O'NEILCANNON
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CHAD RICHTER TO PRESENT "THE BASICS OF FRANCHISING"

Milwaukee, Wisconsin (September 7, 2007) – On October 5, 2007, Attorney Chad J. Richter will discuss "The Basics of Franchising" at a franchise seminar presented by the UWM Small Business Development Center.

The seminar will focus on entrepreneurship through franchising. Other speakers include a franchise consultant and a current franchise owner.

Chad Richter is an attorney with the law firm of O'Neil Cannon Chad assists clients with a variety of corporate and business law matters such as the formation and organization of various types of business entities under operating, shareholder, and subscription agreements, including the preparation of financial and disclosure documentation. Chad has focused his practice on the structuring of business relationships under franchise, licensing, and distribution arrangements, and has worked with numerous franchise and dealership models, representing both franchisors/grantors and franchisees/dealers.

The UWM – Small Business Development Center (SBDC) is a department of the University of Wisconsin – Milwaukee that works with new entrepreneurs to turn ideas into viable business concepts, and with established entrepreneurs to improve business performance.. For more information, visit www.uwm.edu.

O'Neil Cannon is a full-service legal practice focusing on business law, estate planning, and major complex litigation with offices in Milwaukee and Port Washington. The firm was established in 1973 and is now listed as one of the Milwaukee-area's largest law firms.