



American Association of Franchisees & Dealers *The Center for Total Quality Franchising*

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January 21, 2021

Representative Janelle Bynum
Oregon State Capitol
900 Court Street NE, H-284
Salem, OR 97301

RE: House Bill 2946, Relating to required conduct among parties of a franchise agreement

Dear Representative Bynum,

On behalf of the members of the American Associations of Franchisees and Dealer (AAFD), we thank you for introducing HB-2946, a bill that will protect the rights of local franchised businesses in Oregon.

AAFD is the oldest and largest national not for profit trade association advocating the rights and interests of franchisees and independent dealer networks. The AAFD supports more than 40 independent franchisee associations and trademark specific chapters, representing thousands of franchisee operated business outlets. Since our establishment in 1992, the AAFD has focused on its mission to define, identify and promote collaborative franchise cultures that respect the legitimate interests of both franchisors and franchisees, cultures we describe as embracing our vision of *Total Quality Franchisingsm*. The AAFD came into existence in response to a franchising community that has been evolving towards increasingly one-sided and controlling franchise agreements and cultures whereby franchisee equity and business ownership has been continually eroding such that many modern franchise systems have lost all vestiges of business ownership.

HB-2946 will take steps to ensure that the parties to a franchise agreement deal in good faith and a commercially reasonable manner, specifies required disclosures in a franchise sale, and specifies requirements for franchise agreements. It protects franchise owners in Oregon so they have the freedom of association, have fair rights in termination and renewals, have reasonable transfer rights, have fair sourcing of goods and services, and other key agreement provisions. It will also permit franchisees to bring action for damages and equitable relief for franchisor's violation of provisions of the Act.

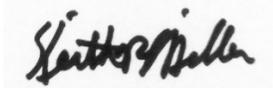
The Center for Total Quality FranchisingSM

The AAFD enthusiastically endorses this legislation and will put its full support behind its passage. Thank you for your leadership in introducing HB-2946.

Respectfully submitted,



Robert L. Purvin, Jr,
Chair, Board of Trustees
American Association of Franchisees and Dealers



Keith R. Miller
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