



# BETTER TOGETHER

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TACO JOHN'S® JOINT CONVENTION 2023

## Attendee Information Packet



June 12th - 15th, 2023  
Mystic Lake Hotel/Casino  
Prior Lake, MN

# NOTES



# Welcome to the 2023 Taco John's Joint National Convention!



We are excited to be Better Together in the coming year; and more excited that you are on this journey with us! This booklet contains information that will be helpful throughout your stay at Convention. If you have questions during Convention, contact:

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## **Jody Schindler** Executive Director

Association of Taco John's Franchisees  
jschindler@atjf.net or (952) 250-3121

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## **Katie Lynch** Human Resources Generalist

Taco John's International Inc.  
klynch@tacojohns.com or (307) 630-5672

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## **Eric Lightner** Communications Manager

Taco John's International Inc.  
lightner@tacojohns.com or (307) 256-3891

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# Agenda

## Monday, June 12th, 2023

TJI/ATJF Leadership Team Meeting	12:00 pm - 2:00 pm	Shakopee Board Room
ATJF Board Meeting	2:00 pm - 4:30 pm	Shakopee Board Room
On-site Registration	2:00 pm - 5:00 pm	Pre-function 3
TJI/ATJF Board Cocktail Reception	5:00 pm - 6:00 pm	Meadows Bar & Grill
Welcome Reception	6:00 pm - 8:00 pm	Meadows Bar & Grill

## Tuesday, June 13th, 2023

Onsite Registration	7:00 am - 8:30 am	Pre-function 3
Breakfast	7:30 am - 8:30 am	Isanti
General Session #1	8:30 am - 10:30 am	Waconia
Keynote Speaker: Dennis Snow	10:30 am - 12:00 pm	Waconia
Lunch Buffet	12:00 pm - 1:00 pm	Isanti
TJI Breakout Sessions Manager	1:00 pm - 4:30 pm	Owatonna & Anoka
Awards Cocktail Reception/Dinner	6:00 pm - 7:30 pm	Waconia
Awards Banquet Entertainment: Free & Easy Band	7:30 pm - 9:00 pm	Waconia

## Wednesday, June 14th, 2023

Continental Breakfast	7:30 am - 8:30 am	Isanti
Vendor Exhibit Show	8:00 am - 12:00 pm	Minnnetonka
Vendor Show Breakout Sessions	8:00 am - 12:00 pm	Minnnetonka
Closing Remarks & Announcements	12:00 pm - 12:10 pm	Minnnetonka
Lunch Buffet	12:10 pm - 12:30 pm	Isanti/Pre-function 2
ATJF Member Meeting	12:10 pm - 2:00 pm	Isanti
General Session #2	2:00 pm - 4:00 pm	Waconia
Reception & CMN Silent Auction	5:00 pm - 6:30 pm	Waconia
Dinner	6:30 pm - 7:30 pm	Waconia
Golf Calcutta	7:30 pm - 9:00 pm	Waconia

## Thursday, June 15th, 2023

Breakfast	7:30 am - 8:30 am	Grand Ballroom
General Session #3	8:30 am - 11:00 am	Grand Ballroom
Closing Remarks & Announcement	11:00am - 11:20 am	Grand Ballroom
Transportation to Golf Tournament	11:20 am - 11:30 am	Stonebrooke GC
Box Lunch for Golfers	11:30 am - 12:30 pm	Stonebrooke GC
Golf Calcutta Payouts	11:30 am - 12:30 pm	Stonebrooke GC
2023 Golf Tournament	1:00 pm - 6:00 pm	Stonebrooke GC
Closing Event	6:30 pm - 9:30 pm	Grand Ballroom

**IMPORTANT:** Badges are required for admission to all events.



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SEEING POSSIBILITIES IN POTATOES



A PAR Technology Company



Feeding People Like Family



# Vendor Show Booth List

- 202 All American Seasonings, Inc.
- 503 AmerCareRoyal
- 210 Basic American Foods
- 409 C2 Imaging
- 304 Christensen Group Insurance
- 302 Christensen Group Insurance
- 509 D & W Fine Pack LLC
- 507 Decision Logic
- 317 Delphi
- 413 Design Team Sign Company
- 410 DMA
- 408 DMA
- 417 Duro-Last Roofing, Inc.
- 401 Ecolab
- 419 FCC Commercial Furniture
- 201 Fresca Tortillas Wraps and Chips
- 110 General Mills
- 306 Georgia-Pacific
- 305 Graphic Packaging International
- 313 GrubHub
- 513 Halo Branded Solutions
- 418 Hermitage Lighting
- 207 Hormel Foods Corporation
- 102 John Soules Foods
- 203 JTM Food Group
- 104 Kari-Out
- 209 King & Prince Seafood
- 310 Keurig Dr Pepper
- 106 La Bonanza Avocados
- 308 Lamb Weston
- 403 Mahoney Environmental
- 405 MSW
- 208 Michael Foods, Inc.
- 319 Mood Media
- 100 Nestle Professional
- 204 Northland Cheese



## Vendor Show Breakout Sessions

**Wednesday, June 14 Sessions**

# Vendor Show Booth List

- 320 OLO
- 307 Pactiv Evergreen
- 515 Paradox
- 301 PepsiCo
- 303 PepsiCo
- 407 Persona Signs
- 316 Presto Automation, Inc
- 517 ProfitKeeper
- 321 Qu
- 314 R.F. Technologies, Inc.
- 414 Reality Based Group, Inc.
- 107 Rubix Foods
- 315 SageNet
- 108 Saratoga Food Specialties
- 415 SCI Custom (Seating Concepts)
- 109 Shamrock Foods Co
- 416 Silikal America
- 505 Service Management Group
- 206 Stampede
- 205 Surlean Foods
- 309 TreeHouse Foods
- 501 TriMark Hockenbergs
- 421 TJI Development
- 521 TJI Culinary
- 519 TJI Culinary
- 420 TJI Training & Development
- 406 TJI/Hockenbergs/Welbilt
- 318 TJI Restaurant Tech
- 322 TJI Marketing
- 422 TJI Digital Engagement
- 105 V&V Supremo Foods
- 404 Welbilt/Antunes
- 402 Welbilt/Antunes



**Vendor Show Breakout Sessions**  
**Wednesday, June 14 Sessions**



# Golf Calcutta

Whether or not you're participating in the Golf Tournament, the Golf Calcutta is a fun event for everyone. Come and enjoy the fun as an active bidder, or just observe the action and excitement of the live auction of the golf teams! If you're participating in the tournament, it is likely you won't know the others on your team. This event is a good opportunity to meet your team members.

All transactions must be completed before the start of the tournament on Thursday! Because Mystic Lake is a Casino Hotel, it will not legally allow any cash/check transactions on-site, we have arranged for payouts at the Stonebrooke Golf Course before the Golf Tournament on Thursday, June 15.

To learn more about the Golf Calcutta, review the document on the ATJF website at [www.atjf.net](http://www.atjf.net) and click on the Convention Tab.

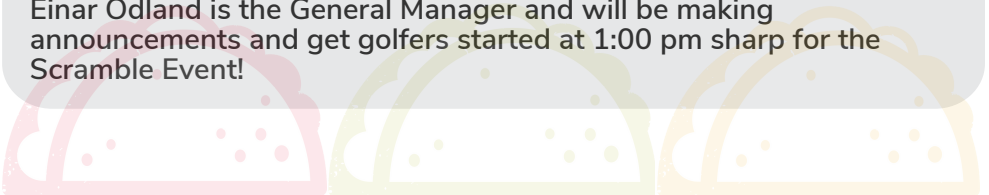


## Golf Tournament

The 2023 Taco John's Annual Golf Tournament will be a Scramble Tournament with a Shotgun Start at 1:00 pm sharp at Stonebrooke Golf Club in Shakopee, MN. Green Fees, Carts and Range Balls are included in your registration fee. Transportation to Stonebrooke Golf Club will be provided by Gray Line Bus Services and will pick up at the Mystic Lake Casino Hotel Bus Entrance at 11:15 am, departing at 11:30 am. Golf transportation back to Mystic Lake will start at 5:30 pm with drop off at the front entrance of the Mystic Lake Casino Hotel. The Driving Range is located across the street from the main club house and a shuttle cart will transport golfers to and from the range.

If you have registered for club rentals, they will be on your cart prior to the start of the tournament. If you are bringing your own clubs, carry them with you onto the bus and Stonebrooke Golf Club will have staff load them on the appropriate carts. Starting holes and pairings will be listed in the front of the club house and carts will be labeled with player names. If you are participating in the Golf Calcutta, Golf Registration, Box Lunches and Golf Ditty Bag pick up will be just inside the Stonebrooke Golf Clubhouse once you have settled your Golf Calcutta account. Rule sheets and scorecards will be on the golf cart.

Einar Odland is the General Manager and will be making announcements and get golfers started at 1:00 pm sharp for the Scramble Event!



# Fundraiser

Join us on June 14 starting at 5:00 pm, as we hold our annual fundraiser event benefitting Children's Miracle Network Hospitals (CMN). We will have the opportunity to learn about CMN and meet a local family that has been treated at Gillette Children's Hospital here in Minnesota.

This year's event will be a Silent Auction including Outdoor Patio Furniture, Prominade Suite and Dinner in the Steakhouse at Mystic Lake, Rounds of Golf at Stonebrooke Golf Club and many other donated Silent Auction Baskets.

Please join us for this incredible event to change the future!



## Breakout Sessions

There will be three main breakout sessions; one for Managers on Tuesday June 13th, another on Wednesday June 14th from the vendors and another set of sessions for Franchisees on Thursday. The four Vendor show breakouts will be held on the Vendor show floor in the curtain area. The presenters will move on and off the show floor. Thursday all Franchisee sessions will be back to back in the Grand Ballroom where the speakers will rotate through.

Use the schedule below to find your breakouts.

### Tuesday, June 13      Manager Focus Sessions

TJI Breakouts: Restaurant Technology	Owatonna 1
TJI Breakouts: Using Decision Logic Effectively	Owatonna 2
TJI Breakouts: Training and Retention	Owatonna 3
TJI Breakouts: Optimizing Digital for Managers	Anoka 1
TJI Breakouts: Driving Profit	Anoka 2

### Thursday, June 15 Franchisee Focus Sessions

TJI Breakouts: Optimizing Digital	Grand Ballroom
TJI Breakouts: ProfitKeeper	Grand Ballroom
TJI Breakouts: Using the Decision Logic System	Grand Ballroom

# Keynote Speaker: Dennis Snow



Dennis Snow's customer service abilities were honed over 20 years with the Walt Disney World Company. There, he developed his passion for service excellence and the experience he brings to the worldwide speaking and consulting he does today.

He began his Disney career in 1979 as a front-line attractions operator. As he advanced through the company, Dennis managed various operating areas throughout the park, learning and applying the skills it takes to run a world-class, service-driven organization.

Dennis launched a division of the Disney Institute responsible for consulting with some of the world's largest companies including ExxonMobil, AT&T, General Motors and Coca Cola. During this time, he presented to audiences in diverse locations around the world, such as South Africa, Australia, Mexico, England and Argentina. This division quickly became the fastest growing venture of the Disney Institute and experienced repeat business of nearly 100%.

He also spent several years with the Disney University, teaching corporate philosophy and business practices to cast members and the leadership team. While there, he coordinated the Disney Traditions program, which is universally recognized as a benchmark in corporate training. In his last year with Walt Disney World, Dennis' leadership performance was ranked in the top 3% of the company's leadership team.

Today, Dennis is a full-time speaker, trainer and consultant who helps organizations achieve goals related to customer service, employee development and leadership. Some of his clients include American Express, Johns Hopkins Medicine, ExxonMobil, and Nationwide.

His articles appear in a number of industry publications and he is a featured guest "expert" on customer service, on several business news-talk radio shows. He is the author of the book, *Unleashing Excellence: The Complete Guide to Ultimate Customer Service*, which has been used in organizations around the world as a blueprint for organizational excellence. His newest book has just been released, titled, "Lessons From the Mouse: A Guide for Applying Disney World's Secrets of Success to Your Organization, Your Career, and Your Life."



# NOTES





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