Day 1 - Thursday, November 11, 2010

7:30 – 8:00 am  Registration & Continental Breakfast
WILLIAM S. SPEARS
COURTYARD ATRIUM
Sponsor Networking Area

8:00 – 8:15 am  Welcome and Introductions
KNIGHT AUDITORIUM
Cheryl R. Babcock, CFE, Director, IIFE, Nova Southeastern University
Lorne M. Fisher, CFE, CEO/Managing Partner, Fish Consulting, Inc.
R. Scott Sutton, CFE, Vice President, Franchise Development,
Safeguard Business Systems, 2011 EFC Incoming Chair

8:15 – 8:25 am  Welcoming Remarks and Introduction of Keynote Speaker
KNIGHT AUDITORIUM
Amy Cheng, Partner, Cheng Cohen LLC
Platinum Sponsor

8:25 – 9:25 am  Building a Franchise System that is Built to Last…and prosper
Knockout Speaker
Shelly Sun, CFE, Co-founder and President, BrightStar®

9:25 – 10:40 am  Operations, Franchise Relationships, and Field Support
Moderator:
Amy Cheng, Partner, Cheng Cohen LLC
Panelists:
David Eberle, CFE, CEO, Dick’s Wings & Grill
Mark Liston, CFE, VP Operations, Glass Doctor
Amy Petersen-Smith, CFE, Vice President of Operations, Senior Helpers

10:40 – 11:10 am  Refreshment Break
COURTYARD ATRIUM
Sponsor Networking Area

11:10 – 12:10 pm  Compliance: Enforcing Brand Standards
KNIGHT AUDITORIUM
Speakers:
Amy Cheng, Partner, Cheng Cohen LLC
Fredric A. Cohen, Partner, Cheng Cohen LLC

12:15 – 1:30 pm  Networking Lunch
COURTYARD ATRIUM
Sponsor Networking Area

1:30 – 2:30 pm  Going Green and Corporate Responsibility
KNIGHT AUDITORIUM
Moderator:
Cheryl R. Babcock, CFE, Director, IIFE, Nova Southeastern University
Panelists:
Julie Dennison, Director of Business Development, PrintingForLess.com
Tina Fitzgerald, Director of Produce and Corporate Responsibility, Independent
Purchasing Cooperation, Inc.
Vaughan Lazar, President and Co-founder, Pizza Fusion Holdings
Day 1-Continued

2:30 – 3:45 pm  
**Panel of the C-Suite Executives**  
**KNIGHT AUDITORIUM**

Moderator:  
Lorne M. Fisher, CFE, CEO/Managing Partner, Fish Consulting, Inc.

Panelists:  
Nick Friedman, President and Co-founder, College Hunks Hauling Junk  
Robert Johnston, President & COO, The Melting Pot Restaurants  
Debi Scroggins, CFE, Co-founder, Bearclaw Coffee  
Doug Scroggins, CFE, Co-founder, Bearclaw Coffee

3:45 – 4:00 pm  
**Energy Break**  
**COURTYARD ATRIUM**

Sponsor Networking Area

4:00 – 6:00 pm  
**Business Solutions Roundtable Discussions**  
**COURTYARD ATRIUM**

Sponsor Networking Area

- **Building the Right Infrastructure**  
  - Mark Liston, CFE, VP Operations, Glass Doctor
- **Compliance Issues Peculiar to Small or New Systems**  
  - Amy Cheng, Partner, Cheng Cohen LLC  
  - Fredric A. Cohen, Partner, Cheng Cohen LLC
- **Effective Communication Strategies for Franchisees and Franchisors**  
  - Debi Scroggins, CFE, Co-founder, Bearclaw Coffee  
  - Doug Scroggins, CFE, Co-founder, Bearclaw Coffee
- **Making the Most Out of Field Visits and Inspections**  
  - Amy Petersen-Smith, CFE, Vice President of Operations, Senior Helpers
- **Social Media: Tips for Effective Communications with Customers**  
  - Lorne M. Fisher, CFE, CEO/Managing Partner, Fish Consulting, Inc.
- **Validation on Vision and Discovery Process**  
  - Terry Powell, CFE, CEO, The Entrepreneur's Source
- **Why the Operations Manual Matters**  
  - Craig Dietz, President/CEO, Special Ops LLC

6:00 – 7:00 pm  
**Welcoming Remarks & Networking Reception**  
**HUZENGA SALES INSTITUTE**

GRAND ROOM - 3000

Sponsored by PrintingForLess.com

7:00 – 8:30 pm  
**Welcoming Remarks & Networking Dinner**  
**HUZENGA SALES INSTITUTE**

GRAND ROOM - 3000

Sponsored by Faegre & Benson LLP  
Sponsored by The Entrepreneur’s Source
Day 2 - Friday, November 12, 2010

7:45 – 8:15 am  **Continental Breakfast**  
WILLIAM S. SPEARS  
COURTYARD ATRIUM  
Sponsor Networking Area

8:15 – 9:15 am  **Financial Issues Impacting Franchisors/Franchisees**  
KNIIGHT AUDITORIUM  
Darrell Johnson, CFE, President & CEO, FRANdata

9:15 – 10:30 am  **Franchise Development Strategies to Explore in the Changing Economic Climate**  
KNIIGHT AUDITORIUM  
Moderator:  
R. Scott Sutton, CFE, Vice President, Franchise Development,  
Safeguard Business Systems  
Speakers:  
Daniel Collins, CFE, VP Franchise Business Development, Hurricane Grill & Wings  
Patricia A. Halpin CFE, Director, Franchising, Dunkin' Donuts / Baskin Robbins  
Jim Steger, Director of Franchising, KLA Schools

10:30 – 11:00 am  **Refreshment Break**  
COURTYARD ATRIUM  
Sponsor Networking Area

11:00 – 12:00 pm  **What Got You Here Won’t Get You There: Sustainable Best Practices to Get You to the Next Level**  
KNIIGHT AUDITORIUM  
Terry Powell, CFE, CEO, The Entrepreneur’s Source  
Brian Schnell, CFE, Partner, Faegre & Benson LLP

12:00 – 1:00 pm  **Networking Lunch**  
COURTYARD ATRIUM  
Sponsor Networking Area
Day 2 continued

1:00 – 3:00 pm
COURTYARD ATRIUM

Business Solutions Roundtable Discussions
Sponsor Networking Area

- **Best Practices in Franchisor/Franchisee Collaboration that Will Improve Systemwide Performance**
  - Brian Schnell, CFE, Partner, Faegre & Benson LLP
- **Building Trust between Franchisees and Franchisors**
  - Chris Sinnick, CFE, Owner, Synergy Franchise Group, LLC
- **Considering Financial Performance Representations**
  - Amy Cheng, Partner, Cheng Cohen LLC
  - Fredric A. Cohen, Partner, Cheng Cohen LLC
- **Defining Your Brand for Franchise Sales**
  - R. Scott Sutton, CFE, Vice President, Franchise Development, Safeguard Business Systems
- **Getting the Most from Your Vendors and Managing Vendor Relationships**
  - Chad Mickelson, Director of Business Development, PrintingForLess.com
- **Grassroots Marketing Tips to Drive Franchisee Recruitment for Emerging Franchisors**
  - Chad Cohen, Vice President, Fish Consulting, Inc.
- **Tips on Selling Those Early Franchises**
  - Jim Steger, Director of Franchising, KLA Schools

3:00 – 3:30 pm
KNIGHT AUDITORIUM

**Key Nuggets to Take Home from EFC 2010**
Lonnie Helgerson, CFE, President, Veteran Franchise Centers

3:30 – 3:40 pm
KNIGHT AUDITORIUM

**EFC 2010 Wrap-Up and Looking Forward to EFC 2011**
Cheryl R. Babcock, CFE, Director, IIFE, Nova Southeastern University
Lorne M. Fisher, CFE, CEO/Managing Partner, Fish Consulting, Inc.
2010 EFC Chair
R. Scott Sutton, CFE, Vice President, Franchise Development,
Safeguard Business Systems and 2011 EFC Chair