WON Zone Leads, FOA's, & BU Leads Call
February 6th, 2024

Opening, Jamie Straza	In person Board meetings are open to FOA's and we would like all to attend 3 WON Priorities: 1. Advocacy 2. Education - what topics can we cover on future workshops? 3. Engagement - one of the greatest benefits of WON: building connections & relationships; Ask: recommend women in your area that are doing great things to highlight and benchmark. Many are feeling alone, WON should be a place for our members to feel connected and engaged
Communications Update, Melissa Montes Blanco	Upcoming workshop Government Relations- 2/22 Cocktail Reception in Barcelona on rooftop bar for members, have sponsors and looking for 1-2 more - 4/7 All Member Meeting - 7/24 In Las Vegas immediately following full NFLA Mtg. Theme: "Talk Money to Me", how to make money, protect your money and ensure your money is where you want it to be so that you can spend it on what you need/want it to be.
2025 Conference Update, Jade Colin	Discussed potential locations: Will be in the East Time: Spring - late April, early May Looking for team leads: *Please let Jade Colin know if you are interested in serving as a lead ○ Budget/Financial ○ Sponsorships/Vendor relations ○ Speakers: Outside motivating speakers ○ Entertainment: Including food/beverage ○ Agenda ○ Registration
Membership Update, Shelly Contreras	Will have membership list on website for FOA's to be able to have access WON Newsletter - working on template, plan for quarterly newsletter to engage and educate our members. ○ If you have topics/ideas, please share with Melissa Montes Continue to communicate GroupMe as a WON benefit; add members in your Field Offices
Round Robin, Lisa Iraci & FOA's	What's on your mind? – common themes: ○ feeling overwhelming sense of the unknown; lonely feeling, not connected, less mtgs, no time together with other owners/McD./Suppliers ○ issues with the DC's ○ Pace of reinvestments – lobby remodels, SAO's (want to move to smaller, less costly projects) ○ Government Relations (IL, MI, CA), the amount of money needed to protect family business, how are those funds allocated? ○ PACE - lots of pressure on GM's, trying to alleviate pressure off restaurants,, connecting PACE to another workshop - teaching all managers how to do PACE visits on the QsrSoft app on the phone (might need SimpleThink)?? ○ Aggressive discounting - min. Wage is going up, need to keep an eye out, top line sales vs. bottom line cashflow, too big of a gap ○ Cost pressures - how do we manage the menu board with rising costs?

	○ Is there distrust in the data? How do we move to a place of trust and moving together collaboratively on menu items, discounting, etc. to move the business forward? ○ Education: women have better running restaurants but least number of restaurants - how can we better tell our story? Women in the system want to grow. Workshop ideas: ○ Workshop ideas: ○ contact RMHC - volunteer together? ○ Benchmarking with others ○ People - how to grow and attract top talent, best tools and resources to use ○ Profitability workshop – O/O's to share best bets to boost efficiency, deep dive into P&L, are there alternative vendors to cut costs? ○ Financial, how do we grow women to larger organizations Field Office Engagement: ○ Ashley Welburn (Bethesda): Reached out to Field Office leadership for a future dinner; Is a member on the FAC; has been added to calls/lists ○ Amy Ansel (Columbus): held a get-together at NFOM 2023; great success - leadership from WON & McD attended; swag ○ Encourage membership by sharing flyers with QR codes at local meetings ○ Reach out to next gens, RA's, spousal candidates - encourage them to join WON, tell them about FFP (Future Franchisee Program) ○ Guest speaker to speak at local level, women in business ○ Future meetings: ○ Lunch with O/O's in neighboring BU's ○ Events are planned for 2Q & 3Q (breakfast or cocktail at BU meeting) ○ WON Member, Karen Lopez, is doing a meeting at Lopez Foods for her BU

In attendance:

Jamie Straza	Shelly Contreras	Lisa K. Iraci	Melissa Montes Blanco
Trina Gendron	Pat Roetzel	Lauren Holmberg	Kerri Harper Howie
Amy Ansel	Yelany Rodriguez	Jade Colin	Ashley Welburn
Monique Vann	Nicole DiMichele	Nancy Plock	Nicole Umfleet
Rosa Yunes			

Not in attendance:

Julie Pernecky	Suzette Hofman	Emily Ellis	Stephanie Arnold Dinger
Maria Acosta	Kristen Fraser		