Franchise Business Models Explored

Vancouver's Clark College offers helpful insight

If you have ever seriously thought about owning a franchise, Clark College is offering a class to guide you in the process

"Essentials of Franchising" will be held at Clark College at Columbia Tech Center on Saturday, Sept. 26 and Saturday, Oct. 3. Both sessions will take place from 9 a.m. to 2 p.m. Clark College at Columbia Tech Center is located at 18700 S.E. Mill Plain Blvd., Vancouver.

The course will be taught by business entrepreneur Robert MacLellan. Participants will learn about the advantages of the franchise business model versus the non-franchise model.



Robert MacLellan

Discussion areas will include: criteria in selecting a franchise, the typical franchise contract and its important components (fees, royalties and geographic territory), how to value the business, profit margins, multi-unit benefits and requirements and site selection criteria.

Three case studies will be utilized covering name brand franchises (Taco Bell,

MacDonald's and Wendy's), their national expansion and why they continue to succeed after 30 years. In addition, participants will learn why Subway sandwich sales are increasing during this current recession. A field visit to a regional Starbucks outlet will aid in understanding site selection criteria.

The fee for the two-day session is \$149. For additional information, call 360-992-2484. Information about all Corporate and Continuing Education classes is available at clark.edu/cce.

Placing Women in Good Paying Jobs



Melissa Jackson uses the claw of a hammer to tear down part of an old wall. Before enrolling in Oregon Tradeswomen, Inc. training program, Jackson worked in mortgage services. Photo by Jake Thomas/
The Portland Observer

continued from A7

the mortgage services. As the financial industry began to meltdown, she decided it was a good time to jump ship and try her hand at something else. She had always enjoyed doing repairs on her own home, and liked the idea of working in

carpentry, which prompted her to sign up for Oregon Tradeswomen Inc. pre-apprentice program.

At the works site, wearing a hardhat and goggles, she uses the claw of a hammer to tear the drywall covering the buildings frame.

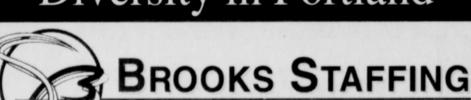
"This is something I've always wanted to do," she said. Now she is.





2828 NE Alberta Street
Telephone (503) 282-7973
Fax (503) 282-3482

Fax (503) 282-3482 Web address: www.bufor.org "WHERE EVERY PERSON MATTERS AND EVERY DOLLAR COUNTS' "Please look for us in your Workplace Giving Campaign and consider helping us impact the community!" Brooks Staffing Supports Diversity in Portland



A Division of S. Brooks & Associates, Inc.
A Full Service Staffing Company

"Where Temporary Staffing leads to Permanent Satisfaction"

Experienced employees are carefully screened and unconditionally guaranteed.

- No surplus labor
- No insurance costs
- No interviewing
- No tax records

Simply sign the temporary employee's weekly time card.
You will receive an itemized invoice, that's it!
We give you the individualized attention you deserve!

Call, to start saving 503.284.7930

BROOKS STAFFING

A Division of S. Brooks & Associates, Inc. A Full Service Staffing Company

> 1130 NE Alberta Street Portland, Oregon 97211 FAX: 503.284.7977

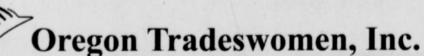
www.sbrooks.com jobs@sbrooks.com





PHOTO BY JAKE THOMAS/THE PORTLAND OBSERVER

Two women trainees enrolled in a pre-apprentice program with Oregon Tradeswomen, Inc. erect a metal frame for a wall.



Build Pride Build a Career

Check out our FREE pre-apprenticeship career class for women.

- Hands on Training
- Classroom Instruction
- Strength Training with a Fitness Trainer
- Field Trips to Jobsites & Training Centers

Contact us to sign up for the next information session!

www.tradeswomen.net

503.335.8200 x21

