



Profit Soup News

June 2009

Dear Friend,

Welcome to Profit Soup News!

In this newsletter we announce Kate Groom's arrival in Sydney, Australia where she will continue to lead Profit Soup's programs and work with franchise networks to establish peer advisory boards.

Other recent happenings at Profit Soup include Barbara Carper's appointment as co-chair of Seattle's Women's Franchise Network.

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Profit Soup Establishes Permanent Australia Presence

Kate Groom is returning to Sydney after 18 months in the USA working with the Profit Soup team.

In Australia, she will continue to work with franchise networks on profit improvement programs, and bring the insights, fresh perspective and energy that come from time in a different environment.

For our clients in the USA and Canada it will be business as usual. Kate will be in touch via phone, email and webinar as before. She will also be travelling regularly to North America in order to connect with the Profit Soup team, lead programs and attend conventions.

Working with Profit Soup Kate will bring a suite of practical and cost effective benchmarking and financial management programs to franchise networks in Australia.

She will also focus attention on working with franchise networks to establish peer advisory boards. They provide a way for franchisees to come together to share experiences, create meaningful plans and commit to action. These are an astonishingly powerful way to build profit and franchisee satisfaction for networks of any size or maturity and she is excited to be focusing on these programs.

To the franchise community in the USA and Canada, especially the FBN and WFN in Seattle, Kate thanks them for welcoming her to their world and hopes to connect at the 2010 IFA Convention in San Antonio, Texas. Kate also looks forward to rejoining the Aussie franchising world as she's excited at the opportunity to help franchisees and franchisors to have better businesses and better business lives.

On June 11, together with David Bower, ANZ's general manager NSW/ACT, Kate will

be presenting a seminar on financing strategies for SMEs.

Profit Soup Supports IFA's Women's Franchise Network

Barbara Carper was recently appointed as co-chair for the Seattle Chapter of the Women's Franchise Network (WFN).

The WFN is a collection of local chapters of the International Franchise Association that are designed to develop relationships with women franchising professionals and to address issues, share ideas and offer solutions related to franchising.

Barb shares the Seattle chairmanship with Robin Schachter of Ryan, Swanson & Cleveland, PLLC and with Phyllis Pieri of MatchPoint.

In September Barb will be guest speaker at both the Dallas and Houston meetings of WFN. Watch for details on the Profit Soup web site.

What's Cooking at Profit Soup?

Barbara will be presenting "Making Financial Success Part of Your Business Model" for women franchise executives and consultants in Dallas, TX on September 9. She'll also present "Fight against the Profit Pinch" for Houston Women in Franchising on September 10. Watch for more details from Profit Soup.



You can follow this latest news events and more at Profit Soup in the "[What's Cooking](#)" section of our web site. We'll be announcing and recapping our events throughout the year. Click [here](#) to learn what we're up to in the month June.

Email one of us directly with interest, questions or to say hello:

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