



Inside BrandONE with

MIKE WELCH

STRUMMING THE RIGHT FRANCHISE CHORD

Mike Welch – or as we call him around here, Welchy – serves as VP of Franchise Development for BrandONE. A songwriting guitarist in his off time, he understands that business success only comes when stakeholders all are playing from the same sheet of music.

“Everyone has to be in tune if you want a franchise concept to look, sound and feel good to its audience,” Mike says. “You better be able to back up how it appears on the marquee, or you’re not going to gain too many fans.” At B1, Welch matches ideal candidates with brands that will forever change their lives. That’s his mission in a soundbite, but not merely reflective of the deep passion that drives him to empower others.

To discover that part of his character, you’d have to start with his devotion to family. Mike describes his wife, Shari, with a single, unwavering sentiment.

“She’s the absolute love of my life.” Shari works with deaf and deaf/blind children in their community. According to Mike, “If you don’t know her, you don’t really know me.” Together, the power couple are raising a close-knit family of four kids – Peyton, Addi, Mason and Tristan. Mike’s clear about the unparalleled joy he’s discovered through fatherhood. Between attending dance recitals, football games, track meets, basketball showdowns and baseball matchups, he’s perfected the #1 Dad role over the years!

Beyond spending time on the court, stage and field, the Welch family loves heading to their cabin on the Gull Lake

Chain in central Minnesota. There, Mike taps into his affinity to steer entrepreneurs to franchise success, using those instincts to navigate a different kind of journey.

He’s the captain of a 26-foot Premier Tri-toon, with a 300 Mercury on the back. If you’re one of the 12 passengers his boat can carry, hold on tight. Mike’s not shy about throttling up the speed in order to make good time en route to a lakeside lunch spot! Odds are, you’ll be listening to some pretty good music along the way, too.

Fact is, Welch’s complete personality and talents can’t be covered in a single song. No, his vibe spans an entire

soundtrack. He’s a former franchise owner, grill master, brew king, and so much more. Still, from a franchise development standpoint, his philosophical tune is simple.

“I believe in the power of entrepreneurship and its ability to dramatically improve people’s lives,” he says “...Not only financially, but personally as well.”

That mindset seems to reverberate in Mike’s actions with other brands and franchise owners. He’s there to teach them the rhythm and chords he’s mastered from years of business experience, helping them build up to the ultimate chorus.

