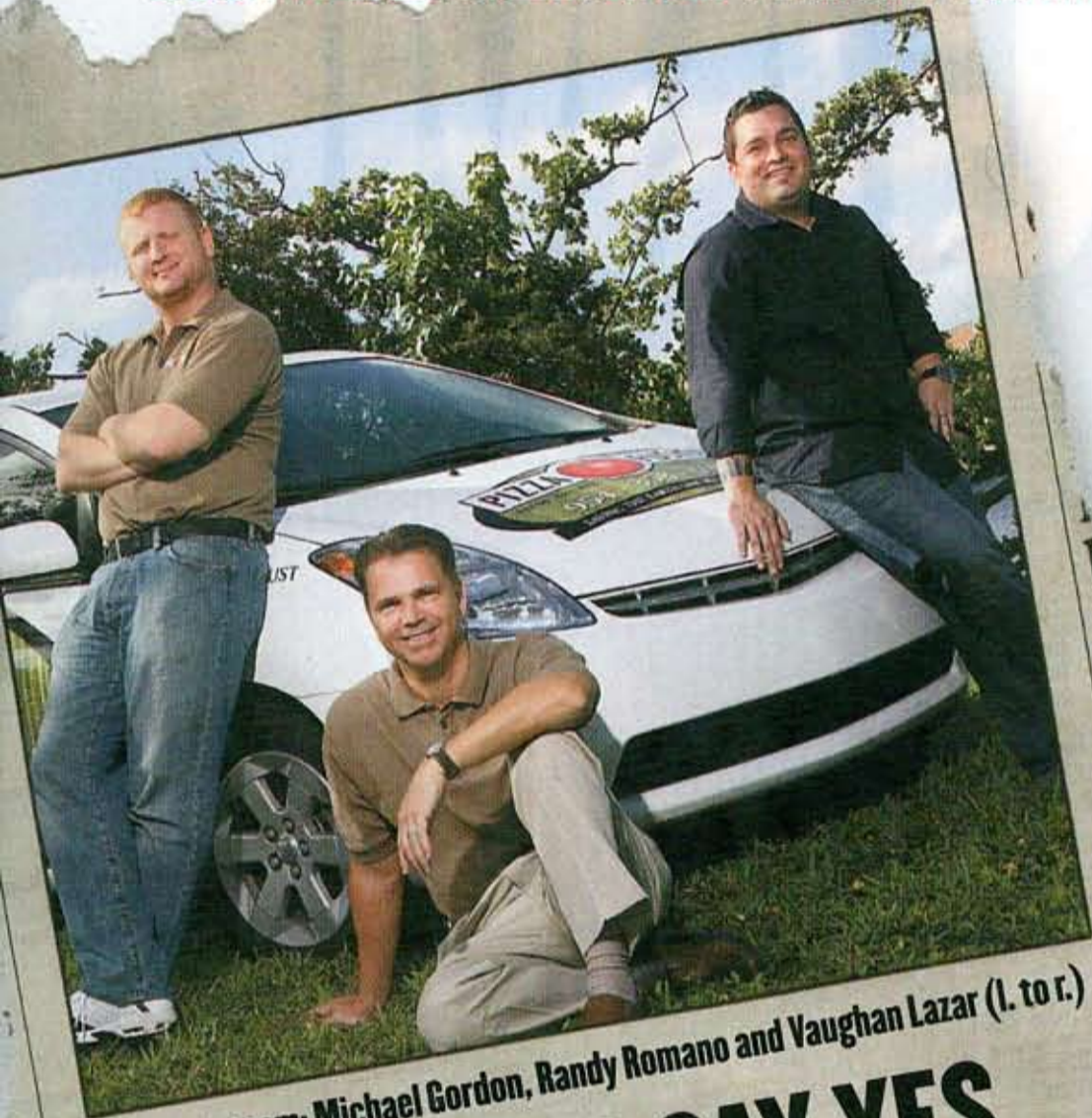


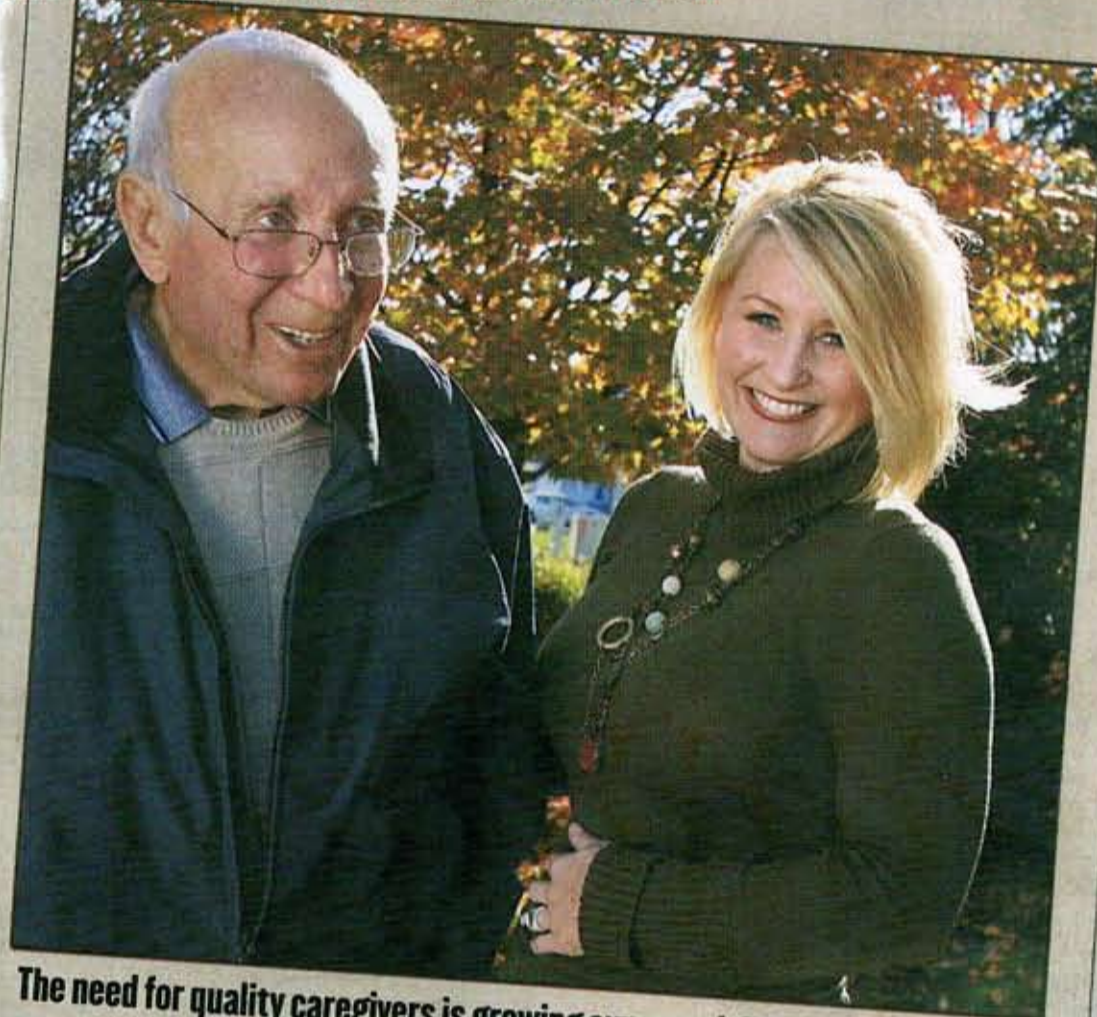
# This Just In . . .

**WANT TO GET A LEAD ON THE LATEST TRENDS IN FRANCHISING?  
JUST READ THE NEWS.** BY LINDSAY HOLLOWAY, JAMES PARK, NICHOLE L. TORRES AND SARA WILSON



The green team: Michael Gordon, Randy Romano and Vaughan Lazar (l. to r.)

## CUSTOMERS SAY YES TO GREEN BUSINESSES



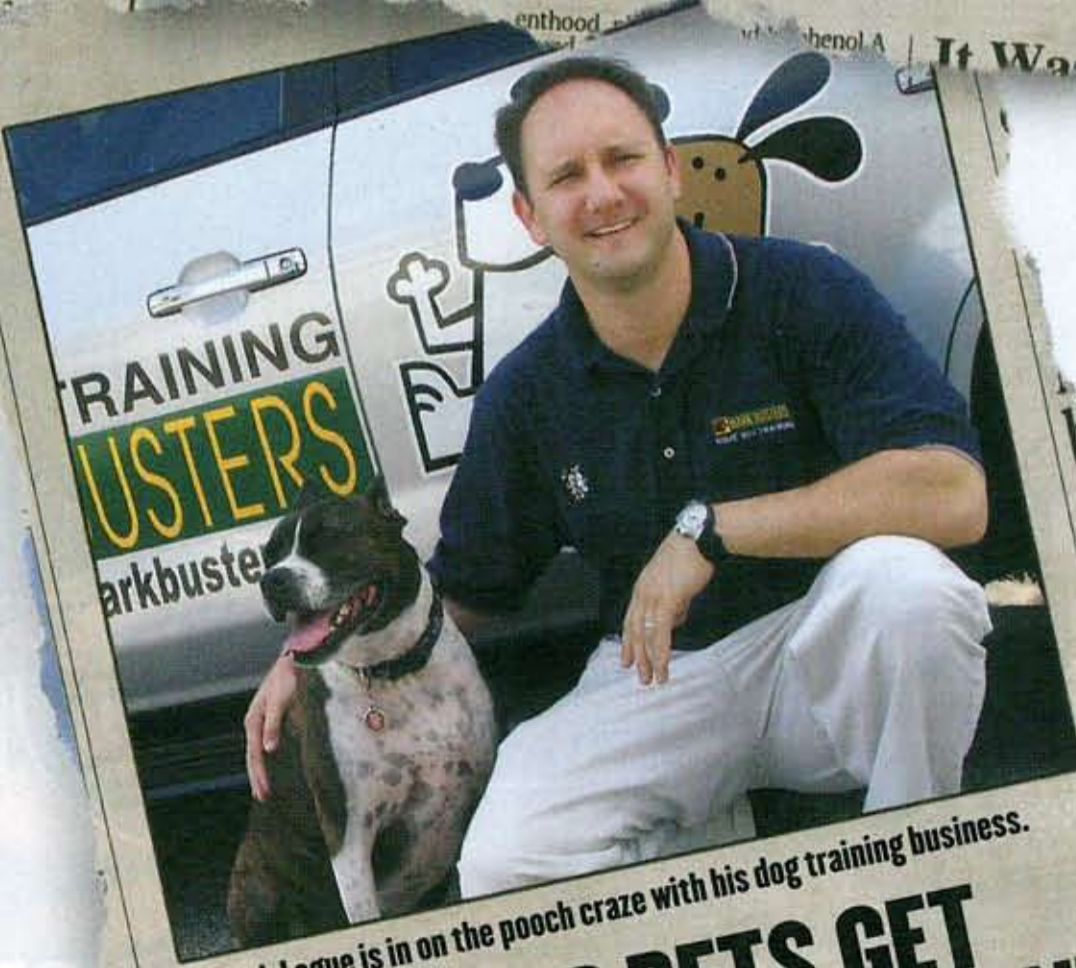
The need for quality caregivers is growing exponentially, says Julie Sullivan.

## MORE SENIORS MEAN HELP IS ON THE WAY



With fruits that are fun, Tariq Farid's bouquets are a healthy treat for kids.

## U.S. WEIGHS IN: HEALTHY HABITS ON THE RISE



Patrick Logue is in on the pooch craze with his dog training business.

## PAMPERED PETS GET THE 5-STAR TREATMENT

Photo © Mark Wemple Photo © Charlie Nye/Getty Images Photo Courtesy: Michelle Chappel and Christopher Beauchamp Photo Courtesy: Patrick Logue

elodeon and Sesame Workshop, to develop a new line of kid-focused fruit bouquets featuring well-loved characters such as the Cookie Monster, Mickey Mouse and SpongeBob. The line of nine new bouquets, which caters to children ages 2 to 11, is launching this month. "It's a win-win situation," says Kristy Ferguson, Edible Arrangements' executive vice president. "It's great for us. We get to develop this kids' collection, share it on different levels and continue to extend the brand. And [the licensors] get to focus on and work with a company that is very health-conscious, because childhood obesity is something that's top of mind."

Combating childhood obesity will take the whole village, and the battle is far from over. With consumers' concerns and spending powering the movement, franchisors are bound to be on the front lines. "People are so much more educated today," says Missy Chase Lapine, author of *The Sneaky Chef: Simple Strategies for Hiding Healthy Foods in Kids' Favorite Meals*. "And they're demanding changes."

And for food-related franchises developing a plan of action, Chase Lapine

offers up some food for thought. "You have to be really smart about changing your menu and offering healthier items," she cautions. "It's not just about putting broccoli in a McDonald's wrapper. Kids are really smart today, they know what they like, and it has to be clever."

—SARA WILSON

### "GREEN THE NEW COLOR FOR ECO-FRIENDLY BUSINESS"

—THE BUSINESS LEDGER

WITH ALL THE HYPE in the news about global warming, business is seeing a surge in green products, services and practices. Though headlines tout such-and-such green business and this-and-that eco-friendly franchise, statistics are surprisingly scarce. Because there's no definition or industry classification for *green business*, it's particularly difficult to collect data on the number of environmentally friendly businesses out there—and there's even less data on green franchises.

A recent study for the Grocery Manufacturers Association reports that 85 percent of U.S. consumer businesses have

Michael Gordon, Randy Romano—vice president of development for Pizza Fusion—and Vaughan Lazar (l. to r.) sell pizza with a mission: to promote earth-friendly, organic living.

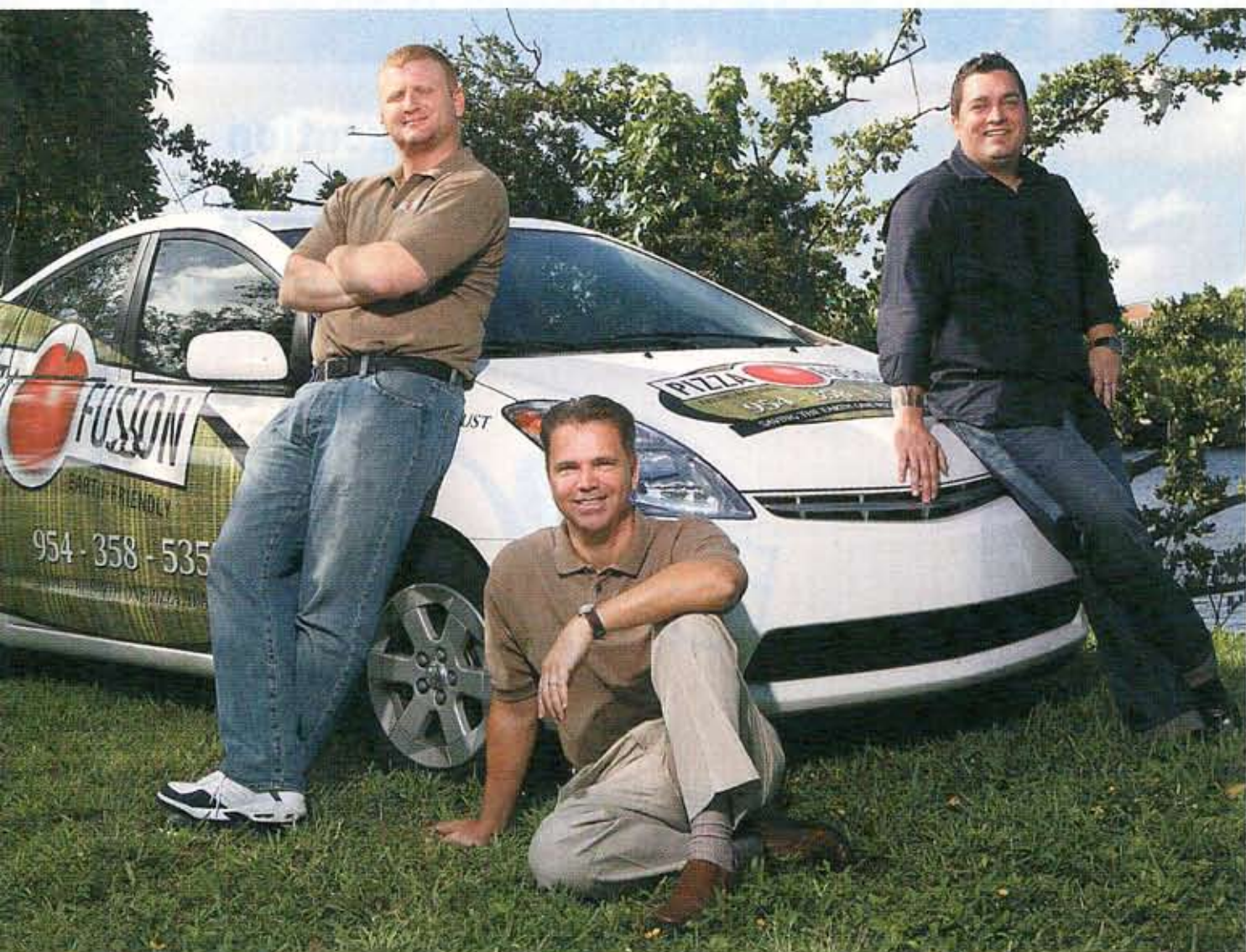


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# Like Dogs? Love Business?



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“A lot of people are trying to use it as a marketing tool rather than changing the way they do business.”

active sustainability initiatives. But when it comes down to it, how many of these companies are actually newsworthy? “People try to capitalize on the green movement,” says Vaughan Lazar, co-founder of Pizza Fusion, an eco-friendly, organic pizza franchise. “A lot of people are trying to use it as a marketing tool rather than changing the way they do business.”

When Lazar and co-founder Michael Gordon opened their first location in 2006, they had set out to create “something with a purpose,” opting for organic ingredients, hybrid delivery vehicles, corn

resin containers, recycled countertops and more. From there, “it turned into our passion to be the greenest business we possibly could,” says Lazar. And the idea to franchise soon followed.

It’s not always easy heading a national franchise that has such eco-friendly business practices given the still-limited number of suppliers and more expensive products. But with consumers’ staggering levels of environmental awareness and interest, Lazar and Gordon haven’t had a problem finding customers and franchisees interested in joining the green movement via Pizza Fusion. Jeff Yagoda, their first

franchisee and a former KFC franchisee, saw it as a healthy alternative that would allow him to act on his eco-friendly agenda. Yagoda, 52, opened Pizza Fusion’s Fort Lauderdale, Florida, location last March with his wife, Sandy, and partner Michael Block, both 37. Sure, his green status is getting him noticed more than when he was with KFC, says Yagoda, but even more important, he’s becoming increasingly eco-conscious in his everyday life.

That’s also the case for many other entrepreneurs and their customers. Salomon Mishaan, founder and president of Oxxo Care Cleaners, sees customers drive out of their way to take advantage of his franchise’s eco-friendly dry cleaning. When he launched Oxxo in 2001, he sought to provide quality dry cleaning without negatively affecting the environment. All his stores use GreenEarth, a silicone-based product that is safer on the skin. In addition, Oxxo’s standard operations allow for less energy consumption, do not produce contaminating waste,

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