



# Franchise Broker Symposium 2008 – Philadelphia, PA & Orange County, CA

Schooley Mitchell Telecom Consultants, May 12, 2008

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*Schooley Mitchell Telecom Consultants Hosts Second Franchise Broker Symposium.*

PR9.NET May 12, 2008 - Philadelphia, PA & Orange County, CA – Schooley Mitchell Telecom Consultants hosted their second Franchise Broker Symposium. The goal of the symposium was to provide brokers with a strong knowledge base that they can use to improve their businesses and services. The symposium offered many structured seminars with professional guest speakers. There was also ample time provided for roundtable discussions, allowing brokers the ability to discuss with others in their business. The symposium sent participants home with valuable networking tools, and knowledge. The speakers and seminars included:

Michael Vickers – Michael's sessions discussed Becoming Preferred – how to be the number one choice in your profession.

Adam J. Siegelheim, Starks and Starks Attorneys At Law - Mr. Siegelheim is a member of the International Franchise Association, the American Bar Association Forum on Franchising and the New Jersey Bar Association Franchise Law Committee. Mr. Siegelheim presented only in Philadelphia on the topics of New Disclosure Legislation and Earnings Claims – What Can and Can't Be Said.

Peter Casey, Owner of Capital Franchise Group – Peter has been advising franchisors and franchisees since 2003. He has worked with hundreds of franchise seekers and franchise companies to help determine compatibility. Peter's sessions discussed Internet Leads and the Best Practices for Turning Leads into Cash.

Eric Reiss, Greensfelder Attorneys At Law – Mr. Reiss is an Officer and the Manager of the Corporate Practice Group. Mr. Reiss is a Certified Public Accountant and has extensive Big 8 accounting and Fortune 500 finance and Management Experience. He founded The Franchise Affiliates and serves as a legal advisor to numerous franchise consultants and brokers. Eric Reiss presented the topics, How To Protect The Parties and Still Make The Deal and How To Protect Yourself in a Litigious World.

Matthew J. Kreutzer, Hale Lane Peek Dennison and Howard, Attorneys At Law – Matt has over 9 years experience in franchise law and franchising. He has represented clients in all aspects of the franchise relationship, both in and out of court. Matt presented only in Orange County on the topics of New Disclosure Legislation and Earnings Claims – What Can and Can't Be Said.

Dennis Schooley - Dennis is the Founder of Schooley Mitchell Telecom Consultants with responsibilities encompassing all facets of the business with particular focus on Franchise Development in Canada and the United States. Responsibilities also include the development of legal documentation and agreements for Franchisees, Territory Sales Agents, and Clients in close consultation with legal counsel. Dennis gave seminars outlining Sales and Marketing Best Practices, Presenting at Seminars, Developing Accountability with Candidates and Qualification Systems.

For information on the next Broker Symposium, contact Pam Duskocy ([pduskocy@achooleymitchell.com](mailto:pduskocy@achooleymitchell.com)).

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## About Schooley Mitchell Telecom Consultants

Schooley Mitchell Telecom Consultants deliver telecommunications expertise to companies large and small from all industries, offering a broad range of services that include analysis of existing and future telecommunications needs, assessment of best alternatives and implementation of cost-effective telecommunications solutions. The company is fully independent of all telecommunications providers, ensuring recommendations are based exclusively on your needs.

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