# EMERGING FRANCHISOR CONFERENCE AGENDA
November 5 - 6, 2009

## Day 1 - Thursday, November 5, 2009

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:30 – 8:00 am</td>
<td><strong>Registration &amp; Continental Breakfast</strong>&lt;br&gt;Sponsor Networking Area</td>
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<td>8:00 – 8:10 am</td>
<td><strong>Welcome and Introductions</strong>&lt;br&gt;Cheryl R. Babcock, CFE, Director, IIFE, Nova Southeastern University&lt;br&gt;Lonnie D. Helgerson, CFE, President &amp; CEO, eMed-ID LLC, Chief Brand Strategist, Ident-A-Kid, and 2009 EFC Chair&lt;br&gt;Lorne M. Fisher, CFE, CEO/Managing Partner, Fish Consulting, Inc., 2010 EFC Incoming Chair</td>
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<td>8:10 – 8:15 am</td>
<td><strong>EFC Opening Remarks and Introduction of Keynote Speaker</strong>&lt;br&gt;Amy Cheng, Partner, Cheng Cohen LLC&lt;br&gt;Platinum Sponsor</td>
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<td>8:15 – 9:15 am</td>
<td><strong>Keynote Speaker</strong>&lt;br&gt;Tariq Farid, President, CEO and Founder, Edible Arrangements International, Inc.</td>
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**Keynote Address: Passion and Perseverance Drives Success for Edible Arrangements**

Tariq Farid, president, CEO and founder, of several companies including Edible Arrangements, will share the story behind the creation of this now well-known brand. Tariq will also offer some advice on what it takes to keep a good idea fresh over time and provide tips to EFC attendees on how to evolve their current concepts to create a brand that has the potential to grow and serve consumers across the globe.

| 9:15 –10:00 am | **Financial Issues Impacting Franchisors/Franchisees**<br>Darrell Johnson, CFE, President & CEO, FRANdata Corp. |
| 10:00– 10:30 am | **Refreshment Break in the Sponsor Networking Area** |
| 10:30 – 12:15 pm | **Legal Issues Impacting Emerging Franchisors**<br>Moderator:<br>Dave Hood, President, iFranchise Group<br>Speakers:<br>Amy Cheng, Partner, Cheng Cohen LLC<br>Dean Fournaris, Partner, Wiggin and Dana LLP<br>Brian Schnell, CFE, Partner, Faegre & Benson LLP |
Day 1 continued

12:15 – 1:15 pm  Networking Lunch in the Sponsor Networking Area

1:15 – 2:15 pm  Social Media “101”
Lorne M. Fisher, CFE, CEO/Managing Partner, Fish Consulting
Lonnie D. Helgerson, CFE, President & CEO, eMed-ID LLC and Chief Brand Strategist, Ident-A-Kid

2:15 – 2:45 pm  Energy Break in the Sponsor Networking Area

2:45 – 4:00 pm  Panel of the Pros
2008 EFC Alumni Share Tips on What They Have Applied to Their Systems in the Last Year to Help Them Execute Successful Franchise Growth Strategies
Moderator:
Christopher Simnick, CFE, President, Synergy Franchise Group Network

Panelists:
Jason Goodman, CFE, Manager of Franchising, Mattress Firm
Jackie Jordan, President, Barkley Ventures, Inc.
Ron Lynch, President, Tilted Kilt Franchise Operating LLC

4:00 – 6:00 pm  Business Solutions Roundtable Discussions
- Helping the Struggling Franchise ~ Amy Cheng, Partner, Cheng Cohen LLC
- Dealing with Financially Distressed Franchisees
  ~ Ric Cohen, Partner, Cheng Cohen LLC
  ~ Ron Silverstein, CPA, Principal, Maddox Unger Silberstein, PLLC
- Best Practices in Dealing with Difficult Franchisees through Non-confrontational Methods ~ Dean Fournaris, Partner, Wiggin and Dana LLP
- Using Social Networking to Communicate to Franchisees ~ Lorne M. Fisher, CFE, CEO/Managing Partner, Fish Consulting, Inc., and 2010 EFC Incoming Chair
- Legal Issues Facing Start-up Franchisors
  ~ Brian Schnell, CFE, Partner, Faegre & Benson LLP
  ~ Beth Brody, CFE, Attorney, Faegre & Benson LLP

6:00 – 8:30 pm  Welcoming Remarks & Networking Reception and Dinner
Brian Schnell, CFE, Partner, Faegre & Benson LLP
Reception and Dinner Sponsor
Sponsor Networking Area
Day 2 - Friday, November 6, 2009

7:45 – 8:15 am  Continental Breakfast  
Sponsor Networking Area

8:15 – 9:15 am  Keynote Speaker  
Joe Keeley, Founder, President and CEO, College Nannies & Tutors  

Keynote Address: 17 Principles for Franchisee Business Success  
Entrepreneurship is a journey. In the early days, very few franchisors have it all figured out. Joe provides tips on how to build your system along the way from zero to 50 units, 50 to 100 units, and 100 units and beyond. He believes strong franchisor support and a great franchisee/franchisor relationship are key factors to good validation.

9:15 – 10:30 am  Franchise Development Strategies to Explore in the Changing Economic Climate  
Moderator:  
R. Scott Sutton, CFE, Vice President of Franchising, Sunbrook Franchising

Speakers:  
Tom Dunn, Vice President of Network Sales, Filta Environmental Kitchen Solutions  
Dave Eberle, CFE, Sr. Vice President, Franchise Sales & Development, The Johnny Rockets Group, Inc.  
Eric Little, CFE, Sr. Vice President of Franchise Development, Right at Home, Inc.

10:30 – 11:00 am  Refreshment Break in the Sponsor Networking Area

11:00 – 12:15 pm  Operations, Compliance, and Field Support  
Moderator:  
Janet Goldstein, Associate Director, International Institute for Franchise Education (IIFE), Nova Southeastern University

Speakers:  
Jeff Levine, President & CEO, Salad Creations, Inc.  
Dave McDougall, CFE, Sr. Vice President QSR Operations, NexCen Franchise Management, Inc.  
Amy Petersen-Smith, CFE, Vice President of Operations, Senior Helpers
Day 2 continued

12:15 – 1:15 pm Networking Lunch in the Sponsor Networking Area

1:15 – 3:15 pm Business Solutions Roundtable Discussions
- Dealing with Fear and Anxiety in the Sales Process ~ Michael R. Daigle, Partner, Cheng Cohen LLC
- Building the Right Infrastructure for Start-up Franchisors ~ Dean Fournaris, Partner, Wiggin and Dana LLP
- Financially Surviving on Franchise Sales ~ Lonnie D. Helgerson, CFE, President & CEO, eMed-ID LLC, Chief Brand Strategist, Ident-A-Kid
- Creative Franchisor Solutions to Franchisee Financing ~ Brian Schnell, CFE, Partner, Faegre & Benson LLP
  ~ Beth Brody, CFE, Attorney, Faegre & Benson LLP
- Franchise Development Strategies ~ Tom Dunn; Dave Eberle, CFE; Eric Little, CFE; Scott Sutton, CFE

3:15 – 3:45 pm Key Nuggets to Take Home from EFC 2009
Lorne M. Fisher, CFE, CEO/Managing Partner, Fish Consulting, Inc.
We understand. You were so engrossed in the topic at your roundtable that you didn’t move when the bell rang. Do you think you might have missed something at one of the other roundtable discussions? In this high-energy, interactive session, EFC roundtable facilitators from Thursday and Friday will each present a “key nugget” from their table discussions. Our engaging session leader will give you a chance to share your insights, “ah-ha” moment, and what you plan to apply. We’re sure you will leave EFC 2009 with at least 10 takeaways and a minimum of one new idea that you can implement in your system on November 7th.

3:45 pm EFC 2009 Wrap-Up and Adjourn
Cheryl R. Babcock, CFE, Director, IIFE, Nova Southeastern University
Lonnie D. Helgerson, CFE, President & CEO, eMed-ID LLC, Chief Brand Strategist, Ident-A-Kid