

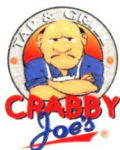
Foreword by Cora Tsouflidou

GREAT CANADIAN FRANCHISE STORIES

Celebrating Canada's Top Franchisors' Success Stories



PIZZA NOVA



Felicia Pizzonia with Dawn Mucci

Foreword by Cora Tsouflidou

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Celebrating Canada's Top Franchisors' Success Stories



Felicia Pizzonia with Dawn Mucci

The first in a remarkable series



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Dedication

Our wish is for all Canadians and people all over the world to read this book and be inspired by all the great Canadian franchisors featured in this book to live their entrepreneurial dream and become the next Great Canadian Franchise Story. Life is meant to be abundant in all aspects, and it is up to you to decide to live your passion now. There is no better time than the present, and as the saying goes, that's why it's a gift!

Wishing you all the best in success.

With Gratitude,

Felicia Pizzonia



Acknowledgment

from Felicia Pizzonia

Gratitude is a powerful emotion that carries understanding, humility and love. There are many people apart from the contributing authors who are involved in creating a book, from the time it is first conceived to the time it becomes a printed bestseller. As a collective we would like to acknowledge their many contributions.

Firstly, I would like to thank Dawn for working with me to create this incredible book; she made the project enjoyable. We all know success breeds success, and I have been honoured and blessed with incredible partners, namely; Dr. Roger Boger, Karen Lauderbach and Tasso Lakas. I am forever grateful for all of them. I would also like to express my sincerest gratitude to my family; my mother and father for their great encouragement and support, to my brother Nat and my sister Vanessa, and all my incredible friends and teachers. Furthermore, I would like to thank my mentors; Bob Proctor, Tasso Lakas, Dino Bottero and Hugh Nicholson.



Last but not least, I would like to thank all the Great Canadian Franchisors who are featured in the first edition of this title; without you this book wouldn't exist. We thank you for sharing your incredible stories with the Ultimate Publishing House and its readers. Always living in gratitude, we hope that everyone's entrepreneurial franchising dreams come true and you too can be part of the next ***Great Canadian Franchise Stories*** book!



Acknowledgment

from Dawn Mucci

First and foremost I would like to thank Felicia for creating such an incredible title, and for introducing me to her publishing house – “The Ultimate Publishing House” – and for working with me on this project. It has been a valuable educational experience and a very interesting process. My passion for franchising, along with the people I have met and worked with in the industry, inspired my desire to help with the book and become an integral part of ***Great Canadian Franchise Stories***.

I would like to thank my family for their loving support, encouragement and patience as I worked on this book. Thank you for allowing me to take the necessary time, focus and resources needed to get the job done. Greg, Barb, Ryan, Diana and Joe; you are all very special and loved. Additionally, I owe thanks to my staff and management team at Lice Squad Canada.

Thank you to the Innisfil business community for your support, specifically The Greater Innisfil Chamber of Commerce, Nottawasaga Futures, and The Township of Innisfil. It is such a



great place to do everything including run a business, live in, work in, and play. Special mentions go out to Ned Levitt, Carl Lehman, Ken Leblanc and Ruthie Burd for their mentorship and support.

Finally, thank you to the franchise community the Canadian Franchise Association, CEOs, franchisors, sponsors and educational contributors to the book. Your insight and stories have inspired me and I am privileged to have known and worked with you. You are all Great Canadians in my book.



Foreword

By Cora Tsouflidou, CEO of Cora Group of companies.

I have fond memories of summers past, when I was just a child, the fields filling up with wonderful, small, white balls announcing the long awaited arrival of the clovers. Mom had a knack of making us wait, my sisters and I, but she knew that we would not dare move until we heard her proclaim (by tapping a wooden spoon on an old pot) the official opening of the hunt for four-leaf clovers. So we took off, my two sisters and I, with our eyes as big as saucers, to try to find "the needle in the haystack" which would earn our Mom's praise and, without a doubt, a surprise small treat.

As a teenager, I played this game with the young ones I was babysitting during the summer holidays and later on with my own children who were excited to reenact their Mom's childhood rituals. I have never lost this ability to look for and spot the "out of the ordinary" in a crowd. And this is how I met Felicia Pizzonia and how I distinguished her as a rare find amongst all; one woman full of life, enthusiastic, determined and as promising as the four-leaf clover. To my great surprise was I to find out that not



only is she committed to promoting her clients' businesses through her publishing house but she is also searching for four-leaf clovers; the rare people who leave a mark in the business world by their remarkable success. Felicia Pizzonia and Dawn Mucci found eighteen of them in the amazing world of franchising and have asked them to share in this new book their stories, their challenges, and their unusual ambitions. I am positive that every reader striving to succeed in the franchising industry will see themselves somewhere along the path these successful franchisors have walked. And maybe each reader will reiterate the words of the famous author Richard Mabey, who said about the precious four-leaf clover: "an uncommon variation of the common"¹.

Thanks to Felicia Pizzonia and Dawn Mucci, we can all take an intense look at these uncommon variations of franchisors, learn from them and be inspired to reach our own unbelievable peaks.

1 – Flora Britannica, Sinclair-Stevenson, London 1996, p. 225

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Introduction

What would you say if you were asked which country has the world's largest franchising industry that is second only to the United States of America? If you guessed Canada, you would be right! In fact, the Canadian franchising statistics indicate that for every 450 Canadians, there is a franchise operation up and running. In Canada, the franchise industry represents over \$100 billion in sales annually and continues to grow year after year. That means that, one out of every five consumer dollars is spent at a franchise and that about 76,000 individual franchise operations do business in Canada under 900 different brand names. Incredibly, this also indicates that one out of every fourteen working Canadians is employed by a franchise. In addition, new Canadian franchises are popping up every two hours, of every single day, every year!

Learning of these astronomical statistics is what prompted me to write this book on the ***Great Canadian Franchise Stories*** and the many ways this humongous industry impacts Canada and the daily lives of every Canadian citizen. Aside from employing so many Canadians, these franchises provide great opportunities for budding entrepreneurs with little experience to learn the ropes of running a successful business. The skills that these beginning entrepreneurs acquire in the process

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offers them independence and a sense of great pride and accomplishment when they are able to achieve their goal, of owning their own business. As an already proven business system that has worked time and time again, it equips a new entrepreneur with a blueprint to carve a way to their success while minimizing their risk. The blueprint includes the packaging, artwork, store design, advertising – whether regional or national – as well as, the specific training about the company guidelines, practices, philosophy and more.

Maybe you are one of those people that already has an existing business but hasn't been able to master the skills needed to run or grow your business effectively. Or, maybe you want to have a business, but are concerned about taking on the tremendous risk involved in doing so. Becoming a franchise owner enables you to own your business, with minimal risk, since the franchisors have already done the legwork for you and have already done the necessary market research to determine the best future locations and market success probabilities for their brand. As an almost foolproof model, a franchise will enable you to have your business up and running successfully in a minimal amount of time, while lowering the high risk quotient that new businesses incur. This, of course, does not mean that owning a franchise business is completely stress-free, nor does it guarantee that there will not be some challenges along the way. Though, this too is minimized, since as a franchisor you become part of a team that has incorporated within it a great support system. This support system promises you, the entrepreneur, mentoring from experienced and caring people. Due to their own trials and tribulations they have acquired the necessary expertise to guide and mentor you through challenging situations throughout your franchise history. The **Great Canadian**

Franchise Stories will enlighten you and offers you the ability to learn from the great men and women who have successfully run franchises all over Canada.

Through the years, I have had the privilege of meeting some of these incredibly knowledgeable and deeply spiritual men and women. Most Canadians know about the Pizza Nova, Tim Hortons, Swiss Chalet and some of the different franchise success stories, but I wanted to inspire you by sharing some of the other phenomenal stories of the unlikely entrepreneurs that in spite of their own trials and tribulations successfully grew their concepts into thriving franchises.

The **Great Canadian Franchise Stories** is an informative and motivational book that is a celebration of some of Canada's top franchisors and their journey to success. This amazing book garners their candid secrets, their climb to the top and their ultimate accomplishments.

As you delve into the pages of the **Great Canadian Franchise Stories**, you may already have some preconceived notions about business and franchising. However, if you can set those beliefs aside for some time and plunge into these exhilarating pages with an open mind, you will find untapped wisdom in their stories. You will be able to discover, through their journeys, how to create success and what pitfalls to avoid. You will learn how to leverage your time, money and how to focus your energy. You will be encouraged to listen to your intuition and shown how to follow in their footsteps by preparing a clear and simple plan that will help you manifest your dreams.

If you have the entrepreneurial spirit and want to control your

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own destiny, it just makes sense to take your idea and to convert it into a franchise concept. Franchising has already created unbelievable opportunities for so many Canadians from all walks of life. It offers you the ability to clone your successful business system and creates residual income for you and your loved ones for years to come. Franchising facilitates the autonomy that everyone so desperately desires, allowing more time for family and the financial stability to pursue your heart's desires. Therefore, it is my hope, that the **Great Canadian Franchise Stories** will inspire and motivate you to take your first step towards accomplishing your dream today! Once you make the decision to follow your dream, pursue it whole-heartedly, believe in yourself and create a well thought out plan of purpose that you can stick to. As Napoleon Hill once said, "What you conceive and believe, you can achieve!" So, if you are willing to invest in yourself by putting your heart and soul into your belief, you can start living your dream right now. Who knows... you could become the next Great Canadian Franchise Story!

Happy reading,

Felicia Pizzonia

