

By: Riddle

H.R. No. 1804

R E S O L U T I O N

1 WHEREAS, In a fitting tribute to an outstanding career,
2 Lawrence J. Cohen is the first franchisee to be inducted into the
3 International Franchise Association Hall of Fame, receiving the
4 honor at the IFA Convention in February 2011; and

5 WHEREAS, Before entering the franchise field, "Doc" Cohen
6 worked in the retail pharmaceutical industry for 15 years; he
7 opened a Great American Cookies store in Lafayette, Louisiana, in
8 the late 1970s, and that initial business grew into a network of
9 more than 35 Great American Cookies units in seven states; Cookie
10 Associates, the Houston-based company founded and run by Mr. Cohen,
11 now operates multiple franchise brands, including Pretzelmaker,
12 Coffee Beanery, and TCBY, in addition to Great American Cookies;
13 and

14 WHEREAS, A strong advocate for the franchising business
15 model, Mr. Cohen has served in multiple leadership positions with
16 IFA, holding the office of treasurer and chairing the board of
17 directors, the franchise advisory council, and the convention
18 planning committee; moreover, he has served as a trustee for the IFA
19 Educational Foundation and was the first franchisee ever to earn
20 the designation of "Certified Franchise Executive" from the
21 foundation; and

22 WHEREAS, Mr. Cohen has spoken in behalf of the industry in
23 Washington, D.C., on several occasions, including representing
24 Texas at the third White House Conference on Small Business in 1995

1 and testifying before the House of Representatives Small Business
2 Committee in 2009; and

3 WHEREAS, Mr. Cohen is the recipient of numerous accolades,
4 including multiple Franchisee of the Year awards, and he has twice
5 been named Franchisee of the Decade by Great American Cookies; and

6 WHEREAS, Entry into the IFA Hall of Fame represents yet
7 another milestone in his career; Mr. Cohen is joining such
8 illustrious past inductees as Ray Kroc of McDonald's, Frank Carney
9 of Pizza Hut, Dave Thomas of Wendy's, and Harland Sanders of
10 Kentucky Fried Chicken, and this achievement reflects his immense
11 stature in the industry and the deep respect he has earned from his
12 peers; now, therefore, be it

13 RESOLVED, That the House of Representatives of the 82nd Texas
14 Legislature hereby congratulate Lawrence J. "Doc" Cohen on his
15 induction into the International Franchise Association Hall of Fame
16 and extend to him sincere best wishes for continued success; and, be
17 it further

18 RESOLVED, That an official copy of this resolution be
19 prepared for Mr. Cohen as an expression of high regard by the Texas
20 House of Representatives.