

I am John A. Gordon, founding principal of Pacific Management Consulting Group, I'm writing on behalf of the American Association of Franchisees and Dealers, my membership group, as well as all of the franchisees in the State of Oregon. As a long time restaurant industry executive, I am intricately familiar with the franchise model, working for both franchisees franchisors for over 45 years, in a variety of operations, corporate staff roles, and for the last 20 years, via my founded consulting firm. What is very clear to me is that protecting franchisee's businesses ultimately protects the franchise model overall.

Unfortunately, some out of state franchisors, often financially challenged, "fly by night": type operators, sometimes struggling national brands interested only at wealth extraction, do not operate in a good faith, commercially reasonable manner. AB2946 is designed to provide protection and remedy at law.

Protecting franchisee business protects Oregon, as franchisees employ staff, sign leases, many times fund construction and pay sales and income taxes. Franchisee failures due to contract abuse can cost the franchisee their home and business, leave them in debt and leave a gaping hole in Oregon local business infrastructure. Please support AB 2946.

John A. Gordon
Founding Principal
Pacific Management Consulting Group
San Diego, CA
email: jgordon@pacificmanagementconsultinggroup.com