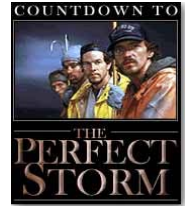


Newsletter

Updated July 2006 see new & final details

Domino's Franchisee FORUM

Register On Line at www.chathambarsinn.com. Click on reservations and then under reservations boxes click on groups. Our ID is pizza
Hotel Information is 800 527-4884



Spotlight on Cape Cod Fall FORUM Meeting

September 24-28, 2006

Join the Domino's Franchisee FORUM and experience one of America's last grand ocean front resorts. The Chatham Bars Inn has been a renowned and beloved landmark on Cape Cod since it opened in 1914.

Pictured on the left is a view of the Atlantic Ocean from the resort and out in the distance is an island that was cut in half in October of 1991. A storm, stronger than any in recorded history, hit the coast off of Gloucester and was dubbed "The Perfect Storm" because three storms combined into one, creating one of the most destructive forces ever in the Atlantic Ocean. Boats encountered waves of 100 feet which is the equivalent of a ten-story building. Some of you may have seen the movie based on that real life storm.

Explore Cape Cod and the surrounding New England areas on your own or enjoy the social, sporting and recreational activities that we are planning for your convenience and enjoyment. Popular tours on the island include the Kennedy's Compound at Hyannis, and Chappaquiddick.

So, come single, as a couple, or bring the family. It's a great area for all to experience and enjoy.

Traveling to Cape Cod... Boston is the closest large city with competitive rates from other major cities although there are a number of smaller airports if you are flying private or wish to fly right in to Cape Cod. See Mileage Chart on the Registration Sheet. Cape Cod is roughly an hour and a half ride from Boston (60 miles).

Room Accommodations... View accommodation options and register at www.chathambarsinn.com. There are hotel rooms in the main hotel and private/semi private cottages nearby, and on the beach. The rooms in the main hotel have been renovated but retain some of their original décor. Some find that style romantic; others prefer a larger, more updated room which the cottages offer. The guest cottages are great if you have a large family or are traveling with a big group and want rooms together with a gathering area in each.

Articles Enclosed

- Spotlight on Cape Cod Meeting
- Pre Trip to Boston
- Side Trip to Castle Farms & Charlevoix
- Surge in Franchisee & Family Membership
- FORUM Youth Internship Program
- Upcoming FORUM Meetings
- Aspen Winter Meeting

Highlights



The Chatham Bars Inn, it's hard to see in this photo but there is a beautiful porch at the top of the steps on the front of the hotel.



View from the Chatham Bars Inn, the island in the distance was cut in half by the Hurricane of 1991.



An aerial view of Cape Cod. Can you see your self riding in a glider plane or sky diving over this beautiful area?

Preliminary Agenda for Cape Cod Meeting



Meeting & Education

- Operational Sharing & Franchisee Profiles
- Franchisee Round Table Sharing
- Guest Speaker Kerri Hayman, DP Australia & NZ
- Franchisees from the surrounding area are a positive group and are planning on joining our meeting with Best Practice Suggestions and Operational Sharing programs they find interesting and useful in their stores.
- **Robert Siciliano *Living on High Alert***. Robert is an expert on Personal & Family Security, Identity Theft, Safe Travel Security, and the author of *The Safety Minute Seminar: 01*.

Social

- Tour of the Kennedy Compound and Surrounding Historical Sites
- New England Style Clam Bake
- Performance by Professional Dance Co.
- Tours & Site Seeing : Cape Cod, Hyannis (Kennedy Comp), Chappaquiddick, Martha's Vineyard, Provincetown Activities
- Women's Spa Day



Sports

- Tandem Sky Diving (you bring the courage!)
- Glider Plane Rides
- Sailboat Racing: 6 to a team with an experienced captain. We will be racing to the buoys in Nantucket Sound. Pick your teammates, Matey, or we'll find you a team!
- Biking or 4 wheeling across beautiful and scenic New England Areas
- Large Boat Sport Fishing
- Golf & Tennis

*Book your Hotel in Boston at the **Marriott Copley Place** under **Domino's** group rate call **Cheryl's Butler** at 781-537-5557.*

Most of us are flying into or driving thru Boston to get to Cape Cod, so many of us are spending 2 nights in Boston (or 1) before heading down to the Chatham Bars Inn on the Cape. See Boston Agenda Page.

Side Trip (your lodging provided)

Castle Farms & Charlevoix

Castle Farms and Charlevoix are often nominated for FORUM sites but then do not receive enough votes for a meeting. So we are offering a side trip following the Cape Cod FORUM Meeting. Anyone interested would travel from Boston on Thurs. afternoon (9/28) or Fri. am (9/29) to Charlevoix (Traverse City Airport) & return home either Sun. or Mon. (your choice). **See *Charlevoix Side Trip Information***

Sail Boat Race - Ahoy Mateys

You do not need prior sailing experience! Hands on learning while you race. We'll have an experienced Captain on each boat to lead and we make up the crew. So start looking for your team mates now! And, if the Aussie's race, it will be an international competition. Is that a challenge?





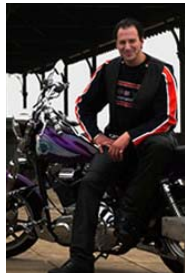
According to Don Meij “Kerri has recently been promoted to our Leadership Team heading up our own stores in Australia & New Zealand (145 of the 440 stores in the group)” “Kerri holds one of the main senior roles on our team now as well as being the first Female to hold the number 2 spot in our Australian business.”



We’ve spoken to Kerri and she’s excited to be attending the FORUM bringing the usual kind of dynamic & enthusiastic operational sharing as “Team Australia New Zealand” usually does. **It’s a great expense for their team to travel here to the FORUM locations and we appreciate that enormously.**

Pufffection & The Australian Connection

Puff! It’s always great to hear from and share ideas with the Australian Franchisees and their team. And for Cape Cod, we’re excited to hear Kerri Hayman (Don Meij’s sister) speak. She’s smart, she’s dynamic, she’s informed, and most of all, she’s passionate about Domino’s Pizza. We are looking forward to showing her some American charm. **Pufffection, what does it mean? Come on out and see!**



THE Safety Minute Seminar: 01
 Help co-workers, friends and family stay safe.
 Find out what puts you and yours at risk.
 Protect your Social Security number.
 Identify sources that have your SS number.
 Protect mail and proprietary information.
 Defend yourself against phone fraud.
 Get a head start before this crime gets you.
 Use high and low-tech means to protect yourself.
 Respond in case you are victimized.

Robert Siciliano, Personal Security Expert speaks to FORUM Franchisees at Cape Cod Meeting

ID Theft a Major U.S. Crime Threat

The Problem: Thousands of people are victimized each year by ruined credit record and sometimes by criminal records that point toward the victim’s identity. The FTC has said that identity theft exceeds all other forms of fraud. Over 750,000 people found themselves affected last year and thousands more don’t even know they were hit. A day will come when almost everyone knows somebody who has been affected by this crime. Even newborn babies, children and teens are taking the hit. Their credit is being ruined before they even buy their first candy bar. Part of the problem lies in our legal system. Current laws don’t reflect the seriousness of the crime.

The Solution: It lies with you. Ignorance and naiveté on your part will surely ruin all your years of hard work at maintaining a good credit rating - unless you take the time to protect yourself against the horrors of ID Theft. As this crime increases it attracts media attention that will create a snowball effect. The time is now to take advantage of inside information to protect yourself. We provide you with the fundamentals of safety and the strategies for security to help you make smarter time; money; and life-saving decisions. **ROBERT L. SICILIANO**

Boston Pre-trip

Boston Pre-trip - Are You Interested?

We will be spending 2 days in Boston before the Cape Cod meeting and our group rate and lodging rate is at the Marriott Copley Center in Boston. Great location!

Most of us will fly into Boston or nearby on our way to Cape Cod, so we thought it might be fun to set up 2 days of accommodations in Boston before we head to the Cape. For those who are bringing families and guests, we will make it family friendly and convenient.

There will be a historical tour of Boston, an elegant dinner, and an optional 2-store visit with one of the local Franchisees. If you want to go to a Boston Red Sox game- they are away Friday and Saturday but are at home to play Minnesota on Thursday evening (you will need to make your own arrangements to arrive early enough Thursday). Boston is a beautiful city with so much history and charm. And, at most events, they don't serve hotdogs- they serve lobster rolls a big local favorite!

Preliminary Agenda - Boston Pre-trip - September 22 & 23, 2006

We are looking to set up a similar agenda to the following. We will keep in mind that accommodations need to be able to handle your bags so it will be easy to get in and out. You can pick your tour and we'll split in groups, but if it doesn't matter, we will stay together.

Fri 9/22

- Check into Hotel in Boston

Sat 9/23

- Breakfast & Tour of Boston and major sites. Optional tour of 2 Domino's stores during this time. You've got to love a tour guide that encourages you to quack at passersby. The Duck Tours combine high-energy fun energy with a unique perspective on all the history that makes Boston a great town. Your tour bus becomes a tour boat, and you get a duck's-eye view of Boston and Cambridge from the water. A Boston Duck Tour is a wonderful way to get a fresh look at the city, and have a blast doing it.
- Dinner at a fine restaurant or aboard *The Odyssey*. Visit www.odysseycruises.com for a look at a most elegant ship. The harbor water should be calm and easy.

Sun 9/24

- Breakfast; Check out, Tour Salem, Plymouth or the New England Shores & Kennebunkport on the way to Cape Cod & Chatham. Lunch included
- Check in at the Chatham Bars in around 5pm



Boston Pre-Trip

Are You Interested?





Charlevoix & Castle Farms Post Trip *Interested?*

Side Trip - September 28-31, 2006 Lodging will be provided by the Muellers need to know a count early as possible

Following the Cape Cod FORUM Meeting is a side trip for anyone who would like to travel from Boston (Cape Cod) on Thurs. afternoon (9/28) or Fri. morning (9/30) to Charlevoix, Michigan (Traverse City Airport) & return home either Sun. or Mon. (your choice).

The harbor town of Charlevoix is situated on Lake Michigan & Lake Charlevoix. Charlevoix is home to Richard Mueller and Castle Farms is located there as well.

Castle Farms and Charlevoix have been nominated as a FORUM location in the past but have not received enough votes to make a meeting location, so we decided to schedule a side trip instead. You do not have to attend the Cape Cod FORUM in order to attend the side trip to Charlevoix. Please note on the registration sheet what you would like to do.

On Lake Charlevoix, there will be Sailing, Jet Skiing, Big Boat Cruising, and Water Skiing. Biking for miles along Lake Michigan and a trip to Mackinaw Island are also options. There are plenty of water toys and boats, big and small, that anyone can use without cost. There will be a tour of Castle Farms, an opportunity to visit with Dick and Linda Mueller, dinner, entertainment, and northern castle hospitality.



2006 Aspen FORUM Meeting Highlights

The following pages highlight the winter FORUM Meeting in Aspen. Young and a little older enjoyed the meeting, speakers, social and sporting events.

Performing with the band & impressing us all was Brian Dennis on keyboard and vocals; Roger Cohn on guitar; Mack Patterson on Bass guitar; Bobby Clise on the Drums; and Angie Melton belted out a song. Unfortunately, it was a little dark so our pictures didn't turn out maybe next time.

Meeting minutes follow and the next ski meeting is in Jackson Hole, WY. Hope to see you there!



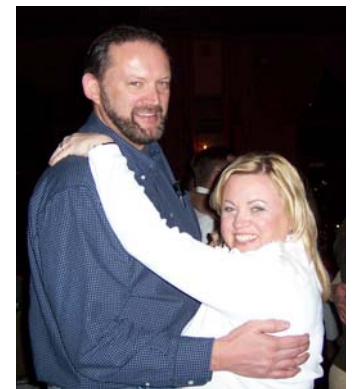
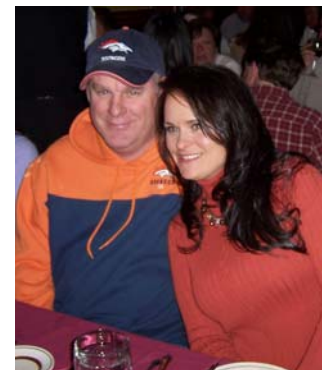
Kat having a little fun, John & Camron too!



Glenn Jr went home with the Gold Ski Medal.



RPM counting his Poker winnings



2006 Winter Forum Meeting in Aspen, Colorado, March 13-16th
Minutes By: Glenn Mueller, Forum President

The Aspen Forum meeting had record attendance with over 32 Franchisee attending. Over 625 U.S. stores were represented and 44 sales and profit ideas were shared. Many details are on an operational sharing CD. This CD is available to all Forum members and to all DFA meeting attendees. A \$10 charge will be collected at the DFA meeting. All proceeds from the CD will go to the Partner's Foundation.

Top Sales & Profit Ideas

- | | |
|--|-------------------------------------|
| 1. Service (deliver every pizza under 30 minutes) | John Barber |
| 2. Staffing & Recruiting Systems. Reduce turnover below 150% | Alan Murph |
| 3. Keep Creative Print – How to beat any competitor | Greg Kostka |
| 4. DFA, membership & benefits – The best investment you can make | Rick Swisher |
| 5. Retirement Preparation – Plan now, look at real estate now | Richard & Linda Mueller, Jr |
| 6. Background Checks, \$500 per year for all TM's | Alan Murph |
| 7. Drug Testing for all TM's – It works and saves money/turnover | Alan Murph |
| 8. Job Compatibility screening for all TM's, lowers turnover | Alan Murph |
| 9. Carry out friendly lobby – To promote C/O sales 10% + | Alan Murph |
| 10. Data Base Mailing: How, When, Where | Alan Murph |
| 11. Apartment Move Packet – Easy sales builder | Alan Murph |
| 12. Training for every TM each year – have a written plan for everyone | Alan Murph |
| 13. Free School Pizzas (birthdays, student awards, free medium pizzas for teachers) builds loyalty | Alan Murph |
| 14. Internet Sales 7-15% avg. \$3 higher ticket price (NSC Quickorder | Alan Murph |
| 15. Oral Drug Testing (in 3 minutes & approx. \$12 ea) | Jeanne Quesenberry - RPM Pizza, LLC |
| 16. Daily cost control, Ideal labor everyday – Lower labor by 1% | Alan Murph |
| 17. High Volume – 9 phone lines per store & why | Alan Murph |
| 18. Passion for Excellence, inspection form – Process for cleanliness | Donna Liuzza – RPM Pizza, LLC |
| 19. Spanish Front Counter Menu – Bilingual menu builds sales | Donna Liuzza – RPM Pizza, LLC |
| 20. Citrix (high speed connection for stores) DM's have access to real-time data | Jeanne Quesenberry – RPM Pizza, LLC |
| 21. TM self service website – TM's can view Paycheck / w-2 online | Jeanne Quesenberry – RPM Pizza, LLC |
| 22. Delivery Charge from \$1 to \$1.50, how to roll out | Chip Burr – RPM Pizza, LLC |
| 23. Driver Compensation \$5.15 to \$5.50 Why and when to raise driver pay | Chip Burr – RPM Pizza, LLC |
| 24. GM Scorecard, 13 items to monitor – proven to work | Chip Burr – RPM Pizza, LLC |
| 25. \$5 Large Pizza Direct Mail – Combat/prevent Little Caesars | Chip Burr – RPM Pizza, LLC |
| 26. Hot & Fast Wednesdays (\$5 ready to go) | Chip Burr – RPM Pizza, LLC |
| 27. Hot & Fast Buttons, Labels & Post It Notes | Chip Burr – RPM Pizza, LLC |
| 28. AM Incentive Bonus – 1 hour per 5 hours worked-paid each mth | Donna Liuzza – RPM Pizza, LLC |
| 29. Direct Mail (Raising Cain & Late Cards) | Chip Burr – RPM Pizza, LLC |
| 30. Disaster Preplanning & Recovery – top 10 tips you can do now | Glenn Mueller, RPM Pizza, LLC |
| 31. DM Best Practice Conference Call – Go from Good to Great | Glenn Mueller, RPM Pizza, LLC |
| 32. Conference Calls – @ 5¢ ea min. Low mthly service, easy to use | Glenn Mueller, RPM Pizza, LLC |
| 33. Mardi Gras Event Trailers (\$1,500) Holds 72 pies | Glenn Mueller, RPM Pizza, LLC |
| 34. Alternative Delivery Methods (scooters, co. vehicles & taxi cabs) | Glenn Mueller, RPM Pizza, LLC |
| 35. Safety Jackpot \$44 per year per TM – Promotes Safety | Glenn Mueller, RPM Pizza, LLC |
| 36. Mileage Chart, varies with changes in gas prices | Glenn Mueller, RPM Pizza, LLC |
| 37. FPM Pins – Decreasing OTD Time by 5 min | Glenn Mueller, RPM Pizza, LLC |

- | | |
|---|-----------------------------------|
| 38. TM Wellness Program – Gale Simon | Brandon Jones |
| 39. \$5 Carryout Banner. Combat/Defeat Little Caesars | Greg Kostka |
| 40. Box Truck with Banner. Combat/Defeat Little Caesars | Greg Kostka |
| 41. Custom Trans Lights with Easy Read Menu | Greg Kostka |
| 42. Installation of Hot Boxes for Hot & Ready Pizzas | Greg Kostka |
| 43. 12 minutes OTD Times – A winning culture | John Barber, Team Washington |
| 44. Credit card patch – 25 seconds processing w/dial up for NSC | Jeanne Quesenberry, RPM Pizza LLC |

Top Meeting Highlights

Alan Murph – Franchise Profile. Alan started in Domino’s in 1983 in Plano Texas. Alan currently operates 24 stores in San Antonio. His mission is just to be the best! Over the past 5 years he has grown sales from 3.1% to 19.30%. He has reduced turnover 155% in his operation. He drug test, runs background checks, and job compatibility surveys on all TM’s. Alan shared many of his best practice ideas see above or read the Forum Meeting Minutes for more details....

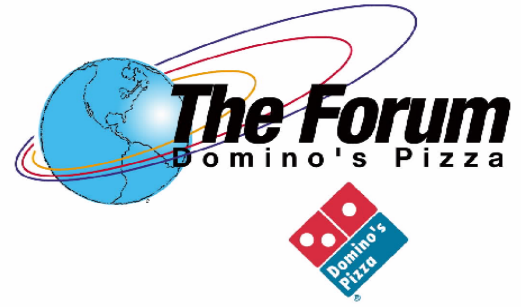
Women in Domino’s Pizza – Franchisees Angie Melton and Diane Barrentine & Jeanne Quesenberry, Executive V.P. Accounting, RPM Pizza, LLC. The number of female franchisees has increased from 9 in 1985 to 104 in 2005. In spite of the increase, this is still a flat number and can be improved upon. Some women face roadblocks and challenges that others do not: single parent status, discrimination, and lack of financing. For more information contact Diane Barrentine at (662) 237-4666 or Angie Melton at (212) 348-4547.

Greg Kostka, Franchisee & Chip Burr, RPM Pizza – Intrusion Plan. Goals and Objectives – Close competitors and stop their future growth. Increase sales/orders without decreasing profitability. Test stores will promote the \$5 Hot-N-Ready pizza by using newspaper inserts, flyers and shaker boards. Greg Kostka used an intense marketing strategy in one of his stores when a Little Caesar’s moved in nearby. He re-energized his manager and store team, brought in banners and promoted the \$5 1 topping pizza throughout the week. Sales dropped for one period but picked back up and have finally leveled out. Order counts and ticket sales followed. Chip Burr finds best practices to prevent L.C. from opening in his area. He does direct mails every month to advertise \$5 pizza carryout offer. See Greg & Chips best practice tips above.

Gale Simon – Breakthrough on Nutrition. Brandon Jones, Franchisee, uses this program on all his managers as a wellness program. He has used these products for years and believes they make a difference in your overall well being. Gale Simon explained how the Endocrine System controls the following: Mood, Mental Alertness, Happiness, Temperature, Hunger, Sex Drive, Stress, Fat Metabolism, Sleep, and Depression. For more information on these products check the following website or call Gale Simon at (970) 686-0133 www.Glycoscience.com

Surge in Franchisees & Family Participation is Refreshing. The FORUM Franchisees are a diverse group of operators from around the country and the world. We would like to welcome the new Franchisees & first time Forum Meeting attendees that attended Cabo San Lucas and Aspen. There were a record number of young adults in Aspen and they appreciated the opportunity to ski and attend parts of the meetings that they were interested in as well. Many were able to make internship contacts for summer employment across the country and Australia. If you have a teen that would like to explore internship possibilities and gain work experience in another Franchise, email robinh@rpmpizza.com or valm@rpmpizza.com for more information. It’s been highly recommended that our kids seek employment in outside companies, so the FORUM Franchisees have set up the **FYI (FORUM Youth Internship) Program** where fellow franchisee’s young adult children can gain work experience outside of the family business as well as experience living in another part of the country.

Future FORUM Meeting Schedule



2007 Meetings

Winter (Feb/Mar) Jackson Hole, WY
Fall (Sept/Oct) Maui or Australia

2008 Meetings

Winter (Feb/Mar) Whistler or Beaver Creek/Vail
Fall (Sept/Oct) (Miami, San Fran/Pebble B, Dallas Puerto Rico, Alaska,
Quebec/Toronto)
Side Trip (Aug 8-24) Beijing Olympics

Forum Mission: To Better Franchisees, Their Families, and Relationships

Forum Purpose: To exchange information of mutual benefit and to self-educate large Franchise Members on innovative programs and systems that have proven successful.

2005 Officers & Board Members

Glenn A. Mueller, President –RPM Pizza, LLC – 15384 5th Street, Gulfport, MS. 39503 – (228) 832-9980 Mobile # (228) 806-9092 ext 2240

Roger Cohn, Vice President - Roger: OAE Inc. – 4937 E. 5th Street, Tucson, AZ 85718 (520) 323-3500 ext. 114

Greg Kostka, Treasurer – Kostka Enterprises, Inc., 4475 US 1 South, Suite 503, St. Augustine, FL. 32086 (904) 797-5116

Val Mueller, Robin Hammons, Meeting Coordinators – RPM Pizza, LLC – 15384 5th Street, Gulfport, MS 39503 – (228) 32-4000 ext 2215 or 2204

Roger Cohn & Val Mueller, Social: Roger: OAE Inc. – 4937 E. 5th Street, Tucson, AZ 85718 (520) 323-3500 ext. 114

Bill Graves, Domestic Membership – 501 SE Litchfiled Ave. – Wilmar, MN 56201(320) 235-8277

Don Meij, International Membership – Domino's Pizza Australia & New Zealand Level 8 TAB Building, 240 Sandage Rd. Albion QLD 4010 Australia 011-61-736-333-333 (donmeij@bigpond.com)

Terry Nordenstrom, Rick Swisher DFA Representatives – (Rick) 4236 S. Sepulveda Blvd. Culver, CA. 90230 (310) 558-5190 x 11; (Terry) 4141 SW 38th St. Ste. E-1; Fargo, ND 58104 (701) 282-3484

*Domino's Franchisee FORUM
Cape Cod Meeting Registration
September 24-28, 2006*



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Your Name: _____
 Your Email: _____
 Your Cell Phone: _____
 Your Birthday: / / (month, day & year)

Spouse Name: _____
 Spouse's Initials: _ _ Spouse Email: _____
 Spouse's Birthday / / (mo, day, yr) Spouse Cell PH: _____

Will your Spouse attend: ___yes ___no Will Your Kids Attend: ___yes ___no

Kids or Guests Attending (Include kids birthday please)

_____ _/___/___ _____ _/___/___
 _____ _/___/___ _____ _/___/___
 _____ _/___/___ _____ _/___/___

_____ **I am interested in going to the Cape Cod FORUM, September 24-28, 2006**

Options: _____ I am interested in _____ rooms in the main hotel
 _____ I am interested in _____ rooms in a beach cottage

_____ **I am interested in going on the Boston Pre Trip, September 22-24, 2006**

Options: _____ I want to fly into Boston and stay Fri and or Sat night, and then drive to Cape Cod
 _____ I want to check in to my hotel on Cape Cod and then drive in to Boston for the different events
 _____ I need _____ rooms in Boston
 _____ I don't want to go to Boston at all
 _____ In Boston I am interested in (pick a tour, see information) _____

_____ **I am interested in going to Charlevoix and Castle Farms following the Cape Cod Meeting**

Options: _____ I want to go to Charlevoix on Thursday afternoon
 _____ I want to go to Charlevoix on Friday Morning
 _____ I will stay until _____
 _____ I will need _____ rooms when we go to Charlevoix
 _____ I don't want to go to Charlevoix at all

Please Fax to RPM Pizza at 228 832-9980 Or Email to valm@rpmpizza.com