

# 2013 GREEN BAY, WI OPPORTUNITIES

## IN FRANCHISING

Franchising: A Model for  
Business Ownership That Works

**Wednesday,  
July 10, 2013**

**8:00 am – 2:30 pm**

Registration and one-on-one time  
with exhibitors opens at 8:00 am.

Hyatt on Main Green Bay  
333 Main Street  
Green Bay, WI 54301

**This program is open to the public.  
Also come out to hear what franchise  
concepts have incentives for  
minorities and women to become  
franchise owners.**

### Program will include:

- **Franchisor Participation –**  
What are franchisors looking for? Prospective franchisees will hear first hand from experienced franchisors.
- **Fundamentals of Franchising –**  
What franchising is (and isn't) and how to evaluate franchise options.
- **Experiences in Franchising –**  
What is it really like to be a franchisee? Current franchisees will share their experiences and advice.
- **Legal Aspects of Franchising –**  
What do I need to know before signing on the dotted line and what is the Franchise Disclosure Document? How can I franchise my current business?
- **Funding and Technical Assistance –**  
How do I begin the basic process? What are the requirements for financing? Are special programs available?

### Who should attend? Individuals who:

- Yearn to own their own business
- Have a business and want to expand it through franchising
- Want to take control of their own destiny
- Desire to understand how a franchise works

REGISTRATION FEE  
**\$25**

For more information on franchising contact: **Miriam L. Brewer, CFE**, Senior Director of Education and Diversity – International Franchise Association at (202) 662-0784 or via email – [mbrewer@franchise.org](mailto:mbrewer@franchise.org). Franchise systems or suppliers interested in participating should contact Miriam L. Brewer.

The \$25 registration fee includes continental breakfast, lunch and seminar materials (program normally retails for \$150). This program is open to the public, but you must register and pay in advance for the educational program by going online to:

<http://www.uwgb.edu/sbdc/ifa>

## HOSTED BY:

The City of Green Bay, the International Franchise Association, University of Wisconsin-Green Bay Small Business Development Center, SCORE, Northeast Wisconsin Technical College and Advance – a division of the Green Bay Chamber of Commerce



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