



This FANmail is brought to you by: Frederick Cerrone

"Franchising means that I've been able to utilize the tools and best practices that the brand has already proven to be successful. Franchises have given me critical support throughout my career. I know that I'm not in this hospitality business alone. With franchising, I am in a true partnership; if I win, they win and vice versa."

-- Frederick Cerrone, Founder and Chairman, Hotel Equities

IFA 2018 Annual Convention Recap



Last week, IFA wrapped up its 2018 Annual Convention in Phoenix, Arizona. The event was a great success with just over 3,800 attendees gathering to learn, network, and engage with thousands of business leaders in the franchise community. Franchisors, franchisees, and suppliers from nearly every state joined together for three days of best practice seminars, political advocacy, and cutting-edge franchise industry technology shared at the outstanding exhibit hall.

Read an article [here](#) from AZ Central discussing the IFA's Annual Convention and why the American Southwest is primed for a boom in franchising.



Rep. Martha McSally (R-AZ-02), was the special guest at FranPAC's VIP donor reception at IFA Convention. McSally, the first female fighter pilot in US history, is running for Senate in Arizona.



IFA also hosted a meet and greet session with Arizona's two political candidates running for House during Convention with ties to franchising: Phil Lovas (left) and Lea Marquez Peterson (right). As a former employee of the hotel industry, Phil is also a former State Rep. in AZ who was working on the front lines of the recently passed state joint employer bill. Lea Marquez Peterson is a former *ampm* franchisee.

We Need Your Help to Negotiate Better Health Insurance Plans and Pricing

Do you struggle with offering health insurance benefits to your employees? Would you like the ability to pool your resources together within your own brand or with IFA to negotiate better plans and pricing? If so, **WE NEED YOUR HELP** to make a strong case in our comments to the U.S. Department of Labor.

The U.S. Department of Labor is seeking comments on the formation of "Small Business Health Plans," which are more commonly known as association health plans. IFA and

the small business community have long sought for the ability to band together and purchase health insurance as a “large group” and compete in the health insurance market for more affordable rates.

We are asking all members, whether franchisors or franchisees, to fill out the quick, 30 second, forms below:

- If you are a FRANCHISOR, click [here](#).
- If you are a FRANCHISEE, click [here](#).

Please fill out these quick surveys by **Monday, February 26th**

Are You a Franchise Influencer?

To capture the existing relationships and political capital within the Franchise Action Network, we are excited to deploy the [IFA Political Influencer Index](#). The goal of the index is to understand your network of relationships with elected officials and to help drive our policy priorities in the future. The questions focus on your involvement in the political process and knowledge of critical issues. Your help here will allow IFA to discover key relationships we can help build and your willingness to participate in our critical advocacy efforts moving forward.

The survey will only take 5-10 minutes and your participation will help FAN's impact and reach on important legislative campaigns.

Take the Survey!

Sen. Joe Donnelly's (D-IN) Staff Meets with Wild Birds Unlimited



IFA member, Wild Birds Unlimited met with U.S. Senator Joe Donnelly's (D-IN) Deputy State Director to discuss joint employer and the need for clarity surrounding the harmful issue. They explained how the franchise business model is struggling to provide training and best practices necessary for franchise owners to remain prosperous and successful in their investments. Wild Birds Unlimited specializes in bringing people and nature together with bird

feeding and nature products.

Coalition to Save Local Businesses Sends Letter to Senate Leadership

The Coalition to Save Local Businesses, a group spearheaded by IFA, and including groups such as the U.S. Chamber of Commerce, and the National Retail Federation, sent a letter to Senate Majority Leader Mitch McConnell and Senate Minority Leader Chuck Schumer, urging them to take action on H.R. 3441, the *Save Local Business Act*. The bill previously passed the House with a bipartisan majority and brings much-needed clarity to the issue of joint employer.

It is up to Congress to pass this bill into law and provide a permanent solution regarding joint employer. There are multiple conflicting federal circuit court definitions of joint employer and enacting the bipartisan House bill into law would provide a level of certainty for small business owners nationwide.

Read the full letter [here](#).

IFA Unveils 2018 Franchise Business Economic Outlook at Washington Post State of the Union Preview



IFA released the [2018 Franchise Business Economic Outlook report](#) during a high-profile event at the *Washington Post* ahead of the State of the Union address. The report signals continued steady growth among franchise businesses throughout 2018 with an expectation to outpace growth than the rest of the U.S. economy. IFA Executive Committee Member and FASTSIGNS International CEO, Catherine Monson, CFE, unveiled the report during opening remarks at the State of the Union Preview.

In case you missed it, her remarks can be accessed [here](#).

[CNBC reported](#) on the event signaling the franchise industry's growth. IFA President and CEO, Robert Cresanti, commented on the new franchise outlook, "Franchises will thrive and continue to strengthen the American economy by providing jobs in every community, playing an important role in the lives of Americans, and supporting a variety of job creating industries, from manufacturing to agriculture."

Read IFA's statement [here](#).

Sport Clips Franchisee Praises Tax Reform in Op-Ed



Al Rodriguez, Sport Clips franchisee in the Pittsburgh, PA region, voiced optimism for his business due to the newly signed *Tax Cuts and Jobs Act*. Rodriguez argued that with lower taxes and more capital, franchise businesses can expand, reinvest, buy new equipment, hire new employees and pay higher wages. To demonstrate the positive impacts of the recently passed tax reform bill, Rodriguez has pledged to reinvest in his business.

Read the full op-ed [here](#).

Former Burger King Franchisee in Maine Calls on Congress to Support the Save Local Business Act

Former Burger King franchisee, Laurie Palmer from Waterville, ME, expressed her concerns about the joint employer scheme in an op-ed in the *Press Herald*. Particularly, Palmer notes how the joint employer doctrine is a continued threat to small business owners like herself, and calls upon Maine's Senators, Angus King (I-ME) and Susan Collins (R-ME), to vote in favor of the *Save Local Business Act* when the time comes.

Read the full LTE [here](#).

In the News

[The Trump Administration is abandoning McDonald's workers - and everyone else](#), *The Washington Post*

[Trump Appointee 'Conflict' Throws Key Labor Ruling Into Doubt](#), *Bloomberg*
[Labor Unions to Take Party Over Ideology in Midterm Elections](#), *Bloomberg BNA*

[Behind minimum wage fight, a sweeping failure to enforce the law](#), *Politico*
[Labor Market Regulation](#), *American Action Forum*

[The Merciless Death of Obama's Workforce Legacy](#), *Inside Sources*

Tweets of the Week:

[A year in review. IFA's achievements in 2017.](#)

[President of the American Action Forum recognizes that Congress should act on a permanent solution to labor issues including the #jointemployer standard @AAF](#)

[.@RepToddStephens understands how the joint employer issue can negatively impact franchise businesses @thelegalintel](#)

[IFA applauds @USDOL for commitment to providing Americans with better, more affordable healthcare coverage.](#)

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Featured FAN: Frederick Cerrone



Frederick W. Cerrone serves as Founder and Chairman of Hotel Equities and COO of Hotel Development Partners. His hospitality career spans a five-decade progression from desk clerk at Boston's largest hotel, to managing operations for hotels throughout the country, to launching Hotel Equities, his own company, in 1989.

A general manager at age 21 and twice recognized as "General Manager of the Year" by national hotel franchises, Mr. Cerrone has hospitality in his blood. After many years in key positions with top hotels, he founded Hotel Equities and became a Marriott franchise partner. Other major franchise partnerships soon followed. With more than 90 hotels in its present portfolio, Hotel Equities continues its successful growth.

Marriott International named Hotel Equities the recipient of its prestigious "Spirit to Serve Award for Community Service" in 2012 and 2016. The award recognized the company's values as expressed through employee volunteerism plus in-kind and cash donations. Hotel Equities is also a two-time winner of the Marriott Partnership Circle Award.

In 2012, Mr. Cerrone co-founded Hotel Development Partners, LLC, an Atlanta-based joint venture between Hotel Equities Group, LLC ("Hotel Equities"), a full-service hotel management company, providing management, development, and consulting for hotels

throughout the country, IRE Capital, Institutional Real Estate Capital Advisors, Inc. (“IRE Capital”), a commercial real estate investment firm, and McCarthy Investments, LLC (“McCarthy Investments”), managed by Bob McCarthy, former Marriott International Chief Operations Officer.

HotelWorld Network named Mr. Cerrone "Hotelier of the Year" in 2009. Chairman of Marriott's Fairfield Inn Franchise Advisory Board, he also sits on the Franchise Advisory Board for Marriott's SpringHill Suites and the Dunwoody Chamber of Commerce Board. Mr. Cerrone serves on the Advisory Board for Georgia State University's Cecil B. Day School of Hospitality. He received the Alumni Entrepreneurship Award from Georgia State University's Robinson College of Business.

Hospitality is a people-centered business and people are Mr. Cerrone's passion. He enjoys seeing Hotel Equities' associates thrive and considers himself Head Coach of the hospitality team. Before embarking on a hospitality career, he served in the United States Marine Corps. He is married to Christine, his high school sweetheart.

Mr. Cerrone is a graduate of Georgia State University (MBA in Business) and Miami Dade College (AS degree in Hotel and Restaurant Management). He holds the prestigious Certified Hotel Administrator (CHA) designation through the American Lodging Association.

Franchising Facts - Did You Know?

Approximately, one in every twelve businesses in the United States is a franchise business.

