

Noteworthy Events

MEMORIAL DAY



Monday
May 30, 2016

INTERNATIONAL FRANCHISE EXPO



June 16-18, 2016
New York City, NY

WEST COAST FRANCHISE EXPO



October 6-8, 2016
Denver, CO

Kevlar for the Mind: Veterans well-positioned for business success



By Bret A. Moore, Special to Military Times

After leaving the military, veterans are positioned to be successful in many areas of their lives. In fact, as a result of their training and character development and refinement, they often surpass their age-matched peers in most areas. This is particularly true in the area of career success.

In past columns, I've written about how vets are well-equipped to become future leaders in psychology, medicine, and politics. But what about business? Are current service members destined to be our country's next entrepreneurial millionaires? Billionaires?

History says yes, for various reasons.

Service imbues veterans with confidence. They embrace hard work, are comfortable with sacrifice, and have a never-give-up perspective. The very things that make troops successful on the battlefield also make them potentially unstoppable in the boardroom.

Philanthropist and retired Navy Master Chief Petty Officer Ken Falke sold his first business for millions and went on to start several other successful companies and nonprofits, and his success landed him on *Entrepreneurs' Magazine's* "Hot 500 List." And his sense of service has helped bring in millions of dollars in donations to support wounded warriors.

Few veterans, or nonveterans for that matter, have been as successful in business as

Your Business Name Here
Contact Name
Contact Number

Your web address here

former Army Green Beret Capt. Joe Grano. After serving in Vietnam, Grano began his career with Merrill Lynch, eventually overseeing 20,000 employees. He went on to become president of Paine Webber, one of the largest stock brokerages and asset management firms at the time. In 2004, he founded the highly successful business consulting firm Centurion Holdings, which holds substantial equity in companies around the world.

The acquired training and life lessons learned by in the military place our men and women in uniform in prime positions to become the country's next Bill Gates, Warren Buffett, or Sheryl Sandberg.

It's just a matter of finding the courage to take calculated risks while learning as many lessons as they can from those who came before them.

2016 FRANCHISE BUSINESS ECONOMIC OUTLOOK

From: IFA Economic Outlook Report



3 Signs You Are Becoming Successful



-Ken Dunn, Contributor

In December of 2000, I found out that I was going to become a father. Fourteen years later, I have realized that this one piece of information would alter the course of my life forever. Yes, I realize that you are automatically thinking -- "Duh! Of course it does," but I'm talking about changes in every part of my life.

At the time, I was a police detective with the Ottawa Police Service in Canada. Like any newly expecting dad, I started to take account of where I had gotten in life and what our first child would mean to our family. I inevitably realized that I didn't want to be a police officer any longer. I wanted to chart my own course -- to become an entrepreneur.

I sought out the advice of a friend on becoming a business owner. His advice was to read Og Mandino's Classic, *The Greatest Salesman in the World*. I devoured the book in three days. Now, 14 years later, I have read over 1,000 non-fiction business, leadership and personal development books, which include over 200 biographies and auto-biographies.

These books, and the advice contained in them, are the reasons for my success in business and life. Books written by or about the world's greatest leaders and business owners are easily my preferred reading genres. I've come to realize that these books contained the wisdom and experiences of the subjects. It's virtual mentorship!

Recently, I read *Behind The Cloud* by Salesforce.com founder Marc Benioff. As I was finishing this read, I realized that there were three things that all of the people that I have read about had in common, and that these points were actually signs that they were becoming successful. I'm sure you will enjoy discovering that you likely already have one or more of these signs in your life.

1. Haters

Success breeds contempt. It is the most fascinating part of being successful. The disdain that some develop for the successful is actually envy and a lack of self-control that the hater has. As we get closer to the goals we set for ourselves, our confidence grows, our belief grows, and we tend to separate ourselves from the flock. New York Times best-selling author Chris Brady calls it becoming a Rascal.

"Rascals separate themselves from the sheeple," he says, and in doing so, they stand out. Average people struggle with anyone who stands out. It is inevitable that you will attract haters the closer you get to your goals.

2. Offers

The closer we get to our goals, the more offers we will have presented to us. People will notice as our success grows, and we will start to be seen as wise and as an authority. We will notice the amount of people who come to us with offers of investments, advisory board positions and opportunities to try new things increase with our success. We are all looking for someone to help us rise to the next level, and the easiest place to look is those who are already having success.

3. Partners

Have you noticed lately that people are approaching you on a regular basis about new partnerships in business, philanthropy and giving? This is another clear sign that you are hitting your goals. The old saying is, "You are the sum of the five people you spend the most time with." If you are getting approached about new partnerships -- congratulations, you have likely developed into the type of person who other people want to be around.

The collective wisdom that I have learned from my books and in the art of dealing with haters, offers and partners is to stay even-keeled. It is very easy to have your head swell when you start to be solicited with offers or partners. When the offers and partners come, remember where you started. Remember how hard it was in the beginning.

Obviously, the most important thing to remember is to stay focused, and don't over-commit to anyone. It feels nice when others seek you out for advice and opportunity, but it can be easy to say yes. The best route is to ask for time to consider before responding.

As far as the haters go, congratulations! It is the clearest sign that you are getting there. The bigger the success, the greater the pests. Over time, you will realize that even the haters will help you.



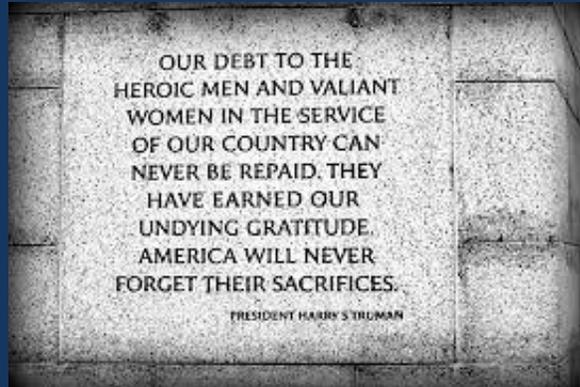
HISTORY

VetFran® was founded in 1991 by the late Don Dwyer Sr. – founder of The Dwyer Group, to say “thank you” to our veterans returning from the first Gulf War. After the September 11, 2001 terrorist attacks, the International Franchise Association (IFA) re-launched a campaign to assist U.S. veterans and their families during the difficult time.

VetFran member companies have grown into a large network of over 650 franchise brands that voluntarily offer financial discounts, mentorship, and training for aspiring veteran franchisees and veterans seeking employment. VetFran’s most recent survey shows that over 238,000 veterans and military spouses found opportunities in the franchise industry as either employees or franchise owners. There are over 6,500 veterans that have become franchise business owners since 2011.

As tens of thousands of service men and women return from overseas deployments, and are discharged from the military, expanded opportunities are needed to ensure veterans and their families can transition into the civilian economy.

The franchise business model provides comprehensive training opportunities, scalability, and the need for operational execution and excellence, offering an ideal career path to enable veterans to become productive participants in the U.S. economy. VetFran supports veterans and their spouses’ ability to access franchise opportunities through education on the franchise industry, financial assistance, and industry mentorship.



Words to Taps

*(Note: there are no "official" words to Taps
below are the most popular.)*

Day is done, gone the sun,
From the hills, from the lake, from the skies.
All is well safely rest, God is nigh.

Go to sleep, peaceful sleep, may the soldier or sailor,
God keep on the land or the deep, safe in sleep.

Love, good night, must thou go,
When the day, and the night need thee so?
All is well. Speedeth all to their rest.

Fades the light; and afar goeth day,
and the stars shineth bright, fare thee well;
Day has gone, night is on.

Thanks and praise, for our days, 'neath the stars, 'neath the sky,
As we go, this we know, God is nigh.

