

# Enterpriser

Boddie-Noell Enterprises, Inc. | Fall 2015

*Here we*

**GR**  **W**

*again*

## As Our Company Grows, So Do Our People Leaders Share Knowledge, Celebrate Success of Others

Boddie-Noell Enterprises is growing again. With this, comes an opportunity for our people to grow and succeed. We all know that the people we surround ourselves with will play a major role in whether or not we reach our goals. Today, more than ever, our selection of leaders is important. We need leaders who not only know our vision and values, but live by them. We are also in need of leaders who can attract and develop future leaders.



**Brenda Cherry**

*Regional Vice President  
Region 1*

I started my career with Boddie-Noell as a second shift cashier at Hardee's on March 27, 1978. I was a senior in high school. I had recently been accepted into East Carolina University

and was planning on becoming a nurse. My parents were so excited, especially because my mother was a nurse at one time.

After writing the first check for my tuition, I was offered an assistant manager position. Going home that evening and having that discussion with my parents was difficult. However, staying with BNE was the right choice for me. I loved the company I worked for, the people I worked with, and the customers I served.

I have had many great mentors along the way who have helped me, developing me one step at a time. I want to thank BNE and the many leaders who took the time and effort to make me who I am today. Boddie-Noell does truly "Believe in People."

Selection is the first step in developing our future leaders. BNE has always blessed us with an opportunity to grow from within. We must identify individuals who have a positive attitude. As leaders, we have the opportunity to be a positive influence on others and help them fulfill their dreams. Next, we must ensure they not only know BNE's vision and values, but live by them.

Training is the second step to developing our future leaders. Our company offers numerous resources for everyone's development. Depending on the candidate and whether they were promoted from within the unit or selected from the outside, a plan of development is available.

Individually, we all play the most important role in the future leader's success. After all, you selected them to represent you as a member of your management team. You made the commitment to develop them as a true leader. You made the commitment to spend the time needed to help them achieve their dream. Leaders share their knowledge with others. You are the best teacher there is for your management development candidate. You have the knowledge to be successful and you can share that with them.

There will be times when you will have to accept the fact that they will make a mistake. How you react to that will affect how they respond. Remember, when assuming any new position there is a learning curve. Reflect on where you came from, remember who saw the qualities in you, and took the time to make a commitment to develop you. Don't wait to find the perfect candidate because in my opinion no one is perfect except for the Lord above.

As our employees achieve their first level of leadership, please take the time to celebrate their accomplishment. Continue to mentor them along the way, letting them know that you are there for them whenever they need you. Listen to their ideas and make them a part of your management team. New members of management always bring fresh ideas that sometimes are better than existing ones.

Don't be afraid to try one or two, it may surprise you. The leader that you have developed will help us grow as well.

My challenge to all of you is to find our future leaders from within the company and share the knowledge you have been given to help one of your own achieve their dream!!!

*Brenda Cherry*



*Each of our Regional Vice Presidents and Directors began their careers working in Hardee's restaurants before being mentored into their current roles. BNE Operations Regional Vice Presidents and Directors, starting from the top left: Andre Jumpp, David Oakes, Joan Benson, John Smith, Jaime Bostic, Terry Lewis, President of Hardee's Operations, Mike Zollo, Brenda Cherry, Gene Dickens, and Chuck Burke.*



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Throughout the summer and fall dozens of families booked their vacations at Arlington Place's newly built outfitter cottages. Visitors were welcomed to immerse themselves in both adventure and relaxation with access to Arlington Place's countless amenities.

### 16. James H. Waters Scholarships

In 2015, 15 students were awarded between \$500-\$1,500 each through the James H. Waters and Betty Jean Oxendine Scholarship programs. In its 26 year history, this program has proudly donated scholarships to more than 500 deserving students.

### 17. Boddie-Noell Team Supports Co-Workers in MS Walk

Members of the Hardee's Boddie-Noell team came together to raise funds and awareness for Multiple Sclerosis this summer, participating in the annual 'Walk MS' event in Richmond, VA.



**BODDIE-NOELL  
ENTERPRISES, INC.**

*"We Believe in People"*

## PURPOSE STATEMENT

To use the resources of our company to provide opportunities for our people and to be a positive influence on people's lives wherever and whenever we can.

## BNE VISION

We are a values based family business established in 1962 that believes in people

- Focused on restaurants and real estate
- Operated by the best people in the industry
- Meeting the ever-changing needs of our customers and our communities
- Enjoying every aspect of our success

## BNE VALUES

**RESPECT** for individuals, communities, and our environment.

**HONESTY** at all times, regardless of circumstances and without fear of retribution.

**TRUST** in others and ourselves. We fulfill our commitments and treat mistakes as opportunities to learn and grow.

**EXCELLENCE** in all we do, exceeding the expected and continuing to improve.

**TEAMWORK** or enthusiastically working together to accomplish more.

**DIVERSITY** to value each person's unique ability to contribute. The strongest team is the one that recognizes individual talents and strengths.

*"We Believe in People"*

# Building a Legacy: From Start to Finish

With four new Hardee's restaurants built this year, nine new builds to be completed next year, and ten to twelve set for 2017, Boddie-Noell is in restaurant building overdrive.

Senior Director of Construction Reggie Barnacascel credits the exceptional hard work and diligence of BNE's operations teams in the recent resurgence of the Hardee's brand – a key contributor to BNE's current Hardee's restaurant expansion.

For onlookers, the 120-day, four-month, building process seemingly happens overnight. Few understand the expansive yet intricate work that goes into the building process. From market and site selection to opening day, building a restaurant is a challenging yet rewarding experience, according to Reggie.




"We are filling these voids in areas that are quickly growing but have no services."

When a site is selected, an offer is made through a letter of intent, a non-binding agreement that sets out major terms, including the price of the land. Then a

potential environmental contaminations including asbestos. The site's soil is also evaluated for its ability to drain moisture and support the restaurant and parking lot. An American Land Title Association (ALTA) survey is conducted to provide survey of boundaries and uncover where utilities may lie. A title search is completed to discover any issues affecting ownership of the property. Donna Batchelor, BNE Property Manager, coordinates all the legal documents and all the details associated with the actual purchase.

As the due diligence phase comes to a close our team comes to a pivotal moment when they must decide if the proposed property meets our needs. BNE will either choose to move forward with the design and permitting phase or start the process all over again at a more suitable location.



"BUILDING A RESTAURANT AT BNE IS A TEAM EFFORT, THERE IS A LOT OF INTER DEPARTMENTAL WORK GOING ON."

- TOM MCCLANAHAN, BNE CONSTRUCTION MANAGER

The first step of the process begins several months before the first shovel hits the dirt. BNE's Restaurant Development team sets out to identify areas where the company is interested in expanding. The team spends months researching areas where there are voids BNE could potentially fill, allowing a restaurant to do good volume while not subtracting from other Hardee's units. Other qualities of an ideal site are good traffic flow, visibility, and easy vehicle access in and out.

"There are a substantial amount of voids in our marketing areas," explains Reggie.

more formal purchase contract is signed by seller and buyer.

The project then enters the critical due diligence phase. During this fundamental phase, research, analysis, and discovery are made to gather information about the physical characteristics of the property. This information is used to determine whether the site would be a good fit for a future restaurant.

Also completed during this phase are environmental site assessments. The assessments identify any existing or

If the site looks favorable, a civil engineer and an architect will begin to customize our design specifications to the chosen property. When the specifications are finalized, the team will start the permitting process. Once our building permits are approved, and if the bids from the General Contractor are acceptable, we are officially ready to build. The site is purchased and off we go!

Reggie considers this climatic first day of construction as the most exciting part of the building process. "You can work for months – sometimes almost a year – to get through due diligence and then



the building never come into fruition,” explains Reggie.

“There is a whole lot of upfront work. The easy stuff is the building,” adds BNE Senior Construction Manager Tom McClanahan. “There is much more to the building process than simply construction.”

Every department within BNE is involved in this process, from Training to Purchasing to Restaurant Technical Services to Loss Prevention, and many more. “Building a restaurant at Boddie-Noell is a team effort,” said Tom. “There is a lot of inter departmental work going on.”

Tom explains there is little difference between our building processes today than when he started working for BNE almost 26 years ago.

While some of the changes he has seen have slowed the process, such as an increase in governmental agency regulations, others have been beneficial, such as the increase in technology, allowing for an easier flow of communication with the building contractors.

Reggie said working with contractors requires him to be flexible with different individuals’ various processes and

quirks. “You have to be fluid with people management,” added Tom. Both Tom and Reggie explain that the biggest contributors to meeting a building deadline are the weather and compliance with governmental agencies.

According to Tom, there are infinite unknowns when choosing a building site that can lead to unforeseen challenges and delay projects. Some of the many challenges BNE has faced on selected sites are discovery of underground oil tanks, septic tanks, endangered species, and in one instance, Indian burial grounds.

BNE is interested in innovation and cutting edge ideas, said Reggie. An underground storm water system made of plastic boxes similar to milk crates, called an R-tank system, was used in one of the newest builds in Swansea, SC. The team also makes continual efforts to use quality energy efficient materials, such as LED lights and an exterior insulation finish system instead of stucco.

For Tom, the most exciting part of the building process is “turn over day” when the construction company hands the keys to the restaurant over to our team declaring the building finished. “It is great to see the transformation from what the site once was to the finished product,” said Tom. ❖



Installation of dry wall begins.



Specialty features such as brick are incorporated in restaurant design.



Turn Over Day: Hardee’s of Fuquay-Varina is complete.



From left to right: Fuquay-Varina’s General Manager Stacy Buffkin with Bernardina Martinez and Renada Barrow ready to greet customers on opening day.



The BNE Restaurant Development team from left to right: Tom McClanahan, Mike Hancock, Bob Paszek from Hardee’s Food Systems, Donna Batchelor, Keelie Ryan, and Reggie Barnacascel.



# Coveted Operational Excellence Award Presented to Five Boddie-Noell Hardee's Restaurants

For outstanding franchisee performance throughout the past year, five Boddie-Noell Hardee's restaurants earned the coveted 2015 Operational Excellence Award from Hardee's parent company, CKE.

The winning restaurants were selected due to exceptional performance in the sales, operations, and marketing areas. Each restaurant selected earned a platinum or gold quality assurance audit during each 2014 business cycle, received one or no guest complaints per period, and achieved a score of 90 percent or higher on their restaurant operations assessment completed by Hardee's Food Systems, Inc.

"We're very proud of these five Hardee's locations. They've demonstrated that each of these restaurant teams has the focus and commitment to be the best in

their business," said Terry Lewis, President of Hardee's Operations for Boddie-Noell.

Each of the five winning restaurants' General Managers agree that consistency is key to earning the highly sought-after award.

Linda Watkins, General Manager from Hardee's of Madison-Mayodan, said she instructs her team to always keep the restaurant at its best, not just when expecting an inspection. "We always try to do the right thing. We don't do it for recognition. We do it for us and for the customers," said Linda.

"EACH OF THESE RESTAURANT TEAMS HAS THE FOCUS AND COMMITMENT TO BE THE BEST IN THEIR BUSINESS."

- TERRY LEWIS, PRESIDENT OF HARDEE'S OPERATIONS, BNE

"I always tell my team to do their best," explains Ann Reavis, General Manager of Hardee's of Courtland. "I tell them, if you do the right thing all the time, you will be rewarded." Ann's advice rang true when the team learned they were one of only eight restaurants to earn the Operational Excellence Award. "My team was so excited," recalls Ann.

General Manager Renita Stanley, from Hardee's of First Colonial Road agrees. "We make sure we are ready for an inspection each and every day. It's really a team effort."

Shanelle Houston, General Manager of Hardee's of Deep Creek agrees that teamwork is vital to running a successful restaurant. "We all feel more like family," explains Shanelle.

"We make sure no guest leaves the restaurant without the best experience possible," said Marshall Combs, General Manager of Hardee's of Waverly. "I knew my team was capable of winning," said Marshall, "I am very proud of them."

When the Hardee's of Madison-Mayodan was announced as a winner, the crew was thrilled, explained Linda. "It felt so good. I was so proud," she said. "After my mother's passing in June of that year, I felt like God made this happen. I needed a bright spot in my life." ❖

## Operational Excellence Award Recipients

The following Hardee's restaurants were among only eight restaurants honored throughout the entire Hardee's restaurant system:

### Hardee's of Madison-Mayodan Madison, NC



GM: Linda Watkins  
DM: Barbara Gravely

### Hardee's of First Colonial Road Virginia Beach, VA



GM: Renita Stanley  
DM: Ginger Craig

### Hardee's of Deep Creek Chesapeake, VA



DM: James Locklear  
GM: Shanelle Houston

### Hardee's of Courtland Courtland, VA



GM: Ann Reavis  
DM: Eddie Phillips

### Hardee's of Waverly Waverly, VA



GM: Marshall Combs  
DM: Eddie Phillips

## Donna Edmonds Honored for Helping Veterans

Donna Edmonds, Senior General Manager of Hardee's of Emporia, was honored by the American Legion and Disabled American Veterans (DAV) for her role in enabling Veterans to seek medical treatment.

Fulfilling BNE's purpose statement, "To use the resources of our company to provide opportunities for our people and to be a positive influence on people's lives wherever and whenever we can," Donna has established the Hardee's of Emporia as a meeting place for Veterans from Virginia and North Carolina to gather for pick up from the Roanoke Rapids Chapter DAV.

The DAV service assists Veterans with transportation to doctor's appointments at Veteran Affairs Medical Centers free of charge. Without Donna establishing Hardee's of Emporia as a meeting place, many Veterans would have to wait for DAV pick up in extreme weather conditions.



Donna accepting Citation of Merit from Adjutant Garrett Harris of Roanoke Valley DAV Chapter 15 (left) and Certificate of Appreciation from Commander Warren Bader of American Legion Post 46 (right).

"We all, as Veterans, appreciate Donna allowing us to use Hardee's," said Commander Warren Bader of American Legion Post 46. "She's wonderful," agreed Adjutant Garret Harris of Roanoke Valley DAV Chapter 15. "We are very appreciative to her and her caring attitude towards Veterans."

Donna said she was surprised when she was told she would be formally recognized by the American Legion and DAV. "I should be honoring them!" said Donna, "They are the ones who served our country." ❖

## Mary Jones Recognized

Mary Jones, General Manager of Hardee's of Hopewell 1, was presented the Champion of Disability Employment Award from the Virginia Department for Aging and Rehabilitative Services (DAR) for her outstanding commitment to supporting people with disabilities in the workplace.

DAR's Commissioner Jim Rothrock presented the award honoring Mary for her outstanding business and employment practices, that he said encourages all Virginians to contribute their skills, ideas, and talents to the Commonwealth's workforce.



"THEY REALLY WANT TO WORK, AND THEY DO A GREAT JOB!"

- MARY JONES, GENERAL MANAGER

Mary said she loves giving people who are often overlooked a chance. She describes her work as helping people help themselves. Many of the individuals Mary assists come from diverse backgrounds and some live in group homes, but they all have something in common. "They really want to work," said Mary, "and they do a great job!"

Mary has an uncle with Down syndrome and understands that, with patience and understanding, people with disabilities make wonderful employees. ❖

## Customer Compliment

While my wife and I were traveling back from a family funeral passing through Danville, VA we stopped at the Hardee's on Main Street.



Chris Kirby, Manager and Michelle Walls, Cashier

The restaurant was exceptionally clean and well kept. The order line was well organized and fast. A friendly and knowledgeable cashier helped us decide what we wanted and brought our food to our table within two minutes.

The food was excellent! We were even checked up on to see if we needed anything. The cashier refilled our drinks and brought them back to our table! I don't think I have EVER had that service at any fast food restaurant! A young man named Chris, checked on us also and spoke with us about the town of Danville.

As we were finishing our meal, I asked for directions. Chris gave me good verbal directions, and even his cell phone number so we could call him if we had any problem finding our way. We were blown away by the sincere, helpful attitude of Chris and the others at your store.

Sincerely yours,  
Brian E. Berger

## Fayetteville Area Hardee's Unite Community One Cup of Coffee at a Time

Fayetteville, NC area Boddie-Noell Hardee's partnered with the Fayetteville Police Department this summer to host several Coffee with a Cop events, designed to unite the community.

During the events, held at the Hardee's of Yadkin Road and the Hardee's of Murchison Road, Hardee's staff and the Fayetteville Police Department encouraged citizens to come enjoy free coffee and informal conversation with officers and local government officials.

"Coffee with a Cop provides a unique opportunity for community members to ask questions and learn more about the department's work in Fayetteville's neighborhoods," said Kathleen Ruppert, Fayetteville's Crime Prevention Specialist and Coffee with a Cop event organizer.

"Some community members may feel that officers are unapproachable on the street.

Coffee with a Cop breaks down barriers and allows for a relaxed, one-on-one interaction," said Medlock.

As a citizen of the Fayetteville community, District Manager Betty Martin was intrigued when Medlock proposed Hardee's partner with the police department to host the events.

Medlock said she admired Hardee's community connection and immediately knew she wanted to partner with the local restaurants. Hosting the events at Hardee's afforded the police

department a sizable, built-in audience of regular customers who live in the local neighborhoods, explained Medlock. Both Betty and Medlock consider the summer events extremely successful, with a large community turnout and positive feedback.

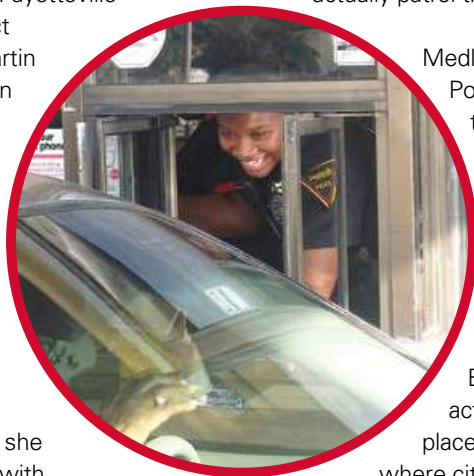


Hardee's customers shared their concerns with area police officers during Coffee with a Cop events in Fayetteville, NC area.

"I've never seen the parking lot so full," said Betty. "The citizens were grateful for the opportunity to voice their concerns directly with the local police officers who actually patrol their neighborhoods."

Medlock said the Fayetteville Police Department is thankful to Hardee's for their partnership. "The Hardee's staff were so inviting and willing to help," said Medlock. "They have been wonderful."

Betty said Hardee's actively strives to be a place in the community where citizens can go to enjoy a meal and feel safe. ❖



## Stanleytown Weekly Tuesday Morning Jamboree Draws Large Crowd

Each Tuesday morning dozens gather at the Hardee's of Stanleytown, VA for a toe-tapping good time. "The Hardee Bunch," originally a singing quintet accompanied by one guitar, have transformed into a group of more than 25 musicians who set up in a corner of Stanleytown's dining room to perform old-style country and gospel music.

The group, comprised of Hardee's employees and local community members, have become a big hit throughout the state and were recently featured in the Official Virginia Tourism's list of "Eight Authentic Virginia Music Experiences."

"Guests come from all over the state," explains General Manager Tabatha Bancroft. "I've had customers tell me they drove several hours to Stanleytown just to see a performance and then drive back home."

"Our regular customers tell me this is the highlight of their week," said Eleanor Kendrick, a 24-year employee of Hardee's. Eleanor describes the restaurant as nearly meeting capacity each Tuesday morning – often offering guests standing room only.

Eleanor, the group's leader and one of its founding members, said the group was started more than 20 years ago after coming together to sing and celebrate a Hardee's customer's 91st birthday. "It was a big hit so we decided to play weekly," she recalls.

Throughout the years, as members move or pass away, the group continues to grow with new members taking their place. "The Lord always sends someone else," said Eleanor. ❖



## Faithful Customer Requests Visit to Hardee's in Final Wishes



*The Hardee's of Mt. Vernon team honored their faithful customer Marie McKinney with a message on their sign seen by her family and friends as they circled the restaurant during her funeral procession.*

Throughout the past 17 years, faithful customer Marie McKinney became more than a guest at the Hardee's of Mt. Vernon, KY. When Mrs. Marie passed away at the age of 93, the Mt. Vernon team felt they had lost a member of the Hardee's family.

Mrs. Marie loved Hardee's so much, her funeral arrangements included a final visit to her favorite spot. Following her wishes, Mrs. Marie's funeral procession circled the restaurant before taking her to her final resting place.

Mrs. Marie and her husband C.S. McKinney began visiting the restaurant in 1998. Rain or shine, and even snow did not stop the pair from visiting daily, according to General Manager Debbie Delaney. When Mr. McKinney passed away four years ago, Mrs. Marie continued

to come to the restaurant each morning for her coffee and biscuit, always requesting seven butters. Debbie fondly recalls Mrs. Marie, always dressed in red, her favorite color, would bring her own red coffee cup to the restaurant to sip her coffee daily.

Moving into a local nursing home still did not keep Mrs. Marie from her daily visits to the restaurant she loved so much. Mrs. Marie even held her birthday parties – cake and all – at the location.

"She was a fixture of the restaurant. Everyone knew Marie," said Debbie, "and she knew each of them by name." According to Debbie, Mrs. Marie loved the food and the employees at the restaurant and they loved her equally. Mrs. Marie and her warm smile are greatly missed by the Mt. Vernon team. ❖

## Hardee's of Clarksville Serves Loyal Customer One Final Time

For more than a decade, Breakfast Manager Mary Long said she could set her watch to the time loyal customer Herbert Overby would visit the Hardee's of Clarksville for breakfast. Mr. Overby would come in for a gravy biscuit and coffee and chat with the staff before migrating to his usual table in the dining room, according to Mary.

Mary said the team in Clarksville, VA grew close to the Korean War Veteran, who she describes as a good-hearted man that could be heard in a crowded room and wasn't afraid to share his opinion.

When Mr. Overby passed away, Mary said the restaurant felt empty. "It felt like something was missing," she said. With the encouragement of her co-workers, Mary decided to try to fill that void and empty table in the "Amen Corner" as she affectionately refers to the spot where Mr. Overby, his wife Jenny, and friends would gather daily.

She filled the empty table with a vase of flowers and American flag to honor Mr. Overby's military service. Mary also tied

a patriotic bow on his usual seat and placed his gravy biscuit and coffee on the table. "I thought he deserved something special," she explained.

Many of Mr. Overby's friends, who also regularly visit the restaurant, told Mary and her team that the gesture meant a lot to them.

The day of Mr. Overby's funeral, Clarksville employees served their loyal customer



**"I THOUGHT  
HE DESERVED  
SOMETHING  
SPECIAL."**

- MARY LONG, BREAKFAST MANAGER

one final time by delivering breakfast biscuits to his family's home.

Mary said Mrs. Overby was very appreciative and told her she was tickled by the restaurant's thoughtful actions. ❖

# Arlington Place: Premier Neighborhood Offers Riverside Getaways in New Outfitter Cottages



Throughout the summer and fall dozens of families have booked their vacations at Arlington Place's newly built outfitter cottages. Visitors were welcomed to immerse themselves in both adventure and relaxation with access to Arlington Place's countless amenities.

Some of the Neuse Riverfront community's many amenities include a club house with a pool, a canoe and kayak outfitters center, a fitness room, tennis courts, docks, nature trails, parks, and easy access to nearby Crystal Coast beaches.

Located between Oriental and New Bern, NC, Arlington Place is close to the state's busy capital city yet feels like worlds away, according to Becca Lang, Sales Manager at Arlington Place. The five outfitter cottages, all now sold and privately owned, are available to rent for short two day weekends or extended full week stays. "The cottages are second homes purchased for vacation but by renting out the cottages, owners can generate substantial income to off-set expenses," she explained.



The uniquely built and designed outfitter cottages join the neighborhood's current cottages and estate homes. From the reclaimed tobacco barn wood floors to the metal roof, and everywhere in between, each of the outfitter cottages is full of character and specialty finishes. The cozy homes feature between 900-1650 square feet of charm inside and 280-540 square feet of porches that extend living space outside. ❖

"VISITORS WERE WELCOMED TO IMMERSE THEMSELVES IN BOTH ADVENTURE AND RELAXATION"



Each charming cottage was designed with a front porch and back screened-in porch for added enjoyment.

# Anniversaries

## 20 Years

**FREDDIE** Adams  
Hardee's of York Street  
Gastonia, NC

**MICHAEL** Adams  
Hardee's of Cedar Road  
Chesapeake, VA

**WANDA** Barbour  
Hardee's of Stanleytown  
Stanleytown, VA

**GAIL** Boxley  
Hardee's of  
South Boston #2  
South Boston, VA

**CAROLYN** Brown  
Hardee's of 360 West  
Midlothian, VA

**TERRI** Clark  
Banquet Set Up Attendant  
Rose Hill Conference  
Center

**AGNES** Cole  
Hardee's of Jackson  
Jackson, KY

**CARMAN** Fraizer  
Hardee's of Pruden Blvd.  
Suffolk, VA

**TRACIE** Horton  
Hardee's of Paintsville  
Paintsville, KY

**HARRIET** Kelly  
Hardee's of Hillsborough  
Hillsborough, NC

**KELLY** Nicholson  
Hardee's of Madison-Mayodan  
Madison, NC

**PEGGY** Pearson  
Hardee's of Manning  
Manning, SC

**ANDRE** Ray  
Hardee's of Indian River Road  
Virginia Beach, VA

**TINA** Studivant  
Hardee's of Parham & Landmark  
Richmond, VA

**SUSAN** West  
Hardee's of Ogden  
Wilmington, NC

**KAREN** Wilson  
Hardee's of Luray  
Luray, VA

**TINA** Wilson  
Hardee's of Riverside Drive  
Danville, VA

## 25 Years

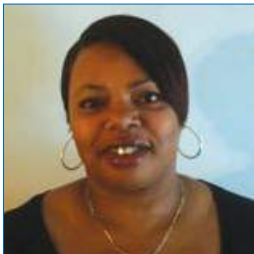
**MICHELLE** Bell  
Hardee's of  
Churchland  
Portsmouth, VA

**LISA** Butler  
Employment Services  
Interview Specialist  
Home Office

**JAMES** Cobb Jr.  
Hardee's of  
Lincolnton  
Lincolnton, NC

**ANNIE** Coleman  
Hardee's of Dinwiddie  
Petersburg, VA

**ALESIA** Edmonds  
Hardee's of Dinwiddie  
Petersburg, VA



# 25 Years, continued

**SANDRA** Fryar  
Hardee's of  
Wellons Village  
Durham, NC



**EDWIN** Hendricks  
Hardee's of  
Midlothian Pike  
Richmond, VA



**SALLY** Hess  
Hardee's of Lebanon  
Lebanon, VA



**CYNTHIA** Holland  
Hardee's of Smithfield  
Smithfield, VA



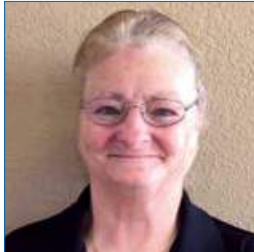
**STEPHANIE** Hoppe  
Hardee's of Grafton US 17  
Grafton, VA



**ANGELA** Jones  
Hardee's of Duke Street  
Durham, NC



**SUSIE** Knupp  
Hardee's of Cantrell  
Avenue  
Harrisonburg, VA



**ALICE** Lawson  
Hardee's of 33 & Main  
Louisa, VA



**JUNE** Lindsay  
Hardee's of Burgaw  
Burgaw, NC



**SHARRON** Mapp  
Hardee's of Exmore  
Exmore, VA

**CATHERINE** Panther  
Hardee's of Chase City  
Chase City, VA



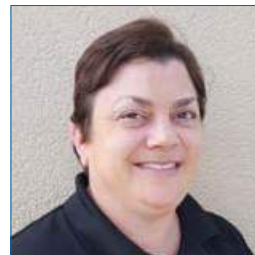
**ROBINA** Reed  
Hardee's of Denmark  
Denmark, SC



**NATALIE** Rosser  
Hardee's of  
Timberlake  
Lynchburg, VA



**JENNIFER** Sutton  
Hardee's of Maple Avenue  
Burlington, NC



**GLENDIA** Waters  
Records Retention  
Specialist  
Home Office



**KIM** Zdebiak  
Administrative Loan  
Coordinator  
Home Office

*Not photographed:*

**MARY** Goodson  
Hardee's of Blackstone  
Blackstone, VA



**BODDIE-NOELL  
ENTERPRISES, INC.**  
*"We Believe in People"*

THANK YOU FOR  
ALL YOU DO!

# Anniversaries

## 30 Years

**EMMANUEL** Akpobiyeri  
Instructional Designer  
Home Office



**WANDA** Arbour  
Hardee's of Norfolk  
Industrial Park  
Norfolk, VA



**BRIAN** Ball  
Hardee's of Tazewell  
Tazewell, VA



**DONNA** Brown  
Hardee's of Galax  
Galax, VA



**ETHEL** Brown  
Hardee's of Crewe  
Crewe, VA



**WANDA** Hudson  
Hardee's of Aberdeen  
Aberdeen, NC



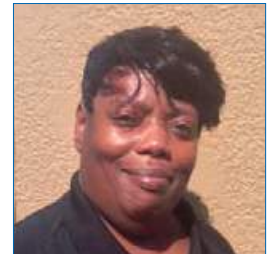
**BRENDA** Jenkins  
Hardee's of Gloucester  
Hayes, VA



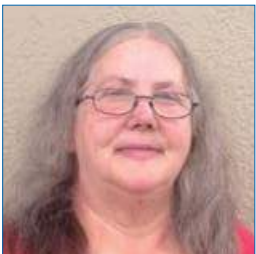
**ALEXANDER** Jones  
Hardee's of  
Farrington Road  
Chapel Hill, NC



**MARTHA** May  
Restaurant Accounting  
Manager  
Home Office



**MARCINA** McArn  
Hardee's of Aberdeen  
Aberdeen, NC



**CATHY** Odom  
Hardee's of  
Carolina Beach  
Carolina Beach, NC



**JUDY** Shaw  
BNE Land & Development  
Accounting Manager  
Home Office



**VERNESSA** Williams  
Hardee's of Bishopville  
Bishopville, SC

*"We Believe in People"*

# 35 Years

**LISA** Godwin  
Cash Management  
Coordinator  
Home Office



**MARK** Henry  
Senior District Manager  
Region 3



**ARLENE** Hutchinson  
Hardee's of Chilhowie  
Chilhowie, VA



**SHEILA** Kendrick  
Hardee's of Salem #2  
Salem, VA



**BETTY** Martin  
District Manager  
Region 1



**BESSIE** Nelson  
Hardee's of Manning  
Manning, SC



**GWENDOLYN** Smith  
Hardee's of Lynnhaven Blvd.  
Virginia Beach, VA

# 45 Years



**LLOYD** Beach  
Hardee's of Princess Anne  
Fredericksburg, VA

Lloyd Beach began his 45 year Hardee's career riding his bike to work in the fall of 1970. Lloyd never imagined he would still be working for BNE nearly five decades later. He credits the company, his co-workers, and customers as the key to keeping him at BNE all these years. "I like it here, it's a great place to work," explains Lloyd. On a first name basis with many of his customers, Lloyd said he looks forward to coming to work each day and working with co-workers and customers who feel more like friends.

Congratulations on your 45th anniversary with Boddie-Noell, Lloyd!

## Promotions



**JOSE** Diaz  
District Manager  
Region 3



**FRANCES** Miller  
District Manager  
Region 1

## Retirements



**MIKE** Bobbitt  
Senior Training and Development Manager  
Region 3  
33 Years of Service

## In Loving Memory of Robert Lee Cooper



October 21, 1944 - September 18, 2015



The BNE family cherishes the 25 years Robert spent with us at the Home Office working in the Maintenance Department. Robert passed September 18, 2015 leaving behind a legacy of a true gentleman.

Robert was a man of integrity, always doing the right thing, all the time. His respect, honesty, and trust will always be remembered. Robert never hesitated when asked for help and would be the first one in line to lend a hand. He never met a stranger, extending conversation and friendship to everyone he met.

He enjoyed volunteering for Meals on Wheels, serving as a deacon in his church, and tending to cattle and horses on his farm, which he affectionately referred to as his "second job."

Robert was a husband to his late wife, a caring father to his three daughters, a grandfather to his five grandchildren, and a dear friend to all that knew him.

Robert will be greatly missed by his family, friends, and BNE family.

## Ministry in a Minute

Shared thoughts from your ministry team



Matt Baldwin  
*Corporate Chaplain*

Tad Lincoln was the youngest son of Abraham Lincoln. It is said he used to burst into important meetings and jump into his father's lap. It is also said, rarely did President Lincoln deny him that privilege. Sonship has its privileges.

God offers us the same privilege. Romans 8 says, those who are led by the Spirit of God are children of God. For you did not receive a spirit that makes you a slave again to fear, but you received the Spirit of sonship. And by him we cry, "Abba," Father.

Another way to say Abba is Daddy. In other words, God says when you are my child you can "burst into the room and jump into my lap." Romans 8:28 says **"And we know that in all things God works for the good of those who love him, who have been called according to his purpose."**

Are you part of His family? It has its privileges.

# Scholarships

## James H. Waters Scholarship Winners

James H. Waters, the late Vice Chairman and Chief Administrative Officer of Boddie-Noell, realized the importance of education and its role in personal development. We continue to honor Mr. Waters and his beliefs by awarding scholarships, for the twenty-sixth year, through the James H. Waters Scholarship Program. We congratulate our past and current scholarship recipients and encourage the families of our employees to take advantage of this important benefit.

**In 2015, 15 students were awarded between \$500-\$1,500 each through the James H. Waters and Betty Jean Oxendine Scholarship programs. In its 26 year history, this program has proudly donated scholarships to more than 500 deserving students.**



**JAMISEN** Baskerville  
Old Dominion  
University  
Norfolk, VA



**REBECCA** Bowman  
Tidewater  
Community College  
Chesapeake, VA



**ANNISSA** Chesser  
St. Catharine College  
St. Catharine, KY



**ZACHARY** Connor  
East Carolina  
University  
Greenville, NC



**LASHAY** Hernderson  
Mary Baldwin  
College  
Staunton, VA



**ASHLEIGH** Herron  
Southwest Virginia  
Community College  
Cedar Bluff, VA



**ROBBIE** Jennette  
East Carolina  
University  
Greenville, NC



**ASHLEY** Knight  
Wayne Community  
College  
Goldsboro, NC



**TIFFANY** Manning  
Radford University  
Radford, VA



**KAHRENA** McCray  
North Carolina  
Central University  
Durham, NC



**IFEYINWA** Oziegbe  
Tidewater  
Community College  
Chesapeake, VA



**JESSICA** Ricks  
Appalachian State  
University  
Boone, NC



**JENNIFER** Williams  
University of  
North Carolina  
Chapel Hill, NC



**Claire Fleming**  
East Carolina  
University  
Greenville, NC

## Betty Jean Oxendine Scholarship Winner

Boddie-Noell created this scholarship in memory of Betty Jean Oxendine, an employee with an exuberant personality who tragically lost her life at the young age of 18. Through this memorial scholarship in her honor, Boddie-Noell hopes to help other young people with promising futures achieve their goals in healthcare.

Congratulations to Claire Fleming, this year's winner. She is studying in the nursing program at ECU in Greenville, NC.

## Independent Hardee's Franchise Association (IHFA) Scholarship Winners

Congratulations to our BNE Hardee's Employees!

**JAMISEN** Baskerville  
Old Dominion  
University  
Hardee's of  
Lawrenceville, VA

**STEPHEN** Jackson  
Appalachian State  
University  
Hardee's of  
Belmont, NC

**ROBERT** Jennette  
East Carolina  
University  
Hardee's of  
Greenville, NC

**DION** Lassiter  
Norfolk State  
University  
Hardee's of South  
Boston #2, VA

**RAYSHAWN** Locklear  
Fayetteville State  
University  
Hardee's of Red  
Springs, NC

**MYKAELA** Roof  
Craven Community  
College  
Hardee's of  
Bridgeton, NC

# Boddie-Noell Team Supports Co-Workers in MS Walk

Members of the Hardee's Boddie-Noell team came together to raise funds and awareness for Multiple Sclerosis this summer, participating in the annual 'Walk MS' event in Richmond, VA.

**B**NE employees joined co-worker Shelly Mayo's Walk MS team to make a powerful statement of support to the Hardee's Senior Recruitment Manager and others diagnosed with the auto immune disease.

Diagnosed with Multiple Sclerosis in 2004, Shelly was seemingly struck by the disease overnight – awaking one morning unable to see. The disease quickly progressed leaving her unable to walk. After prayer, hospital admissions, and steroid treatments, Shelly regained her sight and ability to walk.

Today, Shelly still deals with the effects of MS, including MS fatigue that can be debilitating at times. When asked how she does it, Shelly responds, "With God all things are possible! When I went through my period of blindness and steroid treatments, I started talking to God about the things he wanted me to accomplish," said Shelly. "I called it my 'Life is too short' list." As part of completing this list, Shelly has a determination of sharing her story.

**"WITH GOD ALL THINGS ARE POSSIBLE."**

Shelly said she is proud to be a walking testimony of the greatness of God and is grateful to work for a company where her testimony is encouraged. "There are three incredible things have kept me at BNE: first, the ability to pray together; second, the ability to say the Pledge of Allegiance to honor armed forces service members; and third, the ability to motivate, inspire,



Senior Recruitment Manager Shelly Mayo's Walk MS team don 'Life is too short' tees to show support for Shelly's inspirational journey.

and educate our operations management teams to believe that they can hire the best, most talented staff there is."

To further share her testimony with others, Shelly created a Walk MS team six years ago. After sharing her story many co-workers approached her about wanting to join her team. Starting with a team of eight in 2010, Shelly's team reached 41 members during this year's walk.

General Manager of Hardee's of Mathews, Martha Slaughter and her husband Matthew joined Shelly's team this year after Martha was encouraged by District Manager Carmena Waters and Region 3 Vice President Mike Zollo.

Martha and Matthew, then strangers, joined BNE on the same day in 1993, when they started their first day of work at Hardee's. "He worked in the morning, and I worked that night," explained Martha. The two formed a special bond and later married.

Both Martha and Matthew worked hard to earn management promotions in the restaurant, each at different times holding the titles of breakfast manager and shift leader. The couple's career paths split into separate roads in 1996, when Matthew was diagnosed with Multiple Sclerosis. The disease left Matthew weak and unable

to walk, forcing him to leave his position at the restaurant. While caring for Matthew at home, Martha continued to excel within her management positions and was later promoted to the General Manager position she currently serves in.

While the debilitating disease caused many changes to the couples' lives, Martha said the support they have received from BNE has remained steady. "Mr. Zollo and Ms. Carmena are always willing to go out of their way to help," she said.

Martha said she is grateful to work for a company full of supportive caring people. She is glad she and Matthew joined Shelly and her team and participated in this year's Walk MS.

As tradition, Shelly's team gathered in a prayer circle before the event to give thanks to God and share personal testimony. During this year's event, as her co-workers shared their stories and tributes, Shelly said she was moved to tears due to the overwhelming joy she felt. "It was beautiful," explains Shelly, "Their special words of support meant the world to me."

Shelly describes her journey at Boddie-Noell as birthing a whole new family. "I see my co-workers more than I see my own family," said Shelly, "They have become family." ❖

# Asset Protection

## LOSS PREVENTION: Don't Let The "Bad Guys" Ruin Your Holiday Cheer

The holidays are a festive time of year. A time to give Thanksgiving for our great nation and to celebrate a *Savior*! But as the holiday season approaches, we should all pause to think about personal safety and theft prevention. Unfortunately, the holiday time of year also has the highest crime rates. Don't let CRIME spoil your holiday. Below are some powerful, yet simple strategies to make your holidays the joyful times they should be.



### Personal Safety

- When shopping, shop during daylight hours whenever possible. If you must shop at night, go with a friend or family member.
- If you must use an ATM, choose one that is located inside a mall, or well-lit location.
- Avoid carrying your checkbook, cash, and credit cards all together in one wallet and don't flash large sums of money in public.
- Keep all car doors locked and windows closed while in or out of your car.
- Park in a well-lit areas and avoid parking next to vans or trucks where people can hide.
- When approaching your car, be alert of your surroundings and have you keys ready in hand.
- At home, keep doors locked and be cautious of solicitors. If in doubt, don't open the door.

### Theft Prevention

- Don't leave valuables in plain sight. Store away GPS, MP3's, or cell phones.
- Lock packages in your trunk or out of plain sight.
- When traveling, ask a neighbor to watch your home and don't forget to have mail and newspapers stopped.

At Boddie-Noell, we care about each and every person. Your personal safety and security are so vitally important. Remember, just a couple quick steps can make the difference. Happy Holidays! ❖

## LOSS CONTROL: The Human Touch



**Ann Lupton**  
Director of  
Loss Control

We always want to "Do The Right Thing," especially when it comes to handling accidents in our restaurants. When an employee or a customer has an accident in your restaurant, how you handle it goes a long way in determining the outcome.

Show care and compassion. Treat the injured customer or employee the way you would want your parent, spouse, or child to be treated.

Always report accidents before the end of your shift to the Manager and Accident Report Line (ext. 1472). The Accident Report Line is staffed until 8:00 p.m. and you can leave messages after that. This information is provided to Claims Specialist Jessica Fleming. She will call you for additional information after she receives your report.

Reporting accidents in a timely manner helps make sure that our injured employees get treatment promptly.

This gives us an opportunity to investigate, so we can continue to improve safety procedures to help prevent accidents in the future.

If you later see the injured employee or customer, ask them how they are doing. Call Jessica or me to let us know about these conversations.

Keep us posted. When an employee goes to the doctor, misses work due to an injury, or returns to work, we want to know about it. This helps us make sure we are providing proper treatment and support to our employees. It is our goal to make sure we are providing our people with great support and care to ensure they have a safe recovery. ❖

HARDEE'S OF FUQUAY-VARINA, NORTH CAROLINA  
*...from the ground up!*

