



*International Council of Shopping Centers
Saturday, May 16, 2009
Las Vegas Hilton*

Session 1: 1:00 – 2:00

*How to Evaluate Franchises So That You Can Choose
the Right Business.*

Are you interested in exploring opportunities to own your own business? Learn how to evaluate franchises so that you can choose the right business. If you hope to become a successful franchisee, get started with confidence by participating in this seminar. You will learn the basic information about franchising but glean an in-depth knowledge through the experiences of Dr. John Hayes. He will help you understand how to interpret and use the Franchise Disclosure Document to discover reliable information about the performance and viability of any franchise, how to evaluate the franchisor's operating system and determine if you and your intended market are compatible with the system, the pros and cons of franchising, the fees required by franchisors, the facts about territorial and product restrictions, how to raise money to invest in a franchise, and much, much more. Brought to you by the International Franchise Association.

Speaker:

John P. Hayes, PhD.

Hayes Worldwide

Frisco, TX

Session 2: 2:15 – 3:15

*How to Start a Retail Kiosk Business in a Shopping
Center.*

Given the right product and location, there is a great profit to be made by opening a retail enterprise in the common area of a shopping center. This session will walk you through the process from identifying the merchandise to how to source it, to how to find a location and negotiate the license agreement, to running a successful business in a shopping center that might lead to future expansion.

Speakers:

Deborah S. Kravitz, CLS

President

Provenzano Resources, Inc.

Sherman Oaks, CA

Suzanne M. Paradeis

Specialty Leasing Manager

AWE Talisman

Las Vegas, NV

Session 3: 3:30 – 4:30

How to Start an In-Line Retail Business in a Shopping Center.

Entrepreneurial spirit is still alive today, and a shopping center is the ideal place where a retailer can thrive with the right product and concept. Learn how to choose the correct shopping center to operate your new store from neighborhood and community centers to superregionals. Learn how to approach the landlord and how you can try out your concept in a finished out store on a short term license agreement that can be converted to a long term lease agreement. Learn the nuances of running a retail operation such as marketing, staffing, visual presentation, sales tracking, sales staff incentives, personnel management and more, while being surrounded by professional competitors.

Speakers:

Deborah S. Kravitz, CLS

President

Provenzano Resources, Inc.

Sherman Oaks, CA

Suzanne M. Paradeis

Specialty Leasing Manager

AWE Talisman

Las Vegas, NV

JOHN HAYES has worked in the franchise community as a consultant, franchisee and franchisor since 1979. He is the author of several franchise-related books and countless articles that have appeared in media worldwide. Dr. Hayes has served as an advisor to franchisors, franchisees and small business owners internationally. His areas of expertise include management development, marketing, customer service, training, and strategic planning. He is the author or co-author of 18 non-fiction books including the Franchise Pre-Investment Checklist, Franchising: The Inside Story, Start Small, Finish Big, You Can't Teach A Kid To Ride A Bike At A Seminar and most recently Get It! The Secrets of Cultivating the HomeVestors Millionaire Mindset. His articles about franchising have appeared in Reader's Digest, Inc. Magazine, Wall Street Journal, International Herald Tribune, USA Today, etc., as well as many IFA-sponsored publications. Dr. Hayes leads seminars--How To Capture & Keep Customers--strategic planning workshops and Franchise Masterminds. He is the founder of ProfitableFranchiseOwner.com and he's a popular speaker and trainer at franchise conventions and meetings internationally. He has provided services to more than 100 franchise companies during his career. Dr. Hayes served as President/CEO of HomeVestors of America, Inc., the We Buy Ugly Houses® company from 2004-2009. He is based in Dallas, TX.

DEBORAH S. KRAVITZ, CLS is a partner in Provenzano Resources, Inc, a specialty retail leasing real estate consulting firm located in Sherman Oaks, CA. PRI creates, leases, merchandises and manages specialty leasing programs for shopping centers, lifestyle and entertainment venues, municipalities, airports and other transportation locations. PRI has worked on premier projects for Caruso Affiliated, Festival Companies, Vestar Management, Opus West, CB Richard Ellis, Los Angeles International Airport, San Diego International Airport and many others. In addition, PRI developed, owns and manages the high profile Third Street Promenade cart program in Santa Monica, California.

SUZANNE PARADEIS is the Specialty Leasing Manager, Fashion Outlets of Las Vegas, a luxury outlet center South of Las Vegas in Primm. She manages the specialty retail program including carts, kiosks, temporary inline stores, billboards, vending business and mobile marketing. She has worked with Specialty Leasing tenants for the past decade. Her background includes managing retail tenants at the largest shopping fair in North America, in Southern California, LA County Fair. Her specialty was on delivering a World Class-Shopper'tainment 'experience to the customers.