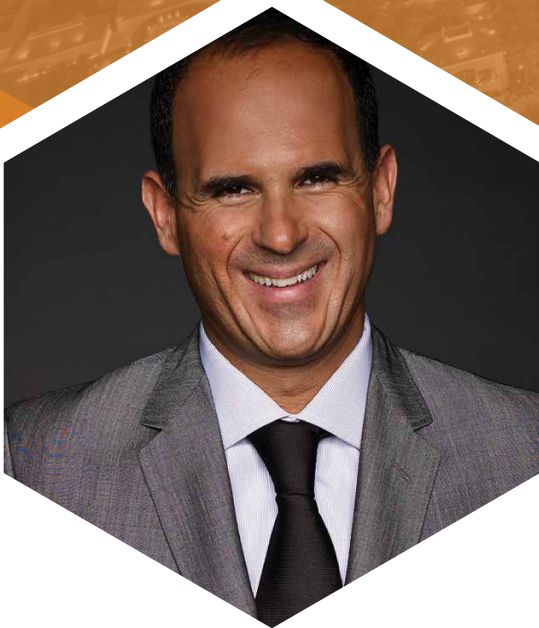


# 2017 Multi-Unit **FRANCHISING** conference

April 23 - 26, 2017 • Caesars Palace • Las Vegas, NV



**MARCUS LEMONIS**  
KEYNOTE SPEAKER



**RONNIE LOTT**  
KEYNOTE SPEAKER

**THE PREMIER EVENT**  
FOR MULTI-UNIT FRANCHISEES

#MUFC

Franchise Update  
MEDIA

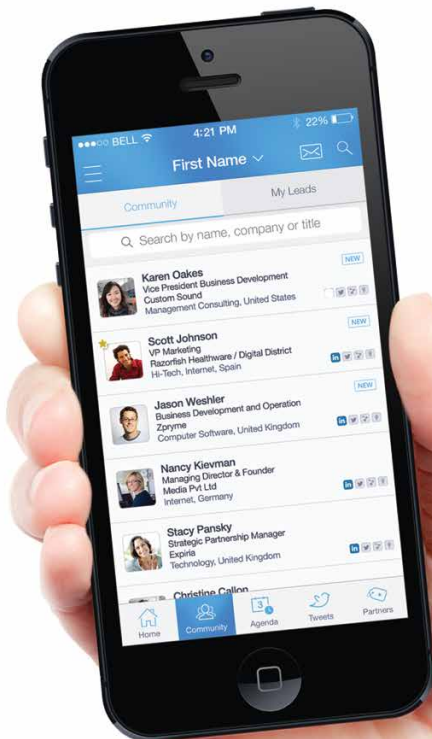
# DOWNLOAD & JOIN THE EVENT COMMUNITY

## Introducing the Multi-Unit Networking Community!

Once you are registered for the conference you will be placed into our networking community. Here you will be able to browse the community to see who else is attending.

- Browse the community and check attendee profiles.
- Send messages to the people you want to meet.
- Access all of your messages and conversations from your conference inbox.
- Search the attendees by name, company, job title, or industry.
- Filter through the community based on your LinkedIn connections, most viewed profiles and more!
- You have complete control of your networking profile, edit your profile, privacy and email settings!

Our mobile app is now live!  
[bizzabo.com/download](http://bizzabo.com/download)  
then search **MUFC**



## GUILLERMO PERALES

### PRESIDENT/CEO OF SUN HOLDINGS INC.

*Multi-Unit Franchisee 710 locations;*  
Popeyes Louisiana Kitchen, Golden Corral, CiCi's Pizza, Krispy Kreme, Arby's, Burger King, T-Mobile, & GNC



## Why I Attend The Multi-Unit Franchising Conference Each Year

I immigrated to the US to pursue my dream of becoming a successful entrepreneur. Born and raised in Mexico, where I was trained as a CPA, I earned my master's degree in business administration from Texas A&M. In 1997 I bought my first franchise, a Golden Corral, with \$100,000 and an SBA loan. I had ambition, persistence, and perseverance. Today my company, Sun Holdings, operates 710 units and is one of the largest franchisees in my adopted country.

As I expanded my company with multiple franchises in different locations, I no longer was able to operate and oversee them myself. A successful franchisee must have (or develop) not only a solid infrastructure to build upon, but also vision and leadership skills strong enough to guide managers and employees from afar.

These skills and more are critical to success, which is why I look forward each spring to the Multi-Unit Franchising Conference. The educational

sessions and panels are designed by an advisory board consisting of successful multi-unit and multi-brand franchisees in different industries and stages of growth. Their interests are your interests, their challenges the same as yours—which is why attendees come away each year with useful, relevant solutions to help them grow.

For me, one of the best parts about this conference is the built-in opportunity for informal networking. I can learn about new brands, and which brands are working for my peers. After all, if you want to build an empire, you must be able to determine which franchise brands are the most successful and which will be successful in the future. I also can ask my own questions about topics such as hiring and retaining the best employees, the latest on governmental regulations and wages, and tour the Exhibit Hall to learn about new technology and other solutions. In fact, more than 50% of multi-unit franchisees tell us networking is one of the reasons they attend the conference each year.

To sum up: The Multi-Unit Franchising Conference is the place to be in April for its powerful agenda, educational sessions, peer-to-peer networking, franchisee-only events, and inspirational speakers.

Finally, I would be remiss if I didn't thank Michael Kulp, the 2016 chair, for his year of service and dedication to making a great conference even greater—as well as all the past chairs who have built the conference into the must-attend event it is today. It's a true honor to be named chair of the 2017 Multi-Unit Franchising Conference.

See you in Vegas!



## MARCUS LEMONIS

### KEYNOTE SPEAKER

*Businessman, Investor, Philanthropist  
& Star of the CNBC show The Profit*

**MarcusLemonis.com**  
**@marcuslemonis**  
**facebook.com/marcuslemonis**

### En·tre·pre·neur [ahn-truh-pruh-nur]

As an impressionable youth, Marcus Lemonis read the description of Entrepreneur to his mother from the dictionary while working on a school project, which inspired him to challenge himself and make his dreams come true. Although he was not born in America, he is proud to be living the American Dream through hard work, determination and believing; striving to take risks and show initiative while motivating people to do their best, not by telling them what to do, but rather by showing them how to do it.

On CNBC's reality series, *The Profit*, which returns to air, Tuesday, August 23rd at 10pm ET, Marcus lends his business expertise to struggling businesses in various industries across the country while using his famous people-process-product principle. Over 3 seasons of *The Profit* have aired since July of 2013 and more than \$35 million dollars of his own money has been invested into helping these small businesses, and after experiencing tremendous success, his mission continues.

Marcus was born in war-torn Beirut, Lebanon in 1973; and, at nine months old, was adopted by a Lebanese and Greek couple living in Miami, FL. His entrepreneurial spirit bloomed at age 12 while attending Epiphany Catholic School, when he started a lawn mowing service in order to generate money to open a candy business while enlisting his friends for their help. He then graduated from Christopher Columbus High School in Miami and moved to Milwaukee, WI to attend Marquette University, where he studied Political Science, Criminology and Economics.

He returned to Florida after graduation and ran for a seat in the Florida House of Representatives. Though he lost the campaign, Marcus refocused and held several automotive sales and managerial roles. It was a conversation with family friend and former Chrysler CEO, Lee Iacocca, who advised him to get into the camping and RV business, which put him on the path to eventual chairmanship at America's #1 source for RVs, camping accessories, RV maintenance and repair, Camping World and Good Sam.

Lemonis was recognized for having "more impact on the industry than any single individual or company in recent memory as an agent of change and retail consolidation," when *RV Business Magazine* named him their 2007 Newsmaker of the Year. In addition, *Crain's Chicago Business* featured him in their 2005 edition of "40 under 40," and in 2008, Ernst & Young named him Entrepreneur of the Year. Prior to *The Profit*, he appeared on NBC's *Celebrity Apprentice* in 2011 and 2012, and was also featured on ABC's television show *Secret Millionaire* in 2012.

Over the years, he has also contributed time and money to various organizations including St. Jude Children's Research Hospital, Esperanza Community Services and the Lollipop Theater Network. Marcus drives results through collaborations, partnerships and relationships. His advice for aspiring entrepreneurs is simple: know your numbers, trust the process and remember that he's 100 percent IN CHARGE!

## RONNIE LOTT

### KEYNOTE SPEAKER

*Former NFL player and  
4x Superbowl Champion*



## NFL Legend Shares Business Insights From On and Off the Field

Ronnie Lott is one of the most feared defensive players to have ever played the game. After finishing off an impressive National Title and All-American filled career at the University of Southern California, Lott was selected 8th overall by the San Francisco 49ers in the 1981 NFL Draft. Lott wasted no time in making a name for himself, intercepting seven passes and helping the 49ers to a Super Bowl XVI victory in his rookie season.

Lott went on to play 14 NFL seasons, was responsible for 63 interceptions, was named to 8 All-Pro teams, and won 4 Super Bowls during that time. He was the quintessential teammate and leader. After learning that a broken left pinky finger would sideline him for the entire 1986 season, Lott chose to amputate the tip of his finger and play, rather than miss any playing time.

Despite missing two games at the end of the 1986 season, Lott totaled a league-leading 10 interceptions in a season which was arguably the best of his career.

Now, Lott is a television broadcaster on the Pac12 Network. He is heavily involved in the community and is a successful business owner. He is happily married with four children and resides in the Bay area.

**KEYNOTE:** There is no one better when it comes to commitment and determination. Lott delivers a powerful keynote on pushing through barriers in life to obtain your goals. Take your business to the next level with some uplifting words from one of football's living legends.

**COMMUNITY OUTREACH:** Lott inspired the Lott IMPACT Trophy, which

is given annually by the Pacific Club IMPACT Foundation to college football's Defensive IMPACT Player of the Year. Lott was the guest of honor at a CYO fundraiser at Sharon Heights Country Club of Woodside, CA. In May 2012, Lott was selected guest of honor for a CYO fundraiser held at Sharon Heights Country Club in Woodside, CA, where he discussed the importance of giving back to community. Lott credits his late Coach Ben Parks as a central figure in the development of his vigorous philanthropic work.

- 4x Super Bowl Champion
- 8x First Team All-Pro
- 10x Pro Bowler
- Pro Football Hall of Famer

# WHY YOU SHOULD ATTEND

**MARCUS LEMONIS**  
DAY 1: 8:30AM - 12PM



*"I haven't been in any other situation where I've seen this level of success... this conference changed my life."*

**Mara Fortin**  
Nothing Bundt Cakes  
7 Locations

## DYNAMIC / POWERFUL AGENDA

We provide rich content geared to help multi-unit franchisees grow. Our goal is to deliver substantial information that you as a franchisee, can take home and immediately apply to your business model. Our dynamic agenda is designed to inspire new ideas from the trial and errors presented by various industry leaders. We craft our panels and select speakers positioned within countless segments of the industry and offer programs targeted to various sizes of franchisee organizations. This is the only event of its kind that focuses on the critical concerns of today's franchisees.

## FRANCHISEE-ONLY EVENTS

Every year, the Multi-Unit Franchising Conference offers a variety of meet and mingle events for franchisee attendees. The 2017 conference will host a First-Timer Franchisee Meet & Greet as well as a cocktail party with our conference advisory board members. If you are an up and coming organization and looking for some guidance, this is your chance to capitalize on the moment and gain some insight directly from these successful industry leaders.

## CONTINUED EDUCATION

Whether you are looking to add units, secure capital or grow your infrastructure, this event will cover it all. Discover new ways to better understand what's working and what's not working for your business. This conference will re-energize your spirit and get you excited about growing a successful business.

## UNIQUE OPPORTUNITIES

To elevate your overall conference experience, we are pleased to announce the return of the Money Room. With its success in 2016, we've decided to bring it back – now you can learn, be inspired to discover new brands and find financing solutions all in one place. Here, you will be able to schedule appointments with successful lenders and get your questions answered.

## SPEAKER ROSTER

Our speaker roster includes some of the best, most experienced franchisees in the industry. These talented individuals represent the many perspectives of the franchise spectrum. They are happy to share and educate based on their unique experiences in order to help you learn and grow your business.

**2017 Multi-Unit**  
**FRANCHISING conference**

# FRANCHISEE-ONLY EVENTS

FRANCHISEE-ONLY  
PRE CON + DAY 1



*“Coming here has been eye-opening... ideas presented were very helpful and gave me some things to go back and look at within my own organization.”*

**Tony Simpkins**  
Sonic  
66 Locations

## FIRST-TIMER MEET & GREET

Sunday, April 23rd 6:00pm - 7:00pm  
*Carmine's Restaurant*

We are kicking off your conference experience with an exclusive event for first time Multi-Unit Franchisee attendees. Join the Multi-Unit Franchising Conference Advisory Board for great conversations, refreshments and helpful hints to maximize your conference experience at Carmine's Restaurant in the Forum Shops.



## FRANCHISEE OPENING SOCIAL

Sunday, April 23rd 7:00pm - 9:00pm  
*Carmine's Restaurant*

Join your franchisee peers for the opening network function at Carmine's Restaurant. Meet your fellow franchisees and catch up with old friends with appetizers and drinks in this relaxed environment. This exclusive franchisee-only social event is the perfect way to jumpstart your overall conference experience.

## FRANCHISEE NETWORKING LUNCHEON

Monday, April 24th 12:00pm - 1:30pm

Enjoy lunch and great conversations with your fellow peers from throughout the franchise industry during our exclusive franchisee-only luncheon. You will be able to network and share ideas with other multi-unit franchisees during this special time. Open seating available.

# THE MONEY & LAW ROOM

**MONEY & LAW ROOM**  
DAY 1 & DAY 2



*"I would highly recommend this conference, in fact, we plan to bring some of our partners with us next year and get them involved."*

**Mike Scott**

Precision Tune Auto Care  
27 locations

## THE MONEY ROOM IS BACK AND IT'S BIGGER AND BETTER THAN EVER!

Find financing for growth as part of your overall conference experience. You can learn, get inspired and find financing all in one place. The Money Room offers an opportunity for you to meet with potential lenders to discuss financial solutions that work for you.

### HERE'S HOW IT WORKS!

Each lender will have their own table in the Money Room, where you can participate in private meetings to discuss financing for your organization. The Money Room will be open for meetings by appointment only.

**MONDAY**  
APRIL 24, 2017  
3:00PM - 5:00PM

**TUESDAY**  
APRIL 25, 2017  
3:30PM - 5:30PM

*For more information about contacting lenders participating in the Money Room, click for updates posted on our conference website under the Money Room tab. Contact lenders by email, phone or through our conference mobile app to make an appointment and discuss financing solutions for your organization.*

## NEW TO 2017: THE LAW ROOM

Curious about any legal concerns? The Law Room is a new and exciting edition to our conference experience this year. Meet with successful lawyers and take advantage of this golden opportunity you cannot find anywhere else.

## LAW ROOM STRUCTURE

The Law Room will be structured similar to the Money Room, but with an exclusive group of lawyers. Participating Lawyers will offer franchise focused services.



# Multi-Unit Franchisee 2017 MVP

*Multi-Unit Franchisee Magazine* is proud to once again honor franchisee excellence with our annual Most Valuable Performer (MVP) Awards. We are looking for the best and the brightest franchisees - the power operators, the innovators, and the creative thinkers who demonstrate outstanding performance in growing both their organization and their brands.

MVP Award winners will receive VIP passes to the 17th annual Multi-Unit Franchising Conference in Las Vegas, where they will be treated like franchisee royalty and recognized on stage during the general session. In addition, they will also receive an exclusive profile in *Multi-Unit Franchisee Magazine*, a feature on [mufranchisee.com](http://mufranchisee.com), and an impressive award to display back in their office.

To qualify, multi-unit franchisees must have at least five operating units, and have been in a franchise system for a minimum of two years. Multi-unit franchisees can nominate themselves or fellow multi-unit franchisees. Franchisors are encouraged to nominate outstanding multi-unit franchisee performers in their systems.

**Mega Growth Leadership** - For achieving excellence in growth and expansion

**Influencer Award for Husband & Wife Team** - For demonstrating excellence in the franchising industry as husband & wife

**Innovation Award** - For bringing a new and unique contribution to their brand

**Veteran Entrepreneurship Award** - For outstanding performance, leadership and innovation by a veteran

**American Dream Award** - For achieving remarkable success in their new country

**Community Involvement Leadership Award** - For providing an example for others to follow in franchise success

**Spirit of Franchising Award** - For extraordinary and enduring performance, growth, and community giving

**Single Brand Leadership Award** - For achieving brand leadership with a single brand

**Noble Cause Award** - For passionate, unwavering support for those in need

**Questions? Contact:**

Katy Geller  
[Katyg@franchiseupdatemedia.com](mailto:Katyg@franchiseupdatemedia.com)

# AGENDA AT A GLANCE

**SUNDAY  
APRIL 23**

## PRE-CONFERENCE ACTIVITIES

10:00AM – 5:00PM Paiute Golf Resort	GOLF TOURNAMENT
6:00PM – 7:00PM Carmine's Restaurant	FIRST TIMER FRANCHISEE-ONLY MEET & GREET
7:00PM – 9:00PM Carmine's Restaurant	FRANCHISEE-ONLY OPENING SOCIAL

**MONDAY  
APRIL 24**

## FULL CONFERENCE

7:30AM – 8:30AM	CONTINENTAL BREAKFAST		
8:30AM – 12:00PM	<b>OPENING GENERAL SESSION</b> <b>WELCOME</b> THERESE THILGEN, <i>CEO</i> , Franchise Update Media GUILLERMO PERALES, <i>Conference Chairman &amp; Multi-Unit Franchisee</i> of Popeyes Louisiana Kitchen, Golden Corral, CiCi's Pizza, Krispy Kreme, Arby's, Burger King, T-Mobile, GNC		
	<b>KEYNOTE SPEAKER</b> Marcus Lemonis, <i>Businessman,</i> <i>Investor, Philanthropist &amp; star of the CNBC show The Profit</i>		
10:45AM – 11:55AM	<b>GENERAL SESSION</b> Franchisee Growth & Success in a Changing Environment		
12:00PM – 1:30PM	FRANCHISEE-ONLY LUNCHEON		
12:00PM – 1:30PM	FRANCHISOR & SUPPLIER LUNCHEON		
1:45PM – 2:45PM	<b>M&amp;A</b> Buying a Business Workshop	<b>RE-MODEL TRENDS, VALUE          ENGINEERING TO KEEP          YOUR LOCATIONS FRESH</b>	<b>SCALE YOUR          ORGANIZATION          FOR GROWTH</b>
3:00PM – 4:00PM	<b>M&amp;A</b> Selling a Business Workshop	<b>LEASE NEGOTIATIONS          &amp; RENEGOTIATIONS</b>	<b>REPUTATION MANAGEMENT/          Guest Relations at the          Local Market Level</b>
3:00PM – 5:00PM	MONEY ROOM OPEN		
3:00PM – 5:00PM	LAW ROOM OPEN		
4:00PM – 7:00PM Exhibits Open	OPENING COCKTAIL RECEPTION IN EXHIBIT HALL		
7:30PM	DINNER ON YOUR OWN		

## TUESDAY APRIL 25

## FULL CONFERENCE

8:00AM – 9:00AM	<b>BREAKFAST</b>		
9:00AM – 11:00AM	<b>GENERAL SESSION</b> GARY GARDNER, <i>Chairman</i> , Franchise Update Media GUILLERMO PERALES, <i>Conference Chairman &amp; Multi-Unit Franchisee</i> of Popeyes Louisiana Kitchen, Golden Corral, CiCi's Pizza, Krispy Kreme, Arby's, Burger King, T-Mobile DARRELL JOHNSON, <i>President &amp; CEO</i> , FRANdata MVP Awards (Multi-Unit Franchisee – Most Valuable Performer Awards)		
<b>KEYNOTE SPEAKER</b> Ronnie Lott, <i>Former NFL player and 4x Superbowl Champion</i>			
11:00AM – 12:00PM	<b>GENERAL SESSION POWER PANEL</b> The New Normal: Legislation & The Impact On Franchisee Business		
12:00AM – 2:00PM	<b>LUNCH IN EXHIBIT HALL</b> - Exhibits Open		
2:15PM – 3:15PM	<b>PROTECT YOUR BOTTOM LINE</b> Be the Employer of Choice in Your Market	<b>HOW TO ATTRACT &amp; RECRUIT THE BEST TALENT</b>	<b>SECURING CAPITAL</b> – Lender Facts for \$20 Million & Over Financing
3:30PM – 4:30PM	<b>FDDS</b> Key Items to Look for in Assessing a Brand	<b>BE THE EMPLOYER OF CHOICE IN YOUR MARKET</b> – How to Retain & Grow the Best Talent	<b>ADDRESSING THE CHALLENGES</b> – Securing \$10 Million & Under Financing
3:30PM – 5:30PM	<b>MONEY ROOM OPEN</b>		
3:30PM – 5:30PM	<b>LAW ROOM OPEN</b>		
4:30PM – 7:00PM	<b>CLOSING COCKTAIL RECEPTION IN EXHIBIT HALL</b> - Exhibits Open		
7:30PM	<b>DINNER ON YOUR OWN</b>		

## WEDNESDAY APRIL 26

## FULL CONFERENCE

8:00AM – 9:00AM	<b>BREAKFAST</b> in Session Room
9:00AM – 10:30AM	<b>CLOSING SESSION</b> @OurFranchise Build Your 2017 Action Plan Educate your employees, guests, and local legislation on franchising

# FULL AGENDA

**SUNDAY  
APRIL 23**

**PRE-CONFERENCE AGENDA**

10:00AM – 5:00PM  
**GOLF TOURNAMENT**

Join your fellow colleagues at the 2017 Multi-Unit Franchising Conference Golf Tournament. This premier networking event and casual forum will give you a chance to build relationships and play with some of the best industry decision makers.

8:00AM - 9:00PM

**REGISTRATION OPEN**

6:00PM – 7:00PM  
**FIRST TIMER  
FRANCHISEE-ONLY**

*Meet & Greet*

Location:  
Carmine's Restaurant

We are kicking off your conference experience with an exclusive event for first time Multi-Unit Franchisee attendees. Join the Multi-Unit Franchising Conference Franchisee Advisory Board for great conversations, refreshments and helpful hints to maximize your conference experience.

7:00PM – 9:00PM  
**FRANCHISEE-ONLY**  
*Opening Social*

Location:  
Carmine's Restaurant

Join your franchisee peers for the opening network function at Carmine's restaurant. Meet your fellow peers and catch up with old friends with appetizers and drinks in this relaxing environment.

**MONDAY  
APRIL 24**

**FULL CONFERENCE**

7:00AM – 7:00PM

**REGISTRATION OPEN**

7:30AM – 8:30 AM

**CONTINENTAL BREAKFAST**

8:00AM – 7:00PM

**LOUNGE OPEN**

8:30AM – 12:00PM  
**OPENING GENERAL  
SESSION**

**WELCOME**

THERESE THILGEN, *CEO & Co-Founder, Franchise Update Media*

GUILLERMO PERALES, *Conference Chair and Franchisee of Popeyes Louisiana Kitchen, Golden Corral, CiCi's, Krispy Kreme, Arby's, Burger King, T-Mobile, GNC*

**KEYNOTE SPEAKER**

**MARCUS LEMONIS**, *Businessman, Investor, Philanthropist and star of the well-known CNBC show The Profit*

10:45AM – 11:55AM  
**GENERAL SESSION**

*Franchisee Growth & Success in a Changing Environment*

This panel will feature a group of franchising veterans who have been through it all and lived to tell the story of their success. They will share insights into how they've faced a multitude of ongoing external challenges, yet still managed to create jobs and successfully grow their businesses. You won't want to miss the key takeaways they offer.

FACILITATOR: **MICHAEL KULP**, *Franchisee, KFC, Taco Bell*

SPEAKERS: **DAVE GOEBEL**, *Franchisee, Pie Five Pizza*, **GUILLERMO PERALES**, *Franchisee, T-Mobile*, **ADAM SAXTON**, *Franchisee, McAlister's Deli*

12:00PM – 1:30PM  
**FRANCHISEE-ONLY**  
*Networking Luncheon*

Enjoy lunch and great conversations with your fellow peers from throughout the franchise industry during our exclusive franchisee-only luncheon. You will be able to network and share ideas with other multi-unit franchisees during this special time. Open seating available.

12:00PM – 1:30PM  
**FRANCHISOR &  
SUPPLIER LUNCHEON**  
*Program Coming Soon*

Whether a Franchisor or Supplier, you won't want to miss out on this exclusive luncheon. Enjoy lunch while networking with your fellow peers in the franchise industry. Open seating available.

FACILITATOR: **JEFF STURGIS**, *CDO, McAlister's Deli*

1:45PM – 2:45PM

## M&A:

*Buying a Business Workshop*

How do you determine if an existing business is the best one to add to your franchisee organization? What type of plan do you follow to acquire it? What selection criteria, diligence, and process should you follow to make a good decision? What specialists do you need on your team? This panel of seasoned experts can help make your quest a success.

FACILITATOR: **GREG VOJNOVIC**, CDO, Arby's

SPEAKERS: **ALLEN PEAKE**, Franchisee, Fazoli's, Shoney's, Popeyes, Church's, and Captain D's, **ERIC WERNER**, Franchisee, Subway, Beverly Hills Rejuvenation Centers, Wingstop, LA Sunset Tan

## REMODEL TRENDS

*Value Engineering to Keep Your Locations Fresh*

Keeping your units in tune with the times is critical to attract new customers, keep old ones, increase sales, and boost employee morale. While periodic remodeling is part of operating a franchise, it's more than just painting and landscaping. Technology for ordering, payments, and, increasingly, delivery for food brands, also must be updated. Gain a better understanding of the returns you can expect from freshening up the front and back of the house. Your customers will thank you.

SPEAKERS: **CHARLES KEYSER**, Franchisee, Little Caesar's, Sport Clips, OxiFresh, **AMIN DHANANI**, Franchisee, Popeyes

## SCALE YOUR ORGANIZATION FOR GROWTH

Your vision for growing your organization through additional brands and/or locations needs a solid foundation. Learn how to assess your infrastructure to ensure you're prepared for growth. This includes not only the back office, but also your human resources: building your pipeline of GMs, MUMs, and marketing managers. Join this discussion to learn from those who already have done it. Learn how to build your own growth plan.

FACILITATOR: **JESSE KEYSER**, Franchisee, OxiFresh, Sport Clips, Little Caesars

SPEAKERS: **SHIRIN KANJI**, Franchisee, Rent-a-Center, **ALEXANDRA MYERS**, Franchisee, Smoothie King, **JASON JUDSON**, Franchisee, Two Men and A Truck, **RICK VERITY**, Franchisee, Taco Bell, Burger King

3:00PM – 4:00PM

## M&A

*Selling a Business Workshop*

Planning an exit strategy for all or part of your enterprise requires careful planning. This panel shares the necessary steps to position your business for a sale or merger. What do you need to do to make your business attractive to a potential buyer and maximize your valuation and minimize your exposure? Learn from the experts.

## LEASE NEGOTIATION & RENEGOTIATION

Small differences in lease terms make a big difference over time. A lot of cash is at stake—for years—with every lease you sign or renegotiate. Whether negotiating a new lease or re-upping, learn the most effective tips and tactics on how to deal more effectively with landlords in this interactive session filled with expert panelists.

FACILITATOR: **YARON GOLDMAN**, Franchisee McAlister's Deli, MOD Pizza

SPEAKERS: **ROBERT DAKE**, National Accounts, Brixmor, **GLEN JOHNSON**, Franchisee, Tropical Smoothie

## REPUTATION MANAGEMENT

*Guest Relations at the Local Market Level*

Social media has transformed how customers express their experience with a brand—for better or worse. Responding to what's said about you online can be vitally important to your bottom line. How quickly should you respond? And, as you add locations, this task can become overwhelming. Should you do it yourself or hire a third party? Or do both? Learn how large, successful operators are responding to this challenge.

SPEAKERS: **SCOTT ANTHONY**, Franchisee, Firehouse Subs, **MONICA HARRIGILL**, Franchisee, Palm Beach Tan, Massage Envy, Hampton Inn, Holiday Inn Express, Bumpers Drive In, **DAN SIEGLER**, CEO, YCDB

3:00PM – 5:00PM

## MONEY ROOM OPEN

The Money Room is back and bigger than ever! The Money room offers an opportunity for you to meet with potential lenders to find and discuss financial solutions that work for you.

3:00PM – 5:00PM

## LAW ROOM OPEN

4:00PM – 7:00PM

## OPENING COCKTAIL RECEPTION IN EXHIBIT HALL - Exhibits Open

7:30PM

## DINNER ON YOUR OWN

TUESDAY  
APRIL 25

FULL CONFERENCE

7:00AM – 7:00PM

REGISTRATION OPEN

8:00AM – 9:00AM

CONTINENTAL BREAKFAST

9:00AM – 11:00AM

GENERAL SESSION

GARY GARDNER, *Chairman*, Franchise Update MediaGUILLERMO PERALES, *Conference Chair and Multi-Unit Franchisee* of Popeyes Louisiana Kitchen, Golden Corral, CiCi's Pizza, Krispy Kreme, Arby's, Burger King, T-Mobile, GNCINDUSTRY TRENDS: Darrell Johnson, *President & CEO*, FRANdata

MVP (Most Valuable Performer) Awards

KEYNOTE SPEAKER

RONNIE LOTT, *Former NFL player & 4x Superbowl Champion*

11:00AM – 12:00PM

GENERAL SESSION

*The New Normal:  
Legislation, Regulation &  
Its Effect on Franchisees*

This informative and important session will offer franchisees an overview of the external threats resulting from recent and proposed legislative and regulatory activity. A panel of experts will discuss how issues such as the NLRB's joint employer rulings, new overtime rules, and minimum wage laws could affect franchise businesses everywhere—and what they're doing about it.

FACILITATOR: GARY ROBINS, *Franchisee, Super Cuts*SPEAKERS: ROB BRANCA, *President/Multi-Unit Franchisee, Branded Management Group, Dunkin Donuts*, AZIZ HASHIM, *Founder and Managing Partner, NRD Capital*, MIKE LOTITO, *Co-Chair and Shareholder, Littler's Workplace Policy Institute*

12:00PM – 2:00PM

Lunch in Exhibit Hall - Exhibits Open

2:15PM – 3:15PM

PROTECT YOUR  
BOTTOM LINE

The effects of external factors on franchising are on the rise. From the ACA to minimum wage hikes to the new overtime rules, franchisees must cope. Should you raise prices? Pay managers more? Automate? Learn the strategies successful multi-unit franchisees have implemented to maintain profitability and thrive in the current environment.

FACILITATOR: DON DAVEY, *Franchisee, Firehouse Subs*SPEAKERS: GENE ERDMAN, *Franchisee, Pizza Hut*, BILL NOBLE, *Franchisee, Pearle Vision*, OMAR SIMMONS, *Franchisee, Planet Fitness*, BRENT VEACH, *Franchisee, Del Taco*BE THE EMPLOYER  
OF CHOICE IN  
YOUR MARKET*How to Attract & Recruit  
the Best Talent*

Finding good talent seems more challenging today than ever before. Demand for quality employees is up, while the pool of potential employees is down. Generational gaps and technology only add to the problem. What programs and strategies are working to find and recruit the best talent for your business?

FACILITATOR: TJ SCHIER, *Franchisee, Firehouse Subs*SPEAKERS: JIM HANNON, *Franchisee, Del Taco, MOD Pizza*, SHARIF HASIBUL, *Franchisee, Weinerschnitzel*, TODD JACKSON, *Franchisee, Newk's Eatery*

SECURING CAPITAL

*Lender Facts for \$20 Million  
& Up Financing*

Large franchisee organizations with a reliable cash flow and solid infrastructure are the current darlings of lenders today, but this soon could change. Learn what the lending community, from traditional bankers to the rising number and types of "alternative" lenders want. Brands are being evaluated, along with franchisees. Learn how to present yourself to lenders to ease their worries about providing the capital you need for growth, whether through new builds or acquisitions.

SPEAKERS: DAVID HARRISON, *Franchisee, RNR Tires*, JAMES SHORT, *EVP Director, Food Franchise Finance, BBVA Compass*, ANIL YADAV, *Franchisee, Jack in the Box, Sizzler, Denny's*

3:30PM – 4:30PM

**FDDS***Key Items to Look for in Assessing a Brand*

FDDs are not all alike. For example, some provide in-depth information in their Item 19, while others provide minimal or no FPRs at all. While not the perfect document to tell multi-unit operators all they need to know in analyzing a brand and its suitability for their organization, FDDs include key items that can facilitate a good decision. Learn what the pros look for in a FDD.

SPEAKERS: **ALLEN PEAKE**, Franchisee, Fazoli's, Shoney's, Popeyes, Church's, and Captain D's, **MARA FORTIN**, Franchisee, Nothing Bundt Cakes

**BE THE EMPLOYER OF CHOICE IN YOUR MARKET***How to Retain & Grow Your Best Talent*

Once you've found good talent, how do you help them grow and meet their goals while they help you with yours? What programs will help your multi-unit managers grow into stronger performers? How can you support their growth paths while building your bench strength for future growth? What are today's keys to developing and retaining the best talent?

FACILITATOR: **DAN BURRELL**, Franchisee, Jersey Mikes Subs

SPEAKERS: **GEORGE TINSLEY SR.**, Franchisee, KFC, P.F. Chang's, Starbucks, **ADAM SAXTON**, Franchisee, McAlister's Deli

**SECURING CAPITAL:***Up to \$10 Million*

You're ready to grow your organization but find it challenging to find the capital you need. Your plan calls for a loan of less than \$10 million. What criteria must you address to position your organization favorably with different types of lenders? This panel of experts will address what lenders are looking for and provide guidance for securing the funding you need.

FACILITATOR: **ROCCO FIORENTINO**, President and CEO, Benetrends

3:30PM – 5:30PM

**MONEY ROOM OPEN**

The Money Room is back and bigger than ever! The Money Room offers an opportunity for you to meet with potential lenders to find and discuss financial solutions that work for you.

3:30PM – 5:30PM

**LAW ROOM OPEN**

4:30PM – 7:00PM

**CLOSING COCKTAIL RECEPTION IN EXHIBIT HALL - Exhibits Open**

7:30PM

**DINNER ON YOUR OWN****WEDNESDAY  
APRIL 26****FULL CONFERENCE**

8:00AM – 9:00AM

**BREAKFAST IN SESSION ROOM**

9:00AM – 10:30AM

**CLOSING SESSION**

@OurFranchise

International Franchise Association's Senior Vice President of Public Affairs, Matt Haller, IFA Chair Shelly Sun & a panel of experts will educate you on the latest issues impacting your business, such as joint employer. More importantly, they will let you know how you can get involved through the IFA's various advocacy channels to help promote and protect your business. You are the best advocate for your business and legislators need to hear directly from you – make sure you learn how to engage through the Franchise Action Network and @OurFranchise campaigns!

FACILITATOR: **MATT HALLER**, SVP, Communications & Public Affairs, IFA

SPEAKER: **SHELLY SUN**, CEO, Brightstar Care & Brightstar Senior Living

# GOLF TOURNAMENT

**GOLF TOURNAMENT**  
PRE CON: 10:00am



*"I've probably learned more in the past 4-5 hours than I have in the last year or two. I got tremendous value out of the Multi-Unit Franchising Conference."*

**Glen Johnson**

Tropical Smoothie Cafe  
16 locations

Join your franchise colleagues at the 2017 Multi-Unit Franchising Conference Golf Tournament. The tournament is a premier networking event and a casual forum to strengthen existing relationships and build new ones with industry decision makers.

## **EACH PLAYER RECEIVES**

A cart, lunch, two drink tickets, post-game awards reception, and transportation to and from Caesar's Palace. All Golf fees are additional fees beyond the conference registration rates.

## **REGISTRATION**

Register online at  
[golf.multiunitfranchisingconference.com](http://golf.multiunitfranchisingconference.com)

**SUNDAY**  
**APRIL 23, 2017**

**SHOTGUN START**  
**10:00AM**

**Paiute Golf Resort**  
10325 Nu-Wav Kaiv Blvd  
Las Vegas, NV 89124





# CAESARS PALACE

## ACCOMMODATIONS

CALL: 866-227-5944 or  
702-862-5160



*"I felt a little bit like a kid in a candy store... (the conference) was incredibly rich and really productive."*

**Omar Simmons**  
Planet Fitness  
52 locations

This year's Multi-Unit Franchisee Conference returns to the beautiful Caesars Palace hotel. The grandest of Las Vegas hotels, Caesars Palace is famous worldwide for its magnificent beauty and impeccable service. This majestic Las Vegas hotel offers a 129,000 square feet casino, 26 restaurants and cafes, sprawling gardens and pools, a world-class spa, and the renowned Coliseum spotlighting world-class stars and shows.

## RESERVATIONS

For reservations, call **866-227-5944** or **702-862-5160** to book under Multi-Unit Franchising Conference. Callers can also use our special group code. To access, please identify as a MUFC attendee and use the code: **SCFUM7**. After **March 29th, 2017**, the group rate will be offered based on hotel availability only.

## PALACE TOWER GUEST ROOMS

**\$199 / NIGHT**  
For single/double

Caesars Palace  
3570 S Las Vegas Blvd  
Las Vegas, NV 89109



**CAESARS  
PALACE**  
LAS VEGAS

\*Please note we do NOT work with third-party agency room brokers. If you are contacted by them, do not go through them to book your room

Franchise Update | Franchising.com  
MEDIA

# THANK YOU SPONSORS & EXHIBITORS!

We wouldn't be able to provide the best, most relevant content without our numerous sponsors and exhibitors. Each year our exhibit hall is filled with dedicated exhibitors representing a variety of programs and services.

Both sponsors and exhibitors are vital to the development, creation and success of this event. We would like to take the opportunity to formally thank them for their support of the past 16 years.

## Platinum Sponsors



## Keynote Speaker Sponsors



## Gold Sponsors



## Franchisee Opening Social Sponsor



## Franchisee Luncheon Sponsor



## Franchisor & Supplier Luncheon Sponsor

## Breakout Session Video Sponsor

## Silver Sponsor



**EXHIBITORS**

7-Eleven, Inc.  
 AAMCO Transmissions and Total Car Care  
 Aaron's, Inc.  
 Alliance Payroll Services, Inc.  
 Amazing Lash Studio  
 American Family Care (AFC)  
 ApplePie Capital  
 Arby's Restaurant Group  
 Bacon Bros. Public House  
 Bar Louie  
 BBVA Compass  
 Ben's Soft Pretzels  
 Beverly Hills Rejuvenation Center  
 Big Boy Burgers and Shakes  
 Big O Tires  
 Black Bear Diner  
 Blue Martini  
 Bojangles' Restaurants, Inc.  
 "Bombshells Restaurant & Bar"  
 Boston's Restaurant & Sports Bar  
 BrightStar Senior Living Franchising  
 Brixmor Property Group  
 Broken Yolk Cafe  
 Buddy's Home Furnishings  
 Buffalo Wings & Rings  
 Buttry & Brown Development  
 Camp Bow Wow  
 Capriotti's Sandwich Shop, Inc.  
 Captain D's  
 CareerPlug  
 Charter Fitness & SPENGA Fitness  
 Checkers & Rally's Restaurants, Inc.  
 Choice Hotels International  
 Chop Chop Rice Co.  
 Church's Chicken  
 Cinnabon  
 CKE Restaurants Holdings, Inc.  
 Colors on Parade  
 Consolidated Restaurant Operations, Inc.  
 Costa Vida, Fresh Mexican Grill  
 Curated Compliance by Granite  
 Dairy Queen  
 Dat Dog  
 DEL TACO  
 Deliver Media  
 Delta Disaster Services  
 Denny's, Inc.  
 Driven Brands  
 DRNK coffee + tea / QWENCH juice bar  
 Dunkin' Brands  
 Eagle Eye Networks  
 Earl of Sandwich  
 Einbinder Dunn & Goniea LLP  
 Entrepreneur Media Inc.  
 Estrella Insurance  
 Faris Lee Investments  
 Fazoli's Restaurant Group  
 Firehouse Subs  
 First Watch Restaurants  
 Flippin' Pizza  
 FranBizNetwork  
 FranchiseGrade.com  
 FRANdata  
 Friendly's  
 FSV Payment Systems  
 Fuddruckers  
 Fuzzy's Taco Shop  
 G6 Hospitality LLC  
 Global Cash Card  
 GNC  
 Golden Corral  
 Granite Telecommunications  
 Great Harvest Franchising, Inc.  
 Growler USA  
 Guggenheim Retail Real Estate Partners,

Inc.  
 Guinot SAS  
 Gyu-Kaku Japanese BBQ Restaurants  
 Harland Clarke - TranSource  
 Heritage Parts  
 Highland Bakery  
 Hooters of America, LLC  
 HuHot Mongolian Grill  
 Hungry Howie's Pizza  
 Hurricane BTW  
 IceBorn, an Ice House America Franchise  
 IMN  
 INFINITI HR  
 Inprocess, Inc.  
 Insurance Office of America (IOA)  
 International Franchise Association  
 Interstate Batteries  
 J.D. Byrider  
 Jackson Hewitt Tax Service®  
 Jersey Mike's Subs  
 Jiffy Lube  
 Jimmy John's Gourmet Sandwiches  
 Jimmy's Egg  
 Johnny's Italian Steakhouse®  
 Joyal Capital Management  
 K9 Resorts Daycare & Luxury Hotel  
 KLA Schools  
 La Madeleine French Bakery & Café  
 Le Macaron French Pastries  
 Marco's Franchising, LLC  
 Massage Envy Spa  
 MASSAGE HEIGHTS body+face  
 McAlister's Deli  
 Modern Business Associates  
 Moe's Southwest Grill  
 MOOYAH Burgers, Fries & Shakes  
 Mosquito Joe  
 N3 Real Estate  
 Native Grill & Wings  
 Nekter Juice Bar  
 NetSpend, a TSYS Company  
 Netsurion  
 Next Force Technology, Inc.  
 Old Chicago Pizza & Taproom  
 Opportunity Tax & Insurance Service  
 Oxi Fresh Carpet Cleaning  
 OXXO Care Cleaners  
 Pancheros Mexican Grill  
 Papa John's International  
 Papa Murphy's Take 'N' Bake Pizza  
 Patriot Creative Group  
 Paycor  
 PCS VoIP  
 Pearle Vision  
 Penn Station  
 Pet Supplies Plus  
 PEX  
 Pita Pit USA  
 Pollo Campero  
 Pool Scouts  
 POSSible POS  
 Primrose Schools  
 Quaker Steak & Lube  
 R Taco  
 Rallyware  
 Regions Insurance  
 Rent-A-Center, Inc.  
 Restaurant Facility Management Association (RFMA)  
 Retail Data Systems  
 Retail Solutions  
 Rising Roll Gourmet Cafe  
 RNR Tire Express & Custom Wheels  
 Rock & Brews Restaurants  
 Romacorp, Inc., Franchisor of Tony Roma's and TR Fire Grill  
 Rosati's Franchising, Inc.  
 Round Table Pizza

Russo's New York Pizzeria  
 Salsarita's Fresh Mexican Grill  
 Save-A-Lot Food Stores  
 SBARRO  
 Schlotzsky's Bakery Café  
 Scooter's Coffee  
 Shakey's USA, Inc.  
 Shoney's Restaurants  
 SiriusXM - Music For Business  
 Sky Zone Trampoline Park  
 SmashBurger  
 Smoke's Poutinerie Inc.  
 Smoothie King  
 SOCi  
 Sonic Drive-In  
 Steak 'n Shake  
 Sunny Street Cafe  
 Surefire Social  
 sweetFrog Premium Frozen Yogurt  
 Taco Bueno Restaurants  
 talentReef  
 TGI Friday's  
 The Coffee Bean and Tea Leaf®  
 The Dapper Doughnut  
 The Gents Place  
 The Joint Chiropractic  
 The Pizza Press  
 The Rawls Group – Business Succession  
 Planners  
 Tilted Kilt Franchise Operating, LLC.  
 TITLE Boxing Club  
 Togo's  
 Tommy's Express LLC  
 Toppers Pizza  
 Trion Group, A Marsh & McLennan  
 Agency, LLC Company  
 Tropical Smoothie Cafe  
 uBreakiFix  
 Uncle Maddio's Pizza Joint  
 Urban Bricks Pizza  
 Village Inn  
 Wayback Burgers  
 Wienerschnitzel  
 WINGSTOP  
 Wireless Zone  
 Workpulse  
 Worldpay US  
 Zaxby's  
 Ziebart  
 ZIPS Dry Cleaners  
 ZUUS Dynamic Scheduling

**MOBILE APP SPONSOR**

LOYALTYPLANT LTD.

**MVP AWARDS SPONSOR**

American Family Care (AFC)

**CHAIRMAN'S DINNER SPONSORS**

Blink Fitness  
 Spirit Realty Capital

**LAW ROOM SPONSORS**

Marks & Klein  
 Paris Ackerman & Schmierer, LLP  
 Zarco Einhorn Salkowski & Brito, P.A.

**MONEY ROOM SPONSORS**

Harbour Capital Corporation  
 UniFi Equipment Finance

**LOUNGE SPONSORS**

Gardere Wynne Sewell LLP  
 Two Maids & A Mop

**REGISTRATION DESK SPONSOR**

Tide Dry Cleaners

**AGENDA AT A GLANCE SPONSOR**

Bojangles' Restaurants, Inc.

**CONFERENCE GUIDEBOOK SPONSOR**

Johnny Rockets

**COFFEE CUPS SPONSOR**

First Watch Restaurants

**ANNUAL BUYER'S GUIDE COVER CARD SPONSOR**

IceBorn, an Ice House America Franchise

**MULTI-UNIT FRANCHISEE MAGAZINE COVER CARD SPONSOR**

McAlister's Deli

**ADVISORY BOARD MEETING SPONSORS**

York Risk Alternative Solutions  
 The Rawls Group

**LANYARD SPONSORS**

Fisher Zucker LLC  
 Zaxby's

**FRANCHISEE TOTE BAG SPONSOR**

Jersey Mike's Subs

**FRANCHISOR & SUPPLIER TOTE BAG SPONSOR**

ShiftPxy

**CUBE SIGN SPONSOR**

Larada Sciences

**BRONZE SPONSOR**

Ace Hardware  
 Brass Tap  
 Chicken Salad Chick  
 Commercial Satellite Sales  
 Cowboy Chicken  
 Diversified Development, Inc.  
 Fish Consulting  
 Four Corners Property Trust  
 Franchise Business Review  
 Franchise Payments Network  
 Global Franchise Group  
 Gloria Jean's Coffees  
 HYPOXI USA  
 LaPAELLA  
 Larada Sciences  
 Lemonshark Poke  
 Live Oak Bank  
 Localbiz360  
 MFV Expositions  
 Mora Iced Creamery  
 MSpark  
 Patriot Software  
 Payroll Vault Franchising, LLC  
 Pica9  
 ResourceOne  
 Taco Johns  
 The Counter/CB Franchise Systems LLC  
 The Sandbox Agency (LocalWave)  
 Waterman Steele Real Estate Advisors  
 Which Wich? Superior Sandwiches

# 2017 Multi-Unit FRANCHISING conference

April 23-26, 2017 • Caesars Palace • Las Vegas, NV

## Franchise Update MEDIA

6489 CAMDEN AVENUE  
SUITE 204  
SAN JOSE, CA 95120

## 2 EASY WAYS TO REGISTER:

### ONLINE

[www.multiunitfranchisingconference.com](http://www.multiunitfranchisingconference.com)

### PHONE

800.289.4232 ext. 202

### REFUND AND SUBSTITUTION POLICY:

Please provide cancellations to Franchise Update Media in writing by 3/24/2017. Your registration fee will be refunded, less a \$100 processing fee per person. After 3/24/2017 no refunds or credits will be issued. Substitutions may be made at any time.

## CONFERENCE RATES:

### MULTI-UNIT FRANCHISEE WITH DISCOUNT – \$595

Must be a franchisee of a brand that is a conference sponsor. Check website for full sponsor list. **Please call to receive special discount code.**

### MULTI-UNIT FRANCHISEE – \$850

Includes: All sessions, keynotes, exhibit hall access, breakfast, lunch, and cocktail receptions.

### FRANCHISOR/SUPPLIER/AREA DEVELOPER/OTHER – \$1595

Includes: All sessions, keynotes, exhibit hall access, breakfast, lunch, and cocktail receptions. (Does not include any franchisee-only events).



Brought to you by the Multi-Unit Franchisee Magazine

#MUFC

Franchise Update  
MEDIA

Multi-Unit  
Franchisee