leadership philosophy centers around developing staff to reach their full potential while at the same time being dedicated to community outreach. He serves on the Executive Board of Directors of Mission of Love Charities, Inc., a non-profit organization that feeds the hungry throughout the Washington, DC, Maryland, and Virginia (DMV) region. As a franchise brand ambassador, he served as TV spokesperson for Washington, DC NBC4 Food 4 Families Thanksgiving Food Drive that fed over four thousand families. During the pandemic he and his team delivered hundreds of meals to hospital front-line workers, first responders and senior residents. Clement is dedicated to activities that improve the quality of life of others and actively supports schools and civic organizations throughout Prince George's County. As a multi-unit/multi-brand franchisee, he has three additional cafes planned for development in 2025/2026, along with two PJ's Coffee of New Orleans franchises. Clement is an author, mentor and newly appointed IFA Board Member who is committed to promoting and protecting franchising. He supports The American Franchise Act 2025 and its benefits for economic opportunity through free enterprise.

Larisa Walega, Chief Growth Officer, Ziebart International Corporation



Larisa Walega serves as the Chief Growth Officer at Ziebart International Corporation, the world's largest franchised automotive appearance protection brand geared toward bringing back the new car feeling to thousands of drivers every day.

Ziebart is currently one of only 50 brands worldwide that has reached 65 years in franchising, an achievement and challenge Larisa looks forward to every day.

In her role, she leads the development of the company's long-term growth plans, franchise development, marketing, communications, key strategic Master Franchise Owner partnerships and product supplier partnerships; effectively helping to grow brand awareness, lead generation, and sales across each vertical to ensure consistent growth in company and franchise owner profitability.

Larisa is a Certified Franchise Executive, sits on the International Franchise Association's (IFA) Board of Directors, is the outgoing Chair of the IFA's Women's Franchise Committee and serves on the Franchisor Forum Marketing Task Force. She is a consistent, strong and loud advocate for franchising on a national and local level, believing that education is the first step to showcasing the benefits of franchising to each respective economy. She's currently piloting a high school education course that engages business students on Franchising 101.

She has been recognized by *1851 Franchise* as a "Top 100 Influencer in Franchising," and "Top 25 Franchise Marketing Leader in 2025," *Global Franchise* as a "50 Era Defining Women to Watch," *Entrepreneur* as a "Top 50 CMO Gamechanger," and *Brand Innovators* "Women in Marketing Industry Innovator Award" winner.

Richard Weissman, Chairman, CEO, and Co-Founder, The Learning Experience



Richard Weissman serves as the Chairman, CEO, and Co-Founder of The Learning Experience, the fastest-growing childcare and early education franchise in the U.S. Since establishing the business with his family in 2001, Richard has transformed The Learning Experience into one of the largest and most respected brands in the industry. Today, the company operates more than 450 centers—the majority of them across the United States and three centers in the U.K., and an additional 250 locations in development both domestically and internationally.

Under Richard's strategic leadership, TLE has achieved a remarkable 29% compound annual growth rate (CAGR) since its inception, driven by an innovative development model and strong franchisee economics. His ability to guide the organization through pivotal moments, such as the Great Recession and the COVID-19 pandemic—where systemwide sales increased by 30%—demonstrates his exceptional operational acumen and resilience. TLE has consistently earned accolades, including being ranked the #1 childcare franchise by *Entrepreneur* and the #1 education franchise by *Franchise Business Review*.

Richard's forward-thinking vision has positioned TLE as a global leader in early education by emphasizing growth, innovation, and social impact. Between 2024 and 2025, the brand opened more than 100 new centers and expanded its development pipeline to accelerate future growth. TLE is distinguished by its 360-degree approach to enriching the lives of children and parents, offering a proprietary curriculum, cutting-edge educational tools, and a suite of unique initiatives. TLE was the first early-education brand to create a fully-integrated edutainment platform featuring their proprietary characters, curriculum-aligned content, and a dedicated learning app — setting the standard the industry now follows. These efforts have driven industry-leading Net Promoter Scores (NPS) and cemented TLE's reputation for excellence.

With more than 40 years of expertise in childcare, early education, and franchising, Richard's influence on the industry is profound. Prior to founding The Learning Experience, he and his family acquired Tutor Time in 1987. During his tenure as CEO, President, and COO, Richard transformed the company into a global franchise brand, expanding to more than 200 centers across 25 states and four countries before his retirement in 1999. His innovative approach to scaling education-focused businesses has left an indelible mark on the sector.

In addition to his business success, Richard is a passionate philanthropist. A longtime board member of Make-A-Wish Southern Florida, he has been instrumental in raising more than \$10 million through TLE and personal initiatives to grant life-changing wishes. He also pioneered TLE's proprietary philanthropy curriculum, instilling values of kindness, inclusion, and community service in young children—further amplifying his impact on future generations.

Richard Weissman's unparalleled leadership and dedication to early education and social good continue to shape TLE's mission and inspire those around him. He remains steadfast in his commitment to expanding access to exceptional early learning experiences while making a lasting impact on families and communities worldwide.

Tom Wood, President & CEO, Floor Coverings International



Tom Wood is CEO and President of Floor Coverings International and has served in that position since 2005. Floor Coverings International is currently recognized at the #1 Flooring Company in North America for customer satisfaction as well as tops in its class in most franchise ranking services.

Prior to his post with Floor Coverings International he started with the parent organization, FirstService Corp., while still a college student in 1985 and has held several key positions in its various organizations over the past 34 years. After helping found CertaPro Painters in 1992, he became President of the Franchise Development Center in 1998. Dedicated to the growth and development of new franchises for several of the brands owned by FirstService, he placed more than 600 franchises for CertaPro Painters, California Closets, Stained Glass Overlay, Paul Davis Restoration, and NutriLawn. In 2005, he became President and CEO of Floor Coverings International. Tom also is a volunteer for many non-profits in Atlanta, including the Central Night Shelter.