

Gale Group, Inc.
All Rights Reserved
ASAP
International Franchise Association
Franchising World

SECTION: Pg. 92(2) Vol. 39 No. 4 ISSN: 1041-7311

ACC-NO: 163422088

LENGTH: 1174 words

HEADLINE: Outreach program boosts number of veteran-owned franchised businesses;
FW FOCUS: HONORING AMERICA'S VETERANS

BODY:

In 2006, the International Franchise Association's Veterans Transition Franchise Initiative program gained more participating companies and garnered a variety of exposure and news media coverage. The number of VetFran participating companies continued to rise. Compared to 2005 figures, 246 companies were involved in the program in 2006--an increase of 33 companies.

As of the first 2007 survey, VetFran has enabled 698 franchises to be acquired by veterans, up from 612 reported in the fall of last year. Currently, 178 are in various stages of negotiation and 249 IFA-member companies are participating in the program.

VetFran has gained recognition among veterans and veterans' organizations stemming from publicity generated in a wide range of media outlets. Thanks to cooperation and participating companies' quick responses to media requests, the stories of veteran-owned franchised businesses have appeared in print, radio and television mediums. The media reported human-interest stories about veterans transitioning to civilian life in the small-business world, basic franchising information, statistics and more.

VetFran stories were picked up by 57 print-media outlets ranging from INC. magazine to Army Times to USA Today. Four television outlets and three national radio programs, including Dow-Jones' MarketWatch Radio, aired in more than 250 stations.

At the federal level, IFA continues to maintain an ongoing dialogue with the U.S. Department of Veterans Affairs seeking ways to improve program outreach to transitioning veterans. The agency is exploring new ways to help the association promote the program. The agency has honored the program with a Support Sector Champion Award for expanding business opportunities for veterans and renewed its official Memorandum of Understanding with IFA to jointly promote the program. Details about the program and the participating companies are available at www.franchise.org.

The military veterans' outreach program that was initiated in the 1990s and re-instated in 2002 enriches its "thank-you" gesture by providing veterans financial incentives to become business owners. The program was designed to allow maximum flexibility, allowing each company to determine its own incentive. The franchise association requests that incentives be in the form of discounts or similar reductions that will lower the amount of up-front cash.

Veterans also receive free entry to IFA-sponsored trade shows where they can view many business options, meet with company representatives and attend the "Franchising 101 for Veterans" seminar. The next available show will be the West Coast Franchise Expo Oct. 19 to 21 at the Los Angeles Convention Center.

VetFran Participating Companies Include:

@WORK Franchise	Andy OnCall	Color Glo
@WORK HelpingHands Services	A-Pro Home Inspection Service	Colors on Parade
@Work Medical Services	Armstrong McCall	ComForcare Senior Services
@WORK Personnel Services	A Sweet Beginning Wedding Consulting & Event Planners	Comfort Keepers
1-2-3 Fit	All Tune & Lube	Computer Renaissance
1-800 Water Damage	Athletic Nation Men's Fitness Gym	ComputerTots/Computer Explorers
1-800-DryClean	Baskin-Robbins	Concerto Networks
1-800-GOT-JUNK?	Batteries Plus	Cookies by Design
1800905GEEK	Bearclaw Coffee Co.	Coverall Cleaning Concepts
4Refuel Canada	Big O Tires	Creative Colors
24seven Franchising USA	BounceU	Crestcom
AAMCO Transmissions	Budget Blinds	Critter Control
ACTION International	Camp Bow Wow	Cruise Holidays
Advanced Maintenance	Candy Bouquet International	CruiseOne
AIM Mail Centers	Cardsmart	Daily Grind Unwind
Aire Serv Heating & Air Conditioning	Careers USA	DataPreserve
Alliance Cost Containment	Cartridge World	Dinner My Way
All American Deli & Ice Cream Shops	Case Handyman Services	Dogtopia
Altegra Print & Imaging	Checkers Drive-In Restaurants	Doodycalls
Alta Mere Window Tinting and Auto Alarms	Chem-Dry	Dream Dinners
Alternative Board	Christmas Decor	DreamMaker Bath & Kitchen by Worldwide
American Leak Detection	Cinnabon	Dunkin' Donuts
American Poolplayers Association	Cleaning Authority	Dunn Bros Coffee
American Prosperity Group	CLIX	Duraclean
American Ramp Systems	Closet Tailors	Edible Arrangements
AmeriSpec	CM IT Solutions	EmQuest
	Coffee Beanery	EnergyCraft Systems
	Cold Stone Creamery	Entrepreneur's Source

EntryPoint	Home Instead Senior Care	Maul Wowi
Exovations	HomeTask Handyman Service	Max Muscles Sports Nutrition
Expense Reduction Analysts	HomeVestors	Meineke
Expense Reduction Consulting	Homewatch	Merlin 200,000 Mile Shops
Expetec	HoneyBaked Ham Co. and Cafe	Merry Maids
Express Personnel Services	Huddle House	Midas
ExxonMobil	i9 Sports	Mile High Karate
FACES	Ident-A-Kid	Milex Tune-Up and Brakes
Fantastic Sams *	InkTone, Inc.	Molly Maid
Fast-Fix Jewelry & Watch Repairs	Inspect-It 1st Property Inspection	Money Mailer
Fastframe USA	Instant Tax Service	MonitorClosely.com
Figaro's Italian Pizza	INTERIORS by Decorating Den	Moving Solutions
Filta Fry	Island Ink-Jet Systems	Mr. Appliance
Flicko's Video Workshop	Jet-Black International	Mr. Electric
Foot Solutions	Juice It Up	Mr. Handyman
Friendly Computers	KidzArt	Mr. Rooter Plumbing
Furniture Medic	Kitchen Tune-Up	Mr. Transmission
Glass Doctor	Kwik Kopy Business Centers	MTO Cleaning Service
Gold's Gym	Labor Finders	Multistate Transmissions
Gotcha Covered Blinds	Lawn Doctor	Nationwide Floor & Window Coverings
Great Clips	Learning Express	Navis Logistics Network
Grins 2 Go	Lemon Tree Family Hair Salon	Netspace
Grout Doctor	Liberty Tax Service	New York NY Fresh Dell
Growth Coach	Link Staffing Services	Omni-Kleen
Gymboree Play & Music	Little Caesars	Online Outpost Licensing
Handyman Connection	MaggieMoo's	OpenWorks
Handyman Matters	Maid Brigade	Our Town
Happy & Healthy Products	MaidPro	Out2.com
Heidi's Brooklyn Dell Restaurants	Mandler's the Original Sausage	Outdoor Lighting Perspectives
HMA Franchise Systems	Marble Slab Creamery	OXXO Care Cleaners
HobbyTown USA	Marco's Pizza	Padgett Business Services
Home Helpers	Matco Tools	Painting Pros
		Pak Mail

Papa Gino's/D'Angelo Sandwich Shops
Parcel Plus
Parker Finch Management
Pauls Professional Window Washing
Personal Training Institute
Pet Butler
Philly Franchising Co.
Pillar to Post
Pita Pit
Planet Beach
Positive Changes Hypnosis
Postal Connections
PostalAnnex+
PostNet
Precision Tune Auto Care
Proshred
Purified Water To Go
PuroSystems
RidgeviewTel Franchise
Rainbow International Restoration and Cleaning
Ritter's Frozen Custard
Rolly Pollies
SafetyNet4kids
Salad Creations

Sarah Adult Day Services
Screenmobile
SeatMaster
Sears Carpet & Air Duct Cleaning
Sell4Free Real Estate Systems
ServiceMaster Co.
Siegel Capital **
Signs Now
Sir Speedy
Snap-on Tools
Snappy Auctions
Shelling Staffing Services
Sparkle
Spherion
Spicy Pickle
Sport Clips
Spring-Green Lawn Care
Sunbelt Business Advisors
SuperCoups
Synergy HomeCare
Talent Tree
TeamLogic IT
Togo's Eatery
Total Car
Travel Lines Express

TruePresence
TruFoods
TSS Photography
Two Men And A Truck
UPS Store
V's Barbershop
Valpak
Vanguard Cleaning Systems
Verlo Mattress
Virginia Barbeque
Vocelli Pizza
We're Rolling Pretzel Co.
West Sanitation Services
WIN Home Inspection
WineStyles
Winfree Systems
Wing Zone
Wireless Zone
Woody's Chicago Style
WSI Internet
ZOUP! Systems
* Selected States available
** Non-Franchise
Updated March 2007

LOAD-DATE: May 18, 2007

