



**CFA VOICE**

**March 1, 2023**

*The CFA VOICE is the monthly newsletter for Coalition of Franchisee Associations member franchisees. Representing OVER 46,000 franchisees owning over 122,000 franchises and employing over 2.7 million people, CFA is the Voice of the Franchisee.*

### **CFA IN THE NEWS**

On Feb. 28, the House and Senate reintroduced the Richard L. Trumka Protecting the Right to Organize Act of 2023 – better known as the “PRO Act.” The PRO act is a checklist of every pro-union provision franchisees have opposed over the last several decades, including:

- Institute “card check” which would force employees to sign union authorization cards in front of coworkers and union organizers.
- Require the use of the “ABC” test, which would reclassify many independent contractors as employees.
- Eliminate right-to-work protections for workers across the country.
- Jeopardize attorney-client confidentiality and make it harder for franchisees to secure legal advice on complex labor law matters.
- Allow for “micro-unions” to be formed within one franchised location.

While this bill has support in the democratically controlled senate and the White House, it is not likely to pass the U.S. House of Representatives.

### **LETTER FROM THE CHAIRMAN**

Dear CFA Members,

The CFA board recently met in person to focus on the CFA’s 2023 initiatives. Thank you to Mr. Robert Zarco of [Zarco, Einhorn & Salkowski](#), for hosting us once again at their beautiful offices in Miami, Florida.

We heard from several business partners who offer products and services that are beneficial to franchisees. You may want to see how they can be beneficial to your business:

- [Included Health](#)
- [Paradox](#)
- [Workstream](#)
- [Florida Power & Light](#)
- [Job Creators Network](#)
- [KNMarsh CPA](#)

## Are Credit Card Fees Killing Your Business?

Did you know that over [32 million small businesses](#) across the United States make up 64% of new jobs created and [generate 44% of the country's economic activity](#)? However, with inflation still up and post-pandemic supply-chain issues persisting, overhead costs are through the roof.

With the new Congress back in session, lawmakers should make supporting small businesses a priority this session, and the best way to do that is by passing the Credit Card Competition Act.

If you're asking yourself "How are credit card fees affecting inflation?" The answer is simple. Many small businesses and those with tight profit margins are forced to bake credit card processing fees into the price of their goods and services. This means swipe fees act as an inflation multiplier — higher prices result in higher swipe fees creating a vicious cycle of exceedingly expensive products.

In case you missed it and want to read more on what you can be doing as a business owner, read my recent [op-ed article](#) on this issue and understand what you can do to help stay in business.

## 2023 CFA Day Forum

Mark your calendars for June 19-22, as we are planning for CFA Day Forum in Washington, D.C.!

Attendees will receive updates on key legislative issues, hear from members of Congress and attend a closing Congressional Reception on Capitol Hill. Be on the lookout for hotel reservation and event registration details from CFA. We can't wait to see you in June!

## CFA's Efforts to Elevate Awareness

CFA members spent a great deal of time during our recent board meeting discussing ways in which we can elevate CFA's visibility within the franchise community as well as at the state and federal level within our government. With a commitment from its members for PAC donations as well as investing in our government relation efforts, we are confident the CFA will swiftly build upon its foundation of franchisee association leaders who are dedicated to fighting for and improving franchisee rights.

## We want to hear from you!

Our association is an opportunity for us to **share information**, to **collaborate** with one another and to **learn** from each other. I'd like to invite you to take advantage of your membership with the CFA to reach out and share information about your business, your experiences, your challenges, as well as your successes, regardless of your franchise brand. This is **your newsletter** – **your space** to read about what's of **interest to you** – and **your platform** to learn from and be advised on franchisee matters. **We encourage you to use it!**

I look forward to seeing more faces and sharing more knowledge with all our members.

Cheers,

John Motta  
CFA Chairman

### “Not Normal” Inflation Taking Its Toll on Small Business

Chairman of the House Committee on Small Business, Rep. Roger Williams, recently issued a statement slamming government policies he claims have increased inflation. Read more: [Small Business Trends](#)

### House Passes Three Small Business Bills With Bipartisan Support

The House recently passed three bills, each aimed at improving the small business economic climate. The three bills have been referred to the Senate Committee on Small Business and Entrepreneurship. Here are the details for the three bills, which in the House had bipartisan support.

Read more: [Small Business Trends](#)

### California’s Fast-Food Industry Faces Another Landmark Change

The restaurant industry’s largest union, the Service Employees International Union, designated passage of the Fast Food Corporate Franchisor Responsibility Act as a high priority. It described the bill as a “next pivotal step” in winning “respect and a stronger voice on the job” for fast-food workers.

Read more: [Restaurant Business Online](#)

## BUSINESS SMARTS

### Why Attitude Beats Aptitude When Hiring

Research suggests that an employee’s attitude, rather than their skill set, is the strongest indication of whether they’ll succeed at your company. Every organization has its own ideal employee attitude, but poor emotional intelligence and temperament, as well as resistance to learning, almost always signify a bad attitude.

Read more: [Business News Daily](#)

### Why Authenticity Matters in Content Marketing

As a franchise owner, you know that most of your success comes from one thing: relationships. Having successful relationships not only helps ensure prompt delivery, quality products and even lower costs from your vendors, but it is also key to increase sales. During each interaction with your customers, you are building a relationship based on trust, concern for their needs and their personal happiness.

Read more: [Franchise Wire](#)



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