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Tiffany M. Atwell
Executive Vice President, Government Relations
Ecolab



Tiffany Atwell is currently the Executive Vice President of Government Relations for Ecolab. She joined Ecolab in 2020 and has had a transformational impact on government relations as a driver for sustainable growth, elevating it even further as a strategic advantage for the company. Prior to this role she was the VP of global government and industry affairs for Corteva Agriscience. She had global responsibility for government and industry engagement strategies to advance the business goals of Corteva Agriscience. She managed a global team focused on shaping government policies and regulations that impacted Corteva's freedom to operate in the United States, Asia, Latin America, Europe, Middle East and Africa.

She started her business focused career at Abbott as a Director of Global Government Affairs in 2006 focused on global trade policy's impact to Abbott's freedom to operate and was later promoted to Senior Director for Strategic Programs. She had responsibility for developing external engagement strategies for India, Russia and China to promote market access for key products. Atwell was the recipient of the Abbott President Award in 2010, 2011 and 2012. She also received the Commercial Excellence Award in 2011, and considered a rising leader prior to her departure.

Atwell spent over a decade in the U.S. Government with a variety of international policy roles, first as a U.S. State Department Presidential Management Fellow. During her tenure she was awarded a U.S. State Department Meritorious Honor Award. Her final post was as the International Trade Policy Advisor for Senator Grassley, Chair of the Senate Finance Committee.

Tiffany lives with her family in Washington, DC. She enjoys volunteering and mentoring young professionals in her spare time, noting the kindness she received from so many to help her be successful professionally. Growing up economically disadvantaged in North Carolina with mom as the primary financial provider that worked three jobs to keep a roof over their heads inspired her interest in giving back to society and helping people that face some of the same barriers she faced while trying to accomplish financial independence.

Ashley Coneff
VP, Government Affairs & Impact
Inspire Brands



Ashley Coneff currently leads the government affairs and ESG teams at Inspire Brands, serving more than 2,900 franchisees and more than 32,000 restaurants. Her team engages in policy at all levels of government and inspires a 32+ billion company to be a better steward of the world’s resources and to better care for the communities they serve. In 2023, Ashley was named as one of The Hill’s Top Lobbyists for her efforts on behalf of the second-largest restaurant company in the United States.

Ashley serves as a dual Board Member of the National Restaurant Association and Education Foundation, and the Michigan Restaurant and Lodging Association. She also serves as a steering group member of Serving Europe, an organization which represents food and beverage chains in Europe. Finally, Ashley serves on the board of the Dunkin’ Joy in Childhood Foundation, which works to bring the simple joys of childhood to kids battling hunger or illness.

John Crawford
Chief Operating Officer
Jani-King International, Inc.



John Crawford serves as the Chief Operating Officer at Jani-King International, Inc., bringing over 30 years of experience in sales and marketing leadership to the world’s leading commercial cleaning franchise company. Since joining Jani-King in 2021, John has been pivotal in driving the company's growth, overseeing operations, and maintaining its commitment to delivering high-quality cleaning services through a vast network of franchisees. He is based at Jani-King’s global headquarters in Addison, TX.

John’s connection to Jani-King dates back to the mid-1990s when he co-owned and successfully operated the Jani-King Hampton Roads and Richmond regions. This firsthand experience gives him a unique perspective on the needs of regional franchisors, franchisees, and has made him an advocate for the franchising community.

Before joining Jani-King in his current position, John built a distinguished career in the pharmaceutical and biotech industries, notably at Eli Lilly & Company. His expertise in leading sales teams and launching products has been invaluable in his role at Jani-King, where he continues to expand the company’s market presence with a strategic, growth-focused approach.

John holds a Pharmacy degree from the University of Oklahoma. He remains active with his alma mater and has served as a member of the Board of Alumni Advisors at the University of Oklahoma College of Pharmacy.

Emma Dickison, CFE, CSA
CEO & President
Home Helpers Home Care



Emma Dickison is a seasoned franchise executive with over 30 years of proven experience leading both emerging brands and mature organizations to attain greater revenue and performance. Emma currently serves as the CEO and President of Home Helpers® Home Care.

Under Emma's leadership and guidance, Home Helpers has achieved 26 years of record-breaking system-wide sales and unit growth. Today, Home Helpers is recognized as one of home care's most trusted and respected brands, with more than 350 franchises serving over 1,500 communities in 39 states and Canada.

Emma has earned several accolades over her tenured career. In 2024, she was recognized as one of seven women in the Inaugural Legendary Women of Wonder winners by Franchise Dictionary Magazine, having been recognized in the Top 50 Women of Wonder category for the previous six years running (2019-2024). Emma was also honored by the Cincinnati Business Courier as a 2024 C-Suite Award Finalist in recognition of her outstanding leadership and business performance. In 2020, she was celebrated as a Top 20 Women of Influence in Franchising. Emma was noted as one of the 10 Leaders Transforming the Franchise Business. In 2019, the International Franchise Association Women's Franchise Committee presented Emma with the Crystal Compass Leadership Award in honor of her contributions to franchising and mentoring women in franchising.

Emma is an active member of both the International Franchise Association's Women's Franchise Committee and the global Women's President's Organization. Additionally, she is co-founder and co-chair of the SW Ohio Women's Franchise Committee chapter.

From 2015-2023, Emma served on the Board of Directors for the Home Care Association of America, the industry's largest trade association. This includes 3 years as President of the Board of Directors during the COVID-19 pandemic (2020-2022), and one year as Past President in 2023. She continues to serve the HCAOA through leadership and advocacy efforts, as well as serving on franchise industry boards and regularly speaking at home care and franchise industry events. Emma actively works through several trade associations with state and national government, advocating for entrepreneurship and the franchise business model.

Emma is a Certified Franchise Executive, a Certified Senior Advisor, and graduated with a Bachelor of Arts from the University of Florida.

Tim Evankovich
Chairman
Oasis Senior Advisors Franchise System, LLC



During his 25-year career as President and Co-Founder of The Cleaning Authority, Tim had the opportunity to develop an outstanding franchise organization from its inception to 185 locations in 42 states and Canada. He took the reins of Oasis Senior Advisors with the experience and proven track-record to promote a strong and successful business model. Already with over 130 franchises, Tim realizes the vast growth and potential of this industry and foresees an immensely bright and promising future. With over 36 years in small business ownership, 30 of which in franchising he knows what it takes to help franchisees become successful. In addition to his role as Chairman of Oasis, Tim also serves on the board of directors for the local Naples, FL chapter of the Chaine des Rotisseurs as well as their acting Vice Echanson. Tim is also an active fundraiser within the charitable world in his work with the Alzheimer's Assoc, Crohn's Colitis Foundation, Cystic Fibrosis and The Red Barn which teaches horseback riding to handicapped and underprivileged children. He is an active member of the International Franchise Association (IFA) and a frequent speaker for the IFA on Franchise Development.

Rocco Fiorentino, CFE
CEO
Benetrends Financial



With an impressive career spanning over three decades in the franchising world, Rocco Fiorentino, CFE, has solidified his position as an industry leader and thought influencer. Currently, Rocco serves on several prestigious boards, including the Executive Board of Advisors for The Multi-Unit Franchise Conference, the Titus Center for Franchising at Atlantic University, and Locate AI, a groundbreaking real estate technology firm based in San Francisco. In 2024, Rocco also joined the Board of Directors for the YUM Center for Franchising at the University of Louisville, further extending his influence in franchising education and development.

Known for his strategic insights and visionary leadership, Rocco has a consistent track record of driving growth and innovation. His roles as a speaker, moderator, and author have cemented his reputation as a thought leader in the franchise industry. His past contributions as a Board member and Committee Chair for the International Franchise Association (IFA) have been highly influential in steering the organization's strategic direction.

Rocco's academic credentials, including a Master's degree in Management with an emphasis on Leadership from the prestigious Richard D. Irwin Graduate School of the American College, testify to his solid theoretical background in leadership and management principles. He also holds the distinguished Certified Franchise Executive (CFE) certification awarded by the Board of Governors of the IFA, underscoring his expertise and commitment to professional development in the franchising field.

Rocco Fiorentino's blend of practical experience, thought leadership, and educational acumen continues to distinguish him as an unparalleled resource in the franchise industry. His impact on the field is significant, shaping the future of franchising and influencing the next generation of franchise professionals.

Nate Garn
CEO
Sizzling Platter, LLC



Nate currently serves as CEO of Sizzling Platter, LLC, where he has been since 2012. While at Sizzling Platter, Nate has been instrumental in its growth from approximately 180 restaurants in the western United States to over 770 restaurants in two countries and 8 brands. Prior to joining Sizzling Platter, Nate was a founding partner of a boutique real estate law firm and practiced law in the areas of real estate investment, development, and land use. When not working, Nate loves spending time with his wife and four kids—usually at local golf courses, soccer, baseball, or football fields or at one of Utah's many ski resorts.

Rolf Lundberg
Vice President and Assistant General Counsel, Head of External Affairs and Global Public Policy
Choice Hotels International, Inc.



Rolf Lundberg is Vice President and Assistant General Counsel, Head of External Affairs and Global Public Policy at Choice Hotels International, Inc. He serves as Vice Chair of IFA's Legislative Action Group.

Previously, Mr. Lundberg was Senior Vice President for Congressional and Public Affairs at the U.S. Chamber of Commerce, and Assistant General Counsel and Vice President for Government and International Relations at Marriott International, Inc.

Mr. Lundberg's government service includes as Counsel for Tax and International Trade to U.S. Senate Majority Leader Trent Lott, International Trade Counsel to U.S. Senate Majority Leader Bob Dole, Deputy Assistant Secretary of Commerce for Import Administration in the George H.W. Bush Administration, and International Trade Counsel on the U.S. Senate Committee on Finance.

He was an Associate at Peabody & Brown, and Of Counsel at Venable, Baetjer, Howard & Civiletti.

Mr. Lundberg is a graduate of the University of Virginia College of Arts & Sciences, the University of Virginia School of Law, The Johns Hopkins University School of Advanced International Studies, and Phillips Academy.

David Ostrowe
President & CEO
O&M Restaurant Group



David Ostrowe, a seasoned franchisee with over 25 years of experience in operations and consulting, brings a wealth of expertise to his role as the 2025 Multi-Unit Franchise Chair. Currently the President and CEO of O&M Restaurant Group, O&M's current and past holdings include Burger Kings, Blaze Pizzas, and Taco Bells, alongside significant real estate investments. His entrepreneurial journey began in 1999 with the launch of a staffing and recruiting company in Oklahoma City, which he grew into a \$150 million multi-state operation.

David's track record includes turning around underperforming businesses and driving substantial revenue growth. Notably, as the

Chairman of the Oklahoma Lottery, he doubled revenue by implementing strategic changes and removing obstacles. His leadership extends to charitable organizations and public and private companies, with significant roles such as the Western Regional Chair for the Young Presidents Organization and Vice President of Development for the Boy Scouts' Last Frontier Council.

As Oklahoma's first Secretary of Digital Transformation and Administration, David managed 54 agencies, boards, and commissions, serving as a full-time volunteer on Governor Stitt's Cabinet.

David holds a Bachelor of Arts from Louisiana State University with minors in Marketing and Management and has received culinary training from Johnson & Wales University. He is also an ATP Commercial pilot, with his roots and skills driven by the US Navy. A naval aviator with two combat tours and over 1,000 hours with the Navy, David's aviation background complements his business acumen. "Flying is about systems."

Throughout his career, David has been recognized with numerous awards. His commitment to excellence and strategic leadership continues to drive success across his diverse ventures, making him an invaluable asset as the 2025 Multi-Unit Franchise Chair.

Todd Recknagel

Chairman

PCRK Group, National Envy Development



Todd Recknagel has a 30-year career in franchising, has had previous terms on the IFA Board and has chaired the Franchisee Forum. Currently, he serves as a Co-CEO and Partner for PCRK Group, the largest multi-unit franchisee of Massage Envy with 131 units; the Board Chair & Partner for Salon Freedom, the top multi-unit franchisee for Sola Salons with 60 units; a Board Member & Partner at Office Pride a franchisor with over 150 units.

Previously, Todd was the CEO & Partner for Mr. Handyman International; CEO & Partner for AM Conservation Group, the nation's leading energy efficiency product supplier; a Board Member & Partner for Take 5 Oil Change; and a Board Member & Operating Partner at Quattrro Business Support Services.

Todd earned his MBA in finance from the Eli Broad School at MSU. He has 6 children, enjoys traveling and doing faith-driven charitable work with his wife Kristi Mailloux.

Laura Roberts
Chief Legal Officer, Secretary and Compliance Officer
Bojangles' Restaurants, Inc.



Laura Roberts is the Chief Legal Officer, Secretary and Compliance Officer of Bojangles' Restaurants, Inc., a quick service restaurant chain based in Charlotte, NC. In her role, she oversees all legal aspects of the company, including as related to corporate governance, franchising, real estate, compliance, and government affairs. Ms. Roberts began her legal career at Shearman & Sterling, LLP in New York, New York and later joined Baker Botts, LLP in Houston, Texas, where she advised clients on real estate transactions and other general corporate matters. She holds a Juris Doctor degree from Columbia University School of Law and a Bachelor of Business Administration in Management with High Honors from Idaho State University. She is admitted to practice law in the States of North Carolina, Texas, and New York. Ms. Roberts also serves on the Board of Directors of Bojangles' Restaurants, Inc. and the

Girl Scouts Hornets' Nest.

Karen Satterlee
Senior Vice President and Assistant General Counsel – APAC
Hilton Worldwide



Karen Satterlee is Senior Vice President and Assistant General Counsel – APAC for Hilton Worldwide. In this role, Ms. Satterlee manages the Legal function for Hilton in the Asia Pacific region (China, India, Southeast Asia, Japan/Korea/Micronesia and Australasia). Key responsibilities include: serving as a member of the Senior Executive Committee of Hilton in APAC; leadership, management and supervision of the APAC Legal team located in Singapore, China, Japan and India; management of outside counsel; general oversight and management of all legal matters in APAC including dispute resolution and compliance; management of the regional Legal budget; protection of the company's

commercial interests and risk management in the region; providing strategic advice and overseeing legal services to the corporate development function and individual hotel development transactions; and building and implementing Hilton's APAC franchising strategy. Ms. Satterlee is a current member of the Executive Committee of the International Franchise Association's Board of Directors. She is also a Past Chair of the American Bar Association's Forum on Franchising's Governing Committee. Ms. Satterlee is a former member of the Board of Trustees for the International Franchise Association's Educational Foundation and the Board of Governors for the Institute of Certified Franchise Executives. Ms. Satterlee is an Adjunct Professor of Law at American University's Washington College of Law and has authored numerous articles on franchise law and is a frequent speaker at legal and industry conferences.

Heidi Schauer

***Vice President, Communications, Public Affairs & Customer Care
The Wendy's Company***



Heidi has more than 20 years of experience in corporate communications and public affairs, and currently leads corporate communications, public affairs and customer care for The Wendy's Company. In her role, she focusses on telling the Wendy's quality and growth story, protecting the brand's reputation, and furthering the importance of the restaurant economic and franchise business models. Her functional work includes leading corporate communications and media relations, issues and crisis management, U.S. communications, financial communications, public affairs and customer care.

During her time at Wendy's, she has led strategies that poised the company for its next chapter of growth, counseled C-Suite and senior leaders to deliver on messaging to communicate the brand's key initiatives and vision and served as a catalyst behind ESG initiatives woven today into its brand culture.

Prior to Wendy's, she worked in various communications and marketing roles at Darden Restaurants in Orlando, FL. She began her career working in public affairs, coalition building and strategic communications in Washington, DC at DCI Group where clients included companies such as McDonald's, Coca-Cola and leaders in telecom, pharma and healthcare.

Heidi earned her master's in strategic public relations from George Washington University and a Bachelor of Arts degree in Journalism from Lehigh University. She currently serves on the boards of the International Franchise Association and the Florida Restaurant & Lodging Association.

Lynette Eaddy Smith

***Executive Vice President, Chief Legal Officer
Chick-fil-A, Inc.***



Lynette is Executive Vice President and Chief Legal Officer for Chick-fil-A, Inc, and is a member of the company's Executive Committee. She oversees the company's legal department.

She joined Chick-fil-A's corporate legal group in 2012 and was promoted to Vice President, Litigation, Franchising and Governance in 2017. Throughout her tenure at the company, Lynette has regularly partnered with the business to provide solution-oriented, strategic business and legal counsel.

Before joining Chick-fil-A, Lynette was a partner in the litigation department of the Atlanta office of Troutman Sanders, where she practiced for 15 years. Prior to joining Troutman Sanders, she clerked for Judge Duross Fitzpatrick, U.S. District Court for the Middle District of Georgia in Macon.

Lynette graduated from Emory University and earned a J.D. from the University of Florida College of Law. Lynette is also a graduate of the Harvard Business School Advanced Management Program.

Gabby Wong
Chief Executive Officer
FranConnect



Gabby Wong is a seasoned operator with nearly 30 years of experience in positioning private equity-backed software and SaaS businesses for high-growth. She has deep experience in all aspects of growing technology businesses, including M&A, corporate strategy, product innovation, customer success, marketing and sales. Gabby has held successive leadership roles within FranConnect, joining first in 2016 as EVP of Operations and took the helm as CEO in 2018. Over the last six years, under her leadership, FranConnect's revenue has grown by 5X and continues to lead the market in providing best-in-class sales, operations, and marketing solutions for franchise and multi-location businesses. After

completing three acquisitions in four years, FranConnect has over 300 employees globally across US, Canada, India, and Australia, and serves nearly 1500 brands and 1 million locations worldwide. Gabby has been named a finalist for EY Entrepreneur of the Year Award Mid-Atlantic in 2022 and 2023. Prior to FranConnect, Gabby held executive leadership positions with worldwide operating roles at Primavera Systems (now Oracle), Trusted Computer Solutions (now EverFox/ForcePoint), Vovici (now Verint Systems), and Clarabridge (now Qualtrics).

Tony Zaccario
President & CEO
Stretch Zone



Serving as President and CEO since 2019, Tony has led Stretch Zone on its incredible growth trajectory. Currently opening an average 2-3 studios per week, with 370 open locations and zero closures to date, Stretch Zone remains at the top of the professional stretching vertical.

Starting in the role of General Manager and swiftly rising to Vice President of Operations, then CEO, Tony has hands on experience in almost every aspect of the business. Under his tenure, Stretch Zone quickly established itself as a brand that clients love, one that makes a difference in people's lives daily, and one that franchisees want to be a part of.

An alumni of the University of Florida and proud Gator fan, Tony lives with his family in South Florida and works out of the corporate office in Ft. Lauderdale.