



UNITED STATES DEPARTMENT OF COMMERCE  
International Trade Administration  
Washington, D.C. 20230

February 22, 1989

FRANCHISE CONTRACT MANAGERS  
2640 East 12th Avenue #594  
Denver, Colorado 80206

ATTENTION: Don Wilson, President/CEO

Dear Don,

Let me congratulate you on your newest business venture; FRANCHISE CONTRACT MANAGERS.

I've had the opportunity to review the philosophies you've elected to espouse within the FRANCHISE CONTRACT MANAGERS business concept and cannot agree with you more.

To find that someone with your talents and expertise elected to place themselves "on the line" and work with a franchise client for the benefit of the "fruits of his labor," and not charge the client exorbitant up-front fees will not only benefit franchising in general but position a greater number of franchisors in the market for the benefit of the franchisee and ultimate consumer as well.

Having had the opportunity of coming to know you over the many years you've been serving the franchise community, innovative as you have been, I have found few, if any, "authorities" on franchising, as dedicated, informed or nearly so possessive of the talent and capabilities of offering the overall, complete and competent services you afford your select clients. It is with this knowledge that I feel your FRANCHISE CONTRACT MANAGERS concept will be of great benefit to the furtherance of franchising.

With this thought in mind, I must tell you that I was proud to have been appraised of your recent nomination for The International Franchise Associations FREE ENTERPRISE AWARD by Mr. Edward L. Dixon, Jr., Editor and Publisher of the INFO PRESS, for indeed; you do personify the essence of free enterprise in America in every regard.

Please do not hesitate to call on me for whatever services my office can offer you; you have my utmost respect.

Sincerely,

Andrew Kostecka  
Commodity Industry Specialist  
Finance and Management Industries Division  
Office of Service Industries





## INFO PRESS INC.

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- 728 Center St., Box 550, Lewiston, N.Y. 14092  
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Telephone (416) 688-2665

July 30, 1986

Attn: Don Wilson  
National Fran-Mark Corp.  
15260 Ventura Blvd.,  
Ste. 1010  
Sherman Oaks, CA, 91403

Dear Don:

I am happy to confirm that as a member of the INTERNATIONAL FRANCHISE ASSOCIATION'S AWARDS COMMITTEE I will be nominating you for the Free Enterprise Award at the committee's next meeting in Chicago on August 7, 1986.

The Free Enterprise Award recognizes individuals or organizations in government, the media or academia who have, through their actions writings or policies, furthered the growth of the free enterprise system in the United States.

It is a pleasure to be able to nominate you for the award as even a nomination is recognition of your valued services in the franchise arena.

Cordially,

Edward L. Dixon, Jr.,  
Editor/Publisher -

INFO FRANCHISE NEWSLETTER  
FRANCHISE ANNUAL DIRECTORY



Running A Business  
From Your Home

Winning Ways  
For Investors

How U.S. Firms Meet  
Foreign Competition

# Nation's Business®

MANAGING YOUR BUSINESS

## Franchising

By Ripley Hotch

**C**arol Dolich has decided it is time for a change. "My children are all fully grown," she says, "and I'm at the stage in my life when I'm anxious to do something."

That "something" is starting her own business. She will probably buy a franchise, because "I want a little bit of control, but not total control."

That is the essence of the franchisee's position. Because the details of running a successful business have already been worked out by the franchisor, someone starting in has a guide and helping hand at every stage.

But deciding on one of the nearly 2,000 franchisors often is a matter of happenstance. In an astonishing number of cases, the franchisee simply heard about the franchise from a friend.

Dolich had some friends who had franchised making and selling specialty chocolates, and this appealed to her.

"I love to cook," she says. "I have always been interested in food." The simplest, most obvious path seemed to be to open a franchise selling chocolates in her hometown of Rye, N.Y.

Could she afford to lose her initial investment, if the business did not succeed? Could she be comfortable with paying a royalty fee to the franchisor as long as she was in business?

Dolich did not take the obvious path. She realized she knew too little to take the plunge.

Donald Wilson, president and chief executive officer of National Fran-Mark Corporation, agrees.

Wilson, who hosts a Los Angeles radio call-in program on franchising, says callers always want to know what the most successful franchise is and how they can get into it. That's the wrong approach, he says. You may not be right for that franchise: "Maybe you just don't like to be around 18 pimply-faced kids who cook hamburgers all day long, or get up at 5 o'clock in the morning to make doughnuts."

"Most of the call-ins don't understand even the financial qualifications to get involved in franchising, or whether they could move to Podunk, Idaho, where the franchise might be available if it's not available in their market area. There are so many qualifications that a franchisee must really take into consideration before he even thinks in terms of the full dollar involvement."

"Particularly naive are those who may have a successful business and see franchising as a road to riches."

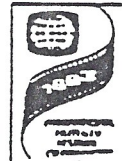
"The level of understanding tends to be rather minimal."

"You're really dealing with three separate businesses when you're in franchising: operation of the core business, which is a business concept that has been expressed in a pilot operation; sale of franchises, which is a pretty complicated business because of state and Federal Trade Commission regulations; and care and feeding of franchisees after they've been established."

The complexity of franchising requires that it be a real partnership—much like a marriage. And that means not entering into the relationship blindly, or putting yourself naively in the hands of someone who labels himself a consultant.

"Franchising is a marvelous concept," "provided that each side entering into this relationship has very open and accurate perceptions of what the other is going to give and what they must give the other. It starts there." **HB**

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1983 EMMY WINNERS  
Public Affairs Program  
1982 EMMY WINNERS  
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Program Host

ATAS/NATAS



KNBC News



NBC Television Stations Division  
National Broadcasting Company, Inc.  
David Horowitz  
Open-Up Reports

3000 West Alameda Avenue  
Burbank, CA 91523  
213-249-3093

September 23, 1985

Mr. Donald Wilson, President  
Fran-Mark Corporation  
15260 Ventura Boulevard,  
Sherman Oaks, CA 91403

Dear Mr. Wilson:  
Your name was given to me by Ms. Kathie Klass who  
recommended you as an expert in franchising.

I am in charge of the process of preparing a five  
part series on the subject of franchising. It will  
be an educational and informational piece, explaining  
to viewers how not to get "ripped off" and what the  
advantages are to opening up a  
franchise.

The  
News



NBC Television Stations Division  
National Broadcasting Company, Inc.

December 4, 1985

3000 West Alameda Avenue  
Burbank, CA 91523 213-249-4444

Mr. Donald Wilson, Pres  
Fran-Mark Corporation  
15260 Ventura Boulevard  
Sherman Oaks, Calif

Dear Don:

I appreciate the  
series.

I wish there were  
all the spots  
collegiate level  
in order to  
from everyone  
a release  
tape would

However  
the pro  
we sh

I hope  
Season.

Cheerfully,

David Horowitz

I wonder  
assistant KNBC  
like very  
give me an overview  
to have your help  
franchisees, gather  
please call me to see  
something you think  
would need to have you  
with David at the ear.

Thanks for any help you  
it very much.  
Yours truly,  
Gloria Drexler  
Production/Research Supervisor

Mr. Donald Wilson, President  
Fran-Mark Corporation  
15260 Ventura Boulevard,  
Sherman Oaks, California 91403

Dear Don:

I want to personally thank you for the  
assistance you provided my office during  
our "Franchising - Money to Go" series  
which aired last month on KNBC Channel 4.  
The information you so willingly furnished  
to Gloria Drexler gave an added dimension  
to our segments, and I'm sure provided our  
viewers with much food for thought.

I hope you had a chance to watch the series.  
I hope you and your family have a Happy  
Holiday Season.

Cheerfully,

*[Signature]*

TV LTD.

3000 West Alameda Avenue, Burbank