

Noteworthy Events

WEST COAST
FRANCHISE EXPO



November 12-14, 2015

Anaheim, CA

IFA ANNUAL
CONVENTION



February 20-23, 2016

San Antonio, TX

Why Franchising?

If you are investigating a new business, you might think starting out on your own could be a great way to go. You have the idea, you have the knowledge and you can run the business.

But when you start putting pen to paper you realize that there is a lot more to starting a business than just a good idea. Logistics such as staffing, real estate, processes for actually producing your goods and services, billing and accounting, and hundreds of other tiny details which go into running a successful business.

That's why so many people love working with a Franchisor. They've done the hard part of figuring out how your company should run, where the best real estate is and how to bill and pay for the business. So you pay them for the idea and the brand name.

One of the most important areas in which Franchises are effective is in financing. You may have a hard time financing "Joanne's Repair Shop" without a solid business plan, experience and management team. But you will probably not have much difficulty lining up financiers for a new MAACO or Meineke Muffler shop. Why? Track record and past success plus the brand name are attractive to investors

It's pretty simple: Franchises are that "good idea" with the business part figured out. The selection is what we are good at. We help put you in front of the right franchises for you!

Right at Home Rewarded for Exporting Excellence

-By Nancy Weingartner



Pictured left to right: Secretary of Commerce Penny Pritzker, Rob Shaw and Blake Martin of Right at Home, and Arun Kumar, assistant secretary of commerce for global markets and director general of the U.S. and foreign service, at the President's "E" Award ceremony last May.

When the average person thinks of exports, franchising isn't the vehicle that first comes to mind. But thanks to the interest of some hard-working, out-of-the-box thinkers at the U.S. Commercial Service, franchising is becoming a popular way to increase exports, as can be witnessed in the proliferation of franchise trade missions in the last few years.

In 2014, U.S. companies exported services or products worth about \$2.34 trillion, according to the U.S. Department of Commerce. That increase comes after President Obama earlier challenged the department to increase exports significantly. To honor companies that have made a noteworthy contribution to the expansion of goods and services abroad, the government awards the President's "E" Award at a ceremony in Washington, D.C.

The only franchise to be included in the list of 45 companies to receive the "E" Award was Right at Home International, based in Omaha, Nebraska. Motorcycle dealership Harley-Davidson was also honored. Blake Martin, COO of the home healthcare franchise, said the reason his company was singled out was for its "consistent export expansion...throughout the past five years." They are currently in 10 countries, including 398 U.S. territories. The United Kingdom has the most foreign units at 29. To be considered, companies have to go through an application process.

The value in receiving the award is to be able to include the distinguished "E" Award logo on your correspondence. Martin said the benefit of the award for Right at Home is that it's "a recognition of the continuous dedication and hard work from our international master franchisee teams, their sub-franchisee teams, our corporate team in Omaha, and most importantly, the tireless efforts of our caregiving staff around the world."

2015 marked the 53rd anniversary of the awards that goes to small- and medium-sized companies. In 1961, President Kennedy signed an executive order reviving the World War II "E" symbol of excellence to honor and provide recognition to America's exporters. The President's "E" Award is the highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports, according to the U.S. Commerce Department.

Business Opportunities Come Once In a Lifetime – So I Take Them



Ashley Mulcahy was finishing her degree in education at San Diego State University in 2011 when she started her journey with Tutor Doctor, first as a tutor then as an education consultant. Mulcahy saw the market for the franchise's service in the surrounding area. So, when she was given the chance to take over a franchise, she jumped at the opportunity, becoming the youngest franchisee in the network at age 24. Here's what she has learned.

Franchise owned (location): Tutor Doctor in Orange County, Calif.

Why franchising?

The support provided by the home office is unparalleled. With franchising, I have corporate backing and constant support tools, along with the creative freedom to run my business the way I want to. The Tutor Doctor franchise model has proven techniques and systems in place to mitigate start-up risks and a sound formula that has worked for others. This has created a level of comfort and confidence in running my business because I know I have access to a support team, dedicated to ensuring my success.

What were you doing before you became a franchise owner?

I had just finished my Bachelor's degree in Education and was headed to my master's program. I decided to pause it when the opportunity of entrepreneurship fell into my lap. You can always go back to school, but a business opportunity is once in a lifetime. As a young entrepreneur, I knew I would have to dedicate all of my time and effort into growing the businesses and establishing trust in my team.

Why did you choose this particular franchise?

I was already working in the business as a tutor/education consultant/operations manager. However, what made me make the jump to franchisee was the true passion behind Tutor Doctor. The Tutor Doctor brand truly wants to make a difference in the lives of its students and it

shines in the corporate staff and franchisees across the world. From the first time I met the Tutor Doctor leadership team, I was blown away at how passionate the company was about helping people and how much they cared about the success of their franchisees and tutors.

For me, it is the ability to work closely with so many students from such a variety of backgrounds reach their "aha" moment. Nothing quite beats turning academic issues into action plans to meet education goals and help build self-confidence and a desire to become a lifelong learner. It is seeing someone who benefits from tutoring that validates the entire process.

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

There is extreme value in the support mentors can provide to aspiring business owners. Lucky for me, I had a strong mentor by my side who knew the business and played an integral role in setting me up for success. New to the game of entrepreneurship, I also do a TON of reading on the subject. My favorite book is 'The E-Myth: Revisited.'

What were the most unexpected challenges of opening your franchise?

One unexpected challenge has been the ability to promote the premium/concierge service Tutor Doctor offers in an industry that was otherwise unregulated, or had a "flaky" stigma. I have learned that the key to success has been taking calculated risks. For example, I have made decisions and implemented new strategies when it comes to marketing that focuses on the quality each of our tutors provide over the quantity of our work and services.

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

You will get what you put into it. I know this is cliché, but it is very true. People expect to open their business and automatically get customers. Activity does not equal achievement either. So, just because you do a bunch of marketing does not mean you will get anything out of it. You need to be smart about it – track results, be strategic. Do everything with a purpose.

With more than 425 territories in 15 countries, Tutor Doctor is strategically growing around the world. I am all in with Tutor Doctor and am constantly looking for opportunities to grow my relationship with the brand. I would love to help with expanding our franchise presence internationally and even motivate/coach other franchisees to achieve success.

Entrepreneurs Don't Overthink Things. They Make a Decision and Go With It. –Stephen Key, Contributor

October 2, 2015

Are you overthinking it? I have a simple theory about why entrepreneurs fail to move forward with their projects: They spend too much time weighing their options.

I constantly stress the importance of doing one's homework. Studying whatever it is you want to master is essential to your success. But at what point should you take action? At what point have you read enough? Talked to enough experts? Gone to enough trade shows? These are great ways of gathering research. But there comes a time when you need to jump in or move on.

I teach people about entrepreneurship for a living. Some of my students are very hesitant. They ask a lot of questions, which is great, but are unable to make a decision. They find excuses not to move forward. My educational program is a yearlong. Some spend an entire year on one project. That's too long. I've noticed that what makes some entrepreneurs successful is also their downfall. These individuals consider the smallest details. They obsess over this and that. That's all well and fine, but I want to tell them, "You have to keep pushing! You can't lose sight of the goal at hand."

Working on a project is fun. I get that. But becoming an entrepreneur means accepting that you might fail. At some point, you've got to shut off your brain, and make a move. You need momentum on your side. You can't wait until you have every last detail worked out. You may miss the market if you do.

The reality is that thinking about your 10th move when you haven't even taken a first doesn't make sense. When you attempt to account for everything, you inevitably begin making assumptions. I've learned that my assumptions are often wrong. I'm guessing so are yours.

You will never have all of the answers. Repeat that like a mantra. I will never have all of the answers. Life is going to surprise you! I think I can say that at my age. There will be twists and turns. You're better off having confidence in yourself. Believe that you can overcome any obstacle thrown your way and you will.

Of course it's OK to be nervous. Being an entrepreneur takes courage. It's clearly not for everyone. If you're afraid of the unknown, if you're afraid of making a mistake -- well, you should think long and hard about committing to becoming an entrepreneur.

If you're struggling to get ahead, you may be overthinking it. To get yourself unstuck, focus on doing the following instead.

1. Be OK with not always having an answer.

You aren't expected to, really. If you're asked about an unknown, simply tell the person you'll get back to them. Don't try to fake it.

2. Take small steps.

Becoming successful is going to take longer than you want. By all means, look ahead, but not too far ahead. You don't want to lose sight of your goal, but you also don't want to let it intimidate you. The route you chart won't look exactly like anyone else's, which is why you have to stop studying at some point and go for it.

3. Commit to a deadline.

Good decisions take time. No one is asking you to rush. The way I look at it is this: Just keep trying to move the ball down the court. Sometimes you'll make good decisions. Sometimes you'll make poor decisions. What's important is that you make a decision. Don't let your fear of making a mistake cause you to be inert. Entrepreneurs make things happen. They don't let things happen.

If you're flexible and open-minded, your projects will be well on their way before you know it.



OCTOBER

Lattes, pies, ice cream, even hamburgers. Everything is better when it's pumpkin spiced, making the fall season that much more likeable. Below are some fun things associated with October and fall.

Every October, carved pumpkins peer out from porches and doorsteps in the United States and other parts of the world. Gourd-like orange fruits inscribed with ghoulish faces and illuminated by candles are a sure sign of the Halloween season. The practice of decorating "jack-o'-lanterns"—the name comes from an Irish folktale about a man named Stingy Jack—originated in Ireland, where large turnips and potatoes served as an early canvas. Irish immigrants brought the tradition to America, home of the pumpkin, and it became an integral part of Halloween festivities.

It doesn't take a top notch set of taste buds to know that the best seasonal beers arrive in the fall, shortly after the summer blondes and just before the pale winter whites. Visit a local brewery or try some tasty beer flights to make it official. With just the right amount of hops and barley, you can bid farewell to cases of watered-down domestics and pick up a nice pack of quality brew worth savoring.

Did you know October is National Seafood Month? It's a time to raise awareness for sustainable fisheries and celebrate the benefits of seafood in one's diet. Below is a recipe for Fish Tacos for your enjoyment:

INGREDIENTS:

1 ½ lbs. mahi-mahi filets / ¼ C. dry white wine / 2 Tbls. lime juice / 1 tsp minced garlic / 1 Tbls. vegetable oil / 1 lime, quartered / 12 small corn tortillas, warmed / shredded romaine or iceberg lettuce / Pico de Gallo salsa for garnish / 1 avocado, pitted and cut into thin slices / sour cream for garnish.

Directions:

Pat fish dry and combine in a nonreactive bowl with the white wine, lime juice and garlic. Set aside to marinate about 10 to 15 minutes.

When fish is ready, remove it from the marinade, pat dry, and season with salt and freshly ground black pepper.

Heat oil in a large nonstick frying pan over medium-high heat. When oil shimmers, place fish skin-side down in skillet. Cook until opaque and firm to touch, about 3 minutes per side.

Flake the fish, squeeze one of the lime wedges over the top, and toss to coat. To make a taco, stack 2 tortillas on top of each other and fill with fish, lettuce, salsa, a few avocado slices, and a dollop of sour cream. Repeat to make 6 tacos total.



Recipe courtesy of Aida Mollenkamp