



CPRIOA

An Independent Association of Cell Phone Repair Franchisees
an Affiliated Chapter of the American Association of Franchisees & Dealers
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CPRIOA Board of Directors Election Results

It's with great pleasure I announce the results of the recent CPRIOA Leadership elections. I would like to start by saying "thank you" to all our inaugural members. It was a long year, and it was a substantial effort getting the CPRIOA launched and running over the last 14 months. Each of you have been integral in your support, by joining our efforts during the first year, with nothing more than a promise from our leadership team to work to make this a better franchise system. Despite it being our first year, we launched with several impactful initiatives in the first year.

I would like to thank Brent Belch, Rick Bouse, Chris Tiffany, Peter Diniz, and Eric Farr for their early leadership and assistance serving in various capacities to get this Owners Association launched. Additionally, I would like to thank our partners at the American Association of Franchisees and Dealers (AAFD); including Robert Purvin, Amy Mancuso, Jennifer Foreman and Zoe Chapin for their many hours of support and guidance in getting our association registered and running.

Some of the efforts the CPRIOA has undertaken in the last year:

- Exceeding our recruiting goal of 100 member stores by February 2020
- Engagement with the Federal Trade Commission and the Franchisee Advocacy group
- Square credit card processing with a low flat rate for all our members (Later rolled out to all CPR Stores)
- Device finance and sales training in Austin Texas
- Batteries Plus franchise amendment legal review and recommendation to our members
- Annual CPRIOA Disclosures with the CPR franchise system
- CPRIOA Managed LCD Recycling Program by Cell Phone Sandbox
- CPR LCD Recycling Program also by Cell Phone Sandbox
- Three-day training session in Dallas, Texas (Device Sales, Inventory Management, and Reporting/Analytics)
- We have a few initiatives for the new board to review and consider for 2021. We welcome your feedback on these, and any other initiatives our members are interested in:

- Trainings – We will review member needs for training in various areas
- Franchise Agreement legal review
- Parts supplier independent review

We are happy to announce our recent leadership election winners as follows:

Eric Farr (President): Eric is a returning board member, having previously served in 2020 as a board member and Vice President. He is a multi-store owner in Indiana with one or more stores regularly performing in the top 25 nationwide. He has been in the CPR franchise system for about 3 years. Eric's background is retail operations, having previous experience as a multi-store regional manager in the grocery industry. Eric has proven his willingness to speak openly and help other franchisees over the years, and we welcome his positive attitude and continued leadership.

Mike Levine (Vice President): Mike is a new board member to the CPRIOA. He is a multi-store owner and area developer that has been with the franchise for 5 years. Mike's stores are regularly in the top 25 national rankings. Mike is an active member of the franchise system, regularly speaking with other franchisees and helping where possible. Mike's background includes 15 years in Global Account Management and 5 years in contract manufacturing. We welcome Mike's seniority and leadership to the board.

Cedric Dossou: Cedric is a new board member to the CPRIOA. If you do not know Cedric, you should, his energy is infectious. Cedric is a multi-store owner in the Arizona market, and was recognized as franchisee of the month in 2020 by CPR. Cedric regularly has one or more stores in the national top 25 leaderboard, and he has embraced the new blended repair AND retail business model. Cedric is originally from Benin in West Africa and has resided in Arizona for the past eight years with his wife and two children. When he is not busy working, you can find him off-road riding, kayaking, and traveling. Cedric is an all-around great guy and a fantastic operator.

Tony Tyschunk: Tony is a multi-store owner out of North Carolina. He was recognized as franchisee of the month by the franchise in 2020 and has proven his value in getting franchisees engaged and active on social media and is ALWAYS ready to step up and help fellow franchisees where needed. Tony started his career with a "buy/sell/trade/repair" business with his brothers, he learned some valuable lessons about how NOT to run a business. Tony's career has always been focused on sales, having sold automobiles at one of the largest volume Honda dealers on the East coast, then selling services and later digital marketing for ATT, Verizon, Frontier, CenturyLink, HughsNet and DirectTV. He eventually transitioned into selling SEO services in our market and transitioned back into a store owner operator. We look forward to his energy, positive perspective, and experience on the CPRIOA board.

Toby Paul: He really does not need an introduction, but I'll do it anyway. He is a multi-store operator that is regularly on the nationwide top 25 leaderboard. Additionally, Toby has been traveling around the nation teaching franchisees how to sell and finance devices for 18 months. He was recognized as franchisee of the month in 2020. Toby also was the key presenter for the CPRIOA device sales training that was given in Austin Texas in October 2019. He was instrumental in defining the device sales model that many franchisees use today and is always helpful for any franchisee that need assistance. Toby's background has been in sales since he graduated high school. He started a tree service business and operated it for 18 years before jumping into electronics. He opened his first phone repair store

10 years ago and grew to five stores before converting to CPR in 2018. His depth of knowledge of sales and financing in this market are a welcome addition to the board.

Richard Gaderick (Treasurer): Richard is a single store operator in the Arizona market. Richard represents the core of what we consider a “staple” franchisor owner operating a single profitable store. Richard started in the repair business just over 5 years ago from a Digital Doc conversion. He converted to CPR with the goal securing national deals with OEM’s. Richard has a strong personal conviction help the franchise and other franchisees. He started his career in the hospitality industry and then made a transition into the IT world in the early 90’s, while staying within the restaurant industry. He has traveled the world working in various management roles in sales, hardware development, programming, support, IT administration, security and contract administration. He brings a diverse set of experiences to the CPRIOA leadership team and our goal of an equitably profitable franchisee AND franchisor business.

Shane Mericle (Secretary): I am the founder and former president of the CPRIOA. I am a multi-store owner in the Central Texas and Houston markets. My vision is a franchise system that is mutually profitable and beneficial for both the franchisees and our franchisor. I am highly active in the franchise, regularly visiting and speaking with owners throughout the system. I am a self-proclaimed "number junky" with a background in Computer Science and Mathematics. I started my career in the insurance/actuarial world and quickly migrated to telecom where I implemented large scale software systems at ATT, PrimeCo, Telus, Vodacom, Telecom Italia and Czechtel. I am also a co-founder at Incenergy Software group, as well as co-founder at Cooler Extras sporting goods. I am always available to speak with and/or help fellow franchisees and welcome the conversation. (Mobile: 512-789-6667, smericle@yahoo.com).

I thank each of you for your membership and look forward to serving with our new board members over the coming year.

Kind regards,

Shane Mericle