



2025 IFA SUMMER BOARD MEETING

BEAVER CREEK, COLORADO

iFA INTERNATIONAL
FRANCHISE
ASSOCIATION



A Wyndham resort in Las Vegas, NV.

America's Franchise Future

photo credit: Wikimedia Commons / Harrison Keely



An Age of Political Volatility

A bridge in Steubenville, OH, which has lost over 30 percent of its population since 1980 as heavy industry declined.



photo credit: Doug Kerr/Flickr





President Trump cuts the cake at the Commander-in-Chief Ball on Inauguration Day (January 20, 2025).

The Revolution in Political Affairs

photo credit:
Anna Moneymaker/POOL/EPA-EFE/Shutterstock



America's Franchise Opportunity

- Local and responsive
- Business- and job-creating
- Aspirational and entrepreneurial
- Meritocratic and open
- Powered by “winner” brands



An early, classic design McDonald's “golden arches” outlet in Columbus, OH.

photo credit: Library of Congress

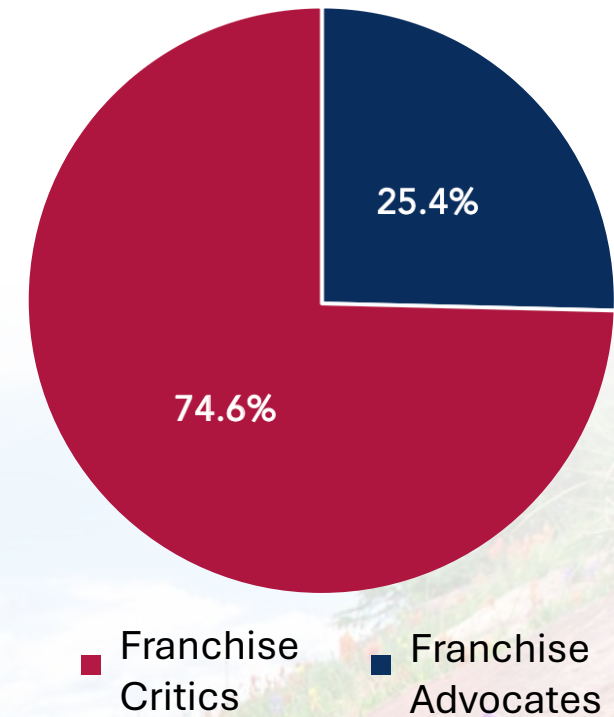


The Biden Era: Franchise Super-Influencers

1. **Josh Eidelson** – *Bloomberg Businessweek*
2. **David Weil** – Brandeis University
3. **Jonathan Maze** – *Restaurant Business*
4. **Matthew Johnson** – Duke University
5. **Kurt Lavetti** – Ohio State University
6. **J.J. Prescott** – University of Michigan
7. **Chris Kempczinski** – McDonald's
8. **David Neumark** – University of California, Irvine
9. **Arindrajit Dube** – University of Massachusetts Amherst
10. **Norman Bishara** – University of Michigan
11. **Matt Marx** – London School of Economics
12. **Michael Reich** – University of California, Berkeley
13. **Natarajan Balasubramanian** – Syracuse University

14. **Daron Acemoglu** – Massachusetts Institute of Technology
15. **Evan Starr** – University of Maryland
16. **Orley Ashenfelter** – Princeton University (Emeritus)
17. **David Card** – University of California, Berkeley
18. **Mariko Sakakibara** – University of California, Los Angeles
19. **Suresh Naidu** – Columbia University
20. **Marshall Steinbaum** – University of Utah
21. **Eric Posner** – University of Chicago
22. **Ioana Marinescu** – University of Pennsylvania
23. **Henry Farber** – Princeton University
24. **David Autor** – Massachusetts Institute of Technology
25. **Alan Manning** – London School of Economics

Measured Influence



The Trump Era: Super Influencers

1. Collin Rugg



2. End Wokeness



3. Eric Daugherty



4. Charlie Kirk



5. Nick Sortor



6. Jack Posobiec



7. Scott Jennings



8. Libs of TikTok



9. Breaking911



10. George Behizy



Franchise Strategy for a New Era



A fourth-generation Ace Hardware store in Bloomington, WI, owned by the HermSENS.

- Trump coalition
- Pro-abundance Democrats
- Swing-state political competition

photo credit: Tony Webster / Wikimedia Commons



Natural Allies: The Trump GOP and Conservative Coalition

President Donald Trump hosts NCAA
Football National Champions with food
from Burger King, Domino's, McDonald's,
and Wendy's franchises in 2019.



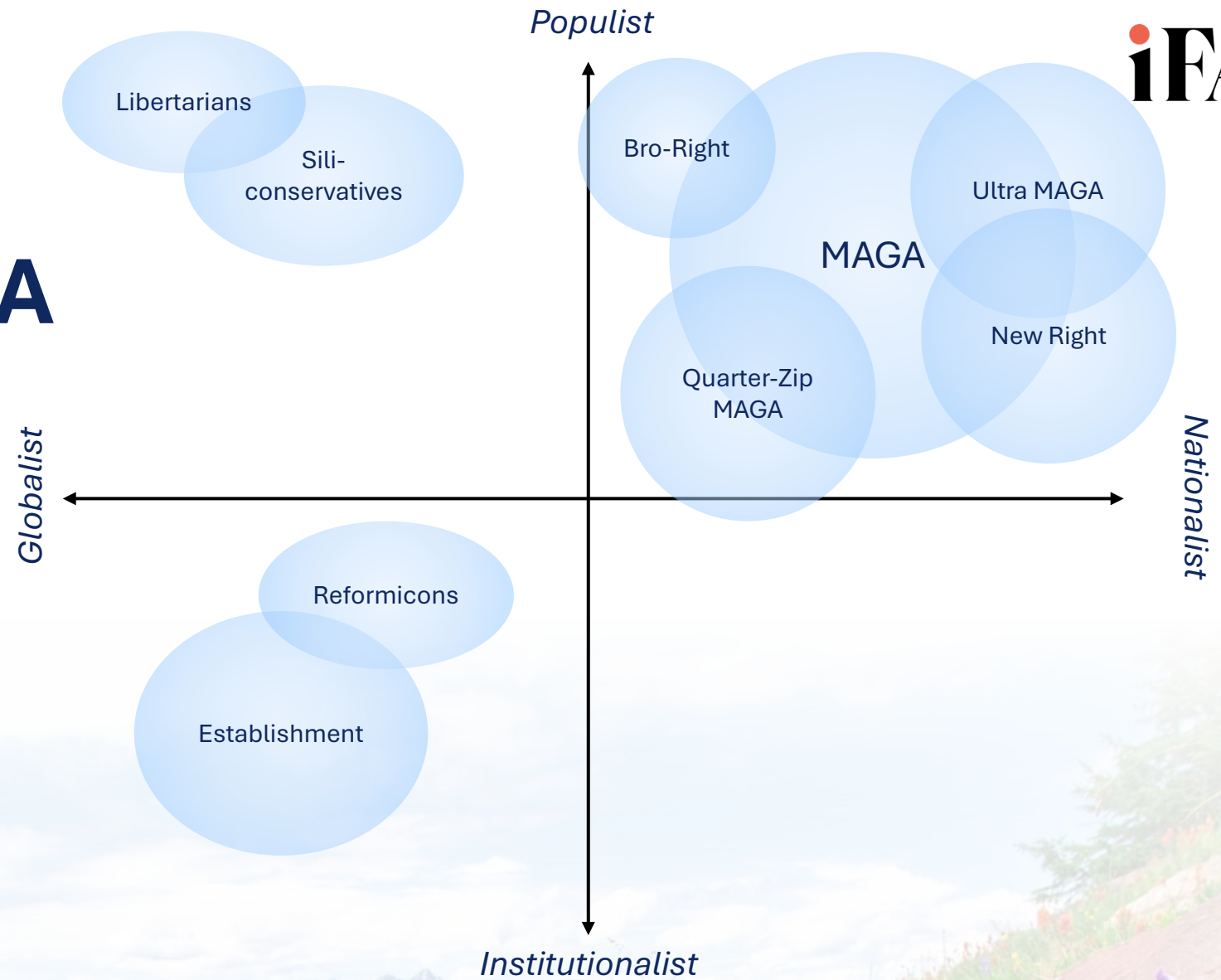
photo credit: Trump White House Archived /Flickr



Tribes of MAGA

Ranked by influence:

1. MAGA
2. Establishment
3. Ultra MAGA
4. Quarter-Zip MAGA
5. New Right
6. Siliconconservatives
7. Bro-Right
8. Libertarians
9. Reformicons



Pro-Abundance Democrats

- **Catalyst:** Electoral defeat
- **Challenge:** Misalignment with American midpoint
- **Emerging solution:** The “abundance” agenda

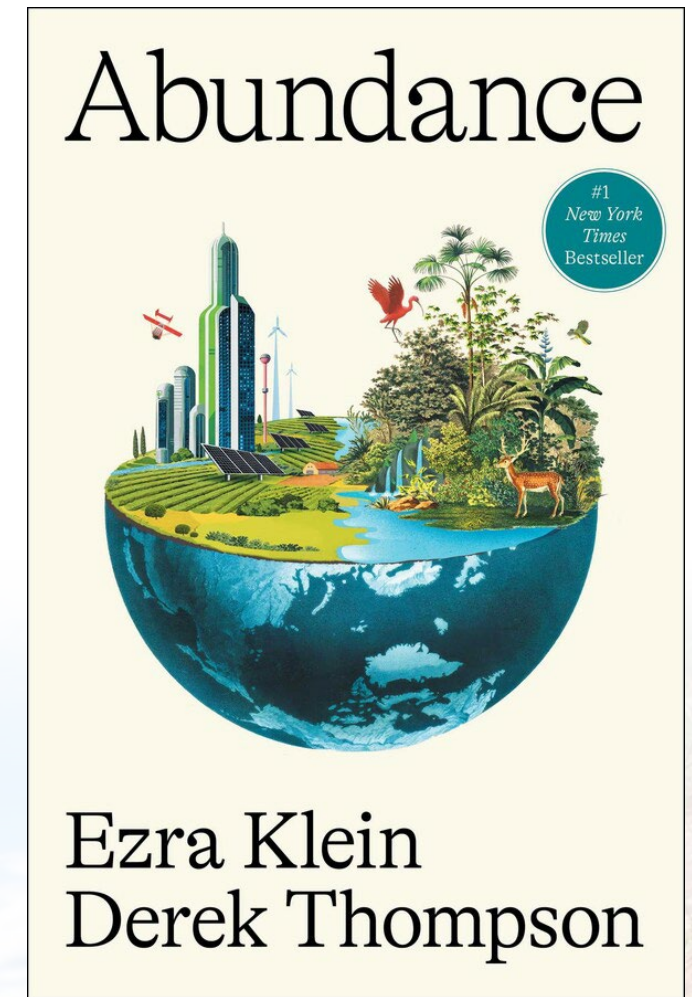


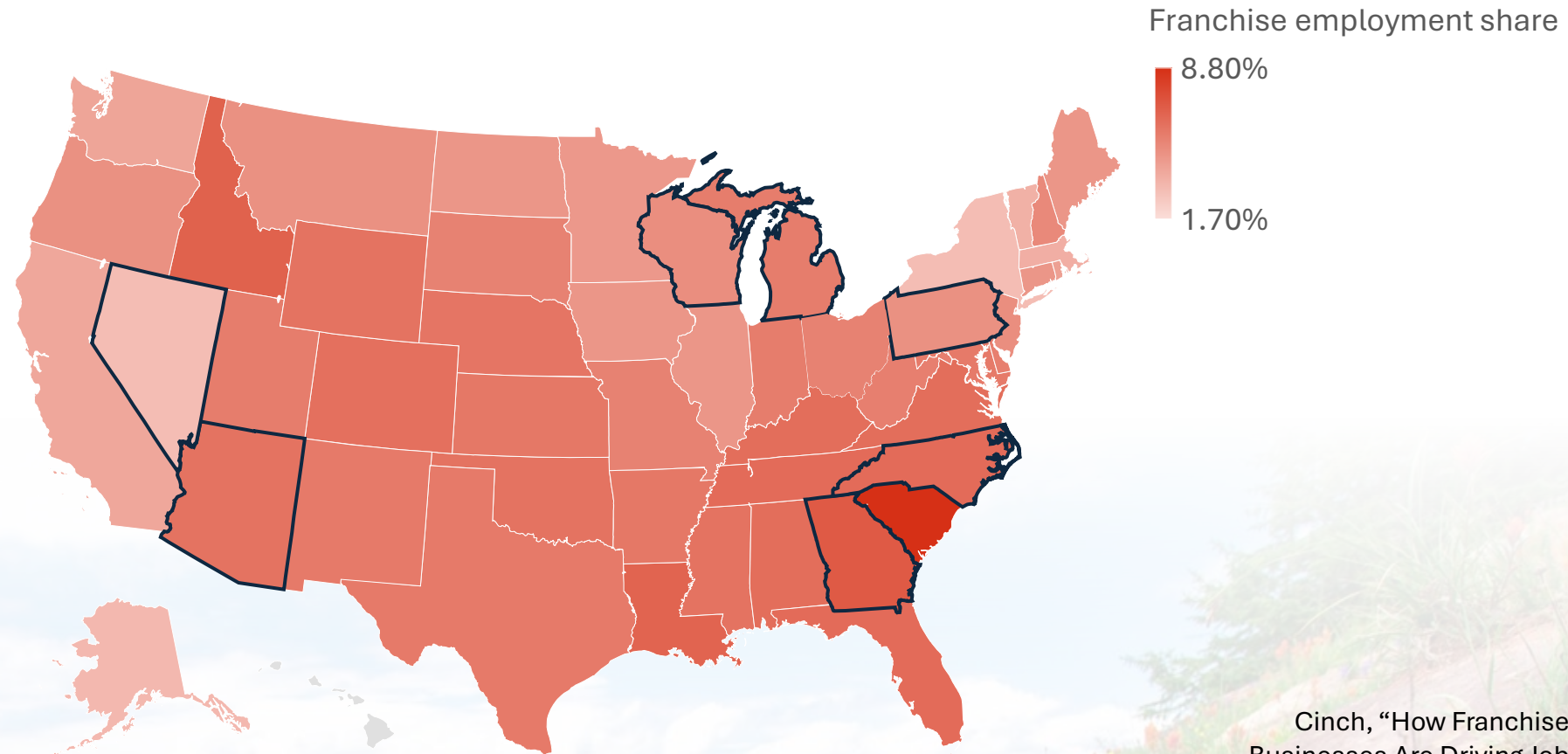
image credit: Simon & Schuster

Political Competition over Franchise

2024
Swing State
(outlined)

Franchise
Jobs in 2025

Georgia	361,287
North Carolina	342,660
Pennsylvania	320,635
Michigan	261,167
Arizona	216,138
Wisconsin	171,109
Nevada	101,882



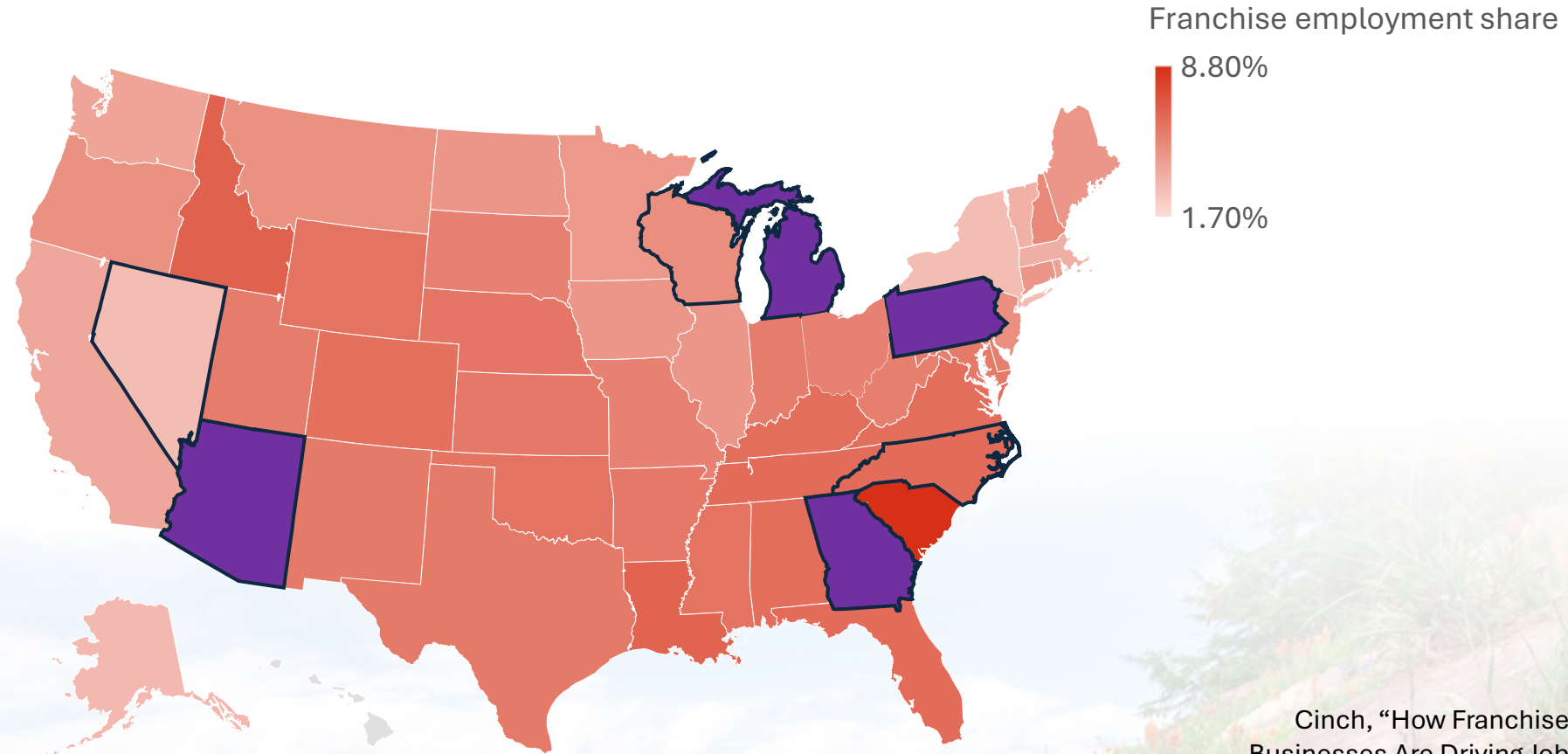
Cinch, “How Franchise Businesses Are Driving Job Growth in Each State,” 2025; and “Presidential battleground states, 2024,” Ballotpedia.



Political Competition over Franchise

Democratic Senators (in purple)

Georgia
North Carolina
Pennsylvania
Michigan
Arizona
Wisconsin
Nevada



Cinch, "How Franchise Businesses Are Driving Job Growth in Each State," 2025; and "Presidential battleground states, 2024," Ballotpedia.





America's Franchise Future

photo credit: Domino's

