

Long John Silver's franchisees, corporate and vendor partners came together at the beautiful Arizona Biltmore June 15-17, 2010 in Phoenix. From the golf tournament that kicked off the conference, to the final night gala, it was a fun and information-filled two days of fellowship.

The golf tournament was held on the historic Adobe Course of the Biltmore Golf Club and a record number of golfers participated. A huge "Thank You" to Bill Newton for coordinating the tournament and getting so many great sponsors. Tournament participants gathered for lunch after the tournament and honored the award winners, listed below:



First Place Team: Steve Adkins, Roger Austin, Jim Bodenstedt, Bobby Knott



Second Place Team: Todd Bridges, Greg Melton, Rod Stephenson, Ivan Diggs

Last Place:

Jeff Franzblau
John Salle
Larry Rueles
Ken Shirley

Longest Drive:

Kevin Ryan

Closest to the Pin:

Jim Mooney



Third Place Team: Tony Smith, JD Graves, Kevin Ryan, Jeff Frye

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Precision Foods
PrimeSource
The Schwan Food Company
Vendor Safe Technologies

Thursday night's party featured a delicious dinner and high-energy entertainment by the Instant Classics, Phoenix's most popular cover/live-karaoke band. Who knew the LJS family was so talented!



Join us next year in Las Vegas at the Mirage Hotel and Casino • June 8-10, 2011



LJS Franchisee Association

656 Seth Drive

Versailles, KY 40383



Make plans NOW

for next year's convention...

Join your Long John Silver's
friends and family in
Las Vegas at the Mirage Hotel
June 8–10, 2011



LONG JOHN SILVER'S 2010 FRANCHISEE CONVENTION

June 15-17, 2010

Phoenix Arizona

Arizona Biltmore Hotel



Dear Fellow Franchisees,



Our LJS 2010 Franchisee Convention in Phoenix was phenomenal....from the excellent facility and accommodations at the luxurious Arizona Biltmore Hotel.....to the final reception and gala. WOW!

Again this year, the content of the meetings and breakout sessions was meaningful and worthwhile. There was so much great information provided. Work and play and food and fun do go together!

The keynote speaker was excellent.....and if you didn't leave with some solid advice for improving your life and your business, it's your own fault! Emil Brolick followed with some very motivating and inspiring words on the past, present, and future of Long John Silver's. They both did such a great job in setting the tone for the entire convention and the future outlook for LJS. The final night's entertainment was exceptional, and I was so amazed to see how many "celebrity singers" we have in our group.

I would like to express my appreciation to the Franchise Association Board, Wayne Hougland and team, and all of the talented people who were instrumental in planning and executing this magnificent event. I am extremely grateful for the support of the many suppliers who display their products in the exhibit hall. The convention would not be possible without their involvement. Special thanks go to everyone who attended and participated in the activities.

I cherish the proud past that we have had, and I am looking forward to a very promising future.....the best is yet to come for Long John Silver's!

I hope to see everyone at next year's convention to be held June 8-10, 2011 at the fabulous Mirage Hotel in Las Vegas.

Sincerely,



Bob Ruckriegel, Chairman
LJS Franchisee Association

**Many thanks to our
Convention sponsors!**

Pepsi

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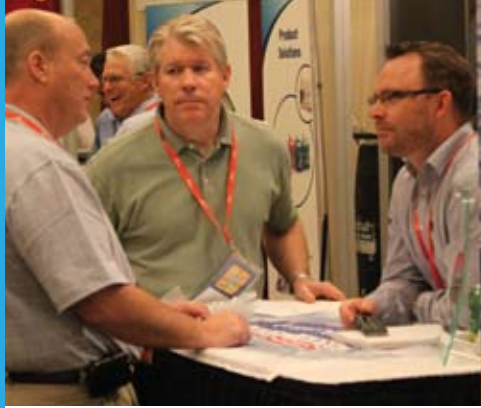
The Schwan Food Company

Join us next year in Las Vegas at the Mirage Hotel and Casino • June 8-10, 2011

After a two-hour session in the exhibit hall, the convention “officially” began with an opening reception and the annual auction benefiting the LJS Association’s chosen charity, the **Leukemia & Lymphoma Society**. The silent and live auction raised a total of \$16,400 to benefit the charity. Thanks to everyone who provided items to be auctioned and special thanks to all of the bidders!

Many thanks to the franchisees, suppliers, and friends who provided auction items.

- Apex, Inc.
- Arizona Biltmore
- Bill & Debbie Newton
- Bill Brewer
- Bob Jenkins
- Craig Specialty Advertising
- Dr Pepper
- Jim Bodenstedt
- Loews Royal Pacific
- Michael Cababe
- Pepsi
- Precision Foods
- Procter & Gamble
- Rosen Shingle Creek
- Shaw’s Southern Belle
- Frozen Foods
- Site Search LLC



Spending time in the exhibit hall with the suppliers is always a highlight of the convention. We would like to thank ALL of the exhibitors for participating and supporting the Long John Silver's franchisees:

A.O. Smith WPC
Accuserv Lighting & Equipment
Agilysys
American Seafoods Group/American Pride Seafoods
AT&T
Baldwin Richardson Foods Co.
Bank of America Merchant Services
BHI SecureConnect
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DCI Marketing
Delfield
Delphi Display
Dr Pepper
DTT Surveillance
Ecolab
Enterprise Manufacturing/SYR the brand
Everbrite LLC
Fieldale Farms Corporation
Frymaster
GENPAK
Givaudan Flavors
Golden State Foods
Griffith Laboratories
Gycor International
HJ Heinz/ PPI
Hughes
Icelandic
IMI Cornelius Inc.
InfoSync Services, LLC

Hello Long John Silver's:

I enjoyed seeing you at the 2010 Franchise Convention. One of the key thoughts I shared at the convention is the fundamental importance of GROWTH; same store sales growth is essential and new store growth is also critical. As a team we are committed to being great partners in making this happen. While this will take a huge team effort we know it is our responsibility to provide the LEADERSHIP. As a leader I must deliver in Five Key Areas:

1. Our **VISION:** To be the SEAFOOD EXPERTS FOR EVERYDAY PEOPLE. We are going to be one of the breed of new QSR's; we can't be successful in the old fast food model.
2. Our **STRATEGY:** Through the 5 P's we will bring to life our brand position "LJS...home of the real deal in GREAT SEAFOOD for everyday good people."
3. Our **PEOPLE:** The businesses that perform the best have the best managers and teams in place; those businesses that are struggling have struggling managers. Because people are OUR GREATEST ASSET, our greatest source of differentiation, we must have the BEST, most friendly people serving our customers in an atmosphere that is clean, comfortable and engaging.
4. **DEFINE REALITY; GIVE HOPE:** You know the reality of today and this will be a journey. After speaking with many of you personally in Phoenix, I'm encouraged by your passion and optimism. This brand has a rich heritage and a promising future.
5. **EXECUTION:** The first step to realizing our vision is in how we execute. EXECUTION IS STRATEGY; EXECUTION IS HOW WE MAKE IT HAPPEN. We must be meticulous and excellent in everything we do.

Long John Silver's is built on a strong foundation that is our Proud Past however; we can't live in the past. We have to invent a new future, a brighter future that leverages the same commitment to QUALITY, INNOVATION and EXECUTION that existed in 1969. I look forward to building that future with you.

Emil Brolick

After breakfast on Wednesday, general session was begun with a Native American blessing, followed by an upbeat keynote address by Larry Winget. Following the break, franchisees heard from LJS President Emil Brolick, Senior Director of Marketing Barry Westrum, Chief Operating Officer Leigh Ann Snider, and Chief Financial Officer Cheryl Balkenhol.



Pictured left to right:
Native American blessing
at General Session and
Keynote speaker, Larry
Winget

Interface Systems
 International Paper
 J.R. Simplot Company
 Jus-Made
 Lamb Weston
 LaMonica Fine Foods
 LJS Development
 LJS IT
 LJS Marketing
 Magnesol XL / Dallas Group
 Manitowoc Foodservice
 Masterfil Inc
 McCain Foods
 McLane Foodservice
 NCR Corporation
 Neace Lukens
 Norpac Foods
 OCx Network Consultants
 O'Leary Bros. Signs & Awnings, Inc.
 ParTech, Inc.
 Payless ShoeSource
 PepsiCo
 Pilgrim's Pride
 Pitco
 Power Soak Systems, Inc.
 Precision Foods, Inc.
 PrimeSource FSE
 Procter & Gamble
 Purdy Products Company
 R.F. Technologies, Inc.
 Red Chamber Co.
 Sara Lee Foodservice
 SCA Tissue North America
 Shaw's Southern Belle Frozen Foods, Inc.
 SignQuarters
 Standard Coffee Service Company
 Stoelting, LLC.
 T. Marzetti Company
 The Schwan Food Company
 Trane
 Trident Seafoods
 U. B. Klem Furniture Co. Inc.
 UFPC
 UFPC Equipment
 Vendor Safe Technologies
 Ventura Foods LLC
 Zimmerly & Co., Inc. dba ZINC

Bob Ruckriegel presented franchisee Bob Jenkins with the Association's prestigious Chairman's Award and Splash Awards were presented to franchisee Joe Harris and to two valued UFPC team members, Greg Muller and Gordon Crum.



Bob Ruckriegel presenting Chairman's Award to Bob Jenkins



Joe Feeney presents Greg Muller (pictured) and Gordon Crum of the UFPC with Splash Awards



Emil Brolick presents "Brand Builder Extraordinaire" award to franchisee Joe Feeney



Barry Westrum presents to Carl Chrisman & Eric Laeufer the "Stepping Up To The Plate" award



Farid Rostampaur receives Leigh Anne Snider's "Fortune" award



Cheryl Balkenhol presented her "Corner Stone" award to Bob Jenkins



Emil Brolick also presented his "Brand Builder Extraordinaire" award to Stephen Robles



Tabbassum Mumtaz awards Splash Award to Joe Harris of BR Associates

With standing room only space, Thursday's workshops were a hit. Great information was shared about the impact of the new health care reform bill, training, maximizing sales, and improving margins.

