



# FRANCHISE OPERATIONS CONFERENCE

SEPTEMBER 25-26, 2019 | NEW ORLEANS, LA

ACE HOTEL NEW ORLEANS  
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SEPTEMBER 25-26, 2019

# FRANCHISE OPERATIONS CONFERENCE

*Franchise success is driven by a strong model, unit-level economics and successful units. Successful units are built on sound operations and training.*

Improving unit-level economics, defining and maintaining brand standards system-wide, training tools for today's learner, field support and efficiencies and improved franchise relations and franchisee engagement are just some of the topics this conference addresses. Hear from your peers offering their inside secrets to success based on real world scenarios.

Building on the success of last year's inaugural event, the 2019 Franchise Operations Conference (formerly Operations Seminar) has been extended to a day and a half of learning and discussion on the part of franchise success that is often overlooked- operational excellence for sustained growth.

Sessions include panel discussions, networking, roundtables and team exercises with tangible solutions that you can take back to your system. Trainers and Field Staff, Operations Managers, VPs of Operations are encouraged to attend; everyone on your operations team has something to learn from these sessions!

Check for updates at [franchise.org/events/franchise-operations-conference](https://franchise.org/events/franchise-operations-conference)



*Earn 200 Education Credits by attending the IFA Operations Conference.*



## FRANCHISE DEVELOPMENT WORKSHOP

### STAY IN NEW ORLEANS FOR IFA'S FRANCHISE DEVELOPMENT WORKSHOP ON SEPTEMBER 27.

Join franchise development experts for a discussion on the latest trends and advancements in their fields. Find out more and register at [franchise.org/frandev-new-orleans](https://franchise.org/frandev-new-orleans).

## THANK YOU TO OUR 2019 PLANNING TASK FORCE:

**Dean Hatzitheodosiou, CFE**  
Senior Director,  
Business Development  
FranchiseBlast

**Joe Lewis**  
President & CEO  
Painting with a Twist, LLC

**Mary Ann O'Connell, CFE**  
President  
Franwise®

**Pat Perkinson**  
COO  
Wild Birds Unlimited, Inc.

**Cordell Riley, CFE**  
President  
Tortal Training

**Michelle Rowan, CFE**  
President & COO  
Franchise Business Review

**Tom Wood**  
President & CEO  
Floor Coverings International

## REGISTRATION:

Online registration for the Franchise Operations Conference is limited to franchisors and franchisees. To register online please visit [franchise.org/events/franchise-operations-conference](http://franchise.org/events/franchise-operations-conference).

Supplier companies are only permitted to attend if sponsoring the event. Please contact Lynette James at [ljames@franchise.org](mailto:ljames@franchise.org) or 202-662-0782 for more information.

## REGISTRATION FEES:

IFA Franchisor/Franchisee Member.....\$375  
Franchisor/Franchisee Members: Additional Attendee from  
Same Company (*when all attendees register together*)..... \$325  
Non-Member.....\$875

## Conference registration fee includes:

- Attendance at all educational sessions.
- Conference working materials.
- Continental breakfast.
- Lunch.
- Refreshment breaks.

IFA will also compile an event registration list, which will include your name, company, job title, business address, phone number and email address provided on your registration form. The list will be sent to all attendees and event sponsors both before and after the event, who, in accordance with their contracts with IFA, may use this information to contact you about their products, services and special offers. When filling out your registration form, you will have the option to opt out of having your information displayed on these lists.

Pre-registration closes on **September 12**. A \$50 processing fee will apply for onsite registrations after these dates.

## HOTEL INFORMATION:

Ace Hotel New Orleans, 600 Carondelet St, New Orleans, LA 70130

Room Rate: \$169 per night.

Reservations: [Click here](#) or call 504-941-9191 (*referencing the International Franchise Association*)

Cut-Off Date to Reserve a Room: **September 3, 2019** (or when the IFA room block is filled, whichever is first). *Once the room block is sold out, reservations will be accepted on a space availability basis at the group rate.*

# SCHEDULE

## WEDNESDAY, SEPTEMBER 25

1:30 pm – 5:30 pm  
**Registration Desk Open**

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2:15 pm – 3:10 pm  
**WELCOME AND OPENING GENERAL SESSION**

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### Using Key Performance Indicators to Help Your Franchisees Thrive

Key Performance Indicators (KPI's) can be the catalyst to leading your franchisees to success and ensure that you are always aligned with them in the areas that are most important to every business owner – running a profitable business that meets their personal and professional objectives. In this session, we explore measuring the right things, creating an open and trusting environment for sharing and reviewing the data and aligning the data with individual business plans created by your franchisees and supported by your team. When done well and correctly, these practices lead to vibrant and sustained growth for your system and overwhelmingly happy franchisees.

**Speaker:** Mike Stone, President & CEO, CertaPro Painters

3:15 pm – 4:30 pm  
**Case Study Exercise**

Franchisee business challenges are shared. Roundtables identify the issues, what needs to be done to help the franchisee right the ship and then a majority of the discussion is around HOW to get it all done.

Tables come back to share proposed solutions as a large group, then representatives from the brands discuss what they actually did, the outcome and learnings.

**Speaker:** Mike Stone, President & CEO, CertaPro Painters

4:30 pm – 4:45 pm  
**Networking Break**

4:45 pm – 5:45 pm  
**Problem-Solving Roundtables**

This group activity adds value to every attendee by connecting them with seasoned franchising and operations experts (“mentors”) in a problem-solving

setting. Come prepared with a specific problem in your field you would like to find an innovative solution for. After a brief introduction, the mentor asks participants what their specific problem is and other attendees at the table can offer relevant feedback and ideas based on experience.

*Attendees have the opportunity to sit at another table in the second session of roundtables on Thursday.*

6:15 pm – 7:15 pm

### Happy Hour

Join fellow conference attendees at an informal networking happy hour at a local restaurant/bar. You won't want to miss out!

## THURSDAY, SEPTEMBER 26

8:00 am  
**Registration Desk Open with Continental Breakfast**

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8:30 am – 9:15 am  
**GENERAL SESSION**

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### The Power of Information in Franchisee Engagement: Using Data to Drive Revenue and Growth in your Franchise System

While most franchisors see promise in making data-driven decisions, few are able to develop their data programs to their full potential. Making evidence-based decisions and being transparent to franchisees is key to driving revenue in a fast-paced and ever-changing world.

In this in-depth session you, learn what data to collect, why, and how to get your franchisees to take action. Learn what a field visit looks like when information is in-hand, how to develop an open communication channel with franchisees, and most importantly, engaging in an open and honest relationship with your franchisees to help achieve the growth in their business and your franchise system. This is a great session for field teams and their management.

**Moderator:** Dean Hatzitheodosiou, CFE, Senior Director, Sales & Business Development, FranchiseBlast

**Speakers:** Reginald Coachman, CFE, VP, Operations, Cinnabon; Jim Forgyson, Product Manager, Liberty Tax Service; Amy Perkins, CFE, Senior Business Consultant, Ben & Jerry's

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9:30 am - 10:30 am

## CONCURRENT BREAKOUT SESSIONS

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### 1. Developing Emotional Intelligence Communicating Effectively with your Franchisees

It's not always about the spreadsheet and data. Emotional intelligence (EI) and Emotional Intelligence Quotient (EQ) are terms that deal with individuals' capability to recognize their own emotions and those of others. In the franchise sector it helps field staff, trainers and others in operations discern between different feelings and label them appropriately, then use that emotional information to connect, guide thinking and behavior and manage and/or adjust emotions to achieve one's goals. In this session we look at:

- Identifying the EQ traits in staff and franchisees.
- How it can be used for better relationship management within the franchise system.
- How it can be applied to the customer experience.
- How EQ can boost results.

**Moderator:** **Mary Ann O'Connell, CFE**, President, FranWise®

**Speakers:** **Clarissa Bradstock**, CEO, Any Test Franchising, Inc.; **Kelly Crompvoets**, VP, Franchise Relations, Home Franchise Concepts, Inc.; **Marianne Murphy, CFE**, VP, Brand Experience, Floor Coverings International

### 2. Unit-Level Economics Deep Dive

Okay, you have figured out your Bench Marks (BM) and Key Performance Indicators (KPI's)- now what do you do? Having these measurements increase the opportunities to make data-driven decisions, both at the corporate level and the unit-level. In this session, we discuss planning and executing the next phase(s) such as operational culture, unit level engagement, use of technology, intellectual capital and a path to unit-level economics DNA.

**Moderator:** **Dan Steward**, President & CEO, Pillar To Post Inc.

**Speakers:** **Amy Moore, CFE**, Director, Retail Operations, Wild Birds Unlimited, Inc.; **Jeff Sholdice**, VP, Finance and International Operations, Pillar to Post; **Terri Zimmer**, Staff VP, Western US and South Central Region, FirstLight Home Care

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10:30 am – 10:45 am

## Networking Break

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10:45 am – 11:45 am

## CONCURRENT BREAKOUT SESSIONS

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### 1. Developing Emotional Intelligence – Communicating Effectively with your Franchisees

*This is a repeat session. Please see the 9:30 am breakout session listing for full details.*

### 2. Unit-Level Economics Deep Dive

*This is a repeat session. Please see the 9:30 am breakout session listing for full details.*

11:45 am – 1:00 pm

### Boxed Luncheon w/ Problem-Solving Roundtables

This group activity operates the same as the Wednesday session of roundtables. These roundtables add value to every attendee by connecting them with seasoned franchising and operations experts (“mentors”) in a problem-solving setting. Come prepared with a specific problem in your field you would like to find an innovative solution for. After a brief introduction, the mentor asks participants what their specific problem is and other attendees at the table can offer relevant feedback and ideas based on experience.

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1:15 pm – 2:15 pm

## CONCURRENT BREAKOUT SESSIONS

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### 1. Implementing New System Standards and Compliance Programs to Improve Performance and Protect the Brand

Implementing new brand standards and obtaining buyin and compliance with these standards is always challenging. In this session, we explore ways to:

- Establish or re-establish new brand standards that are accepted by the franchise system.
- How to obtain franchisee support and commitment to these standards.
- Implement compliance programs in a way that supports your franchise relationships.
- Implementation options to address franchise owners that are reluctant to get on board with your new system standards.

**Speakers:** **Nancy Bigley, CFE**, COO, Painting with a Twist, LLC; **Joe Lewis**, President & CEO, Painting with a Twist, LLC; **Michael Seid, CFE**, Managing Director, MSA Worldwide; **Brad West**, EVP, Operations, Noodles & Company

## 2. Meet Your Franchisees Where They Are - Training, Coaching and Professional Development During the Stages of Your Franchisees' Life-cycle

Think your current training and coaching matches your franchisees' business life-cycle? This session inspires you to think again and think differently. From startup to maturity and finally exiting their business, your franchisees' needs change as their business evolves. Each phase presents new situations that require customized training and professional development. By recognizing how to meet them where they are, you increase the effectiveness of your franchise system in every phase of their journey.

**Moderator:** Pat Perkinson, COO, Wild Birds Unlimited, Inc.

**Speakers:** Kathleen Kuhn, CFE, President & CEO, Master Home Services, LLC; Brett Shraiar, Director, Operations, FlyFoe and Business Development Manager, MaidPro Franchise Corporation

2:15 pm – 2:30 pm

### Networking Break

2:30 pm – 3:30 pm

## CONCURRENT BREAKOUT SESSIONS

### 1. Implementing New System Standards and Compliance Programs to Improve Performance and Protect the Brand

*This is a repeat session. Please see the 1:15 pm breakout session listing for full details.*

### 2. Meet Your Franchisees Where They Are - Training, Coaching and Professional Development During the Stages of Your Franchisees' Life-cycle

*This is a repeat session. Please see the 1:15 pm breakout session listing for full details.*

3:45 pm – 5:00 pm

## CLOSING GENERAL SESSION AND CONFERENCE WRAP-UP

### Field Support – “That’s a BIG Ole Important Role!”

When you work in field support sometimes you are the eyes and ears of the franchisor. Other times, you are the go-to person for the franchisee. You are a critical link to a healthy and prosperous franchisor/franchisee relationship. This a delicate balancing act, but you know that already.

As the go-to person for the franchisee, you are their business coach, their consultant. This function carries a lot of weight for all parties- the franchisee, franchisor and yourself. How do make sure you excel at it?

In this session we:

- Explore how you move to or enhance your role as a “Trusted Advisor.”
- Review how to create effective visits – Are they in person? Leveraging technology? What do they look like?

**Moderator:** Cordell Riley, CFE, President, Tortal Training

**Speakers:** Robert Brown, CFE, Director, Franchise Operations, Huddle House, Inc.; Stacy Eley, VP, Operations, My Salon Suite; Bryan Lively, VP, Operations, Goldfish Swim School Franchising, LLC; Tony Macaluso, Owner, FYZICAL New Orleans

5:00 pm

### Conference Adjournment

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