



Paradigm *Shift*

Third Quarter Newsletter

November, 2017

Inside this Issue

President Foreword
Training & Careers
The Director's Corner
Facilities & Growth
Blaze Pizza
Human Resources
Local Store Marketing
Sales and Ranking

Hot Topic

Welcome Michael Harris
Sign up for Direct Deposit
Facilities: Improving and Growing
Community Fund-raisers
New Blaze: College Station

Trivia

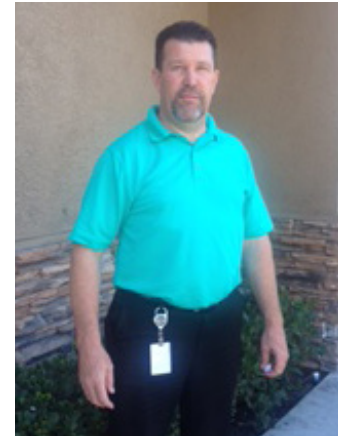
- 1) How many hot dogs can be cooked in the oven on a single pan?
- 2) What is the holding time for a fully prepared and wrapped Double Cheese-burger in the heated transfer cabinet?
- 3) True or False? Red onions are rinsed under cold water prior to slicing?

Answers on page 8



Paradigm Welcomes Michael Harris

I started my Hardee's career in 1980 as a cook in a franchise restaurant in Stevens Point, WI. Over the next several years I worked for a couple of different franchise groups and worked my way up to a GM position. In 1986 I left Hardee's and went to work for Pizza Hut in a series of corporate stores. While with Pizza Hut, I was responsible for adding delivery service to existing restaurants as well as helping open the first free standing delivery units in NE Wisconsin.



In 1996 I returned to Hardee's working for my local franchise group. In 1997 shortly after CKE purchased Hardee's, my franchisee sold our 13 stores back to the corporation. At this time I was selected to join the corporate "All Star Team" and go to many different markets to roll the new menu and operating systems to corporate and franchise restaurants. Coincidentally, two of the markets I spent several months in were Huntsville and Birmingham. After traveling extensively for two years, I returned to a unit in WI where I worked for a few years and were again sold back to a franchisee. In 2003 I rejoined the corporate ranks and was quickly offered a training position in the struggling Kansas City market. Over the next 4 years I trained over 100 management candidates to staff the restaurants.

In 2007 I took a position in Operations Development at the Hardee's corporate offices in St. Louis. I was responsible for the breakfast daypart and was involved with new product and breakfast equipment testing and operating procedure updates. In 2011 I was selected to take the operational lead in rolling out the Hardee's breakfast platform in the Carl's Jr system. In 9 months we added equipment, trained management and staff, and rolled out biscuits to over 1000 restaurants. In 2012, after the biscuit project I was promoted to the VP of Operations in the San Diego market. Over the course of the next 4 years we

Continued on page 2

Paradigm Welcomes Michael Harris continued

staffed the units, cleaned up the facilities, and put in strong operating systems and grew the markets sales by 9% in a weak economy.

Upon the sale of the San Diego market to a franchisee, I once again joined the Operations Development team where I was responsible for Dual Brand concepts, new equipment testing, and our Special Events department which has 9 mobile diner units primarily stationed in the southern California market where they operate on a daily basis year round. After living in California for almost 7 years I had an opportunity to move closer to family and get back to my roots in the Hardee's system and took the Franchise Business Consultant position based in Pensacola. Due to the recent leadership change at CKE, my new position was eliminated as part of the operations support restructuring.

Luckily for me, I was offered a great position supporting this organization in a capacity in which I feel I can add significant value by drawing on the resources of my varied background and operational experience. I look forward to working with the operators in all Paradigm markets and once again being the best franchise group in the Hardee's family. We have a lot of talented people, great locations, and a strong desire to be the best. As a team we will get there!

I currently live in Pensacola with my girlfriend of 5 years, Vicki, and our 3 yr. old grandson Anthony. In my spare time I am finding I truly enjoy hanging out at the beach along with my other passions of riding my Harley and cheering on the Green Bay Packers. I am looking forward to meeting and working with each and every team member at Paradigm!

Foreword from President Don Wollan

Our Hardee's business is on fire. Fueled by aggressive promotions like the All Star Boxes and the 2 for \$2.50 sausage egg biscuit, customers are telling us "give us more."

This is a new era for Hardee's and for Paradigm. Our new kitchen deployment system coupled with a renewed emphasis on food quality and drive-thru speed, opens a new chapter of opportunity for all our wonderful people.

Driven by leaders like Susan Quibodeaux, Veronica Coleman, Gwen Shoemaker, Jennifer Fogle, Edna Buckhanon, Sarah Janicki, and many more. Our training staff is ready to produce a new army of dedicated, thoroughly trained and motivated shift leaders.

Paradigm is primed and ready to invest in refurbishing our facilities, with the most modern, digitally enhanced restaurants the industry offers. We will become

the restaurant of choice in every neighborhood we operate in. Hot fresh food, served with lightning speed, by the friendliest staff... is a winning combination. If you desire to seize a bright future, get on with it! I promise we will find and recognize your contribution.

Warm regards,
Don

*This is a new era for
Hardee's and for Paradigm.*



Training & Career Advancement - 3rd Quarter Promotions

FLA Market			
1525	Pace	Scott Hunter	GM
5792	Eufaula	Ray Rivers	GM
1499	Hwy 29	Brittany Gallant	GM
5786	Panama City Beach	Christina Rogers	GM
Huntsville Market			
1414	Rainsville	Allan Vazquez	GM
1387	Hartselle	Shelina Bright	GM
1332	South Jefferson	James Bishop	GM
5749	Green Cove	Lindsey Cordova	HRM
1386	Arab	Jessica Cheatwood	HRM
FAM Market			
5803	Foley	Laurie Dortch	HRM

***Congratulations
to our new DM
Sabrina Segars!***

*And to all of you who
received a promotion
this quarter. We thank
you for your excellent
contribution to the
Paradigm team.*

The Director's Corner

FAM Market

Keys to having a successful career in the restaurant industry: Be dedicated and work hard. Do more than what is expected of you. Be excellent, and you can rise up from hourly employee to manager and perhaps even a company executive. Also, as you move up the ladder, don't forget to make a difference in business and in other employees' lives. **"Success has to be a way of life, not just a state of mind."**

Montgomery Market

The Montgomery market will be working hard in Q4 on improving our adherence to hold times standards. Producing the highest quality products is not only a sales builder, it's also an obligation we have to our guests. I look forward to seeing our dramatic improvement!



FLA Market

Going back to the basics is the FLA Market Goal. We will focus on day to day operations in our restaurants. By doing this we will strengthen our foundation.

Huntsville Market

"Believe in yourself! Have faith in your abilities! Without a humble but reasonable confidence in your own powers you cannot be successful or happy."

Facilities & Growth

Facilities: Improving and Growing

By Barbara Williamson, Director of Facilities

I am very excited about our new Facility Management software tool – **Service Channel**. This is being rolled out for use by managers at all 95 stores in reporting items needing repair or maintenance. From roof leaks to parking lot pot holes to kitchen equipment. You can now

- Report and follow-up on the repair process.
- Know when a technician is coming to service your store.
- Voice if it was completed to your satisfaction.
- See how much it cost for that repair.

This tool will provide us with an accurate history of repair for individual items, knowing when an item is under warranty and avoiding duplicate service calls.



Design and drawings are complete for the new Prattville Main Street store. We are excited to start construction of the new facility early 2018.

Energy Management System - By Voyant Solutions

What does EMS control?

- Lot lights, building signs and prime sign
- HVAC - Heating/Ventilation/Air Conditioning
- Flat Grill Exhaust Fan

If there is an issue with any of these items not performing like they should, please notify your DM or Director of Facilities, Barbara Williamson barbara@paradigminvest.com

Blaze Pizza

Grand Openings for Blaze Pizza

College Station, TX Opened Sep-17

Stores Currently in Development

Blaze Pizza	Projected Open:
Birmingham, AL	Jan-18
San Marcos, TX	Jan-18
Tuscaloosa, AL	Sep-18



Blaze College Station - just opened!

Human Resources

Insurance

It's almost time for Paradigm's open enrollment for insurance! We encourage all eligible employees to check their eligibility for Medicaid or Medicare and then compare coverage and pricing from the Insurance Exchange and Paradigm. As always, please plan to make the best decisions for your family regarding your health care costs.

401K

It is 401K open enrollment time again. We care about your financial well-being in your "Golden Years". All employees that work at least 1000 hours and have been with us for 12 months are eligible. We contribute 25% of the first 4% of your income to your retirement! Please contact HR should you have any questions.

Direct Deposit

Paradigm would like to ensure that its employees are taking full advantage of the convenience of direct deposit. There are several reasons why we think direct deposit is better than traditional, paper payroll. Compared to paper paychecks, direct deposit makes payday faster, safer, more convenient, more reliable, and because it doesn't consume paper, it's better for the environment. Plus, it is at no cost to you. From a business standpoint, it is more efficient and affordable.

We offer two options for direct deposit to our employees.

Option 1: Personal Checking

This places your money directly into your checking account. (You will need your account and routing number or a copy of a check which will have that info on it)

Option 2: Paycard

Have your money placed onto a personal paycard. (You will need ask your manager for the "Paycard Packet." This packet will contain all the information you need to enroll)

We hope you'll consider making the switch to direct deposit. If you're interested, complete the steps in UltiPro to enroll any time before the next payroll is submitted. If you have any further questions, please email hr@paradigminvest.com.



Local Store Marketing

Hardee's Hosts Rock Painting Parties

Paradigm Hardee's locations have been hosting Rock Painting Parties for their communities. This is a new hobby enjoyed by families and friends in our supporting areas. The local s are invited to attend a FREE FAMILY FUN Night at their local Hardee's and participate in painting rocks. Then they are able to share their rocks by hiding within the community. When someone finds them they post the message to social media. This is a great project to get families to interact and spend



time together and promote positivity in the community. Hardee's is thankful that it is able to support these events and continue to bring communities together!



Car Show at Hardee's Arab, AL

Who doesn't like a car show? THE GOA from Arab Alabama and RDS Custom Cars put on a car show using Arab Hardee's as the CRUISE in Spot!



Hardee's Fundraising Event

The Hardee's Fundraising event came to an end on July 31 and it was a big success. We want to thank the Paradigm Investment Group, parent company of the local Hardee's restaurants, for this wonderful opportunity; with special thanks to Zachary Dotson, manager of Gautier Hardee's and Denise Meeks of Paradigm Investment Group for their efforts in orchestrating this fundraising event. We



also want to thank all of you who helped make it a success with your generous donations.

July 26, The CASA staff and members of our Board of Directors visited each participating restaurant to thank the managers and their staff for their dedication toward the fundraising efforts. They will never know how much they are appreciated. Our heartfelt thanks go out to the Paradigm Investment Group, the restaurant manager and their staff, and each of you for your generosity and support of our mission.

7th Annual 5-Star Conference

Made possible through the generous support of these industry leaders who value our success. Our most sincere thanks go to these contributors for their commitment to excellence!



Dr Pepper/Snapple	Infosync	Climate Control of Pcola	PAR	Nathan Hughes Landscaping	Riggons Tallow
KDM	Rogue Architects	Feds Pest Control	Protection One	Jordan Landscape	Logland Marketing
Lewis Advertising	Florida Certified Sign	RSI	PS Graphics	Bienenu Brothers	Consumer Concepts
MBA	Erectors	Action Fire	Seating Concepts Inc	Plumbing	LogoBranders
Net Informant	Alabama Claims Mgt	AllPhase	Shoes for Crews	Fire& Safety Commodities	LogoBranders
Voyant Solutions	Asphalt Specialists	BPS Broiler Parts	Southern Exhaust	Hoods Unlimited	Flowers Bakery
York	HED	DMI	Cleaning	Jim Ward	Marketing Works
AGI	Southern Companies	EMCO Consulting	Marketing Works	Code Access	Goodwin Brothers
Acrelec America	Wasserstrom	HME	Netspend	Larry Downs	Staples
Wellbuilt, Inc	Heartland/Xpient	Lite Energy Solutions	Industrial Steam Clean	Larry Downs Jr. Plumbing	Fire& Safety Commodities
Heritage	Southern Shelby	Netsurion	Nuco	Aramark	SICOM
Holland Roofing	Jemco	Neico	Jimmy Day Plumbing	Rollashade	

Flamin' Sales & Smokin' SWS 3rd Quarter

FAM Market	Huntsville Market	Montgomery Market	FLA Market
Top \$ Unit: \$414,992	Top \$ Unit: \$322,851	Top \$ Unit: \$415,328	Top \$ Unit: \$430,406
Theodore - 1350	South Jefferson - 1332	Opp - 1384	Santa Rosa - 6002
Top Comp % Unit: 13.86%	Top Comp % Unit: 7.29%	Top Comp % Unit: 13.26%	Top Comp % Unit: 13.53%
Foley - 5803	Hampton Cove - 5655	Opp - 1384	Nine Mile - 1512
Speed of Service	Speed of Service	Speed of Service	Speed of Service
Breakfast: 0:41	Breakfast: 0:36	Breakfast: 0:40	Breakfast: 0:38
Moss Point - 1559	Hampton Cove - 5655	Camden - 1456	Pace - 1525
Lunch: 1:39	Lunch: 1:39	Lunch: 1:29	Lunch: 1:35
Saraland - 1396	Hampton Cove - 5655	Demopolis - 1370	North 9th - 6151
Dinner: 1:49	Dinner: 2:00	Dinner: 1:40	Dinner: 1:55
Lucedale - 1571	Beltline Road - 1400	Demopolis - 1370	Pace - 1525





Happy Birthday

Charles Thomas	Oct 05	Denise Meeks	Nov 14
Felicia Clausell	Oct 06	Lekisha Perryman	Nov 16
Debra Holler	Oct 07	Walter Kesmodel	Nov 17
Susan Quibodeaux	Oct 08	Shameka McMillian	Nov 19
Darrell Bishop	Oct 10	Sarah Williams	Nov 20
Marilyn Scroggins	Oct 14	Dainisia Parks Taylor	Nov 22
Beaman Bradley	Oct 19	Anita Moya	Nov 25
Ida Marzette	Oct 21	Kwaina Lambert	Nov 26
Sherry Vance	Oct 21	Ann Cauley	Nov 27
Sylvester Bellamy	Oct 21	Sandra Rebman	Nov 28
Leslie Mathews	Oct 21	Rosie Rose	Dec 05
Jada Thomas	Oct 22	Lisa Niles	Dec 05
Anthony Lowery	Oct 26	Stephanie King	Dec 07
Lorenzo Barnes	Oct 30	Lamarcus Taite	Dec 07
Tommy Deramus	Oct 30	Marcus Wilson	Dec 11
Christina Rogers	Nov 06	Gladys Solares	Dec 11
Doris Walker	Nov 07	Dean Fox	Dec 15
Brenda Robinson	Nov 08	Faye Sweat	Dec 16
Ethel Yarbrough	Nov 08	Keonte'a Jones	Dec 18
Gaston Nix	Nov 12	Karen Davidson	Dec 23



Trivia Answers

- 1) Up to 16 on a single pan
- 2) 10 minutes
- 3) True

Paradigm Investment Group
 Check out the latest about your company at
www.paradigminvest.com