

**CONVENTION  
NEWSLETTER**



**Achieving World Class Operations!**



**LONG JOHN SILVER'S™**

we speak fish

at the

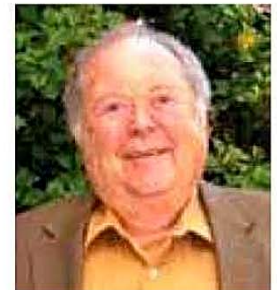
**2011 FRANCHISEE CONVENTION  
THE MIRAGE, LAS VEGAS**

Convention 2011!

July 18, 2011

Dear Fellow Franchisees,

Our Long John Silver's 2011 Franchisee Convention in Las Vegas was awesome....from the fabulous facility and accommodations at the luxurious Mirage.....to the final event in the Secret Garden and Dolphin Habitat. FANTASTIC!



Again this year, the content of the meetings and workshops was very valuable. There was so much great information provided, and it was rewarding to see all that enthusiasm!

Harry Balzer was an exceptional keynote speaker..... he sent us home with some very interesting facts. Emil Brolick once again provided us with some very motivating and thought-provoking ideas on achieving world class operations, and it was great to hear from Leigh Anne Snider and learn from her panel of experts.

As always, I would like to express my appreciation to the Franchise Association Board, Wayne Hougland, Jacque Reid, Debbie Newton, Patrick Wall, and all of the talented people who were instrumental in planning and executing this magnificent event. Special thanks to the many suppliers who displayed their products in the exhibit hall. Our convention would not be possible without their involvement and continued support.

I look forward to a very promising future as we continue to lead and achieve world class operations!

Thanks to everyone who attended and participated in the activities. It was exciting to be with all of you, and I look forward to seeing you again at next year's convention to be held September 19-21, 2012, at the Royal Pacific in Orlando.

Sincerely,

*Bob Ruckriegel*

**Bob Ruckriegel, Chairman  
LJS Franchisee Association**

One of the most important aspects of the 2011 Convention was the Franchisee Member Only meeting. Please [click here](#) to read an important document that came from this meeting!

### Charity Auction



A grand total of \$11,420 was raised during the silent auction and raffle for the Leukemia & Lymphoma Society. Megan and Jacquie Reid worked hard to make this event a success and it truly was! Thanks to everyone who supported the auction and to the generosity of our vendors and franchisees who donated auction items.

### HIGHLIGHTS!

- Charity Auction
- Golf Tournament
- Awards and Recognition
- General Session Highlights
- Exhibitors
- Trade Show
- Final Night Party
- 2012 Convention!

### EXHIBITOR LIST

Thanks to all the exhibitors who participated in the trade show during the 2011 convention!



### Golf Tournament



Congratulations to the winners of the convention golf tournament! Taking home the prize was the foursome of Lonnie Shafer, Matt

- Accuserv Lighting & Equipment
- Agilysys
- Alconox
- American Pride Seafoods
- Bank of America Merchant Services
- Continental Mills
- Craig Specialty Advertising
- Crest Uniform, An ARAMARK Company
- Custom Foods
- Custom Packaging Company
- Dart Container Corporation
- Dr Pepper
- Ecolab
- Frymaster
- GENPAK
- Golden State Foods
- Griffith Laboratories
- HJ Heinz
- Hospesco Specialty
- Hughes
- Icelandic USA
- InfoSync Services, LLC
- Inprocess
- Interface Systems
- International Paper
- Jus-Made
- Lamb Weston
- LaMonica Fine Foods
- LJS Information Technology

Lemke, Mark Alfred, and John Haynie. And thanks to our sponsors for their "goodie bag" donations and to Bill Newton for coordinating the tournament. A good time was had by all!

Long John Silver's Brand Standards  
 Long John Silver's Development  
 Magnesol XL / Dallas Group  
 Manitowoc/Delfield/Kolpak/Servend  
 Masterfil Inc  
 McLane Foodservice  
 Norpac Foods  
 Pacific Coral Seafood Company  
 ParTech, Inc.  
 Payless ShoeSource  
 PepsiCo  
 Pitco  
 Power Soak Systems  
 Precision Foods, Inc.  
 PrimeSource FSE  
 Procter & Gamble  
 Red Chamber Co.  
 R.F. Technologies, Inc.  
 SCA Tissue North America  
 Shaw's Southern Belle Frozen Foods, Inc.  
 SRMAX SLIP RESISTANT SHOES  
 Standard Coffee Service Company  
 Stoelting, LLC.  
 SUNRISE FOODS, LLC  
 SYR the Brand  
 T. Marzetti Company  
 The Schwan Food Company  
 Trident Seafoods  
 UFPC  
 UFPC Equipment  
 Ventura Foods LLC  
 Zimmerly & Co., Inc. dba ZINC

## Awards and Recognition



LJSFAB Chairman Bob Ruckriegel presented the "Chairman's Award" to franchisee, Joe Feeney.



The Association's coveted "Splash Award" was awarded to Hector Gomez, Stephen Robles, and Melanie Powell.



Leigh Ann Snider presented Rose Marie Whitaker with a "Fortune Award" and Emil Brolick awarded the "Brand Builder Extraordinaire" award to Jim Sill, Theresa Schubach and Alice Stevenson of the Summit Restaurant Group.



Ali Muhammad awarded franchisee Mike Kern with his "Muhammad Ali Award" and Leigh Ann Snider presented her second "Fortune Award" to Brian Johnson and Brian Adams.



### SPONSORS

#### DIAMOND



#### PLATINUM PLUS



#### PLATINUM



#### GOLD



## General Session



Keynote speaker Harry Balzer opened the meeting with a very interesting discussion of trends in the quick service restaurant industry. Pictured here are Balzer, Bob Ruckriegel, Association Executive Director, Wayne Houglan, and LJS President, Emil Brolick.



Franchise leaders share how they are driving World Class Operations in their organizations.



### BRONZE

Alconox  
Bunge  
Cargill  
Creative Alliance  
Dart  
Empower MediaMarketing  
Griffith Labs  
Infosync Services  
International Paper  
Jus-Made  
Lamb Weston  
Norpac  
Pitco  
Precision Foods  
Procter & Gamble  
Stoelting  
Schwan's  
Sunrise Foods  
T. Marzetti  
UB Klem

## Exhibit Hall



Visiting the exhibit hall is always a highlight of the convention. Without our vendor partners and sponsors, an excellent convention experience would not be possible. A heartfelt "thank you" to all!

## Final Night Party



The LJS family gathered in the Mirage's Secret Garden and Dolphin Habitat on Friday night to

conclude the convention with a delicious meal, some good entertainment, and the opportunity to visit with the beautiful animals within the attraction. It was a beautiful evening and the perfect way to say "goodbye until next year!"

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## 2012 Convention



Mark your calendar now for next year's convention in Orlando at the beautiful Loew's Royal Pacific Resort at Universal, September 19-21!

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