



INSIGHT

1ST QUARTER 2023

INSIDE THIS ISSUE

Letter from President
Biscuit Baker Challenge
Committee Reports



CHOOSE YOUR HAPPY



**McLane Foodservice is a proud
platinum supporter of IHFA.
Thank you for your partnership.**



TABLE OF CONTENTS

WINTER 2023

IHFA INSIGHT - A Publication for IHFA Franchisees & Associates

Index of Advertisers

McLane	2
Dr. Pepper	5
Atmosphere	6
National Franchise Sales	8
Specialty Food Group	9
AGI	10
Intrepid Direct Insurance	11
Lewis Advertising Elavon	13
Valyant AI	14
	16

About the IHFA

IHFA was founded in 1997 to provide a unified voice for Hardee's® franchisees. While serving as a resource for franchisees of all sizes and locations, IHFA provides input and feedback to Hardee's® Foods Systems. Today the IHFA provides input into Hardee's® operational decision-making, including the successful launch of the Thickburger® in 2003.

Calendar of Events

IHFA Convention & Tradeshow
October 9-11, 2023



The Independent Hardee's®
Franchisee Association

4919 Lamar Ave., Mission, KS 66202

P: 913-387-5624 | F: 913-584-5112 | IHFA@IHFA.com

www.IHFA.com

The President's Insight	4
Biscuit Baker	7
Franchisee News	9
Committee Reports	11-13
IHFA Next Generation	15
Stars for Heroes	15
2023 Committee Chairs & Board of Directors	16-17
Associate Members	18-19
Save The Date <i>2023 IHFA Fall Convention & Tradeshow</i>	20

The IHFA INSIGHT is designed and created for the members of IHFA. Views and advertising expressed in this magazine are not necessarily those of, or endorsed by, the IHFA. ©2023

IHFA Office Staff -

Dana VanMeerhaeghe, dvanmeerhaeghe@dc-kansascity.com

Katy Stuckey, kstuckey@dc-kansascity.com

Shelley Klein, sklein@dc-kansascity.com

Julie Mills, bookkeeper



THE PRESIDENT'S INSIGHT



Frank Heath, Jr.
Atlanta, GA

Greetings IHFA Members,

I am Frank Heath and I'm pleased and honored to be drafting this as your new IHFA president. I'd like to begin the letter by thanking my predecessor, Jack Kemp. As a franchise community we owe our outgoing President a great deal of gratitude for the hard work he completed during his tenure - Thanks Jack!

Turning our attention forward, the Hardee's system finds itself at an interesting crossroad which requires a more focused and disciplined approach for all of us to succeed. If we resolve to keep "the main thing, the main thing," then our core efforts will be focused on increasing restaurant traffic in a profitable way. This will require teamwork between Franchisee and Franchisor, with each side being responsible for some of the tasks. The IHFA's simplified version of our path to success may be summarized as:

(A) Improved Consumer Perceptions + (B) Improved Operations = (C) Improved Financial Results

Improving customer perceptions means addressing our marketing campaigns, simplifying our menu for faster service, and strengthening our promotions (everyday value + premium items). *Additionally, a significant and joint effort with CKE* must be devoted to addressing our aging facilities (remodels) while also working to close our weakest restaurants.

Improving our operations means having greater consistency with our customer service, speed of service, food quality and temperature, hours of operations, building maintenance . . . you get the point. Combined, better customer perceptions and franchisee operations will increase our profits and help us grow to our **targeted AUV of \$1.75M.**

This year the Brand will pivot to using social media scores as a key operations metric. The premise is consumers hesitate to eat somewhere with only 2.5 stars. If you look at your own units, you'll find a high correlation between each store's performance and its Yelp or Google rating. Check it out. As a system, we have room for improvement.

My mother is fond of telling me "Son, nothing is free." We will have to earn new customers by doing our part to improve this Brand through improving our operations. Conversely, CKE will participate in the Brand's journey by delivering effective marketing, simplifying operations for greater speed of service, and potentially delivering additional reimagining incentives.

I appreciate the opportunity to serve the IHFA in this role and have a bit of optimism regarding the Brand's future. The new group of CKE executives are action-oriented and focused on results - which is exactly what is needed for our business today.

Sincerely,

Frank Heath, Jr.
IHFA President

**SIDE BY SIDE,
WE'RE ON YOUR SIDE**



YOUR ACCOUNT TEAM!

Stephanie Cohen
National Account Executive
Stephanie.Cohen@kdrp.com
(901) 619-4436

Jazmin Hall
Customer Marketing Manager
Jazmin.Hall@kdrp.com
(469) 515-4413



How it Works: During the month of October, Guests are asked to donate \$1 or more to St Jude, and sign their name on 'Pin-ups' which are displayed throughout the stores. Guests also receive a St Jude sticker as a thank you for their donation and 100% of the proceeds are sent to directly benefit the children at St Jude.



At St. Jude Children's Research Hospital, groundbreaking research and first class patient care give hope to children fighting pediatric cancer and other deadly diseases. St. Jude is the only pediatric cancer research center where families never pay for anything.

DORO Incorporated and Northland Restaurant Group, LLC are proud supporters of St. Jude Children's Research Hospital.

Over the last 9 years, we have participated in their St Jude Halloween Pin-Up Promotion, along with other fundraisers, raising more than \$1,500,000 to support the mission of St. Jude: Finding cures. Saving children.®. This year, through the tremendous response of our customers, we raised \$132,000. We could not be more proud of this support because unlike any other hospital, the majority of St. Jude funding comes from individual contributions. And thanks to generous donors like our customers, families never receive a bill from St. Jude.



#1 STREAMING TV SERVICE FOR BUSINESSES

Revolutionizing TV for businesses.

Engage Customers

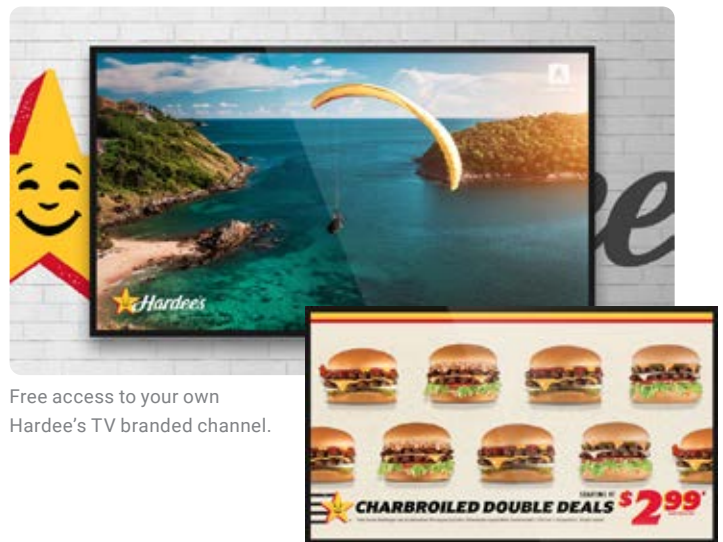
Our award-winning content includes viral compilations, news, sports, lifestyle, nature, art and even children's videos. Keep your patrons entertained as you work on providing exceptional service!

Improve Profitability

See a substantial boost to your bottom line by moving away from expensive and less versatile services of traditional providers. Our FREE service allows you access to value-enhancing advertising tools that enable your businesses to recruit, upsell, celebrate and engage.

AtmosphereAds

AtmosphereAds: easy, on-screen promotions. Highlight your products, events, pricing and more with free, in-house television ads created and controlled by you. Increase your sales and get started with AtmosphereAds today.



Free access to your own Hardee's TV branded channel.

AtmosphereAd for Hardee's

Visit atmosphere.tv

Email signup@atmosphere.tv



BISCUIT BAKERS

2022
WINNER

AMBER BURGESS

OTAC

Congratulations to Amber of OTAC's Southgate, Maryland restaurant team who took home the grand prize of \$10,000.

Amber gives "special kudos" to Tim Schaeffer, the RGM, Sherry, the Shift Leader, Laura Cornell, the District Manager and Jeremy Hall, the Operations Consultant for their support. Amber views OTAC as her second family, and Tim has been her loudest, most committed cheerleader in this competition. Amber's long-term goal is to move up the ladder, and maybe even to District Manager one day.



As we all look forward to the upcoming Biscuit Baker Challenge this year, let's not forget why this event is such an important component of our brand's success. First, breakfast is the most profitable daypart for our brand, and biscuits are the key component of our breakfast. Whether or not you want to participate in the Annual Biscuit Baker Challenge, it is imperative that all of our biscuit makers are recertified annually.

Consequently, I would like for all of you to participate in the Biscuit Baker Challenge this year. It adds excitement and fun to the brand, but more significantly, it allows us to recertify all of our biscuit bakers on our most treasured product. All of you who attended the IHFA Convention in Nashville last fall saw how important this occasion was for our four final biscuit bakers who were acknowledged and awarded at the convention. That was a very special occasion for them, and we would like to continue the yearly biscuit baker competition, but we will need more participation from you. I also anticipate that these upcoming annual challenges will be an excellent marketing opportunity for our existing and future guests.

This annual event will help us increase sales while having fun, as we are all on the same team with the same objective!

Bill Boddie Jr.
Boddie-Noell Enterprises, INC.



M&A

PRICING STRATEGIES WITH CAPITAL IMPROVEMENT CONSIDERATIONS

NFS Advisors are well-versed in Hardee's operational and financial requirements, and succeeds in qualifying new franchisees capable of being accepted into the Hardee's system.



JERRY THISSEN

JT@NATIONALFRANCHISESALES.COM

949.428.0481



NICOLE HUI

NH@NATIONALFRANCHISESALES.COM

949.428.0494

CKE Restaurants Holdings company recently introduced new initiatives for remodels as part of the brand transformation including new digital menu boards, drive-thrus and new equipment. The costs associated with these remodels may have some franchisees considering their options.

If you are considering financing options, NFS will price your units incorporating the upgrade.



WWW.NATIONALFRANCHISESALES.COM

FRANCHISEE NEWS

Sellersburg, IN

Congrats to our brand new crew in Sellersburg, IN on opening their doors on November, 30th 2022. General Manager, Jason Cook and his team are ready to serve the great community of Sellersburg!



PROUDLY PRODUCING
HARDEE'S
HAM, HOT DOGS
AND ROAST BEEF



FIFTY YEARS

General Manager, Dennis Hayes celebrated his 50 years of working at Hardee's! We didn't want to miss the opportunity to show him how appreciated and valuable he is for StarCorp. To celebrate, CEO, Warren Forsythe surprised him with a special ceremony in the dining area of the restaurant attended by his friends, family and customers where he was presented with a special plaque.





ACM Exterior
Fascia



Exterior Building and
Site Signage



Mesh Frames



Drive Thru
Elements



Pylon and High-Rise
Signage



Cove Lighting and
LED Retrofits

As a nationwide leader in facility branding, you can count on AGI's scale and proven turn key approach to make sure your project is code-compliant, cost-effective, meets all program guidelines, and stays at peak performance with our national on-call maintenance team.

As a licensed General Contractor in all 50 states, you can trust AGI to be your one-stop provider for all your facility branding needs.

To learn more, please contact
Tracy Vicars
Phone: 865.223.4481
Email: tvicars@agi.net

COMMITTEE UPDATES

MARKETING COMMITTEE UPDATES

by Jerry Allsbrook, Co-Chair

The IHFA Marketing Committee and CKE Marketing Leadership Team met at the January IHFA Board of Directors meeting. We had productive discussions regarding the new brand positioning and advertising campaign, marketing calendar, new media strategy, E-Commerce investments and commitment to optimize our menu to continue the brand's recent positive sales trends. The IHFA is committed to building a results-oriented business partnership with CKE CMO Tana Davila's Marketing Team to move us forward Together.

Our 2023 plan is to have a high sense of urgency by conducting monthly video conferences with CKE Marketing to achieve "First Downs" by measuring results and fast track incremental progress to build short and long-term profitability.

PURPOSE

To communicate the franchise owner's voice and influence key marketing, advertising and media decisions that enhance the Hardee's brand.

MEMBERS

Jack Kemp – Chair	Mick Cato
Jerry Allsbrook	Jon Munger
Buddy Brown	Nick Shurgot

IHFA '23 Priorities & First Downs

- #1 Create differentiated Hardee's voice with consistent Advertising & Brand Positioning
- #2 Increase Sales with Profitable transactions to build store profitability and cash flow
- #3 Well-Tested Marketing Calendar supporting dual dayparts and Hi-Lo events
- #4 Menu management via Bold and other Ops and Spend Smart simplification programs
- #5 Media communication plans that reach core Hardee's and Heavy QSR target
- #6 HNAF Management to maximize media reach and frequency across all markets

In W1, Hardee's promoted affordability with the 4 for \$6 "Choose Your Happy" promotion. In W2, we have several impactful promotions with the network media event Philly Cheesesteak Thickburger and Burrito LTO, everyday value launch at both dayparts, LTO Cherry Biscuit + Heart Shaped Biscuits for the Valentine Holiday period and our seasonal Fish Sandwich LTO. More exciting news will be communicated for W3 and beyond.

"There is really only ONE valid definition of business purpose, To create a New Customer"
Peter Drucker



Get an insurance quote grilled to perfection.

BUNDLED AND READY TO ORDER.

- **12 equal** monthly payments
- One stop shop, even **hired and non-owned auto insurance**
- **Restaurant-specific** risk management partnerships help you reduce exposure
- Dedicated to your franchise restaurants: **claims, service, and underwriting**

SAVE UP TO
20%
BY GOING DIRECT

PROUD MEMBER OF IHFA

intrepiddirect.com/hardees

intrepid
DIRECT INSURANCE
877.249.7181

Intrepid Direct Insurance operates as Intrepid Direct Insurance Agency, LLC. CA License 0K95913. Not an offer of coverage, or contract. Products and services are provided by one or more insurance company subsidiaries of W. R. Berkley Corporation rated A+ (Superior) Financial Size Category XV by A.M. Best Company, Inc. Not all products and services are available in every jurisdiction, and the precise coverage afforded by any insurer is subject to the actual terms and conditions of the policies as issued. Certain coverages may be provided through surplus lines insurance companies through licensed surplus lines insurance brokers. Surplus lines insurers do not generally participate in state guaranty funds, and insured are therefore not protected by such funds.

COMMITTEE UPDATES

STAR IT COMMITTEE UPDATE

by Cameron Miller, Chair, Bob Larimer, Co-Chair

- ★ Olo- 87% of the brand is onboarded with Olo. CKE is communicating with the remaining franchisees about their plans for onboarding with Olo. The software platform is performing well with a 99.5% injection success rate (which is the measurement of what percentage of orders are being sent to the restaurant POS for fulfillment). CKE is also interested in onboarding any Delivery partners that are available in your market areas, so you may be contacted if there are available partners in your areas of operations.
- ★ AI Ordering- Three vendors (Valyant, Open City, aFlexible PickUp for Mobile/Online Ordering- CKE is testing and has plans to implement flexible pickup for our Mobile/Online Ordering guests. This will simplify the ordering and fulfillment process for both the guests and operations. Today there are multiple ways to order (Pick Up, Drive Thru, Future Order, Dispatch and the customer has multiple ways to let the restaurant know they are on their way to the restaurant. The Flexible PickUp model will focus on ASAP ordering and Future Ordering. Basically, the guest will order the food for immediate pickup which will fire the order to the POS as soon as the order is placed or alternately, the order will fire several minutes before the guests entered arrival time as a future order. This change should create a better guest experience and remove some of the confusion with multiple ordering processes that can impact both the guest and operations.
- ★ Digital Ordering Screen- A digital Ordering Screen is being developed and tested to assist with Mobile/Online ordering, Dispatch, and Delivery ordering. The screen will alert the operations teams of any orders that are placed and will display the ordering channel from where the order was placed and the pickup time of the guest or the arrival time of the delivery driver. The screen utilizes a loud “Ding” that continually alerts the restaurant of an impending digital order. The restaurant employees can then acknowledge and review the order and start assembling the order when it is the appropriate time. The restaurant employees can also fire an order directly from the screen if there is an issue with the customer’s order that prevented it from being fired.
- ★ AI Ordering- AI ordering continues to be tested in several CKE and Franchisee restaurants with good results. We are still working on how best to utilize AI ordering at Drive Thru. Metrics are being developed on how to measure AI ordering success based on order accuracy, speed of service, up sales, and guest satisfaction. The AI ordering platform will probably be a tool that can be deployed at specific restaurants that can assist operations and relieve pressures with labor in certain areas. We will continue to monitor and determine the costs of the platform so we can best advise how to implement the technology in your restaurants.
- ★ Digital and Mobile Ordering- Loyalty 2.0 is coming in the very near future and this will improve how our guests redeem loyalty points and offers. This appears to be the biggest feedback we get from our guests regarding the Hardee’s App. The ordering process will also be retooled to enhance the guest experience. Digital is one of the most important technologies we have that can increase sales and transactions. We must continue to market the platform in order to increase the percentage of sales that come through the digital channels. Many of our competitors are experiencing 15% to 20% of their sales through the digital sales channels.
- ★ Kount- CKE is implementing a fraud detection and prevention platform named Kount to reduce and detect fraud within the digital ordering platforms. This can prevent individuals from creating multiple accounts and exploiting loyalty at the expense of the restaurant. Many restaurant companies utilize Kount to maximize their profits via the digital channels.
- ★ Kiosk- Kiosk testing in several locations is continuing, but it appears CKE is slowing the development down in order to retool and enhance the marketing capabilities of the digital channels. This is mainly due to the leadership changes that have occurred over the last few months and the resources needed to develop kiosk technologies.
- ★ Data Access- A committee of CKE and franchisees has been developed to make decisions on how to build next generation reporting and data analytic tools. CKE has implemented a Business Intelligence platform named Tableau. It is a powerful data reporting and visualization tool and can provide very pertinent information needed to assist you in running your restaurants and maximizing your profits and resources. The committee will work to build reports and dashboards that are operations centric, and you should see some progress in the next few months. This will replace the OID dashboard that is currently in production.

★ **Crunchtime-** Development, training, and streamlining of Crunchtime processes and procedures continues. Crunchtime can be a powerful back-office application if it is deployed correctly and the proper training is applied. CKE has made large strides in making the platform better for operations and I can attest that the changes are impactful, and they are now listening to the franchisees on how best to deploy and utilize Crunchtime. It may require some retraining in your restaurants to get your management comfortable and trusting of the system and numbers. Also, I cannot stress enough the importance of the involvement at the District Manager and above levels in order to push the utilization of Crunchtime to manage inventory, food cost, and labor. These tools can add to the margins of the restaurant, if they are used correctly daily.

★ **Camera Based Drive Thru Timing-** CKE and several franchisees are testing a camera-based timing system in order to have an alternate solution for timing. A camera-based drive thru timing system would eliminate most or all the ground loops installed in all our drive thrus. It also utilizes “computer vision” which can detect large vehicles, trailers, and cars that drive out of the drive thru lane. This will make drive thru timing much more accurate than the current loop-based systems. Many of these systems can be wired into your loss prevention camera systems as well so you can take advantage of the cameras located on the outside of the building. More info coming on this new technology as we continue to test and evaluate.

★ **Emplifi-** A new Chatbot has been integrated into the guest feedback systems within the CKE online ordering and Hardee’s app. This will allow a customer to enter pertinent information about their visit into a responsive Chatbot. This is very new technology within our brand, and we are evaluating the impact and use cases a Chatbot can have with communicating to our guests.

★ **SLAs-** CKE is working internally and with current vendors to establish SLAs with the CKE support teams and our common vendors. SLAs are Service Level Agreements that are used to provide a mutually agreed upon level of service that can include response time to a request for service, time to complete a service request, and setting priorities based on the severity of an issue. If the SLAs are not met, then the customer could receive some sort of compensation which could be monetary or service

based. SLAs are used often in the technology space in order to have accountability with our service partners. They are usually an additional part of any technology contract you may have in place.

Many good things are happening in the IT arena for our brand. The Star IT Committee will continue to work with Phil Crawford and his team to fix current issues, implement technology that can improve our operations and profitability, and research new technologies that are available.

If you have any questions or concerns regarding CKE technology initiatives, please feel free to reach out to me at bo-blairimer@boddienoell.com.

Your Local Restaurant Marketing Support Team

For over 50 years, Lewis Advertising has supported the Hardee’s® family with a range of proven materials that boost sales and streamline operations.

RECRUITMENT

NOW OPEN / REMODELING

COMPETITIVE INTRUSION

PRODUCT MARKETING

FOR QUESTIONS,
CONTACT CHANDRA BLAIR

cblair@lewisadvertising.com | 252-443-5131 x256

 **LewisAdvertising**

INNOVATIVE CREATIVE SOLUTIONS

Don't forget to visit us at the
IHFA Convention in Bonita Springs
October 9-11, 2023!



COMMITTEE UPDATES

OPERATIONS COMMITTEE UPDATES

by Sam Munger and Dave Bowar, Co-Chairs

As operators, our number one goal is put our teams in a position to effectively execute our business plan, to drive our sales and profits but also to grow our respective organizations. In order for us to achieve that goal, alignment with our Franchisor is mission critical.

As Chris Bode (CKE COO) came onboard, and more recently, Tony D'Amico who is the new Hardee's SVP of Ops, and through Rob Schmidt's leadership, the IHFA Ops Committee has been a constant voice at the CKE Ops table. Since the convention last fall, we have been working diligently to build on Rob's momentum and streamline our priorities and stay focused on one overarching topic; to drive our sales through SPEED. CKE and the IHFA remain aligned on that philosophy and will continue **to drive speed through effective Ops execution.**

Therefore we have established pillars to guide our discussions, our priorities and our testing for proper execution going forward. The pillars are listed below and we feel this philosophy will give us the guardrails we need to make the Hardee's Operations easier on our teams.

SIMPLICITY

Product opportunities:

- ★ Our guests come to us for the food, the bold menu is a great first step to make sure our menu is executable and consistently delivered to our guests as quickly as possible.

Procedural opportunities

- ★ How do we update our procedures and packaging to allow us to get faster but to also better suit our new digital channels?

TECHNOLOGY

Equipment opportunities:

- ★ Work in lock step with CKE's REX team to research, vet and test new equipment options that can bring cost saving and efficiency to our challenging restaurant level economics.

IT

- ★ Work with the IT and Development to research, vet and test technology initiatives that can bring cost saving and efficiency to our challenging restaurant level economics.

INSPIRATION

People

- ★ Our people are our biggest asset but they need the tools to be successful and to remain motivated. Our training programs, our restaurant culture, our menu and our facilities needs to reflect the people we want to hire and develop.

Training

- ★ The best tool we have to grow our teams is training, we need to improve our training programs but also expand them. Our best people have the soft skills to execute at a high level so our training programs need to evolve in order to satisfy that requirement.

Finally, the IHFA Ops committee believes that every discipline within our brand from IT to HR to Marketing impacts our teams' ability to execute. Therefore, we have been working diligently with Mr. Bod and the CKE team to include the Ops committee in the various conversations to make sure the Ops voice is not only listened to but our expertise is leveraged to drive real actionable results inside the four walls of each Hardee's restaurant. Through this plan and through our alignment with CKE, we believe we can bring more value to the Hardee's business.

The payment provider you can trust.

As the preferred payment solution provider for CKE, Elavon can be your single supplier for:

- › Merchant acquiring
- › Payment gateway
- › Transaction security
- › Leading-edge EMV payment devices

866-868-3391

<https://join.paymentstart.com/cke>
enterprisefranchisesales@elavon.com



NEXT GENERATION



Succession planning in a family business is important because it requires different generations working together, as well as open conversations among the owners. It can help strengthen family ties and engagement to the business.

The IHFA continues to see a next generation of leaders stepping into leadership roles within the IHFA. Many of them had the opportunity to network with one another during that succession planning period by meeting as the Next Generation. They developed a strong network as well as friendships through the process.

Please let us know if you have an interest in participating in this group. Pending involvement, we may be having a Next Generation social event at the 2023 Convention at the Coconut Point Resort in October.



Nothing says love like Made from Scratch™ Biscuits!



For Valentine's Day, Hardee's brought back fan-favorite Heart Shaped Biscuits and introduced a tart twist with the new Cherry Filled Biscuit.

available for a limited time in February at participating Hardee's restaurants during regular breakfast hours.



2023 Stars for Heroes May 29th - July 4th.

Crew prices will be awarded to stores that raise more than \$1500. Be on the lookout in other editions of Insight to see what other great prices will be! Let's give back to our National Charities and really make it happen this year!

COMMITTEE CHAIRS

ADMIN, CONVENTION & MEMBERSHIP COMMITTEE

Chairperson - Bill Boddie - Boddie-Noell Enterprises, Inc.
P: 252-937-2800 E: billboddie@boddienoell.com

HUMAN RESOURCES & LEGAL COMMITTEE

Co-Chair - Kathy Trusch - Boddie-Noell Enterprises, Inc.
P: 919-818-3837 E: kathytrusch@boddienoell.com
Co-Chair - Michel Shay
P: 417-724-0250 E: mdshay@hsmi.biz

MARKETING COMMITTEE

Co-Chair - Jack Kemp - Phase Three Star, LLC
P: 857-233-8260 E: j.kemp@p3brands.com
Co-Chair - Jerry Allsbrook - Boddie-Noell Enterprises, Inc.
P: 252-937-2800 E: jerryallsbrook@boddienoell.com

OPERATIONS COMMITTEE

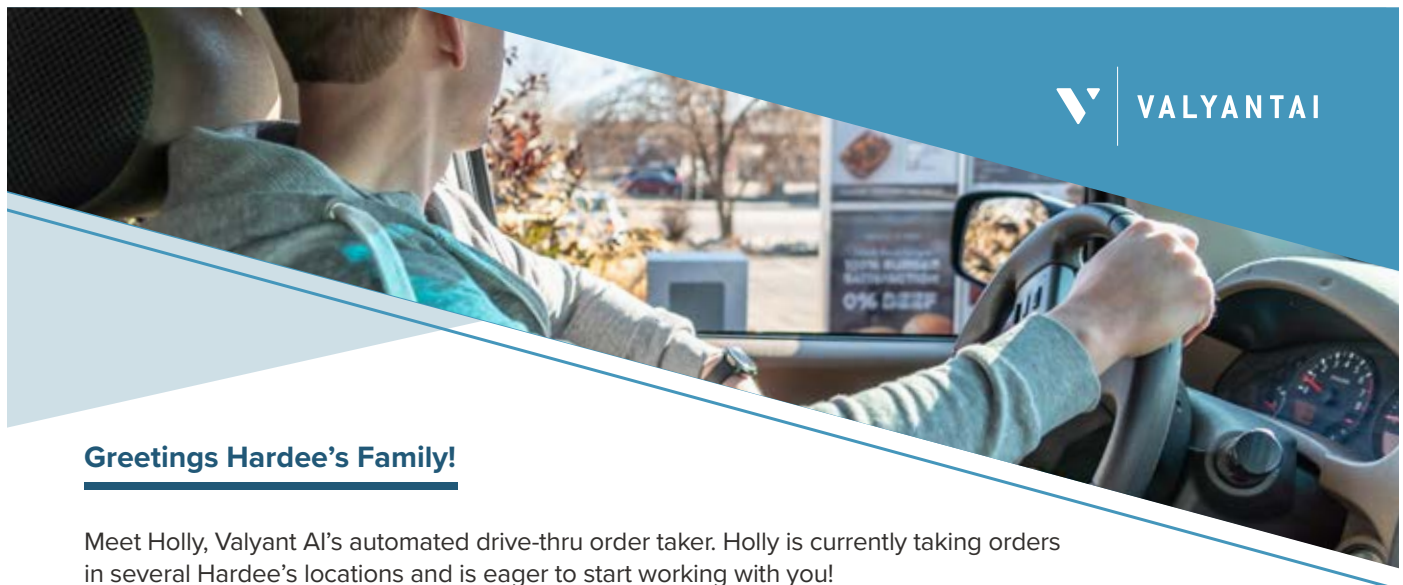
Co-Chair - Dave Bowar - Bowar Management
P: 608-393-1088 E: dave@bowarmanagement.com
Co-Chair - Sam Munger - Doro Inc
P: 715-563-1407 E: smunger@doroinc.com

FINANCIAL COMMITTEE

Co-Chair - Jon Munger - DORO, Inc.
P: 715-828-9991 E: jmunger@doroinc.com
Co-Chair - Todd Pahl - Capstone Restaurant Group
P: 303-254-4700 E: todd@capstonerestaurants.com

TECHNOLOGY COMMITTEE

Co-Chair - Cameron Miller - StarCorp
P: 502-599-5009 E: csmiller@starcorp.com
Co-Chair - Bob Larimer, Boddie-Noell Enterprises, Inc.
P: 252-937-2800 E: boblarimer@boddienoell.com



Greetings Hardee's Family!

Meet Holly, Valyant AI's automated drive-thru order taker. Holly is currently taking orders in several Hardee's locations and is eager to start working with you!

Holly's impact on drive-thru operations is truly transformative. Holly immediately greets Guests as they arrive, takes their order, and sends it to the kitchen for preparation. She is an outstanding order taker that cheerfully delivers your desired scripting and consistently up-sells during every interaction.

Making Holly a part of your team allows your Restaurant Managers and Team Members to focus on other primary and secondary tasks to drive operations excellence and profitability.

To schedule a working interview with Holly, visit signup.valyant.ai

2023 IHFA BOARD OF DIRECTORS

President

Frank Heath
Mountain Star, LLC
fheath@hyenagr.com

Vice President

Mick Cato
OTAC, Inc
mcato@otacmanagement.com

Secretary

Bill Boddie
Boddie-Noell Enterprises, Inc.
billboddie@boddienoell.com

Treasurer

Jon Munger
Doro, Inc.
jmunger@doro.com

Immediate Past President

Jack Kemp
Phase Three Star, LLC
j.kemp@p3brands.com

Director

Buddy Brown
Capstone Restaurant Group
buddy@capstonerestaurants.com

Director

Tom McGinnis
Heritage Assets
tom@heritage111.com

Director

Jack Duckett
Trico Development Corp.
hardees3@sbcglobal.net

Director

Tim Haberkamp
Haberkamp Fast Foods
tim@hardeesorlando.com

Director

Rob Schmidt
Diamond Hospitality
rschmidt@diamonddiamond.com

Director

Dave Bowar
Bowar Management
dave@bowarmanagement.com

Director

Frank Westermajer
Westar Foods, Inc
frank@westarfoods.com

Director

Michel Shay
Hardee's Of SW MO
mdshay@hsmi.biz

Director

Nick Shurgot
Saddle Peak, LLC
nshurgot@mac.com

Director

Cameron Miller
StarCorp
csmiller@starcorp.com

IHFA Central Office

4919 Lamar Ave.
Mission, KS 66202
Office: (913) 387-5605
IHFA@IHFA.com

IHFA Regional Representation Map







Thank you to our 2022 Associate Members

Don't forget to renew your IHFA membership by March 1st to be included in upcoming 2023 publications.

GOLD



intrepid
DIRECT INSURANCE

xenial

kdm.
Innovative. Print. Solutions.



KraftHeinz

C SQUARED
ADVISORS, LLC

VALYANTAI

SILVER



rpa

Envysion
a Mirinda Solutions Company

C.O. SHORT
intelligence, engagement, innovation

HR
RESOURCE TEAM

PARADOX

ROYAL CUP
COFFEE AND TEA

PINNACLE
COMMERCIAL CAPITAL

PAR | **punchh.**

Lewis Advertising

wasserstrom

SAUER BRANDS
"Better Bread. Better Butter."

ojo

WELBILT

Jobcase

ECOLAB

MARMON
Foodservice Technologies
A BUNZLU COMPANY

SFG
SPECIALTY FOOD GROUP, LLC
FOODSERVICE

Capital Connect

Allen Industries
YOUR BRAND AT ITS BEST™

@merCare
ROYAL

C-H-GUENTHER & SON





Independent Hardee's Franchisee Association
4919 Lamar Ave • Mission, KS 66202

SAVE THE DATE



Save the Date!

OCTOBER 9 - 11, 2023

**COCONUT POINT RESORT,
BONITA SPRINGS, FL**



**Hotel Rates: \$269 at
this beautiful Hyatt
Property**

