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CHILDREN'S CLOTHING RESELLER TO CELEBRATE.....

BASECAMP NEWS, MARCH 24, 2015

DUNWOODY, GA—March 24, 2015—Local resident Mary Campbell, is excited to announce the grand opening of her second Kid to Kid store. The grand opening will feature a special visit from Anna and Elsa from Disney's hit movie *Frozen*.

Campbell opened her first Kid to Kid location seven and a half years ago in Buford, Georgia and is looking forward to the grand opening of her second location. "As an Atlanta native, I'm so excited to expand the Kid to Kid concept into the metro Atlanta market," said Campbell. "With young families choosing to stay close to the city center, Kid to Kid is needed in Dunwoody more than ever before."

Mary knows the challenges of raising a family on a tight budget "My husband and I are proud parents of two young boys, ages 4 and 8 and we know first-hand the challenges of raising a family on a tight budget. Our youngest was only one year old when we stretched to open our first Kid to Kid," continued Campbell. "But it feels so good to be part of something larger and know that by shopping and selling at Kid to Kid, it not only helps your own family, it helps the whole community!"

For several weeks, the store has been open to the public to purchase customers' gently used items. After the grand opening, customers will be able to shop for new and like-new children's apparel and gear up to 70 percent less than retail prices. The Kid to Kid store will continue to pay for second hand items by offering customers cash or up to 20 percent more in store credit.

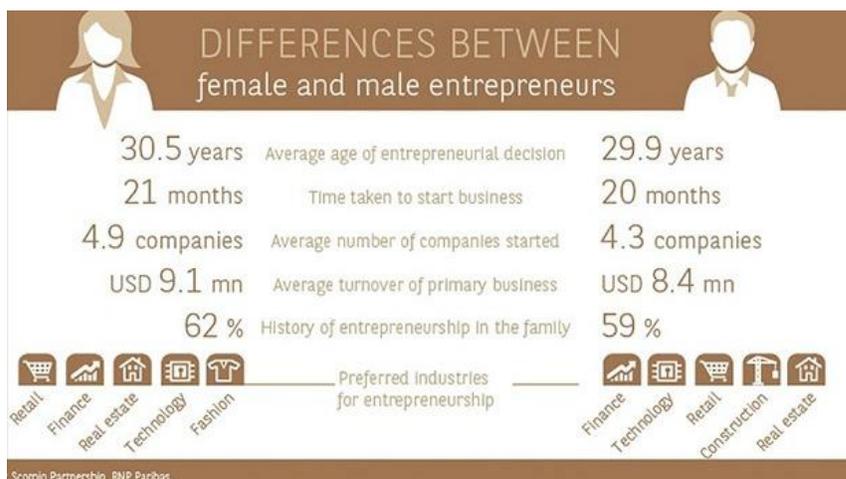
In addition to carrying hundreds of recycled items, the Kid to Kid store will also offer many new products including toys, shoes, hair bows and apparel.

About Kid to Kid

Kid to Kid is an international franchise that buys and sells gently used children's goods and maternity wear in an upscale environment. With over 100 locations throughout the U.S. and Portugal, each Kid to Kid store provides a convenient place where families are financially and emotionally rewarded as they recycle their best items.

Women-Run Businesses Make More Money — Or Do They?

Small Business Trends, Nov 17, 2014 by Annie Pilon



U.S. Businesses run by men are 3.5 times more likely to cross the \$1 million threshold than businesses run by women, [a 2014 study](#) (PDF) by Ernst & Young concluded. And women owned business have only a 2 percent chance of ever hitting the \$1 million mark, concluded the same study.

So it's interesting to hear a contrarian view.

Women might not own as many businesses as men do. But it seems that their businesses tend to be more successful, concluded a global survey from French bank BNP Paribas and consultancy firm Scorpio Partnership found. The survey included more than 2,500 entrepreneurs from the U.S., Europe, Asia and the Middle East.

The survey found that women-run businesses reported average annual sales of \$9.1 million, while their male rivals manage about \$8.4 million, [states](#) an official release on BNP Paribas website. In addition, the survey found that female entrepreneurs launch more businesses (4.9) than male entrepreneurs (4.3).

One thing that entrepreneurs of both genders have in common is a family history of entrepreneurship. For women, 62 percent of business owners came from a family with a history of business ownership. And 59 percent of male business owners came from such families. While female entrepreneurs might face unique challenges, it doesn't seem that they're often actually held back from success. The main roadblock, according to some respondents, is simply getting women to start businesses in the first place. A lot of that has to do with confidence. One survey respondent [said](#):

“There is no difference between a man and a woman in the entrepreneurial world. However, women often lack the confidence to start a business. They need to believe in themselves more.”

The results of this survey show that women don't have as much to worry about as they might think. Perhaps, as more women become successful in business, they can inspire others to do the same.

Pitching an idea, getting funded, creating a business plan, and all of the other difficult aspects of running a business may not seem so daunting when you have peers and realistic role models who have done it all successfully before. For women, finding female business owners to look up to hasn't always been easy. But the number of female entrepreneurs seems to be on the rise. And according to these survey results, that could mean more successful entrepreneurs.



Finding Silver Linings in Dark Times as Franchisee

Entrepreneur, February 2015 by Kate Taylor

Last year was not an easy one for Gary and Jeanne Bracken. Jeanne was battling breast cancer, while Gary lost his job as a corporate communications director. However, the duo was determined to make a difficult situation work for them. So, they decided to look into franchising, as a way to support their family as entrepreneurs. They found the perfect fit with CertaPro Painters, and named their governing corporation Silver Linings of Parmadise. Here's what the Brackens have learned about sticking it out as entrepreneurs through the good times and the bad.

Name: Gary and Jeanne Bracken

Franchise owned: CertaPro Painters in Rochester, N.Y.

How long have you owned a franchise? Five months.

Why franchising?

After being "downsized" from a corporate executive position, it seemed that the more secure way to insure our future was to put our efforts and hard work into something we owned. The franchise model, especially with CertaPro Painters, seemed like a solid and smart investment that we could turn into a future for our family.

What were you doing before you became a franchise owner?

I am a retired military officer and then worked in various corporate communications positions in direct support of federal government clients (USCG, CBP) and then on corporate staff. Jeanne is a former military officer and most recently was a stay-at-home mom spending a lot of time volunteering in our four kids' schools.

Why did you choose this particular franchise?

We did a lot of research into various opportunities. In the end, the business support provided and the core values of CertaPro won us over. Their values match our own from our years in the military. They also provide a lot of training not only on the business operations but the foundational part of the company, painting. There is also a great network of other owners that we can access and have found most to be very responsive to questions, requests for advice or just being a sounding board for those less than great days.

How much would you estimate you spent before you were officially open for business?

I would estimate approximately \$100,000. This is considering the initial franchise fee, costs for executing the funding (using a 401K plan), marketing efforts (including a wrapping vehicle, a trade show three days after being an official franchise and uniforms), training trips, office set up, a computer and software license.

Where did you get most of your advice/do most of your research?

My first point of reference for taking this direction was with a franchise consultant. She initially contacted me after seeing my resume out on the net, then spent countless hours working with me to help identify the correct "short list" of opportunities. She was there throughout the process whenever I had questions or needed more information. Then, of course, the validation process of speaking with current and former franchisees in the various systems was helpful as well.

What were the most unexpected challenges of opening your franchise?

Some of the New York state tax and insurance regulations, as well as the identification and onboarding of talented, customer-focused team members (in our case, supervisors and painters), were challenges at first. We continue to spend a lot of time working through these challenges while also staying focused on the growth of our company.

What advice do you have for individuals who want to own their own franchise?

Really listen to the information as you research the opportunities and match what you are hearing to your desired way of life. Think through all of the "moving parts" to be sure you are ready to accept changes to your way of life that are acceptable or to identify others that just won't work for you and your family. You should also be prepared for some significant emotional ups and downs as you navigate the many changes to your life and the many new things you have to learn.

What's next for you and your business?

This is our inaugural year and we are preparing for the rapid growth of our company. We look forward to providing some extraordinary experiences for our clients as well as the crews that we partner with. There will likely be some more cycles of up and down, but we are ready to work through these and make our business well-known and successful in the Rochester market.



How a Love of Nature Became a Thriving Franchise

FOX Business, March 13, 2015 by Charles Payne, Matthew Kazin

In this Salute to American Success, we're taking a look at Wild Birds Unlimited and founder Jim Carpenter. The company focuses on backyard bird feeding products, mainly bird food and bird feeders. Originally having plans to become a doctor, Carpenter later decided to follow his love of nature.

Born and raised in southern Indiana, Jim Carpenter attended Indiana University, where he received a Bachelor's degree in biology. During the course of his studies, he was part of the pre-med program, but ultimately decided not to become a doctor. He would go on to complete his Master's degree in horticulture at Purdue University. Soon after, while in his 20s, Carpenter found a job managing a garden center in Indianapolis. In the summertime, the company opened a road-side stand, growing and selling fruits and vegetables-- including sweet corn, which other stands in the area were selling as well. "I learned the meaning of differential advantage from that experience," said Carpenter. "Even if others are selling the same thing, yours has to be better. We picked our sweet corn every morning, while everybody else picked theirs the day before. Every hour off the stalk, the corn loses sugar, so we were *the* place to go for sweet corn."

In the fall of 1980, after a year and a half of working at the garden center, Carpenter quit the job. After having trouble finding a new job, Carpenter decided to open his own backyard bird store. At first, he planned to create a mail-order business, but realized he didn't have enough money to promote it. Instead, he paid \$400 a month for 700-square feet of space. In January of 1981, at 28-years-old, Carpenter opened the first Wild Birds Unlimited store.

STARTING THE FRANCHISE

In 1983, a newlywed Carpenter, his wife and a business partner decided to start the Wild Birds Unlimited franchise. His wife, a teacher, helped create training material and artwork, while his business partner helped with the nature part of the business. "None of us had a business background... we were all biologists," said Carpenter. "I bought a \$3 book on how to franchise a business. I did mostly what I thought was best for my franchisees and retail customers." After talking with an attorney and getting the franchise paperwork sorted out, Carpenter said the overall cost of starting the franchise was "about \$3,000." Within the first few years of business as a franchisor, Carpenter said the business wasn't making much money. "As a franchisor, top-line revenue was approximately between \$50-100,000. My main income was coming from my own store, not the franchise company," said Carpenter.

In 1989, he bought his partner's shares in the company. At the time, Carpenter was running his own store, the mail order business and the entire Wild Birds Unlimited franchise, which had about 30 stores. After that, Carpenter said Wild Birds Unlimited was growing at a steady pace, until a few years before the Great Recession. "We had kind of leveled off in same-store sales about five years before the recession hit," said Carpenter. "In 2007-2008, we totally rethought our presentation to the marketplace and started talking about customer experience. ...When [the recession] hit, we were able to keep our customers involved in the hobby. We grew during the recession."

Today, the franchise has nearly 300 locations in 43 states in the U.S. and four provinces in Canada. In 2014, Carpenter said Wild Birds Unlimited opened 10 new franchises, transferred 12, had a 3.79% increase in same-store sales and saw \$144 million in total system sales for 2014. This year, the company plans to open 15 new franchises.

ADVICE TO OTHER ENTREPRENEURS

Carpenter's most important advice to up-and-coming entrepreneurs is to be different. "Have a true niche that has a lot of potential to it. Once you discover it, your product needs to stand out in a way that is obviously better than somebody else," said Carpenter. He also recommends finding people who can help provide advice, especially during the early years of the business. "It would have been helpful if I had at least one or two good mentors from early on," said Carpenter. "They can help you navigate the right path to the growth of your company." To this day, Carpenter still owns and operates his own store. He says his focus has never changed. "I didn't go into it only thinking what's in it for me. The leading concept is what's in it for my customers," said Carpenter.



April Facts

According to early Roman calendar, April was the second month but became fourth when they started to use January as the first month. The name originally came from Aprilis, meaning 'to open'. In April, small animals that were hibernating usually come out and the birds fly back northward to settle, bees and butterflies begin to gather nectar. In some parts of the world, April is planting time but in other parts, it's the harvest season. Because of the nice warm weather of April, amateur athletes begin to go outside while the professional baseball begins. People usually do huge spring cleaning and mowing. The first day of April begins with April fool's Day.

Below are some fun facts about April:

1. The birthstone for April is the diamond
2. The zodiac signs for April are Aries (March 21 – April 19) and Taurus (April 20 – May 20)
3. The birth flower of April is typically the Sweet Pea or the Daisy
4. Global Child Nutrition Month
5. Humor Month
6. The Revolutionary War in America began on April 19, 1775
7. On April 4, 1818, a flag that contained 1 star for each state and 13 stripes was adopted by Congress
8. On April 6, 1917, the United States declared war on Germany in World War 1
9. April 1 – April Fools' Day
10. April 4- 11 – Jewish Passover
11. April 5 - Easter Sunday
12. April 5 – Arbor Day
13. April 11 – National Cherry Blossom Festival
14. April 22 – Earth Day