25th Annual
International Society of Franchising Conference

June 16-18, 2011
Boston University
Boston, Massachusetts, USA
25th Annual  
International Society of Franchising (ISoF) Conference  
June 16-18, 2011  
Boston University  
Boston, Massachusetts, USA

TO: Academic & Affiliate Participants

FROM: Cheryl R. Babcock, CFE, ISoF Executive Director, Nova Southeastern University

RE: ISoF Arrangement's Information and Registration Materials

DATE: March 7, 2011

The 2011 ISoF conference co-chair and proceedings editor, Pat Kaufmann (Boston University), co-chair Rajiv Dant (University of Oklahoma), co-chair Francine Lafontaine (University of Michigan), and I cordially invite you to attend the 25th annual ISoF conference that will be held June 16-18, 2011, at Boston University, Boston, Massachusetts. The conference attire is business casual. Please keep in mind that meeting rooms tend to be cool, so you may be more comfortable with a jacket. Jeans are discouraged.

Authors of accepted papers please note that we will be using Power Point for all presentations. Please bring your presentation on a CD or Thumb Drive. We will not be providing the equipment for overhead projection presentations or 35mm slides. We need your paper in a Word file no later than March 24, 2011. Do not send as a pdf file, we need it as a word document. Please send to me at babcockc@nsu.nova.edu and copy Pat Kaufmann at patk@bu.edu and Shannon Bonkowski, our program coordinator, at sb1391@nova.edu as she works with me on the CD of the proceedings.

The conference starts at noon on Thursday, June 16th and will run until late afternoon on Saturday, June 18th. A preliminary agenda will be sent out on April 1, 2011.

Please complete the attached registration form for the ISOF conference or register online at http://www.huizenga.nova.edu/ExecEd/ISOF
2011 ISoF Awards

The ISoF Best Paper Award is graciously sponsored by the *Journal of Marketing Channels*. The recipient of the award receives a cash prize and a plaque.

The ISoF Best Reviewer Award is sponsored by the ISoF, and the recipient receives a plaque.

The ISoF Best Student Paper Award is sponsored by the ISoF, and the recipient receives a plaque.

**ISoF Conference Accommodations**

There are several hotels ranging in price in the immediate vicinity of Boston University where you may want to stay. We have listed several choices in varying price ranges.

- **Hotel Buckminster** (starting at about $130/night)
  645 Beacon Street
  Boston, MA 02215
  Phone: 1-800-727-2825
  [www.bostonhotelbuckminster.com](http://www.bostonhotelbuckminster.com)
  (Old hotel, two blocks away with very few amenities, pretty basic accommodations)

- **Holiday Inn Brookline** (starting at about $195/night)
  1200 Beacon Street
  Boston, MA 02446
  Phone: 1-617-727-1200
  (Mid-range hotel, about 1.3 miles away, on direct trolley line)

- **Marriott Courtyard Brookline** (starting at about $249/night)
  40 Webster Street
  Coolidge Corner
  Brookline, MA 02446
  Phone: 1-617-734-1393
  [www.Marriott.com/Brookline](http://www.Marriott.com/Brookline)
  (Nice mid-range hotel, about 1.5 miles away and on direct trolley line)
Hotel Commonwealth (starting at about $289/night)
500 Commonwealth Avenue
Boston, MA 02215
Phone:  1-617-933-5000
www.hotelcommonwealth.com
(Very nice luxury hotel, two blocks away)

Boston University Dorm Room

For those of you who signed up for a room in one of the new high-rise dormitories at Boston University, the rooms are single occupancy and they are arranged in suites of four or six rooms sharing either one or two bathrooms. They are typically arranged as single sex suites. You will need to pay for all four nights whether you use them all or not. The dorm is very nice and new, walking distance to the Business School building, on the river with great views, and restaurants and public transportation in front of the building.

You will be receiving further information on payment very soon. The payment has to be made in advance for rooms from Wednesday, June 15th through Saturday, June 18th inclusive (i.e., four nights).

General Information on Boston

Boston is a generally safe city, and these hotels are all in pretty safe areas. If you decide to stay in one of the hotels, check on the various rates that apply, i.e. AAA/CAA/Senior Discount (for a few of us). The trolley runs until 11:00 pm weekdays and 1:00 am on the weekend. We suggest that you make hotel reservations as soon as possible. Boston is a very popular tourist city, and in the summer hotels fill up fast. Additionally, the Boston Red Sox (professional baseball team) are in town during this time period.
ISoF Academic Membership and Registration

Academic membership in the ISoF is open only to full-time university faculty, graduate students or full-time university employees in positions such as program directors.

Your 2011 ISoF conference registration fee of $400.00/$300.00 ($300.00 for Ph.D. students) includes a one-year membership in the International Society of Franchising; a CD of the 2011 proceedings, which includes an updated membership directory; and, an afternoon refreshment break and opening reception on June 16; our Silver Anniversary Reception and Celebration Dinner on June 17; continental breakfast, morning and afternoon refreshment breaks and lunch on June 17 and 18. Please return the registration form with your payment to ISoF, Nova Southeastern University on or before April 1, 2011.

- Please complete and return the enclosed ISoF registration form to Cheryl Babcock at Nova Southeastern University by April 1, 2011. If you send it as an email attachment, send to babcockc@nsu.nova.edu. Submit in this format, please: Your first and last name 2011 ISoF Registration, i.e. Cheryl Babcock 2011 ISoF Registration.

- Send a check for $400.00/$300.00 made payable to ISoF, Nova Southeastern University along with your registration form(s) to Cheryl, or you may pay by VISA, MasterCard or American Express.

- Cancellation Policy: Full refunds will be granted for cancellations received in writing by March 1, 2011. Cancellations received after March 31, 2011, are subject to a 50% penalty. No refunds are permitted after May 1, 2011. Substitutions are permitted at any time.

If you are unable to attend the 2011 conference but want to maintain your academic membership in the ISoF, membership is $100 annually and membership benefits include a copy of the 2011 CD of the ISoF proceedings and the current membership directory.

The 2011 proceedings will be shipped on domestic orders in late June 2011. An additional shipping charge will be incurred on international orders dependent upon destination and preferred method of shipment.
Affiliate membership in ISoF is open to franchisors, franchisees, attorneys, Council of Franchise Suppliers, etc. Affiliate members that want to attend the 2011 ISoF Conference should fill out the registration form and submit a check payable to Nova Southeastern University for $400.00, or you may pay by VISA, MasterCard or American Express.

**Affiliate Membership** available for franchisors, franchisees, attorneys, Council of Franchise Suppliers, etc., $135 annually for those who will not attend the 2011 conference and wish to maintain their ISoF affiliate membership. Membership benefits include:

- A copy of the 2011 CD of ISoF proceedings and the current membership directory.
- Annual membership fee of $135.00 will be waived if you attend the annual conference and pay the $400.00 registration fee.

Your 2011 ISoF affiliate conference registration fee of $400.00 includes a one-year membership in the International Society of Franchising; a CD of the 2011 proceedings which includes your listing in the updated membership directory; and, an afternoon refreshment break and opening reception on June 16; our Silver Anniversary Reception and Celebration Dinner on June 17; continental breakfast, morning and afternoon refreshment breaks and lunch on June 17 and 18. Please return the registration form with your payment to ISoF, Nova Southeastern University on or before April 1, 2011.

- Please complete and return the enclosed ISoF registration form to Cheryl Babcock at Nova Southeastern University by April 1, 2011. If you send it as an email attachment, send to babcockc@nsu.nova.edu. Submit in this format, please: Your first and last name 2011 ISoF Registration, i.e. Cheryl Babcock 2011 ISoF Registration.

- Send a check for $400.00 made payable to ISoF, Nova Southeastern University along with your registration form(s) to Cheryl, or you may pay by VISA, MasterCard or American Express.

- Cancellation Policy: Full refunds will be granted for cancellations received in writing by March 1, 2011. Cancellations received after March 31, 2011 subject to a 50% penalty. No refunds are permitted after May 1, 2011. Substitutions are permitted at any time.
Contact Information

Cheryl R. Babcock, CFE
ISoF Executive Director
Director, International Institute for Franchise Education
H. Wayne Huizenga School of Business and Entrepreneurship
Nova Southeastern University
3301 College Avenue – Carl DeSantis Bldg. – Suite 2088
Fort Lauderdale, FL 33314-7796
P: 954-262-5071
F: 954-262-3188
E: babcockc@nsu.nova.edu
www.huizenga.nova.edu/franchise