



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

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November 26, 2021

The Honorable Charles Schumer  
Majority Leader  
United States Senate  
Washington, DC 20510

The Honorable Mitch McConnell  
Republican Leader  
United States Senate  
Washington, DC 20510

### **RE: Support of Professor Alvaro Bedoya for Commissioner at the Federal Trade Commission**

Dear Majority Leader Schumer and Republican Leader McConnell:

On behalf of the members of the American Association of Franchisees and Dealer (AAFD), we wish to express our support for the confirmation of Professor Alvaro Bedoya for Commissioner at the Federal Trade Commission.

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 affiliated chapters for more than 50 brands engaged in franchising, 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 Franchising*<sup>®</sup>. 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.

From our initial conversations with Professor Bedoya, we believe he will support actions to protect small business owners, including franchise owners. In his testimony before the Senate Committee on Commerce, Science, & Transportation, he commented that the FTC should make use of its rulemaking authority to crack down on unfair and deceptive practices, which is what franchisee advocates have voiced for years. There is a critical power imbalance in the franchise industry that needs to be addressed to protect the true investors, the franchisees.

## *The Center for Total Quality Franchising®*

For these reasons, AAFD believes Professor Bedoya will be a good steward at the FTC and we ask that you support his nomination and move forward with his confirmation as Commissioner.

Respectfully submitted,



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



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