



April 2013
Issue 04

STATE OWNER NEWSLETTER

State Owner Go To Meeting

We will be having a State Owner meeting once a month again. Our first one will be Wednesday April 24, 2013 at 4:00 pm MDT and will last 30-45 minutes. This will be a go to meeting through your computer. You will need to click on the link or paste it in the address bar of your browser and register for the meeting prior to the start of the meeting. I suggest you do this a day or two in advance.

<https://www2.gotomeeting.com/register/191475162>

Once you register you will be emailed instructions on how to be part of the meeting. You may need to download a program to allow the go to meeting to work properly on your computer, but the instructions will give you all the information you will need. There will be a phone number you can call and listen to the meeting if you do not have a speaker on your computer. I am sure there will be a few bugs to work out on this first one. Do not share the link with anyone who is not a current State Owner.

State Owner Meeting Agenda

April 24, 2013 4:00 pm MDT

- Welcome:
- FDD Updates
- New Items on Schedule "A"
- Franchise Business Review Survey Results
- Monthly State Owner Meeting via Go To Meeting
- Feed Back by email

We will try and keep the first one to just 30 minutes. Please be prompt and on time.

State Owner Goals and Responsibilities

I hope you have set some goals for the year 2013. Do you have them written down? Do you review them often?

It is said that insanity is doing the same thing over and over expecting different results. In order to have different results you may need to do something a little different. It does not always need to be something totally different, but it does need to be something a little different. I call this tweaking our business. There are many

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responsibilities that come with owning a Heaven's Best Master Franchise. Please review the following list and consider how you are doing on filling these responsibilities:

- 1. Oversee all Operators within your state*
- 2. See that all Operators are living up to requirements of Sublicense*
- 3. Monitor that all Operator information is correct on web & at Corporate*
- 4. Make certain that all contracts are current including renewals*
- 5. Determine area boundaries & number of fees*
- 6. Make certain that Operators are adhering to boundaries*
- 7. Approve new buyers*
- 8. Do background and credit checks for new buyers*
- 9. Letter of authorization for Sub licensee to sell*
- 10. Create and send violation and cancellation letters*
- 11. Participate as an advisory board with M-CO INC.*
- 12. Create and mail contracts*
- 13. Create and mail disclosures*
- 14. Monitor and verify that Operator has insurance, copy to M-CO INC*
- 15. Sales Tax Exemption certificate current, copy to M-CO INC*
- 16. Insure that all Owners have attended training at the Corporate Office*
- 17. Host an annual seminar for your state*
- 18. Make certain that all monthly reports are in each month*
- 19. Determine criteria for awards and present at seminars*
- 20. Make certain that monthly fees and loan payments are current*
- 21. Make certain that all vans are logoed correctly*
- 22. Monitor that equipment is clean and in good repair*
- 23. Monitor orders and 30 day supply*
- 24. Monitor all advertising from your Operators*
- 25. Have monthly contact with your Operators*
- 26. Co-ordinate co-op advertising*
- 27. Communicate with Operators giving them encouragement*
- 28. Communicate with the Corporate Office*
- 29. Advise your Operators on budgeting*
- 30. Advertise at least monthly for new Operators*
- 31. Participate in Corporate managed marketing efforts (currently \$200.00 per month)*
- 32. Submit annual stats into M-CO INC for the FDD*
- 33. Submit an annual Financial Statement to M-CO INC*