



Dear Fellow Owners,

It was another busy week at McDonald's (our hometown). NOA held its annual Board Meeting in conjunction with our National Government Relations Workshop. McDonald's took to Washington, to show our lawmakers how diversity comes together as one, how we govern by the motto "the greatest good for the greatest number", and how we deliver on the "pursuit of happiness"... everyday. Think Mr. Smith goes to Washington except we have Mr. Smith working with us, our very own Kevin Hern. Kevin (O/O in Tulsa, OK) is a United States Congressman and is known as "Big Mac" in the House. Kevin is showing DC how to get things done, McD's style. Where all three legs of the stool work together. Where we don't care who gets the credit (or the blame). Kevin is making us proud and is proud to represent us! You can visit his website to show your support.

A special shout out for Chris K joining the NOA's reception Sunday night. Chris could have been at the Duke vs. MSU Elite 8 basketball game (literally taking place a mile away), but instead he was there talking to us. Listening to the plays that aren't scoring with our customers and hearing what plays are. You can tell where Chris' priority lies. You can tell which team he is rooting for. We are betting on McD's and our Coach K.

The NOA Meeting covered the work that is being done on your behalf. Your NFLA is working hard to address the issues that are still out there. Mark thanked everyone for your overwhelming support and the importance of NOA. Val Netland gave a lengthy presentation on the quality of our MRP's, the issues of too little involvement and choice by our owners. Ebrahim gave an update on franchising issues and what we are doing about it. Kevin O'Brien laid out the future of our Economic Teams, how we will better vet all initiatives. Joe Jasper spoke to the operational improvements coming to our restaurants, and Danielle wrapped it up with the commitment to better communication for all. But the star of the show was David Stingley, our very own Rocket Scientist. David gave a presentation on delivery that confirmed our intuition but with the precision and mathematical horsepower of putting a man on the moon. Most of us are still trying to process what we saw. If you are ever in serious trouble, call David. We don't know what he will come up with, but we guarantee it will be good. A video of the meeting is now posted on the Members Access portion of our website.

The NGRW (we need a better name) took place on Tuesday and we had a star-studded line up from Donald Trump's chief of staff, to the Secretary of Agriculture, to House Minority Leader Kevin McCarthy. Steve Easterbrook spoke to us and we got to hear more about the big technology and efficiency moves coming to our restaurants. Steve gave a full report on how the Global Power of brand McDonald's should and does enable us to better compete in our own markets and not inhibit our ability to compete. We also got assurances that Steve likes nothing more than wealthy, happy, successful Owners. We couldn't agree with him more.

This is the part of the e-mail that we go into the Uber/McDonald's deal. The part where we give a shout out to Mark and the NFLA's incredible announcement on Friday. This is where we take on NOA's critics and naysayers, and gloat about the progress we are making. We brag, we spike the ball, we drop the mic. Except we don't. Instead, we show a picture of Ronald McDonald with young Washington Staffers, lighting up for just being in his presence. We remind everyone of the power of our brand, of our commitment, of our ability to bring happiness wherever we go. It just so happens the picture was taken in the National African American History Museum, a space dedicated to the reminder that happiness is not something to be taken for granted. A reminder that not everyone has had it so easy. Thank you to O/O Craig Welburn for arranging our reception and for reminding us what is really important. Thank you for being a class act, thank you for leading the way.

Stay Classy McDonald's,
Your NOA Board