

Next Gen Committee Update



KELLY DUNN

*VP and Director of Operations,
GFWW Management
Next Gen Committee Chair*

NEXT GEN COMMITTEE

Kelly Dunn, GFWW
Management, Chair and
WFA Board Member

Sergio Balsinde, Jr., Wen-South
Holdings

Evan Braund, Wencorp Holdings

Holden Capriotti, Cotti Foods

Andy Curran, T&C Foods

Chris King, K&K Foods

Ryan O'Malley, Wendy's of
Bowling Green

Stacia Sutherland, Wendy's
of Alaska

Ad Hoc Members and Advisors:

Eddie Anderson, Wen GAP
WFA Board Member

Carl Hauch, NPC, WFA Board
Member

John Hughes, Wendy's of
Bowling Green

I'd like to provide some background about the Next Gen committee and our role in the franchise community. The committee was formed to tap into the next generation of franchisees who could contribute to the future growth and relevance of the Wendy's brand.

In the last five years, NextGen has provided both insight and influence from our unique perspective in areas like training and ops simplification. The committee has built collaborative relationships across the DRSC and with brand partners to help committee members gain a broader perspective of the brand, grow as a franchisee and gain the knowledge to become a leader in the franchise system.

The value NextGen has added to the brand and the system paved the way for us to become a standing committee of WFA. We currently represent the seven US divisions and Canada.

We are brand evangelists committed to elevating Wendy's to the world's most thriving and beloved brand. Through continued collaboration, innovation and development, Next Gen will work to contribute to the future of Wendy's.

We will take on a larger role in 2020 and that is development. I can confidently speak on behalf of the both current and former Next Gen members in saying that without a doubt this opportunity has elevated us as better operators and better franchisees. The engagement, relationships and experience has contributed to our growth as future franchise leaders.

Our goal for the year is to create the Future Leaders of Wendy's. In the past, participation in Next Gen was by appointment or invitation. Beginning this year, we will expand the opportunity to the larger audience of next generation franchise leaders throughout our system.

Whether through succession, acquisition, new ownership or a young leader in an organization that is the next COO or CFO, we know there is a large group of future leaders in the Wendy's family.

The NextGen committee, along with WFA board members Eddie Anderson and Carl Hauch, will build the Future Leaders of Wendy's. You'll hear much more from us about this exciting project.

We have three deliverables for 2020:

Grow the network and create a platform for communication. We will begin by reaching out to all the DVPs for names of future leaders in the respective divisions. If you are interested in participating or know someone in your organization who might be interested, get in touch with us.

Create opportunities for networking and development. We are planning to host an event at the Wendy's convention and others throughout the year, whether in person or through webinars and conference calls.

Work with QSCC and our brand partners to leverage development opportunities within our industry. We have already tapped into Coca-Cola's Millennial Voices and KO-Gen groups for best practices and ideas, and we hope to engage more brand partners with the help of QSCC.

Participating in Next Gen activities is about taking the opportunity to get engaged, create relationships and gain experience. We hope that 2020 will offer that opportunity to many more franchisees and operators throughout the system and we can begin to build the bench of next generation franchise leaders who will see us through the next 50 years.

If you are a NextGen franchisee or operator or have someone in your organization in mind, I encourage you to reach out and get engaged. You can access more information on the WFA website or reach out to me or any committee member. We look forward to hearing from you!