

# FRANCHISORS.COMmunity

PRESENTS

# FRANCHISE YOUNG CONFERENCE

AN IMMERSIVE DIGITAL & DEVELOPMENT EVENT

## Sunday, January 30

**6pm-9pm**

**Franchise Fiesta**

*Let's kick things off at Cuba Libre!*

*800 E Las Olas Blvd, Fort Lauderdale, FL 33301*



## Monday, January 31

**9:45am-10am**

**Welcome Remarks with Zack Fishman & Ryan Hicks**

**10am-10:45am**

**The "Horsepower" to Scale a Franchise**

**Josh Skolnick & Zachery Beutler, Co-founders, Horsepower Brands**

After building and selling two successful franchise brands (RedBox+ and Monster Tree Service), Josh Skolnick and Zachery Beutler are utilizing their tried and true methods with Horsepower Brands, their growing family of franchisors. In this opening session, the powerhouse team will share their story, including key insights and lessons learned on scaling brands. There will be an opportunity to ask questions, so come prepared to get live feedback from Josh and Zach on how to best stimulate growth for your concept.

**11am-11:45am**

**The Future Of Franchising: The Inner Workings of a Franchise Platform Company**

**Michael Browning**, CEO, Unleashed Brands

When the pandemic hit, leaders across industries had to make decisions to keep franchisees and teams alive. As CEO of Urban Air Adventure Park, Michael Browning was faced with closures of existing parks, and delayed openings as they tried to onboard new outlets. In this session, Michael Browning discusses how he has approached and implemented leadership through the pandemic, why he decided to develop Unleashed Brands and why he believes franchise platform brands are the future of franchising.

**12pm-1pm**

**Working Lunch**

**Preparing your Brand for Global Domination: How to Use Capital to Supercharge your System**

**Moderator: Ryan Barr**, Entrepreneur / Former Investment Banking M&A and PE, Capriotti's/Wing Zone

**Speakers: David Barr**, Co-Founder & Managing Director, FranWorth; **John Goldasich**, CEO, Arlington Capital Advisors; **Steve O'Hara**, Vice President of Origination, The Riverside Company

Since the beginning of the pandemic, we've seen a massive influx of M&A activity; some say this is just the start of the tidal wave to come. When it comes to preparing your business for next-level growth, taking on capital is paramount to the future of the brand. For some brands, there's one question right off the bat: where the hell do I start? Buckle in for this interactive session to learn: (i) what strategic investors, private equity firms and other potential investors value most when looking at your company; and (ii) what you can start doing today that will help you prepare for tomorrow.

**1:15pm-2pm**

**Fireside Chat: Multi-Unit Franchisees Tell All**

**with Johnny Weber**, CEO, The Weber Bros; **Jesse Keyser**, CEO, Keyser Enterprises; **Charles Keyser**, President, Keyser Enterprises

**2:15pm-4:15pm**

**Innovation Labs**

**Featuring: Jayne Levy**, VP of Communications, Unity Road; **Spencer Perkins**, Chief Marketing Officer, HTeaO; **Andrew Hawes**, VP of Franchise Development, HTeaO; **Charles Kowanetz**, Sr. Director of Franchise Sales, My EyeLab; **Rick Porter**, President, Cinch I.T.

Welcome to YoungCon Shark Tank! Six brands will present their most impactful innovation over the recent past to our three mentor judges. Learn about some of the most "out of the box" ideas the franchise space has seen in the past year.

**6pm-9pm**

**Rooftop Reception**

Come eat, drink and be merry with your #FranchiseFam at the Rooftop at 1WLO!  
1 W Las Olas Blvd #700, Fort Lauderdale, FL 33301





# Tuesday, February 1

**9am-10am**

**Breakfast**

**9:30am**

**Opening Remarks with IFA President & CEO, *Matt Haller***

**10am-11:45am**

**Ask the Mentors**

**with *Steve Greenbaum*, Founder/CEO, Full Contact Franchising; *Josh Wall*, Chief Growth Officer, Unleashed Brands; *Zachery Beutler*, Founding Partner, Horsepower Brands; *Paul Rocchio*, Vice President, Development & Member Services, IFA; *Sam Ballas*, CEO, East Coast Wings + Grill; and *Charles Bonfiglio*, CEO, Tint World**

Time and time again, we hear that franchise conferences don't offer enough opportunities for brands to find solutions to their unique problems – so we built it into our schedule! During this time, you will have unfiltered access to some of the brightest minds in franchising. Bring your most pressing questions – whether related to operations, finance, franchise development or marketing – to the table!

**12pm-1pm**

**Working Lunch**

**How to Utilize your Lawyer as your Secret Sales Weapon**

**Moderator: *Bill Graefe*, Partner, Fisher Zucker**

**Speakers: *Nick Lopez*, CEO, Lime Painting; *Daniel DeLeon*, CEO, Grumpy's Restaurants**

It's been a tumultuous couple of years for most franchisors; however your company has been affected, it's imperative to pay close attention to regulatory and market shifts. Your FDD can be one of your most protective shields, and one of your most effective sales tools. As we head into the 2022 update and registration season, take notes on compliance pitfalls to avoid, as well as opportunities to better showcase your brand story.

**1:15pm-2pm**

**Ushering in Next Generation Infrastructure & Marketing Innovation**

***Laura Rea Dickey*, CEO, Dickey's Barbeque**

Here's a stat that is hard to chew on: 32% of restaurants shut their doors permanently as a result of the pandemic. Many restaurant operators were forced to innovate quickly or watch their business die. In this session, Laura Rea Dickey will share how she proactively led her brand through innovation, before the pandemic even began. Prior to taking over as CEO, Laura served as Chief Information Officer for Dickey's for nearly a decade. During that time, she laid the groundwork for next-generation infrastructure. Her unique perspective on innovation, marketing, and transforming data insights into brand and business solutions will leave you with actionable ideas to renovate your brand.

**2:15pm-3pm**

**Stretching the Boundaries of Organic Growth**

***Tony Zaccario*, CEO, Stretch Zone**

In this session, hear how 28-year-old CEO Tony Zaccario grew his brand from 5 units open in 2016 to over 160 open today. Tony will share: how his brand has grown organically; lessons learned on leadership; strategies to create a true win/win dynamic with franchisees; and how to inspire and cultivate young talent.

Learn More at [Franchisors.com](http://Franchisors.com) / 215.825.3100

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