

2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

TEAM
FRANCHISING



INCENTIVE PROGRAMS FOR NEW UNIT OPENINGS



ASHLEY B. CHATLEY
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Radiance Holdings
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SHAWN M. CARIC
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JON SICA
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Today's Panel	<i>SHAWN CARIC</i>	<i>ASHLEY CHATLEY</i>	<i>JON SICA</i>
Brand(s)	Smoothie King	Radiance Holdings Woodhouse Day Spa SOLA Salon Studios	Batteries Plus
Title	VP, Franchise Development	VP, Design & Construction	COO CBO Chief Strategy & Dev.
Years in Franchising	22	12	21
Previous Roles	VP, Franchise Dev. - Qdoba	Director, Real Estate & Construction, Pvolve	CBO & Chief Strategy & Dev Officer – Batteries Plus
	Real Estate Director, Franchise Sales Director, Dunkin' Brands	Sr. Director, Construction & Facilities, Level 5 Capital	Group Director, Business Operations, Whataburger
	Regional Sales Manager, Hallmark Cards	Property Manager, Parkway Realty	Director, Strategy & Enterprise Portfolio, Cabela's

INCENTIVE PROGRAMS FOR NEW UNIT OPENINGS

GOAL SETTING

**UNIT-LEVEL
ECONOMICS REVIEW**

**SYSTEM
COMMUNICATION**

**MEASURE OF
SUCCESS**

INCENTIVE PROGRAMS WORKSHEET

