



Tate Center for Entrepreneurship
School of Business & Economics

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Contact: Lisa O'Beirne
(843) 953-6622 or obeirnel@cofc.edu

Tate Center Conducts Franchise Training Program

The Tate Center for Entrepreneurship is conducting a Franchise Management Certificate Program from October 24-26, 2007.

The program is a 2 ½ day seminar that includes intensive franchise management training sessions. The program contents include presentations on the latest legal and regulatory issues in franchising, financial management issues, and overcoming franchising obstacles.

“This is a great opportunity for local entrepreneurs to learn from experts about the skills necessary to run a successful franchise,” commented John E. Clarkin, Ph.D., Director of the Tate Center for Entrepreneurship, College of Charleston.

Franchise experts and professionals in law, banking, real estate, accounting, risk management, marketing, and other fields will answer questions such as:

- Is franchising right for you?
- How do you choose the right franchise?
- How do you get started, raise capital, find a location, and hire the right people?
- How do you make personnel decisions, handle marketing, and manage risk?

Clarkin added, “We have a number of franchise and business experts who will discuss relevant topics and answer questions. If you are thinking of buying a franchise, this program is for you.” Individuals attending this intensive program will learn the tools necessary to help them make more informed decisions about franchising.

Tuition is \$650 per person and \$750 per person after October 5, 2007. Sponsorship opportunities are available. All events will be held at the Tate Center for Entrepreneurship, School of Business and Economics, College of Charleston located at 9 Liberty Street in downtown Charleston.

More information can be found at <http://www.cofc.edu/~tate/> or by contacting Lisa O'Beirne at (843) 953-6622 or obeirnel@cofc.edu.

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