

## FRANCHISE AND DISTRIBUTION LAW SEMINAR **SPEAKERS**

### **Don Culp**

Don has long been recognized as a leading franchising and distribution attorney. He has guided franchise owners and managers in structuring, implementing and maintaining franchise systems. Don is a frequent speaker at legal symposiums and seminars on franchise compliance, development and operations. Don is listed in *The Best Lawyers in America*.

### **Michelle Torline**

Michelle is a senior associate in the firm's Corporate and Franchise & Distribution Law groups. Michelle earned her law degree from Washington University in St. Louis in 2004. Prior to law school, Michelle spent three years at The Boeing Company working in the Business Resources department of the Aircraft and Military division. Michelle's practice includes counseling clients on general formation, restructuring and other corporate governance matters; merger and acquisition transactions; franchise and distribution systems; software licensing and development; and general compliance and regulatory issues. Michelle also serves as a board member of the Bacchus Foundation.

### **John Moore**

A partner in Husch Blackwell Sanders' Franchise & Distribution Law group, John has worked on numerous franchise regulatory compliance matters, UFOCs and due diligence investigations. He has also negotiated and managed domestic and international acquisitions. John received his law degree from the University of Missouri at Columbia.

### **Michaëlle Baumert**

Michaëlle specializes in labor and employment law. She has played a vital role on a successful representation of employers in proceedings before the National Labor Relations Board. She has been successful in representing employers in efforts to combat union organizing campaigns and in negotiating collective bargaining agreements. She regularly advises employers on federal and state employment and labor law compliance.

### **Paul Khoury**

Paul has been involved in the restaurant industry for 30 years, developing and operating several restaurant concepts, including Yia Yia's, Grand Street Café and YaHooz. His company, PB&J Restaurants, operates seven restaurants in four states. PB&J Robin is the developer of Red Robin restaurants in the Kansas City area, with seven Red Robins open and seven more planned by 2010. PB&J Restaurants and PB&J Robin currently employ over 1,500 team members in four states. There are 800 in the Kansas City metro area alone.

### **Dain Zinn**

For the last 30 years, Dain has been involved in franchising. He started as a franchise owner of an ERA real estate franchise and subsequently purchased the franchise rights for ERA in New Mexico, Colorado, Kansas and West Texas. After leaving ERA, Dain was an officer and franchise owner of TJ Cinnamons. In 1996, Dain was president and co-founder of HomeVestors, which everybody knows as "We Buy Ugly Houses" from their billboards. Currently, Dain is the franchise owner of TheHomeMag of Johnson County, a home improvement magazine published in twenty markets around the country.

### **Mark Challis**

Mr. Challis obtained his Bachelor of Science (B.S.) degrees in both Accounting and Management in 1988. He earned his Juris Doctorate Degree (J.D.) from the University of Missouri in 1991 and an advanced legal degree, LL.M. in Taxation, from the University of Denver in 1996. Mr. Challis has provided complex tax consulting services on mergers, acquisitions and corporate restructuring for some of the largest companies in the world while employed by Ernst & Young, LLC and Price Waterhouse, LLC. After establishing a successful career as a Tax Attorney, Mr. Challis chose to pursue the challenges of the franchise industry. Mr. Challis has served as President, CEO, CFO and General Counsel for several Multinational franchisors. Mr. Challis co-founded Directed Equity, Inc. in 2004.

### **Harry Ray**

Harry advises franchisors and franchisees in the intricacies of federal and state franchise law. Harry has a national practice in representing buying and marketing cooperatives in a wide array of industries and has a website devoted to the topic of buying groups which may be found at [www.buyinggroups.com](http://www.buyinggroups.com). As a result of representing such buying groups, manufacturers and distributors, Harry has substantial experience in distribution law. Harry also has extensive experience in trademark and copyright law.

### **Jim Gardner**

In 1996, Mr. Gardner joined a group of investors to form Wild West, Inc. an affiliate company of Whiskey Creek Franchise Systems, LLC. This company was formed to purchase the rights to the name Whiskey Creek and develop casual themed steak restaurants around the country. From 1996 until 2001, Mr. Gardner was the second largest shareholder in Wild West, Inc. On April 9, 2001, James Gardner purchased all of the outstanding stock in Wild West, Inc. to become the sole owner of Wild West and its affiliate companies. Today, Whiskey Creek is an emerging brand with ten corporate restaurants and nine signed franchise locations. The restaurants are in Iowa, Nebraska, South Dakota, Kansas, Missouri, Minnesota, Arkansas, and Florida. The company projects rapid growth over the next five years centered mainly in the heart of America as well as Florida.

<b>8:30 - 8:50 a.m.</b>	Registration and Continental Breakfast
<b>8:50 - 9 a.m.</b>	Welcome Don Culp
<b>9 - 9:30 a.m.</b>	<b>New FTC Rules</b> Michelle Torline & John Moore
<b>9:30 - 10 a.m.</b>	<b>Employment Law in the Franchise Context / Avoiding Class Action Liability</b> Michaëlle Baumert
<b>10 - 10:10 a.m.</b>	Break
<b>10:10 - 10:50 a.m.</b>	<b>Panel Discussion on Area Development Agreements Franchisor &amp; Franchisee Perspectives</b> Paul Khoury, Dain Zinn, Don Culp
<b>10:50 - 11:15 a.m.</b>	<b>Developing Strategies for Franchisee Financing</b> Mark Challis
<b>11:15 - 11:45 a.m.</b>	<b>Establishing Buying Groups and Preferred Suppliers</b> Harry Ray
<b>11:45 - 12:15</b>	Lunch Served
<b>12:15 - 1:00 p.m.</b>	<b>A Franchisor's Story</b> Jim Gardner, CEO, Whiskey Creek Wood Fire Grill

Please RSVP by April 29 to Meredith Freedman  
[rspv-kc@huschblackwell.com](mailto:rspv-kc@huschblackwell.com) or 816-983-8780, Option 4

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