



Recap March 21, 2023  
Grand Rapids Lions Luncheon Meeting  
Speaker Brigitte Betser  
Franchising

Meeting started at 12:17pm by President Gary Anderson with a welcome, pledge and prayer.

Broke for lunch

Reconvened at 12:48pm (14 members & 0 guests)

Announcements:

1. Anyone going to the Griffins game, Jeff will bill you.
2. Recycling: Scott Brady announced an Open House next Tuesday to see what is done there. It is just a demonstration with light refreshments and not working. Hoping to open up April – May open every Tuesday night, to get ready for the two upcoming trips (Jamaica & Surname)
3. Blind Dinner Date: Jim Schuyler is the chair looking for more members to be on the committee. All the meetings are on zoom. Contact Jim if interested: jimcschuyler@gmail.com
4. Shawn Eyestone was named one of 27 Notable West Michigan Lawyers by the GR Business Journal for 2023
5. Sad note Jeune Allard is critically ill. Please keep her in your thoughts & prayers. She has gone on a mission trip and worked in the recycling center

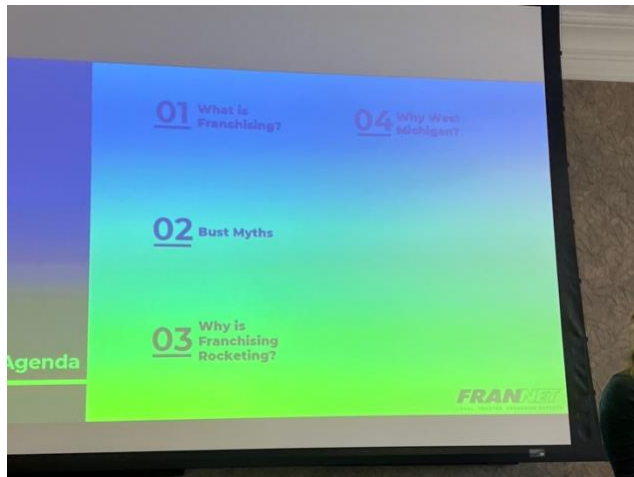
Tailtwister:/Happy Bucks: Jamie Juod - Shawn Eyestone, no pin or green on, winning at golf, skiing at Jackson WY, visiting OH & NE for Lions, Spartan win, trip to AZ.

Raffle: \$5 Kyle Travis, & the WIN for Jamie Junod

**PRESENTATION:** Brigitte Betser, Franchising

Discusses how to approach franchising here in Grand Rapids and how to get the best fit for the opportunity to be successful

<https://youtu.be/jOE1qwVRjKM>



**Buy a franchise**

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• Name recognition/ Licensed trademark</li> <li>• Proven business system</li> <li>• Training and support</li> <li>• Lower failure rate</li> <li>• Lower cost</li> <li>• Financing options</li> <li>• Disclosure</li> <li>• Franchise family</li> </ul>	<ul style="list-style-type: none"> <li>• Fewer industry options</li> <li>• Structured operating system (in some franchises)</li> <li>• Territory restrictions</li> <li>• Can only sell their products</li> <li>• Ongoing royalty payments</li> </ul>

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**Why Franchisors are Choosing West Michigan over Other Regional Markets**

**Demographics**

Population Growth  
Grand Rapids is the State's 2nd Largest City  
Grew at a rate of over 3% between 2015-2020

Household Income

**Entrepreneurial Resources**

SCORE  
SBDC  
GROW  
WMWF  
Grand Rapids Librarian  
Inventors Network

**Why West Michigan?**




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**Thank You!**

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**Do you have any questions?**

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Meeting adjourned at 1:30

Respectfully Submitted,  
Lion Cheryl Anderson  
GR Lions Club Secretary