



LEADERSHIP FOR BREAKTHROUGH
RESULTS

AKFCF 2012 | SAN ANTONIO

Grand Hyatt San Antonio · February 1-4, 2012



Dear Friends,

We've shaken things up this year!

We went "back to the drawing board" to reinvent the AKFCF Convention with a sharp focus on immediate and measurable value to you. For Franchisees, exhibitors, agencies, or the KFC Corp. team, this Convention will be "new and improved" in many ways.

We've given new depth to our theme: "Leadership for Breakthrough RESULTS." Everyone is a leader in their restaurant, their career and their community; our opening Keynote, by Mike Abrashoff, will deliver his practical, hands-on leadership skills, providing insights you can take home, put to immediate use, and achieve measurable improvements. This session will be reinforced with a dynamic, participatory workshop on Mike's leadership tools. Plus, we'll offer a report on a powerful new collaboration of NPC, KFCC, vendors and Franchisees that could save our system many tens of millions of dollars.

National expert Harry Balzer will inform you about consumer food buying habits.

The second-morning Keynote presentation, by KFC General Manager John Cywinski, reports on the state of the KFC business in the U.S. Then, KFCC and your NCAC will partner on KFC brand priority initiatives for 2012. The afternoon session offers interactive workshops on the brand's priorities.

Our third morning features our popular Franchisee-only Town Hall session.

We'll visit our exhibitors in a revamped format allowing more interaction with vendors, enhanced by live 15 minute presentations by select premier vendors.

Our new format has more free time for you to explore San Antonio's dining and entertainment along the famous River Walk in the evenings. We expanded both the AKFCF Board meeting and NCAC annual meeting, added a new volunteer community service event, and various committee and Regional business meetings.

One thing that hasn't changed is our Final Night Gala dinner, featuring music sensation Train!

I look forward to visiting with you in San Antonio!

Cordially,

Dale Black

Dale Black, President
Association of Kentucky Fried Chicken Franchisees, Inc.

AKFCF 2012 Convention Overview

Wednesday, February 1, 2012

- 6:30 a.m. – 2:30 p.m. Golf Tournament at The Quarry
- 8:00 a.m. – 4:00 p.m. Exhibitor Registration & Set-up
- 9:00 a.m. – 2:00 p.m. Volunteer "Hearts Apart" Community Service Project
- 11:30 a.m. – 1:15 p.m. Next Generation Working Lunch (*Pre-registration required*)
- 12:00 noon – 7:00 p.m. Franchisee & Guest Registration
- 1:30 p.m. – 4:30 p.m. AKFCF Board Meeting (*Red badges only*)
- 5:00 p.m. – 7:00 p.m. Texas-themed "Welcome Mixer" sponsored by AKFCF GAC (*Light refreshments*)

Dinner on your own

Thursday, February 2, 2012

- 7:00 a.m. – 7:45 a.m. Buffet Breakfast
- 8:00 a.m. – 11:45 a.m. AKFCF General Session with Keynote Speakers
- 12:00 noon – 2:00 p.m. Lunch in Exhibit Hall (*Exhibits open*)
- 2:15 p.m. – 5:00 p.m. "Take Action" Leadership Workshop and PRTM Workshop (*Check www.akfcf.com for more information*)
- 5:15 p.m. – 7:15 p.m. Exhibits Open (*Light refreshments*)

Dinner on your own

Friday, February 3, 2012 (KFCC Brand Day)

- 7:00 a.m. – 7:45 a.m. Buffet Breakfast
- 8:00 a.m. – 10:00 a.m. John Cywinski Keynote
- 10:20 a.m. – 12:20 p.m. NCAC/KFCC Brand Priorities 2012
- 12:30 p.m. – 2:30 p.m. Lunch in Exhibit Hall (*Exhibits open*)
- 2:45 p.m. – 5:00 p.m. KFCC Brand Priorities Workshops (*Check www.akfcf.com for more information*)

Dinner on your own

Saturday, February 4, 2012

- Breakfast on your own
- 9:00 a.m. – 11:30 a.m. AKFCF Town Hall Meeting (*Red badges only*)
- 11:30 a.m. – 2:00 p.m. Regional Association Meetings
- 2:30 pm. – 3:30 p.m. NCAC Annual Meeting
- 6:30 p.m. – 7:00 p.m. Reception (*All badges*)
- 7:00 p.m. Final Night Party featuring Train (*Semi-formal attire*)

See www.akfcf.com for information about :

- Community Service Project
- Feb. 1 Welcome Mixer sponsored by AKFCF GAC. Everyone is welcome!



TENTATIVE SCHEDULE
Check the AKFCF Website www.akfcf.com often for updates.

ATTIRE: Business casual or logo wear suggested unless otherwise stated

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Wednesday, February 1, 2012

HOTEL REGISTRATION & WELCOME TO SAN ANTONIO!

When you arrive at the Grand Hyatt San Antonio, please proceed to the Hotel Lobby check-in desk for hotel registration.

The hotel is situated on the banks of San Antonio's legendary River Walk, and adjacent to the San Antonio Convention Center. The contemporary style hotel is easily accessible to the heart of this nearly 300 year old city.

RAY ZIMMERER MEMORIAL GOLF TOURNAMENT

(Pre-registration required)



At 6:30 a.m. participants will depart from the Grand Hyatt San Antonio. The Golf Scramble will be held at San Antonio's award-winning Quarry Golf Club, recognized around the country for its unique setting and design. The front nine plays in a links style format and features rolling hills, native grasses, and immaculate greens. The back nine situated in a 100 year old quarry pit has steep walls rising dramatically above the fairways. The Tournament is limited to the first 144 players and is open to officially registered Convention participants. Please complete on-line registration for the Golf Tournament by December 31, 2011.

COMMUNITY SERVICE PROJECT *(Pre-registration required)*

Support Lackland Air Force Base's Hearts Apart program by volunteering to serve a KFC lunch at Lackland to families of deployed, one year unaccompanied assignments, Temporary Duty, and Basic Military Training Instructors. KFC food supplied by Franchisee Jim Bodenstedt, courtesy of AKFCF. Check www.akfcf.com for details and to register. Space is limited.

FRANCHISEE & GUEST REGISTRATION

Name badges and other convention materials may be picked up at the Registration and Hospitality Desk located at the Grand Hyatt's Lone Star Ballroom Foyer located on the Second Level of the hotel, beginning at 12:00 noon on Wednesday, February 1, 2012. Badges are required for **all** Convention sessions.

NEXT GENERATION WORKING LUNCH

(Pre-registration required)

Register online at www.akfcf.com for this event.

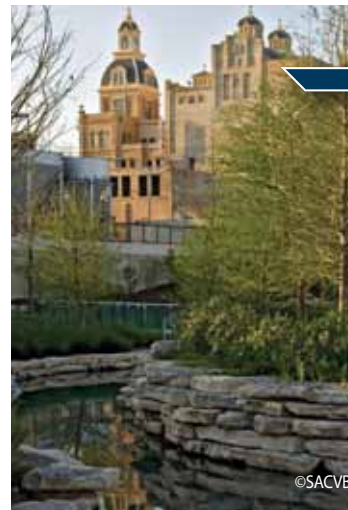
AKFCF BOARD MEETING *(Red badges only)*

TEXAS-THEMED "WELCOME MIXER" sponsored by AKFCF GAC

Join your KFC family, vendors and friends at 5:00 p.m. in the Lone Star Ballroom of the Grand Hyatt where we'll kick off the 2012 convention in a big Texas way. All registered convention guests are invited to the party. Beverages and light snacks will be available. GAC Auction at 6:30 p.m.

DINNER ON OWN

You'll have plenty of time after the Welcome Mixer to enjoy dinner at one of the wonderful restaurants along San Antonio's famous River Walk, adjacent to the hotel.



©SACVB

Exhibitor Registration & Set-up Hours

LOCATION: Henry B. Gonzalez Convention Center Exhibit Hall A

Tuesday, Jan. 31 1:00 p.m. – 5:00 p.m.
Wednesday, Feb. 1 8:00 a.m. – 4:00 p.m.
Thursday, Feb. 2 8:00 a.m. – 11:30 a.m.

Exhibitor Dates & Hours

LOCATION: Henry B. Gonzalez Convention Center Exhibit Hall A

Thursday, Feb. 2 12:00 noon – 2:00 p.m.
Thursday, Feb. 2 5:15 p.m. – 7:15 p.m.
Friday, Feb. 3 12:30 p.m. – 2:30 p.m.

Franchisee & Guest Convention Registration

LOCATION: Grand Hyatt San Antonio Lone Star Ballroom Foyer (Second Level)
AKFCF Hospitality/Registration Desk
Wednesday, Feb. 1 12:00 noon – 7:00 p.m.

GAC LIVE AUCTION ITEMS

- ★ **Bettcher Industries, Inc.**
Opti KC-1 Compact Breeding Machine
- ★ **Dr Pepper**
Sports Package
- ★ **Henny Penny**
AHC-993 Warming Cabinet

AKFCF Proudly Presents Train

Over the course of their impressive career, Train has made their mark on music history with their Grammy-Award-winning song "Drops of Jupiter (Tell Me)" and chart-topping singles "Meet Virginia" and "Calling All Angels." Since forming in San Francisco in 1994, the multi-platinum selling band has traveled a long, successful and sometimes arduous journey.

Train's fifth album *Save Me San Francisco* is an autobiographical account of Train's beginnings. The album taps into Train's organic sound, recalling the blues and folk-infused rock that put the band on the map from the start. Train credits the city of San Francisco with cultivating the band's identity and foundation, so it's no wonder that the title track of the record would pay homage to the Bay Area metropolis the band holds so dear.

Save Me San Francisco has become the biggest release of their sixteen year career, and has been certified gold. Led by the smash success of the single "Hey Soul Sister," which was the #1 iTunes track of 2010, this hit reached #1 on the radio in the US and in 15 other countries around the world. "Hey Soul Sister" also earned Train a Grammy. Their second single "If It's Love" also hit #1 this year, and current single "Marry Me" continues to move up the charts. The band shows no signs of stopping their incredible run in 2011.

In addition to taking the radio and iTunes sales worlds by storm, Train has been all over television including performances on Dick Clark's New Year's Rockin' Eve, American Music Awards, and The Tonight Show with Jay Leno, to name a few.



AKFCF 2012 Convention Overview

TENTATIVE SCHEDULE Check the AKFCF Website www.akfcf.com often for updates.

Thursday, February 2, 2012

AKFCF GENERAL SESSION WITH KEYNOTE SPEAKERS



Keynote Speaker, Michael Abrashoff

This year's Keynote Speaker, Michael Abrashoff, spoke about his Bestseller "It's Your Ship" in his well received Closing Keynote at the AKFCF 2009 Convention. At the 2012 Convention he will take his leadership principles to the next level. "It's Our Ship" is about creating a high performance culture where everyone takes ownership and responsibility using real lessons from the business world and focus on innovation, accountability and engagement.



CONSUMER BUYING HABITS

Keynote Speaker, Harry Balzer

Harry Balzer, Vice President of The NPD Group, a national expert on food and diet trends in America, will give actionable insights on evolving consumer purchasing trends.

EXHIBITS OPEN (Lunch will be served)

Enjoy visiting the exhibits and spending time with our valued suppliers in the Exhibit Hall from 12:00 noon – 2:00 p.m.

"TAKE ACTION" LEADERSHIP WORKSHOP

Michael Abrashoff 2:15 p.m. – 4:15 p.m. A great opportunity to carry Mike Abrashoff's keynote into **your** business. Franchisees, this take-action session will equip you with additional tools and strategies to apply in your KFC restaurant.

NPC Presentation on Cost of Goods Impacting your P&L
4:15 p.m. – 5:00 p.m.

EXHIBITS OPEN (Light refreshments will be served)

The exhibits will be open in Henry B. Gonzalez Convention Center Exhibit Hall A from 5:15 p.m. – 7:15 p.m.

DINNER ON YOUR OWN

Friday, February 3, 2012 (KFC Brand Day)



JOHN CYWINSKI KEYNOTE

8:00 a.m. – 10:00 a.m.

NCAC/KFC BRAND PRIORITIES 2012

10:20 a.m. – 12:20 p.m.

EXHIBITS OPEN (Lunch will be served)

12:30 p.m. – 2:30 p.m. (Convention Center Hall A)

KFC BRAND PRIORITIES WORKSHOPS 2:45 p.m. – 5:00 p.m.
(Check www.akfcf.com for more information)

DINNER ON YOUR OWN

Saturday, February 4, 2012

BREAKFAST ON YOUR OWN

FRANCHISEE MEETING (Red badges only)

The AKFCF Town Hall meeting will be held this morning from 9:00 a.m. – 11:30 a.m. Don't miss this Franchisee-only session.

REGIONAL MEETINGS

Regional meetings are scheduled from 11:30 a.m. – 2:00 p.m. Your Regional Secretary will advise you of details (including lunch) that will be posted in the program booklets at convention.

NCAC ANNUAL MEETING 2:30 p.m. – 3:30 p.m.

AKFCF FINAL NIGHT PARTY



Be sure to join tonight's festivities! It will be an evening highlighted by great food, and terrific entertainment by Train.

AKFCF proudly presents Train!

Hotel Information

TENTATIVE SCHEDULE Check the AKFCF Website www.akfcf.com often for updates.

HOTEL REGISTRATION

The 2012 AKFCF Convention will be held at Grand Hyatt San Antonio, adjacent to the Henry B. Gonzalez Convention Center. See www.akfcf.com to make your hotel reservations on-line.

Grand Hyatt San Antonio

600 E. Market Street, San Antonio, TX 78205

Phone: 210-224-1234

Phone Reservations: 402-592-6464 or 888-421-1442

Guest Fax: 210-271-8019

When calling be sure to say "I'm with the AKFCF Convention."

HOTEL ROOM RESERVATIONS

- Reservation cut-off date is December 31, 2011. Unreserved rooms will revert back to the hotel for general sale. When the AKFCF room block is full, regardless of the cut-off date, additional room bookings are based on hotel availability and current hotel rates. In the event of the hotel being sold out, please ask to be placed on the AKFCF waiting list.
- Room reservations will be assigned on a "first received, first confirmed" basis. At the time of booking, your credit card will be charged for one night's room and tax payable to the Grand Hyatt San Antonio to guarantee your booking.
- Hotel cancellations must be called or faxed directly to the hotel. Hotel refunds will be issued on individual room reservations cancelled no later than 48 hours before arrival. Reservations made and not cancelled will be charged one night's deposit.
- Please advise the hotel reservation agent if you will need a crib or a rollaway, or if you have any special needs.
- Check-in time is 3:00 p.m. Check-out time is 12:00 noon.

Room rates are per room, per night, single/double/triple/quad occupancy and are subject to applicable taxes, currently at 16.75%

One King \$229.00

Two Double Beds \$229.00

AKFCF guestroom rates include complimentary internet access, a \$10.00 per day value.

Grand Hyatt San Antonio is a non-smoking facility. All guestrooms are non-smoking.

A limited number of 1-bedroom suites is available at \$458.00 + tax per night. Email Kristee.Esteves@hyatt.com directly for information.

GRATUITIES

Gratuities at the hotel are at your discretion. A typical gratuity for bell staff is \$2 per bag and for housekeeping is \$3 per day.



One King



Two Double Beds



Travel Information

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Air Transportation

Save \$\$ by flying Delta or American Airlines, the official 2012 AKFCF Convention Carriers!

Call **Delta Air Lines Meeting Services** directly at 800-328-1111 Monday - Friday between 7:00 a.m. – 7:00 p.m. Central Time. Refer to **File Number NM7ZB** for flights originating in the United States and Canada.

Call **American Airlines Meeting Services** directly at 800-433-1790 daily between 6:00 a.m. and midnight Central Time. Refer to **Promotion Code 3512BH**. Or, book American Airlines online at www.aa.com/group and enter **Promotion Code 3512BH**.

Meeting discounts offered by the airlines vary depending on fare structure. As airfare savings are subject to availability, we suggest you make your arrangements as soon as possible.

If you're traveling with a group of ten or more people on the same flights, check out **Southwest Airline's Group Travel Program**: www.southwest.com/html/air/groups/index.html.

San Antonio is also served by **Amtrak's Sunset Limited and Texas Eagle routes**. See www.Amtrak.com for more information.

Hotel Location and Parking

Grand Hyatt San Antonio is located downtown, approximately eight miles from San Antonio International Airport.

Hotel Parking:

AKFCF has specially negotiated parking rates that reflect a 20% discount.

Self-serve parking is available to AKFCF 2012 Convention participants @ \$20.00 + tax per day.

Valet parking is available @ \$26.40 + tax per day.

By Taxi:

One-way taxi fare between San Antonio International Airport and the Grand Hyatt San Antonio is approximately \$28.00.

By Shuttle:

AKFCF 2012 Convention attendees are eligible for airport transfer discounts on **Go Airport Shuttle**. See www.akfcf.com for details regarding these non-exclusive shuttles.

Car Rental:

Avis Rent A Car: Official 2012 AKFCF Convention car rental supplier.

Location: San Antonio International Airport.

Rates & Reservations: Reservations may be made by calling Avis at 1-800-331-1600 or online at www.avis.com.

BE SURE TO REFER TO Avis Worldwide Discount (AWD) Number B136001 to receive Avis' best car rental rates available.



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The annual convention of the Association of Kentucky Fried Chicken Franchisees, Inc. supports the mission of the AKFCF...
"to unite KFC franchisees worldwide and to protect and advance their interests."



©Dennis Cox/SACVB



©Marks Moore/SACVB

Important Dates & Contact Information

TENTATIVE SCHEDULE Check the AKFCF Website www.akfcf.com often for updates.

CRITICAL DATES: The 2012 Convention is earlier than in some other years!

Registration deadlines are listed below. We encourage you to make your reservations as soon as possible.

Due to the early 2012 convention dates, these deadlines will not be extended.

November 30, 2011	Convention Early Registration Deadline (best rates)
December 31, 2011	Hotel Registration Deadline (rooms are limited)
December 31, 2011	Convention Registration & Cancellation Deadline
AS SOON AS POSSIBLE	Airline Ticketing (flight availability may be limited)



CONTACTS FOR QUESTIONS

REGARDING	CONTACT	PHONE NUMBER
Convention Registration	Regional Secretary	See section below
Hotel	Grand Hyatt San Antonio	210-224-1234
Exhibitors/KFCC/Yum!	Debbie Newton	888-868-4750

AKFCF REGIONAL SECRETARIES

GREAT LAKES

Mary Lou Hall/Cinda Summa
812-522-4955
marylouandcinda@comcast.net

SOUTHERN CALIFORNIA

Deborah Ossanlo
310-422-6464
ossanlokfc@aol.com

UPPER MIDWEST

Kevin Schlutz
319-728-3282
kevin@centraliowakfc.com

NORTHEAST

Ray Aley
202-658-8383
kfc.nefa@gmail.com

SOUTHEAST

Bonny Shelton/Debbie Deane
434-836-1237
baconbbs@comcast.net

KFC CARIBLA FRANCHISEE ASSOCIATION

Zaira Guevara
Marketing & Administrative Coordinator
International Direct: 011-506-2208-7828
From the US: 305-384-4242
zguevara@caribla.com

NORTHWEST

Heidi Robb
503-930-3298
heidirobb4nwkfc@yahoo.com

SOUTHWEST

Tom Slater
636-949-5758
tj Slater51@att.net

INTERNATIONAL & EVERYONE ELSE

Debbie Newton, AKFCF Administrative Director
888-868-4750
debbienewton@bellsouth.net



Membership Requirements

A Franchisee must be a member in good standing with dues paid up-to-date in the Regional Association in order to register for and attend the AKFCF Annual Convention. If you have not yet joined, contact your Regional Secretary for membership and dues information. The AKFCF Annual Convention is open only to member Franchisees, suppliers and guests.

Tax Considerations

The convention registration fee is used to defray costs of meals, services and entertainment provided to attendees. You are advised that the U.S. Internal Revenue code may limit the deductibility of registration fees and other costs associated with the convention. Consult your tax advisor.

