National Franchise Mediation Program
Mission Subcommittee
February 12, 2004

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

Absent: Craig Prusher

Also Present: Peter Phillips

The group agreed to revisit the first three considerations from the January 8 meeting and address the marketing issue later. The issues were agreed as follows:

**Mission statement:** We will be the preeminent group of franchisors and franchisees that champion the cause of mediation in the franchising community through education, facilitating mediator selection, marketing, training and convening the leadership of the franchise community.

**Product:** Promotion of mediation as the preferred format for resolution of franchise disputes, utilizing CPR as a primary resource to administer the mediation process, facilitate selection of the best and most qualified mediators, and provide vital resources and expertise for members of the franchise community.

**Customers:** The customers and beneficiaries of the Program are the overall franchise community (including franchisees, franchisee lawyers, franchisee advisory councils, trade groups and associations, franchisors, franchisor lawyers and shareholders) and the courts who are in a position to refer disputes to mediation.

Mr. Hall suggested that he present to the Steering Committee the reasons for this exercise first, and then present the work of the Subcommittee. He would base his presentation on the memo that he prepared last year. The Subcommittee will review the memo and reconvene to discuss how it will be presented before the next Steering Committee.

Mr. Aronson raised the question of how revenues will be generated. Mr. Hall felt that the revenues will follow once the product is clearly defined – or at least that it would be difficult to raise the funds until the product and customers are defined. The group also discussed the pros and cons of asking for leadership contributions as opposed to a pay-for-service model. It was agreed that this topic should follow, and not precede, questions of mission, product, customer and marketing.

Mr. Phillips will poll the Steering Committee and set a date for a full Committee meeting in New York. Once that date is set the Subcommittee will meet for a final brief conference by phone.