

SOUTHPAW



IN YOUR CORNER

September 2022 - Volume 1

Introducing *'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. Remodels and Babies in Dunkin' East
3. Bowling fun in the Mid-Atlantic
4. A New Concept Store in Dunkin' West
5. Louisville's Boat Ride and...Karaoke?!
6. Celebrating our Employees

Send your feel-good stories to news@southpaw.co to be featured in the next edition of *In Your Corner*!



Get to Know us at Southpaw...

Helen Cameron Chief Administrative Officer

Helen is central to Southpaw's daily operations, ensuring compliance to company policies and regulatory requirements, and facilitating communication between the brands and the corporate team. She also regularly deploys her expertise to help with human resources, employee benefits, lease management and network development. She considers the most important part of her job to be assisting Judd and Erica with their calendars, appointments, travel arrangements, and communications between operators and other departments.

Helen has more than 15 years of experience working as an executive assistant. She worked for 8 years in operations and logistics for a startup pumpkin seed company, handling everything from logistics to payroll to packing seeds into boxes (her favorite part!). Helen then became Betsy's EA back in the days of Aunt Betsy's Dunkin' Donuts.

For Helen, the best part of working with Southpaw is the company's continual growth, culture and the amazing team she works with every day. She's spent years honing her multitasking skills as a mother and an EA, and she puts those skills to work daily.

Helen is passionate about kick boxing and equal opportunity for women and encourages her two daughters to be whatever they want to be.



***Title of her
autobiography:
Kindness Goes a
Long Way***

What's going on in Dunkin' East:

Two Location Remodels

Over the summer, Dunkin' East proudly remodeled two store locations! West Milford's grand reopening was on June 3rd and Vernon's was July 8th. The manager of Vernon is Taylor and West Milford is Hayley.

"WE HAD AN EXCELLENT TURNOUT WITH MORE THAN 100 PEOPLE. I WAS EXCITED TO GET A DRIVE THRU STORE BACK AND WAS READY TO MOVE THE NEXT STORE INTO THE TOP TOP 10...TOP 5 COMING THIS WINTER. I AM EXCITED TO BE ABLE TO HELP REBUILD A STORE, AS WELL AS THE DISTRICT."

-TAYLOR, VERNON

Our Southpaw family is growing, not just in locations!

Two of our above store leaders welcomed Dunkin' Munchkins this summer! Mazen, Director of Facilities and Maintenance, welcome a baby boy, Mason, in June. Devon, District Manager in New York, welcomed a baby boy, Benjamin, in August! We love to see our Southpaw family grow!



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

Bowling a strike at our RGM Meeting

On Thursday, August 11th the MidAtlantic market hosted their quarterly RGM meeting in Annapolis, MD at the Hampton Inn & Suites. These meetings are an opportunity to share any information, news, upcoming events, and recognitions with the team. The meeting started off like any other with some exciting news from HR, we are now offering the GED Works program in the MidAtlantic market. This program offers our employees the ability to earn their GED for free. We also used this time to introduce our guest of honor from the back office, Courtney Scola from the Accounting Team.

After lunch, the Leadership team wanted to do something fun to end the meeting. The RGMs were asked to join us at Annapolis Bowl for 2 hours of Bowling and fun! We had a blast.



At the RGM meeting we recognized some of our outstanding RGMs in our MidAtlantic market:

- Vedant Bhatt
- Jesenia Plummer
- Angel Sanchez
- Tony White
- Torry Lyles
- Brittany Brady

What's going on in Dunkin' West:

A Grand-Opening in Prescott

It's Our First DT Store for Southpaw, a new drive-thru only concept called Dunkin' Go. The Prescott Chamber of Commerce held a ribbon cutting for "Dunkin" Thursday August 4, 2022.

After the formal presentation proceedings, Leona Browning, Training/Development leader for Dunkin' West, said a few words of appreciation to the assembled group in front of the building.

A huge thank you to all the Ambassadors and the Regulators and Their Shady Ladies for assisting in the ribbon cutting and celebration. Also, a Huge Thank you to the DM's that came out to help in the training of all the Crew members.

Robert Routh is the General Manager of the store and has shined throughout his training . We couldn't be more excited to be there.



What's going on in Taco Bell Louisville:

A Boat Ride to Remember

In July, our KY market leadership team once again ventured out to Captain's Quarters Riverside Grille to hop aboard the CQ Princess. This 2-level, 100ft yacht was the location for our 2nd Quarter RGM meeting. The CQ Princess took our Above Store Leaders and RGMs for a cruise down the Ohio River to the Downtown Louisville waterfront and back.

Our leadership team wanted to do something a little different this year on the yacht, RGMs were broken into teams randomly and participated in a game of charades, however our game was Taco Bell charades. The team that could guess the most Taco Bell themed items correct won prizes. Finally, our teams of RGMs were asked to pick a song and above store leader of their choice to join them to compete in a Karaoke competition. Our competition was judged by John Poppy (YUM, Franchise consultant), Dan Pellissier (VP, Real Estate), and Deek Vonderhaar (EVP, Taco Bell KY & MidAtlantic).

After all the teams had competed, our Master of Ceremonies, Brandon Randall (UofL, RGM) announced one more team needed to sing...Brandon then asked all of the Area Coaches, HR and Deek to come up and sing for the group. The winning team was Allyson Ashcraft (Fern Valley, RGM), Tina Farnsworth (Old Bardstown, RGM), Alan Shaughnessy (Highlands, RGM), Ashley Huber (St. Gabriel, RGM), Kim Ernst (ASL, South stores) Dennis LoBue (ASL, Central Louisville stores) with their rendition of Spice Girls, "If you wanna be my lover". A good time was had by all!

