



This FANmail is brought to you by: Mary Schell

"We invest in educating franchisees on issues important to them and their businesses, so they can be activated as a nimble, effective grassroots network."

-- Mary Schell, Chief Public Affairs Officer, Wendy's Company

TAKE ACTION: Urge your officials to include a joint employer fix in the Omnibus

Rep. Tom MacArthur (R-N.J.) circulated a letter to GOP House Leadership this week urging their support to protect franchise businesses from the harmful joint employer scheme by including H.R. 3441 in the appropriations spending package.

The letter asked Republican House leaders to include [H.R. 3441, the Save Local Business Act](#) in the omnibus spending package to be finalized by March 23. The [final letter](#) included 76 signatures from House members, but **we need your help** to ensure joint employer is inserted into the upcoming appropriations spending deal.

[Tell your members of Congress to save local businesses by including H.R. 3441 in the omnibus spending package!](#)

Take Action Now

IFA Members Discuss Joint Employer on Capitol Hill

Last week, the Competitive Enterprise Institute (CEI), a free market think tank, hosted a joint employer focused event on Capitol Hill. The panelists included: Reem Aloul, Brightstar Care franchisee, Steven Johnson, Mr. Appliance franchisee, and Karen Kerrigan, President and CEO of the Small Business and Entrepreneurship Council. Moderator Trey Kovacs of CEI opened the discussion by inviting the panelists to share their thoughts on the issue. Aloul and Johnson noted how the joint employer standard has stifled growth for their business. To provide clarity and relief from the burdensome ruling, the two franchisees urged the swift passage of the *Save Local Business Act* to permanently resolve the issue. "This is not a policy issue, this is a business development issue," Reem Aloul from Brightstar care added.

Rep. Bradley Byrne (R-Ala.), sponsor of H.R. 3441, the *Save Local Business Act*, concluded the event with a keynote address. In his remarks, Rep. Byrne discussed the possible avenues on how to tackle the issue moving forward. He expressed optimism for inserting the legislation into the upcoming omnibus spending negotiations. You can help us advance the joint employer fix by contacting your members of Congress [here](#).



IFA Members Reem Aloul, Brightstar Care franchise owner (left center), and Steven Johnson, Mr. Appliance franchise owner (right center)

The Latino Coalition Hosts Event on Joint Employer

On March 7, The Latino Coalition hosted a regulatory panel on the challenges ahead for small businesses. The event, *Red Tape Intelligence: What You Need to Know about the New Regulatory Landscape*, kicked off as expert panelists, including IFA's Vice President of Regulatory Affairs, Michael Layman, examined how federal regulations are changing – in number and nature – under the Trump Administration, and how today's entrepreneurs can have an impact on the rules that have the power to make or break profitability. The main topics of discussion included joint employer, small business health plans, and minority issues.



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!](#)

IFA Launches Digital Annual Report for 2017



In 2017, IFA achieved many new accomplishments — from record-breaking attendance at the Annual Convention to an up-swell of grassroots advocates protecting and promoting the business model in Congress. These milestones were reached through a renewed focus on educating the American public on franchising, and a commitment to a more inclusive, diverse community where access to entrepreneurship can be attained by all. Below are some of the considerable accomplishments from the Franchise Action Network in 2017:

- 119,350 letters sent to congressional representatives
- 400+ government relations meeting with members of Congress
- 118,901 joint employer specific grassroots letters
- \$2.5 billion estimated annual tax savings from pass through deductions

Read the full annual report [here](#).

IFA's Matt Haller Discusses the Future of Franchising in Podcast with Align Public Strategies

A cloud of uncertainty for the franchise business model looms as the National Labor Relations Board (NLRB) shifts course and reverts back to the Obama-era joint employment standard. IFA Senior Vice President of Government Relations and Public Affairs, Matt Haller, discusses the future of franchising, and the road ahead for joint employer in an exclusive podcast episode, *"The future of franchising is at stake"* with Align Public Strategies.

Listen to the full episode [here](#).



IFA Submits Comments on Small Business Health Plans

IFA [filed its final comments](#) to the Department of Labor (DOL) on 'association health plans', also known as AHPs, or small business health plans. IFA submitted the comments to the proposed rule published by the DOL that would change the definition of "employer" aimed at making it easier for individuals and employers in the same industry or geographic region to form their own health plan. Reps. Bradley Byrne (R-Ala.), Henry Cuellar (D-Texas), Tim Walberg (R-Mich.), and Sam Johnson (R-Texas) sent [letters](#) to the DOL supporting the proposed regulation and requested a "safe harbor" from any new joint-employer liability as a result of participating in such a plan.

Read more [here](#).

Franchising Continues Growth in Southwest U.S.



In *AZ Central*, Franchise business owners share their experiences in starting their own business. Franchising is on the rise in Arizona and other southwestern states making it a prime destination for expansion. Heather Owen, a Camp Bow Wow franchisee in Avondale, AZ, is among the thousands of people each year who become small-business owners by purchasing a franchise.

"Franchising is a great way to go," noted Neal Courtney, CEO of Cookie Cutters Haircuts for Kids, which has two locations in

the Valley. "In most cases, these concepts have been around for a while."

Read more [here](#).

Founder of Camp Bow Wow Pens Op-Ed on Joint Employer

Heidi Ganahl, founder of Camp Bow Wow, penned an op-ed in the *Daily Caller* in wake of the NLRB's recent decision to overturn the joint employer standard. Ganahl argues how the "back-and-forth" of the ruling continues to add to the confusion for franchise business owners, and the only certain solution to the issue is the swift passage of the [Save Local Business Act](#).



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

Former CEO of CKE Restaurants Pens Op-Ed in the *Wall Street Journal*



Andy Puzder, former CEO of CKE Restaurants, penned an op-ed in the *Wall Street Journal* in response to the NLRB's decision to revert to the joint employer standard previously overturned in the *Hy-Brand* case in December. Puzder argues how the joint employer doctrine has disrupted the franchise business model, and the NLRB's decision to revert to the 2015 definition puts thousands of small businesses and millions of jobs at risk. "Congress should end this bureaucratic meddling by passing the Save Local Businesses Act, which would provide clarity to small businesses by reinstating the old standard," added Puzder.

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

In the News

[A Shady Joint-Employer Ambush](#), *Wall Street Journal*

[Newt Gingrich: Congress must fix Obama's joint employer mess](#), *Fox News*

[McDonald's Case Should Resume, Senators Tell Labor Board](#) *Bloomberg BNA*

[There's a \\$2.5B Savings for Franchisees in the New Tax Law](#) *Entrepreneur*

[What to watch for in Congress's big spending bill](#) *The Hill*

Tweets of the Week:

[Rep. Ron Estes understands the negative implications of the joint employer standard on #smallbiz @RepRonEstes](#)

[Michael Layman's @SaveLocalBiz updates a packed house on #jointemployer @LatinoCoalition #TLCSummit](#)

[@LatinoCoalition welcomes IFA and other speakers at the Regulations Panel to discuss joint employer and other red tape restrictions. @savelocalbiz](#)

[A special thank you to Rep. Sam Johnson for ensuring franchise businesses can safely participate in affordable health plans @SamsPressShop](#)

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Featured FAN: Mary Schell



Mary is the Chief Public Affairs Officer for Wendy's Company, responsible for external relations and communications including government, corporate and public. In her current role she is also responsible for hiring and managing lobbyists and government relations counsel, engagement with trade associations and liaison to external public affairs organizations, interest groups and Non-Governmental Organizations.

With more than 20 years of professional experience, Mary is passionate about inspiring stakeholder confidence to drive action and achieve results.

Mary graduated from Miami University with a Bachelors in Public Administration and Policy Analysis.

Franchising Facts - Did You Know?

Dave Thomas, founder of Wendy's, learned the franchise restaurant business under Colonel Harlan Sanders of KFC while working at locations in Fort Wayne, Indiana and Columbus, Ohio.

