



New Association General Manager Appointed to Coalition of Franchisee Associations

The Coalition of Franchisee Associations (CFA), known as “the voice of franchisees,” has announced that Amy Mancuso is the organization’s new association general manager.

Mancuso, who joined CFA’s professional management company, Elevanta, in March 2022, succeeds Misty Chally as manager of the CFA’s activities, which focus on leveraging the collective strengths of independent franchisee associations for the benefit of member franchisees. The CFA brings together some of the largest associations in the U.S. to provide a forum for members to share best practices, knowledge and resources for improvement, planning and development. Its efforts are focused on government affairs at the state and federal levels, franchisee education and training, executive leadership development and collective buying opportunities.

Chally has transitioned into a role providing government relations services only for CFA and Elevanta, the management services company that provides executive leadership, meeting planning, accounting and finance, communications and other management services to the CFA and nine other associations.

“We are excited and incredibly fortunate to utilize Elevanta’s management resources, including Amy Mancuso, with her experience and knowledge working with franchisee associations. She’s been a longtime supporter of franchisee associations, so she’s familiar with our structure and goals,” said John Motta, CFA chairman and member of the Dunkin’ Donuts Independent Franchise Owners Inc., a longtime CFA member. “Bringing someone like Amy on board as association general manager is the benefit of working with a company like Elevanta, which offers such a wide range of professional services and experienced staff.

“At the same time, we’re thankful for Misty Chelly’s contributions managing the organization, and we are fortunate that we’ll still have her engagement in government relations representing the small-business community’s perspective on issues such as labor and taxation,” Motta added. “As we move forward in the difficult conditions caused by the pandemic, labor shortage and economic inflation, it will be critical to ensure the voice of franchisees is heard by our elected officials.”

From its founding in 2007, the CFA has grown to include 23 different associations in industries including restaurants and hospitality, car care, beauty and personal care services, convenience stores and fitness representing franchisees of such well-known brands as BURGER KING, Subway, Meineke Car Care Centers, Buffalo Wild Wings and Supercuts, among many others.

Contact: Amy Mancuso
CFA Association General Manager
amym@elevanta.com
678-797-5160