

## Flaster Greenberg to Sponsor Franchising Seminar

*Press Release*

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May 15, 2012  
Philadelphia, PA

On May 30th, Flaster Greenberg PC will sponsor a franchising seminar focused on opening and operating a successful franchise in today's economy. The seminar, titled "The Nuts and Bolts of Franchising: Opening and Operating a Successful Franchise in Today's Economy," is designed to answer questions and guide people who have considered purchasing a franchise or franchising a business in the right direction.

The speakers will explain all aspects of franchising, including the difference between a franchise and other small businesses, and will focus on selecting the right partner, the financing, tax, real estate, and legal considerations for franchisees and the franchisor/franchisee relationship. In addition, a case study of a successful Philadelphia franchisee will be discussed in detail.

Speakers include Kevin Greenberg, a business attorney with Flaster Greenberg PC, Bernie Siegel, Founder and Chairman of Siegel Financial Group, and Perry Shah, Chief Executive Officer of several Dunkin' Donuts franchises. The program will be moderated by Steve Horton, Business Support Manager for The Enterprise Center.

The program will be held at The Enterprise Center, located at 4548 Market Street, Studio C, Philadelphia, in the American Bandstand space. Registration and breakfast will begin at 8:00 a.m. and the program will run from 8:30 a.m. – 10:00 a.m. Tickets for this event are \$25.00 and can be purchased online from the Enterprise Center.

For more information on the event, please [click here](#).