



# Family & Franchising

Setting the foundation of success for future generations.

We caught up with Mike Johnson, franchise owner of Union and Middlesex Counties, NJ to talk about franchising, family, and his vision for the future. In June of 2022, Destination Athlete® ownership was passed down to Mike from his father, Scott Johnson, who had owned the business since 2010. Mike is an entrepreneur at heart. As a former athlete himself, he is constantly setting new goals for himself and is passionate about providing solutions for his customers. Mike understands the value of connecting with others and giving back to his community.

Keep reading to learn more about how a team sports franchise is a family business.



*L to R: Scott Johnson and Mike Johnson.*

## Q & A with Mike Johnson, Destination Athlete®:

### **What were you doing as a young college graduate before working for your father's Destination Athlete® franchise?**

Fresh out of college, I was applying for jobs within the Agribusiness field and working as a server at a local restaurant. Faced with the difficulty of finding a suitable job, I decided to give working with my dad a thought. After further discussions about our long-term plans, my dad and I felt it was best to go for it!

### **What were your roles in the company while you worked for your father?**

I started out building online team stores, as well as ordering, boxing, and shipping orders for customers. As I progressed in my knowledge, by 2020, I became more and more involved with the administrative part of the business, like managing funds, taxes, and investments in new decorating equipment.

### **What guided you in deciding to take on sole ownership?**

After I began running the embroidery machines and

managing most of the administrative duties, my father brought up the opportunity to take over as he considered retirement from his primary job as a police officer.

### **What characteristics or attributes of a Destination Athlete® owner contribute to success?**

Communication skills are key, personability to build relationships, and a business background can be helpful. As an athlete myself, I feel it is a foot in the door because it gives the ability to speak to specific needs of coaches and provide solutions in the team sports market.

### **Is there a famous quote or advice that you apply to your own life?**

Yes, I am a spiritual person and there is a particular scripture that means a lot to me. Proverbs 3:5-6, "Trust in the Lord with all your heart, and do not lean on your own understanding. In all your ways acknowledge him, and he will make straight your paths."

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**What are your goals as a franchise owner of Destination Athlete®?**

What does it really mean to be successful? To me, it means make a positive impact on the athletic communities you serve, give great customer service, and provide to those in need. I participate in our Destination Athlete® Showcase, a national scholarship award program to recognize high school seniors who excel in Academics, Athletics, Leadership, and Character.



**You recently achieved All County level of the Chairman’s Circle. What are your hopes and dreams for your business in the future?**

To give back as much as possible to the community, to provide a great workplace and steady source of income for my team of employees and continue a great trajectory of financial growth. With a baby on the way, my wife and I hope to build something special for future generations!



*Doug Dickison, Founder and President, presents Mike and his wife with the All-County Award at the 2023 Annual Summit meeting.*