

# Accomplishment

By JAE Restaurant Group

## Here We Grow Again

We are blessed to add the Miami  
company market to our family



July - August 2016



Article written by Eddie Rodriguez,  
CEO of JAE Restaurant Group.

# CULTURE, INNOVATION, EXECUTION

Let me start by welcoming our New Family from the Miami Market to the JAE Family Brand. As we welcome everyone we will all be part of JAE Restaurant Group which has grown to a 176 Wendy's Brand Company in the past two years.



**CULTURE** will be at the foundation of our growth and people first is the leadership that will help us become the company of choice in every one of our restaurants. The best managers will create a culture of belief and drive big results.

**INNOVATION** will be the backbone of staying relevant in today's operating environment. We must understand that technology and marketing will drive customers into our restaurants but only superior customer service will keep them coming back.



Our new technology will be driven by "The Machine." It will put all the information you need to operate a superior restaurant on the tips of your fingers. You no longer will have to search on different websites to manage your business. "The Machine" will feed you the information; all you have to do is open one email and you will know how your restaurant is performing. This tool will continue to evolve and be part of the foundation to your success.



**EXECUTION** is the key to superior customer service, happy team members and creating a culture of belief that drives big results. The better we are at execution and discipline of using our system and tools the more successful we will be at "Delighting Every Customer."

# Miami...

Welcome on board this dream team!

“To be extraordinary, you must have passion for what you do”

Article written by Jhonny Mercado,  
Co-Chairman of JAE Restaurant Group.



The past two years have brought many changes, demands and learning to JAE. Combining the cultures of such distinct markets as El Paso, New Mexico, Palm Beach, and Fort Lauderdale into a single organization has been a daunting task, especially with the short time elapsed.

Therefore, I want to acknowledge and commend the great effort undertaken by the whole team towards the successful unification. The passion that crews, supervisors, managers, corporate staff, DMS, RVP's, executives and my fellow partners have always exhibited places us among the franchisees with greatest growth potential within the Wendy's family.





Article written by Ed Austin,  
President of JAE Restaurant Group.

## JAE Restaurant Group, HERE WE GROW AGAIN....



JAE Restaurant Group grows again. After the acquisition of West Palm and Ft. Lauderdale, we are blessed to add the Miami company market, Area 142, to our family. As we all know, with growth comes a great deal of excitement, change and hard work, but growing our business adds value for everyone!

With these acquisitions comes a great deal of focus on the finance side of the business.

Each restaurant is individually valued, and the entire company recapitalizes to make the acquisition.

We are fortunate 28 of the restaurants we are acquiring (68%) are already Image Acti-

Maria has developed a solid team of District Managers.

vated. The recapitalization will allow us to build on the solid IA results and to build new restaurants.

The real value in any acquisition is the people! As with previous acquisitions, this one is talent filled with people who will ensure we operate the business well, grow sales and profits and most important, there is bench talent to assist with future growth, both for acquisitions and as we build new restaurants.

Let's meet the new team. They are seasoned bunch in the QSR industry and more important, they are proven operators. Maria Lizaso leads the team with 26 years of QSR experience, the last 17 years with Wendy's.

Maria is proven to be one of the top operators in the Wendy's system. Check out these results: The CPR for the market last year was 82! Under her leadership, the team averaged 87% on the Operations portion of the CEI, 43% of the restaurants were "A Level".

As we build the JAE Restaurant Group, we are focused on adding great people, people who will work with our company for life. Maria and her team share the same vision. Check out these turnover numbers: GM-11%, RM 13% and Shift 32%. Maria is quick to point out "this has been our worst year for turnover". Clearly having the right people, com-

bined with great operations and a great customer focus, are the keys to building sales. Under the leadership of Maria and her team, they have built the annual sales to average \$1,664,000.00 per restaurant!!

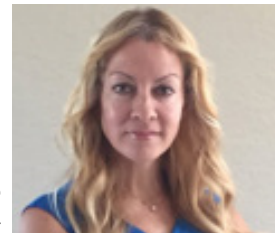
With these acquisitions comes a great deal of focus on the finance side of the business.

Maria has developed a solid team of District Managers. Together the team brings 110 years of leading and operating Wendy's. Please welcome Tommy Law, Jennifer Lynch, Alvaro Rocha, Pat Sanders, Jose Yanez and Paul Starman to the JAE team.

One of the values Dave Thomas left with the Wendy's Brand is to give back to the communities we operate in. Dave would be very proud of the work from Maria and her team. The philanthropic commitment is embedded in the DNA of the Miami team. They participate in monthly events and here are just a few: DTFA, YWCA, Camillus House, Wendy's Wonderful Kids and the Pembroke Pines Charter School reading program. In addition, they are involved with local school report card rewards, fire and police departments, the 5K Parkfest and more. Giving back to our communities is the right thing to do to help our communities.

I encourage the entire JAE Team to reach out to our new family members. In addition to Maria and the DM team, our family has grown again by over 200 new managers and 1140 crew people!






Article written by Antonett Rodriguez,  
Chief People Officer of JAE Restaurant Group.



## Employment Branding

At JAE Restaurant Group, we are proud of our most important resource, our employees. Our philosophy is People First. The latest initiative to support it is the launch of our employment branding – When Do You Succeed? – When We All Do. It is comprised of four factors: Team, Family, Community, and Environment.

**Team** – A company-wide safety contest is close to being launched that will allow restaurants to compete against each other. Employees at the winning restaurant will each receive a \$100 prize.

**Family** – We are in the process of building a JAE Restaurant Group Family Page  Employees will post pictures of their important family events. The result is that we are all one big extended family.

**Community** – JAE is

committed to supporting its communities. A voluntary employee contribution program is being established so that we can all help to support the important efforts of the Dave Thomas Foundation for Adoption. Separately we are working with the Boys & Girls Club to support their community efforts.

**Environment** – Earth is our home. It is where we live, breathe, eat, and raise our children. Employees will have the opportunity to participate in events to save the

environment.

This branding supports our individual goals for success while caring for our families, communities, and environment.

These initiatives will make us a unified workforce. Please embrace and participate in each of the four factors as they are launched in your restaurant.

Welcome Miami! We are glad that you are now part of the JAE Restaurant Group Family. I look forward to seeing you all in the restaurants.



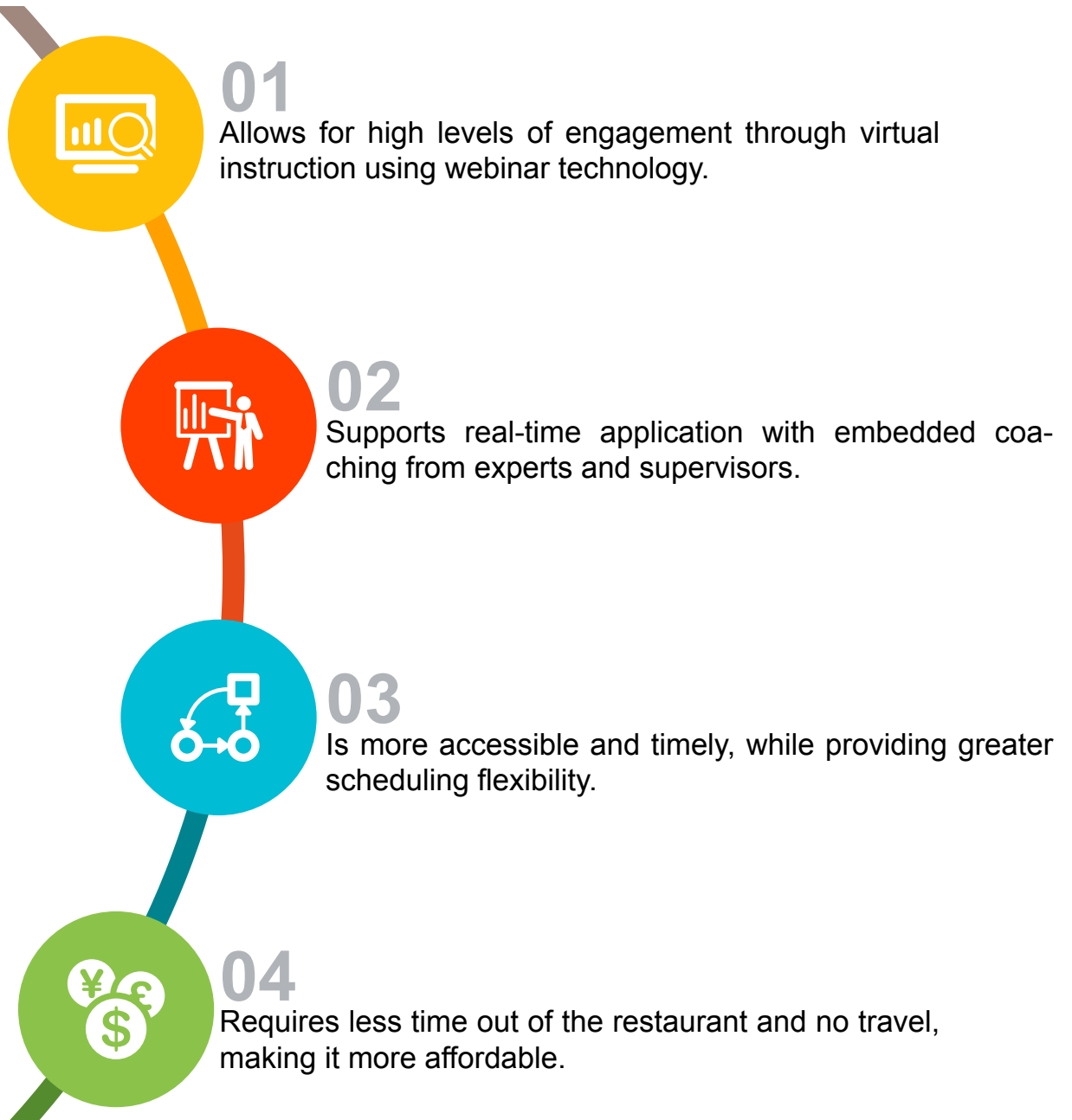
Article written by Michael Rodriguez,  
Director of Training of JAE Restaurant Group.

# Wendy's University

## BRINGING WENDY'S UNIVERSITY TO YOU IN 2016

We are kicking off the New Year in a big way! We've completed pilot testing and are ready to fully activate the new Wendy's University model. This new approach provides the following benefits:

### Benefits



Over 300 franchise and company managers have already experienced this model in 2015 and the results were overwhelmingly positive. Be one of the next ones to try it out in 2016!

## REGISTER NOW

Learn more about our new model and courses by participating in one of 20 Orientation Sessions offered throughout January. We recommend all managers and multi-unit operators complete this Orientation session. We have 1000 spots available, so follow these 3 simple steps to register now!

**Log in to WeLearn** and click



Select a button below to view all available Wendy's University Programs for the selected position.

- Shift Supervisor**
- Restaurant Manager**
- General Manager**
- Multi-Unit Manager**

**Your Upcoming Sessions**  
No Sessions Scheduled

**Wendy's University Calendar**



[Frequently Asked Questions](#)  
[Navigation Guide](#)

the "Wendy's University" button on the home screen

### Select your role

**Find the "WeU - Orientation" and click REGISTER**

**Once you're registered,**

a confirmation email will be sent to the address assigned to your WeLearn profile. Included will be instructions for selecting the Orientation date that works best for you. You can also begin accessing other activities that support the Orientation course.



## COURSE CATALOG

Listed below are courses currently available to support restaurant-level manager development. These courses are made available on a frequent basis and can be scheduled at your convenience.

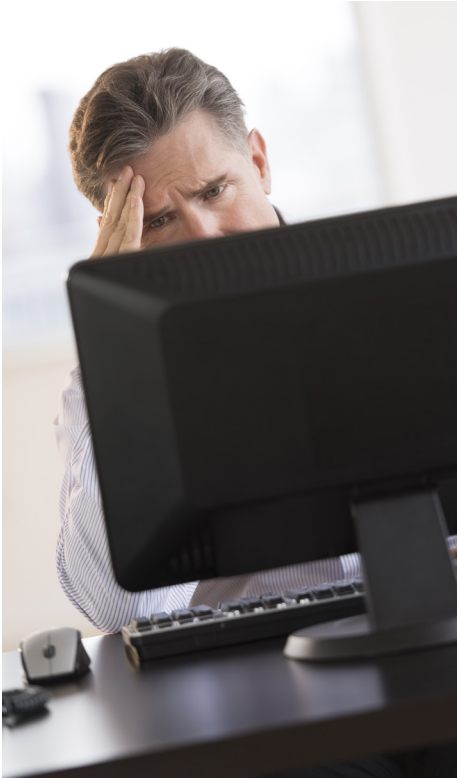
| Shift Supervisors   | Restaurant Managers   | General Managers   |
|---|---|--|
| <ul style="list-style-type: none"> <li>◇ My Wendy's, My Customers</li> <li>◇ Shift Level Problem Solving</li> <li>◇ Communication Basics</li> </ul> | <ul style="list-style-type: none"> <li>◇ Delighting the Customer of Today</li> <li>◇ Performance Problems</li> <li>◇ Communicating for Impact</li> <li>◇ Organizing and Planning</li> </ul> | <ul style="list-style-type: none"> <li>◇ Constructive Conflict</li> <li>◇ GM Capabilities Modules</li> </ul> |

Additional manager and multi-unit courses will be made available throughout 2016. If you have questions or want to learn more about the new Wendy's University, **contact us** at [WendysUniversity@wendys.com](mailto:WendysUniversity@wendys.com)



# WeConnect

CONNECT. LEARN. SHARE.



Do you feel like a mindless **ZOMBIE** navigating WeNet?

[CLICK HERE](#) for the antidote.

## About WeConnect

01

WeConnect is the next generation of system communication at Wendy's – it's the **new online community** that will replace WeNet this summer.

02

Designed with your needs in mind. This includes **powerful search capability, personalized work and collaboration spaces, and a contemporary, mobile-friendly design.**

03

The community is more than a set of tools. WeConnect is an **online gathering place for the Wendy's family** to strengthen and build relationships, practice our values and share ideas.

# Samsung Pay

## A New Way To Pay Safe and Easy!!



### Here is all you need to know:

To start using Samsung Pay, the user needs to **install and open the app** service from the apps menu (Samsung account user will automatically be linked to Samsung Pay. If you do not have one, you will need to register).

After you open the app, the user must register their fingerprint to authenticate themselves as the person authorized to make payments to that phone. The user will have the option to use a four digit code instead of a fingerprint.

Then the user must choose add menu card on the Samsung Pay app. The phone camera will then open to scan the credit cards and debit cards that will be linked to this Samsung Pay account. To verify the information, the app

will send a code to the user. After verification from the bank, service will be activated.

### Which banks and credit cards are compatible with Samsung Pay?

Samsung Pay partnered with American Express, Visa, and MasterCard payment card networks in conjunction with top US banks such as Wells Fargo, Bank of America, Chase and Citi Bank. For a complete list you can visit [Samsung.com](http://Samsung.com)

### How safe is Samsung Pay?

Samsung Pay uses a security method that replaces the number of the credit card with a unique code. Thus, during the transmission operation from the retailer to the bank via the Internet, the credit card number is protected. When it reaches the bank, it decrypts the code and authorizes the transaction. The card num-

ber is not saved in the phone.

### Can Samsung Pay be utilized without Wi-Fi or cellular data?

When you make a mobile payment with Samsung Pay, it is not a requirement to have Wi-Fi or cellular data but the service allows a maximum of 10 such payments. Wi-Fi or cellular data are only needed to manage credit cards and view payment history in the app.

**If you lose your phone** your information remains protected. Since your fingerprint or PIN is required to open Samsung Pay, another person will not be able to use it.

Samsung Pay is a realistic, safe and more comfortable technology than taking a credit or debit card in your wallet, making it less susceptible to theft, loss or oversights.



## Tips to improve a healthy lifestyle

We know that maintaining a healthy lifestyle may seem difficult among the many activities we are involved in during the day. We work, eat what we can, where we can and there is no time to rest. But, having a balanced life means organizing your schedule and incorporating essential habits to make you feel healthy and happy.

### Be active

Exercising helps you lose weight, but it will also prevent and even control diseases such as cancer, hypertension and depression and it will also help lower cholesterol levels. Exercise improves sleep quality and helps regulate stress, so that anxiety and mood is regulated.

### Sleep well

There are some cardiovas-

cular, respiratory and metabolic diseases that are linked to your sleep. Remember, to maintain a healthy body you need quantity, but also quality. Try to sleep 6 to 8 hours daily, in a comfortable environment.

### Drink water

Water helps us have a good digestion, maintain proper body temperature and eliminate substances that we do not need through sweat and urine. Most of the nutrients we get from food can be used by the human body through the water we consume.

### Reduce stress

Try to minimize your stress level. Too much stress leads to chronic fatigue. Amuse yourself whenever you can and get out of your daily work routine, spend time with loved ones and engage in the

activities you like the most every chance you get.

### Eat well

Limit your intake of salt and sugar, for this, it is very important to know what you are eating, read the nutrition labeling in your foods and know what amounts of sugar and salt you eat daily. Excess sugar contributes to obesity and excess salt feeds hypertensive processes. Introduce fruits and vegetables whenever possible to your diet and consume foods high in protein, fiber and antioxidants.

Always remember that health is not merely the absence of disease, but the perfect balance between your body, your mind and your spirit.

Do not forget, a healthy body is a happy body!

# Summer Lovin'

## Make this summer a memorable one!



Summer is already here!! Make this summer one to remember by spending quality time with your loved ones without having any set-backs. Summer for many is a synonym of vacations and we wouldn't have it any other way! Here are some things for you to have in mind to be able to relax and enjoy every day the sun's out while traveling!

It is very important for you to consider your budget when you are going out for vacations, the budget you have available will limit your possibilities. This of course, does not mean that with less money you cannot discover new places or make a great trip. Take into consideration what are the services you will require before any departure (this includes booking transportation and lodging) and expenses

while on your trip (meals, outings, sightseeing activities), if you plan in advance, the better deals you will get and you will make the most of your money.

Get dressed accordingly!! Before you start to pack make sure to check out the weather of your destination during the days you will be vacationing. Avoid packing clothes that you will not use. This is important considering that you are only allowed a certain weight for your luggage. Being aware of the weather and suitcase requirements will help you pack only what is necessary.

Watch out for sun exposure and the heat! Too much exposure to sunlight causes skin damage such as sunburn and skin cancer. Do not expose yourself to the sun in the hottest hours of the day when

the sun rays fall more intensely (Noon until 4). Always use sunscreen and apply it frequently while out in the sun, and protect your eyes with quality sunglasses and hats.

During summer perspiration increases, this causes sweating water and electrolytes lost through the skin which is excessive and if not replenished fluids and salts can reach a dehydration state. To prevent it, you must drink water regularly even if you are not thirsty and keep your self-hydrated in general with sports drinks or juices. Try not to exercise excessively outdoors without the proper care and hydration, and stay in cool and shaded places when possible.

Lastly, disconnect yourself from work and your daily routines. Simply, HAVE FUN!!

# JAE

## RESTAURANT

### G R O U P

#### **Corporate Office**

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Restaurants Locations: Florida | Texas | New Mexico

[www.jaerestaurantgroup.com](http://www.jaerestaurantgroup.com)