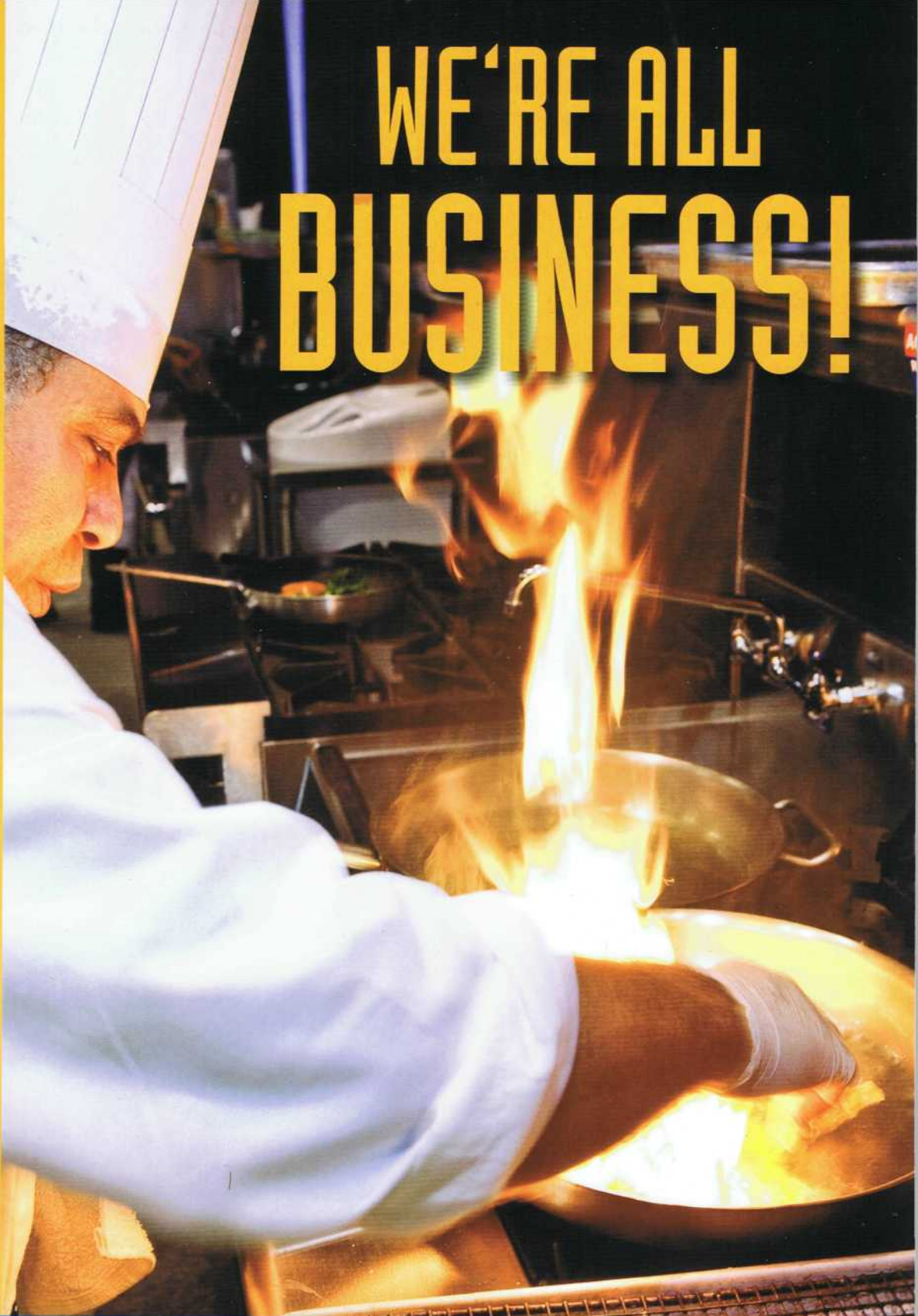


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# MORE EDUCATION IDEA CENTER SESSIONS

Sunday, June 28

## Franchise Ownership in Today's Economy - What you Need to Know Before Diving In

If you are thinking of getting into the restaurant business, a franchise might be the way to go. But in these times of economic uncertainty, how do you make that decision? Experts will share information on financing requirements and new strategies for growth and operations to ensure your franchise succeeds.

1:00 p.m. - 2:00 p.m.  
Stage 3 - Exhibit Hall C



## Gear Up in the Economic Downturn

Come and hear experts discuss the current economic climate, how this has altered the mindset of your customers and what this means for you and your business. Industry experts will discuss how they are coping with the current recession and offer tips and strategies on what you can do to survive, profit and even expand in this market.

2:30 p.m. - 3:30 p.m.  
Stage 3 - Exhibit Hall C



**Moderator:**  
**Kevin Pietsch,**  
Franchise Times



**Presenter:**  
**Madison Jobe,**  
Pizza Inn, USA



**Moderator:**  
**Matthew Mabel,**  
Surrender, Inc.



**Presenter:**  
**Adrian DeLeon,**  
Merrill Lynch



**Presenter:**  
**Robert Fix,**  
Shakey's USA



**Presenter:**  
**Dave Wheeler,**  
Campero USA



**Presenter:**  
**Mike Leatherwood,**  
Razzoo's Cajun Cafe  
and Bone Daddy's



**Presenter:**  
**David Denney,**  
Attorney, Food and  
Beverage Law