

# Black Enterprise

Following a career as a professional basketball player, coach, and teacher, George Tinsley was recruited by Col. Harland Sanders to use his leadership skills to teach new KFC franchisees the art of teamwork. His success as a KFC training instructor led to a steady rise through KFC's corporate ranks and ultimately to franchise ownership in 1984.

Today, George is president of several successful enterprises including PenGeo, Inc., a top-grossing, award-winning KFC franchise in the Tampa Bay area. Tinsley credits his success to his partnership with his wife, Seretha, and the support of his children; his business acumen; and his commitment to building a great team, mentoring others, and giving back. "Franchising is a viable option for entrepreneurs who are looking at top tier franchises like KFC, but you must be prepared for hard work; follow a proven system; and be flexible enough to respond to shifts in the economy and the marketplace," says Tinsley. "A well-developed business plan is essential as a realistic assessment of your strengths, weaknesses, and financial assets, including resources available through relatives, family, and friends.

Tinsley and his wife have received local and national recognition for their community service through their involvement on numerous boards and councils. Tinsley views community service as both a responsibility to give something back and an investment. "The backbone of our business is the young people we hire. Many KFC team member relationships are established through community activities and we consider it a privilege to be able to mentor these future leaders and to help them achieve their dreams." In addition to extensive community involvement, Tinsley is president of the KFC African-American Franchisee Association, whose primary objective is to create a network of strong, successful black franchisees and to serve as an important resource to KFC on the development of initiatives to attract and retain minority franchisees, employees, suppliers, and customers in urban and suburban communities.