

# FRANCHISING

FEBRUARY 2008

WORLD

## IFA's 2008 Annual Convention

**FRANCHISING**  
BUILDING THE FUTURE TOGETHER

Steven Greenbaum, CFE  
CEO  
PostNet International  
Franchise Corporation  
Incoming IFA Chairman

**IFA Names Annual  
Award Winners**

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**IFA**   
INTERNATIONAL FRANCHISE ASSOCIATION  
*The Voice of Franchising*

# Accepting the Mission: Advance the Franchising Community



**Steven J.  
Greenbaum, CFE**

**I**t is indeed an honor and a privilege to begin my year of service as chairman of the International Franchise Association.

To be selected to lead such a notable body of innovative "franchise citizens" who contribute their time and talents and share their valuable experiences with others is a humbling responsibility, and one I truly welcome. Members of this great franchising association have served our industry in significant ways, including taking the message of franchising to Congress during Franchise Appreciation Day, participating in international trade missions, reaching out to diverse segments of our society and sharing important knowledge as speakers and panelists during key industry events.

The legacy of franchising is on our shoulders. It's important that we share the story of franchising's development, growth, contributions and concerns with legislators, regulators and policymakers. We live and breathe franchising every day and we must use that experience to advance the mission of the association and the industry.

In this issue of *Franchising World* magazine, we recognize those who have advanced franchising through their dedicated service. In these pages you will read the inspiring stories of IFA's major award winners.

This annual convention issue also contains information about leading keynote speakers and summit sessions focused on the themes of international expansion, diversity and franchise relations.

And as many of you are well aware, the Federal Trade Commission's Franchise Rule continues to offer challenges as the deadline for implementation nears. Dreier Stein & Kahan attorney Susan Grueneberg's excellent article is designed to guide readers in complying with that important regulation.

Also in this issue are timely articles about the art of closing the deal by Hollywood Tan's Steve Beagelman and the significance of system-wide continuity by Padgett Business Services' Steven Rafsky.

IFA's flagship publication, *Franchising World* each month shares the message of franchising's advances by offering instructive items designed to educate and inform all who participate in this exciting industry.

I look forward to seeing you at some of our many IFA events and wish you a very happy, healthy and prosperous New Year.

A handwritten signature in black ink that reads "Steve Greenbaum".

Steven J. Greenbaum, CFE  
IFA Chairman

Steven J. Greenbaum, CFE, has served as president, chief executive officer and director since he co-founded PostNet International Franchise Corp. in 1992 with friend and business partner Brian Spindel, CFE. Greenbaum is an accomplished retail professional and entrepreneur with 25 years of experience in the postal and business services industry. He was honored as IFA's Entrepreneur of the Year in 2003, is immediate past chairman of IFA's Educational Foundation and serves on the HealthStore Foundation board of directors, a non-profit organization that has developed 65 franchised Child and Family Wellness Shops in rural Kenya that will soon be expanding into Rwanda.