

HB-2946 will take steps to ensure that the parties to a franchise agreement deal in good faith and a commercially reasonable manner, specifies required disclosures in a franchise sale, and specifies requirements for franchise agreements. It protects franchise owners in Oregon so they have the freedom of association, have fair rights in termination and renewals, have reasonable transfer rights, have fair sourcing of goods and services, and other key agreement provisions. It will also permit franchisees to bring action for damages and equitable relief for franchisor's violation of provisions of the Act.

The AAFD enthusiastically endorses this legislation and will put its full support behind its passage. Thank you for your leadership in introducing HB-2946.

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 more than 40 independent franchisee associations and trademark specific chapters, 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. 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.