



George Berkeley helps with the logistics of everyday life. From shipping an order across the country to printing marketing materials for a local small business, as the franchise owner of The UPS Store® in South Orange, New Jersey, he's in the business of helping business.

He also knows the benefits of franchising. After a Navy career in systems engineering on nuclear submarines and positions at several Wall Street financial services firms, George wanted to go into business for himself. Using special incentives and discounts offered through the International Franchise Association-sponsored VetFran program, he opened his center in 2009 and created much needed jobs in his community.

Today he owns one of more than 4,300 independently owned The UPS Store® locations in the U.S. He uses the business management, marketing, technical, and customer service skills training offered by the franchisor to provide convenient and value-added retail shipping, printing and other business services to local small businesses and consumers.

The UPS Store® locations contribute to the over 825,000 franchise businesses that support nearly 18 million jobs across every state and congressional district and over \$2 trillion of economic impact.* While franchise businesses are poised for stronger growth in 2011, a renewed commitment to pro-growth policies out of Washington, D.C. will help franchise businesses grow even faster and help move our economy from a jobless recovery to a job-creating recovery.

See how franchising counts in your district:
visit www.buildingopportunity.com



*Includes both direct and indirect economic impact for 2007. September 2011