

### Noteworthy Events

#### National Small Business Week



April 30-May 6, 2017

#### INTERNATIONAL FRANCHISE EXPO



June 15-17, 2017  
New York, NY

#### FRANCHISE EXPO WEST



November 2-4, 2017  
Los Angeles, CA



### Gordon Logan: Key VetFran Supporter Wins IFA Entrepreneur of the Year Award

Excerpts from an article by Andrew Parker, IFA

To honor those men and women who have served in the U.S. military, the Veterans Transition Franchise Initiative, known as “VetFran,” was developed to help them transition to civilian life. To date, over 600 franchise companies participate in the program. Their company profiles, as well as the financial incentives they offer to veterans, can be viewed below on this VetFran Directory.

There’s a lot of depth to the man with the white cowboy hat. Due to his true-to-Texas ensemble, it’s been easy to find Sport Clips Haircuts Founder and CEO Gordon B. Logan, a member of the IFA Board of Directors, at the IFA Annual Convention in recent years. During #IFA2017 in February, Logan took the spotlight in receiving the association’s 2016 Entrepreneur of the Year Award. His life’s work is about much more than founding the Sport Clips franchise or expanding the family business across the United States and into Canada. Logan’s penchant for community service and dedication to helping veterans has created a culture that stretches beyond the company and into the franchising community at large.

Logan joined the U.S. Air Force in 1969 after earning an engineering degree at the Massachusetts Institute of Technology. He flew Lockheed C-130s as an aircraft commander for a few years and earned an MBA from the Wharton School of Business at the University of Pennsylvania. He then worked for Price Waterhouse in Houston before getting into franchising.

In December 2016, Sport Clips donated \$1 million to provide VFW Help A Hero scholarships for U.S. service members and veterans. The effort has raised \$5 million through late 2016, funding more than 700 scholarships, which include up to \$5,000 for each recipient toward the next steps into a civilian career. For companies looking to start a veteran’s program, Logan recommends researching IFA VetFran member franchises, including places like Grease Monkey. “There’s a lot of good role models out there in the VetFran community that can help franchises thinking about establishing a program by offering different options to see where they want to go,” he said.

One thing is clear — the people around him, as well as the entire franchising and business community, have benefitted from the man with the white cowboy hat.

# How to write a cold email that gets a response from even the busiest people

Richard Feloni



## **1. Have a subject line that grabs their attention.**

Regardless of what you write, your email isn't getting read if the subject line isn't compelling. "Focus on your strongest hook, either the contact you have in common or the specific value you have to offer," Ferrazzi writes.

## **2. Send it at the start or end of the day.**

If you're contacting a busy person, they'll probably miss your message if you send it during their working hours. Send it first thing in the morning or as the work day ends, when they're probably checking their inbox.

## **3. Write a brief message.**

Think about the way you process email. If you can't get to the point within a single screen's worth of text, the recipient is probably going to send it to the trash or forget it forever.

## **4. Give a call to action.**

"Make your first request clear and easy," Ferrazzi wrote. Instead of writing something vague like "I'd love to get coffee sometime" or "get on the phone," give them some times and dates that work for you, and note how long they would take.

## **5. Proofread your email aloud.**

Read through your email, aloud if possible (even if it's under your breath), to hear how you're coming across. The goal is to be clear and conversational.

## **6. Check your spelling and grammar.**

Browsers have built-in spell-checks — there's no excuse for coming across as sloppy and rushed by sending a message with typos or bad grammar.

## **Keith Ferrazzi explains how to avoid the 6 biggest networking mistakes -**

If the word "networking" makes you roll your eyes, then you're doing it wrong.

When Ferrazzi first published his book in 2005, he had already been the youngest CMO at both Deloitte Consulting and Starwood Hotels and Resorts; the CEO of marketing startup Ya Ya Media; and the founder and CEO of Ferrazzi Greenlight, a management consultant firm with major clients like General Motors and American Express.



### **1. They schmooze.**

People will be able to see through your insincerity if you're just out to flatter as many people as possible, hoping that one of these artificial conversations yields something beneficial.

"Most people haven't figured out that it's better to spend more time with fewer people at a one-hour get-together, and have one or two meaningful dialogues, than engage in the wandering-eye routine and lose the respect of most of the people you met," Ferrazzi wrote.

### **2. They gossip.**

Sharing something scandalous or pejorative about a high-profile colleague or second-hand connection might win you some appeal at the bar among industry peers, but it's a short-term, shallow play.

"Eventually, the information well will run dry as more and more people realize you're not to be trusted," Ferrazzi wrote.

### **3. They have nothing to offer in return.**

Part of building a network is having the courage and confidence to introduce yourself to new people, but you'll never build relationships by seeming like a hanger-on.

Don't see every professional relationship as a zero-sum game, where you should tally favors on either side, but also understand that even generous people won't want to feel like they are wasting their time helping someone who won't be able to assist them in some way down the line.

### **4. They treat poorly those they outrank.**

"In business the food chain is transient," Ferrazzi said. Not only do you never know where you or the people you interact with will end up, but your colleagues will quickly take notice of the way you value hierarchy over relationships.

### **5. They're not transparent about their intentions.**

Be straightforward, not coy.

Ferrazzi explains that when he meets someone he's been waiting to, he expresses from the outset his enthusiasm and his belief they could help each other out. "People respond with trust when they know you're dealing straight with them," he wrote.

### **6. They're 'too efficient.'**

"Reaching out to others is not a numbers game," Ferrazzi wrote. Don't patronize people by sending out mass emails or letters with no distinguishing touches.

Ferrazzi explained that by the time he was CMO at Deloitte, he had a contact list of thousands of people, and he twisted his own networking philosophy, hiring temp workers to forge his signature on these countless letters. At one point, one of his friends joked that he really appreciated that he had received not one but three cards (a coordination mistake on Ferrazzi's part) and that each had a different signature.

"When you look back upon a life and career of reaching out to others, you want to see a web of friendships to fall back on, not the ashes of bad encounters," Ferrazzi wrote. In other words, don't be a jerk.

# Work Your Network



**Jadene Kearney**

**Program Operations Manager at Jacobs Buildings & Infrastructure; Jacobs Womens Network Executive Board**

As a manager and mentor, advice is sought frequently, it's important that we are prepared to provide input that is well considered and relevant; be engaging, genuine and ready to follow up with that individual. The accountability on both sides makes a difference. The questions and ensuing conversations that are most frequent since I've joined my company's Women's Network include, "So what do I need to do in order to move up?" How do we describe our abilities and experience as Subject Matter Experts (SME), keep it short, and get the attention of the selection committee? Updating our resumes throughout our careers and trying to figure out a way to grab the proposed client or potential new manager can become quite stressful. I have perused hundreds of resumes and being on the selection committee gives a different perspective to how critical it is to stand out from the pack. This is why being well known in the industry is of the utmost importance; so much so that having a resume is just a mere formality.

*Be well known and highly regarded by everyone inside AND outside your circle of influence; expand not only your skills and experience but your networks as well.*

Additionally, what is your succession plan? Is it well considered and does it have contingencies? More importantly, *implementation* of your plan to a degree is critical. Not only do you feel comfortable leaving a great legacy, you're feeding the pipeline appropriately.





## *Top 5 Mother's Day Activities*

1. **Take a Day Vacation** – Maybe not Paris, but try to find a local place, no more than a couple of hours away that you love and spend the day there!
2. **Go to the Movies** – If the outdoors may be daunting for an aging mom, enjoy the silver screen and share some delicious popcorn.
3. **Plan a family day** – Enjoy the humor in family life, try to create new traditions, have a picnic or barbecue and enjoy each other's company.
4. **Make music** – Form a family band, or if that's not within your wheel house have a karaoke or lip-syncing contest.
5. **Get pampered** – treat your mom or multiple women of importance in your life to a spa day. Relax, unwind, and enjoy a stress-free environment together.