



# What's Brewing at Seekers

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[www.seekerscoffeeshouse.com](http://www.seekerscoffeeshouse.com)

December 2005

## Season Greetings from Cindy & Paul



MERRY CHRISTmas to all!

During this season when the media and major retailers are questioning the appropriate greeting to people, we at Seekers are humbled and blessed at this time of year and wish you and your family a Merry Christmas!



As the New Year approaches, it's an appropriate time to take a moment to reflect and be grateful for all the many blessings of 2005. It truly has been a big year for us here at SCHFC. The year started off with an overwhelming positive response to our initial Private Stock offering. We were truly amazed at the wonderful feedback we received from this initial offering and ask for your continued prayers as we strive to complete the second half of this offering.

We diligently worked this year to improve product sales and bring new systems and menu items to the stores. We added some new food items to our menu which has been a big hit with our customers and added a larger profit base to our product sales as well.

A true blessing to us this year has been John Campbell joining our team in July. John has brought so much knowledge of the franchise industry to us and has really blessed our company with his 20 years of franchise expertise and experience. In addition to handling all leads and working with prospective franchisees through the decision-making process, John is working with us to fine tune each of our profit centers, build cash flow models for each store and identify ways to increase and produce greater weekly sales and profits for our store owners in 2006.

In October, we finalized the sale of our store in Middleburg Heights to Fran and Mark Kocurko and it has been a great transition for us to focus more time on franchise related activities. We also moved our offices from a space in the back of the original store to offices around the corner with more room to spread out and better serve our franchisees. We now have room to conduct Discovery Days with prospective franchisees and hold Coffee College in a more suitable environment. Come visit us anytime!!

We are excited about what 2006 has in store! We are scheduled to have 10 stores opened by the end of 2006 and are growing into marketplaces such as Lewisville, TX; Columbus, OH; Charlotte, NC; Akron, OH and all the way out to Portland, OR.

With all the change and excitement this past year, we remain faithful to the vision which God has given us.....***to unite all people and to subtly evangelize.*** We remain humbled to be involved and used as instruments in this wonderful business/ministry of His. May God bless you, your family and your time with family this holiday and into the wonderful New Year!

## *Making a Difference in 2006*

*John Campbell*

Merry Christmas to all and my best wishes that you have a safe, enjoyable season with loved ones and a prosperous new year. This time of year is a great time to slow down and assess your goals and plans for the new year. I am usually able to catch up on some personal reading as well. A book that was very inspirational for me when deciding to change my career focus and join Seekers was *The Dream Giver* by Bruce Wilkinson. It's a story about a *nobody* named *ordinary* living in the land of *familiar*. All of us can relate to the comfort zone(s) we have created for ourselves. In fact, most friends and advisors would tell us the harm that can result when going outside those boundaries i.e. leaving a job for a different career or vocation. This story describes a person named Ordinary who felt a calling from God to do something different that was outside his comfort zone and against the advice of some of his closest and most trusted friends and family members. The end result is he followed his calling and received all the blessings God promised him. As I read this book, there were sentences that popped out to me as if it were written for me. Just another way God was getting my attention to follow Him into the path of Seekers and I've been very blessed ever since. On a daily basis, I receive calls from potential franchisees that sense God is pointing them in this direction and are uncertain how to react. I've heard a lot of great testimonies but for most, it's a matter of them breaking out of their comfort zone of a job, current financial needs or just the necessary 'umphh' to take a risk. I recommend this quick read as it will either confirm the path that you're on or challenge you to change your course.



### *Please Welcome our Newest Franchisees . . . .*



**Scott Lowe**  
(left) read an ad in *Business Reform Magazine* about the Seekers franchise opportunity in early Summer



and felt there was something exciting about Seekers for him and the Mid-Cities area of Texas. Scott has been working for his church in their financial department for the past couple years and has a finance degree from Texas A & M. At 27, Scott is the youngest franchisee in the family of Seekers. Scott and his Mom, Sue Hickman (pictured above with Scott) will be a partner in his business operations. Sue has started and operated businesses in the past and is excited to be a partner with Scott in this faith-based business venture. Scott has already met with developers and is itching to get going so look for Seekers to be in Texas by the Summer of 2006.

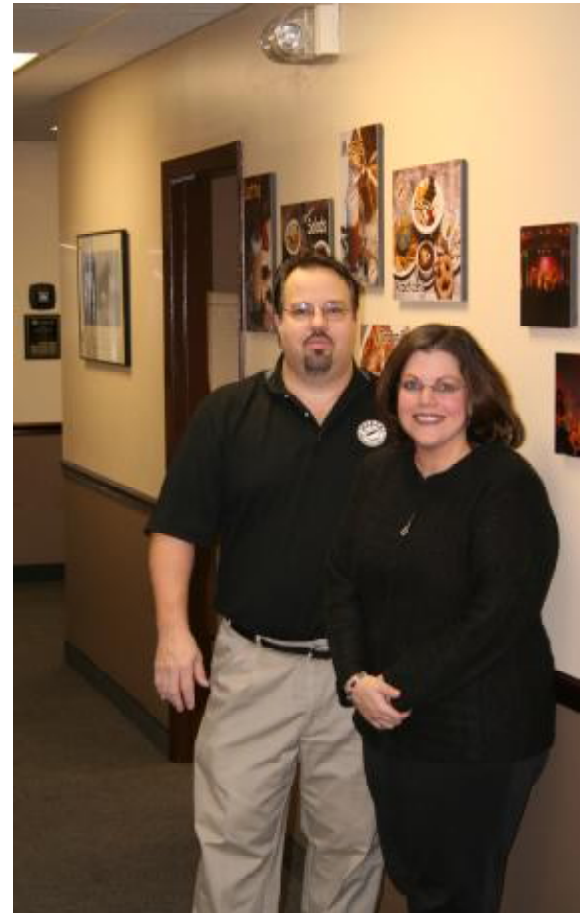
The call came from Washington, IL, but the interest for **Michael & Marcy Rowley** (above.right) was to operate a Seekers franchise in Columbus, Ohio. Michael's family lives there and it will be a nice homecoming for him and Marcy next Summer as they open their new store. Michael has 19 years in business and motor sports management and Marcy has been successfully managing a territory and reps of the Lia Sophia jewelry product line. Michael and Marcy will begin their Coffee College™ orientation in December with anticipation of an August 2006 opening in Columbus, Ohio. They are also expecting a child this coming Summer so their daughter Olivia will have a brother or sister to enjoy next year as well!

## 2006 Goals for new franchises . . .

As SCHFC makes plans for 2006, we anticipate another 12 franchises being awarded in an effort to continue growing our family throughout the United States. SCHFC has gone through a rebirth of its franchise company in 2005 and sees 2006 as a great opportunity to take the next major step towards achieving its 5 year goal of having 100 stores opened and \$50 million dollars in system wide sales by the end of 2010.



*Paul and Cindy at the new office of Seekers Franchise Company*



*Paul, Cindy and John enjoying the Open House held at Seekers Coffee House & Café -- Middleburg Hts., Ohio*

## *What's New and Exciting at Seekers*

*Paul Zorich*

### *Private labeling and Convenience packaging of coffee*

In December, we began to provide each Seekers store with private labeling for their coffee bags. On our retail shelves will be colorful foil coffee bags with a custom Seekers logo on it. This will enhance retail sales and help to brand the Seekers name and logo. Other advantages of the coffee packaging is that it will be more convenient for customers and the employees to ring up a prepackaged bag, rather than weighing and packaging individual bags. We are also introducing green and chamomile teas and look for our new seasonal drinks featured at our stores beginning next year.



### *Gift cards and Apparel items*

Each store will begin to offer PLASTIC GIFT CARDS that can be purchased in increments of \$5.00 and provide an easy way for customers to make purchases and provide gifts to their friends and family. We've also reviewed our apparel line in the Retail area of our stores and determined some updates were necessary. Thanks to the help of our new vendor we have some competitive items and pricing that will be rolling out to the stores in early January. We also anticipate opening a company store for on-line purchases in the first quarter of next year to make sales easier and build the awareness of our brand throughout the country.

### *New events for 2006*

As our new corporate office provides an atmosphere to concentrate more fully on Seekers Franchise Company, we will proceed to look at a full year of EVENT PLANNING over the next 30-60 days. It is our company goal that by the end of January 2006, we have a host of events planned for each Seekers store location. From car shows and Bike Nights in the Summer time to Sunday Brunch, Motown Night, Battle of the Bands, Comedy Night and craft shows. We will provide each Seekers store events and ideas throughout the year to boost stores sales and create a wholesome, fun atmosphere! Keep an eye on our web site to see what events will be coming to a store near you!

### *Our New Address*

Seekers Coffee House Franchise Company  
7123 Pearl Rd, Suite 105  
Middleburg Heights, OH 44130

Contact information:

John Campbell

877-331-8400

[jc@seekerscoffeehouse.com](mailto:jc@seekerscoffeehouse.com)