Present: Morton Aronson, William G. Hall, Scott McLester, Craig Prusher

Also Present: Peter Phillips

The group agreed to use Mr. Prusher’s previously distributed statements as a starting point for the discussion of the Program’s mission, products, customers and marketing.

**Mission statement:** We will be the preeminent group of US franchisors and franchisees that champion the cause of mediation in the franchising industry through education, facilitating mediator selection, marketing and training. There was general agreement on this formulation, though the wording will change in some respects.

**Product:** Mediation is format for resolution of franchise disputes, utilizing CPR to facilitate selection of the best and most qualified mediators. The group discussed whether the main product is mediation, or mediation through the Program. The sense was that mediation is the main emphasis, and the Program as administered through CPR is a secondary emphasis. Convening of leadership in the form of the Steering Committee – a forum for leadership discussion – is both as a product and part of the mission.

**Customers:** Franchisees, franchisee lawyers, franchisee advisory councils, trade groups and associations, franchisors, franchisor lawyers. Also, the courts are beneficiaries of a successful program to the extent that mediation relieves courts of caseloads. Judges should also be added as customers, though doing so will require a more segmented marketing strategy.

**Marketing:** Two types, “internal” by the participants themselves within their systems and “external” directed at non-system customers and stakeholders. Internally: Appearances by companies before their franchisees, sometimes accompanied by franchisees from the Committee, activities by franchisee organizations like AAHOA. Externally: Too early to discuss.

The group should make recommendations on the first three topics only to the Steering Committee when it meets in May. When consensus is reached on those topics, the entire group can consider both what marketing is most effective and what resources will be needed to effectuate the marketing plan. In this context, it was felt that the Steering Committee may evolve to include stakeholders in the franchising community in addition to just franchisors and franchisees – such as judges and marketing people.

The group will exchange ideas by e-mail and re-convene by phone in February.