



Courtesy Connections

October & November 2024

Courtesy Corporation Store Map



The Strength of our company is in our people!

OPERATIONS

Operations Managers (4)
Area Supervisors (23)

SUPPORT STAFF

Human Resources (4)
Training (5)
Marketing (2)
Technology (5)
Bilingual (3)
Office (6)
Maintenance (23)



A Message from our Owner

Rick Lommen
Courtesy Corporation Owner Operator

From the bottom of my heart, I want to express my deepest gratitude for your unwavering perseverance and hard work throughout 2024. Together, we've accomplished so much—excelling in food cost, PACE, and the development of our people—and these achievements are the foundation we'll build on in 2025. There are many exciting things coming from McDonald's next year, but our success depends on our continued focus on our people, our customers, and our employees. The strength of our company lies within each one of you, and you make me proud and grateful every single day. Let's carry this momentum into the new year and make it even more successful!

With Sincere Appreciation,
Rick Lommen

3 Generations of Courtesy



We are proud to announce that Lauren Lommen Mickey has successfully completed the Next Gen Program and was officially approved last month as a McDonald's Owner/Operator. Lauren makes history as the first-ever 3rd Generation Owner/Operator in Wisconsin and Minnesota!

The Courtesy Corporation journey began in 1959 when Rick Lommen's father, Dick Lommen, started working at the McDonald's on Losey Blvd in La Crosse, WI at just 15 years old. Captivated by the Golden Arches, Dick purchased the business in 1968. Rick followed his father's footsteps, expanding the company in 1993 after practicing law. Now, the family legacy continues with Lauren, who received her Master's degree in Accounting from UW-Madison and gained valuable experience at PWC before returning home to Courtesy Corporation.

Lauren's husband, Wade, is currently pursuing approval to become an Owner/Operator through the Spousal Program, and Claire Lommen is set to join the Next Gen Program next year.

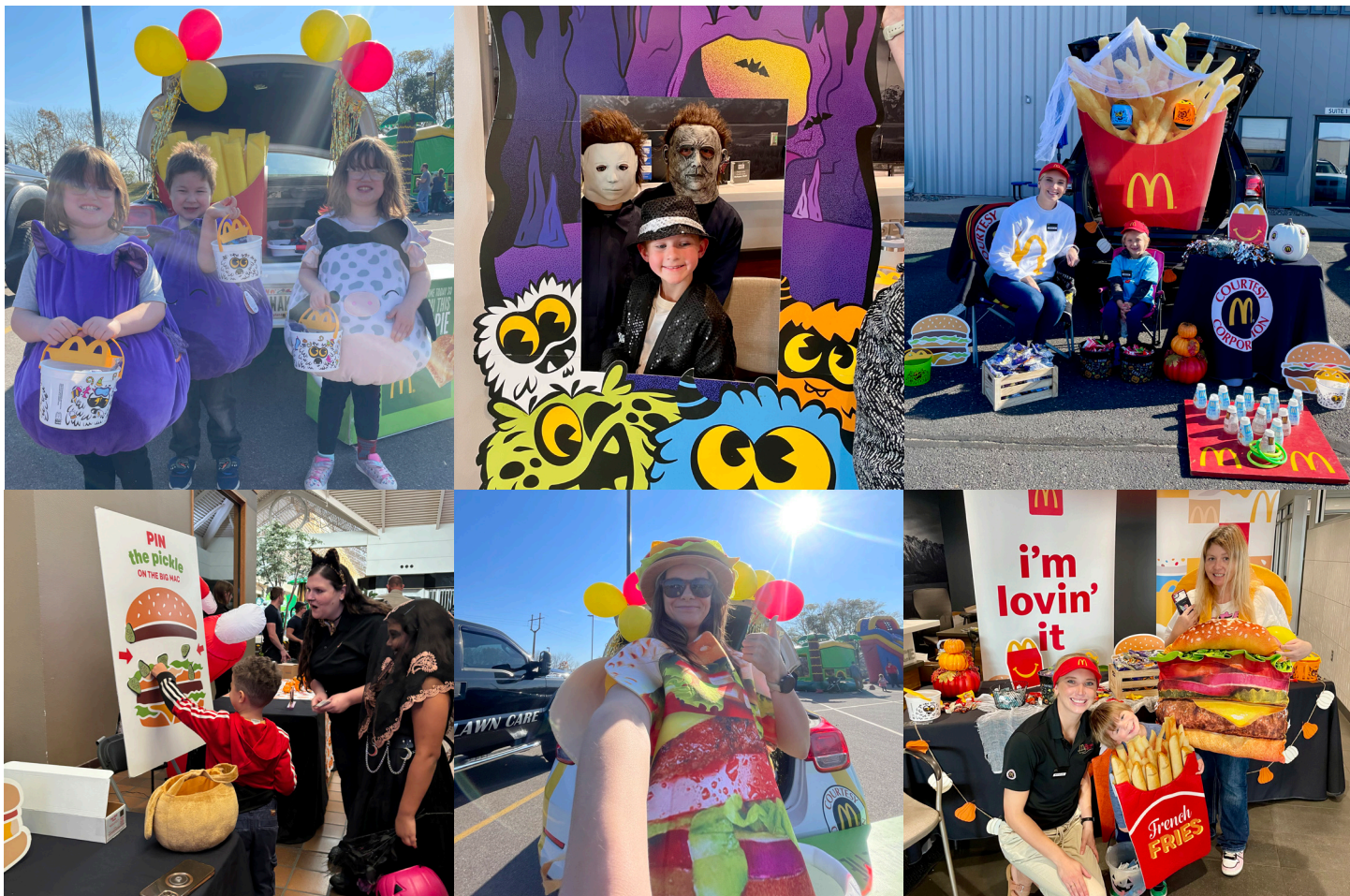
Courtesy Corporation has an exciting future, and the next generation of leaders is ready to carry the legacy forward. A big thank you to all of those in the Courtesy family who have supported Lauren in this approval process!



At Courtesy Corporation, we take pride in being active members of the communities we serve. Whether it's sponsoring events or providing product and food coupons, our employees are always eager to make a positive impact!

Spooky Season Fun!

Halloween wouldn't be complete without the iconic Happy Meal Boo Buckets! Loved by children and parents alike, these collectible treasures bring joy to the season year after year. This Halloween, we were thrilled to see so many Boo Buckets brought along to the Trunk or Treat events we attended in Onalaska, Menomonie, Roberts, Sparta, and Mason City. It was wonderful to connect with our communities during these festive gatherings where the apple slices and treats we handed out quickly became crowd favorites. Moments like these remind us how special it is to be part of the holiday traditions in the communities we serve!



Our crew and managers always enjoy dressing up for Halloween at the restaurants, adding a fun and festive touch to a bustling night!



EMPLOYEE SPOTLIGHT

Nicole Steele, Roberts, WI General Manager



Nicole Steele is a dedicated and inspiring member of our team who has been part of the McDonald's family for an impressive 19 years. Over the course of her journey, she has embraced the dynamic nature of the job, thriving on the daily challenges and opportunities that make each day unique. No two days are ever the same, and the variety is one of her favorite aspects of the role.

Beyond the workplace, McDonald's has been a place of meaningful connections for her. "Some of the closest friendships I've built over the years began right here," stated Nicole. One standout memory during her time at

the Baldwin location involves a cherished regular customer, Accordion Ed, who would brighten everyone's afternoons with his musical performances. "It's these small but impactful moments that make the McDonald's experience so special," said Nicole.

She credits her growth and success as a General Manager to the lessons learned from the many GMs and Supervisors she's worked with over the years. Her journey has taught her that failure is part of the process and that it's okay to stumble along the way. A positive attitude and the mantra, "Tomorrow is a new day," has helped her continuously raise the bar and achieve success. When asked what advice she would give to others, Nicole emphasizes the importance of resilience, adaptability, and maintaining a growth mindset. Her story is a testament to the incredible opportunities and personal development that come with being part of the McDonald's family.

Supporting our Local Heroes

VETERANS DAY

On November 11, Courtesy Corporation proudly honored veterans by offering complimentary coffee and cookies as a token of our gratitude. We appreciate their service and sacrifice and thank them for all they've done!

THANKFUL TUESDAY

Courtesy Corporation proudly celebrated nine years of participating in our annual Thankful Tuesday. To honor and show appreciation for local police officers, firefighters, military personnel, and EMTs, we offered a complimentary combo meal to those who presented their ID or badge.



Courtesy Supporting Community

Courtesy Corporation is dedicated to supporting our local communities by contributing to events that reflect our core values. Take a look at some photos below that capture these moments of community support!



To learn more about our donation process, visit our website, www.mccourtesy.com and complete the Donation Request form.



Education First

Celebrating the commitment and achievements of our team members who prioritize personal growth and lifelong learning! Through hard work and dedication, these employees advance their careers, gain new skills, and set inspiring examples. We're proud to spotlight their educational journeys and the impact it has on their roles every day.

Honoring Our Graduates

Colorado Technical University Graduate



**Kaitlyn Neibauer, Co-General Manager,
St. Croix Falls, WI**

Kaitlyn earned her Associate of Science in Business Administration from Colorado Technical University in under a year. She's now taking her second class toward a Bachelor's in Business Administration with a concentration in Human Resources, aiming to graduate by February 2026.

Reflecting on her experience, Kaitlyn shares, "The Associate degree taught me skills I can use directly in my job. The flexibility of Zoom classes has been fantastic." She found the two ethics courses particularly impactful, as they helped her grow as a person and a leader.

Through McDonald's partnership with CTU, Kaitlyn's tuition was fully covered—a benefit she describes as life-changing. "The free tuition is incredible. I have friends doing other online programs, and the costs they're facing are unbelievable!"





English Under the Arches Graduates

We are proud to celebrate the achievements of our team members who have successfully completed the English Under the Arches program! This initiative helped our employees improve their language skills, enhancing their personal and professional growth. These graduates exemplify the power of learning and development and we are excited to see them continue to thrive in their roles.

Tomah, WI - Madeline Hernandez, Anadelia Aguilar Feria & Ines Velasco

Baraboo, WI - Monica Rodriguez & Sheyla Vargas

Black River Falls, WI - Ivonne Gonzalez Medina

Winona East, MN - Kevin Cruz & Edixion Perez

Mosinee, WI - Kathy Mendoza & Lisbeth Salgado

14th St, Austin, MN - Flor Ortiz

Commercial, Rochester, MN - Carlos Alberto Bor Ixcoy

Wheelock, Rochester, MN - Abdolio Faustino & Leticia Salas

Congratulations to our FET Graduates!

We are excited to recognize members of the Training Department, Cassie, John and Lynn, who recently completed the Facilitating Exceptional Training (FET) program at Hamburger University in Chicago. This intensive 4-day course is designed to develop performance consulting skills and teach participants how to facilitate and evaluate the transfer of learning in the workplace to drive business results.

Throughout the program, participants learned to apply the three components of the trainer success model to enhance learning in instructional settings. The course also focused on delivering impactful presentations, facilitating engaging discussions, and managing group dynamics effectively. By completing this course, they will bring new skills to the forefront of training and development within Courtesy Corporation.





People Development

As Courtesy Corporation continues to grow and evolve, we're excited to share a significant milestone in our team's development. This fall, an impressive 43 employees were promoted to new management positions! Congratulations to the managers and the Training Department for their leadership and dedication in helping others reach their goals. This achievement is a testament to our growth-oriented work environment and the opportunities we provide for advancement.





A SPACE FOR PACE!

The 4th Quarter Crew Training focus is centered around PACE and creating a 'Space for PACE'! The contest highlights identifying restaurant KPI strengths and opportunities and showcasing them in the restaurant. Winners will be announced in January!

The Road to Gold: GWOS/ILIA GM Rally



Our General Managers recently spent two days in Wisconsin Dells, WI, at the GWOS/ILIA GM Rally, where they had the opportunity to connect with many of our suppliers, hear from keynote speaker Jim Sullivan, and take part in breakout sessions focused on digital innovation and building a strong people culture. Local RMHC Chapter CEOs shared a powerful message and highlighted the impact of the McDonald's system contributions. The rally emphasized the importance of finishing 2024 strong and staying focused on the road to gold in 2025!



December

- 12/24** - Christmas Eve - Stores Closed at 6:00pm
- 12/25** - Christmas Day - Stores Closed
- 12/28** - MN Co-op: BOGO for \$1 Breakfast
SEC/BEC McGriddles Ends
- 12/29 - 1/31** - Dulce de Leche Frappe Phase-Out
- 12/30** - GMA \$1 10pc McNuggets Ends
- 12/30 - 1/28** - McRib Phase-Out
- 12/30** - Sonic 3 Happy Meal Last Day

January

- 1/7** - McValue Program Launches
- 1/10** - IA Co-op: Strawberry & Creme Pie Begins
- 1/15** - Company Call
- 1/20** - Sonic 3 Happy Meal Last Day





Years of Service

We are proud to celebrate the dedication and commitment of our team members who have been with us for many years. Their hard work, loyalty, and contributions have played a vital role in our success. Here's to the lasting impact of our long-serving employees and the many milestones we've achieved together!

2024 Anniversary Party

We celebrated our 2024 employee milestone anniversaries in November with a special dinner and recognition ceremony at the La Crosse Country Club. It was a memorable evening filled with laughter, years of memories, and heartfelt recognition of our team's years of dedicated service.



Commemorating Years of Service



35 Years - Ethel Walker Swing Manager - Chippewa Falls, WI

At 81 years young, Ethel continues to bring dedication and a wealth of experience to the Chippewa Falls team. Her favorite position was working in the Drive-Thru before she transitioned into her current role in administration. She often reminisces about her early days, especially her very first day on the job when she toasted buns on a large paddle—a memory that showcases just how much has changed over the years. She's always wished there were videos capturing the energy and stories from those early days.

According to General Manager Daneeka, "Ethel's pride in her work and the reliability she brings to her administrative role allow us to focus more on operations. Having someone dependable in the office is invaluable."

30 Years - Stephanie Froelich 2nd Assistant - Tomah, WI

Stephanie, the Tomah Closing Manager, is a reliable leader who brings consistency to her role each day. She's known for her dedication to teaching the younger crew and ensuring everyone learns the right way to do things. Current General Manager Amanda shared, "Her mentorship really helped me grow in my career and taught me how to be a successful manager."

Stephanie's impact extends beyond her daily responsibilities. Former General Manager Denise Amaral, who joined the surprise celebration in Stephanie's honor, expressed her gratitude, saying, "As I prepared for retirement, I knew the store was in great hands because of the high standards Stephanie upholds and her ability to handle anything that comes her way."





15 Years - Tony Segura, Supervisor



**10 Years - Sarah Crouch
Tomah, WI 1st Assistant**



**20 Years - Hannah Gilman
Viroqua, WI General Manager**



**20 Years - Sam Williams
Accounts Payable**

10 Years

Ryan Jensen – MC West, Janitor, 10/1
Shana Jensen – MC West, Swing, 10/1
Katrina Toye – MC West, GM, 10/1
Austin Perego – Trails, 2nd Asst., 10/1
Amy Holmes – Clear Lake, 1st Asst., 10/1
Doug Jordan – Clear Lake, GM, 10/1
Zulema Mendez – Clear Lake, 2nd Asst., 10/8
Susana Nelson – Clear Lake, Dayside, 10/1
Katelyn Snyder – Clear Lake, Closing Crew, 10/1
Nathaniel Fruit – Traveling Maintenance, 11/12
Sarah Crouch – Tomah, 1st Asst., 11/18

15 Years

Tony Segura – Supervisor, 10/28
Scott Boyenga – 14th St., Swing, 10/27
Debra Newman – 14th St., Dayside, 10/27

20 Years

Samantha Williams – Office, 10/29
Hannah Gilman – Viroqua, GM, 11/16

30 Years

Stephanie Froelich – Tomah, 2nd Asst., 11/9

35 Years

Ethel Walker – Chippewa, Swing, 10/20



Gratitude and Day of Change Visits

Ronald McDonald House Charities Midwest | MN, WI, IA Ronald McDonald House Charities Madison

October 15th marked the 50th anniversary of the first Ronald McDonald House opening in 1974! This special day, known as the "Day of Change," celebrates the powerful impact our customers make on families through their spare change donations. Staff and Board Members from RMHC Midwest stopped by several restaurants to express their gratitude and appreciation for the ongoing support.

Tiyanna Boyd, Stewardship Manager with RMHC Madison, visited the Wisconsin Dells McDonald's to personally thank the team for their hard work and dedication to the Round-Up program.





Store Celebrations

Thankful for our Crew!

During Thanksgiving week, Courtesy Corporation celebrated by giving thanks to our crew with boost boxes, McDonald's trivia, award certificates, and special McCafe BOGs as a token of appreciation!



**IT'S TIME
FOR TRIVIA!**

Scan the QR code and test your McDonald's trivia skills. Prizes will be awarded for those with the most correct!

Giving Thanks to Our Crew!

Please use the boost box to celebrate your crew during the week of Thanksgiving!

One FREE Small McCafe per employee to be used through December 31st

Picture Submission:

Take pictures while celebrating your crew and submit them using the QR code! We want to feature you and your team!



McFamily Night at Lake Delton



Lake Delton employees welcomed their family members to McFamily Night, an evening packed with activities, games, store tours, and treats! It was a wonderful opportunity for families to connect and for employees to network and share the experience with loved ones.

Technology Tidbits

Enabling Round Up on Front Counter Card Readers

Using the Manager Config Tool, all stores can activate an automatic prompt for guests paying with cards or electronic payments at the Front Counter. To enable this, simply open the Manager Config Tool, navigate to RMHC Donation Options, select YES for Enable RMHC Donation on FC PED, and apply the changes.

Once the store reopens, guests will see the Round-Up prompt before finalizing their payment using the card readers at the Front Counter.

Did you know?!

1

The McDonald's on Losey Blvd in La Crosse, WI was the first Courtesy Corporation restaurant and the 141st in the U.S. back in 1959.

2

The tortilla supplier for the tortillas in the Sausage Burritos is Catallia Mexican Foods, LLC based in Eagan, MN!

3

Use up those rewards points! MyMcDonald's Rewards points on the McDonald's app expire after 6 months if left unused.

Staying Connected to Courtesy!

Join the Courtesy Corporation family on TikTok, Facebook, Instagram and X! We're excited to feature YOU on our social media platforms! Share your story and photos with us on Instagram or Facebook Messenger. Whether it's our team, brand, delicious food, promotions, Ronald McDonald House Charities or community engagement, there's always something to celebrate!

