



This FANmail is brought to you by: Mark Liston

"I came to the point that I knew I would retire in franchising, and I wanted to retire with the best company."

-- Mark Liston, President of Glass Doctor

Reminder: Submit Comments for Joint Employer Rulemaking

As a reminder, the NLRB has announced a 60-day public comment period, when the public can weigh in to support the rule and push for its enactment. We need your help submitting comments to the NLRB! Text **RULEMAKING** to **52886** or click [here](#) to submit comments via regulations.gov.

If you or your general counsel are interested in working with IFA to develop a specific case study regarding how joint employer has impacted your franchise company or your franchisees, please contact IFA's [Caleb Gunnels](#) to schedule a conference call.

IFA Holds Democratic Staff Briefing on Trademark Law



Last week, IFA held a Democratic congressional staff briefing on Capitol Hill to discuss

how trademark law can better protect franchise businesses. Moderated by IFA's Vice President of Government Relations and Public Policy Suzanne Beall, the widely attended event consisted of three panelists: IFA member and CEO of Abrakadoodle, Rosemarie Hartnett, who provided a local business owner perspective on the issue; Lee Plave of law firm PlaveKoch LLC, who discussed the legal importance of trademark law; and Elliot Long of the Progressive Policy Institute, who examined the economics of brand protection.

U.S. House Small Business Committee Chairman Steve Chabot (R-OH) has sponsored legislation, H.R. 6695, *Trademark Licensing Protection Act*, which would resolve legal contradictions for franchisors and franchisees by clarifying the competing laws that require a brand to preserve its federally-registered trademark through brand controls.

Join IFA's advocacy efforts by texting **TRADEMARK** to **52886** to let your members of Congress know to support this important legislation to protect franchising.

Connect with IFA for Hurricane Michael Recovery Efforts

In the aftermath of Hurricane Michael, IFA is seeking ways to help coordinate preparation and recovery efforts for thousands of homes and businesses that will be impacted by this storm. In particular, franchise businesses that can provide food, water, cleaning, and health care are especially helpful to these efforts.

Franchise businesses across the U.S. are always seeking to make a positive impact in their communities. Every day, locally-owned franchise businesses are finding ways to give back, engage in charitable activities and contribute countless hours of volunteer support in times of need. The nature of this community support is what the IFA Foundation's Franchising Gives Back program is all about.

If your brand or franchise owners are preparing to support recovery and relief efforts in areas that will be affected by Hurricane Michael, please contact IFA's [Caleb Gunnels](#) so we can connect your efforts with local officials to further assist the communities most in need.

President of Glass Doctor Optimistic After White House Economic Summit

In case you missed it, on September 27, five member-brand CEOs attended the White House Economic Summit where senior administration officials, Cabinet secretaries, and business leaders discussed the state of the American economy. The event focused on the economic effects of the Administration's regulatory actions and tax cuts. The *Waco Tribune* published a piece highlighting one of the attendees, Mark Liston, President of Glass Doctor. Liston noted the positive outcome from his time in Washington D.C., including hearing from Ivanka Trump on providing better training for low-skilled workers.



Read more [here](#).

Secretary of Labor Discusses Joint Employer at Small Business Summit

Last week, Secretary of Labor Alexander Acosta spoke at the Small Business Summit at the U.S. Chamber of Commerce on President Trump's deregulatory agenda. Joined by Small Business Administration (SBA) Administrator Linda McMahon, the duo discussed the joint employer issue, reiterating previous comments that the Department of Labor (DOL) will be engaging in



a rulemaking on the issue. “There is predictability involved in a rule, there is stability involved in a rule. This issue needs to be addressed and it needs to be addressed in a permanent way. Congress could do something more sweeping, but within our space we can certainly address it,” he added.

Read more [here](#).

Roundtable Event with Senate Candidate Mike Braun in Indianapolis Tomorrow

On Friday, October 12th, FASTSIGNS in Indianapolis, IN will be hosting Senate Candidate [Mike Braun](#) (R) for a roundtable to discuss franchise issues. As the midterm elections approach, this is a great opportunity for local IFA members to meet with Braun and discuss critical issues such as joint employer and tax reform. An RSVP is required. To RSVP, email IFA’s [Caleb Gunnels](#).

WHO: Senate Candidate Mike Braun

WHAT: Roundtable meeting to discuss franchising issues

WHEN: 9:00 am Friday, October 12, 2018

WHERE: FASTSIGNS, 3702B West 86th Street, Indianapolis, IN

Reminder: Roundtable Event with Rep. Peter Roskam (R-Ill.) in Elgin, Illinois



On Monday, October 15th, Papa Saverio’s Pizza in Elgin, IL will be hosting Rep. Peter Roskam (R-Ill.) for a roundtable discussion on issues facing franchise businesses. This is a great opportunity for you to meet with the Congressman to discuss tax reform. We expect media coverage of the event and an RSVP is required. If you are interested in attending, please email IFA’s [Caleb Gunnels](#).

WHO: Rep. Peter Roskam (R-Ill.)

WHAT: Roundtable to discuss franchising issues

WHEN: 10:45 am Monday, October 15, 2018

WHERE: Papa Saverio’s Pizza - 1350 E Chicago St Ste 12 – 15 Elgin, IL 60014

RSVP: [Caleb Gunnels](#)

FAN Launches Civic Action Center to Help You Prepare for Midterm Elections

Midterm elections are around the corner, and in order to make it easier for the franchising community to come together and vote for franchise-friendly candidates who understand small business issues, IFA’s Franchise Action Network (FAN) launched the [Civic Action Center](#). Decisions made by local, state and federal lawmakers have a direct impact on the franchise business model. Election day is your chance to choose the people making those decisions. Voting is your opportunity to make a difference, to take advantage of the rights bestowed on you as an American citizen, and to speak your mind. Your vote is important, and we want you to go to the polls this Fall and cast your ballot. The Civic Action Center can assist you with:

- Voter registration
- Information on early voting options and requesting an absentee ballot
- Learning which candidates are on the ballot
- Locating your polling place

Voter registration deadlines are fast-approaching, so it is important to register (or update your registration). Visit the [Franchise Action Network’s Civic Action Center](#) now to

find out what you need to do to VOTE!

For any questions, please contact IFA's [Erica Farage](#)

In the News

[Deregulation Coming from Labor Department](#), *Competitive Enterprise Institute*
[GOP Reps Press Labor Secretary for Joint Employer Rule](#), *Bloomberg*
[More Deregulation Coming Soon, Labor Secretary Says](#), *Bloomberg*
['Amazon has all the power': How Amazon controls legions of delivery drivers without paying their wages and benefits](#), *Bloomberg*
[Franchisors rally behind joint employer rule change](#), *Pizza Marketplace*
[NLRB's Ring, Emanuel Must Skip McDonald's Row: Ethics Atty](#), *Law 360*
[Domino's Isn't Joint Employer In Wage Dispute, Judge Rules](#), *Law 360*
[New Laws Aim to Make Work Hours More Predictable](#), *The Wall Street Journal*

Tweets of the Week:

[Are you ready for the midterm elections? The @FranchiseAction's Civic Action Center is your one-stop shop for voting! https://p2a.co/m8pALVR](#)

[Erica Farage \(@franchiseaction\) on what's changed in #advocacy in the last few years: the methods of communication are more diversified, allowing people to take action however they choose, and people are paying closer attention to issues. #PWIA2018](#)

[Thanks to @PPI for joining us for a discussion about protecting franchise trademarks on Capitol Hill yesterday!](#)

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Featured FAN: Mark Liston



Mark joined Glass Doctor as the vice president of operations in April 2010. Mark's experience in franchising began in 1981 when he joined Kinetico Incorporated and worked with Kinetico dealers throughout the world. After 18 years in the water treatment field, on both the corporate and franchise level, Mark joined Batteries Plus to lead their franchise development effort. Later, Mark joined Midas International in franchise development, where he awarded franchises throughout 27 states and western Canada.

In 2002, Mark became a member of Valpak. Initially a franchise consultant for Valpak, Mark eventually led Valpak's franchise sales efforts and started Team One, the support group that worked with new franchisees. From there he assumed the operational responsibilities for all of the franchisees in the markets of under 150,000 households, which was 60% of Valpak's network. Finally, he was named director of recruiting and was a finalist for the prestigious Stevie Award for his department's recruiting efforts.

In 2009, Mark became the vice president of sales and marketing at Clockwork Home

Service's Success Group International before becoming the vice president of sales and marketing for Clockwork. He left Clockwork in 2010 to join Neighborly®, formerly Dwyer Group, a service-based franchise company.

Mark is also very involved in the International Franchise Association (IFA). He currently serves as chairman of the Board of Governors for the Institute of Certified Franchise Executives having earned his CFE in 2005. He is also on the IFA's Educational Foundation Board of Trustees. Previously, Mark was a member of the VetFran Committee and IFA's Public Relations Committee.

Franchising Facts - Did You Know?

41 cents of every retail dollar is spent at a franchise operation.

