



# Women Business Ownership and Trends in 2024

**Lisa Linkowsky**

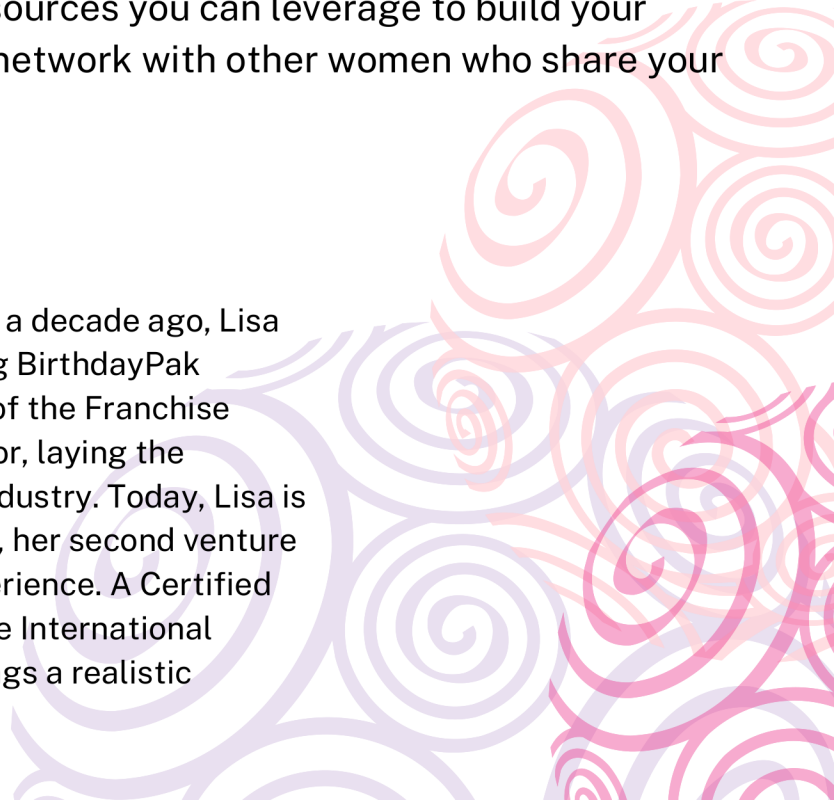
Milestone Franchising

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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

With an entrepreneurial spirit that ignited over a decade ago, Lisa embarked on her journey as the first pioneering BirthdayPak franchise owner. Serving as a pivotal member of the Franchise Forum, she took on roles as a trainer and mentor, laying the foundation for her expertise in the franchise industry. Today, Lisa is the CEO and Founder of Milestone Franchising, her second venture born from invaluable franchise ownership experience. A Certified Franchise Consultant and proud member of The International Franchise Professionals Group (IFPG), Lisa brings a realistic approach to business ownership.

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