



FOR IMMEDIATE RELEASE

Date: Wednesday, June 17, 2009
Media Contact: **Adam Herman**
City of Canton
(330) 438-4304 Office
(330) 495-4181 Mobile
adam.herman@cantonohio.gov

Victor Pavona
Ohio Small Business Development Center
(330) 244-3295 Office
vpavona@cantonsbdc.org

Mayor hosting franchise seminar to encourage job growth
Participants will learn franchising basics, meet with national companies

CANTON, Ohio – Mayor William Healy announced Wednesday that the City of Canton will host a seminar next week for local residents interested in starting a local franchise of a national corporation. The all-day event, which is co-sponsored by the International Franchise Association and several local business organizations, will take place on Tuesday, June 23rd at the Metropolitan Center in downtown Canton from 8:00 a.m. until 4:00 p.m.

“In a tough economy, sometimes the best way to find a job is to create one for yourself,” Mayor Healy said. “We hope that this seminar will help motivated people discover their passion for small business, and in turn, put some of their friends and neighbors to back to work.”

Healy said the seminar will give participants some basic information about starting their own franchise, including the financial, legal, and technical aspects of starting a business. “We want to give residents the power to control their own financial futures,” Healy said.

According to a 2008 study conducted by PricewaterhouseCoopers, there are more than 900,000 franchise businesses in the U.S. responsible for 21 million jobs and \$2.3 trillion in overall economic output. Victor Pavona, Director of the Ohio Small Business Development Center at Kent State University’s Stark Campus, wants to see Canton take home a bigger piece of that pie.

“We want to help Canton entrepreneurs develop and sustain businesses that will create jobs,” he said. “With the amount of hard-working people looking for work right now, new franchise businesses would be a welcome addition to our local economy.”

Tuesday’s seminar will include a networking lunch as well as time to meet with participating companies about potential franchise opportunities. Scheduled exhibitors at the event will include: Bearclaw Coffee Company, Chick-fil-A, CiCi’s Pizza, FranNet, Kumon North America, Liberty Tax, Mama Fu’s Asian House, and Sarahcare Adult Day Services.

Registration is \$15 and includes continental breakfast, lunch, and session materials. Participants must register in advance by June 20th. For more information visit <http://cantonsbdc.org> or call the Canton SBDC at (330) 244-3290.

This event is hosted by: the City of Canton, International Franchise Association, Small Business Development Center at Kent State University – Stark Campus, U.S. Small Business Administration, Canton Regional Chamber of Commerce, Stark Development Board, Stark County Minority Business Association, and the Greater Stark County Urban League.

###