



INSTITUTE OF CERTIFIED
FRANCHISE EXECUTIVES

**BETTER PREPARATION.
BETTER PERFORMANCE.**



I AM A CFE BECAUSE...

“For those of us who are industry ‘long-timers’, the CFE courses refocuses us on the fundamentals of our business. For newbies, it’s a wonderful opportunity to strengthen and build upon your knowledge base. Having the CFE certification affirms your skill set and cloaks you with credibility-it sends a message about what YOU can bring to the table. There are only benefits to being a CFE.”



Melissa Rothring, CFE
Huddle House, 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.