

FRANCHISORS.COMmunity

PRESENTS

FRANCHISE

# YOUNG CONFERENCE

AN IMMERSIVE DIGITAL & DEVELOPMENT EVENT

## Wednesday, May 10

6pm-9pm

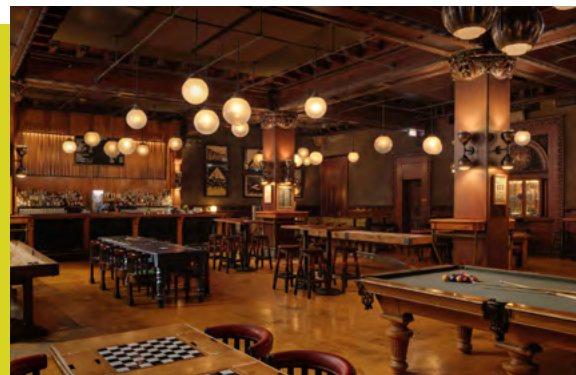
### Opening Night Reception

Let's kick things off at **The Game Room**, located within the Chicago Athletic Association Hotel, for our 1st Annual YoungConference Olympics.

9pm-Late

### Taking in Chicago

With 7 unique bars and restaurants, the Chicago Athletic Association Hotel is one of a kind. Follow us up to Chicago's best rooftop bar, Cindy's, or grab a late bite at one of the Chicago Loop's top restaurants, The Gage or Acanto, located right down the street.



AGENDA  
2023

# Thursday, May 11

## 9am-10am Breakfast

## 10am-10:15am

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

## 10:15am-11am

**From Finance to FroYo:  
The Journey to a Dessert Empire**  
**Neil Hershman** — CEO, 16 Handles

## 11:15am-12pm

**Personal Branding Strategies to Drive  
Awareness & Franchise Leads**  
**Josh York** — CEO, GYMGUYZ

## 12:15pm-1:15pm

**Mentorship & Networking Lunch**  
**Mentors:** **Paul Rocchio** — VP of Membership, IFA;  
**Debra Vilchis** — President, Fishman PR;  
**Lane Fisher** — Managing Partner, FisherZucker;  
**Marla Topliff** — Partner, Kathleen Wood Consultants;  
**Jeff Wall** — CEO, Handyman Connection;  
**Shane Evans** — Founder, Massage Heights;  
**Steve Greenbaum** — Founder, PostNet;  
**Sam Ballas** — CEO, East Coast Wings + Grill;  
**Susan Beth** — COO, Avante Capital Partners;  
**Richard Davies** — VP of International Development,  
Summa Consulting;  
**Gregg Majewski** — CEO, Craveworthy Brands

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—while you chow down on lunch. Be sure to grab a number from one of your hosts to sit at your allotted table before you grab your food!

## 1:30pm-2:15pm

**Fireside Chat: Multi-Unit Franchisees Tell All**  
**Moderator:** **Jami Stigliano** — CEO, DivaDance  
**Speakers:** **Tanner Holmes** — Perspire Sauna Studio, Sola Salons; **CJ Adams** — Great American Cookies, Maggie Moo's, Pretzelmaker, Marble Slab Creamery; **Matt Forbush** — Auntie Anne's, Cinnabon, Haagen-Dazs, Jamba; **Matt Goebel** — Massage Heights

More and more, we hear that franchisors are looking for candidates with three attributes: they're young, hungry and experienced. As the millennial generation grows up, knowing how these multi-unit operators think will be paramount towards taking your brand to the next level. In this discussion, some of franchising's brightest young stars in the multi-unit world will share exactly what makes them tick, what makes your brand attractive and what they look for when diversifying.

## 2:30pm-3:30pm

**Behind the Deal:  
An In-Depth View of a Franchise Transaction**  
**Moderator:** **JoyAnn Kenny**, Fisher Zucker  
**Speakers:** **Josh Cohen** — CEO, Junkluggers;  
**Heather McLeod** — CGO, Authority Brands;  
**Irene Zou** — VP, Apax Partners;  
**Brian Alas** — Managing Director, Boxwood Partners

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 from a brand that was recently purchased about: (i) what strategic investors, private equity firms and other potential investors value most when looking at your company, (ii) what you can start doing today that will help you prepare for tomorrow, and (iii) some of the ways you can use the newfound capital once you get it.

## 3:45pm-4:45pm

**YoungConference Shark Tank - Preliminary Round**  
**Featuring:** **Ben Woodruff** — CEO, Woops!;  
**Lucas Clarke** — VP, Ninja Nation;  
**Aaron Harper** — CEO, Rolling Suds;  
**Tatum Crews** — CEO, The Covery;  
**Shaina Denny** — CEO, Dogdrop;  
**Ryan Thorman** — CEO, Bango Bowls

In YoungConference's very own Shark Tank, 6 franchise brands compete to be crowned the hottest concept on the block, judged by the likes of the people who know best: the audience! In this session, each brand will have 5 minutes to present their abbreviated elevator pitch to the crowd. Through our official YoungCon Shark Tank Voting System, each attendee will vote for their top 3 brands to move on to our final round. Our Top 3 overall scores advance!

## 6pm-9pm

**YoungCon Windy City Bash**  
Take in the "Windy City" with our evening event on The Dawson's second floor, fitted with awesome food, an open bar and Chicago skyline views.



# Friday, May 12

## 8:30am-9:30am Breakfast

## 9am-9:15am

### Opening Remarks

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

## 9:15am-9:30am

### Day 2 Remarks

with **Zack Fishman**, **Ryan Hicks**, **Lane Fisher** and **Brad Fishman**

## 9:45am-10:45am

### Preparing for the 22nd Century: Leveraging Technology to Dominate

**Moderator:** **Dean Hatzitheodosiou** — *Chief Sales Officer, Franchise Supplier Network*

**Speakers:** **Ashley Mitchell** — *SVP of Marketing, Streamline Brands;*

**Jonathan Barnett** — *CEO, Oxi Fresh;*

**Chris Pena** — *President, Body20;*

**Andrew Hawes** — *Chief Development Officer, HTeaO*

Historically, the franchise industry has been notorious for being “behind the times.” Whether it’s finding the perfect real estate site, finding new ways to incentivize your employees or using new communication methods to reach your customers, technology is becoming a larger part of how franchisors conduct business each day. In this session, panelists will discuss how you can use technology to solve your most complex business issues.

## 11:00am-12:00pm

### Getting the Inside Scoop: Marketing Trends to Watch

**Moderator:** **Jake Fishman** — *Account Director of Growth, Eulerity*

**Speakers:** **Jonathan Weathington** — *CEO, Shuckin’ Shack;* **Steven Montgomery** — *CEO, Resi Brands;*

**Abby Fogel** — *VP of Marketing, Unleashed Brands;*

**Ashley Schuetz** — *CMO, Massage Heights*

As consumer behavior becomes increasingly complex, franchisors are relying more than ever on data to inform marketing decisions. Our panel of marketing experts will walk you through the roadmap you need to navigate today’s ever-changing consumer market.

## 12:15pm-1:15pm

### YoungConference Shark Tank - Final Round

**Sharks:** **Tony Zaccario** — *Stretch Zone;*

**Grant Marcks** — *The Riverside Company;*

**Joseph Trahan** — *Princeton Equity Group;*

**Nick Rhoads** — *Heritage Equity Partners*

Over lunch, attendees will look on as our Top 3 brands compete for the hearts of our celebrity judges, made up of franchising’s elite minds in industry trends, transactions and franchisee investment. Each brand’s feet will be held to the fire for 10 minutes of Q&A from judges to determine which brand is the most worthy of the judges’ (and the crowds’) theoretical investment.

## 1:30pm-2:30pm

### Supplier Summit: Cultivating Productive Supplier/ Franchisor Partnerships

**Moderator:** **Jeff Horst** — *CEO, Rocketbarn Marketing*

**Speakers:** **Trevor Rappleye** — *CEO, FranchiseFilming;* **Whitney Mann** — *SVP of Brand Operations, East Coast Wings + Grill;*

**Rachel Southard** — *Brand President of Emerging Brands, Threshold Brands;*

**Bennett Maxwell** — *CEO, Dirty Dough*

At many conferences, the franchisor/franchisee relationship is a frequent topic. In this open forum session, we cover another important relationship in the franchise space: the supplier/franchisor relationship. From selection to new partnership rollouts, to managing expectations and ongoing supplier relations, our speakers will provide valuable insight to help you get the most out of your vendor partnerships.

## 2:45pm-3:30pm

### Beyond the Employee Handbook: How to Attract & Retain Best-In-Class Talent

**Moderator:** **Joshua Schure** — *VP, Strategy & Customer Success, Transitive*

**Speakers:** **John Erlandson** — *Co-Founder, President, Board Member & Investor, Youth Athletes United;*

**Brigham Dallas** — *CEO, Hello Sugar;*

**Andy Fuller** — *CEO, Mosquito Hunters;*

**Neil Young** — *CEO, Two Ladders*

With decades of experience on one panel, attendees will take away best practices to create their own employer branding, recruitment and retention “wins” in their brand. From defining a strategy to outlining a solid plan, learn from leaders in a “PechaKucha” format on how they were able to innovate their brand’s employee experience and communication to drive recruitment and brand culture.



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