

Franchise Management Certificate Program

SESSION INFORMATION

THURSDAY, OCTOBER 15, 2009

8:00 Continental Breakfast, Registration

8:30 Opening (Mr. Art Diaz, Director, TFC)

9:00 The Truth About Franchising: An In Depth Look into Franchising

Whether you are considering buying a franchise or you want to franchise your business, this session will discuss how to choose the right franchise and how to franchise your business to achieve the best profitability.

10:00 Hot Topics

Discuss international franchising; franchisee and franchisors organizations; current efforts to establish or influence industry regulations; the future of franchising, the potential for opportunity, and more. Learn what options are available when your franchising days are over, whether through voluntary termination such as sale, transfer, retirement, death, disability or insolvency. Review state relationship and termination statutes that protect franchisees from arbitrary termination actions by franchisors, and learn how to value your franchise for sale and estate planning purposes.

11:00 Break

11:30 Getting the Right Start: The Importance of a Business Plan

Discussion will focus on the need for a business plan and an examination of the components of a good business plan. Different forms of business structures will also be presented from a tax and non-tax standpoint.

12:45 Break

1:00 Lunch and Keynote Speaker: John Siebert, CFE, and Franchise Consultant, iFranchise.

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. He has analyzed hundreds of companies to determine their optimal expansion strategy and their readiness for franchising. Mr. Siebert has extensive experience in the securities industry.



2:30 Keep It Legal: Franchising and the Law.

You can't start a franchise without knowing your legal obligations. Explore Federal and state disclosure laws and regulations that govern the franchise industry. Learn about the Uniform Franchise Offering Circular (UFOC), the Franchise Agreement, and other agreements or documents routinely used in the franchise industry.

3:45 Break

4:00 To Err is Human: Personnel and Labor Law

When people are involved, things happen. Learn about laws relating to employment, specifically employer rights and obligations in regard to hiring, compensation (including full-time versus part-time workers, wage and hour laws, benefits, and similar issues) and termination. Understand the importance of clear and current policy manuals and comprehensive employee records, especially in regard to employee termination.

5:45 Closing Questions and Answers (Mr. Art Diaz, Director, TFC)

6:00 End of Day One

FRIDAY, OCTOBER 16, 2009

8:00 Continental Breakfast

8:30 Opening (Mr. Art Diaz, Director, TFC)

9:00 Where is the Money? How to Find It.

Financial experts review traditional and nontraditional financial resources. Our panel discusses the availability and cost of capital from a variety of sources, including financial institutions, SBA loans, venture capital companies, private lending sources, franchisors, and trade creditors.

10:00 You Have the Money. How to Keep Track of It

An overview of business accounting with a special focus on income and expense accounting in the franchise environment.

11:00 Break

11:30 Franchising, is it for you? Becoming a Franchisee. What Works. The Secret of Success.

What is franchising? How is it different from distributorships, licensing, arrangements, and similar business opportunities? Is franchising the right choice for you? Learn what resources are available to help determine which franchise opportunity is best for you. Examine your own expectations against the real-world demands of the marketplace (e.g. is there a realistic demand for your chosen franchise in the community? Are the rewards worth the risks? Why do some franchises succeed while others fail? How can certain inherent characteristics of some franchisors, franchisees, or franchises affect the prospects for success?

12:45 Break

1:00 Lunch and Keynote Speaker: Paul Stewart, President, franchise associates (fa), A Division of Paul Stewart Associates,

A business consultation and franchise development company and filmart associates, a full service advertising and video production company. Mr. Stewart's firm has assisted more than 300 companies with their expansion plans, including consulting, packaging, franchise development, marketing and finance. Mr. Stewart is also involved in international Franchising.



2:30 Management, Training and Communication

Review management and training programs offered by franchisors to new franchisees, as well as operating manuals used by franchisees in daily operations. Consider the criteria used in hiring and training staff as part of an on-going process.

3:45 Break

4:00 Becoming a Franchisor

To help you determine if your business or concept could be franchised, this session reviews some of the qualifiers and considerations. Are your franchisor material? Is there a market for your particular product or service? What market research must you complete? Do you have a registerable trademark? The final decision to franchise.

5:45 Closing Questions and Answers (Mr. Art Diaz, Director, TFC)

6:00 End of Day Two

SATURDAY, OCTOBER 17, 2009

9:00 Continental Breakfast & Opening (Mr. Art Diaz, Director, TFC)

9:30 Risk Management, Financial & Otherwise

Whether you are considering buying a franchise or you want to franchise your business, this session will discuss how to choose the right franchise and how to franchise your business to achieve the best profitability.

10:30 Break

10:45 Your Brand Is Your Future

What the public doesn't know could hurt you. Learn cost-effective ways to reach your market. Compare the effectiveness of national, regional, and local advertising. Consider the obligations and benefits of franchisor advertising, from grand openings and special promotions to regular co-op advertising.

11:45 Site Selection, More than Location, Location and Location

How to find the best location for your franchise. How to negotiate an affordable and reasonable lease. How to use local government resources, including demographics, traffic count, and city planning information in the selection process. What to expect from your franchisor, real estate agent and business attorney.

12:30 Luncheon/Graduation

2:00 Closing Remarks (Mr. Art Diaz, Director, TFC)

The Franchise Management
Certificate Program

Next Session:

April 15-17, 2009

Mr. Art Diaz (915) 747-7729,

adiaz30@utep.edu

Debbie Pancoast (915) 747-5956,

dpancoast@utep.edu

Or 1(800)687-4512