



Women Business Ownership and Trends in 2024

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This year marks the 50th anniversary of women having the right to credit in their name, and that moment in history marked a significant change in a woman's ability to become a business owner. If you are a woman business owner or you are hoping to become one, this presentation will give you unique insight into business trends in 2024. Lisa will identify free resources you can leverage to build your business, and you will have a chance to network with other women who share your entrepreneurial spirit.

About Lisa

Lisa is the CEO and Founder of Milestone Franchising, her second successful entrepreneurial venture, built upon extensive experience in multi-unit franchise ownership. As a Certified Franchise Consultant, Lisa offers a pragmatic approach to business ownership, helping clients nationwide navigate career transitions, expand their portfolios, and scale their enterprises. She has hosted 100 episodes of Franchise Focus, contributes regularly to FranchiseWire, and serves as a monthly Impact Session Presenter for the International Franchise Professionals Group.

