

Newsletter

4th Quarter - 2009



f.c. dadson

A New Look, an Improved Newsletter

F.C. Dadson always strives to be an asset to its network of clients, colleagues, vendors and friends that we've built throughout the years. This philosophy goes beyond our products and services to include everything we do –including this newsletter. Wanting to offer an educational and entertaining reading experience in every issue, we have decided to scale back from a monthly release and transition into a quarterly newsletter in order to give staff some more time in between issues to create an informative, enjoyable edition with beneficial take-aways for you.

Starting with this October issue, you can expect our newsletter in your inbox every January, April, July and October. In the time between issues you can always visit our website, blog, Facebook and Twitter pages for the most up-to-date news on F.C. Dadson.

Thanks so much for your continued support of our humble newsletter and we look forward to delivering bigger and better reading experiences in the future.

- Liz Sachse

Contact Us

F.C. Dadson SIB, LLC
N1043 Craftsmen Dr.
Greenville, WI 54942

P: (800)728-0338
E: info@fcdadson.com

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Up Close & Personnel:

FCD's Larry Myer Urges Congress to Consider Small Business in Healthcare Debate

By Liz Sachse

On September 14 and 15, F.C. Dadson's Larry Myer joined 450 franchise leaders from around the country in Washington D.C. for the International Franchise Association's Public Affairs Conference to urge Congress to consider the impact of healthcare reform on small and franchise businesses.

"Not only are many of my clients smaller-sized businesses, but F.C. Dadson itself is a small, growing company," said Myer. "I went to represent my interests and those of F.C. Dadson's customers and employees too."

"We urged congressional leaders to focus on reducing the cost of healthcare, improving the quality of care and making health insurance more affordable for businesses to offer to employees," continued Myer. "While healthcare reform is important, now is not the time for substantial new increases in healthcare costs. More consideration for small businesses in the healthcare debate is critical to the future of the franchise industry."

In addition to healthcare, financing and lending were also at the forefront of discussions. "Financing options for potential franchisees have become slim over the last year or so," said Myer. "While there have been signs of recent thawing in small business lending, there is still more to be done to help qualified franchisees open new businesses and create jobs in their communities."



The Take-Away:

4 Common Mistakes to Avoid During Kiosk Deployment

By Marie VanDrisse & Liz Sachse

Opening a kiosk takes a lot of work. With the investment involved to get from "site selection" to ready for business, it's very tempting for new kiosk owners to cut corners to try and save some time and money. Occasionally owners do just that and their efforts end up costing them *more* in the long run. Not wanting you to suffer a similar fate, we compiled a list of 4 common mistakes owners make during deployment and tips to help you avoid them.



1) Failing to thoroughly review proposals to verify what is actually included.

When comparing proposals from multiple kiosk vendors, it's important to look at more than just the grand totals. Sure, each proposal is for the same project, but what's included can vary as widely as the companies that submit them. Two common things that are included by some (and excluded by others) are shipping and installation. Certain companies may also include additional services such as submittal and permitting assistance, site preparation and utility work that may bring the cost up but add value to their programs. Without a thorough review, you may think you're getting the greatest deal, but actually end up passing on the best program for your needs.

2) Using an experienced build out team to save money.

It's so easy to ask a carpenter relative or friend to help with kiosk build out. After all, kiosks don't look *that* hard to build and it could save a few bucks, right? Wrong. While it may seem pretty straight-forward, there are a lot of rules, codes and people involved in just one build out project. First, there is the mall with its requirements and design and construction guidelines. Then there are city building codes and permits to address. Reputable kiosk companies and contractors have experience working with malls and building departments. Not only will they ensure all your bases are covered and that your design and layout are up to code, often they will do a lot of the legwork for you, freeing up your time to promote your new business.

3) Skipping the prototype phase and going directly to full-scale roll out.

There are generally two main reasons owners opt not to build and test prototype kiosks: time and money. But there are two main reasons why they should: time and money. By taking the extra time upfront (14 to 16 weeks to launch as opposed to 8 to 12 weeks) and adding a little to the budget, kiosk owners can avoid having to make costly changes later should the design not work out.

If you decide to incorporate a prototype into your kiosk deployment plans, here are two bits of advice to help you achieve prototyping success:

- Have your equipment shipped to your kiosk manufacturer rather than directly to the site. They can set up the complete kiosk in their facility for a walk-through where any major issues can be identified and dealt with before the kiosk even leaves the shop.
- Once your prototype is open and operating, you'll have the opportunity to test your design and concept within an actual market. Of course you'll want to pay attention to your customers' reactions to and interactions with your kiosk, but don't forget about your employees. Observe them, as well, to ensure the functionality of your design and layout.



4) Not doing proper due diligence during site selection.

Selecting a location for a kiosk generally involves looking at a lot of bare floor space. It's all too easy to get excited about the site's location within the mall, the foot traffic numbers and your future neighbors, but don't let that initial excitement keep you from doing your homework before signing the lease.

One common –and costly– oversight made by anxious kiosk owners is the existing utility placement within the space. Depending on what type of business was previously there, the utilities may not be located where you need them to be. Uncovering this information is ultimately your responsibility. Some malls may provide it for you, but not all of them will. In knowing what site preparation work needs to be done, you can sometimes negotiate these improvements into your lease agreement. But at the very least, you will be able to select the best possible site for your kiosk and create a more realistic budget for your project.

Make the Effort & Reap the Benefits

Opening a kiosk is a big investment and it pays to make the effort to do it right. While it may take a little extra time and money upfront, you'll reap the benefits of having a code-complaint kiosk that's attractive, functional and ready for business when you want it to be.

Blogs & Buzz

"Out with the Old" *The Dadson Diaries* (9/17/09) Read it [here](#).

"Hybrids" *Retail Design Diva* (9/22/09) Read it [here](#).

"Liar, Liar, the Color Wheel is on Fire" *Color Matters* (9/10/09) Read it [here](#).

"A Guide to Accessing Franchising Opportunities" *New York Times* (9/16/09) Read it [here](#).

"The hierarchy of success" *Seth's Blog* (9/14/09) Read it [here](#).