



INSTITUTE OF CERTIFIED
FRANCHISE EXECUTIVES

BETTER PREPARATION.
BETTER PERFORMANCE.

**"I AM A CFE
BECAUSE...**

we must improve to lead!"



"Obtaining my CFE and encouraging our entire franchising team to do the same has been a major key to our success as a franchise—from startup to today. Clearly understanding the 'rules of the game' is critical to developing a durable, consistent brand focused on our franchisees' business growth. As an educator, I understand that education is THE key to career success. Becoming a Certified Franchise Executive is the KEY to franchising success."

**Gail Johnson, CFE
Founder & Chairman
Rainbow Station, Inc.**



The Institute for Certified Franchise Executives (ICFE) offers a wide range of continuing education programs for professional development culminating in the Certified Franchise Executives (CFE) designation. Our mission is to enhance the professionalism of franchising by certifying the highest standards of quality training and education.

Better Preparation. Better Performance.
For more information about getting your CFE, contact
Rose DuPont at 202-628-8000 or visit www.franchise.org/cfe.