

By: Leach

H.R. No. 869

R E S O L U T I O N

1 WHEREAS, For more than a half-century, the International
2 Franchise Association has played an important role in protecting,
3 enhancing, and promoting franchising worldwide; and

4 WHEREAS, Across the United States, franchising has proven to
5 be a dynamic method of business development; the majority of
6 franchisees nationwide are small firms, although they may include
7 some very prominent brands; franchising often benefits groups
8 traditionally underrepresented in the business community,
9 including veterans, minorities, and women; and

10 WHEREAS, Job growth in franchising has outpaced growth in the
11 overall economy in recent years; in Texas, franchising makes a
12 major impact, accounting for nearly \$62 billion in annual economic
13 activity and supporting over 700,000 jobs at more than 66,000
14 locations across the state; and

15 WHEREAS, Franchising enables individuals to enter freely
16 into business relationships that profit from the strength of
17 established brands, systems, and support; franchisors continually
18 focus on managing and improving systems through brand standards,
19 research and development, proactive policies, constructive
20 communications, and supportive consultation with their
21 franchisees; as a result, franchisees can maximize the return on
22 their investments as they create jobs and opportunities at the
23 local level; and

24 WHEREAS, Through its endeavors in behalf of its member

1 companies, the International Franchise Association is helping to
2 enhance the vitality of an important sector of the economy, and it
3 is indeed fitting to recognize its contributions to the prosperity
4 of the Lone Star State and beyond; now, therefore, be it

5 RESOLVED, That the House of Representatives of the 84th Texas
6 Legislature hereby recognize the International Franchise
7 Association for its service to the business community and extend to
8 the organization and its members sincere best wishes for continued
9 success; and, be it further

10 RESOLVED, That an official copy of this resolution be
11 prepared for the association as an expression of high regard by the
12 Texas House of Representatives.