

History of AKFCF Benefits to Members

- ▶ Business Consultants -
- ▶ Larry Light and Arcature were hired to give marketing direction
- ▶ Mike Takla was hired to assist the AKFCF in developing the BSC, which is still in use today as The Partnership Survey.
- ▶ Jeanie Coyle, Denise Cumberland and S.G. Communications Solutions are some of the facilitators we have hired over the years to help our board members develop their leadership skills.
- ▶ Harrison Coerver & Associates was hired to help us with our strategic planning.
- ▶ Millward Brown was hired to help us develop a pricing tool for our members.



History of AKFCF Benefits to Members

▶ Archiving

This committee is dedicated to archiving any information of exchanges between KFCC and the franchisees.



History of AKFCF Benefits to Members

▶ Econometric Study

The AKFCF spent over a half million dollars on this study to show KFCC that the business model was broken and the cost of upgrading buildings and equipment was beyond the ability of the franchisees.



History of AKFCF Benefits to Members

▶ Financial Support

The AKFCF provided over \$180,000 to the Re-Colonization efforts that benefited each restaurant in the system.



AKFCF Current Benefits to Members

- ▶ Best in Class Legal Counsel
- ▶ Our counsel is, and always has been, an extremely influential voice with KFCC, the NCAC and the RSCS
- ▶ AKFCF Members are able to access General Counsel with questions that don't require significant legal work at no charge to the members
- ▶ With continued annual legal expense the AKFCF and their General Counsel have been instrumental in helping members secure the 76(5P), Merit, Definitive & Accelerated Agreements and many other enhancements.



AKFCF Current Benefits to Members

▶ The Leadership Committee -

This Committee continues the work of identifying and developing our current and future association leaders.



AKFCF Current Benefits to Members

▶ The Education Committee -

Since inception, this committee continues to grow influence, not only with our members but with KFCC.



AKFCF Current Benefits to Members

- ▶ Partnership Survey Committee - This committee started as the Balanced Score Card Committee and has grown into a true partnership with KFCC.



AKFCF Current Benefits to Members

- ▶ **AKFCF National Convention - Our Most Prized Asset**
- ▶ Largest Revenue Source other than Dues
- ▶ Annual Gathering of all Franchisees, KFCC and Vendors - one location, one voice, one message
- ▶ Education and Training
- ▶ National Networking Opportunity

AKFCF Current Benefits to Members

▶ Mobile App -

Year round mobile app that our members can use for convention as well as their regional meetings.

▶ AKFCF Quarterly and E-Newsletter -

This publication, started in 1980 and continually improved, serves to provide the members with information from a franchisee perspective.



AKFCF Current Benefits to Members

- ▶ National Member Web Site - akfcf.com is our national site. This is used for communication to our members on meeting dates, Convention news, Government Affairs, links to our regional web sites and the AKFCF Quarterly.



AKFCF Current Benefits to Members

▶ Government Affairs Committee -

We have a strong presence on Capitol Hill with Dan Gans and Polaris Consulting.

▶ Political Activist Committee-

Our PAC benefits business friendly Congressman and candidates



AKFCF Current Benefits to Members

Staffing

- ▶ Executive Director - Kelly Rodenberg assists the President and Executive Committee by overseeing the day to day functions of the AKFCF and supervising its staff, and other contracted parties, thereby freeing the President and the Executive Committee to function as leaders of AKFCF. She oversees and manages the annual convention and board meetings and budgets for each.



AKFCF Current Benefits to Members

- ▶ Administrative Director - Debbie Newton is responsible for the day to day administrative duties of the AKFCF. She manages all financial transactions and keeps financial reports in order. She is instrumental in communication flowing from committees to members and back.



