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UNH Professor Appointed to International Franchise Association Board

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DURHAM, N.H. - Udo A. Schlentrich, associate professor of hospitality management and director of the William Rosenberg International Center of Franchising at the University of New Hampshire's Whittemore School of Business and Economics, was recently appointed to the board and research council of the International Franchise Association's Educational Foundation.

Schlentrich began teaching at UNH in 1999 following a number of senior corporate positions in the development and management of international hospitality projects with Hilton International, Warwick Hotels Dorchester Hotel, and Stakis Plc, where he was CEO of their United Kingdom-based hotel division. He was also a founding partner of Omni International Hotels.

In December, 2002, Schlentrich was named director of the new franchise center, which was developed with the vision and generous gifts from William “Bill” Rosenberg, the founder of Dunkin' Donuts franchise chain and the Rosenberg Family Foundation. The center launched an undergraduate course about multibillion-dollar international franchising industry last spring and plans additional courses at the undergraduate and graduate levels in addition to conducting cutting-edge research about the industry. For more information about the center, visit: http://franchising.unh.edu.

The International Franchise Association (IFA) is the industry's leading trade association, based in Washington, D.C. William Rosenberg was a founder of the IFA. The association's membership includes 30,000 franchise companies, suppliers, franchisees and associations. More information about the IFA is available at: www.franchise.org.