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January 8, 2008

Senator Dave Knudson
Majority Leader
South Dakota Senate
c/o Ramkota Inn
Pierre, South Dakota 57501

Dear Senator Knudson:

On behalf of the International Franchise Association and the more than 100 industries that use franchising to grow their businesses, I want to thank you for filing Senate Bill 52. This bill will harmonize South Dakota law with newly revised federal regulations, thereby helping to foster a better environment for business in your state.

By way of background, IFA is the largest and oldest franchising trade group, representing more than 100 industries, including more than 9,600 franchisee, 1,200 franchisor and 470 supplier members nationwide. According to a 2004 PricewaterhouseCoopers study, South Dakota has more than 2,400 franchise establishments, employing over 30,000 workers and generating an economic output of \$1.4 billion.

After more than a decade of careful review, the Federal Trade Commission released a revised Franchise Rule in 2007 recognizing changes in the way franchise agreements are negotiated and enacted between franchisors and investors. Senate Bill 52 addresses some of the key differences between the state and federal rules, including streamlining the notice filing requirement.

Again, IFA strongly supports your measure to modernize the franchise regulations in South Dakota. When enacted, this bill will truly be a model for other states to follow in regulating franchising. Please contact me if I can be of further assistance.

Sincerely,

M. Troy Flanagan
Director, Government Relations

