



**IFA LEADERSHIP SUMMIT  
& FRANCHISE ACTION  
NETWORK ANNUAL MEETING**

**Sept. 19-21**

**2022**

Washington, DC

**EVENT  
PROGRAM**

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## 2022 FAN ANNUAL MEETING

# SCHEDULE OF EVENTS

## MONDAY, SEPTEMBER 19

7:00 am – 6:00 pm | *Grand Foyer*  
**Registration Desk Open**

7:30 am - 8:00 am | *Dirksen*  
**Supplier Forum Executive Committee Meeting**

8:00 am – 10:00 am | *Grand Ballroom Salon I*  
**Franchisor Forum Meeting**

8:00 am – 10:00 am | *Grand Ballroom Salon II*  
**Supplier Forum Advisory Board & Membership Meeting**

10:00 am - 11:30 am | *Congressional*  
**Education/CFE Advisory Group Meeting**

10:00 am – 12:00 pm | *Grand Ballroom Salon III*  
**Franchisee Forum Meeting**

10:30am - 12:00 pm | *Grand Ballroom Salon II*  
**Foundation Board of Trustees Meeting**

11:00 am – 12:30 pm | *Treasury*  
**Franchise Relations Committee Meeting**

12:00 pm – 1:00 pm | *Grand Ballroom Salon I*  
**Buffet lunch**

12:00 pm – 1:30 pm | *Dirksen*  
**Finance Committee Meeting**

12:00 pm – 1:30 pm | *Rayburn*  
**VetFran Committee Meeting**

1:30 pm - 3:00 pm | *State*  
**IFA Executive Committee Meeting**

2:00 pm – 3:00 pm | *Congressional*  
**Diversity Institute Meeting**

2:30 pm - 4:00 pm | *Grand Ballroom Salon II*  
**Legislative Action Group (LAG)**

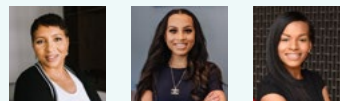
2:30 pm - 4:00 pm | *Rayburn*  
**Membership Committee Meeting**

2:30 pm - 4:00 pm | *Treasury*  
**Women's Franchise Committee Meeting**

3:00 pm - 4:00 pm | *Senate*  
**Past Chairs' Council**

4:00 pm - 5:00 pm | *Grand Ballroom Salon I*  
**Forum Speaker Series**

Multi-unit and multi-brand franchisees Toya Evans, Chanel Grant, and Lauren Williamson of Tropical Smoothie Cafe and Hand & Stone Massage & Facial Spa will share their journey into franchising, their strategy for success, and their experience developing non-traditional sites around the DC area.



Toya Evans, Chanel Grant, and Lauren Williamson

Sponsored by:



6:00 pm – 7:00 pm | *Penn Ave Terrace*  
**Franchising Gives Back Welcome Reception**

Come meet leaders from Blue Star Families and participate in creating welcome kits that will subsequently be distributed to military families during Welcome Week. Visit the FGB site <https://donorbox.org/ifa-foundation-and-blue-star-families-welcome-week> to make a donation.

Sponsored by: **ROARK**  
CAPITAL GROUP

# TUESDAY, SEPTEMBER 20

7:00 am – 5:30 pm | Grand Foyer

## Registration Desk Open

Have a question about your meetings on Capitol Hill? Stop by the Appointments Desk from **4-6pm** for assistance!

7:30 am – 8:30 am | Grand Ballroom Salon I

## IFA Board of Directors Meeting (board members only)

Breakfast available at 7:00am

8:45 am – 4:45 pm | Grand Ballroom Salons II-IV

## LEADERSHIP SUMMIT

Breaks: 10:40am-10:55am, 12pm-12:15pm & 2:50pm-3:00pm

8:45 am - 9:00 am | Grand Ballroom Salons II-IV

## Welcome Opening Remarks



Speaker:  
**Matt Haller**, President & CEO, IFA

9:00 am - 9:40 am | Grand Ballroom Salons II-IV

## In the Spotlight: A Conversation with Sen. Joe Manchin

Senator Joe Manchin, time and time again, has proven his leadership skills and courage to work across the aisle and find common ground in Washington, DC – and has now become the key vote on most major pieces of legislation. Manchin was opposed to the nomination of David Weil and understands the concerns of West Virginia business owners, as a former small businessperson himself. He will share how and why he works across the aisle to find solutions to the challenges facing franchise businesses, workers, families, and communities across America – plus what he sees ahead.



Speaker:  
**Senator Joe Manchin (D-WV)**

Sponsored by:



9:40 am - 10:05 am | Grand Ballroom Salons II-IV

## What's Going On at the Department of Labor with Wage & Hour Division Principal Deputy Administrator Jessica Looman

Jessica Looman was appointed as the Principal Deputy Administrator of the Department of Labor Wage and Hour Division in January, 2021 and most recently been nominated to the Administrator position in the Wage and Hour Division by President Biden. Prior to her time with the Department of Labor, Looman served as the Deputy Commissioner and the Assistant Commissioner for the Minnesota Department of Labor and Industry where she oversaw the strategic coordination of DLI's five divisions. She has previously served as the General Counsel of the Laborers District Council of Minnesota and North Dakota. Her work for the division focuses on enforcing worker protections and providing outreach and education about federal labor laws including minimum wage, overtime, child labor, and family and medical leave for 148 million workers and nearly 10 million employers nationwide.



Speaker: **Jessica Looman**,  
Principal Deputy Administrator,  
Wage and Hour Division, U.S.  
Department of Labor

Sponsored by:



10:05 am - 10:10 am | Grand Ballroom Salons II-IV

## A Message From Senate Minority Leader Mitch McConnell (R-KY)

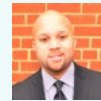
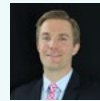


Speaker:  
**Mitch McConnell (R-KY)**

10:10 am - 10:40 am | Grand Ballroom Salons II-IV

## Top Issues Panel

It's time to take a deep dive into the issues that matter most right now and what will be talking about on The Hill on Wednesday. Hear from IFA's Government Relations and Public Policy staff about the issues impacting your business, where we are now, and why it's important to you and the future of the franchise business model.



Sponsored by:



Moderator: **Michael Layman**, Sr. VP, Government Relations & Public Affairs, IFA

Speakers: **Benjamin Branch**, VP, Federal Government Affairs, IFA; **Haider Murtaza**, Senior Manager, Government Relations & Public Policy, IFA; **Jeff Hanscom**, VP, State & Local Government Relations & Counsel, IFA

## Break: 10:40 am - 10:55 am

10:55 am - 11:05 am | Grand Ballroom Salons II-IV

## Heidi Ganahl, Republican Candidate for Governor of Colorado

Franchise founder to gubernatorial candidate – hear Heidi's story.

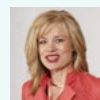


Speaker:  
**Heidi Ganahl**, Founder, Camp Bow Wow,  
Republican Candidate for Governor of Colorado

11:05 am - 11:30 am | Grand Ballroom Salons II-IV

## She's in Charge – Learn how Franchising Brings out the Best in Women, While Women Deliver the Best in Franchising

From franchise ownership at the unit level to creating and leading rapidly expanding concepts, women are blazing a path in the industry that's never burned brighter. There has been a 24% increase in women-owned franchises over the past decade with female franchise owners representing 41% of all new franchise startups. Join us today to learn what partners can do to help franchisors make strides towards awareness around opportunities for women in franchising, funding or other support organizations need to get them funded, opened and to be successful.



Speakers: **Robin Gagnon**, CFE, Co-Founder, We Sell Restaurants; Chair, IFA Women's Franchise Committee; **Heidi Ganahl**, Founder, Camp Bow Wow, Republican Candidate for Governor of Colorado; **Claudia San Pedro**, President, Sonic Drive-in

11:30 am - 12:00 pm | *Grand Ballroom Salons II-IV*  
**It's The Economy...From Inflation to Recession and Everything in Between**

Doug Holtz-Eakin, President of the American Action Forum and former Director of the Congressional Budget Office, will give an economic outlook, particularly covering inflation and recession indicators to set the stage for policy issues IFA members will be advocating for on Capitol Hill. Holtz-Eakin has a distinguished record as an academic, policy advisor, and strategist. He is currently President of the American Action Forum and regularly comments on current policy and political debates for a variety of news and television outlets.



*Speaker:*  
**Doug Holtz-Eakin,**  
President, American  
Action Forum

*Sponsored by:*  
**Littler** | Workplace Policy Institute

12:00 pm - 12:20 pm | *Grand Ballroom Salons II-IV*  
**A Word from Senator Bill Hagerty**

Senator Bill Hagerty (R-TN) will share his perspective on the current political climate, his experience working with corporations that franchise, the legislative outlook for small businesses in the U.S. Senate, and the contributions of franchising to communities in Tennessee and across the U.S.



*Speaker:*  
**Sen. Bill Hagerty (R-TN)**

*Sponsored by:*  
**METRIC COLLECTIVE**  
franchise 500 OAK STREET Franchise 500

**Break: 12:20 pm - 12:30 pm**

12:30 pm - 1:00 pm | *Grand Ballroom Salons II-IV*  
**Lunch**

1:00 pm - 1:45 pm | *Grand Ballroom Salons II-IV*  
**Lunch Presentation: 2022 Midterm Elections and Beyond - A Peek Behind the Curtain**

Hear from DC insiders from both sides of the aisle: Kristen Hawn, partner at Rokk Solutions and Ward Baker, founder and president of Baker Group Strategies. The pair will discuss the upcoming midterm elections which will decide control of Congress, what the elections likely mean for the Biden Administration's agenda, and their predictions for 2024 among other hot topics in Washington politics.

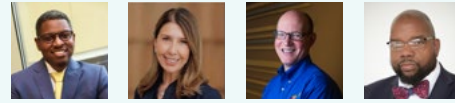


*Moderator:* **Michael Layman,**  
Sr. VP, Government Relations & Public Affairs, IFA  
*Speakers:* **Ward Baker,** Founder & President, Baker Group Strategies; **Kristen Hawn,** Partner, Rokk Solutions

1:45 pm - 2:05 pm | *Grand Ballroom Salons II-IV*  
**Advancing Diversity, Equity and Inclusion in the Franchise Sector**

Diversity is good for business. This session will address the current state of underrepresented groups in business and franchising in particular. Through our Diversity Institute, affinity groups and a growing roster of non-profit partners, the IFA is leading critical conversations on how franchising can expand diversity. This

session will discuss how IFA and its members are expanding and supporting business ownership for underrepresented groups and addressing barriers to entry such as accessing capital, providing mentorship, and raising awareness of the business model and how it is open for opportunity.

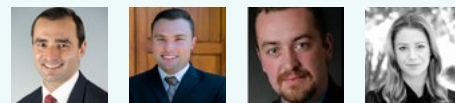


*Moderator:* **David Smith,** Senior Manager, Diversity Programs, IFA Foundation

*Speakers:* **Ericka Garza,** President, Au Bon Pain; **Paul Pickett,** CFE, Chief Development Officer-EVP of Franchising, Wild Birds Unlimited, Inc.; **Richard Snow,** VP-SBA National Franchise Relationship Manager, WSFS Bank

2:05 pm - 2:30 pm | *Grand Ballroom Salons II-IV*  
**All Politics is Local - Until It's Not**

While we often focus on Congress, it's really state and local government where new policy takes shape and the action is happening. What happens in Sacramento – like the FAST Act – or Austin or Albany today, happens in 25 states next year and in Washington, DC the year after that. We need to focus on identifying those emerging trends, to help lawmakers keep up to date on what's coming next, and to spotlight the new ideas that will drive public policy from the local levels all the way to Capitol Hill. Learn how our member brands and franchisees can leverage the business model's collective voice in both proactive education and legislative battles that start at the state and local level.



*Moderator:* **Jeff Hanscom,** VP, State & Local Government Relations & Counsel, IFA

*Speakers:* **Alex Johnson,** Chief Executive Officer & Managing Partner, Johnson Java LLC & Pretzel Power Inc. dba Auntie Anne's & Cinnabon; **Reid Wilson,** Founder & Editor in Chief, Pluribus News; **Jessica Mause,** Senior Vice President, Rodriguez Strategies

2:30 pm - 2:50 pm | *Grand Ballroom Salons II-IV*  
**Labor Trends and Job Growth**

Charlie Chase & Frank Fiorille, Vice President, Risk, Compliance, and Data Analytics, at Paychex talk about what's new in small business including the latest trends in wage and job growth data, trends and regulations that may affect your business and employees such as the Secure Act 2.0.



*Speaker:* **Frank Fiorille,** Vice President, Risk, Compliance, and Data Analytics, Paychex  
*Interviewed by:* **Matt Haller,** President & CEO, IFA

**Break: 2:50 pm - 3:00 pm**

3:00 pm - 3:20 pm | Grand Ballroom Salons II-IV

### How Bipartisanship Leads to Solutions

Join IFA and members of Congress who are leading an important bipartisan effort to protect the franchise business model. Hear from members on both sides of the aisle on how bipartisanship continues to lead efforts in protecting and promoting franchise businesses.



**Moderator:** Benjamin Branch, VP, Federal Government Affairs, IFA

**Speakers:** Debbie Lesko (R-AZ); Troy Carter (D-LA 2nd District)

3:20 pm - 3:35 pm | Grand Ballroom Salons II-IV

### The Veteran Workforce: An Interview with Assistant Secretary James Rodriguez, Department of Labor, Veterans' Employment and Training Service

Addressing workforce shortages and readiness is one of the biggest challenges facing franchising as we collectively move beyond COVID. The U.S. Department of Labor is also focused on this issue through their Veterans' Employment and Training Service (VETS) as they work to prepare America's veterans, service members and their spouses for meaningful careers. Assistant Secretary James D. Rodriguez will be joining us for a one-on-one interview to discuss how, when, and where the VETS program is preparing military-connected professionals career opportunities and how the franchising sector can continually deepen its efforts to support this community.



**Speaker:** James D. Rodriguez, U.S. Department of Labor's Assistant Secretary for Veterans' Employment and Training Service (VETS)

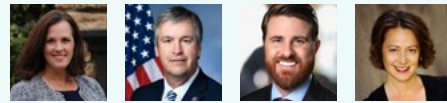
**Interviewed by:** Rikki Amos, CFE, Executive Director, IFA Fdn

3:35 pm - 4:00 pm | Grand Ballroom Salons II-IV

### Expanding Opportunity for Veterans and Military-Connected Families

Did you know that 200,000 transitioning service members enter the workforce each year? And that military and veteran connected families represent 17% of American consumers, spending \$1 trillion annually. Franchising and the IFA have long been leaders and partners in support of veterans and the military-connected communities, with our focus on raising awareness of the opportunity provided through franchising and its positive impact on communities. For 30 years, IFA has worked closely with public, private, and non-profit organizations that share our mission to advance veteran entrepreneurship. This session will bring representatives from all of these stakeholders together for a timely discussion on how we double down on our collective efforts to provide opportunities to veterans and their families through ownership, workforce development, and giving back through the powerful vehicle of franchising.

Sponsored by:



**Moderator:** Rikki Amos, CFE, Executive Director, IFA Foundation

**Speakers:** Rep. Barry Moore (AL-02); Jared Lyons, President and CEO, Student Veterans of America; Kathy Roth-Douquet, CEO and President, Blue Star Families

4:00 pm - 4:45 pm | Grand Ballroom Salons II-IV

### Advocacy Training and Hill Meetings Preparation

IFA will prep you before your meetings on Capitol Hill and provide guidance on having an effective visit through a professional advocacy training presentation.



**Speaker:**

Christopher Kush,  
CEO, Soapbox Consulting

4:00 pm - 6:00 pm | Grand Foyer

### Congressional Appointments Help Desk

5:30 pm - 7:00 pm | Penn Ave Terrace

### Open For Opportunity Awards Recognition Reception

The Open for Opportunity (OFO) Award ceremony is a reception style event where we will recognize individuals for their dedication to sharing the franchise story in their community over the last year and supporting this campaign as we celebrate the one-year anniversary of OFO.

Sponsored by: **ECOLAB**

## WEDNESDAY, SEPTEMBER 21

7:30 am - 10:00 am | Grand Foyer

### Registration Desk Open

7:30 am - 10:00 am | Grand Foyer

### Congressional Appointments Help Desk

Have a question about your meetings on Capitol Hill? Stop by the Appointment Desk for assistance!

8:00 am - 9:00 am | Grand Ballroom Salons II - IV

### State Delegation Breakfast and FAN Annual Meeting General Session

Breakfast available at 7:45 am

Hear from U.S. Senator Mike Braun, who was essential to standing up for franchise businesses toward the U.S. Senate defeat of David Weil's nomination earlier this year. You won't want to miss his insight into one of franchising's biggest advocacy wins.

Senator Braun spent his career building a small business into a national company in his hometown of Jasper, Indiana, before finally getting fed up with business-as-usual in D.C. and running for the Senate to bring Hoosier common sense and straight talk from the private sector to the waste and gridlock of Congress.



**Moderator:** Michael Layman, Sr. VP,  
Government Relations & Public Affairs, IFA  
**Speaker:** Senator Mike Braun (R-IN)



9:30 am | Penn Ave Entrance of JW Marriott  
**Depart for Capitol Hill**

10:30 am – 5:00 pm | Capitol Hill  
**Individual Congressional Appointments**

11:30 am – 2:00 pm  
**Lunch & Refreshments at Hawk ‘n’ Dove**  
329 Pennsylvania Ave. SE, Washington, DC 20003  
Stop by in between appointments to relax, re-group, and get refreshments.



1:00 pm – 3:00 pm | Longworth House Office Building  
**Capitol Hill Ice Cream Social hosted with  
Inspire Brands Dunkin' & Baskin-Robbins**



6:30 pm – 9:00 pm  
**FranPAC Donor Dinner\***

For more information on the dinner, please stop by the registration desk or contact Anna Russell at arussell@franchise.org.

\*Separate registration required.



## STAY CONNECTED

IFA is pleased to offer attendees complimentary WiFi access on the Ballroom and Meeting Room levels of the JW Marriott.

**Network:**

JWMarriott\_CONFERENCE

**Password:** IFA2022



## CFE CREDITS

You will earn 200 Education credits and 100 Participation credits toward completion of the Certified Franchise Executive (CFE) accreditation by joining Tuesday's Leadership Summit.

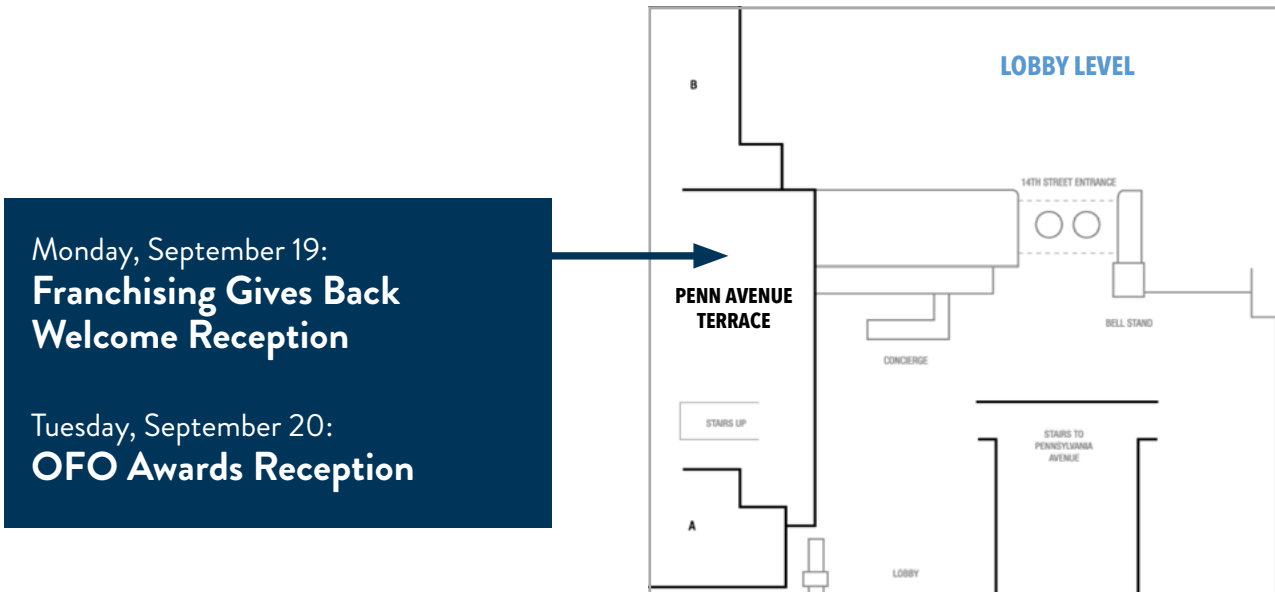
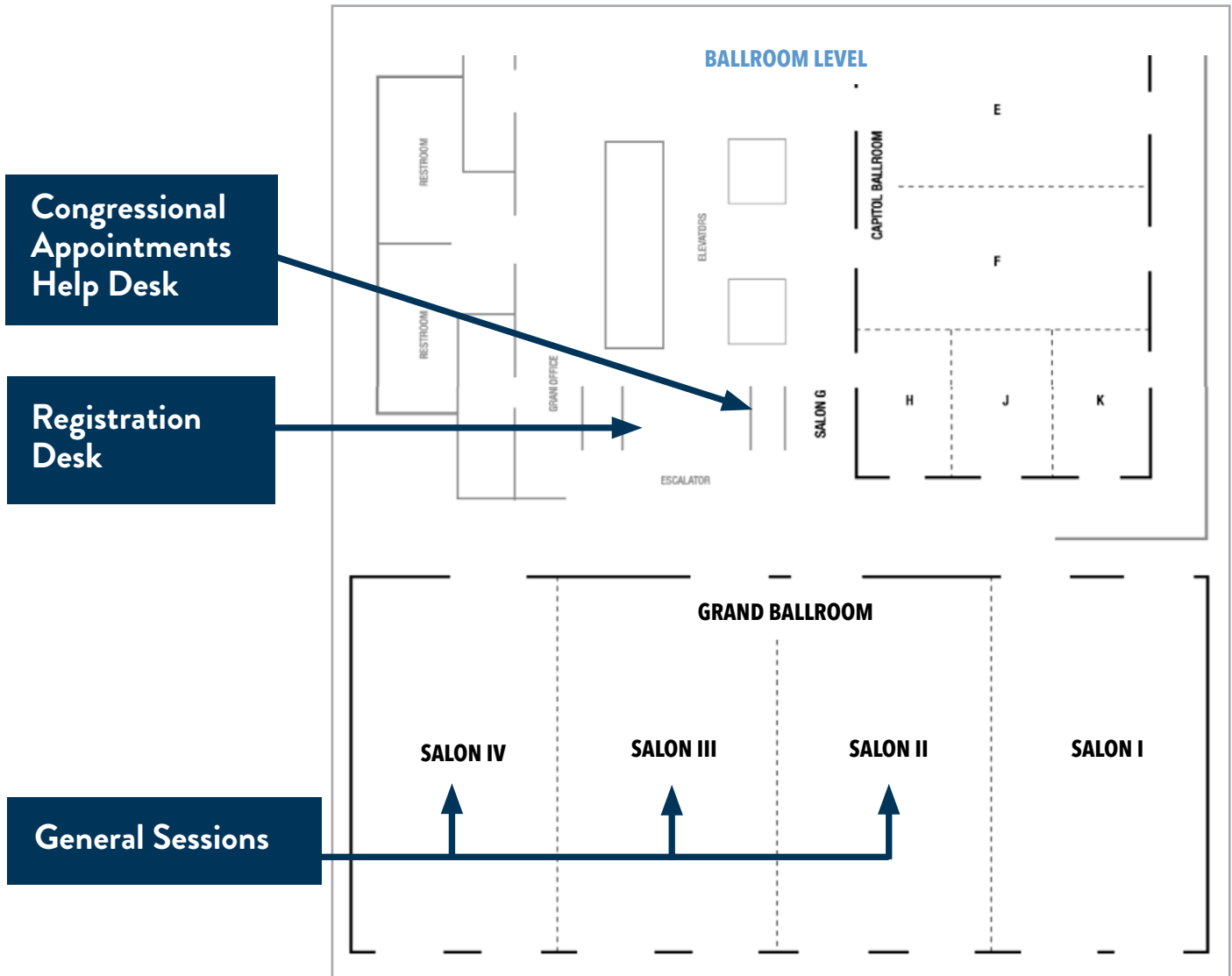
You will earn 100 Participation credits toward completion of the Certified Franchise Executive (CFE) accreditation by participating in Wednesday FAN Day of Action.



## MARK YOUR CALENDARS

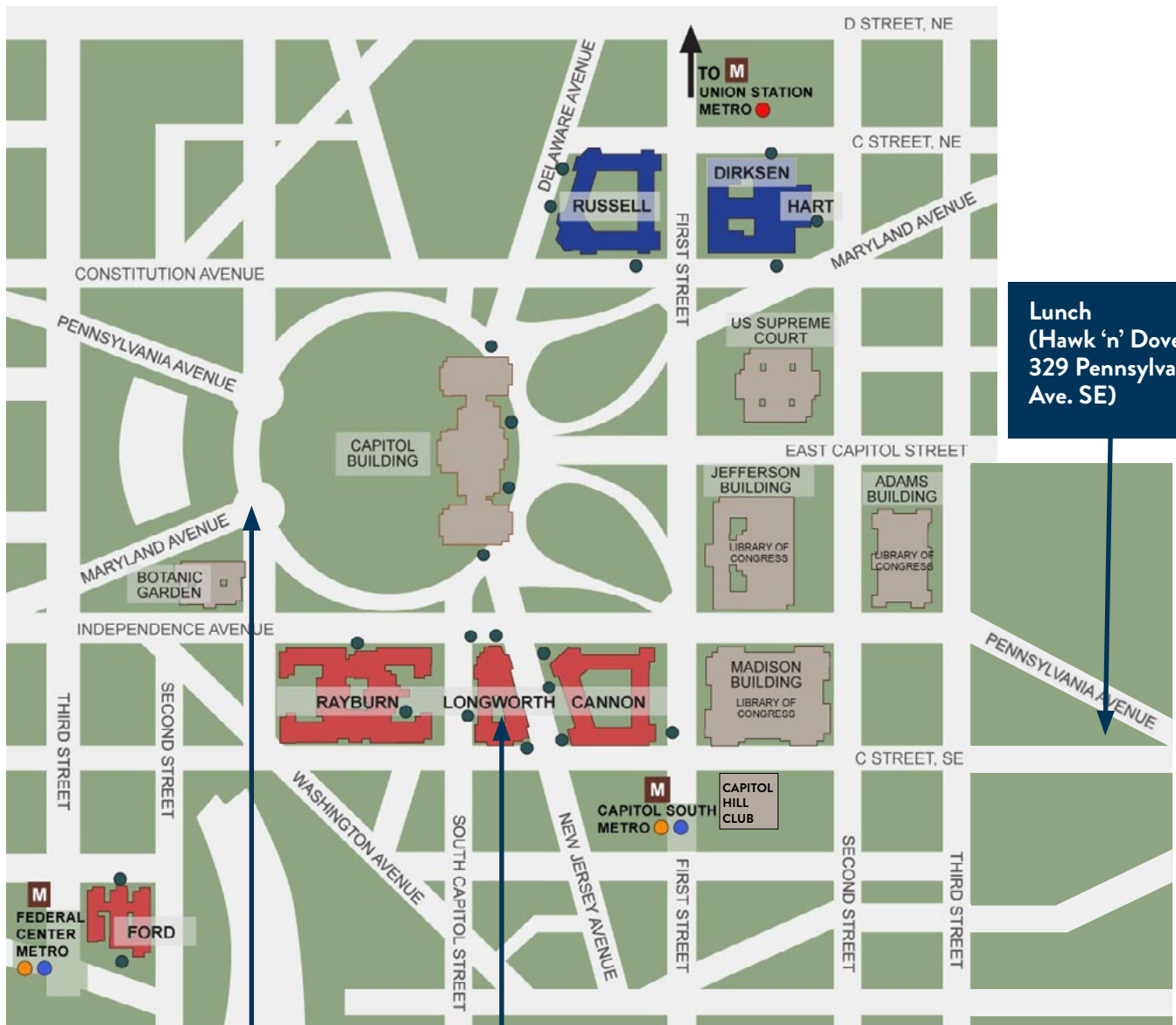
2023 FAN Annual Meeting & Leadership Meetings  
**September 11-13, 2023**  
Washington, DC

# MAP OF THE JW MARRIOTT





# MAP OF CAPITOL HILL



Lunch  
(Hawk 'n' Dove,  
329 Pennsylvania  
Ave. SE)

Bus Drop-Off Location  
for Congressional  
Appointments  
(Garfield Circle)

Capitol Hill Ice Cream  
Social hosted with Inspire  
Brands (Longworth House)

- House office building (Rayburn, Longworth, Cannon, Ford)
- Senate office building (Russell, Dirksen, Hart)
- Building entrances
- M Metro station
  - Red line
  - Blue line
  - Orange line



**NOTE:**  
On Wednesday, September 21, bus transportation will not be provided from Capitol Hill to the JW Marriott. Instead, please use the Uber voucher code below for \$10 towards your trip back to the hotel from 4:30 pm - 7:00 pm on Wednesday.

**CODE:** r4QWylcq9lQ

# 2022

## MFV FRANCHISE EXPO HOUSTON

October 7-8 | Houston, TX

*CFE Special Sessions: October 6*

*Partnership event with MFV Expositions/Comexposium*

## FRANCHISE LEADERSHIP & DEVELOPMENT CONFERENCE

October 18-20 | Atlanta, GA

IFA FRAN-GUARD™: October 18

*Partnership event with Franchise Update Media*

## EMERGING FRANCHISOR CONFERENCE

November 2-4, 2022 | Nashville, TN

*CFE Special Sessions: November 2*

# 2023

## 2023 IFA ANNUAL CONVENTION

February 26-March 1 | Las Vegas, NV

*CFE Special Sessions: February 25- 26*

## MFV FRANCHISE EXPO WEST

March 31-April 1 | Phoenix, AZ

*CFE Special Sessions: March 30*

*Partnership event with MFV Expositions/Comexposium*

## LEGAL SYMPOSIUM

May 7-9 | Washington, DC

## IBA/IFA JOINT CONFERENCE

May 9-10 | Washington, DC

## MFV INTERNATIONAL FRANCHISE EXPO

June 1-3 | New York, NY

*CFE Special Sessions: May 31*

*Partnership event with MFV Expositions/Comexposium*

## FRANCHISE CUSTOMER EXPERIENCE CONFERENCE

June 20-22, 2023 | Atlanta, GA

*CFE Special Sessions: June 20*

*Partnership event with Franchise Update Media*

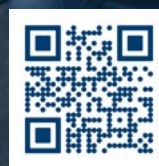
## IFA LEADERSHIP SUMMIT & FRANCHISE ACTION NETWORK ANNUAL MEETING

September 11-13 | Washington, DC



# MARK YOUR CALENDAR

Scan here or visit [franchise.org/events](https://franchise.org/events)  
for more information and registration



# IFA

INTERNATIONAL FRANCHISE ASSOCIATION

# ALL IN. ALL HERE.



## 2023 IFA ANNUAL CONVENTION

FEBRUARY 26-MARCH 1, 2023  
LAS VEGAS, NV

**REGISTRATION OPENING SOON!**

[FRANCHISE.ORG/CONVENTION](https://franchise.org/convention)



**#FAN2022**

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[www.franchise.org](http://www.franchise.org)