



# NEWSLETTER

DECEMBER 2016

ISSUE 1

VOLUME 1

## CONTACT US

1008 NW Galveston Avenue,  
Bend, OR 97701

GreaterOregonFOA@gmail.com

WWW.GOFOA.ORG

## UPCOMING EVENTS

HOLIDAY PARTY - DEC. 9TH

GENERAL MEMBER  
MEETING - JAN 19TH 2017

TRADE SHOW - APRIL 4TH

---

*"Your words and deeds  
must match if you  
expect members to trust  
in your leadership"*

---

## MESSAGE FROM THE PRESIDENT - NAEEM KHAN

I would like to personally thank each and every one of you who trusted and supported the Greater Oregon FOA these past six months. We have made a lot of progress in a very short time. First, and foremost, the Greater Oregon FOA was recognized and voted unanimously into the National Coalition of 7-Eleven Franchise Owners Association last month! Our FOA has also grown from 30 members, to 65 members making us the fastest growing FOA in the entire USA! I am also very excited about this first published newsletter! We will be publishing a newsletter every quarter to keep you all updated on our progress. I would also like and encourage all of you to share your thoughts, knowledge and any concerns through our newsletter. This is an open platform, and together we are stronger, so please, don't hesitate to submit any articles, questions, concerns to us every month as we publish this newsletter quarterly.

As you know, not all the FOA leaders can speak openly on your behalf at the National FOA meetings, nor voice your problems or concerns with SEI. I want to personally assure you, that we as your leaders will be your voice and will always speak up on your behalf. We understand all the challenges we all as franchisees face on a daily basis, and we will never hesitate to communicate any problems or concerns with SEI! This is what separates our FOA from many other FOA's. This is not about politics, or titles.

This is about us, as franchisees, and all of our futures. One of your board members, Bill Huffman is not only a member of our FOA, but a sitting member for NBLC, and

one of 18 members of Round Table, which Joe De Pinto sits on to discuss Franchisee issues! Bill is your direct voice to the CEO of SEI! Another of your board members, Tim Jewsbury is also a sitting member on NBLC for their maintenance team, who is always trying to find new ways to save us on maintenance expenses and how to improve the quality of our maintenance providers.

Ravinder Waraich and myself are part of ZLC, where we meet with our local zone leader and other FOA leaders to discuss our challenges and issues within the local areas to find solutions. Your board members of GOFOA will always strive to be in the best possible position to make sure your voices are heard. In today's business environment, we are faced with the challenges of rising minimum wage, employee retention and declining gross profits. Even more importantly, is our 2019 contract! These are only some of the reasons we have formed the Greater Oregon FOA.

I once again assure you that our team, your team, will work diligently on your behalf.

You are our priority, and we are your voice, we promise you will be heard with the National Coalition and with SEI! I want to thank each and every one of you again for your support, however, I ask for your consistent support today, tomorrow and onward to continue to strengthen our FOA.

We need your attendance and participation in our events (Holiday Party, Trade Show, Golf Tournament etc.) to help build and strengthen our business relationships with vendor partners as well as to grow our FOA memberships.

## GOFOA IN ACTION - WHAT HAVE WE BEEN DOING? - RAVINDER WARAICH

We would like to start by thanking our members for trusting in our team to take Greater Oregon FOA to next level. We joined Greater Oregon FOA in August 2016. We grew from few members to 66 members in the course of four months. It is the fastest growing FOA in the country.

We have been working tirelessly for our members. Our entire board have been very active and we have had full attendance at all of our board meetings that were held in Eugene in the last four months.

### **So what have we accomplished so far?**

**July:** Board met to figure out the direction of GOFOA and a strategic planning meeting

**August:** Board met and applied at NCASEF. Mohan Grewal and Rehan Ashraf flew to California to attend Zone Leadership meeting.

**September:** Board met to plan NCASEF attendance in North Carolina and planned Trade Show

**October:** Six of our board members flew to North Carolina to attend meeting and to ask for acceptance to become a recognized FOA of NCASEF. We were officially accepted at the National Coalition of Seven Eleven Franchisees Organization. Which means we get a seat at the table and we are officially board members of NCASEF now and can voice our opinions and vote in their annual elections.

**November:** Started prepping for Holiday party and finalized the date, and venue. Rehan and Ravinder met with the Kate Brown: Governor of Oregon to discuss the issues of small business owners. Ravinder and Naeem attended a ZLC meeting in Portland.

**December:** Holiday Party and planning for 2017

GOFOA is a nonprofit organization and we started with **\$0.00** in our bank account. As we all know it takes money, energy and time from the board to run a non-profit. We had to start from scratch. But where there is a will there is a way, even with no funds in our account, our board did not give up and focused on growing GOFOA. We put together a Holiday Party with only being in business for 4 months. That itself says a lot about the work and commitment of our board members.

We are currently working on 2017 Trade Show. You will get more information very soon. We will continue to bring you our progress in our quarterly newsletters.

**We have one policy in GOFOA: OPEN BOOK!!** Which means we are very **transparent**. Our books are open to all of our members. If you have any questions, please reach out to any one of us. **By open book we mean we are here to show you not only what our balance is but expenses too and by that we mean details of expenses including where it was spent, how much was spent, and why it was spent?** Oh and did we mention **NONE of our board members including Treasurer gets paid** to do the job. YUP!! you heard that right, it is our personal commitment for GOFOA and we thank the entire board that has been working nonstop every day to make GOFOA successful!

Happy Holidays and Happy New Year everyone!

## LEGISLATIVE UPDATE



Rehan and Ravinder met with Kate Brown, Governor of Oregon to discuss the issues small businesses are facing today. We will provide more update at our General Member Meeting on January 19th 2017. Stay tuned!!

---

*“Identify your problems but give your power and energy to solutions.”*

---



We are an efficient organization working as a team, strengthening franchisee profitability. Our mission is to represent, unify and strengthen the interests and profitability of franchisees. We are open minded and respect the views of others. We conduct the business with honesty, integrity and transparency. We are accountable for our actions and we work as a professional team.

# CEO Round-table - Bill Huffman

In 2016 the Franchisees brought many topics up. The 2019 contract has been brought up at every meeting this year, and there are several Roundtable members on the 2019 agreement advisory committee. Other issues brought up were expanding the scope of the GIS ( low volume store) qualification from 200k to 230k GP dollars. This issue was not successful, but it will be reviewed in 2017. We have questioned the quality and integrity of the equipment SEI buys. We discussed many issues with McLane – miss-picks, water maximum quantities, order window, and the snuff return program. We talked about the 7 day return policy on pin pads, and that policy has been upgraded to a 30 day return window. We asked for, and are receiving, POP to announce the expanded assortment that ETA has accomplished. We asked for verification of the effect hand stacking candy has on sales, and we received a study that seems to support hand stacking. We talked a lot about guided replenishment. One of our asks was to have a “Auto Approve” function. This feature should happen in the first quarter of 2017. Many Franchisees on the roundtable asked that this program be expanded to more categories. We welcome your thoughts.

## BOARD MEMBERS

**Naeem Khan, President**

**503-516-3483**

**Ravinder Waraich, VP, North**

**503-984-1398**

**Bill Huffman, VP, South**

**541-290-0331**

**Tim Jewsbury, Treasurer**

**541-639-5122**

**Rehan Ashraf, Secretary**

**503-317-1195**

**Susie Ho, Board Member**

**503-997-4559**

**Mohan Grewal, Board Member**

**503-866-3969**

**Mandeep Sagar, Board Member**

**503-442-0397**

**Mo Avishan, Board Member**

**503-473-5316**

**Mike McClellan, Board Member**

**971-563-3155**

**Yasin Muhammad, Board Member**

**503-515-1428**

## NBLC UPDATE - TIM JEWSBURY

The NBLC (National Business Leadership Council) is an organized group of franchisees and corporate leadership brought together to collaborate, build better solutions and develop co-prosperity. I have been asked to join the Maintenance Committee which continues to be a pain point for many of us.

Our Mission and committee strongly believes that "Transparency + Communication = Trust".

We have been actively working on two pilots, Florida Fixed Fee Pilot, and Texas Digital PM Pilot.

The Florida fixed fee pilot basically is a "one call fixes all" pilot and is being tested in one market, and since the start, this market has seen a 60% increase in calls compared to the rest of their zone. Imagine, no more worries as to whether or not the maintenance in the store is a contract, or non-contract charge. One call fixes all! The top three issues being called in are damaged sinks, clogged toilets and vault door gasket replacement. We are diligently working on a fee that is fair to both franchisees and Vixxo should one chose this option. Currently this test market is paying \$199 monthly, but based on the current pilot study, it most likely will be higher.

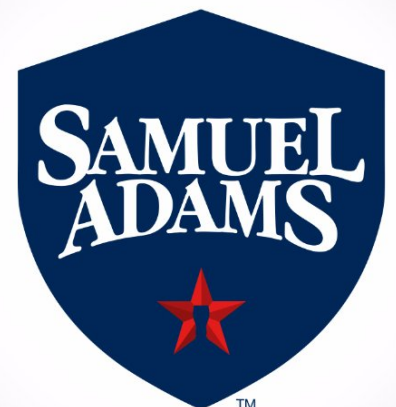
The Texas digital PM (preventative maintenance) pilot is tablet based technology with email notifications and work invoices for franchisees. The scheduled PM appointment will be placed one month in advance, and a reminder will be communicated a week prior to the PM. Each piece of equipment has a specific estimated time it should take for a complete PM. The work and issues found during the PM, will be captured and recorded digitally on a tablet. During this pilot, 923 PM's were completed, and 95% hit their scheduled ETA's. Additionally, our committee has introduced the New Maintenance Escalation Process, this is for any unresolved maintenance issues that you don't feel have been taken care of to your satisfaction or not completed in a timely fashion. Contact the 7-Eleven Maintenance Escalation Desk for our zone at (866) 712-6109. (To date this New process and phone number is severely under used).



### WHAT IS CEO ROUNDTABLE?

The CEO Roundtable, consisting of 14 Franchisees from operations in the United States, meets 3 times per year with Joe De Pinto and his executive staff. The CEO Roundtable decides what the National Business Leadership Council (NBLC) work stream is, and brings system wide obstacles to the Executive Teams attention. Remember, this forum is to bring up system wide issues that affect Franchisees. If you have an issue that you think needs to be brought up to our CEO, contact Bill Huffman.

THANK YOU TO OUR SPONSORS!



---

*"Only by GIVING  
are you able to receive  
MORE than you  
already have."  
- Jim Rohn*

---

We appreciate our sponsors. Above we have listed some of our corporate sponsors, with still so many others to thank. Together we are all helping to make a difference. Thank you.

SERVING FRANCHISEES IN OREGON AND SW WASHINGTON  
MEMBER OF NATIONAL COALITION OF 7-ELEVEN FRANCHISEES