



Inside BrandONE with

HEATHER MCPHERSON

KEEPING IN RHYTHM WITH FRANCHISE POSSIBILITIES

Heather McPherson, VP of Franchise Development, loves helping others dream big! When the opportunity to join the B1 team waltzed her way, she knew it was the chance of a lifetime.

Heather was working for the beauty company, Deka Lash, when friend and B1 partner, Peter Barkman, approached her about becoming part of the BrandONE team. The timing couldn't have been better. She joined Deka Lash as Brand Development Director to get back to her roots - franchise development. However, even after an outstanding four-year run with the company, Heather still felt something was missing. She had been carefully exploring her options for months when B1's offer landed on her doorstep. Heather worked closely with the founders of BrandONE for years and has long admired their stellar reputation. Without hesitation, she jumped at the chance to become "...part of this 'A' team of like-minded professionals and friends!"

Heather's franchise career extends over more than two decades and has allowed her to take on various positions, including business advisor, financial consultant, and franchise developer. Her passion for building relationships, meticulous attention to detail, and impressive organizational skills helped her excel at every turn. She truly hit her stride, however, when one of the companies she was working for was bought out by Capistar Holdings, an umbrella company of FranChoice. Here, she met Jeff Elgin and Geoff Seiber, founders of FranChoice. The two quickly became (and still are) her mentors in navigating the franchise world. After making her mark on several companies, she joined Seiber to help build and

grow FranFund as Sr. Financial Consultant. For 10 years, Heather helped companies get their candidates funded. She attended every networking event and kept up to date on new brands and the latest franchise development news. It was during this time that she got to know the B1 crew, their philosophy, and exceptional ability to grow brands. She formed lasting friendships with several members of the team and earned their respect as a partner in helping brands and candidates excel. Years later, it was these relationships and mutual respect that assured both she and BrandONE she would fit perfectly into the family. Her motivation for joining B1, and at every step in her career, is to guide others in overcoming

the fears that keep them from dreaming big. "If I can help one person, educate them clearly to make a well-informed decision, and allow them to see all the potential for their future...I am happy!" she exclaims. "It has and continues to be my fire, my excitement, and my passion." She follows this philosophy whether working with a brand to craft a solid development plan or with a candidate who's trying to decide if franchise ownership is the right choice for them. Now, she is thrilled to bring this approach to BrandONE's innovative franchise development process. "I desire to inspire myself and others to set goals and then work ridiculously hard to achieve them as this sets you on the path of

living a purpose driven life!" After all, as Heather's favorite author, Zig Ziglar says, "If you aim at nothing, you will hit it every time." When she's not developing brands and guiding candidates, Heather is all about family time! The proud mother of four boys, she loves spending time with them, her grandson, her other half, and her dog. Heather's hobbies are as diverse as her skill set and, as an empty nester, she enjoys having the freedom to pursue them all. The Oregonian is a competitive ballroom dancer, in addition to an avid traveler and outdoor enthusiast. You can often find her taking in live music, hiking, snow shoeing, and camping, as well as attending live theater productions and exploring museums.