



SPRINGFIELD FRANCHISE OWNER RECOGNIZED FOR OUTSTANDING CONTRIBUTIONS TO FRANCHISING

Franchise Leaders Deliver “Franchising Counts” Message to Congress

WASHINGTON, D.C., Sept. 13 – Swiss Farm Stores franchisee John Betz of Springfield, Penn. was honored today by the International Franchise Association (IFA) with its annual Franchisee of the Year Award. Franchise owner-operators representing 30 franchise systems were recognized today during the IFA’s 11th Annual Public Affairs Conference for their outstanding performance and the contributions they have made to enhance the growth and development of franchising.

“The IFA is proud to recognize the outstanding efforts of John with the Franchisee of the Year Award,” said IFA Chairman Ken Walker, chairman & CEO of Driven Brands. “The franchising community is an important component of the U.S. economy due to the hard work of these exemplary individuals who have helped bolster the growth of the industry.”

The Franchisee of the Year Award is a major component of the IFA’s Public Affairs Conference. During the two-day event, which began today and continues through Sept. 14, over 500 franchise industry leaders will meet with over 200 congressional offices about issues important to the future of franchising such as healthcare reform and access to credit. The event is supported by founding sponsor ADP Small Business Services.

Members are highlighting the economic impact of franchising. According to a study conducted for the IFA Educational Foundation by PricewaterhouseCoopers on the economic impact of franchising, there are more than 900,000 franchised businesses in operation across the country which are indirectly responsible for providing 21 million jobs and generating \$2.3 trillion in economic output. In Pennsylvania, 35,735 establishments directly provide 426,740 jobs and contribute \$34.9 billion to the U.S. economy.

“As Washington works to strengthen and renew our economy, lawmakers should remember that franchising counts in local communities all across the country, Walker said. “With available credit and sound regulatory policies, franchise businesses like will create the jobs necessary for sustained economic recovery and growth.”

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About the International Franchise Association

The International Franchise Association is the world’s oldest and largest organization representing franchising worldwide. Celebrating 50 years of excellence, education and advocacy, IFA protects, enhances and promotes franchising through government relations, public relations and educational programs. Through its awareness campaign highlighting the theme, *Franchising: Building Local Businesses, One Opportunity at a Time*, IFA promotes the 21 million jobs and \$2.3 trillion of economic activity generated by franchising. IFA members include franchise companies in over 90 different business format categories, individual franchisees and companies that support the industry in marketing, law and business development