

Franchise Management Certificate Program

- The Class is limited to the first 40 applicants.
- Tuition includes 13 sessions, all course materials, two luncheons, a graduation luncheon, and an address by two keynote speakers.
- Tuition is \$750 for early registration (by October 8, 2009).
- After October 8, 2009, tuition is \$800.
- Franchisor/franchisees and management staff can earn 375 Institute of Certified Franchise Executives credits (ICFE) from the International Franchise Association Educational Foundation.
- The tuition may be tax-deductible.
- The Hilton Garden Inn is offering a \$91 per night special rate to conference participants. *In order to obtain this rate, you must mention the Franchise Management Certificate Program conference.*

Hotel Reservations must be made by September 30, 2009 to receive this special rate. Please make reservations with Michelle Kaip at the Hilton Garden Inn (915) 351-2121 and mention the Franchise Management Certificate Program.

For more information:
(915) 747-7729 or (915) 747-5956
1 (800) 687-4512
Fax (915) 747-8748

E-Mail: adiaz30@utep.edu or dpancoast@utep.edu

Visit our website:

<http://organizations.utep.edu/fc>

THE FRANCHISE CENTER 2 ½ DAY SEMINAR OF THE FRANCHISE MANAGEMENT CERTIFICATE PROGRAM

The Franchise Center of the College of Business Administration is offering the 2 ½ day Seminar of The Franchise Management Certificate Program from Thursday, October 15 through Saturday, October 17, 2009. The Seminar includes 13 intensive sessions plus a graduation luncheon at The University of Texas at El Paso.

Sessions begin daily at 8:00 a.m., 9:00 a.m. on Saturday.

Deadline for applications and cancellations is Monday, October 12, 2009.

To register for the Seminar, please complete and return the Application to The Franchise Center, College of Business Administration, 500 W. University Avenue, El Paso, TX 79968. **Please include the tuition fee indicated.**

Tuition includes 13 sessions, two luncheons, and a graduation luncheon, and all instructional material.

Tuition fees are \$750 per applicant if registered by October 8, 2009. After October 8, 2009, tuition is \$800.

Payment may be made by check (payable to UTEP Franchise Center) or credit card. Registration paid for by credit card may be telephoned to (915) 747-7729, (915) 747-5956 or Faxed to (915) 747-8748.

Cancellations and Refunds: Notice of cancellation and request for refund (*less \$25 processing fee*) must be made in writing and received by The Franchise Center no later than seven days prior to the seminar start date. No refunds will be given after that; however, substitutions are acceptable. If insufficient enrollment or unforeseen circumstances require cancellation of the course, all fees will be refunded.

The next Franchise Management Certificate Program 2 ½ Day Seminar will be held April 15-17, 2010 at The University of Texas at El Paso, El Paso, Texas.

If you have any questions about the Seminar content, please call (915) 747-7729, (915) 747-5956, or 1 (800) 687-4512.


Or Go to:

<http://organizations.utep.edu/fc>

Learning is an active process. We learn by doing. Only knowledge that is used sticks in your mind.

Dale Carnegie

The Franchise Center

 **Freedoms Foundation**
at Valley Forge
Recipient of a Leavey Award

The International Franchise Association 
Free Enterprise Award

FRANCHISE MANAGEMENT CERTIFICATE PROGRAM



The Franchise Center
College of Business Administration
University of Texas at El Paso
500 W. University Avenue
El Paso, TX 79968-0545

Address Service Requested

Non-Profit
Organization
U.S. Postage
PAID
El Paso, Texas
Permit No. 138

REGISTRATION APPLICATION

THE FRANCHISE MANAGEMENT CERTIFICATE PROGRAM

NAME _____

BUSINESS _____

STREET ADDRESS _____

CITY _____

STATE _____ ZIP _____ COUNTRY _____

DAY PHONE _____ CELL PHONE _____

EMAIL _____

EDUCATION (Indicate institutions attended and degrees achieved)

For information about the Certified Franchise Executive™ (CFE) Program visit: www.franchise.org/cfe.as

TUITION FEE (by October 8, 2009) _____ \$750.00

LATE TUITION FEE (after October 8, 2009) _____ \$800.00

AMOUNT PAID _____ CHECK NUMBER _____

DRIVER'S LICENSE NUMBER _____

VISA/MASTERCARD/DISCOVER NUMBER _____

EXPIRATION DATE _____

LAST THREE DIGITS ON THE SIGNATURE PANEL
(ON THE BACK OF YOUR CARD)

SIGNATURE (For credit card payment only)

Application must be received by October 12, 2009

Cancellation and Refunds: Notice of cancellation and request for refund (*less \$25 processing fee*) must be made in writing and received by The Franchise Center no later than seven days prior to the Seminar start date. No refunds will be given after that; however, substitutions are acceptable. If insufficient enrollment or unforeseen circumstances require cancellation of the course, all fees will be refunded. For more information, please call (915)747-7729 or (915)747-5956. Complete registration form; make payment to UTEP Franchise Center, and mail to: **The Franchise Center, College of Business Administration, The University of Texas at El Paso, 500 West University Ave., El Paso, TX 79968**

Franchise Management Certification Program

THE BIG PICTURE

A 2 ½ Day Seminar hosted by

**The Franchise Center
College of Business Administration
The University of Texas at El Paso
El Paso, Texas**

October 15-17, 2009

Mission

The Franchise Center has been established to increase the level of entrepreneurship internationally by expanding and developing future business

**Who Should Attend?
Entrepreneurs, business owners,
and executives in finance,
accounting, development, legal
and real estate as well as anyone
interested in starting their own
business.**

<http://organizations.utep.edu/fc>

Franchise Management Certificate Program

Great seminar benefits from the franchisor perspective:

Networking opportunities – You will have the opportunity to meet potential franchisors and franchisees and share their expertise.

Professional and academic instruction – This includes the latest legal and regulatory issues in franchising, pragmatic solutions for day-to-day franchising problems, financial management issues for the growing franchisor, and new ideas for building relationships that exist between franchisor and its franchisees. You can apply what you are learning, and expand your knowledge and awareness of the best practices in franchising.

Core and Elective Curriculum CFE Credits – Each Seminar earns 375 credits toward the Certified Franchise Executive™ (CFE) designation from the Institute of Certified Franchise Executives. For further information on the CFE program, visit www.franchise.org/cfe.

Sessions for the 2 ½ Day Seminar

**The Truth About Franchising:
An in Depth look into Franchising**

Hot Topics

**Getting the Right Start:
The Importance of a Business Plan**

Keeping It Legal: Franchising and the Law

To Err is Human: Personnel & Labor Law

Where is the Money? How to Find It

You have the Money. How to Keep Track of It

**Franchising, Is It For You? Becoming a Franchisee.
What Works. The Secrets of Success.**

Management, Training, and Communication

Becoming a Franchisor

Risk Management, Financial and Otherwise

Your Brand is Your Future

Site Selection, More Than Location, Location and Location

For more details on sessions go to:

<http://organizations.utep.edu/fc>

KEYNOTE SPEAKERS

THURSDAY, OCTOBER 15, 2009



John Siebert, CFE, Franchise Consultant, iFranchise Group

In a career that spans more than 20 years, Mr. Siebert has developed extensive expertise in franchise sales, franchise brokerage, and business management and analysis. A certified franchise executive (CFE), he has personally analyzed hundreds of companies to determine their

optimal expansion strategy and their readiness for franchising. Over the course of his consulting career, Mr. Siebert has worked with franchisors in a wide variety of markets, including Service Brands International (Molly Maids, Mr. Handyman, 1-800-DRYCLEAN), Choice Hotels, Aamco Transmissions, Cottman Transmissions, Dollar Stores, FastSigns, Focal Point, Great Clips, and Money Mailer. Prior to joining the iFranchise Group, Mr. Siebert was a consultant with The Entrepreneur Authority, the leading franchise brokerage firm in the country. In his role as a franchise broker, he was intimately involved in every aspect of the franchise sales process – from lead generation to Discovery Day to close. Mr. Siebert has extensive experience in the securities industry. Earlier in his career he was a broker for Goldman Sachs on the Chicago Board of Options Exchange. Mr. Siebert held NASD Series 7, Series 63, Series 55, and Series 4 licenses, allowing him to sell stock, options, and futures in the public markets. He graduated from Illinois State University with a degree in Economics.

FRIDAY, OCTOBER 16, 2009



Paul Stewart, President, franchise associates (fa), A Division of Paul J. Stewart Associates

A business consultation and franchise development company and **filmart associates**, a full service advertising and video production company. Operating out of Dallas, Texas and

serving for over 40 years, Mr. Stewart's firm has assisted over 300 Companies with their expansion plans, including consulting, packaging, franchise development, marketing and finance. Under the direction of Mr. Stewart, **fa** has sold thousands of franchises for its clients and has assisted almost as many franchise buyers in obtaining business financing through either personal or commercial lending sources. In the past 12 years, several of **fa's** franchise clients have generated hundreds of millions in revenues including: Merry Maids Home Cleaning, Fast Signs One-Day Signs, Manhattan Bagel Company, Express Lube & Oil, and Remco Appliance Rentals. **Fa** specializes in growing restaurant, service and retail chains. Mr. Stewart is also involved in international franchising. He attended the International Salon of Franchising in Paris, France, as a consultant to European franchisors desiring to franchise in the United States and Canada. Mr. Stewart has been an instructor and guest lecturer at six colleges and universities.