



## EAT WHERE IT ALL BEGAN

"Eat Where It All Began!" read the billboards in Corbin, Kentucky directing travelers to the Kentucky Fried Chicken restaurant operated by John R. Neal. But just what "all began" in Corbin? The answers might surprise anyone who is unaware of the history of American fast food. The Corbin Kentucky Fried Chicken restaurant is the place where America's Quick Service Restaurant [QSR] revolution began. It is the place where Colonel Harland Sanders developed both the recipe and the process for cooking Original Recipe™ Kentucky Fried Chicken, so it marks the beginning of the KFC restaurant system that now includes 7,800 units in 58 countries. Corbin was the launching pad for fast-food franchising, as Harland Sanders and his wife took his social security check and hit the road with a car full of pressure cookers and spices to franchise his recipe.

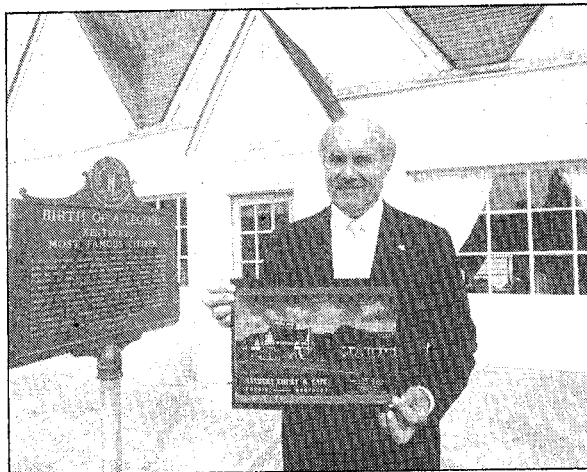
When today's travelers pull up to the KFC in Corbin they visit a restaurant built over 40 years ago that bears little resemblance to contemporary QSR's.

Current wisdom in the food service industry would be to clear the site and build a shiny new KFC. Instead, JRN will totally restore the restaurant and at the same time provide customers and visitors with Kentucky Fried Chicken products prepared in an adjacent state-of-the-art KFC kitchen. Visitors will see the original kitchen and eat in the dining room as they were when Harland Sanders operated the restaurant.

The restoration of the Corbin restaurant is a milestone in preserving Kentucky Fried Chicken's heritage. This becomes even more important when it is realized that other fast-food chains have done little to protect their history. The original Burger King restaurant no longer exists. The original McDonald's brothers restaurant was forced out of business by the McDonald's corporation itself, and by 1986 was a music store! John R. Neal has determined that Colonel Harland Sanders' original restaurant in Corbin will be preserved.

To that end research is underway to determine the original layout of the restaurant and the furnishings and equipment which would have been inside. The

*(continued on page 2)*



*Back to the Future - John R. Neal stands outside the soon-to-be restored original Corbin restaurant with a photo of the way it used to be.*

### Corbin Countdown

- ✓ **September 19, 1988:** Corbin Kentucky Fried Chicken restaurant shut down by JRN for restoration. Customers continue to be served by a temporary facility on-site.
- ✓ **1989:** Kentucky Fried Chicken observes the 50th Anniversary of Original Recipe™, invented by Harland Sanders at Corbin in 1939. JRN begins restoration on the building which is the birthplace of Kentucky Fried Chicken.
- ✓ **July 4, 1990:** The 50th Anniversary of the reopening of Colonel Harland Sanders' restaurant in Corbin after a fire in November 1939.
- ✓ **September 9, 1990:** The 100th birthday of Colonel Harland Sanders. The KFC National Advertising Cooperative, Kentucky Fried Chicken Corporation, and JRN are planning local and national publicity.

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*The Top Forty QSC scores among JRN stores.*

*The JRN Connection appreciates your contributions. Please send to:*

*The JRN Connection  
JRN, Inc.  
201 West 7th Street  
P.O. Box 1257  
Columbia, TN 38401*

## EAT WHERE IT ALL BEGAN



*Paul Cross, Joe Barbati, John R. Neal, and Ona Mae Barbati met recently in Corbin to discuss restoration plans.*

*(continued from page one)*

restoration team includes John R. Neal, David Neal, JRN's Vice-President of Operations, Paul Cross—Director of Special Projects at JRN and an expert on restoring historic structures, Wallace Hebert—a historian who is JRN's Director of Marketing and coordinator of public relations, and JRN's Director of Construction Steve Dearing, himself a 20 year veteran in the Kentucky Fried Chicken system.

The team recently met with longtime KFC franchisees Joe and Ona Mae Barbati of Louisville. Mrs. Barbati worked in and managed the Colonel's restaurant in Corbin. She provided much information about the original configuration of the restaurant.

The restoration of the Colonel's original restaurant in Corbin is an important connection between JRN and every franchisee and employee of Kentucky Fried Chicken throughout the world. If there had been no Harland Sanders, no restaurant in Corbin, and no development of Original Recipe™ chicken, there would be no need for this *JRN Connection*. Everything we at JRN do to serve our customers, and everything the Kentucky Fried Chicken system stands for, traces its roots back to Corbin, Kentucky. Look for more news about Corbin in the next *JRN Connection*. ■

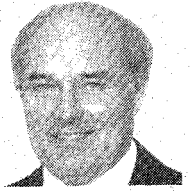
### Wallace Hebert

*"Do you love life? Then do not squander time—  
for that is the stuff life is made of."*

*—Benjamin Franklin*

# President's Perspective

John R. Neal



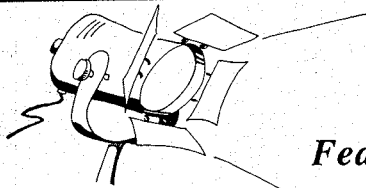
**J**RN is people. We are a family of people in six states who work hard at the business of satisfying customers with Kentucky Fried Chicken. Why do we try so hard to satisfy our customer? Because all of us at JRN really work for the customer. Without people who enjoy our food and keep coming back because of our quality, service, and cleanliness, we are out of work. No matter what tasks you are doing in a restaurant, whether you are a food service worker, a customer service worker, or a manager, each of you is JRN's link to the customer.

This *JRN Connection* is an important link from us to you. I believe the two most important people affected by this newsletter will be you and the customer you serve. I can't greet each customer every day, but your smile can. I can't talk to each of them about Colonel Harland Sanders' heritage, but you can prepare and serve them his Original Recipe™ chicken and other high quality menu items prepared according to his high standards.

In the Kentucky Fried Chicken business we are fortunate to have ways of checking how well we are pleasing our customers. In addition to the QSC mystery shopper evaluation program there is another inspection that measures our performance: the *OFR*. The *Operations and Facilities Review* is an inspection of how well we perform a number of tasks which result in satisfied customers. It is the most crucial yardstick applied to your restaurant by our parent company, Kentucky Fried Chicken Corporation. Every question on the OFR is something customers notice or would think is important. Your restaurant will receive an OFR inspection from your JRN area manager or your restaurant manager at least once each quarter. A representative from Kentucky Fried Chicken Corporation will make an OFR inspection of your restaurant at least once a year. Each manager has a copy of the form and will go over this important inspection with team members.

Last year our average score on OFR inspections was 89.8, among the best in the KFC system for our size organization. This year we have set an ambitious goal to average 92. You can help us reach this goal. How can you be ready for Kentucky Fried Chicken Corporation's OFR? By being ready for the quarterly inspection JRN will conduct. How can you be ready for JRN's monthly OFR? By being ready for each of your customers everyday! In 1988 we averaged serving 287 customers per day per restaurant. Each of these customers "inspected" our facilities, food, and service.

When our regional managers were in Columbia recently we were discussing how to be ready for the OFR. I asked my friend from Virginia, Sarge Greene, how often his sergeant made him clean his rifle when he was in military service. "Several times a day, and it was never clean enough to suit him!" was Sarge's answer. That kind of dedication to our business will be necessary for us to achieve our OFR goal for 1989. By staying ready for every customer, excellence becomes our standard. I appreciate everything you do, and I can assure you your commitment to excellence at JRN will always be rewarded. ■



## Spotlight on Supervisors Featuring...Rodney Shaw

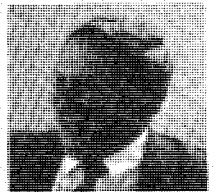
Grinning mischievously Rodney Shaw quips, "What you see is what you get."

What you see in Rodney Shaw is a regional manager responsible for 21 JRN restaurants throughout Tennessee, Virginia, and North Carolina; what you get is a man who has dedicated the past 19 years to JRN and Kentucky Fried Chicken.

Rodney began with JRN as an assistant manager in 1970. What enticed him to stay? "I have enjoyed being here from the beginning and watching the company grow—seeing how the young people have progressed." John R. Neal says of Rodney, "I admire him for his people skills. He has always had an ability to employ, motivate, and maintain quality people. Rodney leads by example. He can be tough, but this is a tough business."

Shaw represents the principle of quality and service that

Colonel Harland Sanders believed in. Rodney describes his job as tough but rewarding: "The payoff is good service and seeing happy faces on satisfied customers. I enjoy being out in a restaurant and getting a compliment on our product."



David Neal adds, "Rodney has made a great contribution to the history and success of JRN. He is fair, consistent, and cares about people. He just demonstrates a rare breed of commitment to his work and people." One manager perhaps summed it best: "If you work for Shaw, you have to ride hard, shoot straight, and don't tell a lie."

Rodney works hard and plays hard too. He enjoys sporting events which gives him an opportunity to play sideline or armchair coach. Says he, "You can always tell when I have been to a game—I'm hoarse the next day!"

Johnson City is home for Rodney and his wife, Jerri. They have three children. Although one would never guess, he is expecting his first grandchild in the coming months. ■

# JRN Employees Battle Birth Defects



Photo by Marla Keller  
The employees and staff of Athens, Tenn. Kentucky Fried Chicken are joining with the March of Dimes in their fight against birth defects. The local restaurant is setting out canisters and asking the community to support the Annual Mothers March. Pictured, front row, from left, are, Rhonda May, Ross Ann Newman, Bonnie Norwood, manager, Lucinda Schultz and April Weir. Back, row, Bryan Sewell, David McAlister and Betty Bentley.



## Canisters need filling

Mike Broedel, manager of Mt. Carmel's Kentucky Fried Chicken, and his staff, will accept money in the canisters set up for the Mothers March of Dimes. From left, Calvin Harris, Broedel, Troy Cropper and Paula Harms.

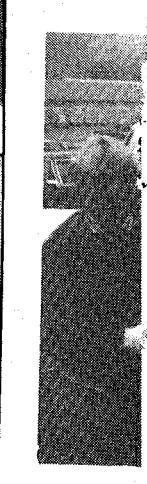


## Mothers March

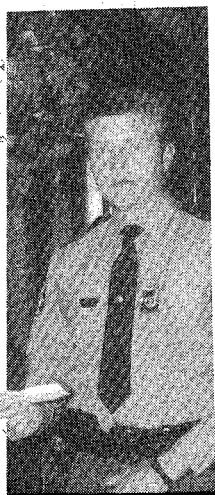
Shelbyville restaurant manager Rachel Prince has announced Kentucky Fried Chicken's effort to support the Mothers March, the March of Dimes fund raising event which raises more than \$9 million annually to fight birth defects. KFC is the first-ever national corporate sponsor for the door-to-door campaign which began in 1950. "The Colonel Sanders Memorial Endowment Fund, the first endowment fund established in the history of March of Dimes, awards grants for research into the prevention and cure of birth defects, said Ms. Prince. The four-week campaign kicked off Jan. 1 and local customers are encouraged to show their support by depositing their change in counter canisters.



Lori Martin, manager of the Kentucky Fried Chicken restaurant in Effingham, and Roy Rogers, assistant manager, show one of the counter canisters that will be set out at the local business. Customers can show their support of the March of Dimes by depositing change in the canisters.  
Jeanne Tucker photo



# s and Drug Abuse



Above—Abingdon, Va.'s first DARE class, the 7th graders from Glade Spring Elementary, have lunch on the Colonel. Left—Abingdon area supervisor Joe Stewart presents officer Joe Thomas with a \$100 check to support DARE. Below—from left, Elizabeth Bar, Leslie Barret, Doug Keen and Arch Mullins promote the DARE program in Doran, VA.

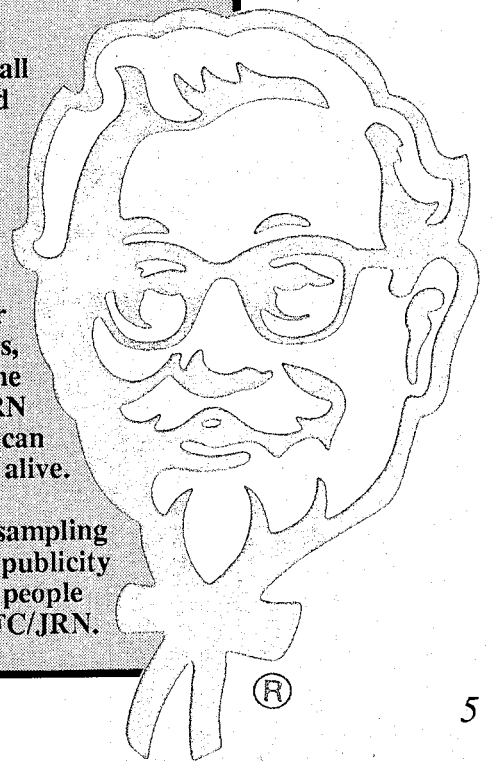


**MOTHERS MARCH** - The Metropolis Kentucky Fried Chicken restaurant is currently participating in the Colonel Sanders Memorial March of Dimes Campaign going on throughout the month of January. Half of all monies raised stays in the Metropolis area to support local programs, and the remainder goes to the Colonel Sanders Memorial Endowment Fund. The fund provides grants for research into the prevention of birth defects and recognizes lifetime achievement by individuals committed to providing a healthy start for all children. Area KFC employees include, from left, Oscar Talmadge, manager; Teresa Ramer and Angela Harris. Canisters are presently set up at the restaurant for donations.

Hats off and many thanks to all participants in Kentucky Fried Chicken's sponsorship of the D.A.R.E. and March of Dimes campaigns.

During his life, Colonel Harland Sanders worked devotedly for many charitable organizations, and with the support of the Kentucky Fried Chicken/JRN family we can keep his dream alive.

Note just a sampling of the fantastic publicity generated by the people of KFC/JRN.





## Operations - David Neal

Finally! Our first edition of the *JRN Connection*.

The purpose of the newsletter is to inform our employees of the many activities and current events that affect our lives and our restaurant operations.

Several years ago we asked managers and employees to name our newsletter. There were many names offered and we chose *The JRN Connection—Our Secret Ingredient*. The winning selection was submitted by Joan Radcliff and her employees from Vinton, VA.

It is only fitting that this first edition is dedicated to our *secret ingredient*—the many hourly employees who have worked hard and contributed to the success of our company and its managers since JRN was founded in 1970. We hope you are a contributor too.

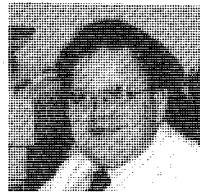
So, if you are a FSW or a CSW, then please take the time to read this newsletter because it is written for your entertainment and information. We hope the *JRN Connection* will give you guidance and help to make your employment with our company meaningful for now and the future.

We have had many dedicated employees over the years. Just look at what they have helped create since 1970. Today JRN has 2,000 employees operating 80 Kentucky Fried Chicken restaurants in six states. This year sales are budgeted to exceed \$50,000,000, quite an achievement.

We hope you enjoy reading the *JRN Connection* and encourage your participation in the newsletter. Contributions of photos and article materials are appreciated. ■

## Memorial

*The JRN/KFC family was greatly saddened by the death of Tony Fields on April 11, 1989. Tony was assistant manager at the Tates Creek restaurant in Lexington, KY. He will be greatly missed by coworkers and customers.*



## Safety First with Pat Smith

Your safety comes first at JRN.

This issue's safety focus - SECURITY

Following are some tips that will discourage a potential robbery:

- ✓ Keep the back door locked at all times, and never open the back door after dark.
- ✓ Do not take trash out after dark. The back parking area can be a good hiding place for a robber.
- ✓ Keep cash in registers to a minimum.

### STEPS TO FOLLOW DURING A ROBBERY:

- ✓ Remain calm. Promptly obey the robber(s) requests. The average robbery takes less than two minutes.
- ✓ Do not argue with the robber(s). Your safety is more important than the money.
- ✓ Do not chase after the robber(s). It is the responsibility of the police, not our employees to catch robbers.
- ✓ After the robber(s) exits your restaurant immediately lock all doors and call the police.

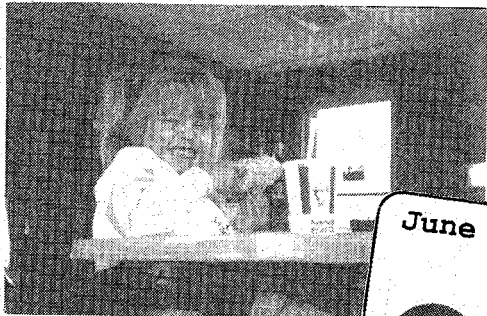
\* For further guidance have your manager review the General Security Guidelines beginning on page 14 in the Confidential Operations Manual. ■



# OUR SECRET INGREDIENT

... At JRN our *secret ingredient* is our people

Satisfied Customer



In Crossville, Tennessee

Cathey Ryan



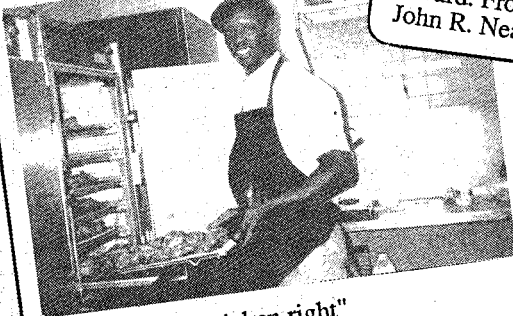
David Neal presents Cathey, of Big Stone Gap, with OFR Excellence Award.

June Gregory



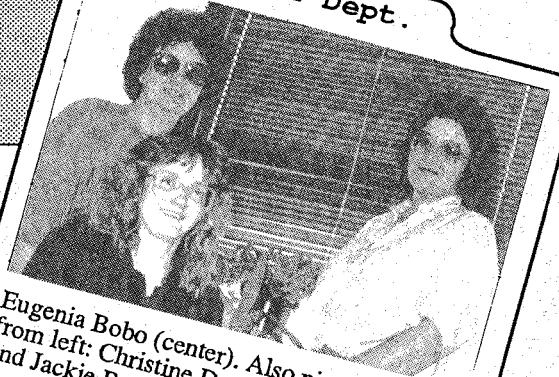
June, of Tullahoma, earns QSC Excellence Award. From left, Jim Pitchford, June, John R. Neal, and Harris Martin.

Tyrone Russel

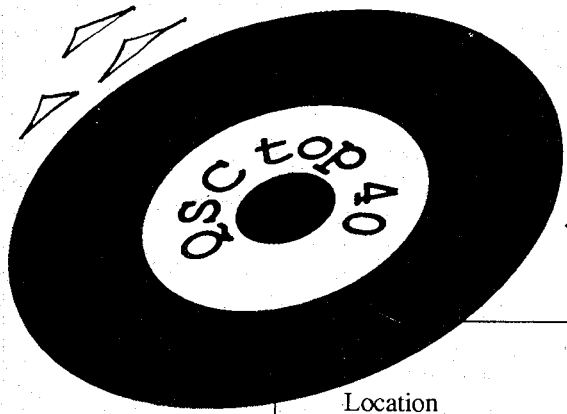


Tyrone "does chicken right" in Columbia, Tennessee

JRN Payroll Dept.



Eugenia Bobo (center). Also pictured, from left: Christine Deakins and Jackie Butler.



Location	Jan-89	Feb-89	Mar-89	Apr-89	May-89	Jun-89	Average
Benton, Il	103	99	100	103	102	99	101
Lightfoot, Va	95	101	102	103	99	103	101
Herrin,	99	96	103	99	102	102	100
Tullahoma, Tn	102	98	97	98	103	98	99
Mt. Carmel, Il	100	91	100	98	103	103	99
North Roan, Johnson City, Tn	103	98	101	95	96	101	99
Olney, Il	100	101	101	99	98	95	99
Cave City, Ky	101	84	103	100	103	100	99
Gatlinburg, Tn	98	97	97	100	102	97	99
Grundy, Royal City, Va	103	95	98	99	101	95	99
Laurel, Bowling Green, Ky	103	93	97	101	98	99	99
Boardwalk, Lexington, Ky	102	90	99	99	99	101	98
Corbin, Ky	102	100	90	94	100	103	98
Massaponax, Va	102	99	103	90	95	98	98
Robinson, Il	98	101	99	103	95	90	98
Metropolis, Il	100	101	101	93	102	88	98
Kingsport #2, Tn - (Ft. Henry)	103	92	84	100	103	102	97
Walnut, Johnson City, Tn	102	94	97	89	101	101	97
West Frankfort, Il	102	98	101	98	103	82	97
Cookeville, Tn	95	100	95	97	102	94	97
Seminole, Madison Heights, Va	101	88	100	93	102	99	97
Winchester Rd., Lexington, Ky	93	101	103	88	97	101	97
Effingham, Il	103	95	83	102	101	98	97
Jellico, Tn	103	101	94	91	90	103	97
Paris, Tn	101	94	96	(closed for remodeling)			97
Richmond Rd., Lexington, Ky	101	103	98	100	82	98	97
Blacksburg, Va	100	103	98	98	100	82	97
Crossville, Tn	96	101	99	101	92	91	97
Pigeon Forge, Tn	97	89	98	99	99	98	97
Centralia, Il	90	99	87	101	103	99	97
Martin, Tn	100	95	101	83	101	99	97
Tate's Creek, Lexington, Ky	100	98	93	97	87	103	96
Suffolk, Va	100	91	103	102	90	91	96
Lexington, Va	103	95	100	103	85	89	96
Marion, Il	103	96	103	100	99	74	96
Marion, Va	101	100	84	103	88	99	96
McMinnville, Tn	98	99	97	89	89	103	96
Salem, Il	103	96	103	103	85	85	96
Abingdon, Va	96	98	98	86	96	100	96
Dyersburg, Tn	100	94	103	101	82	94	96
Mt. Sterling, Ky	100	96	99	87	89	103	96
Richmond, Ky	91	92	103	101	98	89	96
Athens, Tn	102	103	95	97	79	97	96

