

WOMEN OWNERS NETWORK

# February Board Call

*Board, FOAs, NFLA Reps, & Field Office Teams*



February 27th, 2025



# Today's Agenda

## **Welcome & Leadership Update**

Jamie Straza, WON President

## **2025 Conference**

Jade Colin, 2025 Conference Chair

## **Communications**

Melissa Montes Blanco, WON Communications Officer

## **Open Discussion**

All

## **Closing**

Maria Acosta, WON Vice-President

February 27th, 2025



# **Welcome & Leadership Update**

*Jamie Straza, WON President*

February 27th, 2025

# 2025 Priorities



**Advocacy**



**Education**



**Engagement**

*Focusing on engagement at  
the Field Office-level*

# Our Vision

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Empowering McDonald's women business owners to **lead, innovate and thrive** — together.

# Our Mission

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We are a diverse and inclusive group of women business owners advocating for the **financial success, growth and professional leadership** of our members.

# Our Core Values

**Integrity**

**Respect**

**Mentorship**

**Continuous  
Improvement**

**Collaboration**

**Advocacy**

**Community**

# Our Objectives

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- Our Members exceed the average in number of **restaurants owned, cash flow and sales volume** as compared to the general market.
- Our Members are qualified and empowered to **serve in leadership.**
- Our Members' voices are **respected and valued.**



# Open Discussion

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# 2025 WON Conference

*Jade Colin, 2025 Conference Krewe Lead*

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# 2025 WON National Conference



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# 2025 WON National Conference

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**Conference Chair: Jade Colin**

**Outgoing Chairs: Julie Pernecky & Melissa Montes Blanco**

## Agenda

Leigh Chamness - (513) 910-9743

- Maria Acosta - (210) 364-0985
- Lauren Holmberg - (720) 231-9865

## Entertainment

Randi Ray - (503) 200-9095

- Shelly Contreras - (210) 912-0759
- Crystal Marks-Price - (225) 921-9709

## Registration

Colleen VanBlarcom - (507) 420-5944

- Lynnann Young - (903) 714 - 3061
- Tara Gibson - (972) 742 - 2462
- Anna Marie Mestas - (951) 691-7473

## Budget

Kristen Fraser - (717) 781-7115

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## Sponsorships

Sarah Hill - (720) 775-9476

- Suzette Hofman - (831) 915-5112
- Julie Pernecky - (626) 252-0481

## Speakers

Jackie Marks - (225) 931-0425

- Kerri Harper-Howie - (310) 251-5639
- Meghan Sweeny - (724) 816-3800

## Future Franchisee Program (FFP)

Jamie Black - (404) 787-9741

- Gianna Funkhouser - (312) 543-3290

## Communications

Melissa Montes Blanco - (305) 968-7442

# Golden Goose Pop-Up Custom Sneaker Shop



We're beyond excited to announce a special partnership with **Golden Goose**, giving WON Conference attendees an exclusive opportunity to own one-of-a-kind, custom sneakers! You'll have the chance to choose from a curated selection of Golden Goose sneakers, and at the 2025 WON Conference, sneaker artists will bring your selected doodles to life right before your eyes. Pre-order your sneakers now and get a first look at some of the available designs below!



## STEP #1

### Pre-Order Selected Sneakers

Browse WON's exclusive custom sneaker portal + shop all 24 available sneaker options. [Online ordering closes 11:59 PM on Tuesday, March 4th.](#)

[SHOP NOW](#)

**Note:** You do not need to be attending to order from our custom portal. Simply order from the link above and opt for at-home delivery. Designs can be selected through the link as well.

## STEP #2

### Pick Up Sneakers at Conference

Shoes that have been pre-ordered ahead of the date will be ready for pick-up at the Golden Goose Pop-Up within the Conference from March 10-12, 2025. *A selection of shoes will be available for purchase in-person at the Pop-Up, but pre-ordering is recommended in order to ensure preferred style + size.*

## STEP #3

### Get Your Sneakers Customized

Gifted with the sneaker purchase is the ability to have your sneakers customized to your liking by Golden Goose's talented artists. Choose from a variation of pre-set doodles (*see below*), customized art for each participant + the addition of crystals or studs.



# 2025 WON National Conference Communication

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- [Conference Brochure](#)



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# 2025 WON National Conference Board Reminders

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## Sunday, 3/9 Reminders

- **Conference Board Huddle**
  - Time: 4 PM
  - Location: Pontalba Room, Mezzanine Level

## Monday, 3/10 Reminders

- **Registration**
  - Opens beginning at 8 AM
  - Call Time: 11 AM - 12:30 PM to welcome attendees
- **Headshots (Board & FOA's only):**
  - Time: 11 AM - 11:45 AM
  - Room location: Conti Room Mezzanine Level
  - Link to sign up will be emailed
- **1:8 Filming (Board & FOA's only)**
  - Time: 11 AM - 12 PM
  - Room location: Lafitte Room, Mezzanine Level
  - Link to sign up will be emailed
- **Welcome Reception Second Line**
  - Time: 4:45p
  - Room location: Back of Crescent City Ballroom, Mezzanine Level
- **Jamie Kern Lima VIP Meet & Greet**
  - Time: 5:30 PM
  - Room Location: Conti Room

## Tuesday, 3/11 Reminders

- **WON Board & FOA's Group Picture**
  - Time: 7:30 AM
  - Room location: General Session Ballroom
- **WON On Stage (Day 2 Opening)**
  - Time: 9 AM
  - Room location: General Session Ballroom
- **Mardi Gras World**
  - Buses start running at 5:30 PM from the hotel to MGW
  - Buses will start returning from MGW to The Roosevelt at 8 PM
  - Final Night Sponsor: Coca-Cola
  - Transportation Sponsor: Martin-Brower

## Wednesday, 3/12 Reminders

- **Ally Love VIP Meet & Greet/Water Bottle Signing**
  - Time: TBD
  - Room Location: Lafitte Room

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# 2025 WON National Conference Board Reminders

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## Additional Reminders

- Encourage/remind people to turn in their Supplier Hall punch cards
- Encourage/remind people to purchase tickets for RMHC
  - Tickets can be purchased on-site or online
- Tier Sponsors:
  - Premier Sponsor: Coca-Cola
  - Silver Sponsors: Dr. Pepper, Martin Brower, Bama
  - Bronze Sponsors: Lopez Dorada, Mize, Prism, Armada



**Enter our raffle for a chance to win BIG!**

Side One - Signature Monogram Canvas  
Side Two - Grained Leather

*Let the good times roll!*  
Enter to win a brand new, **Louis Vuitton REVERSIBLE Neverfull Inside Out MM**  
Purchase raffle tickets for your chance to win.

100% of the proceeds will be donated to Ronald McDonald House Charities of South Louisiana.

Scan here to purchase your RMHC raffle tickets!

Sponsored by:  H&K INTERNATIONAL |  True |  coates.

The poster features a large black Louis Vuitton Neverfull bag with a circular inset showing the brown monogram canvas side. The background is purple with gold and green beaded garlands at the top and a yellow QR code at the bottom left. A yellow banner at the bottom right contains the text 'Scan here to purchase your RMHC raffle tickets!'. The bottom of the poster includes logos for H&K International, True, and Coates, along with a stylized green and yellow leaf graphic.

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# Supplier Hall Punch Cards

- Two versions of the card
  - Version A: half of the Booths
  - Version B: other half
  - Will be distributed to Owner & Associate Member at Registration
- Supplier Hall will be open during all meals (breakfast/lunch on Tuesday and breakfast on Wednesday) and during the Welcome Reception on Monday from 5 PM - 7:30 PM
- Prize for Supplier Hall punch card: Saint Laurent Credit Card Wallet
- Supplier Hall Punch Cards must be turned into registration by 10 AM on Wednesday, 3/12 to be entered into the raffle.



## Visit Our 2025 Booths in the Supplier Hall!

Stop by to meet our supplier partners and collect stickers along the way!  
You have to receive a sticker from every booth on your card and you will get entered  
into the raffle. Be sure to turn your **completed** card into the registration desk!

The winner of the raffle will receive a  
**Saint Laurent Credit Card Wallet in Black Leather!**

\*Every booth must be covered with a sticker on your card to be eligible to enter the raffle.

Name: \_\_\_\_\_

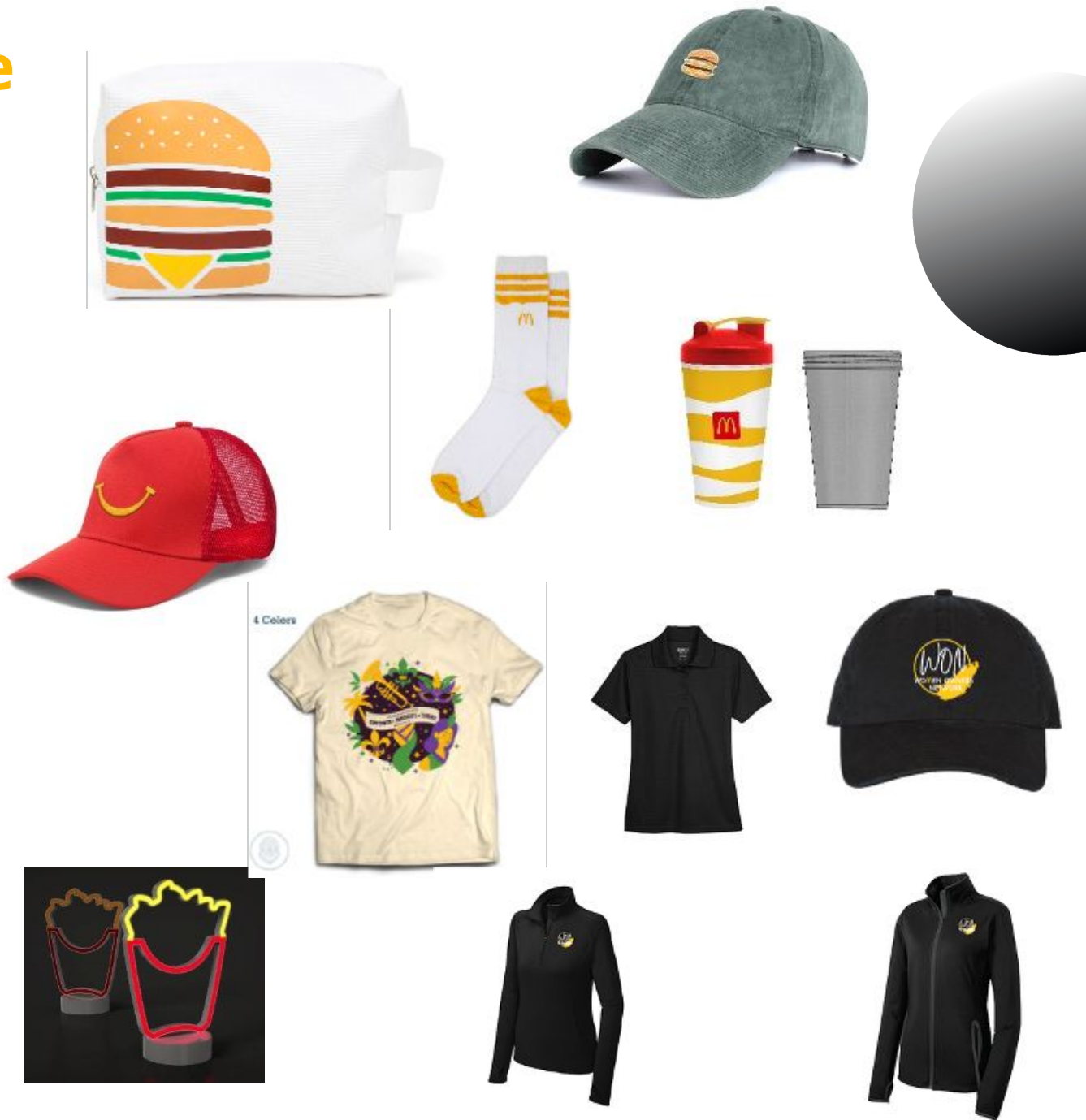
Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

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# WON Conference Merch Store

- Merch Store will open on Sunday, 1 PM - 5 PM
- A portion of the proceeds will go to RMHC of South Louisiana
- Limited supplies of everything
- WON Online Merch Store will launch on Wednesday, 3/12 with:
  - WON Baseball Caps
  - WON Polos - female and unisex
  - WON ¼ Zip Jackets - female
  - WON Full Zip Jackets - female and unisex
- Wottoline is our “exclusive merch” provider
  - They will also have a booth to take bulk orders

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# Communications

*Melissa Montes Blanco,  
WON Communications Officer*

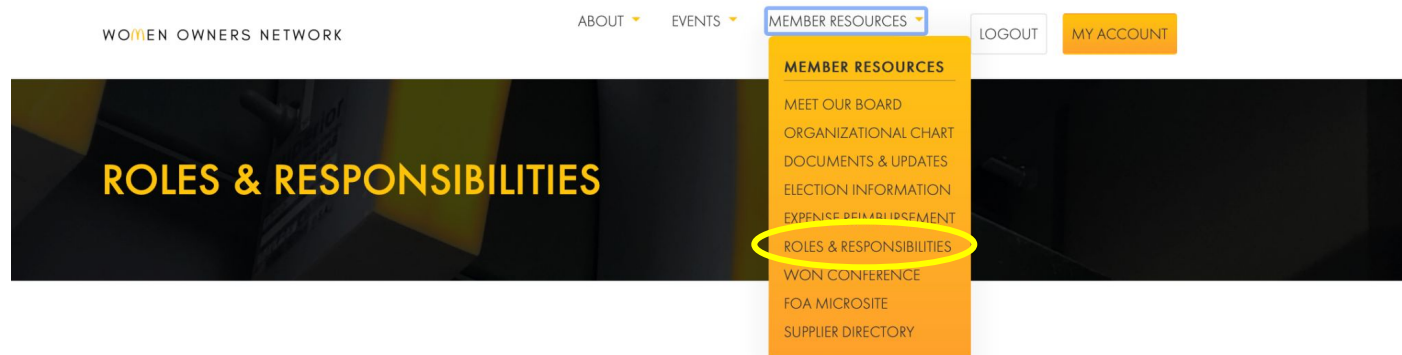
# Roles & Responsibilities

## Finalized:

- President
- Vice President
- Economics Officer
- Communications Officer
- Membership Officer
- Zone Leads
- Field Office Advocates
- Field Office Team Members
  - *formerly BU Leads*
- NFLA Lead Representative
- Admin Team

## Need to finalize:

- NFLA Team Representative
- OPNAD Representative
- NSLC Representative
- Diversity Representatives
- Future Franchisee Program (FFP) Lead
- Government Relations Lead
- Community & Supplier Liaison



## President

- Establishes/strengthens relationships with McDonald's SLT and elected Owner/Operator leadership; acts as chief liaison
- Coordinates the business affairs of WON subject to the direction and control of the Board
- Serves on the NFLA Executive Team
- Sets vision/leadership priorities within Board of Directors
- Carries into effect resolutions and directives of the Board unless responsibility is assigned to another individual by the Board
- Presides at all meetings of WON Members and Board; attends and leads all meetings in person or virtually unless otherwise directed
- Approves agendas for all WON Meetings
- Approves preliminary conference agenda for presentation to Board for approval

## About

- Membership Benefits
- Become a WON Member
- Meet Our Board
- Organizational Chart
- By-Laws
- Roles & Responsibilities
- Contact

# May Board Meeting

**Date:** May 13-15th, 2025

**Location:** Ecolab - Greensboro, NC

**Hotel:** Grandover Resort & Spa, Greensboro, NC

*Hotel accommodations are made on your behalf, according to the information received during meeting registration.*

*Registration link coming soon!*

## Logistics:

- Airport: **Greensboro** (GSO) or **Raleigh** (RDU - *approx. 1 hour car ride*)
- Arrivals
  - Officers, Field Office Advocates, and Field Office Teams: plan to arrive by 12 PM on Tuesday, 5/13 for a 2 PM meeting Start
  - Others: plan to arrive by 5 PM for group dinner/activity
- Departures after **2:30 PM** on **Thursday, 5/15** (meeting will end at 12 PM)

***Bethesda WON members in the area are invited to attend.***

***\*Limited capacity\****



# Open Discussion / Q&A



# Closing

*Maria V. Acosta, WON Vice President*



**Thank You!**