

FRANCHISORS.COMmunity

PRESENTS

FRANCHISE  
**YOUNG**  
**CONFERENCE**

AN IMMERSIVE DIGITAL & DEVELOPMENT EVENT

**Monday, May 13**

**6pm-9pm // The Game Room**

**Opening Night Reception**

Let's kick things off at The Game Room,  
located within our beautiful hotel,  
Chicago Athletic Association Hotel.



**AGENDA**  
**2024**



## Tuesday, May 14

**8:30am-9:30am**  
**Breakfast**

**9:30am-10am**  
**Welcome Remarks with Franchisors.com Team**

**10am-10:45am**  
**Brick By Brick: How This Entrepreneur Became One Of Franchising's Most Successful Platforms**

**Speaker:**  
Scott Abbott – *Managing Partner, Five Star Franchising*

**10:50am-11:35am**  
**2024 Marketing Hot Takes**  
With each passing day, consumer behavior gets more and more difficult to understand. Luckily, franchisors are taking steps to meet these customers where they are by making more data-driven decisions than ever before. Listen to these marketing gurus explain how your brand can get on a level playing field so you don't get lost in the shuffle with the fickle consumer of today.

**Moderator:**  
Gabriella Ferrara – *Vice President, Scorpion*

**Speakers:**  
Maddi Zook – *Interim CMO, Premium Service Brands*  
Heather McLeod – *Chief Growth Officer, Authority Brands*  
Brooke Budke – *CEO, The Momentum Brands*

**11:40am-12:25pm**  
**Joining The Movement: Finding Superstar Employees To Help Your Brand Flourish**  
It's no secret, finding good people is harder than ever. Go inside the board room with these fast-growing franchisors on how they're attracting fellow Millennials and Gen-Z workers to their businesses. Is it culture? Is it the perks? Is it just about making money? We'll find out in this session!

**Moderator:**  
Katherine LeBlanc – *CEO, ApolloCMO*

**Speakers:**  
Jami Stigliano – *CEO, DivaDance*  
Jared Cohen – *COO, Protein Bar & Kitchen*  
Chris Pena – *President, Body20*  
Charles Keyser – *COO, Keyser Enterprises*

**12:30pm-1:30pm**  
**Mentor Roundtables Lunch**  
We often 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 in a unique way! During this time, you will have unfiltered access to some of the brightest minds in franchising who have seen it all before. Bring your most pressing questions—whether related to operations, finance, franchise development or marketing – to put into action the moment you get back into the saddle.

**Mentors:**  
Ron Bender – *Vice President of Franchise Development, French Florist*  
Red Boswell – *President, IFPG*  
Shane Evans – *Co-Founder & CEO, Massage Heights*  
Gregg Majewski – *CEO, Craveworthy Brands*  
Marianne Murphy – *Fractional COO, FranchisePULSE*  
Alex Roberts – *Franchise Consultant, FranChoice*  
Paul Rocchio – *VP of Membership & Brand Relations, IFA*  
Debra Vilchis – *President, Fishman PR*  
Jeff Wall – *CEO, Handyman Connection*  
Mike Weinberger – *CEO, Community Franchise Group*

**1:35pm-2:20pm**  
**Tricks Of The Trade: Cutting-Edge Methods To Ignite Your Franchise Sales Engine**  
Why does it always seem like franchise development hardly ever changes? This panel will test that theory by learning how some of franchising's most innovative FranDev minds use emerging technologies, unique marketing tactics, sophisticated candidate profiling techniques and out-of-the-box lead education methods to make the Millennial generation the wealthiest franchise generation yet, all through franchising.

**Moderator:**  
Ryan Combe – *CEO, Cornerstone Franchise Partners*

**Speakers:**  
Albert Hermans – *VP of Franchise Development, Floor Coverings International*  
Brigham Dallas – *CEO, Hello Sugar*  
Don Varady – *CEO & Co-Founder, Clean Eatz*  
Austin Alexander – *VP of Franchise Development, Massage Heights*

**2:25pm-3:10pm**  
**Setting Things Straight: How Do All Of These New Laws REALLY Affect Us?**  
Anyone feel like franchising is changing every 5 minutes? We do too. In this panel, we'll cover all of the latest headlines to keep track of, how it will affect your brand today and what you can do now to be prepared for how it will affect franchising as a whole in the future.

**Moderator:**  
Max Staplin – *Senior Attorney, Fisher Zucker*

**Speakers:**  
Drew Chalfant – *COO, FranDevCo*  
Jesse Keyser – *CEO, Keyser Enterprises*  
Nick Lopez – *CEO, LIME Painting*

**3:15pm-4:30pm**  
**YoungConference Shark Tank – Preliminary Round**  
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!

**Featuring:**  
Sean Bock – *Investor, Pure Glow*  
Kay & Joseph Barker – *Co-Founder, Musicologie*  
Sally Facinelli – *President, Salty Dawg Pet Salon & Bakery*  
Bryan Appell – *CEO & Co-Founder, Appell Striping*  
Ted Patestos – *CEO, Tiger Adjusters*  
Roman Maliszewski – *CEO, Tapster*

**6:30pm-9:30pm // Ummo**  
**YoungCon After Dark**

## Wednesday, May 15

**8:30am-9:30am**  
**Breakfast**

**9:30am-10:00am**  
**Opening Remarks with Franchisors.com Team**

**10:00am-10:45am**  
**All Kinds Of Family: Balancing Business, Life And Franchisee Partnerships**

**Speakers:**  
Morgan & Devan Kline – *Co-Founders, Burn Boot Camp*

**10:50am-11:35am**  
**Maximizing Revenue Growth with Strong Operations: Hot Topics to Drive Performance**  
From leveraging technology to enhancing customer experiences and optimizing operational efficiencies, this fast-paced chat will provide valuable perspectives to fuel revenue growth and achieve business objectives. Our expert panel will dive into key areas where franchising operations intersect with revenue generation, offering practical advice and real-world examples to help franchise leaders capitalize on opportunities and overcome challenges!

**Moderator:**  
Courtney Stillings – *Director of Client Development, Franchise Business Review*

**Speakers:**  
Kris Stuart – *Co-Founder & COO, Bloomin' Blinds*  
Whitney Mann – *EVP of Operations, East Coast Wings + Grill*  
Sarah Meriam – *COO, Shuckin' Shack*

**11:40am-12:25pm**  
**An Unspoken Bond: The Behind-The-Scenes Of How Suppliers Help Franchisors Prosper**

Now that you're experts on the franchisor/franchisee relationship, it's time to cover the other, unheralded relationship in the franchise space: the supplier/franchisor relationship. This session will feature real examples of how brands make decisions when choosing suppliers, when they decide to build vs. buy, when they opt for an "all-in-one" solution vs. a "point" solution and how they ensure suppliers they work exemplify their core values they hold themselves to.

**Moderator:**  
Olivia DiGirolamo – *Marketing Director, Serviceminder*

**Speakers:**  
Eric Steward – *Senior Director of Franchise Recruitment, Pillar To Post*  
Evonne Varady – *Co-Founder, Clean Eatz*  
Ben Woodruff – *Co-Founder, Remarkable Brands*  
Ben Fox – *CXO, Five Star Franchising*

**12:35pm-1:20pm**  
**Smart Money: How These Brands Are Using Their New-Found Cash Flow Intelligently**

We hear a lot of talk about brands getting acquired or securing an investment. Unfortunately, we hear very little about what they actually DO with their newfound infusion of capital. In this working lunch session, we will go behind-the-scenes on what brands are actually saying to their investors when they pitch, how they enacted this and how the audience can take a page out of their book when having their own conversations.

**Moderator:**  
Laura Michaels – *Editor-In-Chief, Franchise Times*

**Speakers:**  
Andy Fuller – *Founder, Mosquito Hunters*  
John Sparrow – *CEO & Founder, Go Oil*  
Michael Valente – *CEO, Renovation Sells*

**1:30pm-2:30pm**  
**YoungConference Shark Tank - Final Round**

To close out the conference, 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.

**Sharks:**  
Ken Parsons – *Founder, Brothers Gutters*  
Caroline Stevens – *Investor, MPK Equity Partners*  
Edward Logan – *CEO, Sport Clips*  
Aaron Harper – *CEO, Rolling Suds*

**Participants:**  
3 Participants





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**SAVE THE DATE**

SEPT 18-20  
**2024**

LOEWS HOTEL / PHILADELPHIA