

Franchise Times®

January 2015

The News and Information Source for Franchising

www.franchisetimes.com

20 TO WATCH

PEOPLE, BRANDS & IDEAS TRENDING IN 2015

Who will make news in franchising in 2015? Franchise Times presents 20 people, brands and trends we expect to make an impact, and we thank the many readers who answered our call for nominations so we could consider a deep pool. As always, the number of newsmakers vastly outstrips our space for this feature—which is why we'll keep bringing you new names all year long.

By Beth Ewen
and Nancy Weingartner

GLOBETROTTING

11 Edwards Global Services is one of the preeminent international consultancies in the U.S.—which has an in-country presence of 49 associates in 36 foreign countries, all following William Edwards' business system. In 2015 some changes should benefit its impressive stable of clients, as well as free up Edwards to do what he does best—find and service clients. Michelle McClurg, who has 40 years of corporate management experience, has been promoted to COO; and longtime consultants Jeff Kolton and Lesley Hawks have joined the U.S. staff, as well as Shanna Aldridge. Edwards also has been a mainstay on the IFA's international committee. The cry in EGS staff meetings is now: "Delegate," a concept Edwards admits is not his strong suit—but will become one thanks to his team's forceful nature. As international expansion continues to be hot, having an outsourced franchise development team is one way for medium-sized franchisors to test the waters before deciding to jump in all the way. But they have to be ready, Edwards asserts. After all, as we've said many times: International is not for sissies.