

54th Annual

IFA

CONVENTION

— DRIVING GROWTH *in* CHALLENGING TIMES —

FEBRUARY 22-25, 2014 | NEW ORLEANS CONVENTION CENTER/
HILTON RIVERSIDE & TOWERS | NEW ORLEANS, LA

How to Keep Your International Operations Growing

- Alternative Development Strategies
- International Franchise Finance
- American Franchisees and International Development
- IFA Member Success Stories and Pitfalls

Our Panel of Experts

- **Kerry Olson** – V.P.-Assistant General Counsel, IDQ
- **Keith Carleton** –Director of International Business Development, Focus Brands
- **Aziz Hashim** - CEO NRD Holdings, LLC and Dandle, Inc. (international). Franchisee of Popeye's, Checkers, Subway (domestic) and PetValu (international)

Alternative Development Strategies

- How do development methods differ from those used in the U.S.?
- How do you develop a workable development schedule?
- What is the legal impact of allowing flexibility during the term of the agreement?
- What are you willing to negotiate?
- How do U.S. laws affect the decision to enter a market?

International Franchise Finance

- How do you determine capital required from a potential franchisee?
- What are the other financial considerations?
- How can a franchisor research a new market?

American Franchisees and International Development

- What are the considerations in selecting a franchisee for international markets?
- What are the pros and cons of U.S. based franchisees operating in international markets?
- What advantages and challenges do franchisees face in doing business overseas?

Give Us Your Feedback!

- Log on to the IFA App.
- Find our session under the appropriate day on the Schedule Tab.
- Click on the green button that says “Tap here to take a survey for this event.”
- Follow along with the instructions.

It will take just a minute or two but will help us for future programming! Thank you!!