Wednesday, July 10, 2013

8:00 am – 2:30 pm
Registration and one-on-one time with exhibitors opens at 8:00 am.

Hyatt on Main
Green Bay, WI 54301

Franchising: A Model for Business Ownership That Works

Program will include:

- **Franchisor Participation** – What are franchisors looking for? Prospective franchisees will hear first hand from experienced franchisors.

- **Fundamentals of Franchising** – What franchising is (and isn’t) and how to evaluate franchise options.

- **Experiences in Franchising** – What is it really like to be a franchisee? Current franchisees will share their experiences and advice.

- **Legal Aspects of Franchising** – What do I need to know before signing on the dotted line and what is the Franchise Disclosure Document? How can I franchise my current business?

- **Funding and Technical Assistance** – How do I begin the basic process? What are the requirements for financing? Are special programs available?

Who should attend? Individuals who:

- Yearto own their own business
- Have a business and want to expand it through franchising
- Want to take control of their own destiny
- Desire to understand how a franchise works

This program is open to the public. Also come out to hear what franchise concepts have incentives for minorities and women to become franchise owners.

For more information on franchising contact: Miriam L. Brewer, CFE, Senior Director of Education and Diversity – International Franchise Association at (202) 662-0784 or via email mbrewer@franchise.org. Franchise systems or suppliers interested in participating should contact Miriam L. Brewer.

The $25 registration fee includes continental breakfast, lunch and seminar materials (program normally retails for $150). This program is open to the public, but you must register and pay in advance for the educational program by going online to: http://www.uwgb.edu/sbdc/ifa

HOSTED BY:
The City of Green Bay, the International Franchise Association, University of Wisconsin-Green Bay Small Business Development Center, SCORE, Northeast Wisconsin Technical College and Advance – a division of the Green Bay Chamber of Commerce.