

# PRESS RELEASE

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## Joel R. Buckberg to Present on Negotiating Distribution Agreements

July 06, 2011

(Nashville, TN/July 6, 2011) On July 26, 2011, Joel R. Buckberg, head of the franchise and hospitality practice groups of Baker, Donelson, Bearman, Caldwell & Berkowitz, PC, will be co-presenter for the live audio conference "Successful Negotiation of Distribution Agreements."

The program, which is being presented by Lorman Education Services, will address the critical issues and analysis necessary before undertaking major changes in distribution contracts. "Distribution systems, which are a key competitive element in today's marketplace, are constantly evolving as manufacturers and their distributors must adapt to changes in technology, channel strategy and customer needs," said Mr. Buckberg. "The wrong approach can lead to turmoil for the brand and loss of competitiveness. So understanding how to manage and negotiate distribution contracts as the marketplace evolves is crucial to remaining competitive."

Mr. Buckberg, who practices in the Firm's Nashville and Atlanta offices, counsels business clients, particularly in hospitality, franchising and distribution, on strategic planning, transactions, financing, mergers and acquisitions, regulatory compliance and operations. Active in the International Franchise Association (IFA), he serves as administrator for the organization's Franchise Compliance Training Program, a remedial educational program for violators of federal and state franchise regulations. Mr. Buckberg is a legal advisor and trainer for IFA's Fran-Guard compliance and business culture training program. He served as co-editor of the 2009 edition of Annual Developments in Franchise and Distribution Law, published by the American Bar Association. He is the editor of Baker Donelson's Hospitalitas electronic newsletter on franchising and hospitality, and for five consecutive years has been named by Franchise Times magazine as a Legal Eagle in its annual listing of the country's leading franchise attorneys. Additionally, Mr. Buckberg serves as the host for the IFA's quarterly Franchise Business Network meetings in Tennessee, Alabama and Mississippi.

Additional information and registration details for the audio conference are available online at [www.lorman.com/ID388208](http://www.lorman.com/ID388208).