

PRESS RELEASE

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AAFD Announces *Total Quality Franchising Awards* for 2004 Accor North America Repeats as Franchisor of the Year

The American Association of Franchisees & Dealers has announced the 2004 Class of *Total Quality Franchising Award* recipients and nominations. Headlining this year's honorees is *Accor North America*, named as the Franchisor of the Year for 2004.

The Association also announced the presentation of two prestigious *Chairman's Awards for Contributions to Total Quality Franchising* to be awarded to 1) *Franchise Times Magazine* and 2) the National Association of State Farm Agents and its legal counsel, Michael Garner and Allan Hillman.

The AAFD has also announced nominees for the remainder of the *TQF Awards* – recognizing the AAFD's leading members and chapters. A new *Trailblazer Award* has been created to recognize achievement in AAFD membership development. **All Award recipients will be revealed and presented at the AAFD's Annual *Total Quality Franchising Awards Banquet* on Friday, April 30th, in Philadelphia, PA.**

TQF Award for Franchisor of the Year: Accor North America

Accor North America was the AAFD's Franchisor of the Year in 2002, and is the first franchisor to repeat in earning the honor. According to Chairman Purvin, Accor was a clear choice. "Although all *Fair Franchising Seal Recipients* are deserving, Accor continues to be a truly innovative franchisor that demonstrates interest in its franchisees' success.

"We could have simply recognized Accor for their continuous and sincere support of the AAFD," said Purvin. "They have been a major sponsor of every AAFD event since they have been involved with the AAFD. Cynthia Gartman, Sr. Director, Franchise Administration of Accor North America, has served as an AAFD Board Member, a member of the AAFD Standards Committee as well as Secretary to both the Board and the Standards Committee, and Dean Savas, Sr. VP, Franchise Accor North America, chairs the AAFD Council of Fair Franchising Seal Recipients."

Notwithstanding Accor's support for the AAFD, it has been its contributions and commitment to *Total Quality Franchising* that has earned the AAFD's highest recognition. In 2003, Accor set in place an e-procurement program whereby its Motel 6, Studio 6 and Red Roof Inn franchisees enjoy purchasing parity with Accor's company-owned properties. In addition, any purchases from Accor's 108 "nominated suppliers" will result in year-end rebates to the franchisees at the same rate as company-owned locations.

At the same time, Accor announced a new website program aimed at helping franchisees drive bookings, increase revenue and build profit using the internet. The new program allows franchisees the opportunity to create property specific websites without needing web design experience or training. Franchisee websites will include customized property amenities, photos, features, local attractions and airports, and website links.

Said Purvin, "Each of these programs help define Accor as recognizing that franchisees are important to its brands, and that successful and profitable franchisees benefit the entire system.

TQF Chairman's Awards for Contributions to Franchising in 2003:

◆**National Association of State Farm Agents, Michael Garner and Allan Hillman.** NASFA and its legal council, Michael Garner and Allan Hillman, established a very significant legal precedent recognizing the right of a franchisee association to sue on behalf of its membership to address common issues and concerns. The *NASFA vs. State Farm* decision provides potential leverage for all franchisee associations, at the very least suggesting that associations are not vulnerable to franchisor claims of interference with their franchisee relationships. Said Attorney Garner, "NASFA's victory opens the way for associations to vindicate the rights of their members without members personally exposing themselves to the risks of litigation or retribution from franchisors."

◆**Franchise Times Magazine.** The AAFD is recognizing 10 years of balanced reporting of the franchising community. Said Purvin of *Franchise Times*, "Over the past decade, no one has covered the franchising community with as much clarity and balance as *Franchise Times*. Although its advertising base is made up of franchisors and suppliers, *Franchise Times* has always called it as they have seen it, and the franchise community is much better for the editorial balance and integrity it has embraced."

Nominations for Total Quality Franchising Annual Awards:

Member of the Year

- Harris Chernow – AAFD Franchisee LegaLine affiliate attorney, Standards Committee, Annual Meeting Program Chair, *Trailblazer Award Recipient*
- Ross Gardner – Chairman of the Taco Time Franchisee Association, and franchisee negotiating team, *Trailblazer Award Recipient*
- Cynthia Gartman – Sr. Director of Franchise Administration, Accor North America, AAFD Board Member, Standards Committee
- Todd Govig – President of MRIFA, Management Recruiters Franchisees Chapter of the AAFD, founding member of MRIFA, *Trailblazer Award Recipient*
- Jim Karnath – Officer and founding member of the Checkcare Franchisees Chapter of the AAFD, AAFD Board Member, Standards Committee member, *Trailblazer Award Recipient*

Chapter of the Year

- Checkcare Franchisees Chapter
- MRIFA, the Management Recruiters Franchisees
- Chapter Taco Time Franchisees Chapter.
- National Association of Satellite Contract Offices (the H&R Block Franchisees Chapter)

Supporting Member of the Year

- Harris Chernow – LegaLine affiliated member, LegaLine Panel past chair, and *perpetual* Program Chair for the AAFD Annual meeting.
- The Monday Group – AAFD Branded Program Partner for AAFD Web Solutions products and services; AAFD Webmaster, and providing superior graphics and marketing support to the AAFD.

Rookie Chapter of the Year

- Independent Association of Re/Max Franchisees
- National Association of Satellite Contract Offices (the H&R Block Franchisees Chapter)
- Professional Association of Kumon Center Owners