



TTC Franchisee Association
an Affiliated Chapter of the
American Association of Franchisees & Dealers
The Center for Total Quality Franchising®

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December 17, 2020

Sent via email: DrEdward@tutoringcenter.com; DrEdwardthalheimer@tutoringcenter.com

Dear Dr. Thalheimer,

We look forward to your acknowledgement of the notice of formation of the TTCFA that has been sent to you. Having a unified method of communication can be an asset to the success and growth of The Tutoring Center's brand. We welcome your willingness to engage in candid dialogues about our challenges and how we can work together to build the brand.

Our hope is that you will embrace TTCFA as a resource to you. In evaluating our shared business challenges, it is important that you are made aware of one of the most significant obstacles across our businesses today. Our goal is to collaborate to achieve actionable improvement.

TTCFA's steering committee and members appreciate your hard work and efforts to make us the premier provider for after school tutoring. To continue as such, we must address our most critical issue of retention, enrollment, and service to our long-standing families. We request you extend the ability to offer online services, as a resource to retain families that need to quarantine due to medical issues and exposures. TTCFA's membership is in alignment with you and understands that retention is the key to success in this business; we have suffered significant loss due to the inability to service students who cannot attend in person. These families have expressed specific interest in having online support until they can safely return in person.

We all know, our families included, that in-person sessions ensure the best results, but online instruction is far better than none. The pandemic will end. Until then we want your franchisees to survive and thrive. Our experience has shown less damage to our brand when we provided an alternative solution for health and safety reasons. We know we can count on you to act promptly and do what is in the best interest of families and students directly impacted by COVID-19, realizing this a temporary solution to a non-permanent problem.

We look forward to your prompt response, enabling a stronger start in 2021. We are excited to work with you to make our brand better and improve the growth and profitability for all Tutoring Center stakeholders.

Very truly yours,



TTCFA Steering Committee