

SFA St. Louis Conference Agenda

September 21-24, 2009

Note: change to schedule includes Morning Session & Guest Speaker on TUESDAY , which is open to all attendees.

Tentative agenda as of 8/5/09- subject to change prior to conference

All attending Vendors are invited to events listed in BOLD

Monday, September 21, 2009

Registration 3 pm – 7 pm~ Wabash Cannonball

Pink Star Check Presentation & Press Conference – 2:30pm (all are welcome) ~Grand C

SFA Closed Board Meeting 3 pm – 5 pm ~ Link Room

New Franchisee Meeting with Board 5 pm ~ Link Room

Vendor Meeting w/ Board 5:30 – 6:15pm ~ Grand C

Welcome Reception & Dinner 6:30- 9:00 pm ~Grand Hall (*dress: business casual*)

Late Registration 8:00pm - 9:00pm~ Wabash Cannonball

Tuesday, September 22, 2009

Late Registration 7:00 - 8:00am~ Wabash Cannonball

Breakfast Buffet 7:00 – 9:00 am~Atrium B

Opening Session & Guest Speaker 8:00 – 11:00 am ~New York/Illinois Central

Activities & Tours 11:30 am – 4:30 pm

Dinner Offsite ~ buses depart starting 6 pm (*dress: casual*)

Wednesday, September 23, 2009

Vendor Breakfast 7:00 – 9:00 am

CKE/Franchisee Breakfast 7:00-9:00am

CKE Presentations to Franchisees 8:00-10:00am~ New York/Illinois Central

Franchise Association Closed Mtg. 10:00am – 12:30pm~New York/Illinois Central

Vendor Show Set-Up 9:00am – 12:00pm (Vendor lunch provided 11:30am-12:30pm)~ Grand E/F

Vendor Show ~ 1pm-4pm~ Grand E/F

Vendor Appreciation Dinner Offsite- ~buses depart starting 5:45 pm

(dress: casual; clothing and shoes which allow you to walk and move easily are recommended for some optional activities)

Thursday, September 24, 2009

Breakfast 7:00 – 9:00 am ~

CKE Presentations 9:00-10:00am~ New York/ Illinois Central

Q & A (Franchisees & CKE only) 10:00 am – 11:30 am ~New York/Illinois Central

Departures from Hotel ~