

For Immediate Release:

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Bob Snelling to lead AAFD Franchisor Accreditation Program

DATELINE: SAN DIEGO, CA...

The American Association of Franchisees and Dealers, (AAFD) announces that Bob Snelling of Plano, Texas, has joined the AAFD as Director of Franchisor Accreditation. Bob will maintain his current position as president and co-founder of Honor Capital Group, LLC a franchise finance intermediary, and its consulting arm FranchiseBusinessPlanning.com.

Bob's involvement with franchising spans 35 years as prior co-owner and 15 years as prior senior level executive and board director of Snelling Personnel Services, a mature national franchise system with hundreds of franchised and company owned units.

"We believe that Bob Snelling has the experience and proven ability to continue to develop the AAFD Franchise Accreditation program in new and exciting ways," said Robert Purvin, CEO of the AAFD. "Snelling understands that successful franchising requires a collaborative effort among franchisees and the franchisor. More importantly, he brings to the AAFD experience and understanding from the perspective of an innovative and progressive franchisor. This experience, coupled with his unique combination of professional and personal strengths makes him extremely well-qualified to lead the AAFD's expanding Franchisor Accreditation Program."

"Being asked to serve as Director of the AAFD Franchisor Accreditation Program is both an honor and a privilege," said Snelling. "The AAFD has a well-deserved reputation as an exemplary force in the promotion of fair franchising standards. Its record of innovation, its commitment to the values and vision of its members, and its partnership and support of strong leaders has created a truly unique record over the past 15 years. I look forward to spreading the word about the AAFD Fair Franchising Standards, and other valuable tools and information the AAFD has assembled to advance the concept of *Total Quality Franchising*."

Snelling's own franchise background is closely aligned with the interests of the AAFD. His involvement in all aspects of franchising has been guided by a passion for collaboration and win-win results. Bob's early franchise experience revealed that great ideas were frequently ineffectual in the absence of consensus, and chances for success greatly improved when buy-in was achieved in advance of execution.

Snelling's franchise expertise has been won over many years of identifying and implementing best practices encompassing franchisor operations and infrastructure, Uniform Franchise Offering Circular and Franchise Agreement development, Franchisee Advisory Council participation, the conception, development and implementation of unique and successful, franchise royalty, rebate, term renewal, and buy out programs, and

the development of comprehensive franchisee finance programs and business planning guidelines.

“I look forward to working with franchisors and assisting in the creation of opportunities for their franchise systems by taking advantage of the collaborative relationship the AAFD seeks to foster,” he said.

About the AAFD

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.org.