

Can franchising your business create the success of your dreams?

Are you passionate about what your business model has to offer?

Do you dream of expanding your name and product recognition?

You are invited to join Husch Blackwell and leading franchise industry experts for our Fundamentals in Franchising program and learn the key items you should consider when deciding whether your business can expand through franchising.

Who Should Attend?

Anyone considering franchising, as well as leaders of franchise systems in development.

Date and Time

Thursday, May 26, 2011

8:30 a.m. - Registration & Breakfast

8:55 a.m. - 1:45 p.m. - Program (lunch provided)

Location

Husch Blackwell LLP

Sanders Conference Room, 10th Floor

4801 Main Street

Kansas City, MO 64112

Registration

This program is complimentary; however, registration is required.

Please RSVP by May 19 to Shana Hoy at rsvp-kc@huschblackwell.com or call 816.983.8809.



Featured Speakers

Paul Hogan

- Founder of world leader Home Instead Senior Care® Franchise System
- Over 700 franchises in the U.S. and 200 in nine countries
- International Franchise Association 2006 Entrepreneur of the Year
- Topic: Development of a Successful Franchise System - The Home Instead Story

Mark Siebert

- CEO of iFranchise Group, the world's most experienced franchise consulting firm
- Personally assisted over 30 *Fortune* 1000 companies and over 300 start-up franchisors
- Topic: How to Franchise Your Business

Don Culp and John Moore

- Husch Blackwell Franchise attorneys
- 46 combined years practicing franchise law
- Topic: Requirements of Franchising - The Game Plan

John Longstreet and Dennis Leib

- John: President and CEO, Quaker Steak & Lube Franchising Corporation
- Dennis: CFO, Quaker Steak & Lube Franchising Corporation
- 33 franchised restaurants open with plans to open 12 more in 2011
- Topic: Ensuring Success - Supporting Your Franchisees

Wade Kerrigan

- Husch Blackwell Intellectual Property attorney
- 17 years helping franchisors address and solve trademark, copyright, e-commerce and software issues
- Topic: Trademarks, Copyrights and Trade Dress - The Cornerstone of a Franchise System

Michaëlle Baumert and Mark Siebert

- Michaëlle: Husch Blackwell attorney
- Assists franchisors across the country in vicarious liability-related litigation
- Mark: CEO of iFranchise Group, the world's most experienced franchise consulting firm
- Topic: Blueprint for Success - Your Operations Manual