



IFA[®]

INTERNATIONAL FRANCHISE ASSOCIATION



New Member Onboarding Webinar

Welcome to IFA!

Introductions



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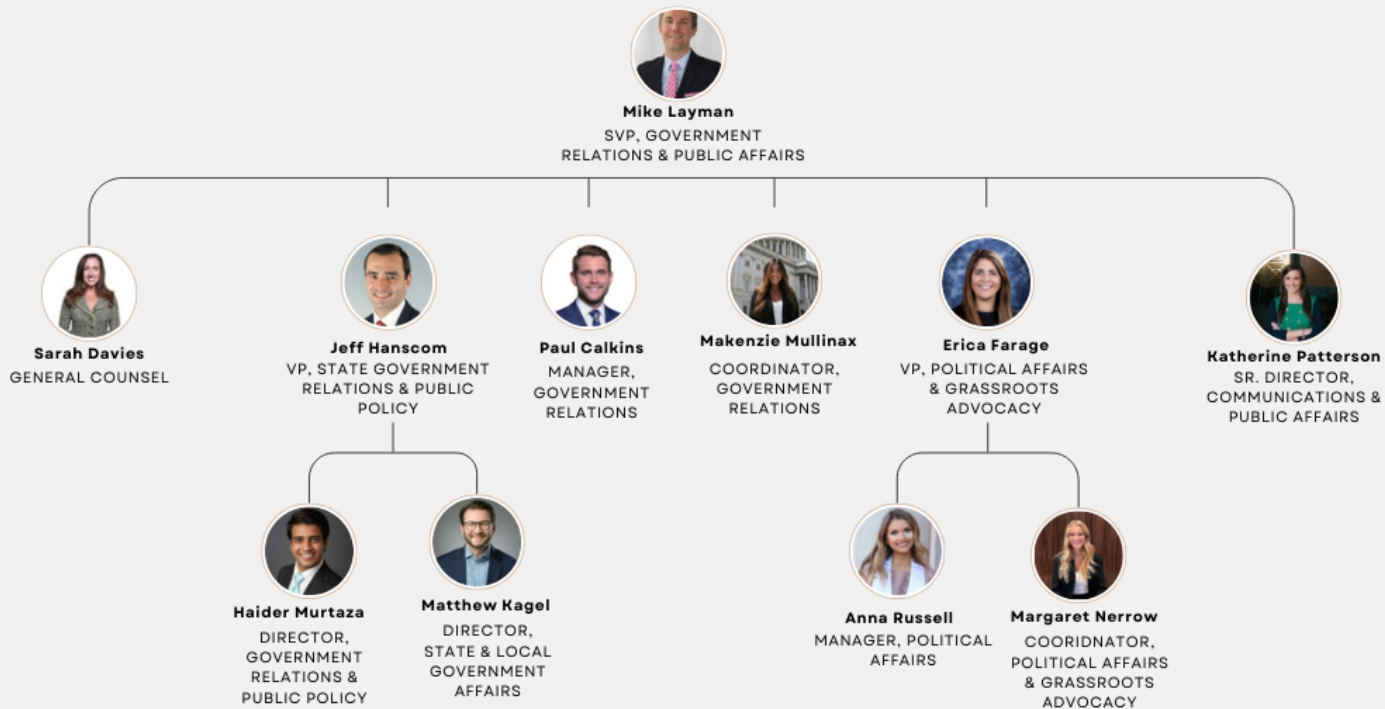


Sydni Konohia
*Manager, Member Services &
Retention*
skonohia@franchise.org



Government Relations Overview

Government Relations Team



What does GR do?

GR serves to **Protect, Enhance** and **Promote** franchising

We defend the business model from regulatory and legislative attacks at the federal and state level, protecting YOUR bottom-line.

We go on offense to educate policymakers and the general public about the often-hidden benefits and features that make our industry so empowering.



Some of Our Tools



- **Grassroots and Grasstops Advocacy** – the Franchise Action Network (FAN)
- **FranPAC** – IFA’s Political Action Committee
- **Public Awareness Campaigns** like our “Power of Brands” Campaign, sharing your stories and putting faces behind franchise businesses.
- **Direct lobbying** lawmakers on both sides of the aisle.
- **[Research & Data](#)**
- **Media**
- **Focusing on our key messaging:** franchising creates economic opportunities that are inclusive, diverse, local, and part of the pillars of community involvement and charity in every town and city.

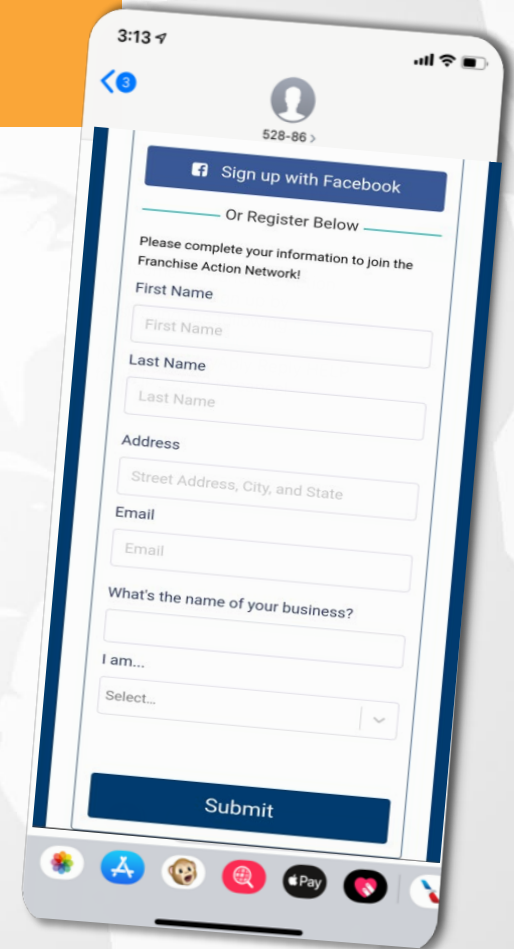
Franchise Action Network

What is FAN?

The Franchise Action Network (FAN) is the IFA's grassroots network. FAN Membership is FREE and open to anyone who supports franchising, regardless of their membership at IFA.

What can you do to support FAN?

- Send our alerts to your franchisees/forward to your networks!
- Send us your franchisee lists and we can upload them into our database, matching them to their members of Congress.
- Invite IFA to present at your conferences.



Reshaping
the
Franchising
Narrative
**An
Education
and
Reputation
Campaign**

Get Involved with Open for Opportunity



SHARE YOUR STORY

- Franchisee and franchisor stories are needed
- Want stories that epitomize the key pillars of the campaign: veterans, DEI, workforce and community
- Host or attend the OFO Roadshows



CONTACT YOUR MEMBER OF CONGRESS

- Lawmakers and staff need to hear from our members how franchising creates inclusivity, diversity and economic growth
- Supporting America's workers means supporting franchising
- We can help you share your stories with lawmakers and staff



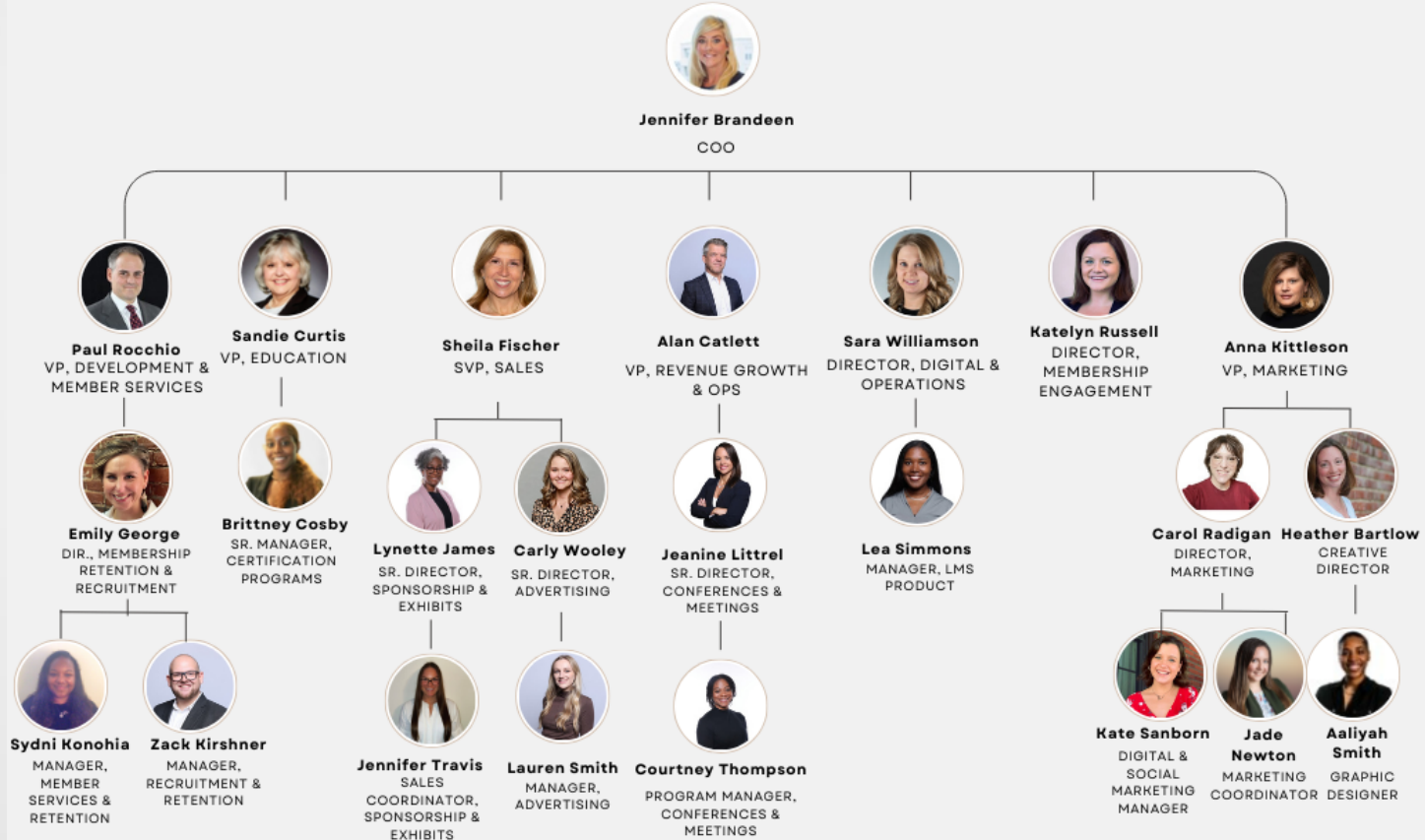
SHARE OFO ON YOUR SOCIAL MEDIA CHANNELS

- Follow the IFA social channels and share content about OFO on your corporate channels
- Your stories are our stories – help us continue spreading the good news



IFA Member Overview

IFA Member Value and Services



A Little More About Us...



Founded in 1960, IFA is the world's oldest and largest organization representing franchising globally



IFA's Mission: to protect, enhance and promote franchising



IFA members include franchise companies in over 300 different business sectors



IFA membership spans more than 1,200 franchisor brands, 10,100 franchisee owners and operators, and 600 supplier members

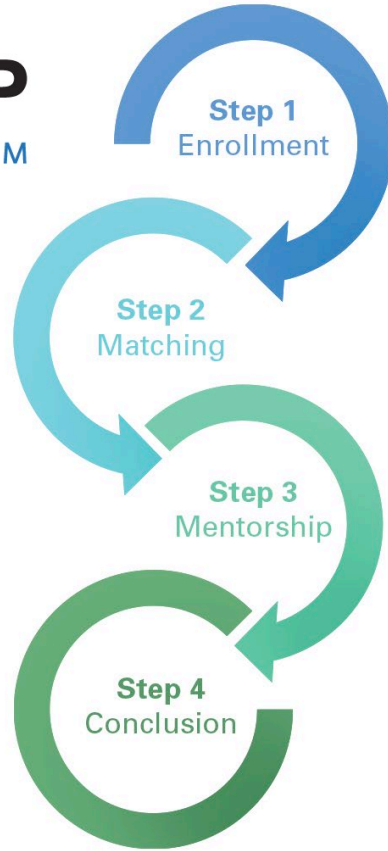
FRANSHIP

IFA MENTORING PROGRAM



For more information

Contact Sydni Konohia at skonohia@franchise.org



Step 1
Enrollment

Provide completed enrollment form and top 3 picks for a potential mentor to Franship staff liaison.

Step 2
Matching

You will be matched with the available mentor from the choices you provided!

Step 3
Mentorship

Work with your mentor to schedule meetings and identify goals and objectives for the duration of your relationship.

Step 4
Conclusion

We want to hear from you!
Submit your end of relationship survey.

Franchise Business Networks (FBNs)

To contact your FBN's host, [click here](#)

Staff contact:

Sydni Konohia

skonohia@franchise.org

FRANCHISE BUSINESS NETWORK LOCATIONS



Leadership: Forums & Committees

IFA BOARD OF DIRECTORS



Matthew Haller
President & CEO



Catherine Bartley Darden
Chief of Staff



Morgan Spiro
Executive Assistant to CEO

FORUMS

FRANCHISOR * FRANCHISEE * SUPPLIER

COMMITTEES

BLACK FRANCHISE LEADERSHIP COUNCIL
DIVERSITY INSTITUTE BOARD
FOUNDATION BOARD OF TRUSTEES
FRANCHISE BUSINESS NETWORK
FRANCHISE RELATIONS COMMITTEE
HISPANIC-LATINO LEADERSHIP COUNCIL
INTERNATIONAL COMMITTEE
LEGAL SYMPOSIUM TASK FORCE
LEGAL/LEGISLATIVE COMMITTEE

LEGISLATIVE ACTION GROUP
MARKETING AND INNOVATION COMMITTEE
MEMBERSHIP COMMITTEE
PRIDE COUNCIL
SOCIAL SECTOR FRANCHISING
VETFRAN COMMITTEE
WOMEN'S FRANCHISE COMMITTEE
WOMEN'S FRANCHISE NETWORK (WFN)

IFA Foundation Team



Jillian Scott
VP, Foundation
Development & Strategy



David Smith
Director, Diversity
Programs



Wendy Kunz
Director, Veteran
Programs



IFA FOUNDATION

EDUCATION. RESEARCH. IMPACT.

Growing and strengthening the franchise community through awareness, education, and storytelling.



SCHOLARSHIP PROGRAMS

INDUSTRY RESEARCH

VETERANS ARE GREAT FOR FRANCHISING

IFA research shows that while only 7% of the US population are veterans, about 14% of franchise owners nationwide are vets, and they are top performers in many franchise systems.

Veterans as franchisees are:

- Great team leaders
- Experts at executing a standard operating procedure
- Strong managers of people and resources
- Tenacious hard workers
- Adept at 'completing the mission' (profitability) with limited personnel or resources, regardless of the challenges
- Happy to share Best Practices with others in the system

VETFRAN AND THE IFA FOUNDATION

- Since 1991, VetFran has grown to over 500 member companies, both franchisors and suppliers, each of which offers discounts and incentives to veterans seeking to become franchisees.
- We educate veterans about entrepreneurship, advocate for veterans, and build relationships between veterans, veteran service organizations, and vet-friendly franchises and suppliers.
- Join VetFran to help our veterans and to help your Brand grow!

<https://www.vetfran.org/for-companies/#join>



DIVERSITY INSTITUTE

- The Diversity Institute supports three affinity group Councils made up of IFA member volunteers that work to **promote franchising** to diverse audiences.
- Open to any IFA member to join.
- Help IFA reach new faces in new places!



FRANCHISE ASCENSION INITIATIVE

- The Franchise Ascension Initiative is a **6-month accelerator program** aimed at preparing qualified individuals from underrepresented groups and economically disadvantaged communities with the education, mentorship, resources, and support to successfully launch a career in franchise ownership.
- Cohort Duration: August – February
- [Click Here](#) to learn more.

**FRANCHISE
ASCENSION**
INITIATIVE™
Powered by the IFA Foundation



IFA Education

Discover the Value of IFA Education: Empowering Your Franchise Journey

Welcome to the world of **IFA Education**, where professional development meets the unique needs of the franchise community. As the global epicenter of franchise learning, we provide diverse, cutting-edge opportunities to advance your knowledge, grow your skills, and achieve your business goals.

Why Choose IFA Education?

Our programs are designed with **franchisors, franchisees, and franchise suppliers** in mind, offering tailored content and flexible learning pathways to fit your schedule and aspirations:

IFA LIVE –

Engaging and Immersive Instruction

- **In-Person Workshops & Event Special Sessions:** Hands-on learning at IFA and IFA-Partner events, tailored to address real-world challenges.
- **Instructor-Led Virtual Classrooms:** Engage with industry experts in dynamic, interactive online sessions.
- **Customized Training Solutions:** Training tailored to your brand's unique needs, delivered virtually or onsite.

IFA Certification Programs

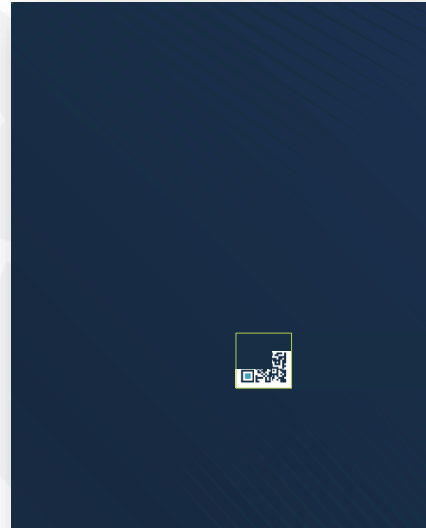
Become a Certified Franchise Executive

The Certified Franchise Executive (CFE) designation is a symbol of leadership and accomplishment recognized throughout the franchise community. It is the only professional franchise distinction of its kind, offering esteemed recognition and professional standing.

The Certified Franchise Executive (CFE) program education is based on a **comprehensive understanding of all aspects of franchising, including legal, business, and operational** facets, covering topics like franchise sales, management, compliance, leadership, HR, and franchise fundamentals, aiming to equip individuals with the knowledge and skills needed to excel in franchise leadership roles across various stages of their careers;



Brittney Cosby | Sr. Manager, Certification Programs
cfe@franchise.org



www.franchise.org/cfe

IFA Certification Programs

Why Are Franchise Professionals Seeking the CFE Designation?

- **Professional Development**
 - Franchising Fundamentals
 - Navigating Franchise Law
 - Leading Franchise Teams, and more!
- **Peer Networking**
- **Industry Recognition & Professional Standing** (*Jane Doe, CFE*)

IFA Certification Programs



CERTIFIED FRANCHISE EXECUTIVE Success Story



“

This CFE has bolstered my comprehension of franchise operations, honed my strategic decision-making abilities, improved my communication with franchisees, and deepened my expertise in compliance and leadership skills all of which will make an even greater impact at QC Kinetix.

Heather Gerke, CFE
VP of Marketing, QC Kinetix



CERTIFIED FRANCHISE EXECUTIVE Success Story



“”

Earning the Certified Franchise Executive designation through IFA has been an incredibly rewarding journey... The courses are excellent, and the IFA National Convention was remarkable, but the most valuable part of my journey has been the rich networking opportunities.

Laura Varnell, CFE
Director, School Training, Primrose School Franchising Company



CERTIFIED FRANCHISE EXECUTIVE Success Story



“”

The coursework was challenging, the conferences inspiring, and new relationships rewarding. I am proud to use what I have gained in this process to lead and serve others to achieve their dreams through business ownership.

Andrew Pittman, CFE
Director, Systems, Neighborly

Read features and connect with Certified Franchise Executives
www.linkedin.com/company/certifiedfranchiseexecutives

IFA Certification Programs

WELCOME!

CFE WELCOME WEBINAR

for New and Prospective CFE Candidates

January 23, 2025

1:00 - 2:00 PM ET



<https://www.franchise.org/cfe-events-calendar>



IFA ACADEMY

Certification • Professional Development
LIFELONG LEARNING



Explore a wealth of online learning options:

- **200+ Online Courses** available through IFA Approved Learning Partners
- **Certificate Pathways:** Showcase your expertise with industry-recognized certifications.
- **CFE program** content and certification status, self-management with 24/7 accessibility
- **OnDemand Subscriptions:** Unlimited access to curated content on essential franchise topics, anytime, anywhere.
- **Self-Paced Courses:** Dive deep into specialized areas of interest at your own pace.
- **Topic-Focused Learning Pathways:** Gain targeted insights into franchise development, operations, marketing, and more.



learning.franchise.org

Lea Simmons | LMS Product Manager
learning@franchise.org



Promoting our Members – Digital & Print

Products

- E-Newsletter
- Email Blasts
- Ask the Experts
- Sponsored Content
- White Paper
- Webinars
- Digital Website Display Ads
- Thought Leadership Ads
- Print Publication Ads
- Digital Publication Display Ads

Channels

Print

- February issue of *Franchising World*
- April & September issues of *Franchising World* (short-run print issues)
- Spring & Fall issues *Franchise Opportunities Guide*

Digital

- Franchise.org
- Weekly Newsletters
- IFA Academy
- Eblasts
- Digital Toolkits/Roadmaps
- Retargeting
- Podcast
- *Franchising World* magazine (6 issues)
- *Franchise Opportunities Guide* (2 issues)



Promoting our Members – In Person Events

Products

- Exhibit Booth at Convention
- Sponsorships at National and Partnered Events

IFA Events to Showcase your Brand!

- Annual Convention
- Legal Symposium
- Advocacy Summit
- Emerging Franchisor Conference
- Partner Events



#TEAMFRANCHISING **WE ALL WIN**



REGISTER TODAY!



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2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13



franchise.org/events

2025 EVENTS

IFA ANNUAL CONVENTION

February 10-13, 2025 | Las Vegas, NV

INTERNATIONAL FRANCHISE SHOW LONDON

April 11-12 | London, England

Partnership event with MFV NSE

LEGAL SYMPOSIUM

May 4-6 | Washington, DC

IBA/IFA JOINT CONFERENCE

May 6-7 | Washington, DC

THE IFA WORLD FRANCHISE SHOW

May 9-10 | Miami, FL

Partnership event with Fortem International

2025 CONT.

FRANCHISE CUSTOMER EXPERIENCE CONFERENCE

June 24-26 | Atlanta, GA

Partnership event with Franchise Update Media

IFA ADVOCACY SUMMIT

September 15-17 | Washington, DC

FRANCHISE LEADERSHIP & DEVELOPMENT CONFERENCE

October 7-9 | Atlanta, GA

Partnership event with Franchise Update Media

EMERGING FRANCHISOR CONFERENCE

November 10-12 | Nashville, TN

Partnered Events

Franchise Update Media



Atlanta, GA
June 24-26, 2025

Atlanta, GA
October 7-9, 2025

International Franchise Show London



London, England
April 11-12, 2025

Fortem International



Miami, FL
May 9-10, 2025

Preferred Vendors

answerconnect

AnswerConnect Franchise is an industry leader in Live Reception Franchise services. AnswerConnect can help you 24/7/365 to answer calls, set appointments, qualify leads, transfer calls, CRM integration, and more. Clients use the mobile app and a personalized business line ID to take their business with them, wherever they go.



As the authority in franchise funding, Benetrends has been funding America's most popular brands for 40 years. Benetrends' innovative and comprehensive suite of funding solutions not only helps franchisees successfully launch their dreams, but also helps catapult growth of franchise systems.

Preferred Vendors

PAYCHEX[®]

HR | Payroll | Benefits | Insurance

As a leading provider of integrated human capital management solutions for payroll, human resources, benefits, and insurance services, Paychex helps simplify the intricacies of business including franchises.



SOCi is *the* marketing platform for multi-location brands and enables both franchisees and franchisors to strengthen and scale their digital marketing efforts across countless local search and social platforms.

Thank You For Attending!



**We want to hear from you!
Please take a moment to
take our short member
survey:**

<https://www.surveymonkey.com/r/QKHXTB6>