

For Immediate Release:

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**AAFD's 15th Annual Conference is dedicated to
"Building Better, Stronger Franchisee Associations"**

DATELINE: DALLAS/FORTH WORTH, TX...

The American Association of Franchisees and Dealers (AAFD) 15th Anniversary Conference and Franchisee Leadership Summit will be held April 29 through May 2, 2007, at the Dallas/Fort Worth Airport, Marriott South. The event is expected to be the largest gathering of independent franchisee associations in history.

The AAFD continues its focus on defining and honoring *Total Quality Franchising* practices, this year the theme of the annual conference is "Building Better, Stronger Franchisee Associations."

Steve Ellerhorst, Executive Director of the Independent Association of Hardees Franchisees, and Ron Soto, Executive Director of the Meineke Dealers Association, are the program Co-Chairs. Steve Ellerhorst stated, "A program has been designed to provide training for franchisee leadership that is not found anywhere else." Some of the planned sessions include: *Powering Your Conference with Quality Speakers*, presented by Powell Kohne Associates; *Developing Gift Card Programs – Issues you never thought about!*; *Trademarks Concerns for Franchisee Associations*; and *Human Resources: What Franchisors Aren't Sharing With You And Why*.

Break-out sessions have been planned, including programs on *Personal Branding*, an exciting new *AAFD Health Services Program*, *Exit Strategies, Part 2*, and more. These are in combination with other can't miss events designed to profile the best in franchising: *The Franchisee Leadership Forum*; *15th Anniversary Total Quality Franchising Awards Banquet*; *AAFD Standards Day*; *The AAFD Market Power Tradeshow*; *Networking opportunities throughout the conference*; and *Meet the Experts*.

About the AAFD – This is an older tag. I have corrected the information.

The AAFD is a national non-profit trade association representing the rights and interests of franchisees and independent dealers throughout the United States. Formed in 1992, The AAFD is focused on market driven reform to achieve its mission to define and promote collaborative franchise cultures that the AAFD describes as *Total Quality Franchising*. Since its formation the AAFD has grown to represent more than 50,000 franchised businesses throughout the United States. The AAFD currently has members in all 50 states and represents more than 100 different franchise systems.

The AAFD's Fair Franchising Standards, Fair Franchising Seal, Trademark Chapters, and emphasis on Marketplace Solutions led to the Association's recognition as a growing force in franchising. The AAFD's Branded Partner programs add a new dimension to the value of AAFD membership. The AAFD provides a broad range of member services designed to help franchisees build market power, create legislative support of interest to franchisees, provide legal and financial support, and provide a wide range of general member benefits.

For more information about the conference or the AAFD, please call toll free - 800-733-9858 or visit www.AAFD.com.