

## INTRODUCING THE ALLEGRA TEAM

Here are some of the team members you'll meet during your discovery or evaluation process.



### **Kevin Cushing** **President, Marketing & Print Division**

Kevin joined the team in 2015 as President of the Marketing & Print Division. He was the CEO of AlphaGraphics in Salt Lake City from 2004 to 2012 as well as an owner of two franchise locations in Minnesota that received numerous awards for their achievement. Prior to these roles, he was president of Terratron, a specialist in restaurant turnarounds in ailing markets (owner of 81 Hardee's Restaurants in six states). Kevin's honors include induction into Special Olympics Utah

Hall of Fame, Soderstrom Society, and Print CEO of the Year.

**Personal bio:** Kevin and his wife of 38 years, Jill, have four grown children, two wonderful daughters-in-law, and two spirited young grandchildren. Kevin loves to travel, exercise, ski, skate, golf, and read.

**No matter what, franchisees can count on me for ...** honest conversations and a sincere commitment to make the Allegra experience the best use of your time, talent, and resources by empowering your success through high impact programs and support.

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### **Mike Marcantonio** **Chief Executive Officer, Alliance Franchise Brands**

Mike became an investor in Alliance Franchise Brands in 2000. In 2006, he expanded his role by becoming Chief Strategy Officer and in 2011 became Chief Executive Officer. His entrepreneurial spirit and success-driven attitude have been instrumental in planning the future of the company and positioning it as a driving force in the marketing and visual communications industry today.

Mike has spearheaded growth strategies through acquisitions and company restructuring, paving the way for growth. His franchising experience began at Domino's Pizza, where he served as Vice President of Tax.

**Personal bio:** Mike enjoys spending time with his family, especially his daughter Maria, as well as traveling and staying active. He loves the challenge of endurance events and is proud to have completed the Ironman Wisconsin in 2015.

**No matter what, franchisees can count on me for ...** always putting them first because I never lose sight of the fact that in a franchising business we cannot be successful unless our franchise members are successful first.



**Jessica Eng**  
**Vice President of Marketing & Communications, Marketing & Print Division**

Jessica joined Alliance Franchise Brands in 2003. In her current role, she leads the marketing, PR, and communications team, as well as the Marketing Resource Center which helps drive Franchise Member growth through direct and digital marketing campaign execution and Web-to-print solutions. She's responsible for brand growth and positioning, as well as developing high-impact customer retention and lead generation programs. From marketing research, direct marketing, and content strategy to search engine marketing, social media, and marketing automation, she is an expert at combining traditional and new media to deliver results. Jessica loves sharing her enthusiasm for marketing through educational speaking engagements at local events across the United States, as well as national conferences.

**Personal bio:** Jessica and her husband, Derek, love spending time with their twins, Keira & Daniel, and supporting them in their after-school activities. Born and raised in metro Detroit, the Engs spend any remaining free time with their large extended family that lives in the area.

**No matter what, franchisees can count on me for ...** always bringing my passion and unwavering commitment to all that I do. I have the utmost respect for our Members and will work hard with the rest of the Home Office Team to empower their success.

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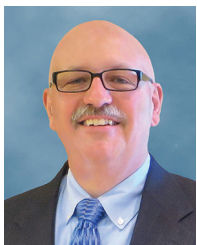
**Dori Bennett**  
**Vice President of Sales and Training, Marketing & Print Division**

Dori joined the Alliance Franchise Brands team in 2011. Previously, she was a sales strategy and marketing consultant who spent her career in sales, sales management, and marketing roles for a variety of companies. Crossing several industries, including advertising, direct mail, and several interactive start-ups, Dori was instrumental in the launch of an award-winning online Yellow Pages site and was also responsible for the global deployment activities of a business-to-business portal for the automotive industry. Dori has held senior sales management and marketing positions in Fortune 100 companies. She also has been a certified facilitator for several entrepreneurial training programs in the Detroit area and has coached numerous start-ups.

**Personal bio:** Dori and her husband Jim, enjoy golfing, traveling, and watching their grandson play hockey. She also loves to walk and play with their West Highland White Terrier, Ditto.

**No matter what, franchisees can count on me for ...** listening to their needs and trying to help them with solutions.

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**Mike Dye**  
**Vice President, Franchise Member Support, Marketing & Print Division**

Mike manages a team that promotes the growth and profitability of franchise members within the Marketing & Print Division – including new owners who have acquired centers through the MatchMaker® Program or Advantage Program. He joined the company in 1985 and has attained increasingly responsible positions in business education, financial management, coaching and consultation, and workflow and project management during his tenure. Mike began his AFB career as a printing instructor, later becoming Director of Training before transitioning to Regional Operations Manager. In 2016, his role expanded to Senior Regional Operations Director, assuming leadership of the Regional Support Team, finally becoming VP of Franchise Member Support and taking on supplier relations.

**Personal bio:** Mike and his wife of 37 years, Denise, enjoy outdoor pursuits such as hiking. They also read and participate in community activities with their church. Much of their time is spent with their many nieces, nephews, and grandnieces.

**No matter what, franchisees can count on me for ...** a focus on the importance of our Core Values, supporting the business of our franchise members and improving their growth and profitability before all else.

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**Michael Cline**  
**Vice President of Franchise Development**

Mike Cline has been with our organization since April 2004. During his time in Franchise Development, Mike has led the team's efforts for Signs By Tomorrow, Signs Now, Image360, and more recently, has begun to lead development efforts for the Allegra and RSVP brands. Alliance Franchise Brands now has a One AFB Development Department which supports and serves all our brands. As Vice President of AFB Franchise Development, Mike's team is responsible for system franchise growth by placement of

new franchisees, as well as helping current franchise members with exit strategy to include valuations, candidate search, and transition to new owners.

**Personal bio:** Mike and his wife, Alexandria, along with their 3 children, enjoy travel more than anything. Family vacations are a mainstay and the memories are forever. Mike enjoys an occasional round of golf, plays a bit of poker, but mostly lives vicariously through his children's activities such as volleyball, track, and their accomplishments.

**No matter what, franchisees can count on me for ...** timeliness, I know franchise members never have enough "time," so when they need me, I do all necessary to be available as quickly as possible.

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**Michael Miller**  
**Franchise Development Manager**

Mike has more than 10 years' experience with Alliance Franchise Brands. As a Franchise Development Manager, Mike assists candidates who wish to explore the Allegra Network and Image360 franchise opportunities. Mike also participates in the resale program for Allegra and Image360, working with both the selling franchisees and the potential buyers. Another component of Mike's responsibilities is interacting with independent print and sign shop owners who wish

to sell their business as part of the acquisition program or join either the Allegra or Image360 model through the Advantage or Independent Dual Brand Program.

**Personal bio:** Mike and his wife of 13 years, Kristin, have 2 children, Noah (10) and Olivia (5). When not spending time with his family, Mike enjoys kayaking, golf, and running.

**No matter what, franchisees can count on me for ...** to be the go-to source for all information needed as it relates to the discovery of the Allegra Network and Image360 franchise opportunities.

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