

Philip Zeidman First Recipient of IFA Dennis Wieczorek Award

The International Franchise Association (IFA) has selected Philip Zeidman of **DLA Piper** as the first recipient of the Dennis Wieczorek Free Enterprise Award.

In February, the IFA Board of Directors voted to reinstitute the IFA Free Enterprise Award and rename it in honor of the late Dennis Wieczorek, IFA's former general counsel and chair of DLA Piper's Franchise and Distribution practice. Zeidman will receive the award during the IFA Annual Convention, February 20-23, in San Antonio. He had earlier received the William Rosenberg Award for the IFA Educational Foundation, and the Burton Award for Legal Achievement (American Bar Association/Library of Congress)

"Philip Zeidman's enormous contributions to the principles of free enterprise, through his efforts to promote and foster the franchise model in the United States and around the world, have helped to make franchising the force it is today," said IFA chair Melanie Bergeron. "We are proud to present this award to Philip Zeidman, who also happens to have been a close friend and colleague of Dennis Wieczorek,"

In a release, the firm said:

In addition to serving as IFA's general counsel for virtually his entire career, Zeidman has engaged in a transactional practice, testified about franchising before government bodies, participated in judicial and administrative proceedings, taught at universities and appeared before business and professional groups in 35 countries. In addition, he has testified before the Commission of the European Union as well as before numerous US congressional committees, and

advised several international governmental organizations.

“We are extremely proud that Phil is the recipient of this award – especially as it honors our late friend and colleague Dennis Wieczorek,” said Rich Greenstein, chair of DLA Piper’s Franchise and Distribution practice. “Phil’s tremendous career has taken him around the globe, and his efforts honor the strong traditions Dennis helped establish.”

Zeidman’s work within the IFA community to promote education and best practices began with planning the first Legal Symposium while still in government service. He has contributed countless publications, presentations and seminars on franchising, international distribution and licensing at IFA, American Bar Association and International Bar Association events. His government service included posts as General Counsel to the Small Business Administration and Special Assistant to the Vice President of the United States.

In 2013 Who’s Who named Zeidman Global Franchise Lawyer of the Year for the ninth consecutive year, every year the award had been given, reporting that he “received more votes from clients and peers than any other individual worldwide.” Best Lawyers selected Zeidman as a 2016 ‘Best Lawyer’ in America in the franchise law category. In 2015 *Franchise Times* magazine named Zeidman as a Legal Eagle and Chambers Global has ranked Zeidman for his leading practice every year since franchising has been ranked by the publication.