

AGENDA

LCA Franchise Conference

*Generating Investment Quality Income and
Resale Market Value for All*

November 10-11, 2022

Dallas TX

THURSDAY, NOV. 10		
<p>8:00-9:00</p> <p>Led by: Dwight</p>	<p>RESET: MEETING INTRO</p> <p>Goal of the meeting</p> <p>System Leadership Board discussion, purpose, voting and by-laws</p> <p>Executive committee</p> <p>Marketing fund committee</p> <p>System committee</p> <p>Meeting framework</p>	<p>Franchisees Only</p> <p><i>Committee By-laws - Handouts Provided</i></p> <p><i>Meeting Framework and Activities- Handout Provided</i></p>
<p>9:00-9:45</p> <p>Led by: Dwight</p>	<p>RE-ENGAGE</p> <p>Introductions, why am I here and what do I hope to accomplish</p>	<p>Franchisees Only</p> <p><i>25 Words or Less TV Show</i></p>
<p>9:45-10:15</p> <p>Led by: Dwight and Pat</p>	<p>RE-ENGAGE: THE BRAND GOAL</p> <p>Create a "Top 50 US Franchise"</p> <p>Generate quality income and resale market value for all</p> <p>Review case studies for other franchise networks – including turnarounds</p>	<p>Franchisee & Corporate</p> <p><i>Key factors that go into scoring Top 50 franchisees (Entrepreneur Magazine) –Handout provided</i></p> <p><i>Case Studies (6 brands)- Handout provided</i></p>

10:15-10:30	BREAK	
10:30-11:30 Speaker: Claire	REBOOT – LESSONS LEARNED Then, now and beyond – evolution, bumps and bruises, and where to go from here Future vision - Larada's Perspective Plan for new territories	Franchisee & Corporate
THURSDAY, NOV. 10 (continued)		
11:30-12:30 Speaker: Jessica	REBOOT – TERRITORY ANALYSIS AND MOSAIC Territory analysis -10 key characteristics that define market opportunities Customer demographics, behaviors & psychographics How to leverage your unique market characteristics	Franchisee & Corporate <i>Maps and Key Mosaic/ Customer profiles- Handouts provided</i>
12:30-1:15	LUNCH - In meeting room	PET VIDEOS
1:15-3:15 Panel: Amanda, Mark, Shanna Moderator: Dwight	RESTART – BEST PRACTICES 10 best operating/management practices Unit economics Score Carding clinic Data Technology	Franchisee Only <i>Business Plan template & Chart of Accounts template – Handouts provided</i>
3:15-3:30	BREAK	

<p>3:30-5:00</p> <p>Panel: Pat, Jessie, Kristen</p> <p>Moderator: Amanda</p>	<p>REINVEST – CLINIC STAFF BEST PRACTICES</p> <p>Score carding staff Recruiting and retaining Training Selling retail</p>	<p>Franchisee Only</p> <p><i>Staff Tracking Template- handout provided</i></p>
<p>5:00-5:30</p>	<p>DRIVE TO CLINIC</p>	<p>Franchisee Only</p>
<p>5:30-6:30</p> <p>Pat, Amanda</p>	<p>CLINIC TOUR</p>	<p>Franchisee Only</p>
<p>6:30</p>	<p>DINNER (2-3 options)</p>	<p>Franchisee Only</p>

AGENDA

FRIDAY, NOV 11		
<p>8:00-9:45</p> <p>Led by: Rachel, Dwight, Amanda, Amira</p> <p>Moderator: Wade</p>	<p>RELAUNCH: MARKETING</p> <p>Marketing fund</p> <p>10 key local marketing strategies</p> <p>Call Center / Call Pods</p> <p>Protection plan revenue</p> <p>Marketing KPIs and Results to date</p>	<p>Franchisee & Corporate</p> <p><i>Marketing Fund By-Laws and Recap of Activities – Handouts provided</i></p> <p><i>Call POD - Handouts Provided</i></p>
<p>9:45-10:30</p> <p>Speaker: Meevo</p>	<p>REINFORCE: FORWARD THINKING</p> <p>Meevo presentation: best uses, reporting</p>	<p>Franchisee & Corporate</p> <p><i>Handout provided</i></p>
<p>10:30-10:45</p>	<p>BREAK</p>	
<p>10:45-11:45</p> <p>Led by Dwight, Claire, Wade</p> <p>Moderator: Pat</p>	<p>REINFORCE: FUTURE FRAMEWORK</p> <p>Importance of a strong but fair franchise agreement</p> <p>How franchise agreement affects your bottom line</p> <p>Valuation and exit plan</p> <p>V.2 Air Alle technology</p>	<p>Franchisee & Corporate</p> <p><i>Calculator form – handout provided</i></p>
<p>11:45-12:30</p>	<p>LUNCH - In meeting room</p>	<p>Singing Videos</p>
<p>12:30-2:00</p> <p>Moderated by Dwight</p> <p>Table heads same as dinner</p>	<p>RECHARGE: FUTURE VISION</p> <p>Top 5 things that will impact your bottom line and improve your business.</p> <p>What's the plan, partnership and vision going forward</p>	<p>Franchisee Breakout – 3 tables</p>

Notes Taken by Rachel	Each Group ranks 3-5 ideas for the Plan, Partnership & Vision.	
2:00-3:00 Led by Dwight	REGROUP: REVIEW NEXT STEPS Critique Committee nominations & voting	Franchisee Only