

PostNet CEO Steve Greenbaum and MN/WI area franchisee John Francis were named to Franchise Times' "20 to Watch" for 2008.

02-03 *History in the making* *Steve Greenbaum /CEO PostNet &* *John Francis/PostNet Area Franchisee*

PostNet is about to make IFA history. Never before have two people from the same company served on the International Franchise Association's board at the same time. At IFA's convention in February, PostNet's CEO Steve Greenbaum will take over as chairman of the education and lobbying group. At the same time, PostNet area franchisee, John Francis, becomes chair of the Franchisee Forum. And while this doesn't mean PostNet will have a voting block—the board is expected to come to the table with a pro-franchising agenda, not a pro-company agenda—it does speak volumes about the kind of leaders PostNet is outputting.

Greenbaum, who has garnered an Entrepreneur of the Year award, believes in being an active member of IFA. When he was introduced to IFA in 1991, he told himself that this was an organization that could help him, but only if he made it happen. IFA, after all, is not an association for shrinking violets—most entrepreneurs are shrink-proof. As a founder who built his company from the ground up, Greenbaum brings vision, passion and a strong

work ethic to the chairmanship. He's also fortunate to have a business partner back at PostNet's Denver headquarters, Brian Spindel, who has a similar skill set and can keep things running smoothly while Greenbaum attends to IFA affairs. The long-term business partnership works so well, in fact, that Greenbaum had a duplicate statue made of his Entrepreneur award for Spindel's office.

Francis also has a strong entrepreneurial bent. His, however, is in his DNA. As the son of Florence and Joe Francis, founders of the Barbers and longtime IFA supporters, he is franchise royalty, if there is such a thing. In addition to his history-making feat with Greenbaum, he's also the first offspring of two board members to sit on the IFA board. The Franchisee Forum is sure



Steve Greenbaum



John Francis

to benefit this year from its "recovering franchisor" leader, who is leading the charge to find new ways for franchisees to add value to the IFA. "The first issue was inclusion," he said. "We're there. Now as franchisees we've decided to take it up a notch."



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