

Women's Franchise Network of Southeast Michigan Meets April 28 in Southfield

April 19, 2011

The Women's Franchise Network (WFN) of Southeast Michigan, an affiliate of the International Franchise Association, presents "The Cultural Underpinnings of a Strong Brand," featuring Zoup! Partner Richard Simtob on Thursday, April 28, from 6:00-8:00 p.m. at Zoup! in Southfield (29177 Northwestern Hwy.). Simtob will discuss how to create a better system to recruit the right franchisees and avoid the wrong ones.

"As a franchise owner and leader working with Zoup!, Wireless Toyz, Talking Book World and Franchises for Sale, Richard Simtob knows franchising. Join us as he shares his many years of experience on all sides of franchising," said Irene Bruce Hathaway, co-chair of WFN of Southeast Michigan and a Miller Canfield lawyer.

WFN of Southeast Michigan meets quarterly for educational presentations on franchising and business networking. Membership is encouraged. There is no charge to attend your first meeting. To RSVP, become a member of the WFN or for more information, please contact Virginia Herrick, herrick@millercanfield.com or 313.496.7548.

This WFN meeting is sponsored by the Franchise Team at the law firm of Miller Canfield and Zoup!