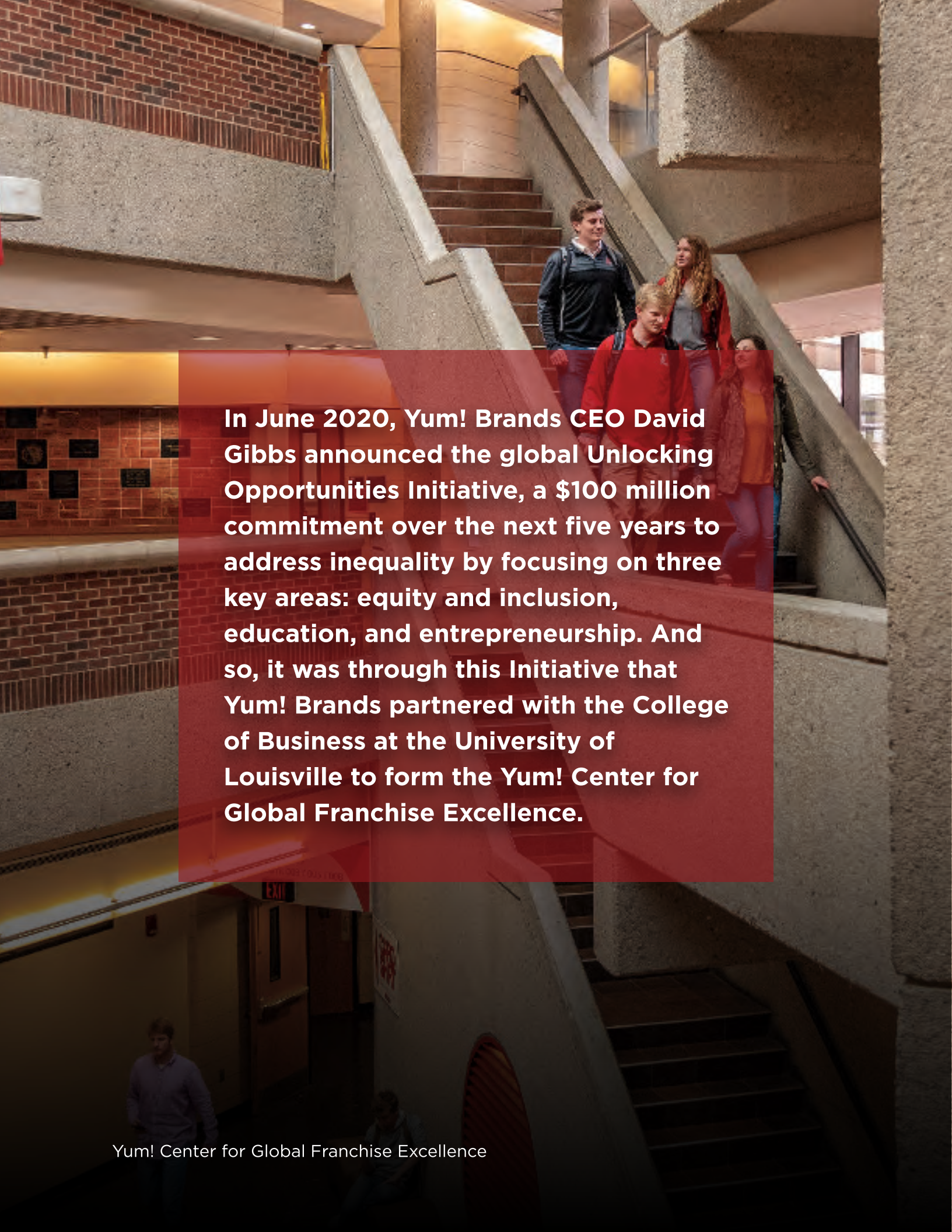


YUM! CENTER FOR GLOBAL FRANCHISE EXCELLENCE
2021-2022 IMPACT REPORT



In June 2020, Yum! Brands CEO David Gibbs announced the global Unlocking Opportunities Initiative, a \$100 million commitment over the next five years to address inequality by focusing on three key areas: equity and inclusion, education, and entrepreneurship. And so, it was through this Initiative that Yum! Brands partnered with the College of Business at the University of Louisville to form the Yum! Center for Global Franchise Excellence.

TABLE OF CONTENTS

01	Overview
02	Education
03	Innovation
04	Collaboration
05	Research
06	Impact
07	Moving Forward
08	Recognition

OVERVIEW

- ▶ DIRECTOR'S MESSAGE
- ▶ VISION & MISSION
- ▶ EXECUTIVE SUMMARY



Yum! Center for Global Franchise Excellence



"Originally, I took the class just to take a class, but I very quickly decided that I am interested in becoming a franchisee. The people in the franchise industry come from all sorts of backgrounds. There is not one set path you have to take, and that is something that really attracts me to the idea of becoming a franchisee."

Bradley Sample, Junior

MESSAGE FROM OUR DIRECTOR

In one short year, the Yum! Center for Global Franchise Excellence has made its mark in the franchising education world.

Our Yum! partners provided us with the generous endowment to create our Center last May. Our vision is to empower communities to build and sustain generational wealth through franchising; there are so many examples of this happening, and we want to help even more people achieve their dreams. Our mission is to provide franchising education and research focused on all, with a special focus on those historically underrepresented in franchising; all of our Center efforts are open to all eligible students regardless of race, color, national origin, sex, disability, or age.



"Our vision is to empower communities to build and sustain generational wealth through franchising; there are so many examples of this happening, and we want to help even more people achieve their dreams."
- Kathy Gosser, PhD

Yum! Center for Global Franchise Excellence

We are focused on education at three levels: Graduate, Undergraduate, and Non-Credit (our Bootcamp). By offering education at all levels, we are able to reach even more interested learners. We are growing our enrollments in all three and have high levels of satisfaction for our learners. We have a fantastic group of part-time faculty who are sharing their expertise to make the courses even richer.

We also have created a diverse, prestigious, and eager Board of Advisors this past year. Our representation of franchise brands is vast and makes their suggestions holistic. Their philanthropic generosity has provided funding for our first scholarships to be introduced late this summer. We will provide scholarships at all levels, including the Bootcamp and two experiential scholarships where two students will accompany us to the IFA convention.

We have sought and hired the best program coordinator for our Center, Annie Nell Wadley, who has a Master's degree in Higher Education and Social Justice. Her talents have enabled us to reach our students in meaningful ways, market our efforts with professionalism, and always have a caring person at the end of every email and phone call.

A huge initiative was our partnership with Howard University to launch the Yum! Franchise Accelerator. Yum! walked the talk on their desire to diversify their franchise pool by providing a once-in-a-lifetime opportunity. A cohort of ten students were provided scholarships, experiences, and mentorship. Two students from the cohort (one from UofL, one from Howard University) were then given the opportunity to become franchise owners. More about that can be found in this report. This initiative was sponsored 100% by Yum! Brands.

We have also had fun this year in so many ways - introducing our undergraduates to the world of franchising has been a big one! One student posted on LinkedIn that he "found his love of franchising." And, our FranchiseU! podcast series continues to provide inspiration and education surrounding the franchise model. Lastly, our collaborations with other universities teaching franchising and the IFA ensure that franchise education and research are needed and there are so many opportunities! We are so grateful for all support,

Kathleen Gosser, PhD
Yum! Assistant Professor of Franchise Management
Director, Yum! Center for Global Franchise Excellence



VISION

Empower communities to create and sustain generational wealth through franchising.

MISSION

Be a world-class center for franchising education and research, unlocking entrepreneurial opportunities for underrepresented populations.

EXECUTIVE SUMMARY

ACADEMIC YEAR 2021-2022

The Yum! CGFE Executive Summary provides an overview of the progress our Center has made in its support of learners at all stages, through franchise education.

EDUCATION

53

Total enrollment for Graduate courses

20

Graduates from the Franchise Management Certificate Program

14

Faculty, staff, instructors, and support personnel

5

National and international conference presentations

104

Total enrollment for Undergraduate courses

189

Total enrollment for Bootcamps

INNOVATION

21

FranchiseU! Podcast episodes released

50+

Attendees to our Intercollegiate Franchise Network Launch Party

4

Taco Bell Business School cohorts

3

"Reflections in Franchising" virtual roundtables

COLLABORATION

\$10K

Scholarship amount awarded to each Yum! Franchise Accelerator participant

10

MBA students (four from UofL) selected to participate in Yum! Franchise Accelerator

4

Universities currently comprising the Franchise Educators Consortium

RESEARCH

98%

Bootcamp participants who would recommend our Bootcamp

**Preliminary findings for all data*

98%

MBA and Undergraduate students have a better understanding of the franchise business model after taking our courses

93%

MBA and Undergraduate students better possess necessary skills to work in franchising after taking our courses

IMPACT & MOVING FORWARD

1B+

Over one billion impressions from Taco Bell Business School press release

2

Awards recognizing leadership and innovation

\$41.5K

Scholarship amount to be awarded through our Board of Advisors Scholarship Fund

EDUCATION

- FACULTY & STAFF
- ACADEMIC PROGRAMMING
- CONFERENCES



"I was always fascinated by the idea that you don't have to think of anything new to be a franchisee. The franchisee gets a proven concept and has the freedom to choose their passion without worrying about formulating the idea. I chose to study it because I am interested in buying a franchise location one day. I am not one that really has the entrepreneurial mindset, but I am very business-minded and that is what franchising is for me. That is a field that prides itself on relationships. I am a people person, and that could bring me success in franchising. My only regret is not taking the course sooner."

Zach Mofield, Senior

FACULTY & STAFF



Jania Bailey, CFE

CEO, FranNet

Instructor
Bootcamp: FRAN 20



Denise Cumberland, PhD

Senior Researcher, Yum! CGFE

Associate Professor, College of Education



Kathleen Gosser, PhD

Director, Yum! CGFE

Assistant Professor
Graduate: FRAN 601
Undergraduate: MGMT 410, MGMT 413
Bootcamp: FRAN 01



Sarah Hill, JD

Franchise Counsel, Director, Legal at KFC USA

Instructor
Graduate: FRAN 610



Lauren Madden, JD

Director, Legal at Yum! Brands

Instructor
Bootcamp: FRAN 10



Gary Masterson, MBA

Retired Restaurant Executive, Yum! Brands

Instructor
Graduate: FRAN 620, FRAN 640
Bootcamp: FRAN 40

FACULTY & STAFF



Bett Mickels, DBA

Business Strategy Consultant,
WorldWideTeams

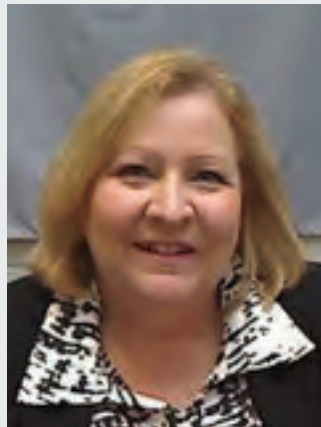
Instructor

Graduate: FRAN 650
Bootcamp: FRAN 50



Annie Nell Wadley, MEd

Program Coordinator,
Yum! CGFE



Rene' Zimmerman, MA

VP Learning and Tax Education,
Jackson Hewitt

Instructor

Graduate: FRAN 630
Undergraduate: MGMT 409
Bootcamp: FRAN 30

EXECUTIVE EDUCATION

The **Yum! Center for Global Franchise Excellence** is a part of the Corporate and Executive Education Department within the College of Business at the University of Louisville. Executive Education staff oversees all enrollment, Blackboard support, and distribution of certificates.



Alex Bryant
Program Coordinator



Julijana Curcic
Program Coordinator Sr.



Virginia Denny
Assistant Dean,
Executive Education



Manuela Perry
Business Development
Manager

ACADEMIC PROGRAMMING

GRADUATE CERTIFICATE

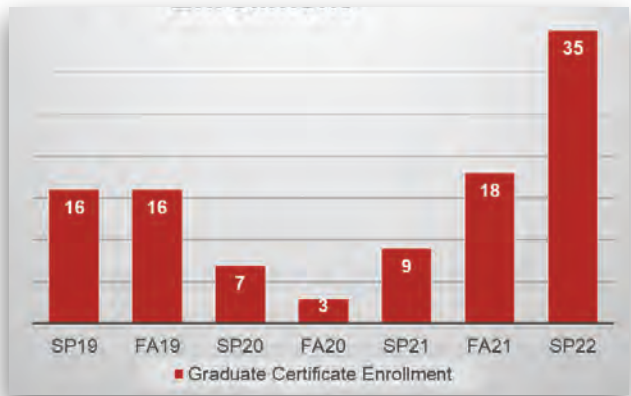
Our graduate franchise courses can also be taken as a standalone within the Master’s of Business Administration (MBA) degree. Each course is one and a half hours and available in the spring semester — total of nine hours.

Courses offered:

- FRAN 601: Franchise Fundamentals
- FRAN 610: Franchise Law
- FRAN 620: Buying and Growing a Franchise
- FRAN 630: Franchise HR Infrastructure
- FRAN 640: Leading Franchise Teams
- FRAN 650: Building a Profitable Relationship With Your Franchisor



*Data Includes Cohort and Non-Cohort Graduates

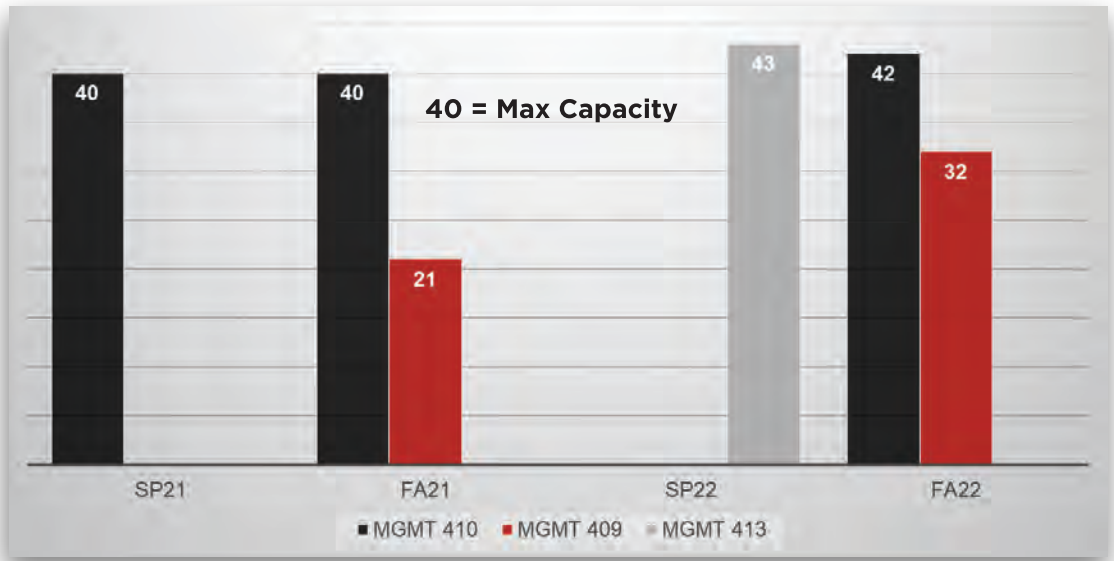


UNDERGRADUATE FRANCHISE PROGRAM

Our undergraduate franchise courses can also be taken as a standalones within the online Bachelor’s of Business Administration (BBA) degree. Each course is three hours and spans the semester of 16 weeks — total of nine hours.

Courses offered:

- MGMT 409: Franchise HR & Leading Teams
- MGMT 410: Franchise Fundamentals & Legal
- MGMT 413: Franchise Growth and Support



These courses have demonstrated their popularity with students. Seeing such positive reception to our franchising courses from our undergraduate students is encouraging, knowing younger generations are excited about this business model and can bring a fresh perspective and energy to the franchising field.

EXECUTIVE EDUCATION (NON-CREDIT) BOOTCAMP

The accelerated, non-credit version of the content can be taken through a six-week Accelerated Bootcamp. It is open to all with no prior educational background required. Each week contains five eLearning modules, and the time commitment is 10-15 hours per week.

Courses offered:

- FRAN 01: Franchise Fundamentals
- FRAN 10: Franchise Law
- FRAN 20: Buying and Growing a Franchise
- FRAN 30: Franchise HR Infrastructure
- FRAN 40: Leading Franchise Teams
- FRAN 50: Building a Profitable Relationship With Your Franchisor



189
TOTAL
ENROLLMENT
FOR AY 2021-22

PRELIMINARY FINDINGS

98%
PARTICIPANTS
WOULD
RECOMMEND

In the Bootcamps, we have observed a statistically significant increase in participants' knowledge gained between the pre- and post-test.

CONFERENCES



EmpowHER

August 18, 2021 | Virtual

Presented at Yum! Brands' developmental conference focused on female franchise leaders.



Palm Beach Atlantic Consortium

November 16-17, 2021 | West Palm Beach, FL

Educators Consortium in Franchise Education; participated in the Titus Center for Franchising Board Meeting representing Yum! CGFE.



International Franchise Association

February 26-March 1, 2022 | San Diego, CA

Presented at board meeting as well as exhibited in the Supplier Expo.



Latino Franchise Symposium

June 3, 2022 | Dallas, TX

In partnership with Yum! Brands, shared the vision of Yum! CGFE and current Franchise Facts.



International Society of Franchising

June 4, 2022 | Virtual and in Toronto, ON Canada

Our Senior Researcher presented two Yum! CGFE research proposals.

INNOVATION

- ▶ FRANCHISEU! PODCAST
- ▶ INTERCOLLEGIATE FRANCHISE NETWORK
- ▶ TB BUSINESS SCHOOL



Yum! Center for Global Franchise Excellence



"The most valuable lesson has been how to create a business plan. There is so much research you must do before taking the plunge into being a franchisee. This program will teach you everything from evaluating your net worth to deep diving into a Franchise Disclosure Document and then using that information in the culminating event of creating a real-life business plan used to obtain the funding to become a franchisee."

***Reba O. Hamlin,
Alumna of the Graduate Certificate***

FRANCHISEU! PODCAST

The first episode of our FranchiseU! Podcast debuted in September 2021. Since then, we have released over twenty episodes featuring interviews from leading franchise experts.

**NEW EPISODES
RELEASED
Bi-WEEKLY!**



*Host
Kathy Gosser, PhD*



*Producer and Audio
Engineer Jim Warner*



1 **Mike Grams**
Taco Bell



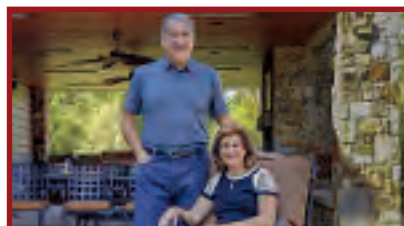
2 **Artie Starr**
Topgolf Entertainment



3 **Rikki Amos & Matt Haller**
IFA



4 **Luis Veras**
ITL Management



5 **Gene & Yolanda Camarena**
La Razza Pizza, Inc.



6 **Jania Bailey**
FranNet



7 **Lauren Coulter**
Biscuit Belly



8 **Maggie Harlow**
Signarama



9 **Omare Simmons**
Exaltare Group



10 **Sophia Swemba**
Marriott



11 **Jody Luihn**
LVE Partners



12 **Aylwin Lewis**
Potbelly Corporation



13 **Rob Weddle**
Authority Brands



14 **Patricia Perry**
Edible Arrangements



15 **John Cywinski**
Applebee's Grill & Bar



16 **Doug Flaig**
Stratus



17 **Josh York**
GYMGUYZ



18 **Michelle Rowan**
Franchise Business Review



19 **Michael Browning**
Unleashed Brands



20 **Craig Dunaway**
Penn Station, Inc.



21 **Jerry Akers**
Sharpness, Inc.

INTERCOLLEGIATE FRANCHISE NETWORK

This past year, the Intercollegiate Franchise Network (IFN) was formed with the purpose of connecting future franchise leaders with the resources, knowledge, and skills to be successful. The IFN is open to any student with an interest in franchising, regardless of major.



We kicked things off with our IFN Launch Party, hosted by founding members, seniors Dacia Berry and Christian Landin. Attendees enjoyed KFC, Taco Bell, and an interactive Q&A with Signarama Franchisee and Yum! CGFE Board Member, Maggie Harlow.

Yum! Center for Global Franchise Excellence



Founding Member
Dacia Berry, Senior



Founding Member
Christian Landin, Senior

REFLECTIONS IN FRANCHISING

Our 2021-22 IFN Speaker Series, Reflections in Franchising, allowed students across partnering universities to take part in a virtual roundtable with today's leaders in franchising.



Monica Rothgery
Chief Operations Officer,
KFC US
January 27, 2022 | 7pm
Hosted by: Kathy Gosser, PhD
University of Louisville



Matt Haller
CEO, International Franchise
Association
February 15, 2022 | 7pm
Hosted by: John Hayes, PhD
Palm Beach Atlantic University



Ken Doyle
Senior Partner, Halifax Group
March 22, 2022 | 7pm
Hosted by: Ab Ingram
Babson College

TACO BELL BUSINESS SCHOOL

Through expanding our relationship with Yum! Brands, our Center was able to customize our six-week Bootcamp curriculum for participants in Taco Bell's Business School. We launched our first Taco Bell Business School Bootcamp in January and have already hosted four cohorts to date.



Yum! Center for Global Franchise Excellence

CUSTOMIZED CONTENT

- ▶ Curated videos from Taco Bell Executives
- ▶ Company articles that align and support
- ▶ Branded photos



"I've always wanted to own my business, but at the same time it is hard to start from scratch, build an entire working system and sustain it. A way to mitigate all these high risks is by acquiring a blue print of a working business and sticking to it, and that is why I like franchising; It's an option for financial freedom."

Santiago Aguilera, Senior

"I know that for most people, they only think about restaurants when they think about franchises. That's not even a fraction of the different areas and industries that can utilize the franchising model. It's a powerful tool, to be able to increase the likelihood of success for people who have a desire to be entrepreneurs."

John Mays, Bootcamp Graduate



COLLABORATION

- ▶ YUM! FRANCHISE ACCELERATOR
- ▶ FRANCHISE EDUCATOR'S CONSORTIUM



"Watching people build generational wealth in marginalized communities makes franchising fulfilling to me. Growing up, my family lived in squalor and never owned much. I am part Hispanic and a member of the LGBTQ+ community. Knowing that I could own and manage my career, solely due to the work I put in, is what is motivating me to pursue a franchise. I would love to be the representation that franchising can be for anyone."

Christian Landin, Senior

YUM! FRANCHISE ACCELERATOR



This past spring semester, we were honored to partner with Yum! Brands and Howard University to provide ten MBA students (four from UofL and six from Howard University) the opportunity to become a franchisee through the Yum! Accelerator Cohort.

All ten MBA students were also awarded a scholarship in the amount of \$10,000 by Yum! Brands.



LEFT TO RIGHT: **Dr. Anthony Wilbon** (Dean, Howard University College of Business), **Wanda Williams** (Head of Yum! Global Franchising), **Dr. Todd Mooradian** (Dean, University of Louisville College of Business), **Scott Catlett** (Chief Legal and Franchise Officer Yum! Brands), **Dr. Allison Bryant** (Assistant Dean of Innovation and Administration, Howard University), **Dr. Kathy Gosser** (Director, Yum! Center for Global Franchise Excellence), **Dr. Yuvay Ferguson** (Assistant Dean of Impact and Engagement, Howard University).

Yum! Center for Global Franchise Excellence



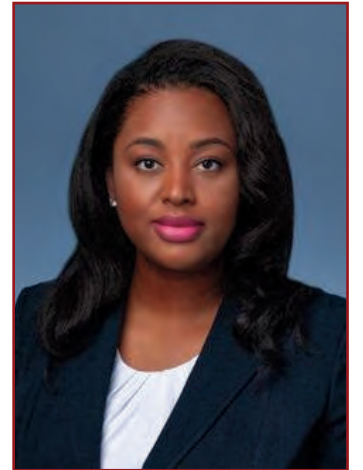
Paul Ateru
University of
Louisville



BrieAnna Cade
University of
Louisville



Willie Coleman
University of
Louisville



Naomie Baptiste
Howard University



Sally George Simmons
University of Louisville

Jessica Tarver
Howard University



Charlie Coleman
Howard University



Monique Davis
Howard University



Garry Johnson
Howard University



Kris Sanford
Howard University

Education

Six Graduate Electives - Students completed coursework in all six franchise courses.

Yum! Virtual Day - This day-long virtual learning session included the CEO and COO of KFC, Pizza Hut, Taco Bell, and Habit Burger, as well as Brand Managers and Franchisees from each brand.

Internship - Each student participated in a 20-hour internship at a local Yum! restaurant.

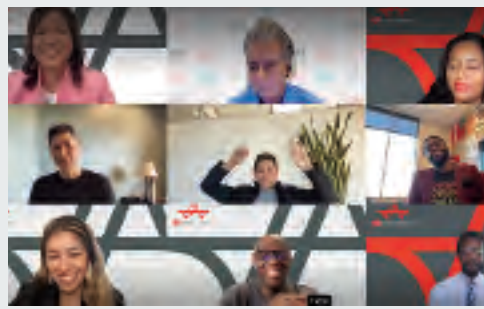
Research Focus Group - All participated in this research.

Experience

Mentorship - Each student was paired with a franchisee leader in the field.

Louisville, KY Summit - Students enjoyed a welcome dinner at Churchill Downs followed by KFC Day at Yum! Headquarters.

Washington, D.C. Summit - Students attended a congressional reception and took part in an IFA and KBP panel discussion.



Opportunity

Pitch Competition - Through the Yum! Brands Pitch Competition, students competed for a development deal with Yum! Franchisee Mike Kulp, President and CEO of KBP Brands.

Sincere appreciation to the generosity of KBP Brands and Mike Kulp.



Mike Kulp
President and CEO, KBP Brands

FRANCHISE EDUCATORS' CONSORTIUM

The Franchise Educators' Consortium was launched this past year to support educators who teach franchising. In February, Consortium members united to host a booth at the International Franchise Association Annual Convention (IFA) as well as presented an update on franchise education to the IFA Board of Advisors.



Yum! Center for Global Franchise Excellence



LEFT TO RIGHT: John Hayes, PhD (Palm Beach Atlantic University), Ben Litalien, DBA (Georgetown University), Kathy Gosser, PhD (University of Louisville), Ab Igram (Babson College)



"My very first job was at a Steak'n Shake in my local community. I enjoyed my brief period of employment there, but I was always curious about the flexibility in my manager's schedule. I asked him about it one day, and he said he was a franchisee. He explained what that was and told me about the initial startup fee. After I got off my shift, I went home and did my own research on franchising. Although I was younger during this encounter, I now knew what it took to have your own business and operate it. That moment has impacted my interest in franchising today."

Denise Jones, Senior

RESEARCH OVERVIEW

The Yum! Center for Global Franchise Excellence is committed to conducting educational research that will benefit current and future participants in the Franchise Bootcamps as well as current and future students enrolled in UofL’s franchising courses.

This is accomplished by:

- Creating and measuring learning outcomes for every session/course
- Assessing students’ perspectives on the materials, course design, and instructors’ level of support
- Measuring the impact of the courses on outcome variables that contribute to the success of entrepreneurial endeavors

The Yum! Center for Global Franchise Excellence is also:

- Open to assisting those in the franchise community with research collaborations that can drive organizational change efforts that lead to improved experiences for stakeholders, including franchisees, franchisor employees, and/or customers
- Supportive of basic research by the academic community and welcomes ideas for scholarly projects

For research opportunities or ideas, reach out to:
Dr. Denise M. Cumberland (denise.cumberland@louisville.edu)

CASE STUDIES

In August 2021, the Center sent out a call for teaching cases in franchising. Winners were awarded \$500 and invited to submit their work for a special issue of the *Small Business Institute Journal*.

Nina Gorovaia, PhD
"Comfort Dental: Franchising in Dental Care"

John Hayes, PhD
"Truth in Franchising"

Martin J. McDermott, DBA
"KLMN Junk Removal: A Case Study on Identifying A Unique Selling Proposition Via Market Segmentation"

RESEARCH

Cumberland, D. M. (2022). *How learning collaborations can transform the faces in franchising*. Franchising World 54(2), 74-76.

Cumberland, D. M. (2022). *Focus on franchising*. AACSB Insights Online. <https://www.aacsb.edu/insights/articles/2022/03/focus-on-franchising>

Cumberland, D.M. & Gosser, K. (2022). *A case study of inter-institutional collaboration to support diversity in franchising* (Abstract).International Society of Franchising Proceedings, Toronto, Canada.

Cumberland, D.M., Thomas, B., Gosser, K., & Hayes, J.P. (2022). *The impact of franchising courses within higher education institutions* (Abstract).International Society of Franchising Proceedings, Toronto, Canada.



Yum! Center for Global Franchise Excellence

//

"Dr. G brings a great attitude and really cares about her students. She not only wants to see her students succeed, but she'll do whatever she can to help them succeed—whether that be referring us to people she knows, enlightening us with her experiences, or simply teaching us the course materials. She's taught us that franchising is really about the relationship that you have with your franchisor, if you're the franchisee. That not only goes for franchising but life in general—the relationships you have are everything."

**Chase Recktenwald,
Senior**

MEDIA



FEATURED MEDIA HIGHLIGHTS

November 21, 2021

KYCPA | Kimberly Lindsey
Behind the Numbers Podcast - "The Secret to Happiness"

January 6, 2022

Franchise 500 by Entrepreneur | Zoe Hannah
"These Next-Generation Franchise Leaders Are Ready to Take the Business World by Storm."

January 20, 2022

Yahoo! Finance | Mike Pomranz
"Taco Bell is Starting a "Business School" That's Offering Real, Accredited Courses." Yahoo! Finance.

February 7, 2022

WDRB News | Joel Schipper
"Yum! Brands, U of L, Howard University Start Fellowship to Train Future Franchisees."

June 9, 2022

Atlanta Small Business Network | Leslie Kuban
"Atlanta Franchise Today."

June 10, 2022

Introducing Franchising | Toni Harris Taylor & Jennifer Callendar

Yum! Center for Global Franchise Excellence

AWARDS

COLLEGE OF BUSINESS EXCELLENCE AWARDS

WANDA WILLIAMS - DISTINGUISHED CORPORATE PARTNER

Presented to a corporate partner who has demonstrated an extraordinary commitment to the success of the school's students, faculty, and programs.



L-R: Mary Nixon, Sara Awadallah, Dean Todd Mooradian, Dr. Kathy Gosser, Naveen Dasa, Scott Catlett.



COLLEGE OF BUSINESS FACULTY AWARDS

DR. KATHY GOSSER - OVERALL FACULTY EXCELLENCE AWARD

Presented to the faculty member in the College of Business who has demonstrated excellence in all areas of their work.

LOOKING AHEAD

- ▶ SCHOLARSHIPS
- ▶ CENTER & CERTIFICATE APPROVAL
- ▶ CUSTOMIZATIONS



Yum! Center for Global Franchise Excellence



"We've heard multiple stories from franchisees over the semester about how they've gone above and beyond their title of franchisee. They've put in long hours and done multiple jobs in the franchise. For example, if there's not a line cook at a fast-food restaurant, a franchisee would have to step in and take on that role, because they need that to make their business successful. They have to put in that effort and that work, because at the end of the day, the franchisee is only successful if their business is successful."

Grace Abeln, Senior

SCHOLARSHIPS

The Yum! CGFE Board of Advisors is excited to announce its first scholarship fund.

Our Board of Advisors' scholarship fund will reward deserving learners who wish to further their education on the franchise business model by taking courses at either the graduate, undergraduate, or executive education (non-credit) level in the College of Business at the University of Louisville. All are encouraged to apply.

\$41.5K
**TOTAL SCHOLARSHIP
AMOUNT TO BE AWARDED
FOR AY 2022-23.**

Graduate	Undergraduate	Executive
Award Amount: \$3000	Award Amount: \$1500	Award Value: \$2400
The Graduate Level Scholarship will be awarded to help students cover the cost of enrollment in the Online Franchise Management Certificate for the 2022-23 Academic Year. Courses include FRAN 601, FRAN 610, FRAN 620, FRAN 630, FRAN 640, and FRAN 650.	The Undergraduate Level Scholarship will be awarded to help students cover the cost of enrollment in the Undergraduate Franchise Program for the 2022-23 Academic Year. Courses include MGMT 409, MGMT 410, and MGMT 413.	The Executive Education Level Scholarship will be awarded to help learners cover the cost of enrollment in our 6-week Online Franchise Management Certificate Bootcamp.

Yum! Center for Global Franchise Excellence

CENTER & UNDERGRADUATE CERTIFICATE APPROVAL

We are in the process to obtain approval for our Undergraduate Franchise Management Certificate approved by the Office of Academic Planning and Accountability and Faculty Senate.

Additionally, we are taking steps to get the Yum! Center for Global Franchise Excellence officially recognized by the Office of the Provost at the University of Louisville.

Both of these processes involve rigorous assessments to ensure the quality of our Center and academic programs are of the highest caliber and in alignment with University objectives, strategy, standards, and accreditations.

CUSTOMIZATIONS

With the success of our curriculum customizations for the Taco Bell Business School, our Center is looking forward to providing the same type of customizable options for companies looking to provide branded franchise education for their current or perspective employees.

Fran 01: Franchising Fundamentals for Taco Bell - Click here to access the content

Availability: Item is available, but some students or groups may not have access.
Enabled: Adaptive Release



RECOGNITION

- BOARD OF ADVISORS
- GRATITUDE



"Starting a business from the ground up, you don't know if you're going to be successful. You don't know the time you're going to be wasting. You come up with your methods and standards instead of them being given to you. As you go along, you'll notice things you're going to have to buy and add because you didn't see that from the start, but if you own a franchise from a franchisor, you already know everything you're going to need."

***Carmyn Greenwood,
Graduate Student***

YUM! CENTER FOR GLOBAL FRANCHISE EXCELLENCE

2021-2022 BOARD OF ADVISORS



Jania Bailey CFE
CEO, FranNet



Liane Caruso, CFE
Sr. VP of Franchising,
Entrepreneur Media



Denise Cumberland, PhD
Associate Professor, UofL
Senior Researcher,
Yum!CGFE



Yuvay Ferguson, PhD
Assistant Dean,
Howard University



Ron Gardner
Managing Partner,
Dady & Gardner, P.A.



Karen Grissom
VP of Operations Support &
Training, Tropical Smoothie



Maggie Harlow
Owner, Signarama



Rick Keuber
Founder/CEO, Sun Tan City
Franchisee, Planet Fitness
Franchisee/Owner, Buff City Soaps



Rebecca McDade
Senior VP/Regional Wealth
Advisor, Northern Trust



Reese Neumann
Interim Chief Financial Officer,
KFC Global



Patricia Perry
VP of Development,
Bagel Brands



Alfonso Ramirez
Managing Director,
Premium Restaurant Brands



Michelle Rowan
President/COO, Franchise
Business Review



Sophia Swemba
VP/Franchise Advocate,
Marriott International



Rich Watson
VP, Bank of America



Rob Weddle
CEO, Authority Brands



Wanda Williams
Head of Global Franchising,
Yum! Brands



Erica Spector Wishnow
Co-Founder/Co-CEO,
Southpaw

GRATITUDE

As we reflect on the past year and all the progress made, it is evident how many people helped us in our journey. Truly, we couldn't have done any of this work without you. To those below, thank you.

YUM! BRANDS

- Scott Catlett - Your support of all of our efforts.
- Wanda Williams - Your strategic vision, influence, and motivation to ensure our Center continues to add value.
- Mike Kulp - Your generosity made the Yum! Accelerator a reality. Your guidance on mentorship and experiences for the students was critical.
- Sara Awadallah - Constant support and being a partner in all Bootcamps.
- Naveen Dasa - Your keen eye for the financials and attention to detail with planning and executing travel and events.
- Andrea Whitney - Your championing our efforts!

UNIVERSITY OF LOUISVILLE COLLEGE OF BUSINESS

- Dean Todd Mooradian - Your vision and leadership that drives innovation and growth.
- Joseph Neary, PhD - You are the best cheerleader our Center could ask for. Thank you for always being enthusiastic and supportive of our growth.
- Lynn Boyd, PhD - Your knowledge of all the processes necessary was critical.
- Kristen Lucas, PhD - Your early support of the franchise Certificate and guidance through many complex challenges!
- Stacey Schoen - Facilitating communication and collaboration with our Center and Dean Mooradian.
- Kelly Watson - Your passion, organization, and all-around wonderful attitude. Your talent has helped to make all of our events successful.
- Jessica Kidd - Your patience, guidance, and understanding with all things finance!
- Angela Cox - Helping us work through operational procedures to achieve Center commitments and goals.
- Tessa McGilbra - Teaching us how to set up our scholarship funds and operate them efficiently.

EXECUTIVE EDUCATION

- Virginia Denny - Great leadership over an incredible team that supports our efforts in bringing franchise education to learners at all stages of life.
- Alex Bryant and Julijana Curcic - Always being diligent to make sure the details of our Bootcamp and its participants are perfect. Quite literally, our Bootcamp could not run without you!
- Manuela - Your encouragement and congenial support for our Center.

MANAGEMENT AND ENTREPRENEURSHIP

- Carl Maertz - Your support of franchise education and ongoing encouragement to move forward.
- Robert Garrett, PhD - Your inclusion of franchising into your entrepreneurship world and your responsiveness to helping us move forward.
- Ryan Quinn, PhD - Your constant support and guidance, especially with all the details needed for our university approvals—your patience is unlimited.
- Paula Sacher - Your time spent educating us on the details of PeopleSoft and Expense Reports.

PUBLIC RELATIONS AND MARKETING TEAM

- Sharon Handy - Your steadfast dedication to excellence in your work and encouragement of others.
- Jim Warner - Your enthusiasm and commitment to our FranchiseU! Podcast is invaluable. Thank you for help with our website and making sure our rhetoric is always engaging and effective.
- Sonja Faul, Jill Wegenast, Elijah Humble, and Amanda Lucas - Your creativity, attention to detail, and overall support in producing professional digital content for our Center.

OTHER

- Yuvay Ferguson, PhD - For our dynamic partnership and your unwavering commitment to student success.
- John Merchant - Whether it's help with IT or loaning us your dolly for events, thank you for always being a friendly face who's eager to help.
- Laurie Anne Roberts - Always being cheerful and supportive in our endeavors.
- Yum! CGFE Faculty, Staff, Instructors - Providing our learners with a first-class education.
- Yum! CGFE Board of Advisors - Infusing your passion for supporting others and expertise in franchising into the heart of our Center.