

For Immediate Release:  
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## **AAFD names Bob Larking new Director of Member Development**

DATELINE: SAN DIEGO, CA

The American Association of Franchisees and Dealers (AAFD) is pleased to announce the appointment of Bob Larking as the Director of Member Development. He is one of the very first members of the AAFD and recently sold his San Diego database management company.

“Bob’s strong business experience, as a franchisee and an independent owner, along with his entrepreneurial spirit make him an outstanding choice to lead AAFD’s Member Development department,” said AAFD CEO, Bob Purvin. “This is a very exciting period for member development within the franchise community, especially when you consider the number of developing franchise systems nationwide. We’re delighted to have such a strong and talented leader on board to continue our important mission of providing a strong voice for franchisees and franchise systems.”

While as a franchisee of Contacts Influential, a business to business database management company, Larking viewed first hand the challenges franchisees face when dealing with an unresponsive franchisor. In addition to managing his franchise, with the help of Bob Purvin, he organized the franchisees, which ended up owning the whole company.

“The collaborative effort of franchisees and franchisor is what ultimately makes the franchise successful,” said Bob Larking. “I know first hand how powerful a franchise association can be in helping establish the brand. My role at AAFD is to spread the word that AAFD can coach franchisees in forming an effective franchisee association and also help existing franchisee associations become stronger.”

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](http://www.AAFD.org).