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## Lawn Doctor Executive to Spearhead IFA Marketing Committee

*Franchise Association Names Scott Frith to Vice-Chairman Marketing and PR*

(HOLMDEL, N.J.) – More than 3,500 franchisors gather for the International Franchise Association's (IFA) annual convention to learn from each other and leave equipped for growth and success. The IFA also used this time to announce [Lawn Doctor's Vice President of Marketing and Franchise Development Scott Frith](#) as **vice-chairman of its marketing and PR committee**.

"Our primary focus will be communicating franchise businesses' economic impact to the media and opinion influencers," said Frith. "There are more than 900,000 franchise establishments that communicate and promote their brands and I'm honored to be a part of an organization that provides guidance, research and support for those people."

Frith has more than 12 years of experience developing/executing retail marketing campaigns and recruiting qualified franchisees for the 500-unit franchise company. Working his way through the ranks from marketing operations manager to marketing director, he was instrumental in the growth of Lawn Doctor becoming the largest lawn care company in the world.

In July 2005, Frith was promoted to his current position of vice president of marketing and franchise development at Lawn Doctor and knows his experience accumulated at the nation's lawn care leader will benefit his appointment at IFA.

"The mission of the IFA is to protect, enhance and promote franchising. One way this committee can serve the association is to better educate the public and policy makers on the impact of small franchise businesses have on the economy every day," advised Frith on the focus of his new position. "Franchising is the engine that drives commerce in the United States today, and with that momentum, the IFA can serve entrepreneurs looking for long-term stability."

For more than 40 years, Holmdel, N.J.-based Lawn Doctor has built a solid reputation for superior lawn maintenance and earned an excellent record as a profitable franchise for investors. Last year, the company received the distinction of "World Class Franchise" by FranSurvey – the highest honor awarded from the franchise community – which surveyed nearly 200 highly satisfied current franchisees who ranked Lawn Doctor in the 98<sup>th</sup> percentile for long-term growth opportunity.

"Scott's leadership at Lawn Doctor and insight on our industry made his appointment an easy decision," said Terry Hill, IFA vice president of communication. "With Scott on board, we plan to create more visibility for franchising and the need for a sustainable investment."

For more information about Lawn Doctor's franchise opportunities, visit online at [www.LawnDoctorFranchise.com](http://www.LawnDoctorFranchise.com) or contact a Lawn Doctor franchise development representative toll free at (866) LAWN-DOC.

### About Lawn Doctor

For 40 years, Lawn Doctor has led the nation's lawn care industry with innovative equipment, scientifically proven fertilization and horticultural methods and personal attention to each customer's lawn through locally owned and operated franchises. Through its comprehensive website, Lawn Doctor is a top resource for lawn care information in the country. For additional care tips or franchise information, go to [www.lawndoctor.com](http://www.lawndoctor.com).

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