

Noteworthy Events

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October 6-8, 2016
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FRANCHISE EXPO
SOUTH



January 12-14, 2017
Dallas, TX

INTERNATIONAL
FRANCHISE EXPO



June 15-17, 2017
New York, NY

From the NFL Locker Room to the Boardroom



By Tom Scarda

There is a long list of professional athletes who have purchased a franchise business. However, there is only one who actually started a franchise from scratch. That is Tafa Jefferson, former offensive lineman for the Chicago Bears.

During my recent conversation with the former NFL player he asked me, "Tom, do you know what NFL stands for?" Naturally, to show how smart I am, I shot back, "National Football League." He said, "Nope, NFL stands for Not For Long!"

Many NFL careers are ended early due to injury, and Jefferson's career was no different. It ended when he suffered unsustainable ankle damage, and he was relieved of his position even sooner than he expected. But his preparation in school allowed him to not miss a beat.

In college, Jefferson understood football was just a means to an end. The young athlete recognized that being a professional football player is short lived, regardless of your age. It's just too hard on the body to play for 20 years. He knew that someday he would need a plan B.

So, while in school, he learned all he could about business and entrepreneurship. Jefferson had a passion for entrepreneurship because of his father's influence. Jefferson Sr. was an entrepreneur and didn't rely on anyone to make a living -- he made his own living. That's where the younger Jefferson learned "hustle." Another business inspiration for Jefferson was his mom. She was a caregiver, and he saw the satisfaction she got from providing that service to people in need.

With a business degree and the life experiences he had growing up with his parents, Jefferson started an in-home healthcare business within months of leaving the NFL.

Jefferson's company, Amada Senior Care, is a national franchise that provides in-home care to seniors to help them age at home. He said he is grooming his franchise partners to be the "navy seals" of senior care. He is looking for talented, hard-working men and woman who are not afraid of doing great work. One of the tenants of Amada Care is to be confidently humble.

"Business is a contact sport, much like football," Jefferson said. "You must be confident, show up to do your best every day, or otherwise, the competitor will eat you alive."

He added that humility is a key core value of his company. Jefferson says he and his franchise owners are honored and grateful to be able to give this type of care to individuals and families of folks who need the help at home. And, living a life in service of others helps his employees do well in their own lives.

His father always told him “You must treat your business like a farm. You can’t be afraid of rolling up your sleeves and getting dirty. A farmer has to prep the land and get rid of tree stumps and rocks. It’s hard work to get started. but it must be done. Without preparation, nothing will grow, including a new business. Once the ground is ready, then plant the seeds. Keep nurturing the farm every day and tend to the crops. Don’t miss a day. Just like in business, it’s all about consistency. Before you can harvest the fruits and vegetables, you must be patient, very patient.”

Jefferson continued: “People these days are too much in a hurry to get results. Anything that has any value comes with time and patience -- especially in business. The key to success in business or sports is to be prepared and then practice, practice, and then practice some more. When your number is called, you must be ready to stand up and play your position to the best of your ability.”

To be the best at something takes some sacrifice. Famed basketball coach Bobby Knight said, “Most people have the will to win, few have the will to prepare to win.” Jefferson said his favorite quote is from the late Muhammad Ali, who said, “I hated every minute of training, but I said, don’t quit. Suffer now and live the rest of your life as a champion.”

Jefferson’s football training was not wasted. He believes that owning a business requires some of the same attributes as playing pro football. The 10-year franchise veteran says that the five lessons taken from football and applied in business are:

1. Be coachable.

Be someone who likes to engage people and have a sales talent, perhaps. Jefferson loves people who have failed at something. Those people are now coachable. A great franchisee or business owner, for that matter, must be open to being coached

2. Heart.

Business owners, like professional football players, need to have heart. In any business, the owner needs to have empathy for the customer. How else can you anticipate their needs?

3. Tenacity.

Tenacity is the willingness to hustle and get it done. You must be a peak performer and in top shape to be a winner in your game with the stamina to finish strong.

4. Teamwork.

People who are teammates will push each other to do well. People who are committed to the good fight of building a brand will always help each other when the going gets rough -- someone who is willing to “stay in the pocket” when the rush is on.

5. Strategy.

Strategy is paramount. Your competitors can’t know what your plays are. Your plays are the only differentiator for your business. They are the secret sauce of your company.

The most important piece of advice Jefferson offers to people who are starting a business or buying into a franchise is to look for something that will be sustainable. “Look at our business,” Jefferson said. “I picked serving baby boomers because I knew there would be a silver tsunami, and I want to be well-positioned when it comes ashore.”

He added, “If it’s all about money for you, then your business will suffer. You have to put passion first. You need to work like heck to fulfill your passion and the money will follow.”

Diving into the Deep End as a Swim School Franchise Owner



by Rita Goldberg

My entrepreneurial journey was organic and almost unplanned. My passion for swimming was instilled in me long before my passion for business.

In the 1970s, I was hoping to be part of the British national swim team, having earned a spot at the Olympic time trials – until an injury ended my competitive swimming career.

In 1976, a friend reached out to inform me that she was opening a swim club in South Manchester and asked for my help teaching lessons. The club saw immediate success, as it was swamped by interest from the local community, and my love for teaching began to flourish.

With that, I had a vision to revolutionize infant swim lessons and create a program that emphasized water survival skills over play, something unheard of at the time. After visiting one of my old swim coaches at his home and seeing how he taught swim lessons out of a built-in pool in his garage, I had a revelation – I wanted to open my very own swim school founded on my philosophy of how to teach children to swim. Soon after, I persuaded my husband that we should sell our house to create the funds and begin searching for ways to make my dream become a reality.

Standing tall in the face of rejection

While I had never before looked at swimming as a business opportunity, the joy teaching gave me the inspiration. My coach's setup drove my decision to open my swim school in the enormous basement of a dilapidated four-story Victorian home. My dream was to build a pool to hold the classes in, but I was continuously turned down for a permit since the home was a residential property.

After fighting for the support of a Manchester city council member to help push my request through local planning regulations, and finally succeeding, I received my permit.

When we began running out of funds to complete the build out of the pool, I decided to apply for a loan to sustain us. I visited every bank in the area, but was continuously rejected. It was at this point that I

stumbled across a television program called "Enterprise 80s", an early 1980's British version of "Shark Tank."

I decided to submit my business plan and make my case for why I should appear before the committee in order to receive funding. A few months later, I received a note stating that while I did not make the final 10, I did make the final 20. As a result, I received a loan of £10,000.

Swimming Across the Pond

Ten years later, I decided to move overseas to Florida where my sister was living. I arrived in the United States with one suitcase and \$3,000 in my pocket.

It didn't take long for me to decide that I wanted to bring my swim school concept to the U.S. While I had no money to build a pool, I met a group of men opening a fitness center in Coral Springs, Fla. who I convinced to let me to use their pool for classes. In 1993, the first American-based [British Swim School](#) opened.

The new school was wildly successful. The fitness center, where the pool was located, began asking me for a greater percentage of my profits. I wouldn't tolerate being pushed around and instead explored other options.

Financial backers helped me build a pool in Coral Springs, Fla., where I taught for the next 10 years. Things eventually began to snowball, and I opened a total of four locations. From there, I successfully partnered with my first big box gym, Bally, for two additional locations.

The growing interest in my concept, which differed from other programs in the area by offering unique water survival skills lessons for children, opened my eyes to the potential of a thriving British Swim School across the country.

A franchise is born

In an effort to grow faster and provide a lucrative business opportunity for local entrepreneurs, we began franchising in October of 2011 with four locations in Maryland. Our business has since grown beyond our wildest dreams in just the past four years. We have 45 franchise locations open in 14 states and one in Turkey, which operates out of various gyms, hotels and apartment complex pools. We teach almost 10,000 pupils per week, provide a great future for our franchisees and most importantly, we help save lives every day.

Swimming has always been a part of my life and always will be, and it brings me great joy to know that our program will change lives for years to come.



Tony Robbins: Life Is a Dance Between Your Fears and Desires

Bryan Elliott | September 28, 2016

In this episode of 'Behind the Brand, Bryan Elliott' talks to Tony Robbins about how fear can create unnecessary stress in the mind—and how to get out of your head when it happens.

What a lot of people call suffering is really just an overload of stress, Robbins says. When billionaires call him seeking business advice, he digs deeper to uncover the root of their problems. They might be looking for growth or more impressive sales results—but after he acknowledges what they want, he aims to give them what they *need*.

“If I follow the trail of your stress, it will take me to your deepest fears,” he says. “And I always believe that life is the dance between what you desire most and what you fear most.”

Somewhere in that equation lies the real need, the one thing everyone wants the most—a meaningful life. You won't achieve that by living in a way that favors suffering, such as overstressing about money, Robbins says. Since the brain was designed for survival rather than happiness, it's up to the human to decide its fate—to create happiness in a space that historically functioned on a “fight or flight” level.

“It's learning how to train yourself with a new set of habits to look at it, to be entertained by the mind and know that you're more than your mind,” Robbins says.



Breast Cancer Awareness Month 2016

October is Breast Cancer Awareness Month, an annual campaign to raise awareness of breast cancer risks, the value of screening and early detection, and treatment options available to women and men who are diagnosed with one of the many forms of breast cancer. More than 249,000 people in the United States are diagnosed with invasive breast cancer every year, and nearly 41,000 die from the disease.

Breast cancer is the second most common kind of cancer in women. About 1 in 8 women born today in the United States will get breast cancer at some point.

The good news is that many women can survive breast cancer if it's found and treated early. Staying at a healthy weight, being physically active, and limiting how much alcohol you drink can help reduce your risk of breast cancer. Regular screening can often find breast cancer early when treatments are more likely to be successful.

Over the years, a loop of pink ribbon has come to symbolize breast cancer awareness, and today the image of a pink ribbon can be found emblazoned on thousands of products, from apparel to dishware to office supplies. But there's more to awareness than just wearing pink.

National Breast Cancer Awareness Month is a chance to raise awareness about the importance of early detection of breast cancer. Make a difference! Spread the word about mammograms and encourage communities, organizations, families, and individuals to get involved.

