



Amplify

EMERGING FRANCHISOR CONFERENCE

NOVEMBER 10-12, 2025 | NASHVILLE

Amplify Your Brand

From Opening Act to Headliner: Mapping the Franchisee Success Journey

iFA INTERNATIONAL
FRANCHISE
ASSOCIATION

Your Team



VP/Development, Taco John's International

Shannon Iverson, Moderator



Board Member- Autism Care Therapy, Fonder & Board Member- Body20

Chris Pena, Speaker



VP Franchise Development, Five Star Franchising

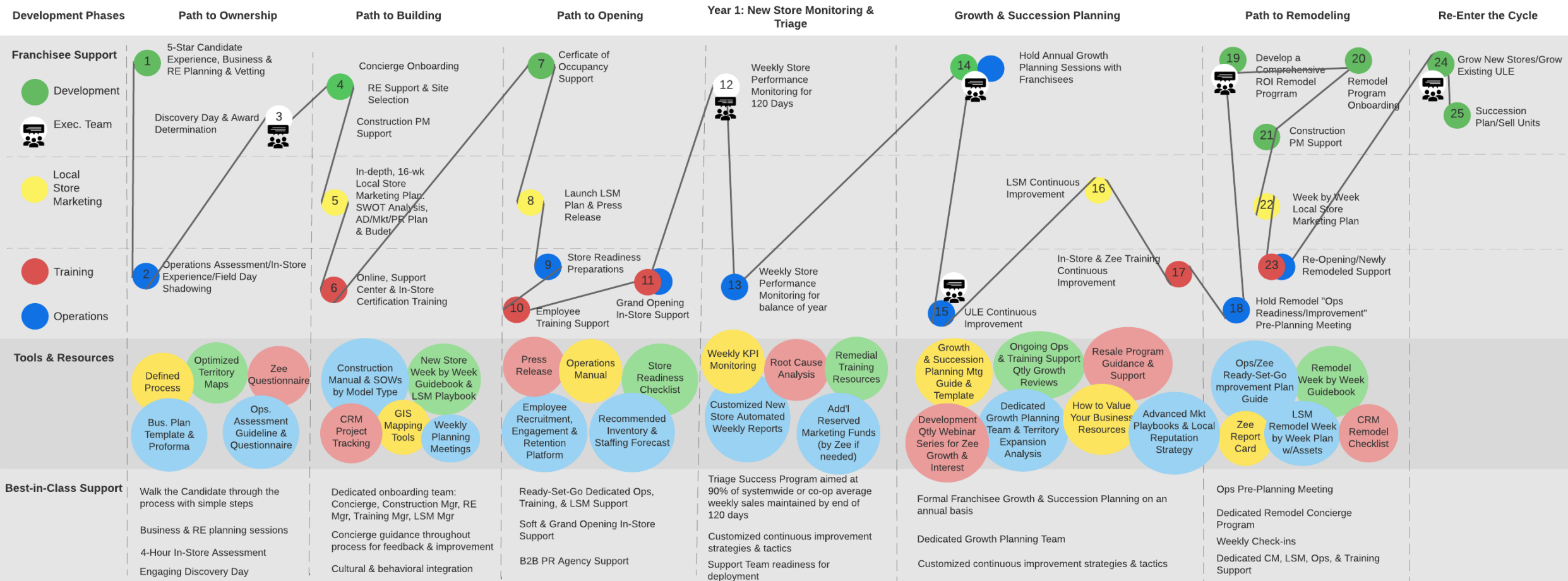
Missy Wright, Speaker



Multi-Unit Franchisee Owner, Pepper Lunch & Director of Franchise Sales, Hot Palette

Paul Tran, Speaker

The Franchisee Success Journey



Mobile App Polling Tool

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Session Details

From Opening Act to Headliner: Mapping the Franchisee Success Journey

Wed, 11/12, 9:45 AM - 10:45 AM CT

1 hour

Meadow Ballroom D

View on floor plan

Add to calendar

Add session

A session focused on how emerging franchisors can define and build a structured franchisee success journey--

Show more

Speakers



Shannon Iverson, CFE

VP, Development, Taco John's International, Inc



Chris Pena

Board Member, Autism Care Therapy

Polls

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From Opening Act to Headliner: Mapping the F...

Currently displayed

Display a question to show it at the top of the question list. You don't need to display a question for attendees to see results, they'll see them when they've submitted their response or when the question is closed.

Questions

Where is your brand today on the franchisee success journey?

Closed

A. Just launching (0-5 units)

0%

B. Gaining traction (6-10 units)

0%

C. Scaling operations (11-20 units)

0%

D. Mature but refining foundations (20+ units)

0%

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Polling Question #1

Where is your brand today on the franchisee success journey?

- Just launching (0-5 units)
- Gaining traction (6-10 units)
- Scaling operations (11-20 units)
- Mature but refining foundations (20+ units)

Polling Question #2

What's your biggest challenge in recruiting early franchisees?

- Lead quality and quantity
- Candidate financial readiness
- Values alignment/culture fit
- Converting from discovery to close

Polling Question #3

If you could invest in just one area to strengthen your system today, where would it be?

- Franchisee support & field operation
- Training & onboarding
- Technology & systems
- Marketing & lead generation

Thank You