

# CFE Enews

The Newsletter for CFEs and CFE Candidates

Institute of Certified Franchise Executives



## ICFE's Mission

To enhance the professionalism of franchising by certifying the highest standards of quality training and education

March 2009

## Congratulations to Class of 2009

One-hundred thirty-nine franchise executives graduated on February 16th at the IFA Annual Convention in San Diego. For details, see the March issue of *Franchising World* magazine or the CFE website at <http://www.franchise.org/CFE/CFEHome.aspx>.

## CFE Recertification

If you graduated as part of the CFE Class of 2007, your recertification is due by February 1, 2010. Members of this class have been notified. Application form and information on the recertification requirements are available on line at [www.franchise.org/cfe.aspx](http://www.franchise.org/cfe.aspx). or Applications still being accepted for members of Class of 2009—please refer to the CFE Alumni Directory to determine the year you were first certified. Questions, concerns, contact Rose DuPont at the ICFE—202-662-0771; email—[rdupont@franchise.org](mailto:rdupont@franchise.org).

## ICFE Executive Network

The Institute of Certified Franchise Executives has launched its ICFE Executive Network Program. “Our mission is to enhance the professionalism of franchising by certifying the highest standards of quality training and education. The CFE program offers franchise executives an established curriculum taught by recognized experts in the field. It provides individuals with the opportunity for expanded knowledge, industry recognition, and peer-level networking.

If you are looking for a mentor or have a question, you can contact the “CFE Ambassadors” who have volunteered to serve as mentors. Follow the ICFE Executive Network link on the CFE webpage—[www.franchise.org/cfe.aspx](http://www.franchise.org/cfe.aspx).

CFEs who are interested in joining the program as mentors should contact Rose DuPont for an application.

# CFE Calendar

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*Do you have your copy of the ICFE Study Guide? It's only \$100 (+ \$10 shipping) for CFEs or CFE candidates! Order your copy today by calling 800-543-1038. All CFE candidates enrolling February 1, 2009 and thereafter must complete the ICFE Study Guide online exam at [www.ifa-university.com](http://www.ifa-university.com) as part of the requirements to receive their CFE.*

**COMING UP—***For complete information on presenters, location, registration, and more visit the CFE Calendar of Events on our website—[www.franchise.org/cfe.aspx](http://www.franchise.org/cfe.aspx) - click on “Courses”*

## MARCH 2009

- 20-22 IFE Symposia — IFE Washington, DC
- 26-27 How to Recruit Better Candidates and Close More Franchise Sales
- 30-31 How to Become a More Effective Field Consultant

## APRIL 2009

- 14-16 Creating Strategic Value
- 20-21 How to Lead and Manage the Growth of Your Franchise System
- 22-24 Executive Leadership Development Summit
- 27-28 How to Become a More Effective Field Consultant: Part 2
- 29-30

## MAY 2009

- 4-5 How to Recruit Better Candidates and Close More Franchise Sales
- 11-12 How to Become a More Effective Field Consultant: Part 2
- 17-19 IFA Legal Symposium

## JUNE 2009

- 15-16 How to Lead and Manage The Growth of Your Franchise System

## JULY 2009

- 13-14 How to Recruit Better Candidates and Close More Franchise Sales
- 16-17 How to Become a More Effective Field Consultant