

SOUTHPAW



IN YOUR CORNER

October 2022 - Volume 2



This is *'In Your Corner'* Southpaw's monthly newsletter

Here at Southpaw, we love to celebrate all of our employees successes. 'In Your Corner' will be released monthly to update what is going on throughout our regions in our 100+ locations. We are dedicated to building a Southpaw community and celebrating all of our people. We look forward to the monthly stories we get to tell, from our back office, and coast to coast in our field locations!

Our founders, Judd Wishnow and Erica Spector Wishnow met in 2009. They worked together for a year, coming up with a plan to acquire a few Dunkin' locations in the Hudson Valley of New York. With the help of Aunt Betsy, they were introduced to a group of friends and family who were willing to support their venture. As a thank you to Aunt Betsy, Judd and Erica named their business "Aunt Betsy's Dunkin' Donuts" (ABDD for short).



The rest, as they say, is history. Judd and Erica transitioned from best friends and business partners to husband and wife. They have been building and buying Dunkin' and Taco Bell locations over the past decade and have no intention of slowing down. They have also added two children to the family. With the blessing of Aunt Betsy, Judd and Erica decided to change the name of their company to Southpaw in 2020.

The name really pays homage to our collective desire as a company to do things differently. With every new location, Southpaw creates new jobs for people and new opportunities for advancement within the organization. We are committed to helping our people grow emotionally, academically, and financially. From the CEO down to the newest hire, we fully understand that we are all people. We all have dreams and we all face constant challenges as we try to achieve those dreams.

**We want our people to know that they don't have to do it alone.
We want them to remember that at Southpaw, we are
"In Your Corner."**

In this edition of *In Your Corner*:

1. Get to know us at Southpaw
2. Dunkin' East Attends a Gala
3. Top Golf Celebrations in the Mid-Atlantic
4. New Stores & Wedding Bells Dunkin' West
5. Louisville's New Locations
6. Open Enrollment for Dunkin'
7. Southpaw Cares - Better Help
8. Celebrating our Employees



Get to Know us at Southpaw...

Jeannette Sheehy
Payroll Supervisor

Jeannette has been with Southpaw for 8 years! When she started, there were only 33 Dunkin' stores and a single Taco Bell. She currently lives in Connecticut with her husband, two sons and their Goldendoodle, Jack.

Her boys certainly keep her busy; with one in college and the other a Senior in High School on the baseball team. She enjoys traveling, especially to the Outer Banks, North Carolina, and occasional trips to Disney World. She also volunteers as a girl's youth basketball coach and enjoys bike riding.

Jeannette's Dunkin' Order: Tea
Jeannette's Taco Bell Order: Nacho Fries
Three Words to Describe Jeannette:
Easy Going, Thoughtful, Understanding



***Title of her
autobiography:
Can't Make It Up***

What's going on in Dunkin' East:

Dunkin Joy in Childhood Gala

Jean, Brandy, Sylvia and Brian went to the Dunkin Joy in Childhood Gala in New York City over the summer. It was held in Manhattan at Hotel Edison. The gala was a fundraiser event for the Dunkin Joy in Childhood foundation. The theme of the evening was Kentucky Derby. The foundation focuses on childhood illnesses and hunger. Their goal is "to help kids feel like kids, even on their most difficult days."

At the gala, there was a silent and live auction, where prizes from Yankees tickets to dinner with the President of Dunkin were auctioned off. Over \$670,000 was raised for the foundation at the gala. Southpaw donated \$5,000 as a bronze-level sponsor of the event.



What's going on in Taco Bell Mid-Atlantic:

Top Golf Fun!

In September, the Mid-Atlantic team of above store leaders wanted to take the time to recognize and show appreciation to their team of RGMs. Trevor and team set up an afternoon at Top Golf, filled with food, fun and lots of giveaways. Managers were encouraged to relax, mingle, and have fun. Deek VonderHaar (EVP, Operations), Tracy Pearsall (VP, HR), and Jamie Long (Field HR Leader) all came in town to join in on the fun.

Before the outing ended, we celebrated recent RGM and Area Coach birthdays, we recognized some of the managers for their 5-star achievements, and finally raffle drawings for Taco Bell branded gear and accessories.



What's going on in Dunkin' West:

New Stores & Wedding Bells

It has been an exciting time in our Arizona market!

Southpaw acquired two new store locations in September. The new locations were brought onto the Southpaw team at the end of the month. One is in Goodyear, AZ and one is in Avondale, AZ. We are excited to grow our Southpaw team!

Congratulations are in order for our Training and Development Director, Leona! Leona got married and made the most beautiful bride in early October. The Southpaw team wishes many years of happiness to Leona and her husband, Robert!

Fun Fact: Leona and Robert met through Southpaw, as Robert works for Verde who builds our Dunkin' stores out West!



What's going on in Taco Bell Louisville:

Two New Store Openings

In Kentucky this summer, we added not 1 but 2 new stores to our growing list of locations! In Mid-June we opened the Cane Run Road location in Louisville, KY and in Early-August we opened the Springfield, KY location.

With the opening of these stores this summer, it brings our Kentucky market to 39 stores and growing! We plan on keeping the real estate and construction teams busy, with 3 more stores opening by Spring 2023.

Cane Run Opening, (pictured right) Aria Fowler, RGM

Springfield, KY Opening Ribbon Cutting (pictured below) the opening team, Springfield Council Lisa Haydon and other mayors office employees, our Above Store Leaders

Springfield, KY First Order –(pictured) below, right) Lisa Haydon, Springfield City Councilwoman



Open Enrollment for Dunkin'

Important Dates to Remember!

October 31st - November 11th, 2022

Benefits will be effective January 1, 2023, thru December 31, 2023!

Any eligible Crew Members, Shift Leads & Managers can enroll, change or waive benefit coverages via the Paylocity Web Benefits Portal during this time period.

This will be a passive enrollment. If you are already enrolled, you will be automatically enrolled with the same coverages unless you enter the portal and make any changes!

If you are eligible and you don't enroll, or you wish to make changes to your current coverages and you do not during this Open Enrollment period, you will not be able to enroll or make changes until next year's open enrollment (unless you have a qualifying event - marriage, divorce, birth/adoption of a child, loss of other coverage).

Be on the lookout for the Open Enrollment email for more details.



Better Help for All Employees

Here at Southpaw, we realize the importance of work/life balance and its critical impact on productivity and general well-being. We also understand that work-related pressure, or stress, especially while working through a pandemic, can get amplified by additional, more personal aspects of our lives!

Co-Founders & Co-CEO's, Judd & Erica, have a passion for giving back to others, and they have always said that they want to provide Mental Health services to their employees as they understand no matter who you are, most of us could benefit from having someone to connect with no matter what the issue.

What is BetterHelp?

BetterHelp is the largest online counseling platform worldwide, changing the way people get help with facing life's challenges by providing convenient, discreet, and affordable access to a licensed therapist. BetterHelp makes professional counseling available anytime, anywhere, through a computer, tablet, or smartphone.

As an employee of Southpaw, the company is offering 10 free sessions with a licensed therapist. No matter what the topic that impacts you, there will be someone there to connect with; no matter how big or small it may be, Southpaw wants to provide assistance during these times. All conversations and interactions with BetterHelp are completely confidential. The only people that will know you contacted BetterHelp are you and BetterHelp.



If you did not receive your BetterHelp Welcome email, please reach out to HR@southpaw.co

