



**BrightStar® Independent Franchisee Association**  
an Affiliated Chapter of the  
**American Association of Franchisees & Dealers**  
*The Center for Total Quality Franchising®*

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June 10, 2014

Ms. Shelly Sun, CEO  
Mr. Thom Gilday, COO  
BrightStar Franchising  
1125 Tristate Parkway  
Suite 700  
Gurnee, IL 60031

**BY REGULAR MAIL AND EMAIL:** [Shelly.sun@brightstarcare.com](mailto:Shelly.sun@brightstarcare.com) and [Thom.gilday@brightstarcare.com](mailto:Thom.gilday@brightstarcare.com)

**Re: Formation of the BrightStar® Independent Franchisee Association**

Dear Ms. Sun and Mr. Gilday:

We are pleased to inform you of the formation of the BrightStar® Franchisee Association (BIFA), being organized as a Chapter of the American Association of Franchisees and Dealers. The AAFD is the largest and oldest direct member franchisee trade association in the United States. The AAFD is organized into trademark chapters, and has established chapters for many franchise systems operating in the US.

Consistent with our mission of fostering *Total Quality Franchising*, the AAFD is intent on improving the franchising community and bridge building wherever possible. The AAFD is intent on promoting collaborative franchise cultures, to provide market power for its franchisee members, and provide a wide range of member benefits to our franchisee members.

The AAFD is especially interested in promoting franchisors that have good relationships with their franchisees, and the AAFD has established our prestigious *Fair Franchising Seal* for franchisors who have embraced exemplary practices. The BIFA founders look forward to a positive and productive relationship with BrightStar Franchising, LLC. The BIFA members are committed to a positive dialogue aimed at effective solutions that will allow our brand and our individual business to grow and prosper.

We would like to arrange a conference call with the Steering Committee Members at your earliest convenience. We will contact your office in the next few days to arrange a teleconference. Please do not hesitate to contact us if you have any questions or concerns.

Very truly yours,

BrightStar Independent Franchisee Association  
Steering Committee Members

Arnold Bryan, Candice Brainard and Steve Evans, Ignacio Cespedes, Maurice Geyen, Tim & Carolyn Golden, Robert Gutierrez, Lori Calder-Miller, Max Minevich, Thom and Cyndi Moore, Egons Plavnieks, Robert Brueckman, Patricia Preztunik, Eric Speichinger, Mechell Vieira, Paul and Christine Wichman

cc: Franchise Advisory Council Members