



First Annual

# Maine Franchise Owners

Franchise Business Day & Legislative Forum

Wednesday, January 29th 2014  
Senator Inn, Augusta, Maine

Franchise Business Day 1:00 pm - 7:00 pm  
Legislators Meet & Greet 5:00 pm - 7:00 pm

## Event Details

When: Wednesday, January 29, 2014 from 1:00 PM to 7:00 PM EST

Where: The Senator Inn, 284 Western Avenue, Augusta, ME 04330

## Sponsors



## Franchise Business Day & Legislative Meet & Greet

### Featured Presentations, Events and Speakers

**"2014 Outlook for Economic and Community Development in Maine!"** *Keynote Speaker: George Gervais, Commissioner of the Maine Department of Economic and Community Development:* George Gervais has been the Commissioner of the [Maine Department of Economic and Community Development](#) (DECD) since May 2011. In his capacity as leader, Gervais is charged with developing



economic sectors, promoting new businesses, and growing existing businesses. Working closely with the Governor, the Legislature, and the private sector, he and his staff strive every day to create economic opportunity for all Maine citizens in every part of the state. A graduate of the University of Maine Orono, Gervais has been with DECD since 2008, serving as Development Program Manager and Business Development Specialist, Assistant Commissioner, and Acting Commissioner before his current appointment. Prior to joining DECD, he served as senior loan officer at Carteret Mortgage Corp. and Dedicated Mortgage Associates, LLC. He also founded Grill Concepts, Inc., and EVO, Inc. Gervais resides in North Yarmouth with wife and children and enjoys family camping trips

throughout Maine.

**"Timely Update on the Mandated Affordable Care Act and other Approved Benefit Programs"** *Featured Speaker: Ed Feibel, Eaton Peabody, Attorneys at Law:* Ed Feibel, [Eaton Peabody Attorneys at Law](#),



has been practicing for over 30 years, he works primarily with employers in the establishment, operation and maintenance of tax-qualified retirement plans, retirement plans for tax-exempt and governmental entities, Taft-Hartley plans, cafeteria plans, health care and other welfare and fringe benefit programs and executive compensation arrangements. A significant portion of Ed's time is devoted to resolving compliance issues under the Internal Revenue Code and ERISA. Ed represents large and small businesses, nonprofit organizations and governmental entities. Ed regularly works with many of the banks, investment managers, stockbrokers, actuaries, third-party administrators, insurance companies and insurance brokerages active in northern New England.

**"Why the Voices of Franchisees are Starting to be Heard"** *Featured Speaker: Keith Miller, Subway Franchisee, Chairman of the Coalition of Franchisee Associations:* Keith Miller and his wife have been Subway franchisees for 25 years in Auburn and Grass Valley, California. In 1997, they were honored as Franchisees of the Year at Subway's annual convention. Through the mid 1990's, Keith served on the Subway Franchise Owners Advisory Council. He was active in the formation of an independent association, the North American Association of Subway Franchisees or NAASF, serving on the interim board in 1999, and as the association's first Chairman in 2000 and 2001. He returned to serve two more terms on the NAASF board from 2005 to 2010.



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NAASF was one of the founding members of the Coalition of Franchisee Associations, CFA, in 2007, and Keith started representing NAASF on the CFA board in 2009. In 2011, Keith served as CFA Treasurer, and in 2012 was elected Chairman of CFA. He was recently elected to a second term as Chairman, and will continue to serve the board in that capacity through 2014 and 2015.

Please see other side for registration and more event information.



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## Event Registration

Fill out this form and, scan, fax or mail. or register online at [www.maineFranchiseowner.org/](http://www.maineFranchiseowner.org/)

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

What is your Role/Position?

⇒ Maine Franchise Owner? Y\_\_ N\_\_

⇒ Sponsor/Vendor? Y\_\_ N\_\_

⇒ Member of the Maine Legislature?  
Y\_\_ N\_\_

If you are a Maine Franchise Owner, what franchise brand(s) do you own and operate?

\_\_\_\_\_  
\_\_\_\_\_

Company: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Guest Information: (You may add a maximum of 4)

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Fax to: 207-699-1380 Scan to:  
[info@mainefranchiseowners.org](mailto:info@mainefranchiseowners.org)

Snail-Mail:

Maine Franchise Owners  
415 Congress Street #202  
Portland, ME 04101

### Event Information Continued.....

#### Franchise Ownership Workshop: Universal Franchisee Bill of Rights! Why, How, and Who

**Wrote it and What it Means for You!** The [Universal Franchisee Bill of Rights](#) is a fairness doctrine



for franchising. It was developed in 2010 by franchisees in multiple systems and industries to identify the basic terms of fairness that are missing in franchise agreements, and need to be restored to ensure the continued success of franchising systems. The UFBOR will be compared to the current version of LD 1458, The Small Business Investment Protection Act that is winding its way through the 126th Maine Legislature.

#### Legislators & Franchise Owners Meet & Greet: The [Maine Legislature](#) is in second session



(Spring, 2014). Legislators and their staff from all over the State are invited to attend the Maine Franchise Owners "Legislators Meet & Greet" from 5:00 pm - 7:00 pm. Franchise Owners, and Sponsors will be split up into 5 Distinct Maine Market Areas so legislators will be able to find their constituents.

There will be complimentary hors d'oeuvres and refreshments for all to enjoy.

#### Franchise Business Day Schedule of Events:

12:00 pm—1:00 pm Registration open, Sponsor Booth Set-up.

1:00 pm—2:00 pm Lunch Buffet Lunch Franchise Business Day Program Starts, Guest Speaker, The Speakers have been confirmed, the schedule has not been finalized.

2:00 pm—4:00 pm Franchise Business Day Speakers and Presentations. The Speakers have been confirmed, the schedule has not been finalized.

4:00 pm—5:00 pm Franchise Business Day workshops: Maine Department of Labor, and Universal Franchisee Bill of Rights comparison to LD 1458

#### Legislators Meet & Greet:

5:00 pm—7:00 pm Legislators Meet & Greet. There will be complimentary hors d'oeuvres and refreshments for all to enjoy.



**MaineFranchise**  
Owners Association  
Investors in Maine's Economy

The Maine Franchise Owners Association (MFOA) is an independent organization of Franchise Owners in the State of Maine. It is a multi-brand (franchise systems) and multi-

industry (over 50 different industries) that is committed to helping franchise owners grow expand and create more jobs for the citizens of Maine.

**Jim Coen, Executive Director, Maine Franchise Owners Association**

**415 Congress Street, Suite #202, Portland, ME 04101**

**Phone: 207-274-2046, Toll Free: 857-264-3998, Fax: 207-699-1380**

**Email: [jim@mainefranchiseowners.org](mailto:jim@mainefranchiseowners.org)**

**Website: [www.maineFranchiseowners.org](http://www.maineFranchiseowners.org)**