

## Thanks to our subject matter panelists

Bob Rodi is president of Mount Pleasant Capital Corp. and has 29 years of experience in franchise financing, commercial underwriting and equipment leasing. He is one of America's leading experts in funding franchise operations. Bob was president of the United Association of Equipment Leasing and spent seven years on the association's board. Mount Pleasant Capital is based in Pennsylvania. Visit the website at [www.mountpleasantcapital.com](http://www.mountpleasantcapital.com).

Robert Coleman is founder of Coleman Publishing, an online media company that covers the small business banking industry. Bob has recently appeared on CNN and Fox Business News to help business owners make sense of the changing lending environment. Franchising is one of Coleman's specialty reporting areas, which is why he was invited to speak at the inaugural Franchise Leadership Forum. Visit the website at [www.colemanpublishing.com](http://www.colemanpublishing.com).

Geoff Seiber is the President and CEO of FranFund, Inc., servicing the financing needs of franchises and small businesses. FranFund specializes in start-up loans of up to \$1.5-million for service and retail businesses. The firm also specializes in hospitality lending of \$5 million and more. Geoff has spent his career in franchising; he worked for Domino's Pizza and Great Clips; he has sold and owned franchises; and he has excelled as a franchise financial consultant. FranFund is based in Fort Worth. Visit the website at [www.franfund.com](http://www.franfund.com).

John P. Hayes, Ph.D., FLF Facilitator, is a 30-year franchise veteran who has been a franchisor, franchisee and a vendor to the franchise industry. He is the author of 19 books including the new eBook *Help Your Banker Say Yes!* He writes for several franchise blogs including [FranchiseMastermind.com](http://FranchiseMastermind.com). He lives in Frisco. Visit the website at [www.franchisemastermind.com](http://www.franchisemastermind.com).



(left to right) Bob Coleman, Geoff Seiber, John Hayes, Bob Rodi, Darren Smith.

## 15 Charter Memberships Available

### *For DFW Franchise Leadership Forum*

Be one of the first 15 companies to join the Texas Franchise Leadership Forum (visit [www.cimastrategic.com/franforum](http://www.cimastrategic.com/franforum)) and you'll receive charter membership status, which means your membership fee will never increase. Instead of paying a \$2,500 annual membership fee, you will pay only \$1,999 annually as long as you are a member.

### *Benefits of Joining FLF?*

- ✓ FLF is limited to a core group of franchise leaders consisting of franchisors and franchisees.
- ✓ Three live Forums that include networking, interaction and discussions of pertinent issues with subject experts.
- ✓ Three TeleForums with subject experts that address single-topic current issues in franchising.
- ✓ Take-away materials from all events, including podcasts to share with your team members and franchise network.
- ✓ Access to CEO TV which delivers audio, video and written content around critical issues you can share with your colleagues.
- ✓ It all happens in your own backyard. No costly and cumbersome overnight travel!
- ✓ Each member may bring up to two guests (restrictions apply) at no additional fee.

For additional information, contact Darren Smith, FLF Founder,

at  
**214-353-9333**

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## When You Purchase *Help Your Banker Say Yes!*

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## Thanks to our Honorary Chairpersons

Roger Dalton, Development Agent, Subway  
Catherine Monson, CEO, FASTSIGNS International  
Frank Gambina, VP, 7-Eleven

## Special thanks to all our attendees

Jeff Adair, Blue Ocean Productions  
Keith Albright, Senior Vice President –  
Franchising, Paciugo Gelato & Caffè  
Marcia Altizer, CEO, Founder, Images 4 Kids  
Franchise Corp.  
Forbes Anderson, Chief Strategic Officer, CiCi's  
Pizza  
Matt "Red" Boswell, Founder, CEO, Pet Butler  
Franchise Services  
Bob Coleman, Founder, Coleman Publishing  
Stephanie Colgan, VP Sales, Henry Wurst, Inc.  
Ziad Dalal, CEO, Nestle Toll House Cafe by Chip  
Roger Dalton, President, The Dalton Gang, Inc.  
Scott Davis, Area Developer, Knockouts –  
Haircuts for Men  
Owen Edwards, Director of Franchise  
Development, Dickey's Barbecue  
Restaurants  
Susan Estes, Franchise Development Director,  
Images 4 Kids Franchise Corp.  
Frank Gambina, VP of Nat'l Franchise, 7-Eleven  
Cynthia Gartman, Managing Partner,  
Keepinstep  
Patrick Garza, VP Business & Development,  
Fish City Grill Licensing, LP.  
Ugo Ginatta, Pres & CEO, Paciugo  
Management, LLC  
Jeremy Glanzer, President, Golf Etc. of  
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Bill Hall, CEO, William G. Hall & Company  
John Hayes Ph.D., President, Hayes Marketing  
Services  
Wes Jablonski, EVP, Wingstop Restaurants  
Matt Kelton, COO, Showhomes  
Ralph Kinder, Director Franchise Development,  
Baker Bros American Deli  
Rob Lauer, Partner, Haynes and Boone LLP  
Doyle Liesenfelt, President, Nestle Toll House  
Cafe by Chip  
Stephen Marino, Master Licensee,  
ActionCOACH – Business Coaching  
Joyce Mazero, Partner, Haynes and Boone LLP  
Catherine Monson, CEO, FastSigns  
International, Inc.  
Janet Nelson, Blue Ocean Productions  
Terrill Phillips, EVP Franchise Dev, Dalworth  
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Richard Phillips, Franchise Development  
Manager, Dickey's Barbeque Restaurants  
Bob Rodi, President, Mount Pleasant Capital  
Corp.  
Rob Rose, CFO, Worldwide Express  
Michael Schaul, President, Lone Star Baby &  
Kids  
Geoff Seiber, President, FranFund  
Jim, Sheahan, Vice President of Franchise  
Sales, CiCi's Pizza  
Glenn Showers, Mgr New Store Development,  
RadioShack  
Daniel Sibley, Director of Construction,  
Dickey's Barbecue Restaurants  
Jarrod Sims, Franchise Development,  
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Darren Smith, CEO, Cima Strategic Services  
James Snow, President, Gold's Gym  
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Joel Tallman, Sr. VP of Franchising & Global  
Operations, Gold's Gym International  
John Teat, VP, Primrose School Franchise Corp.  
Blair Thomas, Blue Ocean Productions  
Curtis Thornton, Blue Ocean Productions  
Joanne Webb-Joyce, Sr. Director. National  
Franchise, 7-Eleven, Inc.  
Monty Whitehurst, COO, Grandy's

## What's next?

Get smart, Get known  
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### Franchise Leadership TeleForum

March 25, 2010

Details available at  
[www.cimastrategic.com/  
ceo-roundtables/franchise](http://www.cimastrategic.com/ceo-roundtables/franchise)

### Franchise Leadership Forum June 23, 2010

La Cima Club  
5215 North O'Connor Blvd.  
Irving, Texas 75039

## Thanks to all the Forum sponsors

### Blue Ocean Productions

The Blue Ocean specializes in "communication technology"—the intertwining of marketing, information technology, and solid leadership to help you connect your company, customers, and community. Our team is "return on investment" focused, ensuring technology adds to your bottom line by maximizing connection, reducing costs and lowering risk.

### Cima Strategic Services

Darren delivers one of the most dramatic and powerful leadership and business development experiences for executives. He is to the executive what a carabiner is to the mountain climber. Darren helps executives reach higher levels than they could alone. One of the ways Darren works with executives is through Forums like the Franchise Leadership Forum.

### Haynes and Boone

Haynes and Boone is the law firm of choice for national and global restaurant chains, food suppliers, food service equipment manufacturers and distributors. We are at the forefront of unique and complex regulatory work, representing some of the largest and most popular franchise concepts in the U.S.

### Henry Wurst

Henry Wurst, Inc. is a marketing communication company and strategic partner focused on franchise growth. By utilizing our online ordering software, Print and POP in-house Production and Management, Fulfillment and Inventory Management, Call Center, Customer Modeling and Campaign Analytics - we provide a single source solution to increase the revenue and the experience for both the franchisor and franchisee.

### ReachLocal

ReachLocal is dedicated to working with franchise brands to offer a multitude of digital marketing solutions that acquire, maintain, retain customers and protect your brand. We deliver your brand message consistently across all your locations while driving more local customers to your franchisees without territory conflict. Our proprietary technology, consultative expertise and expansive media reach make us the one solution that your franchise brand needs to get the most exposure, brand protection and maximum ROI.