



INTERNATIONAL FRANCHISE ASSOCIATION

Franchise Business Network Breakfast Roundtable

*International Franchise Association (IFA) program sponsored by
Gallet Dreyer & Berkey, LLP*

HOW TO HELP NEW FRANCHISEES TO SUCCEED

Practical Advice for New and Established Franchisors

Guest Speaker: Mario Altiery, Upside Group

Date: **Tuesday, August 10, 2010**
Time: **9:00 a.m. to 11:00 a.m.**
Place: SLC Conference Center, 352 7th Avenue (30th St.), 16th Floor, New York, NY
(One block south of Penn Station)

This program will focus on providing practical advice for helping new franchisees to succeed, even in a difficult economy, including advice regarding training, location selection, construction and build out, computer systems, suppliers, grand opening, advertising, and the processes for selecting new franchisees.

Mario Altiery, founder and president of Upside Group, began his franchise career working for an international retail sign franchisor where he was regional vice president and pioneered the company's sales and marketing processes, developed several national programs, implemented a franchise resale program, and institutionalized royalty maximization training seminars. His firm, Upside Group, provides consulting services that focus on accountability and unit growth. He is a regular speaker and trainer for the International Franchise Association and International Institute for Franchise Education.

Come prepared to share your comments and questions. Feel free to bring guests. A continental breakfast will be served. There is no charge for this event. Please reserve your space by Friday, August 6, 2010.

The IFA's Franchise Business Network is a quarterly program in cities across the United States, which provides an opportunity for franchisors, franchisees, and suppliers to network and exchange ideas on topics concerning franchising

Reserve your space by no later than Friday, August 6, 2010, by sending an email with the following information or this completed form to: David T. Azrin, Esq., Gallet Dreyer & Berkey LLP, 845 3rd Ave., NY, NY 10022,
Tel. (212) 935-3131, Fax (212) 935-4514, Email: dta@gdblaw.com

Name(s) of persons attending: _____

Company and Position: _____

Address: _____

Telephone: _____ Email: _____