

**5th ANNUAL
FRANCHISE
SUCCESS SUMMIT**

Invitation-Only Summit for Emerging Franchise Brands

Raleigh, NC | October 19 & 20, 2016

About the Event: *16 expert speakers in 24 hours.* The 5th annual Franchise Success Summit is an exclusive, invitation-only event where CEOs have the chance to speak with other emerging franchise brand leaders. The two-day summit is designed for a select group of franchisors with systems poised for growth. Attendees are given a powerful opportunity to discuss critical franchising related issues with like-minded executives in a private, interactive environment.

Why You Should Attend: You will participate in educational seminars with experienced franchise executives to learn their secrets of success. You'll be able to network face-to-face with CEOs of other successful franchise systems, private equity investors, and some of the most influential franchise industry leaders. The summit features a small venue and attendee list by design to maximize your ability to interact and learn from your peers.

“As a young franchisor, the conference was such a huge help for me in growing by franchise business. I built relationships and made contacts that have helped me in many ways, from gaining a new, lower cost merchant services provider to raising capital for my business.” - Debbie Blancher, CEO, Wholesome Tummies

Speakers Include:



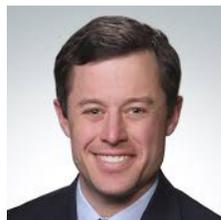
Kenny Moore
Highway 55



Sam Ballas
East Coast Wings & Grill



Roger Brook
Carolina Financial



Andy Phipps
Investors Management Corp.



Jeff Phillips
Fleet Feet



Neil Newcomb
Brixx Pizza



Dr Michael Riddiough
The Riddiough Group



Jeff Brock
Hargett Hunter Capital



Lee Barnes
Family Fare LLC



Edith Wiseman
Fradata



Tom Wells
BIP Capital



David Chapman
919 Marketing

Past Attendees Include:

Brixx
East Coast Wings
Wholesome Tummies
Fleet Feet

Kono
Shula Burger
The Cleaning Authority
Window World

Wine & Design
Glass Doctor
Firehouse Subs
Golden Corral

Great Clips
Arby's
Spice & Tea Exchange
Teriyaki Madness

Wednesday, October 19	
11:45 am	Welcome Lunch is Served
12:15 pm	Keynote Kenny Moore, Founder and CEO of Highway 55
1:00 pm	Accounting Changes & Trends Eric Curran, CPA, Dixon Hughes Goodman
2:00 pm	Break
2:15 pm	Strategic Content Marketing: The Secret Weapon to Accelerate Sustainable Franchise System Growth David Chapman, Founder and CEO 919 Marketing Company
3:15 pm	Elements of Successful Franchising Ritchie Taylor, Manning Fulton
4:15 pm	Break
4:30 pm	Driving Unit Level Economics Sam Ballas, CEO of East Coast Wings & Grill
5:45 pm	Board Bus to Dinner at the Landmark Downtown Raleigh Restaurant Caffe Luna
6:00 pm	Cocktail Hour & Dinner - Round trip transportation provided Caffe Luna, 136 East Hargett St, Raleigh NC 27601

Thursday, October 20	
7:30 am	Breakfast is Served
8:00 am	Keys to Supercharging Franchise Sales Dr Michael Riddiough, President of The Riddiough Group
8:45 am	Cybersecurity for Emerging Brands Rodney Murray, CISA, CRISC, Dixon Hughes Goodman; Will Cherry, Manning Fulton; Sue Yannello, 919 Marketing
9:45 am	Break
10:00 am	Panel Discussion on Enhancing Franchisee Satisfaction Lee Barnes, Family Fare; Jeff Phillips, Fleet Feet; Neil Newcomb, Brixx; David Chapman, 919 Marketing
11:00 am	What to Do Now to Prepare for a Successful Exit Robert Ange, Manning Fulton; Jeff Brock, Hargett Hunter Capital; Tom Wells, BIP Capital; Andy Phipps, Investors Management Corporation; Roger Brook, Carolina Financial
12:00 pm	Trends Impacting Your Franchise Business Edith Wiseman, President, Frandata Lunch is Served
1:15 pm	Adjourn



Venue:

Marriott Crabtree Valley | 4500 Marriott Dr | Raleigh, NC

An 11.9-mile drive from Raleigh-Durham International Airport, this modern hotel is also 4.7 miles from both the PNC Arena sport and music venue, and the North Carolina Museum of Art.

Registration:

To register, please contact Jenny Kelly, 919.787.8880 ext 394, kelly@manningfulton.com

There is no cost to attend this conference. Seats are limited to 50 guests. Please let Jenny know if you have any dietary requests.

Summit Sponsors:



For decades, Manning Fulton's franchise attorneys have provided franchise and distribution networks strategic counsel helping them to grow and protect iconic brands.

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919 Marketing Company is a national content marketing agency with a proven track record of helping franchise companies of all sizes accelerate national brand awareness and validation, differentiate from the competition and drive sales and market share growth.

www.919marketing.com
919.557.7890



DHG is among the nation's top 20 public accounting firms representing franchisors and franchisees in the restaurant and retail markets.

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