### WEBINAR AGENDA

**TIME Eastern Time (ET) (USA and Canada)** | **TOPICS** | **SPEAKERS**
---|---|---
11:15 am – 11:20 am ET | Program Introduction | Dr. E. Hachemi Aliouche  
Director, Rosenberg International Franchise Center,  
Peter T. Paul College of Business (University of New Hampshire)  
Marla Rosner  
Senior Learning Consultant, MSA Worldwide; and Chair,  
International Franchise Association Social Sector Franchising Task Force

11:20 am – 12:05 pm ET | Scaling Social Enterprises through Franchise Models: Rethinking Social Franchise Agreements | Deborah Burand  
Professor of Clinical Law; Director of International Transactions Clinic; Faculty Co-Director, Grunin Center for Law and Social Entrepreneurship, New York University School of Law  
David Koch  
Co-Founding Partner, Plave Koch PLC

12:05 pm - 12:15 pm ET | Q &A with Deborah & Dave | Deborah Burand and David Koch

12:15 pm – 12:40 pm ET | Interview of Beth Meadows, Mercado Fresco | Beth Meadows and David Koch

12:40 pm – 12:45 pm ET | Program Wrap-Up | Closing Thoughts | Dr. E. Hachemi Aliouche  
Director, Rosenberg International Franchise Center,  
Peter T. Paul College of Business (University of New Hampshire)  
Peter D. Holt
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<td>Eastern Time (ET) (USA and Canada)</td>
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<td>President &amp; CEO, The Joint Chiropractic; and Vice-Chair, International Franchise Association Social Sector Franchising Task Force</td>
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