

# Increasing Diversity in Franchising

## **Increasing Diversity in Franchising: Conversations on Expanding Diversity**

Our franchise and distribution professionals are passionate about the industry and believe encouraging and educating potential franchisees and franchisors from diverse communities will help them to capitalize on business opportunities they may not otherwise explore. In addition, we encourage media, industry, business and diverse associations, as well as law students with an interest in franchise law, to attend these programs.

### **Lathrop GPM Content Includes:**

#### **DEI Speaker Series**

- November 30, 2022 - **Navigating the Access to Capital Challenges**
- September 14, 2022 - **From a Dream to an Agreement: Business and Legal Considerations for Franchisees**
- June 15, 2022 - **Franchising: What it Means for Business Owners and for Brand Owners.**
- February 8, 2022 - **Increasing Diversity in Franchise Systems**
- October 28, 2021 - **Diversity in Franchising - Where Are We & How Can We Improve?**

#### **Speaking Engagements**

- Prince George's County Economic Development Corporation (PGC EDC): "**Pathways to Franchising: The Road to Entrepreneurship**," April 2, 2024
- IFA Legal Symposium: "**Franchisor Environmental, Social, Governance (ESG) Plans and Brand Standards**," May 8, 2023
- The Latino Coalition: "**Let's Talk Franchises: An Introduction for Business Owners and Brand Owners**," September 21, 2022

If you have topics you would like us to cover please contact Mark Kirsch, Liz Dillon, Justin Sallis or Carlos White.

### Articles

- January 18, 2024 - **Focus on Franchisors: Keller Williams Realty**
- November 1, 2023 - **Franchisors Explore Various Avenues**
- October 5, 2023 - **Dallas Startup Week Provides Opportunities for Franchise Startups and Entrepreneurs to Connect**
- July 7, 2023 - **Business and Legal Considerations for Franchisees**
- June 8, 2023 - **Scaling Minority Business Enterprises Through Franchising**
- May 4, 2023 - **Meet Carlos White**
- April 5, 2023 - **Focus on Franchise Systems**
- March 9, 2023 - **Where Are We and How Can We Improve?**

### Client Recognition

- September 7, 2023 - **A Franchise Success Story: Iris Rosario, Senior Counsel of Franchise for Choice Hotels Intl.**
- August 10, 2023 - **Focus on Franchisors: Ben & Jerry's**

### **Increasing Diversity in Franchising Resources**

Franchisors, counsel, and business professionals who want to increase diversity in their franchise systems may wish to follow-up with one or more of the following organizations and programs:

- International Franchise Association (IFA)
- **IFA and the HBCU Challenge**
- Black Franchise Leadership Council **Panel Discussion** and **LinkedIn** page
- **IFA Diversity Institute**

### **About Lathrop GPM**

With one of the world's leading franchise and distribution law practices, Lathrop GPM's Franchise & Distribution Practice Group serves franchisors and master franchisees at all stages of development in



markets across the world. The energetic and diverse group of more than 30 lawyers, paralegals, and other franchise professionals works in teams, creating a collaborative environment that brings clients a wide range of experience in virtually every facet of international and domestic franchising. Serving franchise clients is a priority for Lathrop GPM; many of the firm's attorneys who practice in other areas of business law also are experienced in advising and representing franchisors.

At Lathrop GPM, we are committed to diversity. Our firm is made up of individuals with entrepreneurial spirits and a broad range of backgrounds and experiences. We are dedicated to being a law firm whose workforce reflects the diversity of the clients we serve and the communities in which we live and practice. We actively encourage and foster a culture that is respectful of all people, regardless of race, ethnicity, religion, gender, age, sexual orientation or gender identification. We value the critical and collaborative thinking that is borne from a diverse workforce. At Lathrop GPM, we believe that these varied perspectives strengthen our ability to zealously represent our clients.