

# P R O F I T

## Profit Soup News

March 2009

**Dear Sarah,**

Welcome to Profit Soup News!

This month we're excited to share how Barbara and Kate connected with franchise community leaders at the recent International Franchise Association's Annual Meeting. Profit Soup activities included leading panel discussions, facilitating and effectively summarizing roundtable exchanges, Kate's participation in a franchise industry "Tweet Up" and many meaningful conversations with leaders in the industry.

In particular, we'd like to share the summary of insights sparked by the roundtable discussion on "Strategies for Success in Difficult Economic Times." The summary has been so well received by the roundtable members, we're providing you with a link so that you too can benefit from the collective thoughts of industry leaders.

This newsletter also highlights our upcoming seminar, "Fight Against the Profit Pinch" in Dallas, Texas on March 17, where we present the right tools for business owners and managers to face the challenges of 2009.

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## *Making an impact: The International Franchise Association's Annual Meeting*

At the recent International Franchise Association's (IFA) Annual Meeting in San Diego, California, February 15-17, Profit Soup participated in the following panels and business roundtable discussions:

**Panel Discussion: *Focusing on Franchisee Financial Fitness***

**Moderator: Tom Buckley, CFO, The Dwyer Group**

**Panelists: Barbara Carper, CPA, Profit Soup; Dan Kirwan, CPA, Maids International; Richard Simtob, Wireless Toyz**

How can you help franchisees improve profit, cash and business value? What resources do they need from their franchisor and business advisors? Panelists shared tips and techniques focusing on the importance of training and leadership, benchmarking system-wide financial performance, budgeting, goal setting and delivering impactful support and coaching.

**Panel Discussion: *Financial Ratios - Metrics for Franchisors***

**Moderator: Jay Duke, Assurance Partner, BDO Seidman**

**Panelists: Kate Groom, Profit Soup; Gail Johnson, CFE, President, Rainbow Station; Don Marks, CEO, System Forward America, Inc (Pop-A-Lock)**

How do KPIs for franchisors differ and which operating metrics create value? How do they change within the business life cycle of the franchise? What tools are needed and what industry statistics are available? Kate shared her expertise on these issues as well as FDD disclosure topics at the session.

**Business Roundtable Discussion: *Strategies for Success in Difficult Economic Times***

**Facilitated by Barbara Carper, CPA, Profit Soup and Andrew Beckman, President, Location3 Media**

Franchise community leaders shared their optimism as well as their insights on marketing strategies and cost control opportunities that continue to yield significant benefit in today's business environment.

[View session summary PDF](#)

**Business Roundtable Discussion: *Earnings Claims***

**Facilitated by Kate Groom, Profit Soup and Joseph Dunn, Fisher Zucker, LLC**

Franchisors often debate the merits of making financial performance representations in their Franchise Disclosure Documents. At this session franchisors discussed the benefits of making financial representations (formerly described as item 19 earnings claims) and how to go about collecting and compiling information suitable to disclose.

***"Fight Against the Profit Pinch:" Providing strategies for business owners and managers***

Are you chalking up 2009 to be a difficult year, coming on the tail of the turmoil in 2008? Invest 4 hours to see things differently and boost your profit.

At Profit Soup we help people understand and use financial tools to build better businesses. We deliver knowledge, information and inspiration that helps make business ownership worthwhile.

At our "Fight the Profit Pinch" seminar in Dallas on March 17th, we will explore how to use Breakeven Analysis and provide practical tools and advice to help owners and managers succeed in 2009. We'll give you techniques and strategies to answer these questions:

- \* If you discount prices to get more sales, how does that change the volume you need to be profitable?
- \* If sales drop, how much do you need to trim expenses to continue to be profitable?
- \* If you discount to sustain your existing volume, how much of a profit hit will you take? How long can you sustain that strategy?
- \* How do these issues affect your sales and marketing approaches?

## "Fight Against the Profit Pinch" Seminar details

Date & Time:  
Tuesday, March 17, 2009, 8:00am to 12:00 noon  
(Breakfast and networking from 8:00am to 8:30am)

Cost:  
\$50.00 per person (includes parking)

Venue:  
La Cima Club  
Williams Square, 26th Floor  
5215 North O'Connor Blvd  
Irving, TX 75039

Register by March 13, 2009:  
Call 206.282.3888 or  
[Register now!](#)

### *What's Cooking at Profit Soup?*

You can follow the latest news events 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've been up to so far in 2009.

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

Barbara Carper, CPA [barbara.carper@profitsoup.com](mailto:barbara.carper@profitsoup.com)  
Kathy Hastings [kathy.hastings@profitsoup.com](mailto:kathy.hastings@profitsoup.com)  
Kate Groom [kate.groom@profitsoup.com](mailto:kate.groom@profitsoup.com)

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