EMERGING FRANCHISOR CONFERENCE
November 7-10, 2012
EFC AGENDA

Day 1 - Wednesday, November 7, 2012

6:00 – 7:30 pm  Opening Reception at Sheraton Suites Plantation
SHERATON SUITES
PLANTATION HOTEL
Sponsored by:
International Institute for Franchise Education (IIFE)
Safeguard Business Systems, Inc.

Day 2 - Thursday, November 8, 2012

7:30 am  First Shuttle Leaves Sheraton Suites for Huizenga Business School
7:45 am  Last Shuttle Leaves Sheraton Suites for Huizenga Business School
SHERATON SUITES
(Look for shuttle van with “A Regal Transportation” on it)

8:00 – 8:30 am  Registration and Continental Breakfast
HUIZENGA SALES INSTITUTE
GRAND ROOM – 3000
3RD FLOOR
Sponsor Networking Area

8:30 – 8:45 am  Welcome and Introductions
KNIIGHT AUDITORIUM
Cheryl R. Babcock, CFE, Director, International Institute for Franchise Education
R. Scott Sutton, CFE, Vice President, Franchising, Safeguard Business Systems, Inc.
2012 EFC Chair

8:45 – 9:00 am  Welcoming Remarks and Introduction of Keynote Speaker
KNIIGHT AUDITORIUM
Amy Cheng, Partner, Cheng Cohen LLC
Platinum Sponsor

9:00 – 10:00 am  Keynote Speaker
KNIIGHT AUDITORIUM
John Rotche, CFE, President, TITLE Boxing Club

10:00 – 10:30 am  Refreshment Break and Networking
HUIZENGA SALES INSTITUTE
GRAND ROOM – 3000
Sponsored by One Source Retail

10:30 – 11:45 am  Traditional Marketing, Social Media and Progressive Communications
KNIIGHT AUDITORIUM
Communications is evolving every day. What worked to attract franchisees and customers yesterday might not work for your brand today. This panel will discuss the evolution of communications and how your brand can own a voice in PR, Advertising, Social Media and Marketing efforts.

Moderator:
Nick Powills, Chief Brand Strategist, No Limit Media Consulting
Panelists:
Mary Beth Brody, CFE, Special Counsel, Faegre Baker Daniels LLP
Lorne M. Fisher, CFE, CEO/ Managing Partner, Fish Consulting
Carl Griffenkranz, CFE, Vice President, Granite Transformations
EMERGING FRANCHISOR CONFERENCE
November 7-10, 2012
EFC AGENDA

Day 2-Continued

11:45 am – 1:00 pm
Networking Lunch
HUIZENGA SALES INSTITUTE
GRAND ROOM – 3000
Sponsored by E3 Local

1:00 pm – 2:45 pm
Business Solutions Roundtable Discussions
HUIZENGA SALES INSTITUTE
GRAND ROOM – 3000

• How to Effectively Enforce System Standards
  o Amy Cheng, Partner, Cheng Cohen LLC

• Getting the Most from Your Vendors and Managing Vendor Relationships
  o Julie Dennison, CFE, Director of Business Development,
    PrintingForLess.com

• How Establishing a Voice in Social Media Can Influence Franchise + Consumer Development
  o Nick Powills, Chief Brand Strategist, No Limit Media Consulting

• Media Planning and Strategy
  o Kerry McKiernan, President and General Manager, E3 Local

• Where and How Should You Take Your Franchise Global?
  o Michelle McClurg, Director of Operations, Edwards Global Services (EGS)

• Marketing, Social Media & Progressive Communications
  o Members of the marketing and communications panel session

• Franchise Development
  o Members of the franchise development in the new economy panel session

2:45 – 2:55 pm
Welcome to the Huizenga Business School & Nova Southeastern University
HUIZENGA SALES INSTITUTE
GRAND ROOM – 3000
Dr. J. Preston Jones, Interim Dean, H. Wayne Huizenga School of Business and Entrepreneurship, Nova Southeastern University

2:55 – 3:15 pm
Energy Break and Networking
HUIZENGA SALES INSTITUTE
GRAND ROOM – 3000
Sponsored by One Resource Retail

3:15 – 4:30 pm
Franchise Development in the New Economy
HUIZENGA BUSINESS
SCHOOL – 3rd FLOOR
ROOMS 3032/3034
Moderator: Jim Steger, Director of Franchising, KLA Schools
Panelists:
Cyndi Framme, CFE, Franchise Developer, Express Employment Professionals
David A. Leonardo, Chief Development Officer, Wild Wing Cafe®
Jeff Sturgis, CFE, President, Franchise System Advisors
Day 2-Continued

4:30 – 5:45 pm
HIZENGA BUSINESS SCHOOL – ROOMS 3032/3034

10 Decisions Every Franchisor Needs to Make
Speakers:
Amy Cheng, Partner, Cheng Cohen LLC
Fredric A. Cohen, Partner, Cheng Cohen LLC
Michael Daigle, Partner, Cheng Cohen LLC

5:45 pm
Adjourn

6:00 pm
6:15 pm
HUIZENGA BUSINESS SCHOOL

First Shuttle Leaves Huizenga Business School for Sheraton Suites
Last Shuttle Leaves Huizenga Business School for Sheraton Suites
(A Regal Transportation shuttle van)
Day 3 - Friday, November 9, 2012

7:30 am
First Shuttle Leaves Sheraton Suites for Huizenga Business School
7:45 am
Last Shuttle Leaves Sheraton Suites for Huizenga Business School
SHERATON SUITES
PLANTATION HOTEL

8:00 – 8:30 am
Continental Breakfast and Networking
WILLIAM S. SPEARS COURTYARD ATRIUM
1ST FLOOR

8:30 – 10:00 am
Practical Tips on Building Strong Franchise Relationships ~ Panel of C-Suite Executives
KNIGHT AUDITORIUM

This session features our panel of C-Suite executives sharing their experiences and practical tips on building strong franchise relationships while leading franchise systems that have endured the growing pains of an emerging franchise company. This session will focus on providing real-life examples of how franchisor-franchisee relationships evolve as the franchise company grows, the role franchisors must play in order to define those relationships, and how to build long-term brand advocates. The session will also address the VetFran initiatives of the International Franchise Association and how emerging franchise companies can become involved. This session will feature:

- Mary Thompson, CFE and Joe Bourdow, CFE sharing their unique perspectives and the importance of the franchisor-franchisee relationship. Both Mary and Joe were franchisees in a franchise organization prior to joining the franchisor's headquarters and taking leadership positions. Their tips and insight are invaluable, and they're looking forward to dialoguing with you.
- Mark Johnson, CFE sharing his experiences in working for several franchise brands that experienced tremendous growth while still maintaining a strong franchisor-franchisee relationship. Presently, Mark is working with an international company, growing the brand in the United States, and building long-term brand advocates and he'll share some of his strategies.
- Ray Titus sharing tips on how he has led the growth and development of multiple franchise brands that make up the United Franchise Group and how he has built long-term brand advocates.
- Scott Sutton providing practical tips on his experience in working with several start-up and emerging franchise systems and strengthening the franchisor-franchisee relationship.
**Moderator:** R. Scott Sutton, CFE, Vice President, Franchising, Safeguard Business Systems and 2012 EFC Chair  
**Speakers:**  
Joe Bourdow, CFE, Senior Advisor, Valpak  
Mark Johnson, CFE, CEO, Granite Transformations  
Mary Kennedy Thompson, CFE, President, Mr. Rooter  
Raymond W. Titus, CEO and Founder, United Franchise Group

**10:00 – 10:30 am**  
**Refreshment Break and Networking**  
Sponsored by SMB Franchise Advisors

**10:30 – 11:45 am**  
**Common Operational Issues in Franchise Organizations**  
Experienced panelists will talk about the most common operational challenges they've experienced in franchising and how they've overcome them. Further, the panelists will provide recommendations on how emerging franchisors can make early decisions that will help them avoid those issues altogether. The panelist discussion will be led by a facilitator and the audience is encouraged to participate in the conversation.  
**Moderator:** Michele Popelka, CFE, Vice President of Sales, Safeguard Business Systems  
**Panelists:**  
Jim Canfield, CEO, Renaissance EXECUTIVE FORUMS  
Emma Dickison, CFE, President, Home Helpers and Direct Link  
Jenelle Schneider Kahrl, CFE, Sr. Director Sales and Support, Safeguard Business Systems  
Chris Simnick, CFE, Founder, Synergy Franchise Group LLC

**11:45 am – 1:00 pm**  
**Networking Lunch**

**1:00 – 2:00 pm**  
**The 2013 Economic, Franchise and Lending Forecast**  
Darrell Johnson, CFE, President & CEO, FRANdata

**2:00 – 3:15 pm**  
**Technology: Build It or Buy It**  
This panel will discuss how technology can help to drive customers to your franchisees and how to use technology to support franchisees and their customers. This session will explore:  
- Using technology to help your development efforts in the new economy  
- Using a combination of in-house developers and outsourced programs to run the system  
- Using technology for customer support and franchisee support  
- Examples of successful implementation strategies
Day 3-Continued

Moderator:
Kevin Derella, CFE, Executive Director of Franchise Development, Safeguard Business Systems

Panelists:
Julie Dennison, CFE, Director of Business Development, PrintingForLess.com
Mindy Golde, CFE, Director of Sales, Listen 360, Inc.
Shirley Klein, Regional VP of Operational Development, Coverall Health-Based Cleaning System

3:15 – 3:45 pm
COURTYARD ATRIUM

Energy Break and Networking
Sponsored by SMB Franchise Advisors

3:45 – 5:45 pm
WILLIAM S. SPEARS
COURTYARD ATRIUM

Business Solutions Roundtable Discussions

- **Negotiations – You Know You Will**
  - Michael Daigle, Partner, Cheng Cohen LLC
- **Tips for Drafting and Using Financial Performance Representations**
  - Mary Beth Brody, CFE, Special Counsel, Faegre Baker Daniels LLP
- **Integrating Social Media into Your Overall Marketing Strategy**
  - Lorne M. Fisher, CFE, CEO/Managing Partner, Fish Consulting
- **Opportunities for Veterans in Franchising**
  - Mark Johnson, CFE, CEO, Granite Transformations
  - Mary Thompson, CFE, President, Mr. Rooter
- **Diversity and Inclusion in Franchising**
  - Joe Bourdow, CFE, Senior Advisor, Valpak
- **Lead Generation for Franchise Development**
  - Kevin Derella, CFE, Executive Director of Franchise Development, Safeguard Business Systems, Inc.
- **Operational Issues Encountered by Emerging Franchisors**
  - Members of the operations panel session
- **Technology: Build It or Buy It**
  - Members of the technology panel session

5:45 – 7:15 pm
HUIZENGA SALES INSTITUTE
GRAND ROOM – 3000

Welcoming Remarks, Entertainment & Networking Reception
Sponsored by PrintingForLess.com
Sponsored by Fish Consulting

7:15 – 8:45 pm
HUIZENGA SALES INSTITUTE
GRAND ROOM - 3000

Welcoming Remarks, Networking Dinner & Entertainment
Sponsored by Faegre Baker Daniels LLP
Sponsored by No Limit Media

8:45 pm
9:00 pm

First Regal Shuttle Leaves Huizenga Business School for Sheraton Suites
Last Regal Shuttle Leaves Huizenga Business School for Sheraton Suites

Platinum Sponsor – Cheng Cohen LLC
Day 4 - Saturday, November 10, 2012

7:45 am
First Shuttle Leaves Sheraton Suites for Huizenga Business School
Last Shuttle Leaves Sheraton Suites for Huizenga Business School
(A Regal Transportation shuttle van)

8:00 am
Continental Breakfast and Networking
Sponsored by Edwards Global Services

8:15 – 8:45 am
Continental Breakfast and Networking
Sponsored by Edwards Global Services

8:45 – 10:00 am
Lending Summit Discussion
Facilitator(s):
Darrell Johnson, CFE, President & CEO, FRANdata
Thomas G. Zernick, SVP—Director of SBA Lending, HomeBanc, N.A.

10:00 – 10:15 am
Refreshment Break and Networking
Sponsored by FranConnect

10:15 – 11:45 am
Lending Summit Open Forum and Idea Exchange

11:45 am – 12:00 pm
EFC 2012 Wrap-Up and a Look Forward to EFC 2013
Cheryl R. Babcock, CFE, Director, IIFE, Nova Southeastern University
Amy Cheng, Partner, Cheng Cohen LLC
R. Scott Sutton, CFE, Vice President, Franchising, Safeguard Business Systems
2011 and 2012 EFC Chair

12:00 pm
Adjourn

12:15 pm
Only Shuttle Leaves Huizenga Business School for Sheraton Suites
(A Regal Transportation shuttle van)