

2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

TEAM
FRANCHISING

Masterclass:

Strategies from Top Franchise Visionaries

Facilitated by:
Catherine Monson
CEO
Propelled Brands



Dawn Kane
CEO & Co-Founder
Hot Dish Advertising



Richard Weissman
CEO/Chairman
The Learning
Experience



Dan Monaghan
Managing Partner
Clear Summit Group



Javier Solis
Co-Founder
Toro Taxes Franchise

Dawn Kane



- **Founded Hot Dish Advertising in 1999; 23 years solely focused on franchising**
- **Consistently ranked as a Top Supplier by Entrepreneur Magazine**
- **Co-Chair Twin Cities WFN and FBN**
- **Former Supplier Forum Chair**
- **Served on multiple IFA Committees**

Richard Weissman



- **Chairman, CEO, and Co-Founder of The Learning Experience (TLE), the fastest-growing childcare and early education franchise in the U.S.**
 - **40 years of childcare and early education expertise**
 - **34 years in franchising**
 - **Board member and prior Chairman of the Board of Make-A-Wish Southern Florida, contributing more than \$8 million through TLE and personal initiatives.**
- **The Learning Experience has achieved a remarkable 29% compound annual growth rate (CAGR) since inception.**
 - **Currently operates 420 centers with 250 additional centers in development, both domestically and internationally.**
 - **Driven by a unique real estate model; collaborating with developers to build centers tailored to TLE's specifications, ensuring consistency and quality across all locations.**



happy
happens
here.

Dan Monaghan



- **Started as a franchisee at age 19**
- **In 1995 founded WSI**
 - **Today, the world's largest franchised digital agency network**
 - **Created 500,000+ sites & solutions in last 30 years**
- **In 2006 founded Clear Summit Group (CSG)**
 - **Today, 7 brands, 1000+ franchise locations globally**
- **Past Chair of the IFA Foundation**
- **Author of "Digital Minds" and "Adaptive SEO in the Age of AI" (Mar 2025)**



Javier Solis



- **1990 - Joined the tax industry**
- **2007 - Founded the First Latino Tax Preparation Franchise in the USA**
- **2019 – Merged his franchise to become the largest Latino Franchise in any industry**
- **2019 - Completed the Sandford University School of Business’ Latino Entrepreneur Initiative**
- **2020 – Published his Book “Tu Decides/It’s Up to You”, which became Amazon’s Best Seller**
- **2022 – Co-Founded the Hispanic/Latino Franchise Leadership Council**

What do you consider to be Franchising Best Practices?

How do you ensure your team focuses on implementing these franchising best practices?

How do the best franchisors deliver value and support to their franchisees?

How do you support franchisees in difficult times, whether those are global (such as COVID), or regional (as in areas impacted by a catastrophic hurricane), Or individual (death of a spouse, a health battle, or economic hardship)?

Why is a “Connected Brand Strategy” important?

How do you ensure that all stakeholders deliver on the brand strategy?



Why is consistency important? What can occur when consistency is lacking?

(Treating every franchisee the same; no special deals)

What do you consider the best practices in franchisee recruitment?

How do you protect your brand standards?



It is also important that franchisees do their part; how do you inspire franchisees to do their part?

Q&A

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Thank you!

