

Elevating Women

Seeing and seizing opportunity is the key to upward mobility

Franchise attorney Joyce Mazero was honored by the Women's Foodservice Forum last April at its annual meeting in Orlando for her tireless, selfless leadership to advance women in the workplace. In honor of our 10th annual Women's and Minority's issue, we thought we'd print part of Mazero's acceptance speech as well as her answers to three questions on leadership.

The only way to achieve for ourselves is to achieve for other women, every work day, every year. The need to support and promote women in the workplace crosses all boundaries—business, politics, ethnicity and age. It is our reality.

Unfortunately, many still believe that another woman's loss is their gain—they are convinced that there are only a few positions in the C-Suite for women and it's every woman for herself. Nothing could be further from the truth. We must achieve critical mass and we can only do that by believing that each woman's success is an opportunity for the next woman. We must be bigger than our individual ambitions; we must build our numbers; we must advance for all.

Every woman who achieves must accept as her job, the obligation to achieve for the next woman. During these times it is difficult to think about elevating women when many are trying to keep two feet on the ground. But I offer that this is precisely the time that we should and must support, encourage and promote the upward mobility of our fellow women. This is the time

when we can take stock of where we are and where we are going. This is a time for prioritizing, getting rid of what does not have value and focusing on what does. The key is for you to see and seize the opportunity.

Commit to finding one woman who you will recommend for advancement to a company; solidly enhancing her personal and professional life; definitely adding to our masses.

Then I want you to commit to finding one woman who will recommend you for advancement; solidly enhancing your personal and professional life; and definitely adding to our masses.

That is the ask—and that is how we win." **FT**

—Joyce Mazero

Executive Ladder

Scott Moffitt has joined **Sunny Street Café** as president. Moffitt has 25 years of industry experience, and has served in senior management positions at such chains as **CKE Restaurants Inc.** and **Church's Chicken**.

Texas-based **Sport Clips** named **Connie Boltinghouse** vice president of operations. Boltinghouse has more than 25 years of experience in the franchise sector, with the last 18 spent working in the cosmetology industry.

Kurt Schuster was named president of **Verlo Mattress Factory Stores**. Schuster's leadership experience includes executive roles at **Mail Boxes Etc.** and **Sona MedSpa**.

Suzanne Hanna has re-joined **T.G.I. Friday's** as senior vice president of operations. Hanna has held leadership positions at such companies as **Yum! Brands**, **Starbucks** and **Red Lobster**, and previously served Friday's as VP of Southeast operations.

Pretzel franchise **Auntie Anne's** appointed **Lisa DiLallo** senior supply chain and commodity manager. Prior to joining Auntie Anne's, DiLallo served retailer **Urban Outfitters** as an associate buyer.

Bill Morabito has joined franchise research firm **FRANdata** as senior account manager. Morabito has more than 12 years of mar-

keting experience, and most recently served as a sales manager for consulting company **Business & Decision**.

Texas-based **Church's Chicken** announced several additions to its executive- and senior-level leadership teams. **Andy Bonaparte** was named vice president of advertising; **Malin Benicek**, senior director of quality assurance; **Will Costello** as EVP of supply chain; **Kevin Houston** is now senior director of research & development; and **Kirk Waisner** will serve as VP of research & development.

Kent Campbell, Judy Goodman, Dwayne Greer, Phil Trello and **Gianni Zedan** have joined Tennessee-based frozen dessert chain **Tasti D-Lite**. Campbell will serve as a graphic designer; Goodman, new product manager; Greer, franchise development director; Trello, senior manager of real estate; and Zedan as operations supervisor.

General Nutrition Centers Inc. (GNC) appointed **David P. Berg** chief operating officer. Prior to his appointment, Berg served GNC as COO of international operations.

Robin Peters was named executive director of **The Firehouse Subs Public Safety Foundation**, a nonprofit organization started by **Firehouse Subs'** co-founders **Chris and Robin Sorensen**. Peters has more than 20 years of experience in nonprofit fundraising.

Susan Wineland was appointed director of development of **The Hope Chest for Breast Cancer Foundation**, which provides emergency funds to women and families affected by breast cancer. Wineland's 10 years of fund-raising experience includes positions with the **American Red Cross-Twin Cities** and **Milwaukee Symphony Orchestra**.

On July 1, **Ted Hofer** will take over as CEO of **Spring-Green Lawn Care**. His father and former CEO Tom Hofer, who joined the company as its third franchisee shortly after it was founded in 1977, will remain the company's chairman.

McLean Group recently opened its 36th office in San Francisco, California and appointed **Burt Yarkin** to manage the office.

Anna Mason has been promoted to vice president of operations and general manager at **Women's Foodservice Forum**.

Dick Rennick, founder and CEO of **TEAM Rennick**, has been hired as Interim CEO for the **Frames N Panes** franchise based in Victoria, British Columbia. The Interim CEO is one of the expert services offered by TEAM Rennick as part of its **Franchise Outsource Solutions** program, designed to assist franchisors successfully launch, establish and grow their concepts.