



FRANCHISING
Building local businesses,
one opportunity at a time.

WOMEN'S FRANCHISE NETWORK

A Culture of Collaboration

Women leaders in franchising benefit when they come together. We form networks, trade ideas and share wisdom and resources.

What is the Philadelphia WFN?

The Philadelphia Chapter of the International Franchise Associations' Women's Franchise Network is one of the local hubs of the IFA's Women's Franchise Committee. The chapters foster local connections among women in franchising. They are designed to create, promote and inspire a network of business professionals dedicated to strengthening the success of women in the industry. Members gather for engaging events to address hot topics, network, share ideas and offer solutions. WFN chapters are backed by the resources of the International Franchise Association.

Philadelphia WFN + Fox Rothschild

Fox Rothschild has a long history of working with the Philadelphia Chapter of WFN to help Delaware Valley women in franchising to achieve their professional goals. Partner Elizabeth Sigety founded the chapter over a decade ago and Eleanor Vaida Gerhards assumed leadership in 2018. Together with co-chair Joanne Hoyer of SMB Franchise Advisors, the Philadelphia Chapter welcomes franchisors, franchisees, multi-unit owners and franchise industry suppliers. We hold meetings and events throughout the year devoted to networking, industry knowledge and charitable outreach.

What We Do

Our events center on topics that matter to you. We're fortunate to have a wide range of dynamic and esteemed local women in franchising who regularly share their knowledge, experiences, tips and insight into issues of interest to our members. Past events have included:

- A panel luncheon discussion entitled "Intern to CEO – Women Are Rising in Franchising," led by Linda Chadwick, President of Rita's Water Ice; Heather Neary, President of Auntie Annes; and Ellen Rohr, founder of Zoom Drain
- Yearly panel discussions on takeaways from the IFA Annual Convention.
- Charitable fundraiser hosted by local franchise system Goddard Systems Inc. to benefit Cradles to Crayons
- Charitable fundraisers hosted by Certa Pro Painters to honor Breast Cancer Awareness Month in support of its annual "Paint it Pink" campaign
- A spring luncheon hosted by Benetrends with guest speakers from the IFA's Government Relations & Public Affairs
- A roundtable discussion focused on employee retention and recruiting, supply chain problems and other industry hot topics hosted by franchisor, Griswold Home Care
- A lecture and social event focused on self-care and wellness hosted by local franchisor, Hand and Stone Massage and Facial Franchise System
- A primer entitled "How to Leverage Social Media and Drive Franchise Sales" with representatives from franchise systems Saladworks, Soccer Shots and Philly Pretzel Factory
- A summer happy hour at Brittingham's Pub with a presentation on finding the right franchisees by development agents and sales brokers from Great Clips and Entrepreneur Option
- Networking while crafting custom candles and supporting local franchisor Cork & Candles.
- An interactive discussion on the use of artificial intelligence hosted Powers Brand Communications



Fox Rothschild: A Personalized Approach to Your Goals.

Our national franchise practice supports clients of every size. We're there at every step to assist your company in achieving your strategic goals.

Throughout the business life cycle – from launch to growth to sale or merger – we advise regional, national and international franchisors, as well as franchise owners, manufacturers and distributors.

No matter what your business – from coffee shops to real estate brokerages to printing services – we help you advance to the next stage.

Learn more: foxrothschild.com/franchising-distribution



Get Involved! Reach out if you're interested in joining us.

Eleanor Vaida Gerhards, CFE
Fox Rothschild
215.918.3642
egerhards@foxrothschild.com

Joanne Hoyer, CFE
SMB Franchise Advisors
267.718.1208
joanne@SMBFranchising.com

