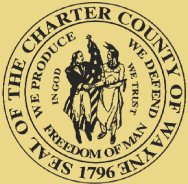
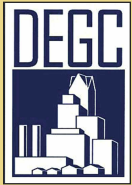




Franchising™
Building local businesses,
one opportunity at a time.



2008 DETROIT AREA FRANCHISE OPPORTUNITIES SEMINAR FOR WOMEN AND MINORITIES:

How to Be in Business for Yourself, But not By Yourself

Hosted by: The International Franchise Association, United States Small Business Administration, Michigan Minority Business Enterprise Center/MBDA, Michigan Minority Business Development Council, Detroit Economic Growth Corporation, Wayne County Business Development Division/Department of Economic and Neighborhood Development and the City of Westland.

Wednesday, November 19, 2008

Wayne State University, McGregor Memorial Conference Center
495 Ferry Mall (Corner of Cass and Palmer), Detroit MI 48202

8:00 am - 3:00 pm Registration is \$20 and includes continental breakfast, lunch and session materials.

Program will include:

Franchisor Participation - What are franchisors looking for? Prospective franchisees will hear first hand from experienced franchisors. You will have the opportunity to meet one-on-one with at least 15 franchise systems from across the country representing various franchise industries.

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 questions do you need to ask and what is the FTC Franchise Rule?

Funding and Technical Assistance - How do I begin the basic process? What are the requirements for financing? Are special programs available?

Registration is \$20 and includes continental breakfast, lunch and session materials. The first 100 paid registrants will receive a free gift on the day of the conference

Space is limited, so register and pay online today at: www.mmbdc.com - under events calendar click on networking/special events. For additional registration information contact: Tracy Taylor@ (313) 262-7516 or trtaylor@mmbdc.com

Visitors may park in Parking Structure #1, which is the north side of Palmer. Visitors must use Gate #3. Parking is paid when entering the structure. From the parking location, McGregor Center is one block to the south.

For more information on franchising contact:
Miriam L. Brewer, Director of Diversity,
IFA Educational Foundation at (202) 662-0784
or by email: mbrewer@franchise.org

This program is sponsored
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