

ABC's of Franchising

Realizing the Dream of Business Ownership

October 20, 2005

Moderator: Dr Tapan Banerjee

Score Counselor

Introduction		Speakers
9:00-9:30	Introduction to Franchising What? Who? How?	Tapan Banerjee, SCORE Bill Meares, Franchise
9:30-10:00	Franchising Then and Now Franchising as an industry Growth and direction Role of the IFA Issues facing Franchising	Scott Lehr, International Franchise Assoc.
10:00-10:15	Coffee Break	
10:15-11:15	The Franchisor Story Starting a franchise business Roles and responsibilities of Franchisor & Franchisee How the selection process works	<i>Franchisor Panel</i> Iric Wexler, The Cleaning Authority Marty Rockenstire, Signs By Tomorrow Phil Trigg, United Marketing
11:15-12:15	The Franchisee Story How I selected my business Things I wish I had known Day in the life of a franchisee	<i>Franchisee Panel</i> Adam Perel, Robeks Tim Horgan-Express Personnel Bruce Brown-Abrakadoodle
12:15-1:15	Lunch	
1:15-2:15	Private & Public Sector Assistance (SBA, Department of Commerce & Private Banking) Business planning and financing	<i>Panel</i> Freddie Biddle SBA Sam Dhir Dept. of Commerce Paul Flood, Wachovia Bank
2:15-2:30	Coffee Break	
2:30-3:00	What do I need to know about franchise agreements? UFOC Legal relationship between parties	Scott Caulkins, LeClair Ryan
3:00-4:00	What now? How do I find the perfect opportunity?	Bill Meares, Franchise