



The CFA **VOICE**

November 4, 2022

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.

ASSOCIATION UPDATE

CFA Board Meeting Recap

The CFA board recently convened in sunny Orlando, Florida, for a two-day meeting, filled with business partner presentations and strategic conversations regarding future opportunities for the CFA. One of these is our recent partnership with the Critical Labor Coalition (CLC), a nonprofit organization based in the D.C. metropolitan area. The CLC was formed as a result of CFA Chairman, John Motta's leadership of the CFA and mission to find solutions to address the critical labor shortage that is impacting many franchisees and their businesses across the U.S.

We have many initiatives planned for 2023, including CFA Day and the CFA Legal Symposium. We are in the process of finalizing our 2023 calendar and will publish the calendar soon.

If you are interested in joining a task force or participating on a working committee, please reach out to me at amym@elevanta.com, and I'd be happy to speak with you about how you can get involved in the CFA and be part of making a difference in the franchisee community.

We appreciate your support!

Amy Mancuso
Association General Manager

CFA IN THE NEWS

CFA Joins the Coalition for America's Interest

Did you know that the deductibility of interest on your business loans is narrowing? As part of the Tax Cuts and Jobs Act (TCJA), the total amount of interest a business could deduct was limited to 30% of EBITDA. Starting in 2022, however, TCJA further limited the maximum interest deduction to 30% of EBIT. Consequently, franchisees are currently having their interest deduction limited solely based on their earnings before interest and taxes, without adding back their depreciation, amortization or depletion deductions.

CFA has joined the [Coalition for America's Interest](#), which is fighting to permanently and retroactively preserve the EBITDA-based limitation. Stay tuned for an alert asking congress to include this language in a year-end tax package, which would retroactively apply and extend the EBITDA limitation through 2025.

POLITICAL AND GOVERNMENT NEWS

Governor Newsom Signs AAFD Sponsored Fair Franchising Bill Into Law

California Governor Gavin Newsom signed AAFD sponsored AB-676 (Holden, D-Pasadena) into law. The signing of this legislation is a clear victory for fair franchising advocates. AB-676 is a technical and incremental update to the two existing California franchise laws, the California Franchise Investment Law (CFIL) and the California Franchise Relationship Act (CFRA).

Read more: [AAFD](#)

The Small Business Innovation Research Program Was Reauthorized: A Big Win for Innovation and Our Economy

Without much fanfare, Congress recently passed legislation reauthorizing the Small Business Innovation Research and Small Business Technology Transfer programs, and President Biden quickly signed it into law. The reauthorization of this critical program builds off important pieces of recent economic legislation like the Inflation Reduction Act, the Bipartisan Infrastructure Law and the American Rescue Plan. While many Americans, including small-business owners and entrepreneurs, may not be aware of either of these U.S. Small Business Administration efforts, their reauthorization is a big deal for innovation.

Read more: [Forbes](#)

Union Behind California's Fast-Food Wage Law Try to Derail Efforts to Overturn It

The California operations of Service Employees International Union, or SEIU, has accused an alliance of fast-food operators and their allies of lying to residents when soliciting signatures for a petition to let voters decide in 2024 if the Fast Act should take effect.

Read more: [Restaurant Business Online](#)

BUSINESS SMARTS

How To Be More Human at Work

How many days have you spent sitting still, staring at a screen, typing methodically and moving only to visit the kitchen and bathroom? Most professionals would say quite a few. Modern offices can lead to unhealthy workplace habits that aren't congruent with being more human. This way of operating, like robots that have been programmed, takes us far away from our primal, human selves and most of us don't realize it's happening.

Read more: [Forbes](#)

Earning Extra Money Every Month? Eight Next Steps to Improve Your Business

Naturally, the goal of any business leader is to achieve financial success. This can mean many things depending on the entrepreneur and their objectives, but it often starts with money left over at the end of every month. However, after achieving this goal, the issue then becomes what to do with the extra money.

Read more: [Forbes](#)

CFA MEMBER SPOTLIGHT:
Salon Owners Franchisee Association (SOFA)



www.salonownersfa.com

History: SOFA was incorporated in 2021 by a group of Regis franchisees in the SmartStyle and Cost Cutters salon brands seeking to create a community of owners with a common goal -- increase brand value and improve unit-level profitability.

Members: Since its founding, the SOFA Board of Directors has worked diligently to gain recognition and influence with the corporate brand. These efforts have become increasingly successful as SOFA now has “a seat at the table” in discussions on critical issues.

Did you know? SOFA membership is now open to franchisees in 21 of the 22 hair salon brands in the Regis portfolio.



Coalition of Franchisee Associations |
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