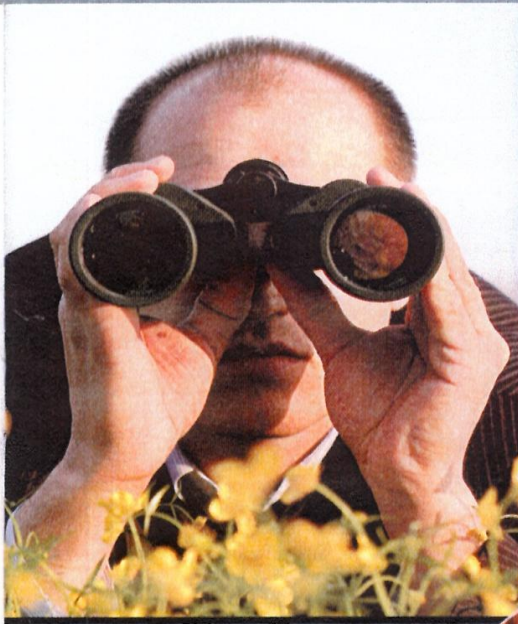


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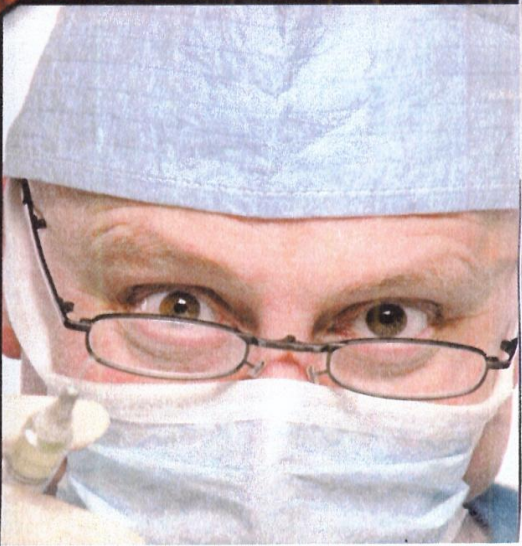
January 2011

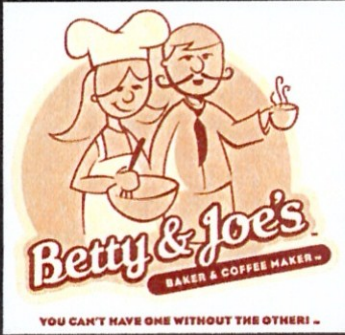


Every year Franchise Times consults our Ouija Board to predict who will be the industry's top movers, shakers and money makers. Some will have a banner year, while others—not so much.



We don't have time or space to do justice to these 20 notables, but we expect their stories will unfold on our pages over the next several months. And by year-end, you'll have a complete picture.





Schussler Creative Inc.

The people who brought us elaborately themed restaurants like Rainforest Cafe and T-Rex (life-size mechanical dinosaurs) are plotting their foray into franchising with their smaller, but equally quirky, concepts. Betty & Joe's Baker & Coffee Maker, and Hot Dog Hall of Fame. One unit of each has been opened for around two years, Jeff Bornmann, CFO, said. Betty & Joe's will pair traditional coffee offerings with better food, while the hot dogs are painted with gourmet mustards. Steven Schussler's creativity should spice up the franchise front. So coffee franchises and dogs beware.



IAFD

The year-old Independent Association of Franchisees and Dealers' goal is to make franchisees better businesspeople and help them access affordable services and goods. The IAFD has attracted 7,000 subscribers to its newsletter. "Our Linked-In groups are growing like wildfire," says Michael Webster, below, who heads the association with executive director Steve Ellerhorst. About 800 people participate in several targeted Linked-In group discussions, including franchisors, surprisingly the largest group. Is 2011 the year of the 'zee'?



Exit Strategies

We predict a significant number of baby boomers will want to retire this year. (And, yes, we have the back of one hand up to our forehead, eyes closed, as we conjure up this original observation.) That means many businesses to buy, but not as many buyers to buy. Franchise Times' Exit Strategy with Waterfront Financial Group and Monroe Moxness Berg kicked off in 2010, but we're confident franchisees and franchisors will seek advice on how to write the next chapter in their business life. You realize baby boomers are aging, right?



Susan Black-Beth

Give a woman a podium and her thoughts will turn to professional speaking. Susan Black-Beth, exceeded expectations at the IFA's leadership conference last year. But while she loves her executive role in her family's business, Super Wash Car Wash, she's preparing for an auxiliary career as a public speaker. She was encouraged—or perhaps bullyragged—by none other than Fred DeLuca, founder of Subway. Securing DeLuca as your mentor is one of IFA's added bonuses. Look for Susan on the franchisee convention circuit this year.

