

# 2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

TEAM  
FRANCHISING



# Creating (or Reinventing) Your Franchise Advisory Council

## Panelists:

### **Genevieve Weeks**

Founder + CEO  
Tutu School Franchises

### **Rob Goggins**

President  
Great Clips, Inc.

### **Todd Recknagel**

Managing Partner  
Three20 Group

## Moderator:

### **Kerry Bundy**

General Counsel  
Great Clips, Inc.

# Today's Objectives:



Why and When to Create (or Reinvent) a Franchise Advisory Council



Structuring a Franchise Advisory Council

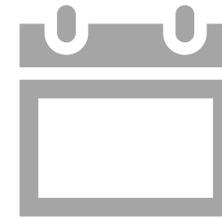


Maximizing the Value and Effectiveness of the FAC

# Deciding to Create a Franchise Advisory Council



Why an FAC?



When to Create One?

# Structuring a Franchise Advisory Council

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Getting a good number and mix of members

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Governance issues (selection process, terms, voting, positions, by-laws, etc)

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Meeting logistics and budget

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The role of an association, if any, in the FAC

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# Maximizing the Value and Effectiveness of the Franchise Advisory Council



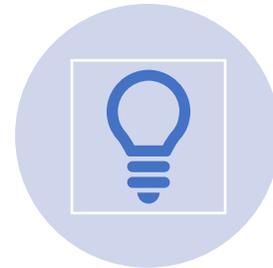
Balance power/control between the franchisor and FAC



Transparency and communication are key



Address conflict



Prevent stagnation

# FINAL THOUGHTS



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