



American Association of Franchisees & Dealers

The Center for Total Quality Franchising

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Re: Association Membership in the AAFD

The AAFD is a national non-profit trade association dedicated to promoting the interests of franchise owners and independent dealer networks. The AAFD is now in its twelfth year, and has grown to represent thousands of franchise owners. We are organized by Trademark Chapters, with the goal of creating or affiliating a chapter of the Association for every franchise system in the U.S. The AAFD's Trade Association Council (TAC) is becoming a powerful network of independent franchisee associations providing a substantial voice for franchisees throughout the United States.

Association membership in the AAFD has many benefits:

1. First and foremost, your Association will be given chapter status in the AAFD with full voting benefits in the TAC. Through the TAC, the Franchisee LegaLine and the AAFD Fair Franchising Standards committee, the AAFD is working hard to define franchisee rights and to promote these rights within the franchise community. Our goal is to increase the negotiating leverage of member associations by offering our prestigious Fair Franchising Seal to place fair-minded franchisors on a pedestal in the franchising marketplace.
2. The AAFD is the franchisee answer to the International Franchise Association, the powerful trade association that represents franchisors. As Franchisees, the importance of developing a strong national association is paramount. We are working hard to provide a valuable array of member benefits and services, including our publications, chapter support, and professional service panels. *The AAFD conference calling benefit alone often justifies your dues commitment to the AAFD.*
3. *The individual franchisee members of your association are automatically enrolled as affiliate (non-voting) members of the AAFD, which entitles them to take advantage of all member benefit programs.* Affiliate members may upgrade their membership at a 50% discount from normal dues rates in order to take full advantage of AAFD Supplier programs (see below). Your Association will earn dues rebates when your members upgrade.
4. The AAFD Supplier Member Programs have been designed to bring the power of group purchasing to our members and affiliated associations. ***A successful program of group purchasing may be the only tool you need to solve member retention problems for your association.*** AAFD Supplier programs are designed to augment the purchasing efforts of our affiliated associations, and never to compete with your own programs. Negotiated rebates are shared between the AAFD and our affiliated associations.
5. The opportunity to network, dialogue and do business with the officers of other trademark specific franchisee associations throughout the United States.
6. The opportunity as the legislative body of the AAFD to make policy statements of significant impact to the franchising industry.



The Center for Total Quality Franchising...

Association Membership dues are normally charged at the rate of \$15 for each of your members, with a minimum dues of \$2500. Most groups can justify this expense in conference call savings alone (see attached Meeting Call Rate Sheet). Small groups may find it more cost effective to join as internal chapters of the AAFD.

I hope you will convey this opportunity to your Executive Board to evaluate the benefits and importance of affiliating with a strong national franchisee association to advocate the interests of franchising from the franchisees perspective. If you have any questions regarding the AAFD or the Trade Association Council, please contact me at your earliest convenience at 1-800-733-9858.

Very truly yours,

Robert L. Purvin, Jr.

Robert L. Purvin, Jr.
Chair, Board of Trustees
American Association of Franchisees & Dealers



The Center for Total Quality Franchising...

ASSOCIATION MEMBERSHIP

(Voting)

MEMBER CLASS - An Independent Franchisee or Dealer Association.

BENEFITS

1. Supports and Promotion of *AAFD Fair Franchising StandardsSM* and Legislative Advocacy.
2. Association is granted Trademark Chapter Status from the AAFD, and AAFD promises not to form a competing Chapter.
3. AAFD Affiliate Membership for all members of the “affiliating” association. See “Affiliate Membership.”
4. Subscription to *Franchisee VoiceSM* Newsletter for all of your Association members and officers.
5. *New Benefit: A Free 1 year subscription to Franchise Times Magazine for all AAFD Members! (a \$35 Value!)*
6. Participation in the AAFD Chapter Incentive Program, which passes certain rebates from selected AAFD Endorsed Programs to your Association.
7. Discounts and special member pricing for products and services available from over 100 Vendors and AAFD Supporting Members.
8. Right to receive association management services through AAFD’s exclusive Chapter Management Program.
9. Right to take advantage of ***AAFD Communication Central***, including very low cost *AAFD Meeting Call Conference Calling Services, AAFD Website Hosting (including unlimited live chat, bulletin boards, and e-mail networks for your members)*.
10. Right of your members to take advantage of the AAFD’s new *AAFDMailNow, our powerful Printing and Direct Mail Program*.
11. Each of your members may upgrade to full AAFD membership at a 50% discount from normal dues rates, and your Association will receive a rebate of 10% of the dues paid by each member that elects to upgrade.

Dues: The greater of \$15 Per Member or \$2,500 per year minimum for full service membership.

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AAFD Meeting Call Rates

AAFD Chapter Teleconference Pricing				
Callers	1 Hour	2 Hours	3 Hours	4 Hours
up to 6	\$10.00	\$20.00	\$30.00	\$40.00
7-10	\$18.00	\$36.00	\$54.00	\$72.00
11-14	\$26.00	\$52.00	\$78.00	\$102.00
15-18	\$34.00	\$68.00	\$102.00	\$136.00
19-22	\$42.00	\$84.00	\$126.00	\$168.00
23-30	\$50.00	\$100.00	\$150.00	\$200.00
31-40	\$60.00	\$120.00	\$180.00	\$240.00
41-50	\$70.00	\$140.00	\$210.00	\$280.00

AAFD Meeting Call is a service available to AAFD affiliated chapters, utilizing the Association's dedicated conference bridge. Callers call into the bridge utilizing an assigned PIN number. Each caller will incur long distance charges to the bridge (based in Oklahoma). Toll Free service is available on an advance registration basis, for a cost of 10 cents a minute per line, calculated by the total conference minutes used. *Individual members may also use the service, subject to availability, with a 20% surcharge. Call for details.*

Call AAFD Member Services for pricing on calls with over 50 participants. All calls with 20 lines or more incur a \$25 surcharge to our service provider to increase the capacity of our conference bridge.

The AAFD also offers very low rate long distance through the AAFD Purchasing Group, with interstate rates *as low as 1½ cent a minute.*

E-mail or fax notification services to participants available.

Call AAFD Member Services at 800-733-9858 Ext. 100 to reserve your call.



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American Association of Franchisees and Dealers Trade Association Council Application

Name of Association:	
Address:	
City/State/Zip:	
Voice Phone:	Fax No:
E-mail:	Internet:
Designee to AAFD	Title:
Length of Time in Business:	Management Company:
Number of Franchised Units Represented:	
Franchise System (If different from above):	

We apply for membership in the **AAFD Trade Association Council**. As a member of the TAC, our Association is entitled to Chapter status in the AAFD with two voting delegates in the AAFD's House of Delegates for every one hundred franchisees represented by our membership as reported to the AAFD (and a minimum of two delegates). *Only owners of franchised businesses are entitled to voting membership in the AAFD.* Additionally, each of our Associations' members are entitled to Affiliate membership in the AAFD, including all benefits incident to such membership, and including the right to upgrade to full *franchisee membership* at a 50% discount from the AAFD's published dues rates. We understand that our Association will receive a rebate of 10% of the actual dues paid by each of our members that elects to upgrade to full AAFD Membership. We agree to provide the AAFD with a current list of our membership, on electronic media if possible, during the membership year. We have enclosed our annual dues in an amount equal to the greater of \$2500, \$15 for every member of our Association, or \$5 for each franchised unit represented by our membership, or as per our Management Services Agreement for Associations which are managed by the AAFD.

DUES PAYMENT: We enclose dues payment payable to the AAFD in the amount of: \$ _____

AUTHORIZATION:

President: _____ Other Officer: _____

Print Name: _____ Print Name: _____

NOTICE: THE AAFD ACTIVELY ENGAGES IN LEGISLATIVE SUPPORT ACTIVITIES REGARDING ISSUES CONCERNING FRANCHISING. BY LAW, THE PORTION OF YOUR DUES SUPPORTING LEGISLATIVE ACTIVITIES ARE NOT TAX DEDUCTIBLE. THE AAFD ESTIMATES 5% OF DUES ARE NOT DEDUCTIBLE.