



Find a Sense of Security with Your Own Business



ICSC FRANCHISING CONFERENCE

Friday, March 2, 2012 • 7:30 am – 12:00 noon • The Thunder Valley Casino Resort • Lincoln, CA

FOCUS OF CONFERENCE

The Conference has four key components:
(1) The Changed World of Work...and what to do about it
(2) How to find the right franchise "fit" to replace/create a 6-figure income
(3) How to finance a franchise;
(4) A networking forum for attendees to compare opportunities and source valuable information.

WHO SHOULD ATTEND?

1. Individuals/Executives Affected by Lay-offs or Down-sizing
2. Baby Boomers & Retirees – Looking for a Second Career or additional income
3. Households needing a 2nd Income/Stay-at-Home Spouses
4. Private Investors – Entrepreneurs/High Net Worth Individuals
5. Servicemen/Veterans
6. Recent College Graduates
7. Anyone who wants to replace...or create a 6 figure income



SIGS | SPECIAL INDUSTRY GROUPS

NETWORK WITH FRANCHISE OWNERS

ICSC is working with the host team to attract a cross-section of "Recession Resistant" businesses (Franchisors). These Franchisors are seeking individuals and/or groups interested in becoming owner/operators and/or investors in the Placer County area.

FEES TO ATTEND

\$25.00 – Advanced Registration (before February 24)

\$45.00 – On-site Registration (after February 24)

\$10.00 – Students (must have valid student I.D.)

CONFERENCE REGISTRATION

Visit: <http://www.icsc.org/2012SIG1>

FOR SPONSORSHIP OPPORTUNITIES

Contact Lorraine Mazza at ICSC, lmazza@icsc.org
or +1 646 728 3845

HOTEL RESERVATIONS

Call +1 877 468 8777 – Refer to Group Code 120302LINC

Franchisors attending represent these business sectors:

- Home Health Care/Senior Care Providers
- Supplemental Education
- Auto Repair & Maintenance
- Hair Care/Salons
- Business Services
- Green Businesses
- Fitness/Spa Services
- Food Services

PLANNING COMMITTEE INCLUDES:

Cari Lyn Vinci, President, FranNet West

David Snyder, Director, Placer County Economic
Development Department

Karen Gardner, Director, Roseville Economic
Development Department

Bob Romness, CEO, Lincoln Area Chamber of Commerce

Amanda Norton, City of Lincoln Economic
Development Department

Dr. Salvatore Falletta, Professor, Program Director,
Drexel University

Bill George, Nimbus Marketing and PR

Sonya Lolland, Sierra College, Dean Business School

CONFERENCE PROGRAM

7:00 – 7:30 a.m. Conference Registration
and Continental Breakfast

7:30 – 8:00 a.m. Welcome and Introductions

8:00 – 8:45 a.m. A Changed World of Work – Threat or
Opportunity, Carleen MacKay, Director,
Mature Workforce Initiatives

8:45 – 9:15 a.m. How to Find the Right Franchise to
Replace/Create a 6-Figure Income
Cari Lyn West, President, FranNet West

9:15 – 9:45 a.m. Financing your Franchise Business
Mary Norris, Vice President, SBA
Lending Division, Wells Fargo &
Steve Stovall, Vice President of
Business Development, Benetrends

9:45 – 10:00 a.m. Networking Break

10:00 – 11:00 a.m. A Day in the Life of a Franchisee
Panel Discussion with participating
Franchisors, Moderated by
Cari Lyn West, President FranNet West

11:00 – 11:15 a.m. Closing Remarks and Wrap Up

11:15 – Noon Open Networking with Franchisors



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