

Noteworthy Events

Independence Day



July 4, 2017

FRANCHISE EXPO WEST



November 2-4, 2017
Los Angeles, CA



Thinking about expanding via multi-unit franchising? If executed correctly, this strategy can provide numerous benefits for entrepreneurs.

Excerpts from an article by: Juan Cruz

- **Combined Resources:** One of the main reasons franchisees generally consider a multi-unit opportunity is the possibility for economies of scale as it relates to purchasing goods, services and even human capital. Purchasing goods or services in bulk usually offers the opportunity for a volume discount. When it comes to employees, skills and assets can be shared among locations or even the main office, especially as it relates to accounting or human resources. Developing a solid team that can grow within your organization can be challenging, but multi-unit franchisees see those benefits when strategic growth is executed correctly. For example, developing a talented restaurant manager that can assist with opening and training additional locations is key and can take some of the workload off the owner.
- **Market Presence:** We own more than 15 Applebee's restaurants in Mexico and are in the process of developing Johnny Rockets in Texas. Working with well-established brands that are recognized by a global audience positively impacts our local business, but it is also beneficial that we operate multiple restaurants under each brand in the same market. Each brand has a stronger presence in its respective area, which increases the chance that our potential customers will see and think of us more often than a competitor. In addition, based on the nature of our markets, we feel strongly that community involvement is key to success and having a stronger market presence allows us to do that from both the resource and logistical perspectives.
- **Repeatable Best Practices:** Opening the first unit of any franchise is a learning process — unexpected issues arise and adjustments must be made to reduce any delay in opening or potential issues. However, once the first location is opened, the second, third, and more locations are easier, as you have learned from your mistakes and know what conflicts or issues to anticipate. As a multi-unit owner, you can develop your own playbook for success, for everything from real estate and purchasing to marketing and finance.
- **Efficient Marketing:** Marketing is key to a successful franchise operation and additional benefits come from operating multiple locations. The money spent on a single advertisement can benefit multiple locations within the same media market. The audience ends up selecting the location that is closest to them, and when all the market locations are under your organization, you benefit from all the customers that the advertisement drives. In addition, your group can creatively test various marketing campaigns without running large financial risks. For example, you can test a reduced price or limited-time-offer menu item at one location to see how it performs, before rolling it out to all locations.
- **Greatness in Numbers:** As your organization grows in numbers, you gain more negotiating leverage with both vendors and even your parent company. Many franchisors will work closely with some of their larger ownership groups to offer tailored campaigns or strategies that benefit them across their stores, as they know their markets might differ from others. From a vendor standpoint, you have more clout when it comes to purchasing products and services, as you are often buying in bulk for multiple locations.

Lessons from Top Women Entrepreneurs



By: Rhino 7 Franchise Development

At a recent event in Silicon Valley, four remarkable women came together to talk about their extraordinary careers as entrepreneurs. This gathering at Kepler's Books in Menlo Park, California, included Joan Barnes, the founder of Gymboree, Karen Behnke, the founder of Juice Beauty, Sheryl O'Loughlin, the former CEO of Clif Bar and founder of Plum Organics, and Helen Russell, the co-founder of Equator Coffees & Teas, Inc.

The gathering was very representative of the impact-heavy entrepreneurial movement currently being driven by some of the most powerful female entrepreneurs in the country.

"I'm the kind of entrepreneur that's like an artist," said Barnes of her idea that now spans more than 1,000 retail stores and more than 600 play and music centers nationwide. "I don't know how to not sacrifice for my business."

It's this entrepreneurial movement that is being more and more recognized, not only by fellow female entrepreneurs, but also the investors that back them. In a recent tribute in *Forbes Magazine*, angel investor and venture capitalist Alan Hall writes, "There has never been a greater need or time for women to start businesses. We need their abilities, experiences and skills more than ever in the very competitive world of commerce."

The stories of female entrepreneurs are even creeping into popular media. The new Netflix series *Girlboss* is based on the memoir of Sophia Amoruso, who started a women's fashion retailer, Nasty Gal, at the young age of 23. The company went on to be named one of the fastest growing companies by Inc. Magazine in 2012, while Amoruso herself was named one of the richest self-made women in the world by Forbes in 2016.

There's a lot to unpack in Amoruso's book, and lots of lessons to be learned from all sorts of women entrepreneurs.

"No matter where you are in life, you'll save a lot of time by not worrying too much about what other people think about you," writes Amoruso in *#Girlboss*. "The earlier in your life that you can learn that, the easier the rest of it will be. It's cool to be kind. It's cool to be weird. It's cool to be honest and to be secure with yourself."

The sheer breadth of the woman-powered entrepreneurial women can be staggering. Women-founded businesses are changing the world, whether it's in entertainment, fashion and beauty, real estate, technology, or health care. Even a casual reading of lists of the most powerful female entrepreneurs covers everyone from virtual unknowns to Oprah Winfrey with her media empire to multi-billionaires driving the tech industry.

Some of the most successful women entrepreneurs have even met success simply by helping other women to succeed. Phoebe Mroczek teaches other women how to build their own businesses and redefine success based on their personal goals.

"To be honest, I've been an entrepreneur for as long as I can remember," she recently told CreativeLiveBlog. "From the stationery stand in my driveway and my fifth-grade scrunchie business, to the dual-level marketing company I joined in college, it's really not just a passion. It's a way of life."

She adds, "While I dipped my toe into the corporate world in Asia, behind the scenes I'd started an events company and shortly afterwards, a travel blog to document a 15-country motorcycle trip," she recalled. "Within twelve months, I'd made six figures and more importantly, built a business that helped female entrepreneurs all around the world. So, I guess you could say I got my start as an entrepreneur a couple years ago once I made the decision to go for it. With a little coaching and a LOT of fear, I went for it and the rest is history!"

Survey Reveals Increasing Optimism among Business Owners and Potential Investors about the Economy

Continued growth and job creation are contingent on Congressional action

WASHINGTON, June 15—Franchise business owners and prospective investors strongly believe the economy is improving and are more likely by a 2-1 margin to invest in a new business today than before the election. This according to a new survey released today by Morning Consult on behalf of the International Franchise Association (IFA). The survey signals that small business owners and investors are more optimistic, however, policymakers should enact regulatory relief and tax reform, to continue to improve the economy for franchise owners and prospective investors.

“What we need in this country right now are additional jobs, and the majority of that growth can come from the franchising community, if we avoid impeding owners with burdensome regulations. When local franchise businesses thrive, owners hire and train employees from nearby neighborhoods for positions that range from entry-level to senior management,” said IFA President & CEO Robert Cresanti, CFE. “The results also send a clear message to Congress that the interests of franchise business owners should be front and center for policy makers on both sides of the aisle.”

Franchise owners and potential investors are aligned on steps policymakers can take to improve the economy and help achieve their business prospects. According to the survey, a large majority (78 percent) believe reducing red tape on small businesses is the only way to improve the economy. “The survey reaffirms there is a new breed of entrepreneur out there looking for a business they can invest in. The Administration and other key elected officials have suggested a return to three percent growth, and franchising can play critical role in achieving that goal but the industry needs tax reform and more regulatory relief to drive the economy forward,” said Cresanti.

Franchise Owners and Prospective Owners Twice as Likely to Say Economy is Improving

- **38%** report that the economy is improving, versus 19% that say it is not improving
- Current franchise owners are most positive, with over half (**52%**) saying that the economy is improving
- Younger franchise owners and potential buyers/investors show high levels of optimism. Almost half (**45%**) of 18-34 year olds report being more optimistic



Large Majority Say They Are Likely to Invest in Business

- Three in ten (**31%**) are more likely to buy or invest in a business than six months ago, 4 in 10 (**36%**) are as likely as before

Clear agreement on policy priorities

- **78%** are for reducing red tape to make it easier to start a business
- **75%** want to reduce regulations on small businesses
- **72%** want to reduce taxes
- **69%** are for providing more job training
- **68%** want more credit access provided



Organic Networking: 3 Tips for Natural Success

Excerpts from an article by **Jamie Pfeiffer**

Be Sincere.

Most people can tell when they're being "schmoozed" or manipulated, and few respond well. If you're not a social butterfly, but you're at an event that calls for some social interaction, try being honest about your discomfort: "I never know what to say at these things! Small talk just isn't my strong point—I'm more of a numbers and details kind of person. Hi, I'm Julie, by the way." Especially in situations where you feel vulnerable or exposed—literally or figuratively—being open about your insecurity can earn you respect.

Another great way to gain and strengthen connections, especially if you're not great at chit-chat, is to ask open-ended questions and genuinely listen to the responses. Most people like to talk about themselves, their passions, their kids, etc., so ask them, pay attention to their answers, and remember them (see tip #1). If you don't feel comfortable chatting with your hair stylist, ask him how he got into styling, what his dream job is, what his favorite movie or pop culture hair inspiration is, etc. and just let him talk. You'll be surprised how close this can make people feel to you without you having to share anything.

Don't Force It.

I was recently on a plane sitting next to a woman who was frightened to fly. We chatted a bit as the plane ascended about the safety and physics of flight and the beautiful scenery we expected to see along the way. When we reached altitude, she settled in to enjoy the view, and I whipped out my laptop to work on a blog for a custom homebuilder. When she turned back to me to point out the majesty of the Grand Canyon, she noticed my work in progress; as it turned out, she was a Realtor. After talking briefly about the advantages of retaining a content creation expert to write your business blog and the current state of the real estate market in her location, we exchanged cards and returned to our respective activities.

Nothing about this encounter felt for either of us like we were trying to "sell" the other on our product/brand; rather, exchanging professional information was an organic part of an ongoing interaction at a time that was appropriate. Learn to take advantage of openings when appropriate, but don't force them. Afterward, make sure you follow up with a note or email. If you become friends on social media, make sure to engage further than just the initial add. Use calendar reminders to encourage you to remember to follow up, even with social contacts.

The long-term secret to networking is developing a strong social network. Today's social media platforms make it easier than ever to connect with and keep in touch with contacts located all over the world. Engaging an experienced marketing company can help you make your website and social media platforms look professional and welcoming. Once you learn how to use them to enhance your in-person social networking efforts, you can more easily leverage your social connections into professional gains—without alienating your friends.



Little Known Facts about Our Founding Fathers



1. Only two people signed the Declaration of Independence on July 4th, 1776 – John Hancock and Charles Thomson. Everyone else signed it August 2nd.
2. Ben Franklin was not allowed to write the Declaration of Independence because everyone thought that he'd try to slip a joke into the document.
3. John Adams had a dog named Satan, that actually lived in the White House!
4. Alexander Hamilton founded the New York Post.
5. George Washington currently has over \$300,000 in overdue library fines.