



Keith R. Miller

Prior to founding Franchisee Advocacy Consulting, Keith R. Miller was Chairman of the Coalition of Franchisee Associations (CFA) (www.thecfainc.com) from January 2012 through January 2018 (3 terms). During his term as Chairman, the crowning achievement was the passage of California AB-525 in 2015. CFA was the sponsor of this franchisee protection bill that has been called the most significant franchisee legislation in decades. During the previous year, franchisee legislation (SB-610) was considered the one of the most controversial pieces legislation in the state, and passed both

houses with the narrowest of margins, only to be vetoed by the Governor. In 2015, we worked with the Assembly Speaker's and Leader's offices on both the language and strategy of new legislation. In the end, what was previously a controversial subject, passed both houses unanimously, and on October 11, 2015, was signed into law by the Governor.

Keith has been active in legislation introduced both federally and in multiple states. This has included being involved with the specific language of legislation, organizing franchise owners to lobby on behalf of the legislation, and testifying at hearings. He has also testified at federal agencies, including at a Federal Trade Commission hearing on franchisee issues and weaknesses in the current Franchise Rule disclosure requirements and at the IRS on a Rule Hearing concerning the change to the discounting of gift taxes on family businesses.

Keith has been a Subway franchisee since 1988, owning up to 6 stores in Nevada and California, and currently owns 3 stores. With his wife Karen, the received the Subway Franchisees of the Year award at the annual convention in 1997. He served on the North American Association of Subway Franchisees (NAASF) as a Director from 2000-2002 and 2005-2010, and served as NAASF's first President, CEO, and Chair in 2000-2001. He served as a local Chair of the Subway Franchise Owners Advisory Council (SFOAC) from 1991-1999 and was Chairman of the Regional SFOAC Chairs from 1996-1999. Finally, he has served as a board member of the Sacramento advertising fund from 2005-present, including its Chair from 2010-2013.

Other Professional experience

1982-1989 IBM/ROLM Santa Clara, CA

Application Development Manager/Programmer

ROLM Telecommunications purchased by IBM in 1986.

Managed internal financial and inventory systems with installations throughout United States and Canada.

Designed, developed, and supported IT systems for IBM/ROLM.

Education

MBA – Business Management (1986)

Golden Gate University, San Francisco, CA

BS – Computer Science, BS – Business Administration (1983)

California State University, Chico, CA