

A second Ronald Award for Steve and Carmen Ramirez

In the Spring of 1991, Carmen and Steve Ramirez were awarded a Ronald Award in the Sacramento Region—the highest regional honor given to a franchisee. They had demonstrated superior operations, innovative local sales marketing activities, strong commitment to their service area's community, and had done so over a substantial period of time.



This past April, they were honored with their second Ronald Award—this time from the San Diego Region.

Their performance as franchisees in the Sacramento Region led to the acquisition of a multiple-store market in Acapulco, Mexico, where they again demonstrated their skills as top operators. In a little over a year they were awarded Mexico's highest honors for Most Improved QSC, Most Improved Profitability, and Most Improved Sales and Transactions.

In 1995, McDonald's International and McDonald's USA asked Carmen and Steve to become the only Bi-National Joint Venture Partners in the entire system. They rose to the occasion, taking over existing operations in Ensenada and Tijuana, in Baja California, Mexico and in San Ysidro, California in the U.S.

Working long hours, criss-crossing the border several times a day—operating in two languages, two currencies, two health codes, two labor codes, two legal systems, and two distinct cultures—Carmen and Steve transformed their stores into top operations once again.

Please see Ramirez on page 3

Top managers honored with Ray Kroc Award

In April of this year, McDonald's honored the top one percent of its U.S. restaurant managers as part of an annual awards program named after company founder Ray Kroc. Kroc was known for saying, "Take good care of those who work for you, and you will float to greatness on their achievements," because he believed that every person involved in the company equally contributed to its success. The Ray Kroc Award recognizes the superior performance of 127 managers for their outstanding commitment to customers and excellence in running their restaurants.

"This award is about recognizing and thanking McDonald's top restaurant managers who are part of the foundation to our success—working hard each and every day towards making our customers smile," said Alan Feldman, President and CEO of McDonald's – The Americas. "We are proud of their daily accomplishments and the outstanding examples they set – they exemplify the qualities Ray Kroc believed in."

Winners of the Ray Kroc Award and their guests participated in an awards program that included an all expense-paid trip to the corporate headquarters in Oak Brook. The winners spent a day with senior management to share their ideas about what it takes to run the world's most famous quick service restaurant. They also received a prize package that included \$2,500, a Ray Kroc trophy and an awards banquet in their honor.

More than 2,700 owner/operators, as well as operations managers, were given an opportunity to nominate restaurant managers. The winners were chosen based upon success in meeting selected criteria, such as operational excellence, reinforcing McDonald's commitment to people, and building the business.

Please see Top Managers on page 5

CONTENTS

Steve & Carmen Ramirez receive 2nd Ronald Award	1
Managers honored with Ray Kroc award	1
McDonald's leads QSRs	1
Noticias en español	2
Strong Link in Supply Chain: Lopez Foods	3
Good service is good business	3
McDonald's supports NCLR Convention	4
Magazines list McDonald's among top for Hispanics	5
Millas de Sonrisas con Ronald/Ronald's Miles of Smiles	6
El Valor honors McDonald's	6
Kid's Internet work station unveiled	7
Elvis Crespo teams with McDonald's	7
Marketing to a Latin America III	7
Mi casa es su casa	8

McDonald's leads QSRs in providing opportunities for Latinos

It's not surprising that Latinos are being drawn to the fast-food industry in great numbers. More and more Latinos are finding great opportunities in the food industry—and for many of them, McDonald's is leading the way among the nation's QSRs.

Recent trends indicate Latinos are rapidly replacing the industry's traditional entry level workforce: suburban, middle-class teens. This is resulting in the creation of new jobs and career opportunities for an increasing number of Latinos.

The QSR industry provides Latinos financial security, while pushing Hispanic unemployment rates to record lows.



"It is no secret that Hispanics basically make up the bulk of the labor pool now," says McDonald's franchisee Alex Mestas of Murrieta, California, who is national chairman of the McDonald's Hispanic Owner/Operator Association (MHOA).

Latinos see the QSR industry as an attractive career and are benefiting from financial security in the process. They are learning food industry jobs are viable career paths, provide financial security, and also lead to employment opportunities for their families and friends.

"McDonald's is now one of the nation's largest employers of Latinos. They are latching onto jobs that a lot of others have spurned and they're beginning to reap the rewards," says Mestas.

For the first time in QSR history, Latinos are being promoted more quickly into supervisory positions and are managing a workforce that is primarily Hispanic. According to the California Restaurant Association and Employee Network, since the mid-1990s, Latinos have grown to 45% of all employees in the nation's QSR category—and to over 60% in Southern California.

Please see Opportunities on page 5





A Strong Link in the Supply Chain

In 1971, Oklahoma City became one of the first exclusive processing facilities for manufacturing beef patties, using—what was then—the newest technology in grinding, forming, and liquid nitrogen freezing equipment. In 1991, John Lopez (a 19-year veteran of McDonald's owner/operator system) assumed ownership of the operation and over the next nine years transformed the plant into a model of manufacturing efficiency. During this time, his wife Pat and sons John Patrick and Dave joined him in the business.



L to R: Dave Lopez, Director of Corporate Training & Development and Process Improvement; John C. Lopez, Chairman and Chief Executive Officer; John P. Lopez, Department Director, Product Development and Corporate IT; and (front) Patricia K. Lopez, Secretary, Board of Directors.

Today, using state-of-the-art technology, Lopez Foods, Inc. (LFI) has expanded the plant's capacity to over three million pounds of meat products per week. It delivers beef patties, pork sausage patties, and Canadian bacon so efficiently, it has become one of the system's "top quality, low cost" suppliers in the U.S.

The Lopez family began its relationship with McDonald's in 1978, as owner/operators in Los Angeles. By 1990, they had grown their operations to four restaurants. They were then offered the opportunity to become meat suppliers to McDonald's, which has become the basis of an association between the Lopez and McDonald's families, which has grown stronger over the past 10 years.

Lopez attributes the company's success to two factors. "The first is McDonald's, who gave me and my family the opportunity to become 'McDonaldized' as owner/operators and then as suppliers to the best QSR operation in the world," begins Lopez. "The second is our Lopez Foods team, which reflects McDonald's founder Ray Kroc's core belief, 'None of us is as good as all of us!'"

LFI continues to provide customers like McDonald's and Wal-Mart Stores with the best quality and value in products and services. The company employs more than 300 people at its headquarters and meat processing plant in Oklahoma City, making it one of the city's major employers and sales leaders. The company also operates a facility in Guatemala that services McDonald's in Central America.

"Our team is committed to product quality and competitive pricing, but we see that as a given in an increasingly competitive business environment," he says. "Total Quality Management and continuous improvement initiatives developed by our team are critical to successfully meeting these conflicting objectives."

How does the company continue to exceed customer expectations? According to Lopez it's in the "added value" his team brings to McDonald's. "We have

learned the importance of stakeholder relations during our McDonald's experiences and have adopted those principles into our company's daily operations and practices," he states.

Lopez is an avid supporter of community involvement. Earlier this year, he was named to the Oklahoma Governor's Advisory Board on Latin American & Latino Affairs, and also serves on the Bank of Oklahoma's Board of Directors. He is a member of McDonald's Supplier Advisory Council, the National Advisory Board of HACER (McDonald's Scholarship program), and an active member on the Board of Directors of Ronald McDonald House Charities.



He has also been awarded the 1996 Aguila Award for Individual Accomplishment by the Hispanic American Police Command Officers Association (HAPCOA), in Chicago, IL, and the 1997 Entrepreneur of the Year by the National Hispanic Employees Association (NHEA) in San Jose, CA.

The U.S. Department of Commerce's Minority Business Development Agency (MBDA) named LFI 1999 National Minority Manufacturer Firm of the Year in Washington, D.C. It was also selected 1999 Regional Minority Manufacturer Firm of the Year, by the U.S. Department of Commerce's Minority Business Development Agency (MBDA) in Dallas, TX, and 1996 Hispanic Business of the Year by the Latino Community Development Agency (LCDA), in Oklahoma City, OK.

Ramirez

continued from page 1

They turned the Tijuana market into the highest volume market in Mexico and earned once more the distinction of Most Improved QSC and Most Improved Profitability. In San Ysidro, they added over \$2 million in annual top line sales and over 300,000 transactions per year to their three-store patch, earning them the Top Comparable Sales Award, Top Comparable Transactions Award, McDonald's Way Team Award, and the McDonald's Pioneer Award.

"Steve and Carmen Ramirez epitomize Ray Kroc's vision of model McDonald's owner/operators," said Pat Perez Powelson, Assistant Vice President and San Diego Regional Manager. "Reinvesting in the communities in which we do business is not a new concept at McDonald's. It is the basis of our operating philosophy and they do it as well as anyone I know," she adds.

Last year when the U.S. Marketing department was searching for an outstanding restaurant to feature in television advertisements for the company, the Ramirez's Dairy Mart Road store was selected and three commercials were shot there.

Their commitment to giving something back to the community remains a powerful one. During a television news interview, the Mayor of Tijuana publicly thanked McDonald's of San Ysidro for "... the love they spread to the poor and the forgotten children of Tijuana."

The Ramirez's commitment to giving something back comes naturally to the Ramirez family—a trait Steve says was instilled in him at home by his mother and father and both sets of grandparents who taught him to share "God's blessings."

Steve was awarded the "Benefactor Award" last December from the BorderView YMCA, where he serves on the board of directors and is the driving force in raising funds to build a full service YMCA for the children of San Ysidro. He and Carmen celebrate *El Día del Niño* (April 30) by donating 350 Happy Meals to orphanages in Tijuana.



In the Spring of 1991, Steve and Carmen Ramirez were awarded a Ronald Award in the Sacramento Region—the highest honor given to a franchisee. For their continued excellent operations and service to their community, this past April, they were honored with a second Ronald Award—this time from the San Diego region.

At Christmas, they help fund dinner for 250 people at the BorderView YMCA and for another 400 people at Casa Familiar in San Ysidro. They also help underwrite dinners for 250 people at the YMCA and for 600 children and parents at Casa Familiar.

In cooperation with the *Hospital de Niños de las Californias de Tijuana*—the only children's hospital in northwestern Mexico—the Ramirezes several times a year pay for the corrective surgery needed

to help children born with cleft palates. They also donate funds for emergency surgeries for children with life threatening medical problems born to indigent families in Tijuana. More than once they have been credited by the *Hospital de Niños de las Californias*, with having saved a child's life.

Steve and Carmen believe when you have the opportunity to change a child's life for such a small amount of money, it would be a sin not to.

"Our first obligation is to deliver superior QSC&V to our customers—with a smile," says Carmen. "Our commitment to our employees and to the people in the communities we serve is just a natural outgrowth of being totally committed McDonald's operators, good citizens, and smart business owners," adds Carmen, whom Steve describes as the "heart and soul" of their operation.

In recognition of their dedication to community service, the couple was recently named "Citizens of the Month" by Congressman Bob Filner of Chula Vista. In June, Steve was also presented the "Lo Meximo del Espíritu Latino" Award by the McDonald's Hispanic Operators Association (MHOA) at its meeting in San Juan, Puerto Rico.

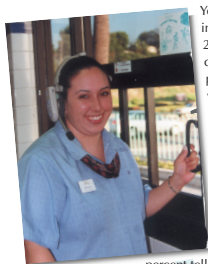
"It's easy to be active in your community when you are part of the McDonald's family," explains Steve.

Steve and Carmen are great examples of what McDonald's is all about. They are truly McDonald's Ambassadors.



Good service is good business

For McDonald's to achieve its goal of being the world's best quick service restaurant, it must create the best experience for its customers—during each and every visit. Being the best means providing outstanding QSC&V, so that McDonald's makes every customer in every restaurant smile.



Yet, a recent survey indicates that over 20 percent of customers leave a place of business without buying anything when they experience unsatisfactory service, and an equal number stop shopping at that business altogether.

Twenty-six percent tell their friends

about the experience and urge them not to shop there either.

The most common response to poor service is to complain to a manager, however, more people are increasingly protesting with their pocketbook, claims a U.S. company that specializes in organizational and individual performance improvement. According to

the firm, "Businesses need to recognize the less visible impact of bad service, which is the silent erosion of their customer base."

Some retailers assume customers don't care about service and that it's something they can take for granted. But research suggests people get really upset, even if they're reluctant to say anything. In fact, some customers who would never complain to a store manager will do so to their friends. And word-of-mouth can be a powerful factor in the QSR business.

Companies must accept that every customer who complains represents at least two others who experienced the same dissatisfaction, but didn't voice it. It is not enough that employees simply address individual customer complaints; the better solution is to provide employees training and supervision to ensure incidents are not repeated.

That information comes from a recent national telephone survey of over 1,000 consumers conducted by MOHR Learning. The survey also found that the more affluent the customer, the more likely they are to walk out without making a purchase (26 percent of those with incomes of \$50,000 or more, versus 16 percent of those making \$15,000 to \$24,999).

Men are more likely than women (26 percent and 19 percent, respectively) to walk out without making a purchase, while women (44 percent) are more likely



than men (34 percent) to voice their complaint to a manager.

"Customers are our first priority, and we want to make every visit to a McDonald's restaurant one that makes them smile," says Alan Feldman, President and CEO of McDonald's – The Americas.

Nothing says "A job well done," better than a smile on a customer's face.

McDonald's supports NCLR's "The Heart of America" convention

To celebrate the growing number of Hispanics in non-traditional parts of the nation, this year the National Council of La Raza (NCLR) brought its annual convention to Milwaukee, WI. The event was held July 14-18, and was appropriately promoted as "The Heart of America" conference. The convention attracts over 15,000 participants—bringing together the nation's foremost business and community leaders, government officials, and entertainers. It is considered to be the premier national Latino event of the year.

Members of McDonald's Oak Brook team who made the trip to nearby Milwaukee were able to interact with the many supporters of the nation's largest constituency-based Hispanic organization. McDonald's played a key role in this year's event, as a Diamond sponsor of the conference and as a major sponsor of the Awards Gala. It is during the Gala, that NCLR presents awards to individuals and organizations who have contributed significantly to the institution's major initiatives and efforts.

Drawing hundreds of guests to the booth this year was a special appearance by Ronald McDonald and one of McDonald's specially trained "astronauts," who talked



Taking time to meet with NCLR President Raul Yzaguirre (fourth from left) are the McDonald's team of: (l-r) Max Gallegos; Rey Gonzales; Alfie Ospina; Nellie Weddle; Bob Larsen; Kim Smutny; and Barb Larsen.

to kids about outer space, astronomy, astronaut training, and the importance of a good education. Ronald McDonald took photos with conference attendees and gave away special prizes to booth visitors.

"McDonald's takes pride in our commitment to the Hispanic community and our diversity programs. We make every effort to include Latinos, African Americans, Asian Americans—employees of all races—in positions from the crew room to the board room," said Rey B. Gonzalez, Assistant Vice President of Diversity Initiatives.

Conference workshops provide attendees the opportunity to receive the latest information on the key issues facing the growing Latino community, including the Census, education, civil rights, welfare reform, economic and community development, health, and youth leadership.

McDonald's staff participated in the 2001 Diversity Job Fair and Latino Expo USA as sponsors and exhibitors. Gonzalez joined with Raul Yzaguirre, President of NCLR and other corporate representatives in a workshop entitled "The Leadership Agenda for Hispanic Talent."

McDonald's employees interact with NCLR on an ongoing basis throughout the year. In addition to Gonzalez, who acts as liaison to NCLR's Corporate Board of Advisors, Senior Vice President of Franchise Relations Raymond Mines sits on the NCLR Corporate Board of Advisors.

- McFacts about the HCM -

- Over half (55 percent) of the nation's Latinos live in California and Texas—with over 25 percent residing in Southern California alone.





National magazines list McDonald's among 'Top Corporations for Hispanics'

McDonald's has been named one of the top U.S. companies for Latino employees in recent surveys conducted by two major national magazines.

Fortune listed McDonald's one of the top five U.S. companies for Hispanic employees in its survey. The *Fortune* ranking was conducted by the Center for Responsibility in Business, a nonprofit research organization that analyzes corporate social responsibility.

Latina Style, a national magazine for the professional Hispanic working woman, listed McDonald's among the "Latina Style 50," in its 2001 listing of the top companies providing the best professional opportunities for Latinas. Its survey, which included over 600 of the nation's most respected corporations, is the only national effort to evaluate corporate responsiveness to the



needs and aspirations of Hispanic working women. This marks the fourth year the magazine has evaluated Corporate America's sensitivity to the needs of Latinas in the workplace.

Latina Style measured performance in: number of Latina executives, mentoring programs, Latinas on boards of directors, educational opportunities, dependent/child care support, leave for childbirth, alternative work policies, benefits, women's issues, and Hispanic community relations.

Fortune's survey, now in its third year, looked at such criteria as how well ethnic employees are paid, how many are in management, and the charities the companies support.



Opportunities

continued from page 1

As the Hispanic population numbers grow, more Latinos are bringing their positive attitudes and work ethic to bear on the QSR labor force. "They value steady work, and as a result, they tend to stay in their jobs longer and provide continuity in McDonald's efforts to provide the best customer service in the QSR category," states Mestas.

With increasing representation in the industry—along with the promotion of fellow Latinos to higher positions of responsibility—it is becoming obvious that the QSR industry is a path to personal development and job security for a growing number of Latinos.

Oportunidades

continuación de la página 2

Mientras que algunos abandonan las oportunidades que existen en la industria de QSR, muchos latinos han estado llenando el vacío y se han estado beneficiando con las oportunidades de carrera en el proceso. Están aprendiendo que los trabajos de la industria alimenticia son oportunidades de carrera viables, proporcionan seguridad económica y también conducen a oportunidades de empleo para sus familias y amigos.

Con el crecimiento de la población hispana, más latinos están trayendo sus actitudes y ética de trabajo para apoyarla en la fuerza laboral de QSR. "Aprecian el trabajo fijo y, como resultado, tienden a permanecer más tiempo en sus trabajos y proporcionan continuidad a los esfuerzos de McDonald's por ofrecer el mejor servicio al consumidor en la categoría QSR", explica Mestas.

Con una creciente representación en la industria—junto con la promoción de colegas latinos a puestos de responsabilidad más altos—está siendo obvio que la industria de QSR es uno de los caminos para el desarrollo personal y seguridad en el trabajo para un creciente número de latinos.



Top Managers

continued from page 1

There were many Latino associates among the 127 winners. Below is a list of those who are helping to make McDonald's the quick service restaurant of choice among Hispanics in the U.S. Be sure to congratulate them and thank them for paving the way for next year's winners.

Great Lakes – Chicago

Joaquin Ortiz, Manager since: Sept., 1997
With McDonald's since: Feb., 1994
Olga Salgado, Manager since: Mar., 1995
With McDonald's since: June., 1994

Midwest – Dallas

Sylvia Herrera, Manager since: Feb., 1999
With McDonald's since: Mar., 1990
Elizabeth Leyva, Manager since: Jan., 1998
With McDonald's since: Feb., 1995

Midwest – Houston

David Garcia, Manager since: Mar., 2000
With McDonald's since: Jan., 1989

Midwest – St. Louis

Ruby Maldonado, Manager since: Jan., 1986
With McDonald's since: Feb., 1981

Northeast – BWR

Carlos Alva, Manager since: Sept., 1995
With McDonald's since: Nov., 1990

Northeast – New York

Rolando Jerez, Manager since: May, 1998
With McDonald's since: June, 1989
Marilyn Martinez, Manager since: Feb., 1998
With McDonald's since: June, 1985

Southeast – South Florida

Doris Rey, Manager since: July, 1999
With McDonald's since: Aug., 1996
Carlos Solorzano, Manager since: June, 1995
With McDonald's since: Dec., 1988

Southeast – Tampa Bay

Carlos Albert Leon, Manager since: June, 1996
With McDonald's since: May, 1994
Filiberto Rosa, Manager since: June, 1998
With McDonald's since: June, 1991

West – Denver

Todd Espinoza, Manager since: June, 1999
With McDonald's since: Aug., 1995

West – Los Angeles

Manny Carrillo, Manager since: July, 1992
With McDonald's since: Aug., 1981
Rafael Lemus, Manager since: Feb., 1992
With McDonald's since: June, 1985
Rhina Rodriguez, Manager since: Jan., 1996
With McDonald's since: Oct., 1988

West – Sacramento

Manuel Garcia, Manager since: Dec., 1997
With McDonald's since: Dec., 1992

West – San Diego

Rosalva Guerrero, Manager since: Apr., 1998
With McDonald's since: Nov., 1989

West – San Francisco

Annabelle Carlos, Manager since: Apr., 1998
With McDonald's since: Aug., 1993

- McFacts about the HCM -

- Hispanics of Mexican origin are the largest Latino sub-group in California, Texas, Arizona, Nevada, and Colorado.
- Latinos in Los Angeles County (CA), Miami-Dade County (FL), Harris County (TX), and Cook County (IL), account for 22 percent of the total U.S. Hispanic population.
- In New Mexico, 42 percent of the population is Hispanic, the highest of any state.



Millas de Sonrisas con Ronald/Ronald's Miles of Smiles



Reaching out to Chicagoland's Latino communities.

As McDonald's customer base changes, so must its marketing and outreach efforts. One of its most recognizable promotional tools is Ronald McDonald—and he too is changing to meet the needs of diverse consumers.

The Chicago market has developed a program to create awareness and visibility for its Spanish speaking Ronald and other McDonald's characters. In keeping with the "We love to see you smile" campaign, this effort is named "Ronald's Miles of

Smiles," or *Millas de Sonrisas con Ronald* as it is known in Spanish. It has been very successful in reaching out to Latinos throughout the Chicagoland area—and surrounding suburbs.

"Ronald's Miles of Smiles" provides a great opportunity to showcase and utilize a bilingual Ronald as McDonald's ambassador to help deliver messages during media events and interviews. Some key messages include: McDonald's efforts in the areas of education; employment; new product

introduction; community celebrations; and other appropriate special events.

The program's objective is to increase exposure for Ronald McDonald among Spanish speaking children and families by scheduling appearances throughout the region. The program's cost was budgeted at approximately \$35,000. As of this summer, its media value was estimated to have reached \$185,000, with over 976,000 media impressions.

El Valor honors McDonald's with Corporate Visionary Award

In April, McDonald's received the Corporate Visionary Award from El Valor, a Chicago-based community organization, for its commitment to Chicago's Latino community and in recognition of its 20-year relationship with the organization. The award was presented to Alan Feldman, President and CEO of McDonald's – The Americas, during ceremonies at the 2001 Don Quixote Dinner.

The event is El Valor's most important annual fundraiser and a salute to the commitment of Chicagoland's residents and businesses who improve the lives of children, families and communities, including those with disabilities.

According to El Valor, "McDonald's exemplifies the best attributes of our nation's corporate citizens and has historically demonstrated a social conscience associated with the leadership role it plays within our city's business community."



From left to right: Alan Feldman, President and CEO of McDonald's – The Americas; Rey B. Gonzalez, Vice President of McDonald's Diversity Initiatives and El Valor Board Chairman; and Benjamin Reyes, representative of Urban Investment Trust.

El Valor was founded in 1973, by the late Guadalupe Reyes. She was a visionary leader and mother who

dreamed of a community in which all members—including her son with special needs—could live, learn and work. With a small bank loan and a borrowed church basement in Pilsen, she and a handful of others started the first bilingual/bicultural rehabilitation center in the state of Illinois, which they named El Valor (courage).

The organization has grown into a multicultural, multipurpose program that reaches thousands of families throughout the Chicagoland area. Its mission is to support and challenge urban families to achieve excellence—while fully participating in their respective community issues. The programs exist to enrich and empower people with disabilities, the poor and the underserved.



McFacts about the HCM

- More than 75 percent of all Latinos live in the West or South. In fact, 43 of the 50 U.S. counties in which Hispanics represent the majority populations are located in Texas or New Mexico.
- The largest Puerto Rican populations are in New York, Florida, New Jersey and Pennsylvania.

¿Sabia Usted?

- In 1866, David G. Farragut was appointed Admiral of the Navy after a brilliant career during the Civil War. He was born near Memphis, Tennessee, the son of an immigrant Spaniard who had come to the United States in 1776.
- In 1961, Rita Moreno wins an Academy Award for her performance in *Westside Story*. She becomes the first actress to win an Emmy (television), a Grammy (music), an Oscar (motion picture), and a Tony (live theater).
- Horacio Rivero, of Puerto Rico, becomes the first Hispanic four star Admiral in the U.S. Navy in 1964. He retired in 1972, and was later named Ambassador to Spain.



Kid's Internet work station unveiled in Miami's Little Havana

Mayor Joe Carollo helps in *Calle Ocho* dedication.

The Internet has arrived—to a local McDonald's, that is. On May 24, 2001, Miami Mayor Joe Carollo was on hand to salute McDonald's owner/operator José Montes, Interamerican Data, and IBM for bringing the Internet to children in the community of Little Havana.

"I applaud the joint efforts of McDonald's, Interamerican Data and IBM to provide a safe and nurturing environment for the children of Little Havana to search, browse, navigate and discover the world, through computers and the wonders of Internet technology," said Mayor Carollo. "This public and private partnership is a great example of what community service is all about."

Students from Shenandoah Elementary, Coral Way Elementary and Riverside Elementary were invited as special guests to test the computers at McDonald's, where a section of the restaurant on *Calle Ocho* has added four, child-friendly

computers. The workstation allows students to navigate the Internet for research, schoolwork, and other topics of concern to young children. The computers and workstation were donated by Interamerican Data and IBM and took over three months to install.

"This project was developed in order to provide the children of this neighborhood a safe-haven where they can do homework or just play computer games," said Montes.

"Part of McDonald's philosophy is giving back to the community—creating this workstation is just one of the many ways that we offer our neighborhood's children a safe, fun and healthy learning environment," added Montes.



Ronald McDonald welcomes children from Shenandoah Elementary, Coral Way Elementary and Riverside Elementary, who were the first to test the computers at the *Calle Ocho* McDonald's in Little Havana.

Elvis Crespo teams with McDonald's to kick-off "The Best of Latin Music" celebration

Grammy Award-winning Latin artist Elvis Crespo recently teamed with McDonald's to announce *Lo Mximo de la Música Latina* (The Best of Latin Music), a national celebration of Hispanic heritage that shares Latin music with McDonald's customers, across the United States.

The celebration culminates with *Lo Mximo de la Música Latina* concert at the Walt Disney World Resort on October 13. The concert will feature Crespo, along with Latin music superstars Luis Fonsi, MDO, and this year's Latin Grammy nominees, Limite and Carmen Jara.

"McDonald's has a long history of being at the forefront of presenting the latest in Latin music to its customers," said Crespo. "I am honored to be associated with them and really excited about performing at the Walt Disney World Resort."

Terra.com, the official web site for *Lo Mximo de la Música Latina* concert, will provide a live webcast of the concert performances. The show will air nationally over the Telemundo television network, Saturday, October 27, 2001, at 7:00 p.m. (EST/PST) and 6:00 p.m. (CST).

McDonald's customers had an opportunity to experience the excitement of the concert by participating in a national sweepstakes. Winners will enjoy a vacation package (for four) to attend the private broadcast taping of *Lo Mximo de la Música Latina* concert and celebration at the Walt Disney World Resort.

In-store support for the national celebration began August 24 and featured one of two specially designed 32 ounce collector's cups, with images of Elvis Crespo, Luis Fonsi, and MDO.

"McDonald's history with Latin music dates back almost a decade," explains Max Gallegos, Director of Marketing USA at McDonald's. "This year, we will continue our commitment by bringing Latin styles and spirit to participating McDonald's restaurant across the country."



WANT SOME FRIES WITH THAT SHAKE? Elvis Crespo and Ronald McDonald are the keepers of the beat for *Lo Mximo de la Música Latina* (The Best of Latin Music) concert.

Walt Disney World Resort, the world's number one vacation destination, is partnering with McDonald's, the world's number one QSR, to sponsor the concert.

"We are excited in joining with McDonald's in this event. The concert promises to deliver explosive performances by some of today's hottest Latin artists," said Reggie Whitehead, Vice President of Special Markets for Walt Disney Parks and Resorts.

Terra.com will also provide online support for the concert with up-to-the-minute information on performers and the opportunity to submit questions for the artists and interact with them in live chat rooms. Visits to Terra.com's *Lo Mximo de la Música Latina* web site could also help to generate up to

\$10,000 for the Ronald McDonald House Charities.

"Terra.com has pledged to bring important Latino events to the U.S. Hispanic community and is proud to be involved with McDonald's in presenting this exciting concert," said Arancha Ferreira, Marketing Manager of Terra.com.

Marketing to a Latin America III Convention

MHOA's Puerto Rico convention receives (and gives) kudos.



AN AWARD WINNING TEAM Chairman Alex Mestas (left), congratulates awardees during MHOA's third bi-annual marketing symposium, held in San Juan, Puerto Rico this past June. Among those who were honored were (l to r): Trish McCarthy, representative of the West Division; Coca Cola; Mike Hernandez, San Juan franchisee and president of MHOA - Puerto Rico; Dave Thomas, McDonald's Operations Manager - Puerto Rico; Max Gallegos, McDonald's Director of Marketing USA; Kevin Dunn, McDonald's President of Great Lakes Division; Ed Sanchez, McDonald's President - Latin America; and Ernie Sandoval, MHOA Past Chairman and San Diego, CA franchisee.



FOR CHEESE A JOLLY GOOD PARTNER McDonald's Marta Gerdies, Senior Director of Marketing USA, is presented the Adelante award by MHOA Chairman Alex Mestas (r). OPNAD HCM Committee Chairman and Denver franchisee Art Sandoval (l), and OPNAD HCM Committee member and Northeast Division MHOA President Carlos Morales (c). The Board of Directors selected Marta for her unwavering support of MHOA's mission, goals, and membership, as well as her professional accomplishments and contributions to the McDonald's system.





Mi casa es su casa

Houston Owner/Operators open House—and hearts.

"Give me your tired, your poor, Your huddled masses yearning to breathe free, The wretched refuse of your teeming shore. Send these, the homeless, tempest tossed to me, I lift my lamp beside the golden door" is part of the inscription on the Statue of Liberty on Ellis Island in New York. That message has deep meaning for McDonald's owner/operators Juanita and Joseph Sanchez of Houston, Texas. The words were written as a message to those seeking a better life in America, and could have easily been inscribed on the doors of the Texas Children's Hospital in Houston, where Juanita volunteers.



Juanita Sanchez helps 4-year-old Justin Vazquez put a motorized fire engine through its paces in a Texas Children's Hospital playroom.

Juanita has international roots of her own. She understands that those from other countries are especially grateful to find a warm reception at the Texas Medical Center—where Texas Children's Hospital is housed.

She is a beacon of light, a comfort, and a source of information to many of the hospital's Spanish-speaking patients. Born in New York, Sanchez was reared in Puerto Rico, and speaks Spanish fluently. Her gentle smile and command of the Spanish language are welcomed resources to both the hospital's staff and the families who come here to receive treatment.

Patients coming to Texas Children's Hospital from abroad generally are gravely ill or are being treated for a complicated or rare disorder. Many come to Houston from their native lands for weeks, or months. In addition to quality medical care, many can also count on the attention of one special person—Juanita Sanchez. She offers gentle guidance to families to help them negotiate the challenges of living in a foreign environment, so far from home.

"Juanita has made an impact on several families, especially the family of a little girl named Sol," says Patient Representative Alma Thomas. "She has known Sol since she was first diagnosed with leukemia in 1994, and makes a point to visit her every time she comes from Mexico for treatment. Now, after several years, Sol has had a bone marrow transplant, and the family still asks for Juanita. They keep in very close touch."

A volunteer since 1989, Sanchez' warm smiles and ease with patients have been noticed by many. Often it is the patient's parents—especially mothers—who rely on Juanita for support. Sol's mother is a perfect example.

"When the mother was going through a rough time during Sol's diagnosis, Juanita provided support to her, in Spanish," says Thomas. "Juanita talked with her often, offering her a shoulder to lean on."

As McDonald's owner/operators, Juanita and Joseph are involved in their community and contribute (personally and financially) every year to the Ronald McDonald Houses in Houston and Galveston. It's a donation the Sanchez family gladly makes, because they see its value to the families whose children are being treated at the hospital. Juanita joins patients' families occasionally to make dinner at the Ronald McDonald House.



Juanita shares thoughts with the mother of a hospital patient.

Twice a week Juanita dons a smile and her bright red uniform jumper for the short trip to Texas Children's Hospital. Here, her kindness and compassion help patients and their families feel more at home while adapting to the complexities of the nation's largest pediatric hospital.

(Editor's note: A special thanks to the Texas Children's Hospital staff for their assistance with information and photos for this story.)

¿Ideas?

Do you have an interesting story to share with the McFamilia? We encourage your participation!

For more information on articles, or for story submissions contact:

Estrada Communications Group, Inc.
13729 Research Blvd, Suite 610-219
Austin, TX 78750
T (512) 335-7776 • F (512) 335-2226
-or-
633 W. Fifth Street, Suite 1160
Los Angeles, CA 90071
T (213) 623-2446 • F (508) 464-0246
info@estradausa.com

McFamilia is published periodically for the McDonald's Family by the U.S. Communications Team of McDonald's Corporation.

Production & Design

Estrada Communications Group, Inc.

CONTACTS

McFamilia Editor

Mario Flores 630-623-6731
Manager, U.S. Communications

Editorial Advisory Board

Juan Marcos 630-623-7577
Assistant Vice President, Human Resources

Max Gallegos 630-623-5908
Director, Marketing USA

Rey Gonzalez 630-623-2242
Assistant Vice President, Diversity Initiatives

Division Communications Staff

Kathleen Cap 630-836-7258
Senior Manager, Great Lakes Division

Antonio Hernandez 949-399-0492
Senior Manager, West Division

Steve Tompos 630-623-6555
Senior Manager, Midwest Division

Liz Leonard 630-623-5240
Manager, Southeast Division

Ross Wladis 215-814-8653
Manager, Northeast Division

McFacts about the HCM

- The number of Hispanics in the U.S. grew by an estimated 13 million between 1990 and 2000, to a total of 35.3 million. There are an estimated 5 to 7 million who weren't counted, but are still consumers.
- Hispanics make up more than their national average (12.5 percent) of the population in California, Texas, Arizona, Nevada, Colorado, Florida, New York and New Jersey.

McFamilia contains confidential and proprietary information intended for the exclusive use of employees, franchisees, and business associates of McDonald's Corporation. None of the material contained herein may be reproduced, copied, or initialized in any form, or by any means, without the specific written authorization of an officer of McDonald's Corporation.

©2001 McDonald's Corporation

