

FOR RELEASE:

IMMEDIATE

Contact: Susan K. Moore



Mailed February 17, 1981

YOUNGSTOWN, Ohio - Youngstown State University's Department of Continuing Education, Business and Industrial Programs Division, is presenting a seminar on "Franchising Opportunities," Saturday, March 7 from 8:30 a.m.-4:00 p.m. on the YSU campus. Notice of building and room number will be provided upon confirmation of registration.

The day-long seminar is designed for women and men who want to explore Franchising Opportunities. It will be a fact-filled day of sound, successful strategies and techniques necessary for entering into franchising.

A registration fee of \$30.00 per person is required for participation in the seminar sessions and includes lunch, refreshment breaks and seminar materials.

Morning seminar topics include: an introduction to franchising; franchising as a method of business operation; legal problems of franchising (including advertising and selling franchises, anti-trust considerations, protection of trade mark and trade name, termination and assignment of franchises); developing franchise agreements (including franchiser prospect and franchisee prospect).

Afternoon seminar topics deal with the success stories in franchising and included representatives for the following companies: McDonald's with Joseph Mortellaro, Supervisor; Arby's with Joseph Smaltz, President, Carjo, Inc.; Mole Hole with Pat Cox, owner; Pop-Ins Maid Service with Carol Brothers, President; and Del Realty Inc.--Better Home & Gardens with Elaine De La Croix, President.

The seminar leader is Douglas M. Toot, an attorney associated with the law firm of Beck & Tyrrell in Canfield, Ohio. Attorney Toot holds an A.B. degree from Duke University and graduated cum laude from Ohio State University's School of Law. He has practiced law in the greater Youngstown area for seven years,

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representing both area franchisers and franchisees. He is a member of the Mahoning County Bar Association, the Ohio Bar Association, the American Bar Association (ABA) and the ABA Forum Committee on Franchising.

For further information on the YSU Department of Continuing Education's "Franchising Opportunities" seminar contact Debbie Andrews at (216) 742-3358.

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