



SPECIAL FOCUS: CELEBRATING FRANCHISING EXCELLENCE

Every minute of every day, Canadians are doing business with franchises. From St. John's to Victoria, and everywhere in between, interacting with the franchise model has become par for the course in daily Canadian life. The 2018 CFA Awards of Excellence in Franchising, Franchisees' Choice Designation, CFA Recognition Awards, and Membership Milestones, are given to franchises that have not only helped their franchisees achieve their goals, but have also served as critical drivers of what has become one of Canada's largest industries.

Since 1992, the Canadian Franchise Association has recognized the very best Canada's more than 75,000 franchise units have to offer at the CFA National Convention's Gala Awards. Celebrating excellence in franchising, the CFA awards the achievements of brands that excel in the delivery of exceptional service to their customers and support for their franchisees, as voted by their peers. These brands have been vital to the success of the industry with outstanding growth, development, and franchisee success over the past year.

What follows on the pages ahead is a closer look at this year's award winners, and how they've achieved high levels of franchising excellence.

SYMPOSIUM

The logo for Symposium CAFE features the word "SYMPOSIUM" in a large, black, serif font. Below it, the word "CAFE" is written in a smaller, white, sans-serif font on a black ribbon that curves under the main text.

RESTAURANT & LOUNGE

FRANCHISE OF THE YEAR

Symposium is proud to again be honoured with the
Award of Excellence Grand Prize



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Let's Talk Success

Contact Al Davis

416-449-3611

info@symposiumcafe.com



SYMPOSIUM



RESTAURANT & LOUNGE

FRANCHISEES' CHOICE

To our Franchisees for their dedication to the Symposium brand and for voting us



THANK YOU!

FRANCHISE OPPORTUNITIES AVAILABLE FOR 2018 & 2019





Driverseat has experienced significant growth. The unit economics have never been so strong, lead by incredible growth in the corporate site in Kitchener. A full launch of the Driverseat Shuttle offering has proven to open up several new revenue streams, positioning Driverseat as the industry leader in specialized transportation services.

Driverseat has been leading the industry in Chauffeur services (where they drive your car for you). They are now taking the Shuttle market by storm with their innovative and care-based approach to transportation. Driverseat President and co-founder, Luke Bazely, likes to refer to their market as “All of the space between taxis, limos and bus companies where a ‘white glove’ approach is needed”. Their consumer based business is strong, and is now paired with a significant opportunity in the B2B space. Driverseat customizes their services and contracts with their B2B partners to suit the needs of the business.

While most clients or companies know they need transportation, they don't always know how best to utilize it to create the most efficiency. Driverseat specializes in the optimization of the transportation plan to ensure the client is getting the most value. This is critically important when working with employers who need their employees shuttled to work, as the annual cost can be significant. Driverseat's value proposition ensures that the client is maximizing that spend, optimizing shift schedules and utilizing the service in its most efficient way.

Investment Information

Franchise Fee - \$21,000
Royalty - \$419 Flat Fee
Total Investment - \$35k to \$38k

www.driverseatinc.com/franchise
1-855-374-8390
franchise@driverseatinc.com

The New Direction

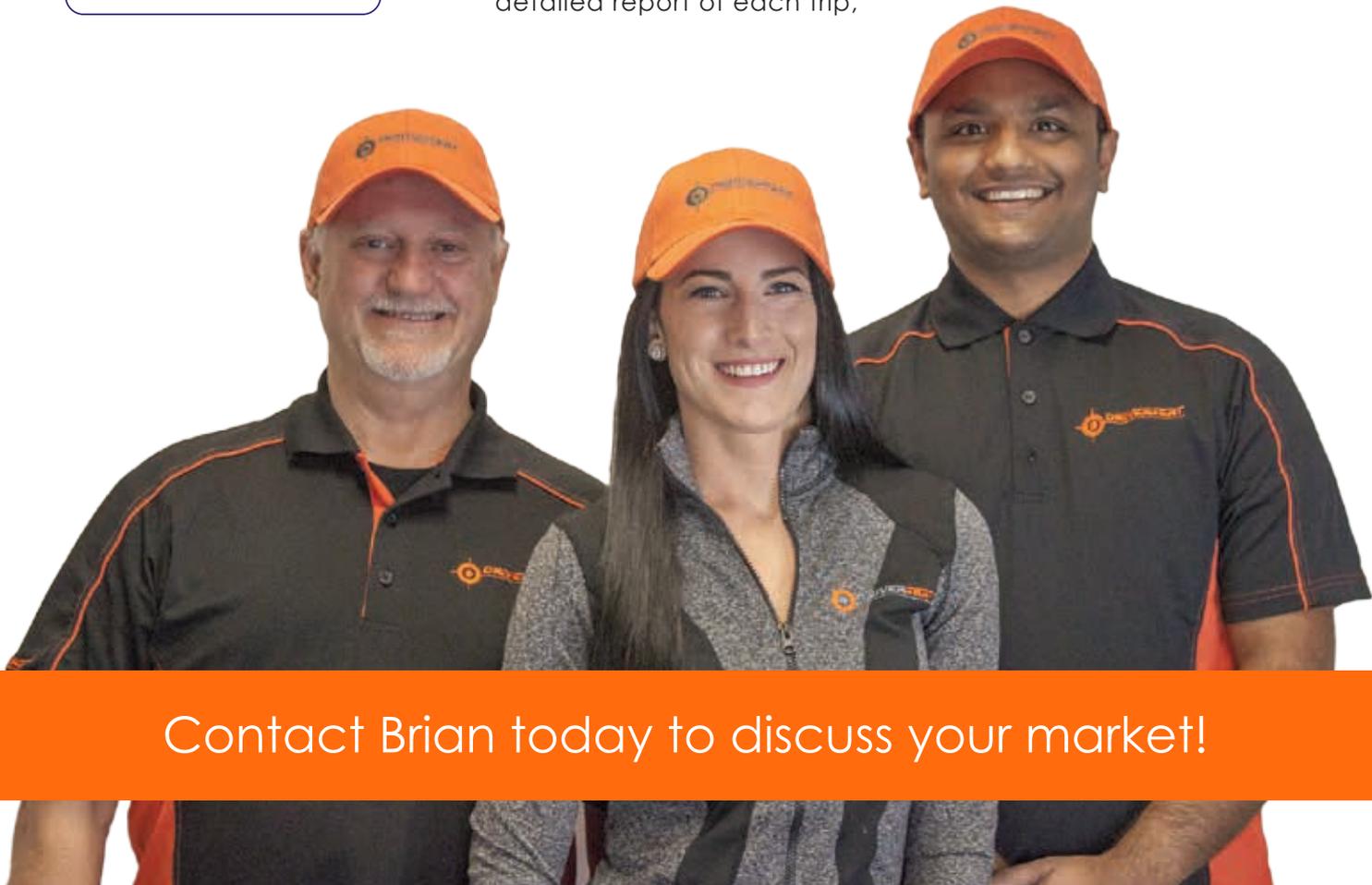
Diverseat was designed as a Chauffeur service, and co-founders Brian and Luke Bazely predicted the need for full Shuttle services from the start. 2018 marks an important milestone for the franchise system, as they have officially launched the Shuttle services and have begun the process of training existing franchise partners in how to operate that business. With significant success in the corporate site, the franchise locations are experiencing very early success, with a targeted approach to marketing and building corporate contracts.



Technology Continues to Enable Growth

Diverseat not only developed a state-of-the-art mobile app for their clients to reserve a ride, but they also employ a back-end software package that manages and controls all aspects of the business. Franchisees can see, in real time, where every Coachman (driver) is, what their status is, and what trips have been reserved. They can also see a detailed report of each trip,

, identifying speed, route taken, hard acceleration, hard deceleration, and any time the Coachman was handling their mobile phone. This technology has enabled Franchisees to identify potential issues, coaching opportunities, and successes. It has also proven to change driving behaviour at all levels in the organization.



Contact Brian today to discuss your market!

5th
YEAR
RUNNING!



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40

YEARS OF DELICIOUS TRADITIONS

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*Jackie Raymond & Donna Bilodeau
FASTSIGNS of Windsor, ON*



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2018 FRANCHISEES' CHOICE

The Canadian Franchise Association Announces
the 2018 Franchisees' Choice Designees

What do the franchise systems featured on the following pages have in common? While they are all unique concepts and operate in a variety of business sectors and industries, these franchises have the distinction of being named as Franchisees' Choice designees, receiving high rankings from their franchisees.

The Franchisees' Choice designees are CFA member franchise systems who voluntarily took part in an independently-administered survey. Their franchisees were asked to rate the franchisor in key areas of the franchise business model, including leadership; business planning and marketing; training and support; ongoing operations; and the relationship between the franchisor and franchisee.

"The true strength of a franchise system lies in the mutually-rewarding relationship between a franchisor and its franchisees," says John DeHart, Chair of the CFA Board of Directors. "Being a Franchisees' Choice designee is a high honour because the high rankings in franchisee satisfaction come directly from the franchisees themselves."

In the due diligence process of investigating a franchise opportunity, speaking with existing franchisees about the opportunity being explored is essential. For prospective franchisees, the Franchisees' Choice designation identifies that a franchise brand has received solid endorsement and ratings from its franchisees in areas such as:

- Franchisee selection process
- Franchise information package
- Leadership
- Training and support
- Operations and improvements
- Franchisor-franchisee relations

Regardless of any awards or recognitions a franchise system may receive, CFA and *Franchise Canada* strongly recommend that prospective franchisees conduct thorough due diligence to help ensure that a franchise is the right fit for them.

Find out more about the Franchisees' Choice designation and this year's recipients at www.FranchiseesChoice.ca.



THE FRANCHISEES' CHOICE LOGO

Franchisees' Choice winners receive a special logo to identify them as having achieved high rankings in franchisee satisfaction. As you explore franchise opportunities as part of your due diligence process, be on the lookout for this logo to discover the franchise systems that have been recognized for placing an emphasis on building first-class relationships with their franchisees.



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SPECIAL FRANCHISE FOCUS



The 2018 Franchisees' Choice Designees are:

(in alphabetical order)



THANK YOU
You're the best
Thanks a lot

THANKX

MERCI

Shout out
YOU ROCK
Cheers

Many thanks to our amazing
Franchisees!

Mary Brown's Wins Canadian Franchise Association's
Franchisees' Choice Award 8 Years Consecutively.

Cheers
Shout out
Very kind

You rock
Grateful

Much appreciated

GRACIAS



Gracias
MERC
THANKS

Very kind

Thank you

You're the best *Merci*

Mary Brown's is proud to be among the 2% of CFA members who have won the Franchisees' Choice Award 8 years in a row!

franchising@marybrowns.com



SPECIAL FRANCHISE FOCUS

Celebrating an Ongoing Commitment to Franchise Excellence

A number of franchises have earned the Franchisees' Choice Designation multiple years in a row, demonstrating an ongoing commitment to franchise excellence and strong franchisor-franchisee relations. In recognition of their achievement, CFA has created special logos that these franchise systems can use to display their consistently high scores from their franchisees.

The 2018 Franchisees' Choice eight-Year Designees Are:



The 2018 Franchisees' Choice Seven-Year Designees Are:



The 2018 Franchisees' Choice Six-Year Designees Are:



The 2018 Franchisees' Choice Five-Year Designees Are:



Learn more about these companies at www.franchiseeschoice.ca.

THANK YOU TO OUR FRANCHISEES



**WE APPRECIATE OUR WHITE SPOT &
TRIPLE O'S FRANCHISE COMMUNITY
FOR YOUR CONTINUED SUPPORT IN
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Together we take pride in being able to serve guests of all ages great tasting, quality meals for breakfast, lunch and dinner throughout BC and Alberta. We wouldn't be where we are today without our dedicated franchise community. Thank you, we look forward to many more years.

If you're interested in being part of a legend, contact: Karen Dosen
604.326.6701 or karend@whitespot.ca



**WE'RE HONoured TO HAVE RECEIVED
RECOGNITION FOR BOTH OUR BRANDS.**





Awards of Excellence

The highest standard of excellence in Canada, the CFA Awards of Excellence, recognizes franchise brands who've demonstrated superior franchise relations, leadership, business planning, marketing, training and support, ongoing operations, and communications in the Traditional Franchises and Non-Traditional Franchises categories.



**GRAND PRIZE WINNER
TRADITIONAL FRANCHISE**
Symposium Cafe



The team from Symposium Cafe celebrates winning the Grand Prize for Traditional Franchises for the second year in a row.

**GRAND PRIZE WINNER
NON-TRADITIONAL FRANCHISE**
Little Kickers



Little Kickers takes home the Grand Prize for Non-Traditional Franchises.

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SPECIAL FRANCHISE FOCUS

TRADITIONAL FRANCHISES 6-15 FRANCHISEES

GOLD

Lice Squad.com

SILVER

Inspiration Learning Center

BRONZE

THE TEN SPOT Beauty Bars

TRADITIONAL FRANCHISES 16-29 FRANCHISEES

GOLD

Symposium Cafe

SILVER

Scholars Education Centre

BRONZE

White Spot Restaurants

TRADITIONAL FRANCHISES 30-99 FRANCHISEES

GOLD

Triple O's

SILVER

UCMAS Math Mental Schools

BRONZE

Speedpro Signs, Wendy's Restaurants of Canada

TRADITIONAL FRANCHISES 100+ FRANCHISEES

GOLD

Pizza Nova

SILVER

A&W Food Services of Canada

BRONZE

Boston Pizza International



Lice Squad.com franchisees with CEO and Founder Dawn Mucci (far right)



Val Bilotta-Potter and Al Davis, Symposium Café



Warren Erhart, Triple O's



Pizza Nova celebrates winning gold

NON-TRADITIONAL FRANCHISES 6-15 FRANCHISEES

GOLD

Wise Cracks

SILVER

Par-T-Perfect Party Planners

BRONZE

Heart to Home Meals

NON-TRADITIONAL FRANCHISES 16-29 FRANCHISEES

GOLD

Little Kickers

SILVER

Restoration 1

BRONZE

TWO MEN AND A TRUCK - Canada

NON-TRADITIONAL FRANCHISES 30+ FRANCHISEES

GOLD

Paul Davis Restoration Inc.

SILVER

Alair Homes

BRONZE

Home Instead Senior Care

For more information:
www.awardsprogram.ca



Andrea Mackey, Wise Cracks



Frank Stanschus, Little Kickers



The team from Paul Davis Restoration



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www.franchise.scholarscanada.com



SPECIAL FRANCHISE FOCUS



Recognition Awards

The CFA's Recognition Awards celebrate individuals and franchise systems for their outstanding achievements, contributions, and philanthropic endeavours to the franchise community. New this year, the CFA introduced the Diversity & Inclusion Champion Award.



Recognizes a company or individual for extraordinary leadership and contribution towards improving and promoting diversity and inclusion within their workplace and the franchise community in Canada.



Presented in recognition of outstanding performance over a significant length of time. Systems that receive this award will generally have a high brand recognition either regionally or nationally and are recognized for their solid business performance.



Recognizes exceptional achievement and contribution to the Canadian Franchise Industry and the community at large through demonstrated excellence throughout one's lifetime and career in franchising.



Given to a franchise that has exhibited genuine and ongoing philanthropic concern for a community or social service group(s). This is illustrated through their dedicated continued financial support and the impact both upon those served in the community and within the corporate culture of the franchise system.



Given to an individual who exemplifies the spirit of franchising through their volunteer activities and work as an ambassador for franchising and the Canadian Franchise Association.



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IMPACT
IN YOUR
COMMUNITY**

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The Lunch Lady

Ruthie Burd

The Lunch Lady Group

Born out of a necessity to balance her career with the needs of her son, who is on the Autism Spectrum, Ruthie Burd launched the Lunch Lady in 1993. Since then, it has evolved into a thriving franchise business, serving good food in over 140 communities. Along the way, she has been on a mission to create a more diverse and inclusive community.

Apart from a commitment to healthier choices, she developed options for students with allergies, food sensitivities, and cultural preferences who were usually left out on treat days. She then turned her attention to schools who could not afford Lunch Lady, joining first with the charity Breakfast for Learning to fund not-for-profit food programs in at-risk communities, and more recently creating the Lunch Lady Foundation to provide operational support for these types of programs.

But there are other forms of inclusion. A business designed by one mom for other moms, the Lunch Lady adapted itself to make room for male franchisees and has harnessed the ideas and enthusiasm of new Canadians to move the brand forward. Believing that a good workplace has a spot for everyone, Burd's recent involvement with initiatives like the Disability Confident Employer Program will hopefully challenge stereotypes about what people with special needs are capable of and make us re-examine our ideas about work.

Through her philanthropic efforts and relentless dedication to ensure "everyone wins," Burd and her franchise system are feeding the hope for a better tomorrow.



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SPECIAL FRANCHISE FOCUS



Kumon Canada Inc.

One father's love for his son gave birth to the Kumon Method of learning. It all began in 1954 when Takeshi Kumon came home from school with poor math test results. To help his son succeed, Toru Kumon, a high school math teacher, began creating math worksheets for his son to practice daily. Soon after his son's success, he started inviting neighbourhood children to practice with the worksheets too.

As a result of the children's academic growth and development, Toru Kumon opened the first Kumon centre in Osaka, Japan in 1955, and later established the Kumon Institute of Education in 1958.

This year marks Kumon's 60th year of offering learning opportunities in 50 countries around the world with 24,700 locations and 4.3 million enrolments. Canada alone boasts 347 locations with more than 82,000 enrolments.

On this same trajectory towards nurturing the minds of children, Kumon has partnered with organizations like the Japan Integration Cooperation Agency and Bangladesh Rural Advancement Committee to provide the Kumon Method in elementary schools for children from underprivileged families.

As one of the fastest-growing brands in Canada, Kumon has become one of the most formidable franchises in Canada and around the world.



Kumon

From left to right: David Tsai, Catherine Chiang, Lisa Atkinson, Ross Story



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**Randy Moore,
Mister Transmission**

Ellie and Randy Moore

Randy Moore, Mister Transmission

Randy Moore is a true pioneer in Canadian franchising, having risen through the ranks at Mister Transmission, a widely recognized Canadian brand that offers the best in transmission and driveline repairs.

Rising from Store Manager in 1977 to President and CEO, Moore has played an instrumental role in the company’s growth from a single store in Richmond Hill, Ontario in 1963, to more than 60 locations across the country. Today, Mister Transmission’s iconic brand and famous jingle “Hey Mister, you’re a friend of mine” has won the hearts and minds of Canadians, who trust the brand to deliver the latest in technology and premium customer care.

Yet, what makes Moore truly remarkable can’t simply be measured by his franchise success. Rather, it’s his unwavering commitment to leading, mentoring, and supporting not only Mister Transmission franchisees, but other automotive businesses. As Past President of the Automotive Industries Association and an active CFA member, speaker, and mentor, he continues to share his expertise to foster excellence in franchising.

Over his 40 year career, Moore has been a true leader and inspiration in the franchise community.



Our Franchisees Have Spoken!

2018 FRANCHISEES' CHOICE DESIGNEE



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Thank you for rating us highly for our leadership, business planning and marketing, training and support, ongoing operations, and the relationship between the franchisor and franchisee.

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SPECIAL FRANCHISE FOCUS



BioPed

Peter Scully with BioPed Ottawa franchisees

BioPed Franchising Inc.

Since 2010, BioPed's GoodyTwoShoes Foundation has been donating shoes for those in need. Initially partnering with the Salvation Army, BioPed was looking for a way to do more. So, in 2015, they connected with Soles4Souls.

Since then, BioPed's 50 franchise clinics have collected 163,000 pairs of used shoes for micro-enterprise programs in developing countries with the aim of giving the gift of better foot health to thousands of underprivileged people. The economic impact of a recent distribution trip to Haiti is estimated at \$2.1-million thus far.

While pushing the motto: "we (the franchisor) own the brand, you (our franchisee) own your neighborhood," BioPed was looking for a way to engage their franchisees to integrate the brand within their local communities. The Soles4Souls program empowers clinics to reach out to their communities, and build their personal brand, while helping those in need.

As you can imagine, collecting, storing and moving garbage bags full of used shoes is a challenge! Luckily, they've had tremendous support from staff, franchisees, clients, and local community members. The Soles4Souls program has become an integral part of the BioPed marketing program and has engaged the clinics, their communities, and their partners. The passion for this program keeps growing with the goal of collecting 1-million pairs of shoes.

Specializing in more than just custom orthotics, BioPed Footcare is committed to building communities. Their franchisees not only experience the benefits of giving back, they create opportunities for meaningful employment. Through their commitment to giving back, BioPed and its franchisees have created an inspirational trail of footprints for other franchisors to follow.

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Members of the CFA Changing Workplaces Taskforce

From left to right: Peter Snell, Gowling WLG; John Wissent; Larry Weinberg, Cassels, Brock & Blackwell LLP; and Matthew Badrov, Sherrard Kuzz LLP

The CFA Changing Workplaces Task Force

With potential changes to Ontario’s labour laws posing a critical threat to franchising in the province, the CFA’s ability to advocate for franchisors and franchisees on this issue would not have been possible without the dedicated volunteers who made up the CFA Changing Workplaces Task Force.

Formed in November 2015, the Task Force worked tirelessly to ensure that the government did not adopt recommendations for a joint-employer designation for franchisors, which would have destroyed the franchise business model in Canada.

Over a two-year period, Task Force members contributed their expertise and understanding of the issue at stake to help the CFA prepare written submissions to government, as well as Tool Kits for our members and their franchisees to help them get involved.

Task Force members also participated in our Franchise Awareness Day at Queen’s Park in 2017, meeting face-to-face with politicians to educate them about the benefits of franchising and the unique franchisor-franchisee relationship. Finally, they helped us mobilize franchisors and franchisees to e-mail their local government representatives about joint-employer.

As a result of these efforts, joint-employer was not included in Ontario’s new labour legislation, and franchisors were not singled out in any of the amendments.

When critical issues like this arise, we rely on our volunteers to step up to the plate and mobilize our advocacy efforts. Each member of the Changing Workplaces Task Force went above and beyond to help us fight against joint-employer and we thank them for their dedicated and diligent service.

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SPECIAL FRANCHISE FOCUS



Membership Milestones

Every time a franchise joins and renews their CFA membership, they amplify the voice of the collective. They commit to excellence in franchising. And they help the CFA represent more than 700 brands from coast to coast as the authoritative voice of franchising. Membership milestone achievements honour members for their ongoing commitment to the CFA's pursuit of strengthening franchising in Canada. Congratulations and thank you to the following members, who are celebrating membership milestones in 2018.

30 YEAR MILESTONES

- McMillan LLP
- TBC Corporation

25 YEAR MILESTONES

- A&W Food Services of Canada
- CARA Operations Limited
- Expedia CruiseShipCenters
- Mandarin Restaurant Franchise Corporation
- Oxford Learning Centres, Inc.

15 YEAR MILESTONES

- Snap-On Tools of Canada Ltd
- Tim Hortons
- White Spot Restaurants

20 YEAR MILESTONES

- As You Like It Marketing & Communications Inc.
- Chem-Dry Canada
- Kumon Canada Inc.
- Morrison Brown Sosnovitch LLP
- Nutrition House Canada Inc.

15 YEAR MILESTONES

- Global Pet Foods L.P.
- Minuteman Press International, Inc.
- Par-T-Perfect Party Planners Inc.
- Pizzaville Inc.
- Sunset Grill Restaurants Ltd.
- The Lunch Lady Group Inc.



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& COUNTING!**

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IS THE TIME TO
GET ON BOARD!

Why Quesada? It's easy!

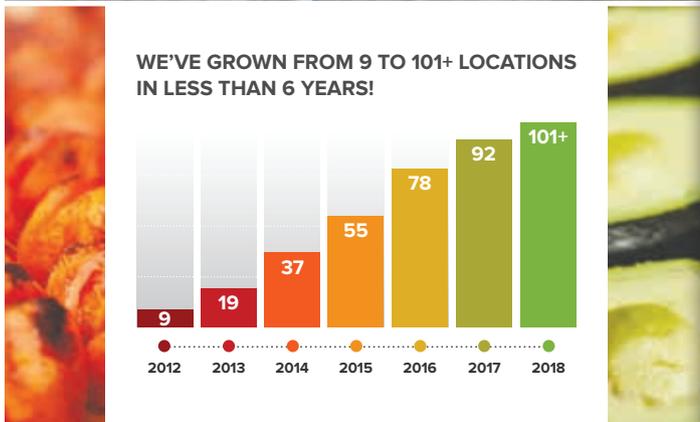
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10 YEAR MILESTONES

- Aradia Fitness
- Beaners Fun Cuts for Kids
- Chairman's Brands Corp
- Chase Merchant Services
- Claude J Pellan
- COBS Bread
- Color Glo Canada Inc.
- DRUXY'S Famous Deli
- Fix Auto
- Hallmark Cards, Inc.
- Instant Imprints
- Liquid Capital Canada Corp.
- MTY Group
- National Bank of Canada
- PuroClean
- Smitty's Canada Limited
- Tutor Doctor

5 YEAR MILESTONES

- Above Grade Level
- Academy of Learning Career College
- Alair Homes
- Anago Cleaning Systems
- Chronic Tacos
- Dickinson Wright LLP
- Dogtopia
- Driverseat Inc.
- Fast Fix Jewelry and Watch Repairs
- Fat Bastard Burrito Co
- Fezcan Enterprises Inc.
- Firehouse Subs
- FirstService Brands Inc.
- Fuller Landau LLP
- Ledgers Canada
- Massage Experts
- MELTwich Food Co.
- Metropolitan Movers
- Obsidian Group

- Organization Dynamics
- Pacini
- Pizza Hotline
- Plave Koch PLC
- Press'd The Sandwich Company
- Reshift Media Inc
- Sculpture Hospitality
- Spotless Dry Cleaners Intl
- Spray-Net Inc.
- Sutton Group
- Targeted Accounting Inc.
- TaxAssist Accountants
- The Resume Hut
- THE TEN SPOT Beauty Bars
- Welch LLP
- Western Ag Global

Business is (baby) booming!

There are now more seniors than children in Canada.*

Own your own franchise delivering frozen meals to seniors.

- Proven growth opportunity
- \$0 royalty and \$0 ad fund
- Limited territories remaining in Ontario, Manitoba and Nova Scotia

For more information call,
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HeartToHomeMealsFranchise.ca

*Source: Statistics Canada, 2016 Census of Population



Mark Your Calendar for the 2019 CFA Awards!

If you're a franchisor or franchisee, you should participate in the 2019 CFA Awards Program. Entry is free and exclusive to members of the CFA. New this year, we'll be awarding our first-ever Franchisee of the Year Award to shine a spotlight on top-performing franchisees.

Here are 5 reasons you should take advantage of this exclusive member benefit and enter for 2019:

- **Bragging rights** – if you're a finalist, you can let everyone know you're an award-winning franchisor or franchisee
- **National media coverage** – all winners are included in a nationwide media release distributed by the CFA, and featured in *Franchise Canada Magazine* editorial
- **Recognition at the CFA National Convention** – finalists will be recognized in front of their industry peers during a prestigious awards dinner at the CFA's annual conference, taking place April 7-9, 2019 in Niagara Falls
- **We make it easy for you to spread the word** – all winners can use the award logo to promote their achievement, plus a press release template that can be easily shared and adapted for your own promotion
- **Valuable feedback** – participants can order a Benchmarking Report to gain critical insights into what you could be doing better

Stay tuned to www.awardsprogram.ca for more information. Entry information and important dates and deadlines will be announced soon.

The Paul Davis logo features a central circular emblem with icons for Water, Fire, Storm, and Mould, with '24/7' in the center. The background shows a globe with a lightning bolt. The text 'PAUL DAVIS' is in large, bold letters, with 'RECOVER • RECONSTRUCT • RESTORE' below it.

PAUL DAVIS
RECOVER • RECONSTRUCT • RESTORE

Contact us today to learn how you can be a part of our World Class, Award Winning franchise program at www.pauldavis.ca

Thank you to all our dedicated, passionate franchisees for helping Paul Davis live our Core Values everyday and awarding us the 2018 CFA Franchise Choice Designation and winning the 2018 CFA Award of Excellence – Gold Medal in our Non-Traditional Category. We are honoured and privileged to have such great people to work with as we bring our customers lives back to normal after a disaster.



This accomplishment is earned by achieving the highest ratings in Franchisee satisfaction across all franchise brand concepts in our category throughout Canada, which shows why Paul Davis Restoration is one of the best franchise opportunities in all of Canada.

This Is No Time For Second Best®

