

Michael Seid, CFE



Chief Concept Officer CFWshops Managing Director, Michael H. Seid & Associates, LLC

I am the Chief Concept Officer of CFWShops a Social Sector Franchisor of medical clinics in peri-urban Sub-Saharan Africa. CFW presently has over 80 franchised and company owned locations in Kenya and Rwanda and was established to provide clinical services and essential medicines to the citizens in the countries in which it operates. I also serve on the CFWShops Board of Directors and Executive Committee. CFWShops has been a franchisor member of the International Franchise Association since 2007.

I am a member of the Board of Directors and Executive Committee for the HealthStore Foundation, the parent company of CFWShops as well as a member of the Board of Directors and Executive Committee of One Family Health, a licensee of the HealthStore Foundation established to develop company owned and franchised medical clinics in Uganda and other third world countries. MSA Worldwide, a supplier member of the IFA, in which I serve as founder and Managing Director, will also be assisting NGOs in the development of and providing advisory services to commercial business format franchise systems in developing countries to improve the human condition and have a world changing impact on poverty, diseases and economic development.

I am the founder and Managing Director of Michael H. Seid & Associates, LLC, ("MSA") a provider of domestic and international franchise advisory services. During my professional career I have been a senior operations officer, financial executive, consultant or accountant for companies within the franchise, retail, restaurant, hospitality, healthcare, education and service industries.

Since 1987 through the present, I have been a consultant to the franchise industry. I graduated from Long Island University with a BS in Accounting in 1975 and obtained my CPA in New York State in 1978. During the period 1970 through 1976, I served as a member of the US Army and was honorably discharged from the Reserves in 1976 with the rank of Staff Sergeant. I am a frequent speaker at programs for the International Franchise Association, universities, law schools, retail and professional organizations and have lectured and written for the ABA Franchise Forum and the IFA's Legal Forums. I have lectured at several universities and law schools including St. Thomas University, Georgetown Law School, New York University

School of Law, Benjamin N. Cardozo School of Law, Nova University, the University of Arizona, Johnson & Wales University, MIT Sloan School of Management, Harvard Business School, Emory University School of Law and UCSF (Berkeley).

I have been qualified as an expert in Federal and State courts and have testified in several cases involving franchising, restaurants, retailing, manufacturers and service companies in State Court, Federal Court and in Arbitration proceedings for both franchisors, franchisees and non-franchise related entities.

I am on the Board of Directors of the William Rosenberg International Center of Franchising at the University of New Hampshire. I am on the Board of Directors of Kidville, Inc. a public corporation.