

Bill Hall

Multi-unit franchisee and investor William G. Hall, CFE, was elected Treasurer of the International Franchise Association June 8, 2016 by the IFA Board of Directors. Hall, a Certified Public Accountant and former IFA Board member, brings over 35 years of franchising, financial management and investing experience to IFA.

The IFA Board of Directors voted to change the terms of the Treasurer, including moving from a one-year, rotating position on the IFA Board of Directors to a three-year, non-rotating seat on the IFA Board of Directors. The IFA Board of Directors still consists of 39 directors, including four leadership positions, with the previous Treasurer position now named Second Vice Chair. The IFA officer corps now includes the Chair, First Vice Chair, Second Vice Chair and Secretary.

Hall has been a multi-unit franchisee of various national brands since 1986 and is currently the CEO of Treats Investments, LLC, the owner of five Dairy Queen locations in Texas. He is also the CEO of Align Capital, LLC, a private equity firm in Austin, Texas focused on investments for family offices.

Hall has owned and operated community banks in Texas, independent restaurant concepts, various private equity operating companies and real estate investments. He has served as the president for multiple terms of the Texas Dairy Queen Operators' Council, representing over 800 Dairy Queen Restaurants in Texas and as a member of the American Dairy Queen National Dealer Marketing Council for multiple terms.

Hall is a Certified Franchise Executive (CFE) and Past Chairman of the IFA Franchisee Forum, past member the IFA Educational Foundation board, Co-Chairman of the National Franchise Mediation Program and was a founding member of the Small Business Advisory Council to the Financial Accounting Standards Board (FASB). He is a member of the Multi-Unit Franchising Conference Advisory Board and Past Chairman of the Conference and has served on multiple non-profit and local community boards. After receiving an accounting degree from the University of Texas at Austin, he worked for a national public accounting firm before launching his career as an investor and entrepreneur. Bill and his wife Carole have four grown children and one granddaughter.