

Entrepreneurs, nonprofit executives invited to UT College of Business Franchise Summit

The University of Toledo College of Business and Innovation (COBI) is conducting a Franchise Summit at the University on Friday, February 8, from 8 to 11 a.m.

This free workshop is intended for area entrepreneurs considering this business structure as well as executives at nonprofit organizations who are exploring new options to fund their missions.

Featured speaker will be Dr. Ben Litalien, founder and principal of Franchise Well, a consulting practice dedicated to the enhancement of franchising. He is a frequent author and speaker on franchising, is a Certified Franchise Executive as designated by the International Franchise Association, and he designed and oversees the Franchise Management Certificate program at Georgetown University.

“Franchising is a powerful model for generating value,” said Litalien. “Entrepreneurs and nonprofit management should not miss this unique opportunity to learn how to harness franchising in new and beneficial ways, including growing business concepts, creating jobs and achieving above market-rate returns.”

Litalien will also moderate a panel discussion that will include W. Rhett Linke, Executive Director, National Business Development, NISH; Jeannie Hylant, Vice President, Hylant; Anthony Calamunci, Attorney, Franchise Law Group; Roetzel & Andress; Kevin Lent, President, Sonic Drive-In; and Bryon Stephens, Vice President, Marco’s Franchising.

“The University of Toledo College of Business and Innovation embraces its mission of presenting innovative ways to educate and assist the regional business community,” noted Dr. Anand Kunnathur, COBI Executive Associate Dean. “Franchising is an increasingly popular and viable format for many people to establish their own businesses, so we are pleased to work with experts in this field to develop this free educational program. We know that the more we can do to help area businesses and entrepreneurs, the better it is for the regional economy.”

The Franchise Summit is free but seating is limited. Register at utoledo.edu/business/franchisesummit.