

PEOPLE/NEWS BRIEFS

People



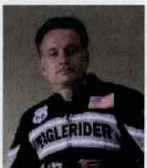
Heather Feldkamp

**BELFOR** Franchise Group has promoted **Heather Feldkamp** to franchise operations director for its HOODZ brand.



Janet Duckham

**Captain D's** has recruited **Janet Duckham** as its newly appointed vice president of procurement.



Ben Amante

**Ben Amante** has been named **EagleRider's** new vice president of franchising.

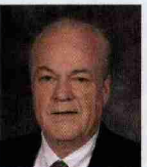
**Firehouse Subs** Co-founder **Robin Sorensen** has been named to the Florida Restaurant & Lodging Association's Hall of Fame.



Tim Keightley

**Gold's Gym** has hired **Tim Keightley** to the newly-created position of vice president of fitness.

**Great Clips'** executive team changes include: **Ray Barton** will focus specifically on the chairman position; **Rhoda Olsen** will assume the role of chief executive officer; **Charlie Simpson** will take over as president; **Sandra Trenda** has been promoted to chief legal officer; and **Steve Hockett** has been promoted to senior vice president of operations.



Jerry Darnell

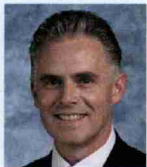
**Jerry Darnell** has joined **Guidant Financial** as the vice president of business development.



Terry Hill

**Terry Hill** has been named by the U.S. Small Business Administration to serve a three-year term as a member of its Advisory Committee on Veterans Business

Affairs, an independent source of advice and policy recommendations for the agency. Prior to launching Terry Hill Communications LLC in 2010, Hill directed IFA's VetFran program for nearly a decade as vice president of communication.



Chris Adkins

**Mail Boxes Etc.** (MBE), franchisor of **The UPS Store** brand, has appointed **Chris Adkins** its vice president of sales.



Ryan R. Palmer

**Monroe Moxness Berg** has elected **Ryan R. Palmer** as a new firm shareholder.



Keith Albright

**Paciugo Gelato & Caffè** has named **Keith Albright** its new chief operating officer.

**Roark Capital** announced that **Troy Aikman** has joined the Wingstop Board of Directors. The Hall of Fame quarterback and Fox Sports analyst has been the company's national spokesman since 2003.

**TeamLogic IT** President **Chuck Lennon** was selected vice chairman of the CompTIA 2011 Board of Directors.

**Togo's Sandwiches** has named **Susan Koch** vice president of finance.



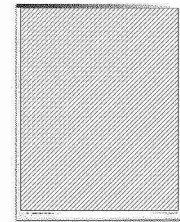
Mike Rotondo

**Tropical Smoothie Café** promoted **Mike Rotondo** to chief operating officer.

ALHI, U.S. Chamber of Commerce Hosts Committee of 100



Associated Luxury Hotels International President & CEO Dave Gabri, IFA President & CEO Steve Caldeira, U.S. Chamber of Commerce Vice President Clint Wheeler and Atlantis Vice President, Group Sales Gus Tejeda pause during a reception for U.S. Chamber Committee of 100 Members that was hosted by the U.S. Chamber and Associated Luxury Hotels International.





David L. Cahn

**David L. Cahn** has joined Whiteford, Taylor & Preston's Baltimore office as counsel.

# PEOPLE & NEWS

## Growth & Milestones

**Blimpie's** celebrates its 47th anniversary with limited lowering of its franchise fee from \$18,000 to \$47 for 47 military veterans.

**Motel 6** opened its 1,100th property in Cleburne, Texas.

**Quiznos** has been signed to open its first location in India and development of five locations in the country by the end of the year.

**Sport Clips** Haircuts in Nottingham, Md. was recognized by Guinness with the "World Record for the Most Consecutive Haircuts by a Team in 12 Hours." The event

benefited the Baltimore Orioles REACH Foundation, part of the franchise's national 700th store celebration.

An agreement between **TCBY** and Lone Star Yogurt calls for a 10-year build-out of 200 stores, the first TCBY was scheduled to open in Tyler, Texas in January. Another 24 TCBY stores are set to open in East Texas, Dallas, Fort Worth and Houston in the next 18 months, adding as many as 250 jobs.

## Community Service

**Boston's Restaurant & Sports Bar** launched its Boston's Cares campaign to support the Juvenile Diabetes Research Foundation to raise more than \$100,000 for diabetes research.

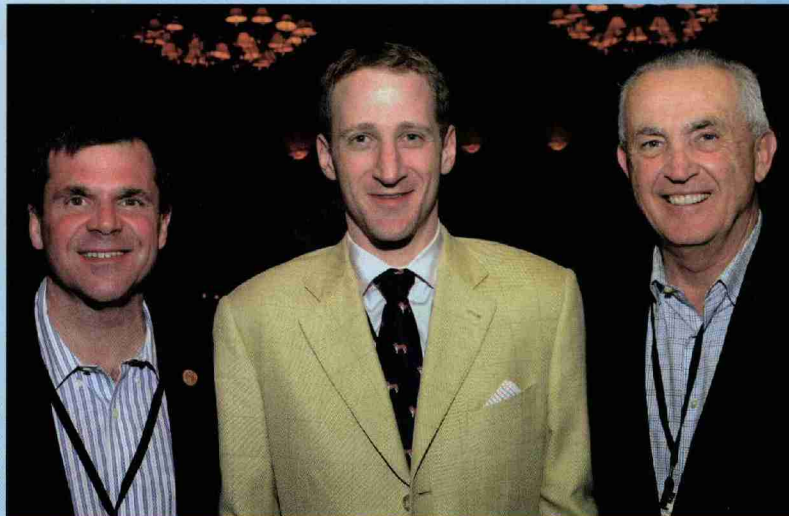
The Frederick A. DeLuca Foundation, which primarily assists public charities, non-profit organizations, community associations and area high school scholarship programs, recently awarded grants and scholarships to nearly 180

*(Continued on page 78)*

## IFA Joins NRA Program to Aid Students, Educators

Last month, the 19th Annual Ted J. Balestreri Leadership Classic for senior-level foodservice operators and suppliers, in addition to spectacular golfing, allowed the National Restaurant Association Education Foundation to support its initiatives. The event helped support nearly 1,000 students and educators with scholarships to assist their ongoing educational needs.

To date, the Leadership Classic, along with the Monterey Wine Education Foundation auction that takes place during the event, has raised more than \$2 million. The event was conducted in Pebble Beach, Calif. March 9-12.



IFA Pres. & CEO Steve Caldeira, *Nation's Restaurant News* Publisher Randall Friedman and IFA Chairman Jack Earle (Earle Enterprises managing partner and McDonald's franchisee).

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Connecticut organizations. The foundation was created in 1998 by **Subway** President and Co-founder **Fred DeLuca, CFE**.

## Marketing

**Accor North America** has committed all its Motel 6 and Studio 6 properties to be Green Key certified by the end of 2011, resulting in 1,100 locations being ranked and certified according to Green Key's sustainable practices.

**Fitness Together** has released its Top 7 Healthy Food Trends for 2011.

**SeekingSitters** Founder **Adrienne Kallweit** and **Just Between Friends** President **Shannon Wilburn** are featured speakers in the upcoming 2011 "Spark and Hustle Tour" sponsored by Tory Johnson, CEO of Women For Hire and workplace contributor to "Good Morning America."

**Senior Care** experts promoted the importance of an active lifestyle for American Heart Month during February.

From Feb. 7 through May 1, **Tropical Smoothie Café** customers have the chance to win a vacation to a Club Med resort in the Caribbean, Mexico or Florida, as well as free menu items, menu discounts and a code to win flip flops and Hawaiian shirts.

**Mr. Rooter** Water-Wise Sweepstakes winner Pat McKelley's name was drawn from 64,736 entries to win a free tankless water heater for her home in Wooster, Ohio.

## Mergers, Alliances, Acquisitions

**Annex Brands** has acquired the 49-unit **Navis Pack & Ship** franchise system.

A multi-year agreement between **Choice Hotels** and **National Benefit Plans** will provide one-stop shopping for IFA franchisors, franchisees and their employees, offering access to affordable medical, life and accident insurance products.

**Instant Imprints** has partnered with Toshiba Business Solutions to be the

exclusive global provider of multifunction products to new and existing franchises.

**Motel 6** has partnered with the Canadian Kennel Club to offer its 25,000 members a 10 percent discount on Motel 6 and Studio 6 room reservations.

**Valpak** and **CMT** are teaming up to get extra paychecks into the hands of American families to celebrate the launch of CMT's first sitcom, "Working Class." Two \$500 "paychecks" were placed randomly during the promotion period that ran through Feb. 11. Valpak also offered a register-to-win sweepstakes during January awarding one \$1,000 paycheck every week for four consecutive weeks to its consumers. ■

## "Unconference" Serves up Lending Environment Strategies



IFA 2011 Hall of Fame Award Winner Lawrence "Doc" Cohen (Great American Cookie Company and 2006 IFA chairman) with 2011 IFA Chairman Jack Earle (McDonald's Franchisee) share a laugh during "UnConference."

More than 150 franchise executives tackled some challenging issues affecting their businesses during the March 2-4 2nd Annual Franchise UnConference in Park City, Utah. Executives discussed strategies for lead generation to advance their businesses and improve unit economics in the current lending environment.

The event was organized by Fisher Zucker Partner and IFA Board member Lane Fisher, Fishman Public Relations CEO Brad Fishman, and Hot Dish Advertising Pres. Dawn Kane.

Attendees also raised \$26,000 for IFA's political action committee, FranPAC.