



This FANmail is brought to you by: Tra Williams

"With midterm elections upon us, it is imperative that every franchise owner attends FAN this September. Few legislators understand the unintended consequences of many bills being considered. Join me and lets show them we have a strong consolidated voice and that we will act locally on behalf of our interests."

-- Tra Williams, Multi-unit Dairy Queen franchisee in Florida

Chairman Kevin Brady Discusses Joint Employer and Tax Reform



On Monday, IFA, hosted U.S. House Committee on Ways & Means Chairman Kevin Brady (R-Texas) in Houston. Joined by several other Houston-area franchise business owners, Congressman Brady discussed tax reform and joint employer. Congressman Brady was one of the architects of the tax reform law, which is predicted to save franchise businesses \$8 billion in taxes per year.

IFA Past Chair, Doc Cohen (*pictured left*), was in attendance for the discussion with Chairman Brady.

Rep. Peter Roskam Visits BrightStar Care in Schaumburg, Illinois



Tom Koenig, owner of BrightStar in Schaumburg, IL, and BrightStar founder & CEO, Shelly Sun, hosted Rep. Peter Roskam (R-Illi.) on Thursday, August 2. The group was joined by Koenig's employees to discuss tax reform, joint employer, and Medicare Advantage. Koenig also shared his story of how he began his journey of franchising, and being a proud owner of three BrightStar Care locations in Schaumburg, Des Plaines and Kane County.

Taco Johns Franchisee Hosts FAN Event in Minneapolis



On Tuesday, July 31, IFA Franchisee Forum Vice-Chair and Taco John's multi-unit franchisee, Tamra Kennedy, hosted Reps. Tom Emmer (R-Minn.) and National Republican Congressional Committee Chairman Steve Stivers (R-Ohio) in Minneapolis to discuss ongoing franchising issues such as tax reform and joint employer and the positive impact of franchise businesses in Minnesota and across the country.

Register Now for the Franchise Action Network Annual Meeting



The Franchise Action Network Annual Meeting gives you the opportunity to meet with your representatives in Congress to discuss topics that can affect your business such as joint employer and tax reform. You will get the chance to team up with other IFA members from your state to discuss the positive influence of the franchise community and create a relationship with your lawmakers -- which can have a lasting impact on your business. With the current legislative climate, we need your voice to be heard, now more than ever.



The newest addition to our speaker line-up for IFA's Franchise Action Network (FAN) Annual Meeting is **Sen. Rand Paul (R-Ky.)**.

From an ophthalmologist to a politician, Sen. Paul will share his vision of the political landscape in Washington, D.C. Sen. Paul will take the stage at our closing general session right before we descend on Capitol Hill. He was also a leader on Association Health Plans (AHPs) in the Senate, and will be providing insights and updates about the new rule.

For a chance to hear from the Senator, register [now!](#)

WHEN: Sept. 4-7, 2018

WHERE: JW Marriott, 1331 Pennsylvania Ave NW, Washington, DC 20004

American Action Forum Releases Study on Joint Employer

Last week, the *American Action Forum (AAF)* released a new [research study](#) that found the growth of hotel franchises has declined since the National Labor Relations Board's 2015 interpretation of the joint employer standard. Non-franchise hotels displayed 0.2 percent growth since BFI, whereas franchise hotels observed a 1.4 percent decline. Ben Gitis, Director of Labor Market Policy at AAF, argues that the franchise industry has a significant source of job creation, but the current joint employer standard continues to threaten the franchise business model.

The research study can be found [here](#).

IFA Attends Subway Annual Convention in Washington D.C.



Last week, Subway hosted their annual convention at the Walter E. Washington Convention Center in Washington D.C. Thousands of subway franchisees attended from all over the U.S.

IFA joined hundreds of organizations and suppliers during the exhibit on Friday and Saturday educating franchisees about the Franchise Action Network (FAN) to engage and protect the franchise business model. Attendees were also encouraged to attend the upcoming FAN Annual Meeting in September.

In the News

[Fair and Foul On the Tax Cuts and Jobs Act](#), *American Action Forum*
[Trump Should Ditch Pearce from NLRB](#), *The American Spectator*
[New rule may soon solve joint employment dilemma](#), *New Orleans City Business*
[Minnesota's Minimum Wage Hike Cost Teenagers Thousands of Jobs, Study Says](#), *The Daily Caller*
[American Action Forum: Update: Trends in Hotel Employment, Hours, and Wages Since the NLRB Broadened the Joint Employer Standard](#), *American Action Forum*
[A Pro-Union Labor Board Ruling Is An 'Industry-Wide' Drag On Hotel Employees' Wages, Study Says](#), *The Daily Caller*
[Links in 7-Eleven's Chain Threaten to Snap as Store Owners Balk at Contract](#), *New York Times*

Tweets of the Week:

[Today @RepKevinBrady joined several franchise business owners to discuss joint employer and tax reform at @Dickeys in Houston, TX](#)

[Congressman Tom Emmer visits Minneapolis for a FAN event with Taco John's Tam Kennedy @RepTomEmmer @tacojohns](#)

[CEO of @GreatHarvest and President of @GlassDoctor discuss business optimism in the private sector! @DwyerGroup @nytimes](#)

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Featured FAN: Tra Williams



Tra Williams earned a Bachelor of Science from the University of Georgia in 1995. Soon after, he founded the Cajun restaurant franchise Loozie Anna's serving as President and Operating Partner until the concept was sold in 2006.

In 2007, Tra accepted the position of Vice President of Operations at Shane's Rib Shack, the fastest growing fast-casual BBQ concept in the world, named #20 of Fast Casual magazine's Movers and Shakers, with 75 stores in 13 states. He played an integral role in maintaining operational stability when the

Shane's Rib Shack franchise was purchased by Petrus Brands from Raving Brands in 2008.

In 2009, Williams was promoted to President of Planet Smoothie, another Petrus Brands concept and international beverage franchise with 125 stores in 19 states and abroad, awarded 'Future 50' by Restaurant Business and 'Sweet 16" by Fast Casual magazine. Under his leadership, Planet Smoothie grew year-over-year sales and units while becoming the first and only smoothie concept to be awarded a corporate partnership with Susan G. Komen For the Cure.

In 2011, Tra was awarded the Inaugural Gray Plant Mooty Certified Franchise Executive Scholarship which he used to complete the Franchise Management program at Georgetown University. Subsequently, in 2012 Tra was designated a Certified Franchise Executive (CFE) by the International Franchise Association.

He currently serves as Founder and Principle at Eastbourne Brands, a consulting firm focused on growing small businesses into regional and national franchises, and Chief Operating Officer for Lakeview Center, a health and human services non-profit that uses franchising to subsidize their mission.

Franchising Facts - Did You Know?

Queen Elizabeth II of England owns a drive-through [McDonald's](#) near Buckingham Palace as part of her real estate portfolio. The McDonald's is part of a retail park Her Majesty acquired in 2008.

