

For Immediate Release:

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The AAFD Announces Seminar & Breakout Sessions Lineup for the 16th Annual Conference

The American Association of Franchisees and Dealers (AAFD) 16th Anniversary Conference and Franchisee Leadership Summit will be held May 4, 2008 through May 7, 2008, at the Marriott City Center, in Newport News, VA. The AAFD continues its focus on defining and honoring *Total Quality Franchising* practices, this year the theme of the annual conference is “Driving Your Franchisee Association to the Next Level.”

Seminars and Breakout sessions are scheduled on a wide range of compelling topics, including: *Driving Your Association to the Next Level, Keeping your Association on the Fairway: Re-Model and Re-Imaging in Today's Economy, Clubhouse Chatter: The Most Cost Effective Ways to Communicate, Avoid being an Association duffer: Recruiting and Retaining Membership Do's and Don'ts!*

Kicking off this year's program is an encore performance of the very popular Professional Speaker's Showcase presented by Powell Kohne Associates. Participants will be treated to not one, but several empowering sample motivational speakers who are ready and eager to address AAFD member franchisee associations.

This year the conference will also feature a new Executive Directors Only Meeting in addition to the popular Franchisee Leadership Forum, Franchisee LegalLine Council, Council of Fair Franchising Seal Recipients, and the AAFD Fair Franchising Standards meeting. Of course the AAFD's valuable supplier programs will be showcased in the Market Power Trade Show, and as always, the event will be capped by the popular, empowering and entertaining AAFD *Total Quality Franchising Awards Banquet*.

AAFD Chairman, Robert Purvin, extends an invitation to all franchisee associations to experience the growing voice and vision of the AAFD. “As our voice grows, so will our effectiveness in driving the franchise marketplace to embrace the goals of *Total Quality Franchising*. The AAFD Annual conference is our best opportunity to showcase the benefits of collaborative franchising cultures, and I urge you all to attend and spread the word to all franchisee associations to join our growing network.”

For more information about the AAFD 16th Annual Conference, visit the Conference webpage at www.AAFD.org, or please contact: Vickey Doescher at 877-741-7190

About the AAFD

The AAFD is a national non-profit trade association representing the rights and interests of franchisees and independent dealers throughout the United States. Formed in 1992, The AAFD is focused on market driven reform to achieve its mission to define and promote collaborative franchise cultures that the AAFD describes as Total Quality Franchising. Since its formation the AAFD has grown to represent more than 50,000 franchised businesses throughout the United

States. The AAFD currently has members in all 50 states and represents more than 100 different franchise systems.

The AAFD's Fair Franchising Standards, Fair Franchising Seal, Trademark Chapters, and emphasis on Marketplace Solutions led to the Association's recognition as a growing force in franchising. The AAFD's Branded Partner programs add a new dimension to the value of AAFD membership. The AAFD provides a broad range of member services designed to help franchisees build market power, create legislative support of interest to franchisees, provide legal and financial support, and provide a wide range of general member benefits.

For more information about the conference or the AAFD, please call toll free - 800-733-9858 or visit www.AAFD.org.