

### Noteworthy Events

#### 1<sup>st</sup> Day of Spring



WELCOME to  
SPRING '16

Sunday, March 20

#### INTERNATIONAL FRANCHISE EXPO



June 16-18, 2016  
New York City, NY

#### THE WEST COAST FRANCHISE EXPO



October 6-8, 2016  
Denver, CO

## VETFRAN TURNS 25: BUILDING ON THE COMMITMENT TO GET VETERANS INVOLVED IN FRANCHISING



IFA surveys confirm that one in seven franchises is owned by a veteran, and that number is increasing rapidly. More than 66,000 veteran-owned franchise businesses in the U.S. directly provide jobs for 815,000 Americans, and generate more than \$41 billion in GDP.

Over the past few years, Operating Enduring Opportunity has emphasized the benefits to veterans offered by the franchise community, and over 200,000 veterans and spouses have become involved either as franchisees or as employees of franchised businesses. VetFran has played an instrumental role in this effort, publicizing the skill sets that veterans bring to franchising and encouraging franchises to actively recruit veterans. With a million service men and women scheduled to separate from service over the next few years, these efforts will continue to be a focus for the IFA and VetFran. Why veterans? :

- Veterans come back with strong leadership skills and a thorough understanding of teams. Military experience includes leading and motivating others, improving processes, and accomplishing a defined mission. Similar to the military, successful franchisees and employees accomplish the mission with a team.
- An established franchise business operates on proven systems and defined procedures. Executing systems and following procedures with precision is emphasized in military training, and leads to success in franchising.
- Franchises provide training. The military has extensive training and teaches very specific skills used to carry out very specific tasks. Franchises also have comprehensive training and support built into the franchising process. This means a veteran can enter into a completely new field and be more likely to succeed by following the franchisor's proven business model and completing the training program.
- Franchises are team-orientated, for which the franchisee is part of a larger system that is focused on a collective mission larger than himself. You're in business "for" yourself, but not "by" yourself.

(excerpt taken from Gordon Logan, founder and CEO of Sport Clips article in February 2016 IFASmartbrief)

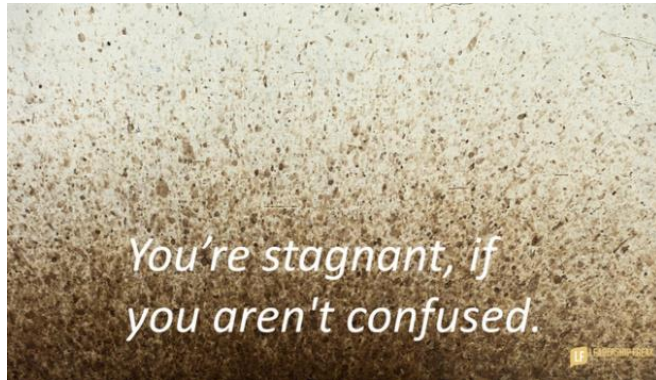
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## SEVEN WAYS TO NOT-KNOW LIKE A LEADER

Pretending you know, when you don't makes you intentionally ignorant.

Confusion is the point of opportunity, if you have the courage to no-know.



### Four dangers for all knowing leaders:

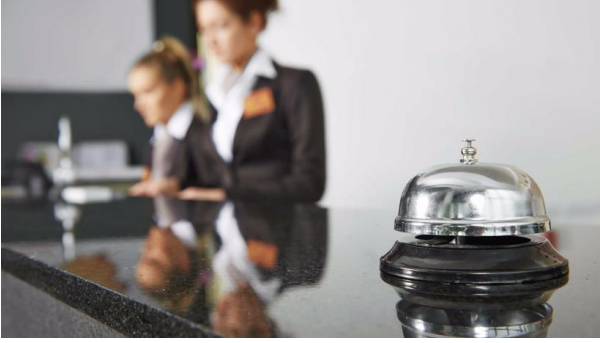
Pretending you know is an act of self-sabotage.

1. Lost credibility. Smoke-blowers become obvious with time. They may not say it, but the more smoke you blow, the less credible you become.
2. Limited influence. Your words mean less when you pretend you know.
3. Persistent ignorance. *If you pretend you know, you begin to believe you know, even when you don't.*
4. Missed opportunities. *You're stagnant, if you aren't confused.* Organizations and leaders get stuck because they run from confusion.

### Seven ways to not-know like a leader:

1. Assume you don't know. The illusion of knowledge is the reason leaders remain ignorant. *"My greatest strength as a consultant is to be ignorant and ask a few questions"* Peter Drucker
2. Create environments where not knowing is expected. Begin meetings by asking, "What are you learning?"
3. Say, "I hadn't thought of that. Tell me more."
4. Find clarity in private. Invite the people who really know into your office for a meeting.
5. Keep notes during meetings. Writing is thinking. Record and ask questions from your notes. Richard Branson, founder of the Virgin family of companies, is a notorious note taker.
6. Say what you know. Ask "What am I missing?"
7. Keep a running list of things you'd like to know but don't

## This Franchisee Doesn't Mind That Her Recruiting Task Never Ends



Imagine a hiring job that never ends -- and imagine loving it. That's the picture for Tracey Hamilton, a Minneapolis-based franchisee with Patrice & Associates, a nationwide network of restaurant and hospitality recruiting offices -- with more than 600 jobs to fill at any moment. Hamilton had been a senior director with Express Scripts, the nation's largest pharmacy-benefits management organization. But she yearned to lead her own business and chose Patrice & Associates as the right fit, because, "I had the experience needed to spot quality leaders." She also yearned to lead a true family business. So she brought into the business her best "recruits" of all: daughters Sarah Nagle, 25, and Erin Nagle, 23.



**Name:** Tracey Hamilton

**Franchise owned:** Patrice & Associates Hospitality Recruiting, the Twin Cities and surrounding suburbs -- Minneapolis

### **How long have you owned a franchise?**

I began partnering with local restaurants and management candidates in June 2015. The past six months have been extremely rewarding and successful.

### **Why franchising?**

After my extensive tenure as a leader in corporate America, I longed to be a leader of my own business

and have ultimate control over my own success.

### **What were you doing before you became a franchise owner?**

I was a senior director for Express Scripts, Inc., leading account-management teams and directors to meet day-to-day needs and long-term goals for their clients and the company.

### **Why did you choose this particular franchise?**

After extensive research about a number of franchise options, Patrice & Associates Hospitality Recruiting was my final choice because I had the experience needed to spot quality leaders and to partner with clients to fulfill their leadership needs and offer ongoing account management.

### **What were the most unexpected challenges of opening your franchise?**

I didn't run across any challenge that I didn't expect. Learning all the ins and outs of starting a business can seem overwhelming, but Patrice & Associates was not difficult at all. In addition to my franchise and financial consultant, they offer ongoing support. Overall, the success of my business is completely up to me; as long as I dig in and keep moving forward, I can expect to succeed. And thus far, I am progressing at exactly the pace I was hoping, where I am gaining new clients regularly and also successfully placing great leaders into managerial-level positions.

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

Take advantage of a franchise consultant. Use one that comes with great references. They are of no cost to you, and they offer a wealth of information and ongoing support. Thoroughly research any franchise you are considering, by reviewing their FDD and company history. Also, be sure to talk to other franchisees at the concepts you are considering, to confirm these franchises' successes and challenges. Finally, and perhaps most importantly, be sure you choose a market that will withstand ongoing changes and new competition.

### **What's next for you and your business?**

I am going to continue establishing a strong reputation with my local clients and candidates in Minnesota. I have initially built strong partnerships with my clients by keeping our lines of communication open, to assure my team; and I fully understand the unique qualities they are seeking for their next hire. My clients are successful in their own businesses because they have a focus on what talents their leaders must have; that said, I make it my business to know what that is and find those very candidates. The long-term success of my clients and candidates will equal my own long-term success.

# Why You Should Focus on 'Different' and 'Better,' Not 'More'

Entrepreneur, Feb 25, 2016 by Jill Ekstrom



As an entrepreneur, you're expected to be the CEO, the operations officer, the graphic designer, the marketer, the accountant and any other hat you can possibly fit on your head.

You're programmed to not just do everything, but also to do *more*. And to worry what others are doing.

In fact, it's easy to peek your head outside and see what other businesses in your industry are doing and compare your own efforts.. But every time you do, you discover one more thing you're not doing that someone else is.

Is your business on Snapchat? Do you host staff retreats? Does your business have a brand-rep program? Do your shipping envelopes have your logo imprinted on them? Do you exhibit at trade shows? Do you have flash sales of your product? The questions go on and on.

On one hand, it's great to draw inspiration from others and develop new ideas for your company. But on the other, it's important to understand the difference between doing *more* and doing *well*, or *different*.

Always feeling that you can and should be *doing more with your business* can be toxic. You may spread your company too thin; you may have one finger on every one of the bases, but not have the ability to prevent any of those bases from drifting off-mission.

So, instead of always feeling that you should do *more*, think about two different angles: doing *better* and doing *different*.

What have you already implemented at your company? What could you do *better* with it? For example, my company donates a headband to a child with cancer for every headband we sell. And we're continuing to do more: We recently improved our customers' donation experience by providing a donation confirmation email specifying what hospital their headbands has gone to.

We took a system that was already working with our business and made it *better*.

But when the company integrated rewards with its app, that move allowed customers to reload their card, check their points and even pay for their order straight from their phone. The point system was still the same; Starbucks just designed a *better* way for customers to utilize it.

I recently read a book called [Zag](#) by Marty Neumeier. The idea the book presents is that when everyone else zigs, your business should zag. It's not about doing more or better, it's about doing *different*. The book encourages companies to find the "white space" that they can fill in, to position themselves with the intro, "Our \_\_\_\_\_ is the only \_\_\_\_\_ that \_\_\_\_\_."

Can you fill in that blank? If not, think about what you might do "different" at your company that no one else in your industry does. Headbands of Hope is the *only* company that donates headbands to kids with cancer. [Southwest Airlines](#) is the *only* company with no assigned seats. [ClassPass](#) is the *only* company that allows you one membership to various gyms. [Batch](#) is the *only* retail company that delivers an authentic taste of select Southern cities.

You get the picture.

So, instead of spending more money on advertising or signing up for *another* social media channel, think about what your business can do better and what you can do that's "different."

## Fun Facts You May Not Know About March Madness



March Madness, the Big Dance, your annual ‘sick day”, or whatever you decide to call the NCAA Tournament. It’s become the most popular American sporting event not named the Super Bowl. Below are some facts we bet you did not know:

- “March Madness” was born in Illinois, according to the IHSA website
- Brent Musburger was the first to use the term ‘March Madness’ on air
- The NCAA and IHSA went to court over the term ‘March Madness’
- Hebron (Illinois) was the real-life- Hoosiers
- The first NCAA Tournament kicked off in 1939 with only eight teams
- The first tournament put the NCAA in the red
- The National Invitational Tournament (NIT) used to be the premier basketball event
- The 1966 tournament was a turning point racially
- Austin Carr has the record for most points in a game with 61
- Christian Laettner of Duke has the record for most career points (407)
- LMU has the record for most points by a team in one game (149)
- UCLA and Kentucky dominate
- All four No. 1 seeds have only advanced to the Final Four just one time in 2008
- A No. 16 seed has never beaten a No. 1 seed
- A No. 11 seed is the lowest seed to make the Final Four
- Northwestern has never made the NCAA Tournament
- Villanova as an #8 seed is the lowest seed to ever win the tournament
- The longest game took 4 overtime periods to settle
- Marquette and Kentucky have met 10 times in the NCAA tournament
- #15 seed have advanced to the 2<sup>nd</sup> round just 7 times
- The highest rated game all-time was Larry Bird vs. Magic Johnson in 1979, which was seen by 17.9 million households
- Since 1986, the championship team gets the winning court as well
- The odds of filling out a perfect bracket are one in 9.223,372,036,854,775,808 (quintillion)