

### Noteworthy Events

#### WEST COAST FRANCHISE EXPO



November 12 – 14, 2015  
Anaheim, CA

#### IFA ANNUAL CONVENTION



February 20-23, 2016  
San Antonio, TX

### FRANCHISE BUSINESSES CONTRIBUTE NEARLY HALF OF HIRING OUR HEROES 500,000 GOAL TO HIRE VETERANS AND MILITARY SPOUSES



WASHINGTON, June 24, 2015 – The International Franchise Association’s VetFran initiative today announced 238,000 veterans and military spouses have become owners or have been hired as franchise team members, contributing significantly towards the U.S. Chamber of Commerce Foundation’s Hiring Our Heroes (HOH) and Capital One Financial Corporation’s goal of engaging the business community to hire 500,000 veterans and military spouses.

“Franchise businesses realize that creating employment and small business ownership opportunities for veterans, military spouses and wounded warriors is not only the right thing to do, but it makes good business sense,” said IFA President & CEO Steve Caldeira, CFE. “Our substantial and momentous contribution made to Hiring our Heroes 500,000 goal represents a major component of the campaign, the largest initiative of its kind, and furthers our collective goal of getting America’s veterans back to work, reducing the veteran unemployment rate. The franchise industry is proud to help our nation’s veterans find career opportunities here at home.”

On Veterans Day 2011, the franchise industry was part of the first and largest private-sector commitments to the White House Joining Forces Program led by First Lady Michelle Obama and Dr. Jill Biden, the wife of Vice President Joe Biden. IFA and its membership pledged to hire as employees and recruit as franchise business owners 80,000 veterans, wounded warriors and military spouses through 2014. To date, the franchise industry is proud to announce it has significantly surpassed the goal and based on updated VetFran member companies surveys, 238,000 veterans, military spouses and wounded warriors have entered the industry – including nearly 6,000 new veteran franchisees.

Your Business Name Here  
Contact Name  
Contact Number

Your web address here

## Settling into franchising



By Tom Kaiser

Last week's International Franchise Expo marked the six-month mark for my career in the franchise world. It feels good knowing my new-guy smell is starting to wear off, and I now have relationships with excellent people in all corners of the franchise world. To quote Jim Morrison, "This is the best part of the trip."

At this stage, having been the new guy once or twice in my past, life begins getting a little easier. I don't know everything about franchising—that's for sure—but I am developing an impressive bench of experts I can call upon when needed. On the personal side, it's also nice to walk into a huge, crowded room like the Javits Center and know there are handfuls of people I'm anxious to catch up with or meet for the first time in person.

With a few industry shows under my belt now, I'm also establishing a better foundation to evaluate the scads of new companies and concepts on display. Let me make my first bold industry prediction: we have officially reached peak e-cig, with at least three booths slinging electronic cigarettes in New York. I see this category smoldering out sooner rather than later due to that whole "too good to be true" thing.

Evaluating the people behind said concepts, I enjoy the difference between people who proudly say they fell into their current business by happenstance versus the life-long, super-driven sect that knew they were starting an electronics recycling or frozen yogurt concept the day they graduated from elementary school. I thoroughly enjoy both types.

A few interactions stood above the rest:

Denis Koci - This soon-to-be-30-year-old co-creator of Burrito Box was so full of energy as he explained how the replicators on Star Trek (synthesize food on demand) gave him the idea for his company, which he sees as having a future far beyond the on-demand burrito biz.

Synergy HomeCare's Peter Tourian - This first-generation American of Armenian immigrants built his in-home senior care company from the ground up with dozens of immigrant franchise partners. Tourian also may soon be representing his heritage on a formal basis, helping foster business ties between the two countries. Cool guy, cool story.

As much as I enjoyed eyeing up the endless skyscrapers, figuring out the subway and being part of the bustling Manhattan sidewalk commute (a lifelong goal of this city geek), my favorite part of the trip was realizing that six months in, I'm extremely happy with an industry that will never stop exposing me to genuinely interesting people.

See you at the next stop!

## 10 FRANCHISES SCORE A PERFECT 10 IN FRANCHISEE SATISFACTION



Consistent annual placement as a top franchise in Franchise Business Review's Top Franchises list, demonstrates reliable performance. This year, ten franchise companies earned the honor of being featured on it for 10 consecutive years! To acknowledge their achievement, Franchise Business Review created the FBR Hall of Fame of which ActionCOACH, FASTSIGNS, Heaven's Best Carpet Cleaning, HomeVestors, JumpBunch, Miracle Method, Our Town America, Pop-A-Lock, Two Men and a Truck and Wild Birds Unlimited are the first members.

Franchise Business Review held a People's Choice contest inviting people to choose which of the 10 new Hall of Fame inductees should be crowned the "best". Our Town America won!

"We work hard to excel in every aspect of our business," says Michael Plummer Jr., President of Our Town America. "While we've been around for over 40 years, we're constantly evolving. Our franchise family, our system and our unique new mover program have come a long ways since our first FBR Top Franchise award in 2005."

Plummer was crowned "People's Choice" and given a crown and scepter by Franchise Business Review during the International Franchise Association's recent annual conference.

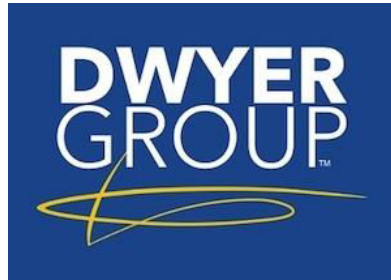
"It has been a pleasure to work with the corporate teams of the Hall of Famers over the

past decade. They are focused on the success and happiness of their franchisees and constantly look for ways to be better each year they participate," says Michelle Rowan, President of Franchise Business Review. "Their consistent placement on our Top Franchises list is proof that their franchisees are among the most satisfied in the country."

Our Town America has had the same two-fold mission for over 43 years: 1) to help new movers adjust and feel welcomed into their community by recommending local reputable businesses, and 2) to help local business sponsors reach a new audience of new movers every month, resulting in new loyal and long-term customers every month.

# Service Brands is Biggest Purchase Yet for Dwyer Group

BY BETH EWEN



CEO Mike Bidwell said Dwyer Group would ramp up acquisitions after last year's purchase of the franchisor by The Riverside Co. Looks like he meant it: Waco, Texas-based Dwyer bought Service Brands International this week, a multi-concept system that includes:

- Molly Maid
- Mr. Handyman
- ProTect Painters

Systemwide sales at Service Brands are \$283 million, and it's the largest purchase in Dwyer's history.

"This is a pinnacle moment for Dwyer Group," Bidwell said in a statement. Dina Dwyer-Owens, co-chair of Dwyer Group, called David McKinnon, chairman of Service Brands, an "incredible pioneer for franchising and for the service trades."

Through the acquisition, McKinnon becomes an equity stakeholder in Dwyer and a senior adviser to the board. The acquisition adds maid services and handyman services for the first time to the Dwyer lineup, which also includes **Aire Serve Heating & Air Corp.**, **Glass Doctor**, **The Grounds Guys**, **Mr. Appliance Corp.**, **Five Star Painting**, **Mr. Electric Corp.**, **Mr. Rooter**, and **Rainbow International Carpet Dyeing & Cleaning Company**.



## History of July 4th Celebrations

America celebrates July 4<sup>th</sup> as Independence Day because it was on July 4, 1776, that members of the Second Continental Congress, meeting in Philadelphia, adopted the final draft of the Declaration of Independence.

## Spontaneous Celebrations

Following its adoption, the Declaration was read to the public in various American cities. Whenever they heard it, patriots erupted in cheers and celebrations.

In 1777, Philadelphians remembered the 4th of July. Bells were rung, guns fired, candles lighted, and firecrackers set off. However, while the War of Independence dragged on, July 4<sup>th</sup> celebrations were modest at best. In 1941, Congress declared July 4<sup>th</sup> a federal holiday.

## Picnics and Games

Over time, various other summertime activities also came to be associated with the Fourth of July, including historical pageants, picnics, baseball games, watermelon-eating contests, and trips to the beach. Common foods include hot dogs, hamburgers, corn on the cob, apple pie, cole slaw, and sometimes clam bakes.

## Bobby Flay's Hamburgers with Double Cheddar Cheese and Grilled Vidalia Onions – Yields 8 servings



2 lb. ground chuck  
8 slices white cheddar cheese

Salt and freshly ground pepper  
8 slices yellow cheddar cheese

### Toppings:

2 tbsp. olive oil  
8 hamburger buns  
8 leaves romaine lettuce

2 Vidalia onions  
horseradish mustard  
Pickles and ketchup (optional)

Preheat grill to high. Shape the beef into eight 4-oz. burgers and season both sides with salt and pepper to taste. Grill for 3 to 4 minutes on each side for medium-rare, or to desired doneness. During last minute of cooking, add 2 slices of cheese (one of each kind) to each burger; cover grill and let the cheese melt, approximately 1 minute.

Meanwhile, brush olive oil on both sides of the onion slices and season with salt and pepper. Grill onions for 3 to 4 minutes on each side, until golden brown.

Place burgers on buns; top with horseradish mustard, lettuce, grilled onions, pickles, and ketchup, if you like. Enjoy!