

SFA 2011 Tucson Conference Agenda
as of 7/15/11

Sunday, September 18th:

- **Registration- 3-8:30pm, Dove Mountain 1**
- SFA Closed Board Meeting 1-4pm, *Wild Burro Boardroom*
- New Franchisee Meeting w/Board 4-5pm, *Tortolita C & D*
- **Associate Member (Vendor) Meeting w/ Board- 5-6pm Tortolita C & D**
- **Welcome Reception, Poolside -6:30-9:30pm Turquesa Pool Deck**

Dress: Casual, wear pool-appropriate shoes.

Monday, September 19th:

- **Late Registration -7-8:30am, Dove Mountain 1**
- **Breakfast 7-9am, Brisa Lawn**
- **Opening Session -8-11am, Tortolita Ballroom** (Vendors allowed in session 8-9am only)
- **Hosted Afternoon Activities – departures approx. 11:30am;** see activity card for details
- **Havana Nights Dinner, Cayton's @ the Golf Course –buses depart 6:15pm** (don't be late or you will miss the gorgeous sunset!)

Dress: Resort Casual; Cuban/Island attire appropriate. Don't forget your salsa shoes!

Tuesday, September 20th:

- **Breakfast 7-9 am – Ritz Carlton Ballroom Prefunction**
- **Vendor Show Set-Up - starting at 8am, Ritz Carlton Ballroom**
- SFA Franchisee Closed Session- 8:30-11:30am, *Tortolita Ballroom*
- **Vendor Show & Lunch- NOON-3pm, Ritz Carlton Ballroom**
- **SFA Gala Dinner & Vendor Awards, Pima Air Museum- buses depart 5:15pm**

Dress: Cocktail Attire (Guys, it will probably be too hot for coats and that's OK!)

Wednesday, September 21st:

- **CKE & Vendor Breakfast 7-9am– Tortolita Prefunction**
- Franchisee Closed Session & Breakfast- 8:00-11:30am, *Tortolita Ballroom*
 - Breakfast available starting at 7:30am
 - Q &A with SFA Board, 8:30-9:30am
 - Q&A with CKE Management, 9:30-10:30am
 - Finance/Lending Seminar, 10:30-11:30am
- **Open Afternoon**
- Pool Party & Happy Hour- 2-4pm, Turquesa Pool Deck**
- "Old West" Dinner- 6-9pm – Brisa Lawn**

Dress: Casual/Western

Thursday, September 22nd:

- Departures

****Events in **BOLD** are open to Associate Vendors****

Events are "adults only" with the exception of Breakfasts, the Wild West Dinner, and the Pool Party.



Weather: Tucson average in September is 71-95 degrees, with an average of 80 degrees. There is a chance for some (flash) rain showers, but overall it should be pretty warm.

NAMETAG/GUEST POLICY: Please note that our nametag policy will be strictly enforced, and spouses or guests who are not registered as a conference attendee may not attend any of the conference events. If you have a spouse/guest attending, they can purchase a conference “meals only” registration for \$600 (which is our hard cost)—which includes all breakfasts, Vendor show lunch, and all dinners/drinks. If you have a guest on site that you would like to bring to a specific event only, please contact tara@starfran.com and we can make arrangements for that as well. Thank you for respecting this rule and helping keep our costs reasonable.

CANCELLATION POLICY: Vendors Sponsorships are refundable up to 30 days out, minus a \$1500 fee which covers Associate Membership for the year. Additional attendees are fully refundable up to 30 days out and 50% refundable after that, as long as we are notified prior to the conference.

CHILDREN/FAMILIES: If you will have children on-site with you, we ask that you let our conference staff know their names and ages in advance. Young children are not allowed in events, with the exception of the Breakfasts, Pool Party and Wild West Dinner. Thanks for your understanding.