

Ofelia Meléndrez celebrates 10 years with McDonald's



"In June 2002, I will celebrate my tenth year of employment with McDonald's Corporation," says Ofelia Meléndrez, International Field Service Manager of the McDonald's Latin America Group. "I got my start in the Los Angeles Region Internship Program."

This program, designed to attract qualified Hispanic women into mid-management level positions, represents the McDonald's commitment to Hispanic employee career development. Meléndrez, who studied at California State University, Fullerton, began her career at McDonald's while still a college student. She hasn't looked back since.

"I started with the company while I was at a junior level," Meléndrez recalls. Upon graduation with a BA in Business Administration, she began working full-time for the company.

As an International Field Manager, Meléndrez works closely with International Relationship Partners and the Senior Zone Operations Director. Her mandate, she says, is to drive and encourage "operational excellence, profitability, and growth within the zone."

"I have assigned countries in which I provide leadership and coaching to Joint Venture Partners (JVPs) and operations leadership teams, which results in higher levels of operations performance, increased sales and profit, cash-flow and market share," she explains.

Meléndrez began her steady climb within McDonald's management as a Manager Trainee in 1992. By May of 1994, she had risen from the position of Second Assistant to Restaurant Manager and became completely familiar with restaurant operations. Since then, she has held positions as Profit Center Trainer, Area Supervisor, Training Consultant and Regional Food Safety Coordinator. Prior to her current post, Meléndrez had already been promoted to Business Consultant Field Service, South.

Beyond her work for the company, Meléndrez is a dedicated role model who cares deeply about her community and demonstrates her concern both within and outside of McDonald's.

Within the company, she led the Los Angeles Hispanic Network, the largest McDonald's volunteer company organization nationwide (220 members strong), as Chairperson during an effort to raise \$105,000 in scholarships for promising students in Southern California.

Meléndrez was similarly pleased to represent the Los Angeles Region and McDonald's System on a "Santana Live," a popular community affairs program broadcast live on the KJLA-TV cable network station. On the show, she was able to showcase important McDonald's community service programs such as McHappy Day, HACER and the groundbreaking McMariachi.

In addition to her work with HACER and the Los Angeles Hispanic Network, Meléndrez also is involved with the Mexican American Opportunity Foundation (MAOF) where she served as a board member from '99-'01. With a \$60,000,000 budget, the MAOF is the largest Hispanic non-profit in the country and provides job training, placement, and child care throughout the state of California.

Meléndrez also attends the regular California Hispanic Corporate Council Meetings as an active member. According to her, the Council enhances her ability to stay in tune with other corporations and gives her an opportunity to showcase and represent McDonald's. The organization, she says, is "instrumental in building the image of our corporation and getting involved with key organizations."

Throughout her career at McDonald's, Meléndrez has been recognized for her efforts and achievements. From the award she received in 1994 for her work as an "Outstanding Restaurant Manager" to the "Peak Performer Award, West Division" she received in April, 2000, she has always stressed the importance of team building.

"Working together as a team gives each person the tools and skills necessary to realize his or her fullest potential," Meléndrez offers. "I've been fortunate to have managers and staff who believed in my ability and encouraged me to assume more leadership responsibility."

Recognized at an Oakbrook Hispanic Heritage Month event in September of 2000, Meléndrez was able to reflect on her opportunities and challenges as a "Latina on the move in the corporate world," according to the December, 2001 issue of *Latina Style Magazine*.

"Being Latina has allowed me to serve as a role model," she confides. "Young women, and Hispanics in particular, can identify with me and know that they, too, have it in them to achieve their dreams."

¿Ideas?

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

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Hispanic media is mass media

- Hispanic households watch 4.6 hours of television a day as compared to 3.9 hours among whites and 3.5 hours among Asians, according to Horowitz Associates.
- According to Hispanic Opinion Tracker 2001, each week 74% of Hispanics watch Spanish-language television, 82% watch English-language; 60% of Hispanics listen to Spanish-language television, 67% listen to English-language; 29% of Hispanics read Spanish-language newspapers, 67% read English-language; 53% of Hispanics read Spanish-language magazines, 63% read English-language.

President Bush names Canchola to commission on educational excellence for Hispanic Americans



President Bush has appointed 15 individuals to serve on the President's Commission on Educational Excellence for Hispanic Americans. The distinguished roster includes McDonald's Owner/Operator, Jose Guadalupe Canchola.

President Bush authorized the commission when he signed Executive Order 13230 on Oct. 12, 2001. The newly created commission is charged with creating a multi-year plan to close the educational achievement gap between Hispanic American students and their peers.

The commission members will: (1) advise U.S. Secretary of Education Rod Paige on the progress of Hispanic Americans in closing the academic achievement gap and meeting the promise of the new No Child Left Behind Act of 2001; (2) monitor and measure the performance of federal agencies in creating federal initiatives within the Hispanic community and hold them responsible for improving the participation of Hispanic Americans in federal education programs; (3) identify

(Please see *Canchola* on page 2)

Congressman honors Southern California border region businessman



From left: Jorge Luis Garcia Garcia, Director, Hospital Infantil de las Californias; Steve Ramirez, Owner/Operator Steve Ramirez; Congressman Bob Filner; Mario Medina de la Torre, Director, Fundación Para Los Niños de las Californias.

Congressman Bob Filner recently named Owner/Operator Steve Ramirez the September 2000 "Citizen of the Month" for his charitable work in the South Bay and Tijuana.

Ramirez, owner of the San Ysidro McDonald's, sponsors corrective surgery for Tijuana children with cleft palates. A result of poor nutrition during pregnancy, a cleft palate is easily repaired. However, the procedure is an expensive one. In partnership with the Children's Hospital of the Californias, just south of the border, Ramirez has financially supported these efforts personally and plans to continue the work.

"This money means little to me unless it can make a difference in a child's life. My one-time cost

translates into a lifetime of acceptance and normalcy for children outcast and ignored by their own community," Ramirez said.

In addition, Ramirez takes on a fatherly role for the employees in his restaurant. Most speak little English and do not understand American culture and lifestyle. Steve helps them learn the language and teaches them the importance of civic responsibility.

"Steve teaches his employees that voting is a privilege."

Congressman Filner said, "And that they must take an active role in this community to make it a better place to live."

"It is with great pleasure that I name Steve Ramirez, a business owner who cares deeply about the community he serves, the September 'Citizen of the Month' for California's 50th Congressional District," Filner proclaimed.

Each month, Filner honors a different resident or group from his district who has made significant contributions in the areas of community involvement, volunteerism, and public service. Congressman Filner launched the "Citizen of the Month" program in September, 1996.

Studies show markets thrive with McDonald's presence

"Communities Grow With McDonald's"

Our restaurants are vital economic engines in each neighborhood we serve. Through the course of our daily business operations, we provide employment and career opportunities, as well as tax revenues for public services.

We all see the contributions we make in our restaurants when we partner with a local school, but what if we measured the impact of an entire market? This impact is quite remarkable, as we discovered when McDonald's quantified our local economic impact in Atlanta, Ga.; Columbus, Ohio; and Sacramento, Calif.

The studies, conducted by Dennis H. Tootelian, Ph.D. of California State University, found that McDonald's restaurants represent a major economic presence in local markets, supporting the lives of the people who live, work, and shop there.

The studies highlight six economic categories:

- Wages and benefits paid
- Length of employment
- Revenue given back to the community
- Career opportunities
- Number of women working for McDonald's
- Taxes paid

"We knew if we added up our collective contributions in these communities—the sum being greater than individual parts—we'd have a powerful and impactful story to tell," said Mike Donahue, vice president of U.S. Communications, McDonald's USA.

The report provided an additional opportunity to inform local community members about the recently released Social Responsibility Report and to educate them on McDonald's significant local support through Ronald McDonald Houses and Ronald McDonald House Charities. "Communities Grow With McDonald's" is our story to tell.

(Please see *Studies* on page 3)

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Social responsibility profile: Juana Sánchez



Juana Sánchez serves as Social Responsibility (SR) Project Supervisor with McDonald's Corporation. In this role, she supports the coordination of McDonald's corporate Social Responsibility initiatives,

including the development of SR resources for McDonald's restaurants, project management of Latin American SR initiatives, and supervision of SR web communications resources. Before joining the SR team in 2000, Sánchez served as a research analyst with McDonald's Worldwide Supply Chain Management and Public & Community Affairs.

"Realizing the significant impact of McDonald's efforts in communities worldwide, the opportunity to work closely in the area of Social Responsibility is truly a rewarding one," says Sánchez. As a member of Corporate Communications and Social Responsibility Department, Sánchez serves as a resource for leveraging social responsibility activities that support McDonald's substantial efforts to give back to communities where the company does business, particularly where the community, people, environment, and public affairs issues are concerned.

Blessed with an encouraging family that has

supported her goals to pursue a higher education and a professional career, Sánchez earned a Bachelor of Arts degree in Public Policy Studies, with a specialization in Economics, from the University of Chicago in June of 2000. Her greatest challenge and accomplishment at the University of Chicago was becoming actively involved with on-campus Latino organizations while maintaining a high academic standing. Sánchez completed her undergraduate studies with recognition on the Dean's List.

Valuing family, hard work, and respect for self and others, Sánchez hopes to serve as a role model for youth and demonstrate that, "If you think you can, you can!" She is a firm believer in that whatever one aspires to be, can be achieved through focus, diligence and determination.

Being actively involved in the community has always been a fulfilling experience for Sánchez. She enjoys supporting and volunteering with activities supported by McDonald's Hispanic Employee Network, Ronald McDonald House near University of Chicago Children's Hospital, ¡Fuerza!: an organization of Hispanic professionals, Sigma Lambda Gamma national sorority, and Horizons for Youth. As a Big Sibling with Horizons for Youth, Sánchez mentors a ten-year old Hispanic girl, serving as a role model reinforcing the importance of education.

As an active member of these organizations, Sánchez continues to participate in activities that promote personal and professional development and active civic participation in Chicago communities. Born in San Luis Potosí, México, Sánchez has lived in Chicago since she was three months old.

McDonald's to assume operations of "Oceans de Harbor Snack Shop" in Oceanside, California

While the golden arches will soon adorn an Oceanside Harbor snack shop, more than the traditional McDonald's menu can be expected, as this restaurant also will offer such beach fare as hot dogs, churros, snow cones and suntan lotion.

The Oceanside City Council approved a contract with McDonald's for the new restaurant at 1374 N. Pacific Street earlier this year. The city is expected to receive 10 percent of the gross income. Don Hadley, Director of Harbor and Beaches in Oceanside, said, "We wanted to try to get it open this summer," but the procedure has taken more time than expected.

McDonald's also operates a restaurant at the base of Oceanside Municipal Pier. Ernie Sandoval, owner of that restaurant and 10 others in North County, proposed the new location at Harbor Beach as a satellite to the one at the pier. Sandoval attributed some of the pier restaurant's success to its varied, beach-related offerings.

City officials asked other QSRs for proposals but got no response. Two other companies submitted proposals. But the council staff said the McDonald's deal "was considered the most beneficial to the city, in terms of improvement to

the space, past relationship with the city, service to the public, name recognition and rental revenue."

Sandoval said he could operate with the same management team at both locations. He said he could store supplies and prepare items for the harbor site at the larger pier restaurant, which would save money on operations.

The proposed agreement will require both the pier and harbor restaurants to be open seven days a week, from 8 a.m. to 9 p.m. from Memorial Day to Labor Day, and from 10 a.m. to 4 p.m. between Labor Day and Oct. 31 and between April 1 and Memorial Day. It would have to be open only Saturdays and Sundays from 10 a.m. to 4 p.m. between Nov. 1 and the end of March and could close for inclement weather.

Sandoval said he expects to sell to fishermen in the fall and winter when there are fewer beachgoers.



Canchola

(continued from page 1)

successful methods of expanding parental, state and local government, private sector, and community involvement in improving education; and (4) recommend ways the federal government can assist Hispanic parents to successfully prepare their children to graduate from high school and pursue post-secondary education opportunities.

"It is indeed an honor to serve on such an important and much needed commission," said Canchola. "We must close the education gap that has left Hispanics behind the rest of the nation in terms of high school graduation and college degrees."

In 1977, Henry Garcia of Los Angeles along with Canchola of Nogales and eight other Hispanic franchisees organized the McDonald's Hispanic Operators Association (MHOA) as a national partnership with the corporation. MHOA serves as the official voice of McDonald's Hispanic franchisees within the system, and as a resource to owner/operators. They serve the unique needs of their respective markets—both in the restaurant and in the community.

Canchola, has provided holiday cheer for 2,500 underprivileged Mexican children for more than 25 years at "Navidad Con Tio Canchola" Christmas Day fiesta celebrations. He was a member of the McDonald's Corporation Operators Advisory Board from 1981 to 1993 as well as National Franchise Director.

Today, Canchola is Chairman of the Canchola Group, a holding company of several restaurant franchises in Tucson and Nogales, Arizona and currently serves on the board of directors of the Tucson Electric Power Company and of the Northern Trust Bank in Tucson. Previously, he held a range of prominent local and national positions, including chairman of the U.S. Hispanic Chamber of Commerce and Mayor of the City of Nogales, Arizona. He is also an investor in the new Major League Baseball team, the Arizona Diamondbacks.

He was educated at various institutions, including the New York Institute of Finance, New York University, the University of Chicago, and the University of Oklahoma.

Also appointed were: Micaela Alvarez of Texas; Christopher Jeffrey Barbic of Texas; famed math instructor Jaime Alfonso Escalante of California; Charles Patrick Garcia of Florida; Norma Sánchez Garza of Texas; Alexander González of California; Miguel Angel Hernández Jr. of Texas; José Eugenio Hoyos of Virginia; Francisco José Paret of Puerto Rico; Altagracia Ramos of Ohio; Eneledia Schofield of Oregon; Ofelia Saenz Vanden Bosch of Texas; Rene Vasquez of Puerto Rico, and Octavio Jesús Visiedo of Florida. Also named were Frank Hanna of Georgia and Pennsylvanian Patricia Janette Mazzuca. Hanna and Mazzuca will serve, upon confirmation, as co-chairs of the commission.

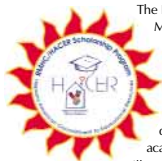
In addition to the up-to-21 members appointed by President Bush, Secretary Paige will serve as an ex-officio member of the commission. Small Business Administration director Hector Barreto, Secretary of the Treasury Paul O'Neill and Mel Martinez, Secretary of Housing and Urban Development, will likewise serve in ex-officio capacities.

The individuals selected by President Bush to advise him and Secretary Paige represent a variety of backgrounds including education, business and the community service. They will work together to deliver interim and final reports to the president. Their final report will be due no later than March 31, 2003, when the term of the commission is scheduled to expire.



Ronald McDonald House Charities/HACER Scholarship to award more than \$1.5 million in 2002

Scholarship Applications Available Online at www.rmhc.org



The RMHC/HACER (Ronald McDonald House Charities/Hispanic American Commitment to Education Resources) Scholarship Program has closed its application deadline for 2002. This academic year, RMHC/HACER will award more than \$1.5 million

in scholarships to Hispanic high school seniors nationwide. Students are encouraged to apply for next year's award online at www.rmhc.org and www.lomcimo.com or by calling 1-800-310-4053. High school graduating seniors of Hispanic descent are enthusiastically advised to apply. Recipients are selected on the basis of academic achievement, financial need and community involvement.

In the last 16 years, the RMHC/HACER Scholarship Program has grown to become the nation's largest program supporting the education of Hispanic high school seniors. Since its inception, RMHC/HACER has awarded over \$8.5 million in scholarships to over 8,000 Hispanic students in the U.S.

"We are extremely proud of the number of students we have assisted in the last 16 years," said RMHC President and CEO Ken Barun. "RMHC/HACER played a major role in helping students achieve their educational goals."

RMHC/HACER is a program of Global Ronald McDonald House Charities and its local chapters. The program is supported through the efforts of McDonald's owner/operators, and other local and national community leaders and institutions. Local chapters of RMHC operate HACER programs in 40 markets

throughout the nation, including the District of Columbia and Puerto Rico. Information on all the participating markets is available at www.rmhc.org and www.lomcimo.com.

Ronald McDonald House Charities, a non-profit, 501(c) 3, creates, finds and supports programs that directly improve the health and well being of children worldwide. Its goal is to make an immediate, positive impact on as many children as possible through its global network of 173 local Charities in 44 countries. In addition to its cornerstone Ronald McDonald Houses and Ronald McDonald Care Mobile programs, the Charity makes grants to not-for-profit organizations to help children everywhere. To date, Ronald McDonald House Charities' national body and global network of local Chapters have awarded more than \$300 million in grants to children's programs worldwide.

Hispanic buying power

Top 20 advertisers in the U.S. Hispanic market:

- 1 Procter & Gamble
- 2 MCI/WorldCom
- 3 AT&T
- 4 Sears
- 5 McDonald's
- 6 Americatel
- 7 Miller Brewing
- 8 Phillip Morris
- 9 Anheuser-Busch
- 10 Toyota
- 11 Johnson & Johnson
- 12 Kraft
- 13 Colgate-Palmolive
- 14 General Motors
- 15 Home Depot
- 16 Tricon Global Restaurants
- 17 Ford
- 18 Pueblo
- 19 Burger King
- 20 Western Union

Retail sales in top 10 U.S. Hispanic markets In billions, 2000:

Los Angeles	\$67
New York	39
Miami	18
San Francisco	15
Chicago	13
Houston	12
San Antonio	11
Dallas/Ft. Worth	9
McAllen/Brownsville	8
San Diego	8

(Source: Hispanic Business, December 2000; Strategy Research Corp.)

Studies

(continued from page 1)

Following are highlights from the report:

IN ATLANTA

- McDonald's spends more than \$11.3 million annually on business and payroll taxes and licenses, or about \$30,900 every day.
- Approximately 57 percent of the career positions in McDonald's are held by women.

IN COLUMBUS

- McDonald's spends more than \$326,000 daily in wages, benefits, taxes, and the purchase of goods and services, adding up to more than \$119 million for the Columbus economy every year.
- 56 cents of every dollar spent at McDonald's restaurants is returned to the local economy.

IN SACRAMENTO

- McDonald's employs nearly 6,840 people, many of whom are in management and career positions.
- McDonald's restaurants have considerable investments in their physical facilities, with approximately \$158.7 million in the region.

Building the Trust Bank in your community

The economic impact report will continue to pay dividends in the future in Sacramento, Columbus, and Atlanta and can be a model for other markets that recognize the need to make significant deposits in their community Trust Bank. Just as important, it also makes our internal audiences feel proud to be part of a company that supports the communities in which we serve. McDonald's USA will provide information on how to implement the "Communities Grow With McDonald's" initiative to local co-ops and their agencies. Please contact Laura Cain, director of U.S. Communications, at (630) 623-3847 for more information.

Establishing and growing Community Relationships

Atlanta, Columbus, and Sacramento open their doors

During the week of April 15, McDonald's shared the report findings in the three markets by inviting media, community, and government leaders into our restaurants to brief them on our powerful economic contributions. The events, timed to complement the release of McDonald's first-ever Social Responsibility Report, were tremendously successful on a number of different levels. We've re-energized the dialogue with community influencers, began rebuilding the Trust Bank, and generated hundreds of thousands of media impressions with relevant messages directed at our customers.

COLUMBUS, OHIO

On Tuesday, April 16, Doug Goare, Ohio region vice president and general manager, was joined by U.S. Rep. — and former McDonald's crew member — Patrick Tiberi; Owner/Operator Janice Purse; Shirley Rogers-Reece, Ohio region vice president-operations; and Ronald McDonald to unveil the findings of the "Communities Grow With McDonald's" report and provide a sneak preview of an 11,500-square-foot, 160-seat McDonald's restaurant about to open at Easton Town Center. Notable guests included City Attorney Janet Jackson and State Rep. and Minority Whip Joyce Beatty. McDonald's also presented \$7,500 grants to Cap City Kids and Directions for Youth Short Stop Youth Center, organizations dedicated to improving the lives of local youths, exemplifying how we give back to communities as part of our Social Responsibility efforts.

More than 70 guests attended, along with several members of the media, including *The Columbus Dispatch*, Columbus' local CBS-TV affiliate, *Suburban News Publications*, and *Business First*.

(Please see *Establishing* on page 4)



Ronald McDonald House Charities grants awarded



children. Grants go to organizations like those listed below, as well as "branded" programs such

Through a network of 171 Chapters operating in 44 countries, Ronald McDonald House Charities (RMHC) works to create, find and support programs that directly improve the health and well being of

as Ronald McDonald Care Mobiles and Ronald McDonald Houses. The amount awarded by the board totaled \$1,189,850.00.

Named recently by *Worth Magazine* as one of America's Top 100 Charities, RMHC and the local Chapters combined have awarded more than \$320 million in grants to children's programs worldwide. Visit the new website at www.rmch.org for more information.

Organization/Project Description

Grant Amount

AirLifeLine

Minneapolis, MN

RMHC Outreach/Communications Program and pilot recruitment effort

\$ 250,000.00

Friends of the Aldo Castaneda Foundation, Inc.

Boston, MA

Pediatric Cardiac Care for Indigent Children in Guatemala – Medical equipment/fellowships for clinic doctors

\$ 130,000.00

NAACP

Baltimore, MD

Scholarship awards for winners of national ACT-SO competition

\$ 60,000.00

Reading Recovery Council of North America

Columbus, OH

Training of Reading Recovery specialists in ten U.S. school districts

\$ 139,850.00

Rosser Family Foundation

Hampton, VA

A school and health clinic for children living in the underprivileged areas of New Delhi, India

\$ 250,000.00

Tom Joyner Foundation

Dallas, TX

Matching dollars given by the Foundation to benefit Historically Black Colleges and Universities throughout the remainder of 2002

\$ 360,000.00



Burrowing: The new American way

According to a new survey by leading research and consulting firm Wirthlin Worldwide, and marketers had better pay attention.

The survey identified those activities which people find more appealing or less appealing since September 11, 2002. Those found to be more appealing include:

- Spending time at home with family and friends (46%)
- Eating with friends and family (35%)
- Watching TV with friends and family, as opposed to alone (30%)
- Visiting or hanging out with friends (26%)
- Cooking meals at home (25%)
- Shopping for food to make for family or friends (21%)

- Reading books (22%)
- Planning for the upcoming holidays (20%)

Activities that were named as "less appealing" included:

- Planning vacations (39%)
- Shopping for items you don't need, but would like to have (36%)
- Going to see movies (22%)
- Eating out in restaurants (22%)

"People are turning to home, family, and friends to find the stability and security that is missing in other areas of their life right now," said Patricia Kidd, Advertising and Communications Practice Leader for Wirthlin Worldwide.

Establishing

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SACRAMENTO, CALIFORNIA

On Wednesday, April 17, John Graul, vice president and general manager, McDonald's Pacific Sierra region and Owner/Operator Kathy Wikstrom unveiled the report results and provided a \$10,000 donation to the Works In New Directions (WIND) Youth Center, an organization that provides services to homeless, runaway, and at-risk youth, from ages 12 to 20, in Sacramento County. Wikstrom stated, "I know I speak for all owner/operators across the nation when I share how proud we are to give back to our communities and make a sincere difference."

The local FOX affiliate, and KFBK radio, the largest radio station in the market, covered the event.

Anticipated coverage includes *The Sacramento Bee*, *The Sacramento Observer*, the *Natomas Journal* and the *Sacramento Business Journal*.

ATLANTA, GEORGIA

On Friday, April 19, Owner/Operator Van Jakes, a former NFL player with the New Orleans Saints and the Green Bay Packers, hosted a number of local dignitaries outside his Five Points restaurant. Bill Lamar, Atlanta region vice president and general manager, provided highlights of the study to guests, including former Atlanta Falcon football player Craig Heyward. McDonald's presented a check for \$10,000 to Operation Correct Start, which provides a variety of programs to help at-risk youth become healthy, productive, and successful.

The event was extensively covered by V-103, Atlanta's No. 1 radio station. Anticipated coverage includes *The Atlanta Journal-Constitution*, the local NBC-TV affiliate, Atlanta magazine and Atlanta Voice, a network of urban newspapers.

AWARDS

A television spot created by del Rivero Messianu for McDonald's is in the running for one of the Top 10 picks of the World's Greatest Commercials. The "Man to Man" spot, an original work created last year by del Rivero, was included recently on CBS's Annual World's Greatest Commercials.

"We're very proud," says Luis Miguel Messianu. "This is a brand commercial designed to reinforce the company's emotional link with our customers." In the commercial—which airs in English and Spanish—a father and young son walk down the street when the child asks "what's sex?" Through the plate glass window, a camera films an intense conversation between father and son at a McDonald's. When the scene shifts inside, the child pulls out a soccer league enrollment form and pointing to the "sex: male or female" box and says: "all that is supposed to fit here?"

Congrats to the DRM team!



McDonald's star studded "Noche de Carnaval" concert supports local children's programs

On March 2, 2002, McDonald's "Noche de Carnaval" officially opened the 20th Annual Carnival Miami festivities with a spectacular concert at the American Airlines Arena. The celebration included riveting performances by Gisselle, Queen of Carnaval Miami, Charlie Zaa, Pablo Montero, MDO, Los Tucanes de Tijuana, Jaime Camil, Pilar Montenegro, Patricia Manterola, Fulanito and Chocolate. Sofia Vergara and Julio Sabala served as co-hosts for the evening. The concert aired on the Univision Network on March 10.

"McDonald's 'Noche de Carnaval' is not only a celebration of our Hispanic musical heritage but it also helps support valuable children's programs," said Max Gallegos, McDonald's Director of Marketing USA. "We know of no better way to show our appreciation and commitment to Hispanic customers than through programs that celebrate music and offer community support."

Proceeds from the concert go directly to the Kiwanis Club of Little Havana to support their local children's programs such as a scholarship program that currently awards 40 students a fully paid scholarship to the college of their choice; Back to School, a program that provides children in need with school supplies; toys for underprivileged children; a basketball league and a baseball camp.

"Noche de Carnaval" is presented by McDonald's Corporation, Univision Network and the Kiwanis Club of Little Havana as a celebration of the country's rich and diverse Hispanic musical heritage.

Celebrating its 20th year, Carnival Miami is organized by the Kiwanis of Little Havana. Throughout the week-long festivities, more than one million spectators participated in a number of different activities, including a beauty pageant; an 8K run; beachside concerts; a parade; Latin-style cooking contests; a golf tournament; sporting activities; and Calle Ocho, the world's largest street festival with entertainment, food and dance for the entire family.



Collage: 1. Owner/Operator Yoyi Rodriguez (left), Ronald, Queen of Carnaval Gisselle, Owner/Operator Oscar Rodriguez, and McDonald's Director of Marketing USA, Max Gallegos joined in the celebration. 2. Owner/Operator Yoyi Rodriguez (third from left) and guests are all smiles with Jaime Camil. 3. Members of Fulanito and Ronald were part of the "Noche" festivities. 4. Chocolate and Ronald shake into the action. 5. Miss Carnival 2002 for the City of Miami and her court shown here "striking a pose" with Ronald. 6. Pop Latin sensation group MDO mix it up with Ronald. 7. Singing the night away were Los Tucanes de Tijuana and Ronald. 8. Charlie Zaa and Ronald McDonald ponder Big Macs and Fries at this year's event. 9. Patricia Monterola gets her groove on.



McDonald's Julio Cesar Camacho competes at the 2002 Winter Olympics

Member of the Venezuelan luge team



Think of Venezuela and you probably imagine lush tropical beaches and Caribbean cruises. More often considered a vacation paradise than a Winter Olympic contender, Venezuela recently fielded a luge team unlike any other.

In addition to its status as an official competitor, the Venezuelan luge team at the 2002 Winter Olympic Games held in Salt Lake City, Utah boasted a bold young athlete who also happens to be a highly regarded member of the McDonald's family. The luge, a competition in which team members race down steep ice trails at dangerously high speeds, drew Julio Cesar Camacho's interest during the 1998 Winter Olympic Games at Nagano.

"I started practicing this sport three years ago, after

the past games that took place in Nagano in 1998. I attended the national federation meetings, they saw potential in me, and I was chosen to be part of the team. In 1999, I turned pro," he recently told Amalia Llorca, a reporter at the Caracas daily *El Universal*.

The 23-year old athlete has been employed at McDonald's in the city of La Urbina for five years. With the unconditional support and sponsorship of McDonald's, Camacho spends four months out of each year in Calgary, Canada training on the ice trails and competing in international competitions. Throughout the rest of the year, he is back at work on the shift crew that is only too happy to cheer him on during his absence.

Although he missed an opportunity to participate in the Salt Lake City Games by a single point, Camacho is determined to qualify for the 2006 Winter Olympics and already feels welcome among the teammates and squad members who represented Venezuela this year.

He is grateful for the support offered by McDonald's—in addition to being a world-wide sponsor of the Olympic Games, the company covers his training and equipment costs as well as those of participation in accredited games—Camacho had his luge painted red and yellow. His teammates on the Olympic squad have dubbed him "Big Mac," a nickname he wears with pride.

During the winter sport season cycle, Camacho takes an unpaid leave. Throughout the rest of the year, he divides his time in La Urbina between work at McDonald's as a crew member, his studies in bio-chemical engineering and keeping fit.



"Thanks to the support from McDonald's, I have been able to participate in this competitive sport. It is important that Venezuela has a team and I think that it will be a valuable experience for those participating in the 2006 Games."

Generation Ñ

According to studies by Nielsen Media Research:

- One in five teens in the U.S. (20%) is of Hispanic descent. Between 1993 and 2001, the Hispanic teen population grew 30%, while the non-Hispanic population grew 8% during the same period.
- By 2020, the Hispanic teen population is expected to grow 62% compared to 10% growth in the number of teens overall.
- Hispanic teens hold \$19 billion in spending power; most of this is spent on clothing and jewelry. Other areas to which Hispanic teens allocate this money include music and entertainment, food and snacks, savings, gas and automobile expenses, and gaming and hobbies.
- The average Hispanic teen spends \$320 a month, 4% more than the average non-Hispanic teen spends. Shopping malls (84%), supermarkets (80%), and discount chains (78%) are the most popular retail destinations for Hispanic teens.

¿Sabia Usted?

- The Hispanic middle class grew 80% between 1979 and 1998, according to the Tomas Rivera Center at Scripps College and the University of Texas.
- Strategy Research Corporation reports that there are 9.6 million Hispanics concentrated in seven states that have more than 1 million Hispanics per state (Arizona, California, Florida, Illinois, New Jersey, New York, and Texas).
- Presently, more than one in six (17%) of all babies born in the U.S. will be born to a Hispanic mother and about one in seven Hispanics are over 50, according to Santiago and Valdés Solutions.

McDonald's announces first-ever worldwide fundraiser for children

McDonald's 29,000 restaurants around the world will host an unprecedented simultaneous fundraiser for children in their communities. "World Children's Day" at McDonald's was announced by Chairman and CEO, Jack Greenberg, during the company's worldwide franchisee convention in Las Vegas.

"McDonald's has a rich heritage and tradition of being a good community partner and neighbor," said Greenberg. "As the needs of the world's children have increased over time, so has the need for every company and every citizen to play a role in affecting positive change. We believe McDonald's, with restaurants in 121 countries around the world, is in a unique position to empower people to come together and actively participate in improving the lives of children."

Funds raised from World Children's Day efforts will benefit local Ronald McDonald House Charities® Chapters and other children's causes in communities worldwide. Specific fundraising activities will vary by country, market, and restaurant. Current plans

include donations on product sales, community events such as car washes and walk-a-thons and other cause-related initiatives in the restaurants.

"By simply visiting their local McDonald's restaurants on Wednesday, November 20, people everywhere can join this worldwide effort to help children," said Ken Barun, President and CEO of Ronald McDonald House Charities. "As a beneficiary of this fundraiser, Ronald McDonald House Charities can continue to grow its mission of directly improving the health and well being of children around the world."

The World Children's Day announcement and McDonald's franchisee convention is the first in a series of high-profile activities by the company leading up to November 20th. Grammy-award winning producer and composer, David Foster and musical artist, Josh Groban, joined Greenberg for his convention announcement and will play an ongoing role in these World Children's Day festivities. Actor, Justin Berfield, star of the Emmy-award winning FOX

TV show, "Malcolm in the Middle" and a Ronald McDonald House Charities youth Ambassador, will also lend his support.

"World Children's Day is intended as a single moment in time for our franchisees, our suppliers, our employees and our customers to combine collective resources to help children in need around the world," Greenberg said.

Ronald McDonald House Charities, a non-profit, 501(c)(3), creates, finds and supports programs that directly improve the health and well being of children through its network of 171 local Chapters currently serving in 44 countries. Named one of America's Top 100 Charities by *Worth* magazine, the Charity makes grants to not for-profit organizations and provides support to Ronald McDonald Houses and Ronald McDonald Care Mobiles worldwide. To date, Ronald McDonald House Charities' national body and global network of local Chapters have awarded more than \$320 million to children's programs.





Florida O/O's take to the air to show Golden Arches pride

The 2002 McDonald's Air & Sea Show—held during McDonald's Fleet Week—proudly featured the U.S. Navy Blue Angels Flight Demonstration Squadron and the U.S. Army Golden Knights Parachute Team. This year's event also featured one of McDonald's Owner/Operator's, Ren and Ania Febles Nitzsche's, aerobatic and specially decorated planes



From Left to Right: Jim LeBoy (champion aerobatic pilot featured in the show); Ren, Ania, Ren II and Ian Nitzsche.

"Looking at the attendance numbers, the logistics and more specifically, the air show and the impressive and seemingly impossible maneuvers these aircraft conduct, I don't think there is a more popular event in our community," said Febles Nitzsche. "I'm proud to be a member of this community; myself and Ren enjoy sharing our McDonald's-themed plane with the Floridian spectators."



From Left to Right: Ren Nitzsche; Mike Roberts; and Keith Lickley (the pilot who flew the Nitzsche's airplane during this year's show).

The annual event is a chance for every branch of the service to put on display its big boats and fast planes—and the well-trained men and women who put them through their paces. They combine with civilian aerial acrobats to create one of the largest air shows in the world. Show organizers said total attendance for the two day festival may surpass last year's 4.1 million.

Ren and Ania Febles Nitzsche have been Owner/Operators in the Orlando area since October, 1995. Ania was born in Havana, Cuba on the eve of the Bay of Pigs invasion. Her family and herself came to the U.S. a year later and was raised in Miami, Florida. Febles Nitzsche obtained her BS degree in Civil Engineering from the University of Miami and an MBA from Florida International University.

Also featured at the seashore festivities were U.S. military, civilian, and sponsor displays at the McDonald's Air & Sea Show Display Village. The two-day extravaganza has something for everyone including military, civilian, air, and water activities, all free to the public. Seven U.S. Navy ships, a Coast Guard cutter, and an Army landing craft visited Port Everglades beginning April 29, for the annual McDonald's Fleet Week Celebration.



Ren and Ania's airplane (an Extra 300L) is banking to show off the "Arches" during an introductory fly-by at the beginning of the air portion of this year's Air & Sea Show.

Ren and Ania met at the Florida Power & Light Company where they both worked as engineers. Ren, a native of Miami, Florida, earned his B.S. degree in Construction from Louisiana State University. They came to the Central Florida area and were presented with the opportunity to open their first store in Ocoee. A year later, they opened their second location in the West Oaks Mall.

Led by one of the world's greatest warships, the aircraft carrier USS Harry S. Truman (CVN 75), the flotilla will include four destroyers, USS Deyo (DD 989), USS Porter (DDG 78), USS McFaul (DDG 74) and USS Stout (DDG 55) who will be celebrating the destroyer centennial during 2002.



The Nitzsche's have two children, Ian, 4 years old, and Ren, Jr., 10 years old. Ren began flying in Deland in 1994 and developed an interest in aerobatic flight. He took instruction and has competed in aerobatic competitions. He is currently working on obtaining the waiver necessary for airshow flight. They are both very grateful to McDonald's for providing the opportunities to buy their airplane and participate in this year's McDonald's Air and Sea Show.

"This year's McDonald's Air and Sea Show was outstanding and extremely successful. The positive press was far beyond any venue which we've seen since becoming O/O's," said Febles Nitzsche. "Myself and Ren very much enjoy being members of the MHOA and the interaction with our fellow O/O's through the association. We both agree, 'It truly is, for us, a McFamilia!'"



From Left to Right: Sean Tucker ("Team Oracle" champion aerobatic pilot, also featured in the show); Ren, Ania, Ren II and Ian Nitzsche.

¿Sabia Usted?

- The Hispanic population boomed 61% between 1990 and 2001—exploding from 21.9 million to 35.3 million—making it the fastest-growing segment in the U.S., according to the Census Bureau.
- Projections say that the Hispanic population will triple in size by 2050, making up 24% of the total U.S. population, according to Strategy Research Corporation.
- Santiago and Valdés Solutions estimates that Hispanic purchasing power is now \$561 billion and will reach \$630 billion by 2002.
- The Census Bureau reports that over the past three years, the income of the typical Hispanic household has risen \$3,880 (15.9%), which is the largest three-year increase of Hispanic income on record.
- Hispanic household income continues to grow, with 38% earning over \$40,000 in 1999 vs. 26% in 1994 and that currently over 3.5 million Hispanic households earn over \$40,000/year.