

Maximizing Your IFA Membership

Welcome to IFA!

April Highlight: Growing Your Brand



Lynette James
Sr. Director, Sponsorship & Exhibits
ljames@franchise.org



Carly Wooley
Sr. Director, Advertising
cwooley@franchise.org



Lea Jones
LMS Product Manager
ljones@franchise.org



Zack Kirshner
Manager, Recruitment & Retention
zkirshner@franchise.org



Sydni Konohia
Sr. Manager, Member Services & Retention
skonohia@franchise.org

Membership Team



Paul Rocchio

SVP, Development & Member Services



Sydni Konohia

*Sr. 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

THE IFA **MEMBER RESOURCE HUB**

Members Only.

Resources to help you grow your business and solve challenges.



Unlock the members
only content and
resources at
[www.franchise.org/
member-resource-
hub/](http://www.franchise.org/member-resource-hub/)

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



Lauren Anderson
Manager, Advertising



Karen Lam
Events Program Manager



Jacob Comer
Event Coordinator

Sponsorship & Exhibits

For more information on sponsoring or exhibiting at IFA events contact **Lynette James** - ljames@franchise.org

IFA Events

IFA26
CONVENTION

IFA26 LEGAL

IBA/IFA26
JOINT CONFERENCE

 **THE IFA WORLD
FRANCHISE SHOW**

IFA26
ADVOCACY

IFA26
EMERGING

Partner Events



Franchise Growth & Marketing Conference

FGMC26
FRANCHISE UPDATE MEDIA • INTERNATIONAL FRANCHISE ASSOCIATION

Franchise Leadership & Development Conference

FLDC26
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



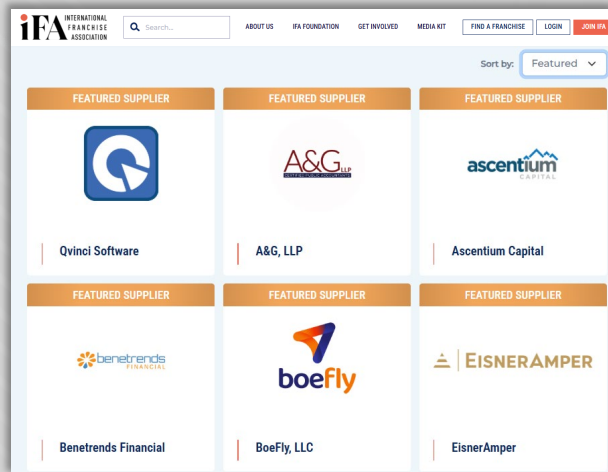
Webinars



Franchising World Magazine



Digital Toolkits



Franchise.org



Digital Retargeting

Forums & Committees

Franchisee Forum



Catherine Bartley Darden
Chief of Staff
Staff Liaison



Jesse Keyser
CEO, Keyser Enterprises
1, LP
Forum Chair

Franchisor Forum



Alan Catlett
SVP, Programs &
Operations
Staff Liaison



Emma Dickison, CFE
CEO & President, Home
Helpers Home Care
Forum Chair

Supplier Forum Advisory Board



Paul Rocchio
SVP, Development &
Member Services
Staff Liaison



Abby Schmidt
National Partnership
Development Manager,
Paychex
Forum Chair

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

Regional Franchise Networks



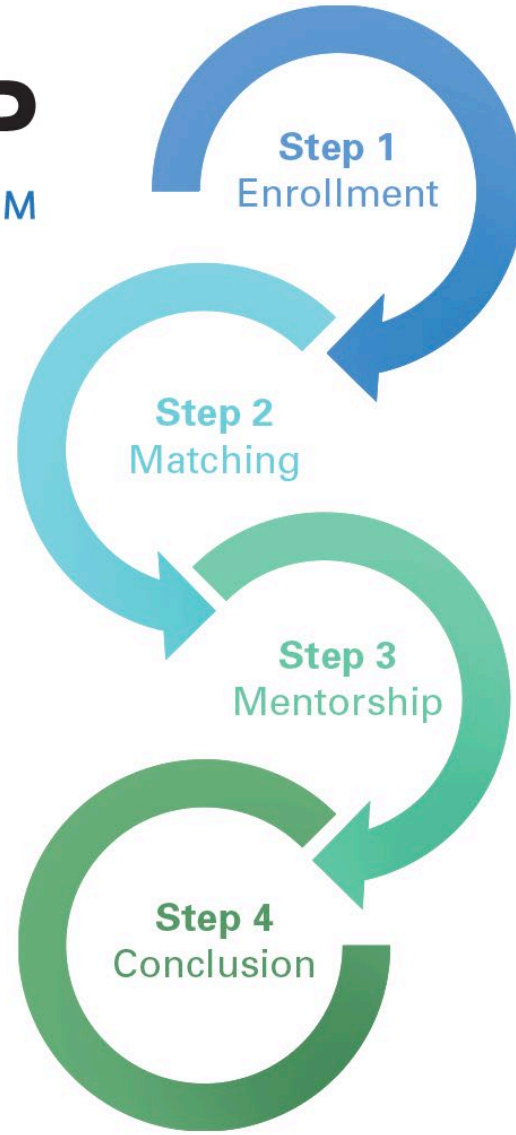
To learn more about your local chapter, contact:

FBN: Katelyn Russell,
krussell@franchise.org

WFN: Karen Lam,
klam@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



Lea Jones – Technology Team
LMS Product Manager



Melissa Chang
Director, Education



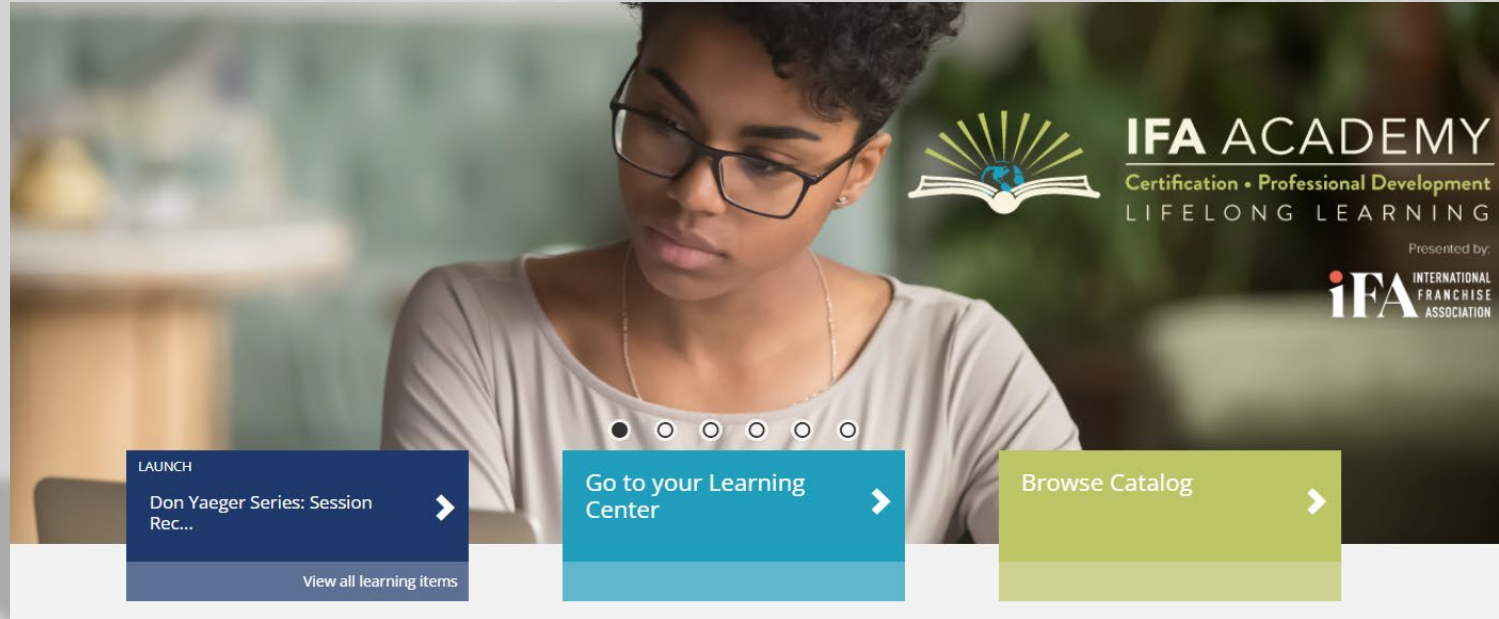
Brendon Blackson
*Education & Program
Coordinator*

IFA Certification Program



Contact
cfe@franchise.org to
get more information
on starting your CFE
journey!

Professional Development + IFA



Learn more at www.franchise.org/education/ifa-academy

Scan below to visit the [IFA Academy Course Catalog](#)



Foundation Team



Jillian Scott
*VP, Foundation
Development & Strategy*



David Smith
*Director, Diversity
Programs*



Wendy Kunz
*Director, Veteran
Programs*



Tara McKeon
*Manager, Foundation
Development*

Shaping Franchising's Future



Awareness + Access



Education + Mentorship



Storytelling + 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*



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



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



Amina Suleman
*Coordinator,
Government Relations*



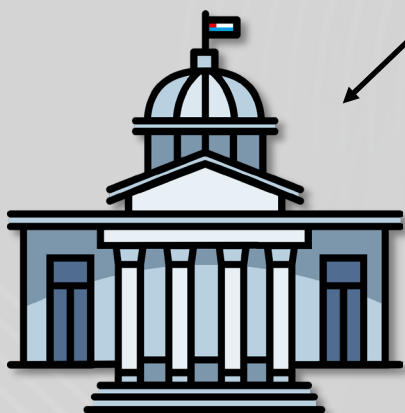
Hanna Pelletier
*Sr. Manager,
Government Relations*



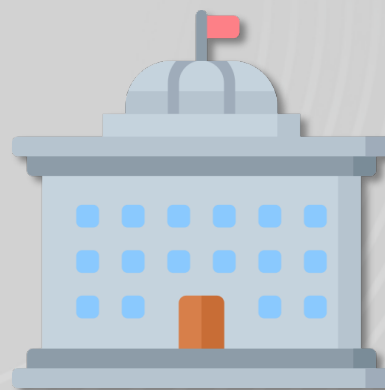
Borsha Sarker
*Coordinator, Advocacy
& Political Affairs*

What does GR do?

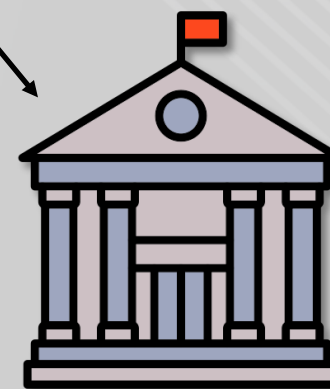
iFA



Federal



State



Local

Some of Our Tools



IFA Events Schedule

Upcoming '26 Events

LEGAL SYMPOSIUM

May 17-19 | Washington, DC

IFA WORLD FRANCHISE SHOW

September 25-26 | Ft. Lauderdale, FL
Partnership event with Fortem International

Save the Date!

IFA ANNUAL CONVENTION

February 22-24, 2027 | Las Vegas, NV

IBA/IFA JOINT CONFERENCE

May 19-20 | Washington, DC

FRANCHISE LEADERSHIP & DEVELOPMENT CONFERENCE

October 6-8 | Atlanta, GA

Partnership event with Franchise Update Media

MULTI-UNIT FRANCHISING CONFERENCE

April 26-29, 2027 | Las Vegas, NV

FRANCHISE GROWTH & MARKETING CONFERENCE

June 2-4 | Atlanta, GA

Partnership event with Franchise Update Media

INTERNATIONAL FRANCHISE SHOW LONDON

Dates Upcoming | London, England

Partnership event with MFV NSE

IFA ADVOCACY SUMMIT

September 14-16 | Washington, DC

EMERGING FRANCHISOR CONFERENCE

November 16-18 | Nashville, TN

For more details on
IFA Events, visit
franchise.org/events



iFA INTERNATIONAL
FRANCHISE
ASSOCIATION



**REGISTRATION
NOW OPEN!**

IFA26 LEGAL

WASHINGTON, DC | MAY 17-19

iFA INTERNATIONAL
FRANCHISE
ASSOCIATION



IBA/IFA26 JOINT CONFERENCE

MAY 19-20 | WASHINGTON, DC

**REGISTRATION
NOW OPEN!**



Preferred Vendors

To learn more about Preferred Vendors and their services, visit franchise.org/ifa-preferred-vendors/



answerconnect
franchise



Thanks for Attending!