

Increasing Diversity in Franchise Systems



February 8, 2022

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Panelists



**Moderator:
Mark Kirsch**

Partner
Lathrop GPM LLP



Gerry Fernandez

President & Founder
Multicultural Foodservice
& Hospitality Alliance



Valerie Kinney

Vice President, Marketing
CertaPro Painters



Loretta Sexton

*Vice President, People
Services*
Tropical Smoothie Café



Tarji Carter

Chief Opportunity Creator
Guest First Services, Inc.



Upcoming IFA Programs

February 9, 2022 | 2:00 p.m. – 3:30 p.m. ET

- **Strategies for Advancing Diversity in Franchising: HBCU Partnership Challenge**

February 27, 2022 | 1:45 p.m. – 3:30 p.m. PT

- **IFA Convention: DEI Summit**



Upcoming Topics in the Increasing Diversity in Franchising Webinar Series

2022

- **Franchising: What it Means for Business Owners and for Brand Owners**
- **From a Dream to an Agreement: Business and Legal Considerations for Franchisees**
- **Navigating the Access to Capital Challenges**

To view the first webinar in this series, click the link below.

[Increasing Diversity in Franchising: Where Are We & How Can We Improve?](#)



Contact Us

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