



Stephen P. Joyce
President & CEO
Choice Hotels International, Inc.

Mina Patel and Arvind Kumar
Owners/Operators
Sleep Inn Hotel

Franchising: The Wake Up Call for Local Job Growth

Husband and wife team Mina Patel and Arvind Kumar discovered franchising after acquiring and managing properties in the hospitality industry and never looked back.

As local owners/operators of the Sleep Inn hotel in Woodbridge, Virginia, Mina and Arvind employ 16 people. They maintained their staff and sales during the recession due to hard work and the extensive business and marketing support they received from their franchisor company — Choice Hotels International.

Mina and Arvind are part of the Choice Hotels International's family of brands, which includes more than 6,000 franchised hotels, representing more than 490,000 rooms in the United States and more than 35 other countries and territories. Over 100,000 employees work at Choice Hotels' franchised properties around the globe.

Over 825,000 franchise businesses in the U.S. support nearly **18 million jobs** across every state and congressional district—providing **\$2.1 trillion of economic output to the U.S. economy**.* Franchise businesses are poised for stronger growth in 2011, but 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 state and district:
visit www.buildingopportunity.com**



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Franchising
Building local businesses,
one opportunity at a time.

www.franchise.org

*Includes both direct and indirect economic impact for 2007.
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