

24 AKFCF

ANNUAL CONVENTION

50
Years!

March 18 - March 22, 2024
Aria Resort & Casino Hotel
Las Vegas, Nevada



GET READY TO

REACH



KFC FAMILY - *Get Ready to Reach!*

When people say something is impossible, what they really mean is, “I can’t imagine how it could be possible.” But with more knowledge and experience, they’d begin to realize that anything is possible, it just takes a change in mindset. Because ‘impossible’ is what we get when we haven’t trained our minds and our hearts to see past the systems that currently exist to ones that don’t yet exist.

This year, I’m challenging all of you to reach impossible. To change your mindset about reaching 10 billion in Sales, to provide the best customer experience to all our guests, to build a team that performs second to none, and to be the number one operating chicken restaurant in the world.

If we can find the patience to see the world for what it is – dynamic, flexible, and loaded with untapped potential – and if we can accept the fact that change is an inevitable and brilliant part of life, then we can partake in the thrill of progression, and help shape a brand in which the impossible becomes possible.

And this year, the AKFCF Convention is **Reaching Impossible**. We have a new production company, new AKFCF Convention team, new KFCC LT members with new thought processes and mindsets to make this a best-in-class show. We are elevating the experience and energy every day in every ballroom and in every event.

AKFCF’s Annual Convention is the leading forum for the KFC Family to discuss their challenges and successes. We continue to promote best practices for restaurant management and delivery, and our highly anticipated event in Vegas promises engaging and compelling content, networking opportunities, inspiring keynote presentations, and peer-to-peer learning.

Get ready to experience AKFCF’s and Las Vegas’s energy and captivating inspirations. Whether you come a little early, stay a little late, or carve out some time in between the Convention, discover all that this vibrant Convention and city has to offer.

Your adventure begins when you register. Whether this is your first or fifteenth visit to Las Vegas, get ready for some new thrills. AKFCF is excited to be back in Las Vegas for the 2024 Annual Convention, and we’re ready to offer you the adventure of a lifetime.

So, buckle up and enjoy the ride!

Justin Stewart
AKFCF President



24 AKFCF
ANNUAL CONVENTION

MONDAY, MARCH 18

10:00 a.m. – 3:00 p.m. Colonel's Classic Golf Scramble
@ Bear's Best Las Vegas

TUESDAY, MARCH 19

11:00 a.m. - 6:00 p.m. Registration Opens
12:30 p.m. - 4:30 p.m. Workshops
5:00 p.m. - 8:00 p.m. Welcome Reception/Trade Show
80s Theme/DJ/Glow Party

WEDNESDAY, MARCH 20

8:00 a.m. - 9:00 a.m. Networking Breakfast
9:00 a.m. - 10:15 a.m. AKFCF Opening
Keynote Speaker - Ben Nemtin
10:15 a.m. - 10:30 a.m. BREAK
10:30 a.m. - 11:15 a.m. KFC CEO Keynote - Sabir Sami
11:15 a.m. - Noon YUM! CMO Keynote - Ken Muench
12:15 p.m. - 2:00 p.m. Lunch & Learn
2:15 p.m. - 3:15 p.m. Keynote Speaker - Scott Greenberg
3:15 p.m. - 3:45 p.m. NCAC/RSCS Updates
3:45 p.m. - 4:45 p.m. KFCC - Making Room for All People
& All Voices at Our Table
5:30 p.m. - 8:30 p.m. Vegas Goes Country/Trade Show



2024 SCHEDULE *At-A Glance*

THURSDAY, MARCH 21

7:30 a.m. - 8:30 a.m. Grab and Go Breakfast
8:30 a.m. - 10:30 a.m. KFCC Presentation
10:30 a.m. - 10:45 a.m. Break
10:45 a.m. - 12:30 p.m. KFCC Presentation
12:30 p.m. - 2:00 p.m. Lunch in Trade Show
2:15 p.m. - 5:15 p.m. Regional Meetings
6:30 p.m. - 8:30 p.m. Awards Dinner & Celebration
8:30 p.m. - 10:15 p.m. Entertainment/Foundation Auction

FRIDAY MARCH 22

8:00 a.m. - 9:00 a.m. Grab and Go Breakfast
9:00 a.m. - 10:15 a.m. AKFCF General Session
Keynote Speaker - Greg Creed
10:30 a.m. - 11:30 a.m. GAC Update
11:30 a.m. - 1:00 p.m. Legal Update (*franchisees only*)
1:30 p.m. - 3:00 p.m. AKFCF Board Meeting

SNEAK PREVIEW

MONDAY, MARCH 18

Colonel Classic Golf Scramble – Bear's Best Las Vegas

Are you ready for the 3rd Annual Colonel Classic Golf Scramble?!

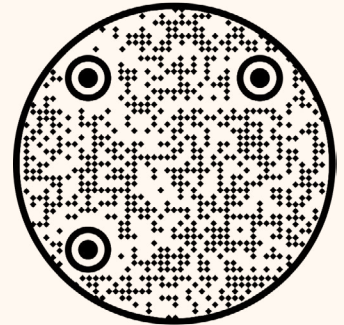
Join the KFC Foundation on Monday for the 3rd annual Colonel Classic Golf Scramble held at the incredible Bear's Best Las Vegas. With Bear's Best Las Vegas, Jack Nicklaus selected 18 holes from his 270 course designs worldwide and put them into one truly extraordinary round of golf.



The Colonel Classic Golf Scramble benefits your KFC Foundation, which has provided \$31 million to support, empower and serve joy to more than 9,300 KFC restaurant employees and our communities. Only 144 people can golf this top-rated course during the 2024 Colonel Classic. **Secure your spot now—go to kfcfoundation.org/golf or scan the QR code.**

Good news: There are no Convention workshops on Monday afternoon, which means you get to enjoy the scramble to the fullest!

*Scramble QR Code
Scan Here!*



TUESDAY, MARCH 19

AKFCF Registration Opens

Check-in here when you arrive to get your name badge and other materials for the 2024 Convention.

Workshops (Each workshop will be presented once)

Join us for three workshops focused on team members and customer experience. We'll explore how to deliver an exceptional, service-focused guest experience and how great guest service is made possible when our Team Members are welcomed and supported in a people-first, inclusive culture. Workshops are:

1 1:1s THAT COUNT: MYPLAN FOR TEAM MEMBER ENGAGEMENT & RETENTION

Our team members tell us, "I don't feel like I have a career with KFC" and that "frequent 1:1s with my RGM would keep me engaged, and I'd stay longer." We know that if we can retain team members for at least 90 days, they will likely stay with us for a year or longer. We will introduce a new tool that will tackle both of those issues. MyPlan is a fun and interactive online program that helps team members set short- and long-term goals (inside and outside KFC). It is an opportunity for managers to better connect with their team members, understand what motivates them through 1:1s, and assist RGMs and team members on what they can do at work to achieve their goals. Led by Karen Adams & Justin Patton.

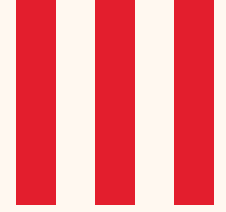
2 STOP THE SHIFT SHOW: TURN YOUR STRUGGLING HOURLY WORKERS INTO A TOP-PERFORMING TEAM

Hourly workers are different than salary workers and managing them can be tough. So can finding and keeping them. And while bosses have always complained about "kids these days," today's employees seem more mysterious than ever. But some workplaces have cracked the code. They've transformed their hourly workforce into a powerhouse of superstar employees. They enjoy the highest team performance without relying on the highest wages. This presentation will explain how these great managers think and what they do to recruit the best talent, retain them, and lead them toward greatness – and how you can, too. Led by Guest Speaker Scott Greenberg

3 GROWING SALES THROUGH EXCEPTIONAL GUEST SATISFACTION

The fastest way to grow your restaurant's same-store sales is by increasing the frequency of guest visits. In this workshop, we will share proven shift planning tools to help each shift run smoothly and ensure guest and Team Member satisfaction. We will discuss our guests' expectations and share ways to engage our team members in delivering exceptional "come back" service. We will explore proven guest loyalty practices that will correct mistakes we make when serving our guests and create pride within our Team Members and loyalty from our guests. Led by Shawn Brady, Bill Ford, & Justin Patton.

SNEAK PREVIEW



TUESDAY, MARCH 19 (CONT'D)



Welcome Reception in the Trade Show

We're going retro on opening night in the exhibit hall crib! Tuesday night's Trade Show will be a **Totally Legit 80s themed Glow Party!** This Tubular event will feature a FLY DJ who will spin a killer playlist, designated "black light" moments, Dope glow décor and games, Bodacious KFC Foundation t-shirts that will luminate, Righteous prize drawings, and more! Over 175 vendors will be in attendance with exhibit spaces that are redesigned to be more engaging and interactive. And of course, plenty of Rad food and beverages will be on hand. The Trade Show is the optimal place to conduct business with key suppliers, learn about new products and services to enhance your operation, network with your peers, and discover ways to run your business more profitably. **Break out your 80's apparel** – parachute pants, acid wash jeans, bomber jackets, Ray Bans, leg warmers, and neon headbands to keep that Aquanet hair or mullet intact. You'll be doing the Moonwalk down the aisles!

WEDNESDAY, MARCH 20

AKFCF Welcome Opener with Justin Stewart

AKFCF President Justin Stewart will share the meaning behind the theme "Reaching Impossible" along with highlights on the Association's top priorities for 2024 and the progress we've made over the last year.

Opening Keynote Speaker – Ben Nemtin

Ben Nemtin is the #1 New York Times bestselling author of *What Do You Want to Do Before You Die?* and a star of MTV's highest rated show ever on iTunes and Amazon called *The Buried Life*. As the co-founder of The Buried Life movement, Ben's message of radical possibility has been featured on *The Today Show*, *The Oprah Winfrey Show*, CNN, FOX, and NBC News. An acclaimed keynote speaker, Ben has headlined business conferences and Fortune 100 leadership teams around the world.

In his first year of university, Ben was unexpectedly hit with a depression that forced him to drop out. In an attempt to feel more alive, he created the world's greatest bucket list with his three best friends. They borrowed a rickety old RV and crisscrossed North America, achieving the unthinkable. And most importantly, every time they accomplished a dream, they helped a complete stranger cross something off their bucket list. From playing basketball with President Obama to having a beer with Prince Harry, from reuniting a father and son after seventeen years to surprising a young girl with a much-needed bionic arm—Ben's bucket list quest has inspired millions to thrive personally and professionally.

In this personal keynote, Ben weaves the remarkable story of how *The Buried Life* grew from 100 impossible dreams into a global movement and connects his lessons to the fabric of our daily lives.



Justin Stewart



Ben Nemtin



SNEAK PREVIEW

WEDNESDAY, MARCH 20 (CONT'D)

Guest Speaker – Sabir Sami, KFC Chief Executive Officer

Sabir Sami has global responsibility for driving the brand strategy and performance of KFC. He previously served in a dual role as KFC Division Chief Operating Officer and Managing Director of KFC Asia, a role in which he led the global operations team and drove the KFC global operations agenda while overseeing Thailand, India, Asia Central and Greater Asia. Sabir will speak on connecting the brand's messages and vision for moving forward in 2024.



Sabir Sami

Guest Speaker – Ken Muench, YUM! Chief Marketing Officer

Ken Muench is the Chief Marketing Officer for Yum! Brands and co-founder of Collider Lab. In his role as Yum! CMO, Ken acts as a consultant to the brands and master aggregator of marketing discoveries for the entire company and creates repeatable models to implement in Yum! Brands markets around the world. He has 25 years of marketing and strategy experience. Ken will share how YUM! is taking marketing trends and insights to the next level.



Ken Muench

Lunch & Learn – NEW this Year!

Get up to speed on new technologies, best practices and more during fast-paced, 20-minute presentations by suppliers and topic experts. With several sessions on various small stages, you'll have numerous opportunities to expand your knowledge base. The Supplier Side Stages are designed to delve into hot topics facing the industry and offer inspiring presentations to expand your thinking and advance your business. Food stations will be throughout the ballroom for you to grab lunch quickly and take it into the next session.



Scott Greenberg

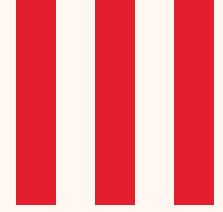
Afternoon Keynote Speaker – Scott Greenberg

The Resilient Leader: How to Bounce, Change, & Thrive When Faced with Adversity

Meet Scott Greenberg: one-part business game-changer, one-part motivational leader. Fueled with over 10 years' experience as a multi-unit, award-winning franchise owner, Scott's written two books on what it takes to transform businesses from average to extraordinary. We're often told during tough times to "make lemonade." But sometimes there's value in the lemon itself. Scott Greenberg learned this firsthand. While a graduate film student at NYU, he was diagnosed with cancer. Inspired by his grandmother, a "Schindler's List" Holocaust survivor, he beat the disease and went on to run a marathon, perform stand-up comedy, run multiple, award-winning franchises, write books, and beat cancer again. These accomplishments weren't in spite of his challenges – they were a result of them. Scott will teach us the three factors that determine the outcome in any business situation. He'll outline the difference between problem-solving and resiliency, and share tools for living and working with more strength and courage. Because ultimately, it's less about the climb, and more about the bounce.

Yummy!

SNEAK PREVIEW



WEDNESDAY, MARCH 20 (CONT'D)

Updates from NCAC & RSCS

NCAC Vice Chair Jim McKenzie and RSCS VP, KFC Supply Chain Sara Fischer will discuss hot topics and share trending perspectives.

Vegas Goes Country – Trade Show

The Vegas lights got nothing on this Country night! The excitement continues in the exhibit hall with another themed party—**Vegas Goes Country!** Hear up and coming country artists perform live on the Pepsi Stage, participate in cowboy themed attractions, prize drawings, and more! Come join us in the Trade Show for more time with our valued vendor partners, themed cocktails, and great food. Don't forget to pack your denim, flannel, boots, hats, belts, and jewelry to complete the look and feel of this party.

THURSDAY, MARCH 21



Tarun Lal

KFCC Presentations

Join President Tarun Lal and the KFC leadership team as they provide an update on brand results and more details on how we will continue to modernize KFC and accelerate our vision to become a \$10 billion brand. The KFCC Leadership Team will continue to offer perspectives on industry trends, challenges, and opportunities, with a forward look at what is going to drive brand strategy and execution into the future.

Trade Show Lunch

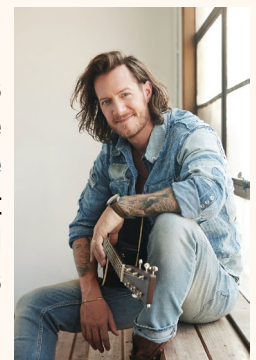
Grab a delicious lunch and then hit the booths! A visit to the trade Show provides your best opportunity to find the products, partners, and solutions that will help you solve today's challenges and evolve your business. From on-trend food and beverage options to equipment and sanitation products to streamline operations, you'll find a full range of products across numerous categories from leading suppliers at the Trade Show. Plus, you will have the opportunity to thank and talk with your long-time KFC suppliers who attend to show their support.

AKFCF Regional Association Meetings

Regions will meet to conduct important association business matters. Members of the AKFCF leadership will stop into each meeting to address any concerns and answer questions.

Award Dinner & Celebration!

Join AKFCF for this flagship event as we honor exceptional individuals for their significant contributions to AKFCF and KFC. This premier recognition event will take you back to the rat pack days of vintage Vegas, from the red-carpet reception to the awards show and after-party is the ultimate place to see and be seen. Celebrating 50 years, the AKFCF will honor those who have made this association what it is today. Put on your finest attire to enjoy an elegant sit-down meal with delicious food and drink and unique entertainment throughout the night. We encourage black tie, but any formal cocktail attire is acceptable.



Tyler Hubbard

After the dinner celebration, the room will transform into a Vegas night club when Tyler Hubbard takes the stage. Twenty-one No.1 singles on country radio, countless awards, and sold-out tours, Tyler Hubbard has already had a remarkable career as a songwriter and as one half of multi-platinum duo Florida Georgia Line..



SNEAK PREVIEW

THURSDAY, MARCH 21 (CONT'D)

Tyler Hubbard After Hours Party

This is a limited ticket event – so get yours early. Shift from the sounds of a country night club to a speakeasy with dueling pianos, open bar, and late-night snacks to calm your food cravings. And just maybe, Tyler Hubbard will make time for one last song!

FRIDAY, MARCH 22

Closing Keynote Speaker – Greg Creed, Chairman Emeritus, Collider & Retired CEO, YUM! Brands Inc.

Leadership & Culture Fuels Results

Greg Creed was Chief Executive Officer of Yum! Brands from January 2015 to December 2019 and served as a Director of the Board from November 2014 to May 2020. Mr. Creed retired after a successful 25-year career with the Company. He has more than 40 years of extensive global experience in marketing and operations with leading packaged goods and restaurant brands. Since retiring as the CEO of Yum! Brands at the end of 2019, he has started a small unconsulting company called Creed UnCo focused on helping companies with brand building, franchising, culture, and leadership. Greg will share his unique perspectives on leadership and culture and how to obtain the best results in your restaurants.



Greg Creed

AKFCF Government Affairs Committee Update

Join us for the Government Affairs Committee update to hear from **Dan Gans, Principal & Founder at Polaris Consulting in Washington DC**. Dan will be discussing the current political landscape including key policy initiatives, the upcoming 2024 election and potential impacts on franchisees. The GAC and our partners at Polaris tirelessly advocate for legislative outcomes in the interest of AKFCF membership. This will be an important and timely update you won't want to miss.

Annual Legal Update – Ron Gardner

**Red Badges Only*

Through a tumultuous year of transition and big swings in sales performance, lots of things have been achieved and are in progress! Come listen to Ron tell you about the intricacies of the where we are on our journey to bring technology into your restaurants at an affordable price, how your franchisee leaders are working to make remodels and new builds more affordable, and how the legal landscape is changing thanks to changes in governmental regulations surrounding franchising. This and a whole lot more await you in the highly anticipated Annual Legal Update.

*Nothing but
Finger-Lickin'
Fun!*



HOW TO ATTEND

REGISTRATION | HOTEL | TRAVEL INFORMATION



Convention & Event Registration

To register for the Convention and its events, go to www.akfcf.com. Confirmations will be sent via email. Please see the online registration site for details.

Early Bird Rate - \$249

Register by November 30th

Regular Rate - \$399

Register by February 23rd

2024 On-Site Rate - \$499



On-Site Check-In

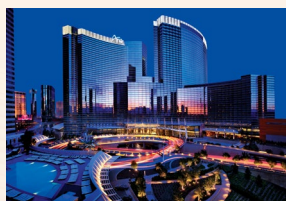
On Tuesday, March 19th from 11:00 a.m. - 6:00 p.m., attendees may check in by last name at the AKFCF Registration Desk to pick up name badges and tickets.

On-Site Registration

On-site registration is available to those who missed the registration deadline. For KFC Foundation Sponsored Events go to www.kfcfoundation.org.

Hotel Information

ARIA Resort & Casino
3730 S Las Vegas Blvd.
Las Vegas, NV 89158
www.aria.mgmresorts.com



AKFCF group room rates vary during the week. Starting at \$139 - \$289 per night plus a \$40 resort fee and 13.38% tax rate. Resort Fee includes Property-wide high speed wireless internet access, unlimited local and toll-free calls, airline boarding pass printing and fitness center access.

To Reserve Online:

<https://book.passkey.com/go/SKFC0324AR>

Rates are honored three (3) days prior and post-Convention dates at the ARIA based on availability. Deposit of one night's room and tax required at the time of booking. Changes and cancellations must be made within 72 hours of the scheduled arrival day to avoid one night's penalty fee.

The deadline for hotel reservations at the group rate is February 24, 2024, at 5:00 p.m. Pacific Time.

Transportation

Air – Harry Reid International Airport (LAS), formerly known as McCarran Airport. Harry Reid International Airport is conveniently located just 2 miles from Las Vegas Boulevard or a 15-minute drive from the airport. Harry Reid International Airport currently has more than 1,050 inbound and outbound flights per day and direct service to nearly 150 U.S. and international cities.

Ground – Taxis and ride shares are available from the airport

Parking – Valet parking is available at \$30 per day for all hotel guests. Self-parking is \$18 per day.

Odds & Ends

Attire

- Business casual for meetings
- 80s Attire for Welcome Reception
- Country Attire for Vegas Goes Country
- Black Tie or Formal Wear for Awards Dinner

Americans with Disability Act

The ARIA Resort & Casino is in full compliance with the ADA. Rooms are available for those with wheelchairs or hearing impairment. Please contact [Kelly Rodenberg](mailto:Kelly.Rodenberg) by February 24th if you need special arrangements to attend the Convention.

Tax Considerations

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 for detailed information.

Explore Las Vegas

Las Vegas offers a vibrant metro area with many remarkable places to see and visit, including all hotels on the strip, historical locations, popular restaurants, museums, and a whole lot more. For more on Las Vegas and all it has to offer, go to www.visitvegas.com

Questions

If you have questions or require additional convention information, please contact the Convention Team via email: convention@akfcf.com.

The meeting app with detailed information about Convention will be available in early March.