



**taco john's**

2025 NATIONAL CONVENTION

**ready. set. grow.**

# ATTENDEE INFORMATION PACKET

SHERATON GRAND AT  
WILD HORSE PASS

PHOENIX, AZ



**MARCH 13-16, 2025**

**SINCE 1969**



# WELCOME!

## TO THE TACO JOHN'S 2025 FRANCHISEE CONVENTION

We are excited to be on this journey with you as we get ready, set, and grow! This booklet contains information that will be helpful.

If you have questions during Convention contact:



**JODY SCHINDLER**  
**EXECUTIVE DIRECTOR**

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



**NICOLE HOSTETTER**  
**CHIEF OF STAFF**

Taco John's International  
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# SCHEDULE OF EVENTS

## THURSDAY, MARCH 13

On-site Registration	1:00 PM - 6:00 PM	Akimel Foyer
TJI/ATJF Board to Board Reception	4:30 PM - 6:00 PM	Hanyo by the River
Welcome Reception	6:00 PM - 8:00 PM	Akimel Lawn/ Beehive Patio

## FRIDAY, MARCH 14

On-site Registration	7:00 AM - 10:00 AM	Akimel Foyer
Breakfast	7:30 AM - 9:00 AM	Mesquite Terrace
General Session #1	9:00 AM - 11:00 AM	Akimel 3-4
Keynote Speaker	11:00 AM - 12:00 PM	Akimel 3-4
ATJF Member Luncheon Meeting	12:30 PM - 2:00 PM	Coyote/Buzzard/Eagle
Reception/Fundraiser/Dinner	4:30 PM - 7:00 PM	Akimel 3-4
Golf Calcutta	7:00 PM - 9:00 PM	Coyote/Buzzard/Eagle

## SATURDAY, MARCH 15

Breakfast	7:30 AM - 9:00 AM	Mesquite Terrace
Succession Planning	8:00 AM - 9:00 AM	Quail
Vendor Exhibit Show	9:00 AM - 12:00 PM	Akimel 1-2 & Pipi Kave
Lunch	12:00 PM - 1:00 PM	Akimel Lawn
TJI Breakout Sessions	1:00 PM - 4:00 PM	
Awards Cocktail Reception	5:00 PM - 6:00 PM	Mesquite Terrace
Awards Presentation/Dinner	6:00 PM - 8:00 PM	Akimel 3-4

## SUNDAY, MARCH 16

Breakfast	7:30 AM - 9:00 AM	Mesquite Terrace
General Session #2	9:00 AM - 11:00 AM	Akimel 3-4
2025 Golf Tournament	1:00 PM - 6:00 PM	Whirlwind GC
Closing Event	6:30 PM - 8:00 PM	Akimel Lawn/ Beehive Patio

## PROPERTY MAP





# GOLF INFORMATION

**WHIRLWIND GOLF CLUB  
SHERATON GRAND AT WILD HORSE PASS**

**DEVIL'S CLAW COURSE**

**SUNDAY, MARCH 16, 2025**

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**GOLF FEE:** \$285 (including tax)

**CLUB RENTALS:** \$75 (including tax)

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- Scramble format with a shotgun start at 1:00 pm.
  - Golf carts are included and come with a touch screen GPS system.
  - Includes practice facilities (driving range, putting green and chipping area).
  - Drop bags outside of the pro shop anytime on the day of the tournament.
  - Golf bags will be pre-loaded on the staged carts prior to start.
  - Men will hit from the silver tees, women from the copper tees.
- 

## **ADDITIONAL TEE TIMES:**

If you wish to schedule additional tee times at Whirlwind Golf Club, you can reserve online at [www.whirlwindgolf.com](http://www.whirlwindgolf.com) to play using our convention promo code: TJ2025 for 10% off the online rates.

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**Berry** 

**AMIDON**  
**AG** *Graphics*

GLOBAL FLAVOR EXPERTS  
**SAVOR®**  
IMPORTS



# VENDOR SHOW BOOTH LIST

- 100 - La Bonanza Avocados
- 101 - Shamrock Farms
- 102 - TreeHouse Foods
- 103 - Hormel Foods
- 104 - John Soules Foods
- 105 - Lamb Weston
- 106 - TJI Culinary
- 107 - TJI Culinary
- 200 - General Mills
- 201 - EFCO Products
- 202 - Stampede Culinary Partners
- 203 - Cargill
- 204 - Sysco
- 205 - Nestle Professional Solutions
- 206 - Monin Gourmet Flavorings
- 300 - King & Prince Seafood
- 301 - Saratoga Food Specialties
- 302 - Graphic Packaging International
- 303 - Keurig Dr Pepper
- 304 - Surlean Foods
- 305 - Ecolab
- 306 - PepsiCo, Inc.
- 400 - Golding
- 401 - Basic American Foods
- 402 - Northland Cheese
- 403 - Kari Out
- 404 - Berry Global Inc.
- 405 - All American Seasonings
- 406 - Fresca Tortillas, Wraps, & Chips
- 407 - Michael Foods
- 500 - Christensen Group Insurance
- 501 - Christensen Group Insurance
- 502 - Decision Logic
- 503 - Mood Media
- 504 - Heartland/Global Payments
- 505 - Restaurant365
- 506 - Reality Based Group
- 507 - FlyBuy
- 600 - TriMark Hockenbergs
- 601 - Welbilt/Antunes
- 602 - Presto
- 603 - Qu
- 604 - SageNet
- 605 - Olo
- 606 - R.F. Technologies, Inc.
- 607 - Delphi by Toast
- 608 - Grubhub
- 700 - C2 Imaging
- 701 - Halo Branded Solutions
- 702 - Paradox
- 703 - TJI Local Store Marketing
- 704 - Custom Sign Center
- 705 - Silikal America
- 706 - Plymold
- 707 - Hermitage Lighting
- 708 - Mahoney Environmental
- 800 - Northeast Color
- 801 - Georgia Pacific
- 802 - Handgards
- 803 - C.H. Robinson
- 804 - FCC Commercial Furniture
- 805 - Design Team Sign Company
- 806 - Russo Modular
- 807 - TJI Development

# VENDOR SHOW FLOOR LAYOUT

## AKIMEL BALLROOM

DOOR

DOOR

400

DOOR

100

101

102

103

104

105

106

107

200

201

202

203

204

205

206

300

301

302

303

304

305

306

401

402

403

404

405

405

DOOR

407

406

DOOR

# VENDOR SHOW FLOOR LAYOUT

## KAVE BALLROOM

DOOR

DOOR

500

501

DOOR

502

503

DOOR

504

505

DOOR

506

507

600

601

602

603

604

605

606

607

608

700

701

702

703

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707

708

800

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DOOR

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DOOR

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DOOR

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807

## **GOLF CALCUTTA**

Whether or not you're participating in the Golf Tournament, the Golf Calcutta is a fun event for everyone. Enjoy the fun as an active bidder or just observe the action and excitement of the live auction that determines the golf teams for the tournament! If you're participating in the tournament, this is the perfect opportunity to meet your team members.

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 2025 Taco John's Annual Golf Tournament sponsored by All American Seasonings will be a scramble event with a shotgun start at 1:00 pm at the Whirlwind Golf Club. The golf carts, equipped with touch screen GPS system, and access to the practice areas are included in your fees.

The Whirlwind Golf service staff will be ready for your to drop off your bag at the clubhouse on the day of the tournament. Your clubs will be tagged with your name and starting hole, and put on your assigned golf carts.

Starting holes and pairings will be listed in the front of the club house and carts will be labeled with player names. Registration, box lunches, and pairings will be just outside the club house.

The Hole-in-One Contest will take place on hole #12 with \$50,000 as the giveaway prize! The on-course beverage carts are sponsored by PepsiCo and Christensen Group Insurance Company, with complimentary Pepsi and Gatorade products.

- Golf Tournament is sponsored by All American Seasonings.
- Hole-in-One is on Hole #12 (Par 3) sponsored by Christenson Group Insurance.
- Longest Putt (M&W) is on Hole #18 (Par 4) sponsored by Halo.
- Longest Drive (M&W) is on Hole #3 (Par 5) sponsored by C2 Imaging.
- Closest to the Pin (M&W) is on Hole #7 (Par 3) sponsored by Berry.
- Golf Tournament Signage is provided by C2.



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## ALEX'S LEMONADE STAND FOUNDATION FUNDRAISER




There will be multiple ways for you support this amazing cause throughout the Convention, including a fun and interactive bottle ring toss at the welcome reception, a silent auction, the opportunity to purchase a lemon for a chance to win a percentage of the total pot collected, and through a one-time pledge.

We are honored to have Liz Scott, Executive Director of ALSF and Alex's mom, attend and share her story and a foundation update, as well as a local hero family whose young daughter is currently fighting for her life.

## BREAKOUT SESSION SCHEDULE

There are three breakout sessions on Saturday, March 15th featuring content that you can take back to your restaurants to help you succeed. All sessions will be back-to-back. See the breakout schedule inside your name badge tag to find out the order in which you should attend these sessions.

### Saturday, March 15

TJI Breakouts: Unit Level Economics Unlock Hidden Profits	Bird/Roadrunner 
TJI Breakouts: Awesome Operations Training Reimagined	Deer/Scorpion 
TJI Breakouts: Attracting New & Younger Guests Local Marketing Unleashed	Quail 

## KEYNOTE SPEAKER MARILYN SHERMAN



Hall of Fame business keynote speaker Marilyn Sherman has spent the last 25 years delivering high content motivational programs to clients in diverse markets including franchisees specifically in the foodservice space. With inspiring success stories backed with proven methods for implementation, audiences walk away with immediate take-home value. Her "SEAT of Success" keynote reminds people to change their seat to change their life. No more settling for balcony seats or even seats in general admission. It's time to join other high-performers in the front-row.

Forbes.com named her latest goal-setting book as one of the top leadership books for new managers. There's a reason why she's on several top speaker lists, and top keynoters in the industry! She is a proud member of the National Speaker's Association Speaker Hall of Fame. Her programs have been described as inspiring, motivational, content-rich and life-changing.

She is a graduate of Washington State University and for the last 20 years has called Las Vegas her home. For more information and free Front-Row Friday videos delivered to your inbox, go to <https://www.MarilynSherman.com>.

# NOTES

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