

Newsletter

4th Quarter - 2010



f.c. dadson

Getting Ready To Ring in the New Year

It seems a little premature to be thinking about 2011 when there's still 3 solid months left in 2010, but these fall months find F.C. Dadson in full-on planning mode for the New Year. I'd venture to guess that it's a similar story with many of you too.

One aspect of planning, and the focus of this newsletter, is sourcing vendor partners for new projects. As Larry Myer shares in "Selecting a Franchise Supplier," it's important to put prospective vendors through the paces before deciding on one. While his article is geared towards franchising, his overall message can be easily applied to any industry: suppliers with relevant experience –and not just the best price- are often your best bet.

A popular place to find new suppliers is at industry trade show and conferences. We'll also take a look at F.C. Dadson's upcoming trade show calendar so you'll know where to find us as we're out and about.

Happy Fall and Happy Planning!

- *Liz Blohm*

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Chief Newsletter Officer

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The Take-Away: *Selecting a Franchise Supplier*

By Larry Myer

Anyone that's been involved in franchising in some way, shape, or form knows that it's quite a unique business model. For a franchisor that's just starting out, the idiosyncrasies can be overwhelming. That's when he or she turns to partners and vendors to help him or her figure things out. Unfortunately, not all suppliers understand the franchise model themselves.

The International Franchise Association is one of the best resources for franchisors out there. Within the Association they've assembled a Supplier Forum whose member companies cover a wide variety of functions –marketing, finance, legal, franchise sales, consulting, and even equipment and displays (like F.C. Dadson). If you're looking for suppliers for your franchise, this is a great place to start.

What makes these suppliers different from the rest is that they've made the commitment to understanding the franchise model and have developed products and services that are specially designed for franchise systems. While every franchise will still have its own unique set of needs and requirements, these suppliers tend to be better prepared to respond to those needs.

Because the suppliers a franchisor selects have a big effect on the rest of the system (including the franchisees' businesses), it's incredibly important to thoroughly evaluate supplier options and select the one that is the best fit for the company. And it also makes sense to select a supplier that not only fits the system now, but can continue to fit the system as it grows. That way you can avoid the hassle and expense involved in seeking out new suppliers and getting them acquainted with your business.

So, how can you weed out the bad seeds to find suppliers for your business? Here are some important questions to ask:

- Who are their clients and is there a good representation of franchise companies?
- How have the suppliers' products/services worked for those franchise clients?
- Are those franchises still clients?
- How would the suppliers' proposed solutions suit your franchise?

And always, always, always ask if you can contact their franchise clients for references.

**This piece was also featured on The Dadson Diaries, F.C. Dadson's company blog. Check out <http://fcdadson.blogspot.com> for more educational and thought-provoking content. New posts are added every Monday and Thursday.*

Closing Out the Year

Where to See F.C. Dadson as 2010 Comes to an End

By Liz Blohm

With 2011's trade show calendar filling up, 2010's has just about come to an end –but not before we make a few more appearances.

West Coast Franchise Expo, Nov. 5-7 at the Los Angeles Convention Center – Tim Matey and Troy Schwehr will once again be representing F.C. Dadson at the West Coast Franchise Expo. Interested in catching up with the two? Call (800)728-0338 prior to the show to set up a time and place!

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Restaurant Finance & Development Conference, Nov. 8-10 at the Bellagio in Las Vegas – Fresh from the West Coast Franchise Expo, Tim Matey will jet-set over to Vegas to represent FCD at the Restaurant Finance & Development Conference, where we'll be co-exhibiting with Javelin Solutions, a leading franchise real estate company.

Franchise Expo South, Jan. 14-16, 2011 at the Miami Beach Convention Center – Even though it doesn't technically fall in 2010, Franchise Expo South sneaks up quickly to kick off 2011 trade show season for F.C. Dadson.

Customer Mailbag

Words from a Satisfied Customer

We can sit here and talk until we're blue in the face about how great we think F.C. Dadson's products and services are, but it doesn't mean much compared to when a satisfied customer tells his or her story. Even better than getting these testimonials in the mail is when we get to share them.

Dear Collin:

I would like to thank the staff at F.C. Dadson for the outstanding job they did building-out our Doctors Express franchise locations in Cape Girardeau, MO and Creve Coeur, MO. We are extremely pleased with the promptness, thoroughness, and responsiveness of the team.

In our Cape Girardeau site, we were building-out our Doctors Express space in a new building under construction with a local General Contractor. We were initially concerned about how well F.C. Dadson could manage the Doctors Express build-out remotely while we had a local GC building the shell. F.C. Dadson adeptly stepped up the challenge. In fact, the Doctor Express build-out was completed and furnished *BEFORE* the overall building and site work was finished.

In my experience, good communication is the foundation for effective project management. Chad Collar has done a great job on both projects of keeping us informed of progress and key deadlines as well as handling the inevitable changes that happen during a construction project. We feel like F.C. Dadson is definitely acting on our behalf to protect our best interests from the initial floor plan designs through the final construction punch list of a finished project.

I have experience building and opening retail stores with another business. However, F.C. Dadson has quickly earned my respect and trust as a valued partner in the Doctors Express system.

Sincerely,



Jeff Maurer
Doctors Express Franchisee

Blogs & Buzz

"Rarely As Simple As It Seems," *The Dadson Diaries*, 8/30/2010 – Read it [here](#).

"Better than nothing (is harder than you think)," *Seth's Blog*, 9/2/2010 - Read it [here](#).

"Planning store layouts? Consider the recycling and composting trend," *FastCasual.com*, 9/2/2010 – Read it [here](#).

"Making Over McDonald's," *FastCompany.com*, 10/1/2010 – Read it [here](#).

