

Noteworthy Events

INTERNATIONAL FRANCHISE EXPO



June 18-20, 2015
New York City, NY

THE WEST COAST FRANCHISE EXPO



November 12-14, 2015
Anaheim, CA

Navy Veteran's Servant Leadership Helped Turn Around His Franchise



In an unlikely move for a former Naval aviator, when Eric Saddler lost his job in 2012, he turned to small-business ownership by way of residential house cleaning. But after purchasing an existing Molly Maid franchise in West Chester, Ohio, he quickly realized he felt a little alone at the top -- he never got feedback from the maids. Using leadership skills from his nine years in the Navy and 20 years in the Boy Scouts, he decided to transform the franchise culture, creating more transparency and focusing on improving teamwork and cooperation. He welcomed his maids to come to him with problems, from needing new supplies, coaching on customer relations -- even challenges outside of work. As a result of the boosted morale, team sales shot up by more than 18 percent; the customer cancellation rate dropped; and new customers increased. Today, at the helm of two Molly Maid franchises, Saddler is more successful than ever and seeing continued growth—made possible by employees who feel valued—on the horizon.

Name: Eric Saddler

Franchise owned: Molly Maid of West Chester, Ohio

Q: How long have you owned a franchise?

A: I'm coming up on my second anniversary. It's been a fun two years!

Q: Why franchising?

A: My previous careers were as a Naval aviator and an IT leader at a pharmaceutical manufacturing company, so I'm very experienced in execution of well-established processes. My Gallup Strength is Maximizer, so I'm naturally wired to take something good and make it even better. Franchising was an obvious fit for me and Molly Maid has more than 30 years of experience perfecting their business model. I knew it was the right choice for me immediately.

Q: What were the most unexpected challenges of opening your franchise?

A: I had to become an expert in so many areas very quickly including employment policies, payroll, OSHA, corporations, workers' compensation, recruiting, marketing, and those didn't even touch on the operations of delivering Molly Maid's high quality and professional service. I had to quickly build a network of trusted partners for advice to get my business on the right path from the start. Finding people in whom I could put my trust was critical to determining the right advice. Regardless of trust, I had to study everything myself knowing my name was the bottom line for all of it.

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

A: Be brutally honest with yourself about your strengths and weaknesses -- especially weaknesses -- and find the fit that puts you in the best position to be successful. I don't believe people can change their personality much -- we are who we are. Don't get enamored of a specific product or service, but rather select a business where your strengths are key to the success of a particular model, regardless of product or service. There's a good business model out there for just about any personality mix as long as you have the drive to work hard. It takes a lot of effort just to start a business. Don't add the necessity of overcoming your weaknesses to your list of challenges.

Q: What's next for you and your business:

A: Growth. While I've been fortunate to grow during my first two years, it's mostly been laying the foundation of a turnaround. I'm not yet where I know my business can be. I've focused on the fundamentals of improving the quality of our service, improving the scalability of our operational processes and most importantly, building the right culture to encourage teamwork, mutual respect and joy in what we do. The cleaning industry doesn't have the best metrics for employee turnover, and I know that mine is better than my competition, so I'll have an advantage in providing consistently great customer service and quality. In a business model dominated by recurring service to an existing customer base, retention of employees is key to retention of customers.

10 Ways to Make Your Life Better This Summer

Summer is finally here! The sun is out longer, school is on a break (or maybe summer hours start) and life is full of possibilities. Are you taking advantage of it?

Here are some ideas for making this summer the best one yet:

- 1. Check in on your 2015 goals.** You are five months into the year now. What's working? What isn't? What changes are important the second half of this year? Don't look in the rearview mirror over what was done or not—spend your time looking to the future.
- 2. Seriously unplug.** Build in time to relax. Go to the beach. Plan time with friends. Even if you are in the middle of a major project or you've just started a new job, you need to unplug. A mental break will change your perspective and focus. A break is more than just vacation time or a free weekend—it changes how you think.
- 3. Start a small business on the side.** If you have dreams of being an entrepreneur but aren't yet ready to jump in with both feet, try a summer experiment and see what works. Share your new photography business on Facebook, let your network know about your freelance writing business or start offering yoga classes at the local gym. See what resonates, learn and then decide if it's the start of a hobby or a career change.
- 4. Plan something you've never done before.** Our brains are invigorated by new information and the unexpected. Take the painting class you've wanted to take. Join the comedy improv class. Sign up for the local university's lecture series. This creativity can spill over into all parts of your life.
- 5. Find a new outside activity.** If you normally walk, start riding a bike. Find some friends and start an informal tennis group. Try something new that gets you moving while the weather is nicer and the sun is up later.
- 6. Visit your favorite mentor.** If you haven't chatted with your mentor recently, set up some time to do so. Because you are assessing your midyear progress, it's the perfect time to talk to someone with a broader perspective to help you refocus.
- 7. Try one new organizing tool or app.** There are so many new choices out there now. If you are still organizing yourself the same way you did 10 years ago, it's time to refresh. Wunderlist, Evernote and so many new tools give you renewed options. Update how you organize yourself for the back half of the year.
- 8. Read more.** Reading expands our minds. In our busy lives, it can be hard to find the time. Create a reading folder for interesting articles you see online. When you hear about a great new book, download it on your Kindle right then. Start a book club so you can share what you learned.
- 9. Plan your vacation.** There was an article in Time recently that in the United States, more and more people are reducing or skipping vacation. Even if it is a "staycation" and you plan fun activities while at home, you need the break. Work can make it without you for a week. The later you plan vacation, the harder it is to pull off at work and you may miss out on the best prices or availability on travel.
- 10. Relook at how you spend your most precious asset.** Time is your greatest asset and one we often spend with the least intent. Protect your schedule and time. Bow out of meetings that no longer require your attendance. Learn to say no. But also, what's missing from your schedule that really matters?

Current Trends of Small Business Ownership



This month's [SCORE infographic](#) highlights the current trends of small business ownership. It also identifies the growing impact of female and Latino entrepreneurs on the economy and employment.

The number of women-owned businesses is growing 1.5 times faster than the national average.

From 1997 to 2014, men-owned businesses showed a:

- 34.4% increase in number of companies
- 6.5% decrease in employment
- 45.1% increase in revenues

During the same time period, women-owned businesses showed a:

- 67.8% increase in number of companies
- 11% increase in employment
- 72.3% increase in revenues

9.1 million women-owned businesses hire 7.9 million employees (other than the owners) and generate \$1.4 trillion in annual revenue. The highest industry concentration is in health care and social assistance, educational and other professional services.

...And more and more businesses are owned by women of color

Business ownership by women of color increased from 1 million in 1997 to 3 million in 2014. These businesses increased:

- 193% in number of companies
- 216% in revenue

The growth of Latino-owned businesses is up 43% since 2007.

Latinos open small businesses at a rate 2 times the national average. Number of Latino-owned businesses:

- 1.57 million in 2002
- 2.26 million in 2007
- 3.22 million in 2014

TRIVIA FUN FOR JUNE: (click in text box below for answers)

- A. Susan B. Anthony was fined on June 18, 1873 for attempting to vote for president. How much was she fined?
- B. What cartoon was first released on June 9 in 1934?
- C. On June 23, 1982, an all-time low temperature was reached at the South Pole. How cold was it?
- D. Queen Elizabeth II was crowned Queen of Great Britain on June 2 of what year?
- E. On June 19, 1953, Julius and Ethel Rosenberg were executed in the United States. Of what crime were they convicted?



FUN FACTS FOR THE MONTH OF JUNE:

- De Soto claimed Florida for Spain, June 3, 1539.
- U.S. Senator Robert F. Kennedy was shot by an assassin on June 5, 1968 and he died the following day.
- The YMCA was organized in London on June 6, 1844.
- The Continental Congress adopted the Flag of the United States on June 14, 1777.
- The Magna Carta was granted by King John on June 15, 1215.
- Charles Goodyear was granted a patent for rubber vulcanization, June 15, 1844.
- The Ford Motor Company was founded on June 16, 1903.
- Congress adopted the design for the Great Seal of the United States on June 20, 1782.
- Eli Whitney applied for a patent on the cotton gin, June 20, 1793.
- President Andrew Johnson announced the purchase of Alaska from Russia, June 20, 1867.
- Cyrus McCormick was granted a patent for the reaper on June 21, 1834.

Answers:

A - \$100.00...however, she never paid and instead did jail time

B - Donald Duck - the episode was called "The Wise Little Hen". Donald played a lazy duck on a houseboat, which is how he got his famous sailor suit

C - Negative 117 degrees...the average temperature is -56.9 F

D - 1953

E - Espionage...the US-born husband and wife were accused of passing information on how to construct nuclear weapons to the USSR during World War II. Their trial and subsequent execution became a cause celebre throughout the world.