

Agenda

7:30 – 8:15 a.m.	Registration, coffee and trade show exhibits	
8:30 – 9:10 a.m.	<p>Room 113 Welcome and introductory remarks <i>Omaha Mayor Jim Suttle</i> <i>Greater Omaha Chamber –</i> <i>Winsley Durand, director, retail and minority economic development</i> <i>Rod Moseman, vice president, economic development</i></p> <p>Keynote speaker, Willy Theisen, founder Pitch Coal-Fired Pizzeria and Godfather's Pizza, Inc.,</p>	
5 minute break		
9:15 – 10:10 a.m.	<p>Room 113 Selecting a Franchise Considering a franchise but haven't made a final decision? We'll explore the factors that need to be considered when purchasing a franchise, such as:</p> <ul style="list-style-type: none"> • Industry • Location • Investment amount • Financial rewards • Work and lifestyle <p><i>Shawn Williams, Bounce U franchisee</i></p> <p><i>Tom Goldsmith, director of development, Culver's</i></p>	<p>Room 122 Developing Your Franchise You have multiple locations, are you ready to franchise your business?</p> <ul style="list-style-type: none"> • When is your multi-location business ready to franchise? • What steps do you need to take to prepare your business to grow through franchising? • What resources are available to help you with this process? • What are the alternatives to franchising in expanding your business <p><i>Don Eckles, co-founder, Scooters Coffeehouse, and Kevin Richardson, co-founder Soggy Paws, Inc.</i></p>
10 minute break		
10:20 – 11:10 a.m.	<p>Room 113 Financing Issues for Franchisors and Franchisees What financing issues must a franchisor or franchisee address? This session is for both current and prospective franchisors and franchisees and will include:</p> <ul style="list-style-type: none"> • SBA loans • Franchisor programs • Other bank loans • Minority and veteran programs <p><i>Jeff Royal, president, Dundee Bank</i></p>	
11:10 a.m. – 12 p.m.	Room 113 – Vendor Runway Presentation	

12 – 12:40 p.m.	Box lunch, vendor runway presentations, trade show exhibits and networking	
12:40 – 1:20 p.m.	<p>Room 113 Marketing for Franchises Are there unique marketing issues that franchisors and franchisees face? This session is for prospective franchisors and franchisees, and will include:</p> <ul style="list-style-type: none"> • Social networking sites • Couponing • Media selection • Non-franchisor initiated marketing <p><i>Jan Sammons, director of marketing, Godfather's Pizza, Inc.</i> <i>Deb Ahl, vice president, director of client services, Anderson Partners</i></p>	<p>Room 122 Legal Issues for Franchisees Here is your chance to ask questions about legal issues facing franchisee businesses, including:</p> <ul style="list-style-type: none"> • Franchise agreement • Franchise disclosure document • Franchise relationship laws • Dispute resolution <p><i>Trent Bausch, Teri Koller and Gary Batenhorst, Cline Williams Wright Johnson & Oldfather, L.L.P.</i></p>
5 minute break		
1:35 – 2:25 p.m.	<p>Room 113 Legal Issues for Franchisors Let's talk about the legal issues facing new franchisors:</p> <ul style="list-style-type: none"> • Franchise registration and disclosure laws • Drafting an effective franchise agreement • Franchise relationship laws • Dispute resolution <p><i>Trent Bausch, Teri Koller and Gary Batenhorst, Cline Williams Wright Johnson & Oldfather, L.L.P.</i></p>	<p>Room 122 Interactive Computer Lab Session</p> <ul style="list-style-type: none"> • Demonstrate tools available to franchisees to search for franchise opportunities and available financing. <p><i>Dr. Dale Eesley, assistant professor entrepreneurship and strategy, University of Nebraska at Omaha</i></p>
5 minute break		
2:30 – 3:30 p.m.	<p>Room 113 Real Estate Issues A discussion for both franchisors and franchisees including:</p> <ul style="list-style-type: none"> • Site selection/approval • Negotiating a lease • Tenant improvement allowances • Franchisor control of franchisee real estate • Franchisor requirements <p><i>Joe Nicchetta, vice president leasing, General Growth Properties</i> <i>Pat Regan, retail specialist, Investors Realty, Inc.</i> <i>John Mountjoy, franchisee of retail concept</i></p>	
3:30 – 5 p.m.	Liv Lounge, 2285 S. 67th St. – Networking and social hour	