AGENDA

LCA Franchise Conference

Generating Investment Quality Income and Resale Market Value for All

November 10-11, 2022

Dallas TX

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

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** *Maps and Key Mosaic/Customer profiles- Handouts provided*
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** *Business Plan template & Chart of Accounts template – Handouts provided*
3:15-3:30	**BREAK**	

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

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

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**