

# 2011 Hampton Roads Opportunities in Franchising

Seminar for Minorities, Women and Veterans



**Franchising**  
Building local businesses,  
one opportunity at a time.



How to Be in Business *For Yourself, But Not By Yourself*

**Advanced registration is required.**  
**To register, please visit:**  
<http://ulhr.eventquick.com>

Tidewater Community College—  
The Forum (Building A)  
120 Campus Drive—  
corner of Greenwood Drive and  
McLean Street  
Portsmouth, VA 23701

**Tuesday, November 8, 2011 9:00 am - 2:00 pm**  
*Registration and one-on-one time with franchise systems opens at 8:00 am*

PROGRAM  
WILL INCLUDE:

- **Franchisor Participation** –  
What are franchisors looking for? Prospective franchisees will hear first hand from experienced franchisors.
- **Fundamentals of Franchising** –  
What franchising is (and isn't) and how to evaluate franchise options.
- **Experiences in Franchising** –  
What is it really like to be a franchisee? Current franchisees will share their experiences and advice.
- **Legal Aspects of Franchising** –  
What do I need to know before signing on the dotted line and what is the Franchise Disclosure Document?
- **Funding and Technical Assistance** –  
How do I begin the basic process? What are the requirements for financing? Are special programs available?

**REGISTRATION FEE**  
**\$25**

## Who Should Attend?

- Are you interested in obtaining a franchise, but lack capital?
- Are you a prospective franchisee?
- Do you or your franchisee prospects need financing with the most advantageous terms?
- Are you looking for a new retail location site?
- Have you overlooked any tax credits for which you may be eligible?
- Are you serious about increasing diversity within your franchise operation?
- Does this sound like Greek to you?

Then here's your chance to learn more about "Being in Business for Yourself, But Not By Yourself."

For more information on franchising contact: **Miriam L. Brewer**, Director of Education and Diversity, International Franchise Association at (202) 662-0784 or via email: [mbrewer@franchise.org](mailto:mbrewer@franchise.org).



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**Space is limited so registration is required. Registration fee includes continental breakfast, lunch and seminar materials (program normally retails for \$150).**

This program is sponsored by  
Coca-Cola and ExxonMobil.

