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## **Nation's Largest Small Business Coalition Announces Partnership with International Franchise Association**

**Washington, D.C** - The Small Business Roundtable ([SBR](http://www.smallbusinessroundtable.org)), a coalition of leading small business and entrepreneurship organizations, is pleased to welcome the International Franchise Association ([IFA](http://www.ifa.org)) as a new affiliate partner.

The inclusion of IFA reflects the critical role small business owners play in the \$787 billion franchise economy and the positive impact of business ownership in underserved communities. According to FRAN data, 75% of all franchise businesses have fewer than 20 employees and the U.S. Census data shows nearly 30% of franchises are minority-owned, compared to 18% of non-franchised businesses.

SBR Co-Executive Directors Rhett Buttle and John Stanford issued the following joint statement:

"We are thrilled to welcome the International Franchise Association to the Small Business Roundtable. As the leading coalition for the small business community, we are working with policymakers to develop an economic recovery plan that supports the backbone of the American economy. Adding the franchisee voice to our advocacy further empowers our work, and will build on a natural partnership to the benefit of entrepreneurs."

IFA President and CEO Robert Cresanti said the following:

"IFA is pleased to join the Small Business Roundtable as an affiliate member. Our collective voice will help advance our common goal of creating and implementing policies that help America's small businesses and their employees prosper. IFA and America's 733,000 franchise small businesses are excited to partner with SBR for this important mission."

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**Small Business Roundtable** ([www.smallbusinessroundtable.org](http://www.smallbusinessroundtable.org)) is a coalition of leading small business and entrepreneurship organizations, dedicated to advancing policy, securing access, and promoting inclusion to benefit the businesses at the heart of the American economy.

**International Franchise Association** ([www.franchise.org](http://www.franchise.org)) Celebrating 60 years of excellence, education, and advocacy, the International Franchise Association is the world's oldest and



largest organization representing franchising worldwide. IFA works through its government relations and public policy, media relations and educational programs to protect, enhance and promote franchising and the more than 733,000 franchise establishments that support nearly 8.4 million direct jobs, \$787.5 billion of economic output for the U.S. economy and 3 percent of the Gross Domestic Product (GDP). IFA members include franchise companies in over 300 different business format categories, individual franchisees, and companies that support the industry in marketing, law, technology and business development.