

Presenting
New &
Inspired **Success**



www.dominosdfa.com

Volume XIV Issue I

Our Mission:

To provide Domino's Pizza Franchisees a unified organization working to maximize the value of our members' stores

Our Priority:

To protect and increase the profitability of our franchisees

Our Goal:

Through a unified voice, contribute to the enduring success of Domino's Pizza, by empowering, educating, and passionately representing the franchise community

Grow Your Profits by adding Coca-Cola Beverage Variety!



All Domino's can now carry up to 9 brands or 18 Coca-Cola SKUs to offer consumers additional beverage variety.

What is Beverage Variety?

- Offering consumers choice
- Satisfying consumer need states
- Provide the right brands/packages for key day parts

Why is Beverage Variety relevant to Domino's?

- Increases consumer satisfaction
- Drives incremental profitability
- Improves beverage mix

How can beverage variety help your bottom line?

Selling Incremental Drinks Per Day will drive significant results!



	1 Drink Per Day	3 Drinks Per Day	5 Drinks Per Day	10 Drinks Per Day
Annual Revenue	\$536.40	\$1,609.20	\$2,682.00	\$5,364.00
Annual Gross Profit	\$309.60	\$928.80	\$1,548.00	\$3,096.00

(Revenue based on \$1.49 retail • 20oz sparkling soft drink average unit cost \$0.63/unit • 20oz sold in 360 selling days)

Important things to consider when increasing beverage variety:

What Coca-Cola SKUs do consumers request that you do not carry today?

Are your carryout sales are 25% or more? If so, consider a Coca-Cola lobby cooler to drive impulse beverage purchases.

Have you placed new SKUs in the Coca-Cola 20oz counter top merchandiser and updated print materials to increase awareness?

Have you standardized new beverage codes in PULSE to ensure all offerings show online?

Are crew suggestively selling new SKUs?

Contact your Coca-Cola National Account Executive to discuss how to expand beverage variety in your stores

Northeast	Ed Paccone	804.334.3450	edwardp@cokecc.com
Southwest	Geoff Gotsch	404.403.7183	geoffg@cokecc.com
Big Ten	Lisa Mayer	248.318.7630	lismayer@cokecc.com
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The Voice

| of Domino's Pizza Franchisees |

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If you would like to submit an ad, article or feedback, please contact Jamie Reams at 210-845-1072 ext. 3, or email jamie@dominos-dfa.com. Feel free to recommend topics of interest. The opinions contained in this publication do not necessarily represent Domino's Pizza Frinachisees, Domino's Pizza, Inc., and/or any of its agents. The Voice is printed quarterly and distributed to the entire Domino's Franchisee Community.

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- Energize new product introductions



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Management and Safety Services (MaSSCorp) Supports the Community

By **Jim Thompson** Fire Chief,
Twentynine Palms Fire Department



From left to right: Bill Barbarow, Fireman's Fund; Chief Thompson; Jeff Murphy, MaSSCorp; Carol Paul, Domino's Pizza; Tom Nowlan, Domino's Pizza.

Most fire departments are faced with funding challenges and, unfortunately, my department is no exception. Besides fires, firefighters are asked to respond to all types of emergencies incidents including gas leaks, hazardous materials, and vehicular accidents, so it's essential we have the equipment to do our jobs effectively.

Recently, Management and Safety Services (MaSSCorp) and Fireman's Fund Insurance Company partnered to award my fire department a \$6,500 grant.

Grant funds were used to purchase new-generation fire shelters. Firefighters use the shelters as a last-line of defense during wildfires. In cases where the fire overtakes them, firefighters are trained to cover themselves with the shelter as the fire burns over them. The new shelters are built with the latest technology and consist of multiple layers of aluminized fabric that will protect our firefighters against high heat for extended periods of time. Local Dominos Pizza[®] owners Tom Nowlan and Carol Paul assisted in the grant process by bringing awareness of our need.

The grant was made through the Heritage ProgramSM. Under the program, Fireman's Fund[®] awards millions of dollars each year through the direction of its insurance partners to fire service organizations across the country. Grant funds are used for needed equipment, training and fire safety.

On behalf of our firefighters and the residents of Twentynine Palms, I want to thank MaSSCorp and Fireman's Fund for their generosity and Tom Nowlan and Carol Paul, local Domino's Pizza owners, for their support.

To learn more about MaSSCorp, the Fireman's Fund Heritage Program, or to get an insurance quote, visit www.MaSSCorp.net or call 800-766-5677

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*A Domino's Pizza-approved provider and DFA preferred partner.

For more information, contact:

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Rachel.Braden@acxiom.com

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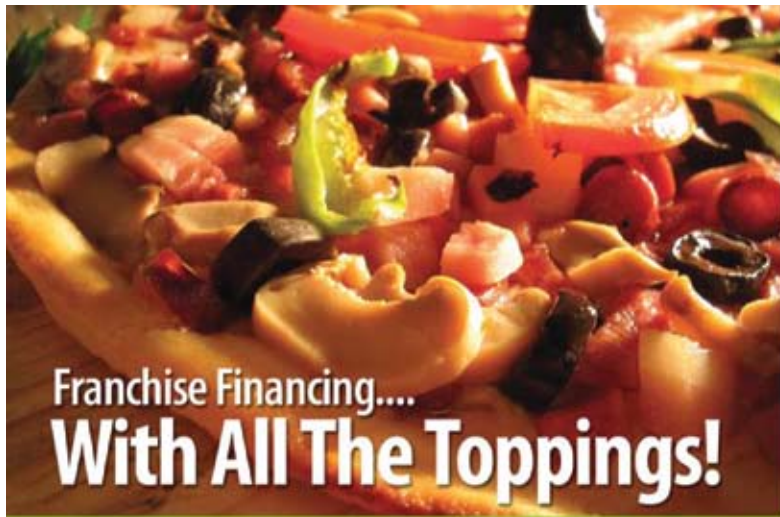
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That's the message I've been sending to every franchisee and store general manager I can. Never before have we seen so many consumers so open to trying our product – especially since we've been so open, honest and transparent in our advertising.

While we are not saying these exact words, we're telling consumers everywhere that at Domino's Pizza, we're for real.

Franchisees across the country are telling us that they've never seen their stores so consistently busy day after day after day. For many of you, you're experiencing perhaps the biggest sales increases you've ever seen. For some of you who have been around a long time, you can attest that the sales boost we're seeing has been a long time in coming.

Consumers by the thousands (even hundreds of thousands!) are giving us a try – and we can't disappoint them. I know you're doing everything you can to get your stores staffed, make sure you're making pizzas the best that you can and that your service times don't suffer in the process. Even in these unprecedented times, we're seeing stores scoring 5 Star ratings on their OER audits...so we know it can be done! I've got tremendous confidence in you and your teams. Domino's stores were designed to be busy – and they are busy! This is what we've

always wanted and I know we can continue this momentum!

Taking advantage of this momentum and continuing to drive sales is the absolute BEST driver of store level profit, which continues to be a priority for me and the entire team at Dominos. You recently received a letter from the Franchise team at Domino's USA, outlining in detail how we did at our 2009 company objective of identifying \$15,000 in additional profit opportunities. If you have any questions, please contact your area leader.

In 2010, your store-level profitability will continue to be a focus and a priority for us. Our 2010 objective is to see that the average franchise store in the system earns \$70,000 in EBITDA.

But you don't have to wait for a letter to start making it happen now. Top line sales are THE place to start in driving bottom line profit. If we can keep the momentum going in our stores, the average store could see an additional \$15,000 - \$35,000 on its bottom line due to the sales increases alone by the end of the year.

Stephen Colbert named us his "Alpha Dogs of the Week" because of our pizza reinvention and our bold marketing. We're generating more "buzz" than I've ever seen – this is our chance to convert all of these new customers into repeat customers. **This is our shot – let's take it. Now!**

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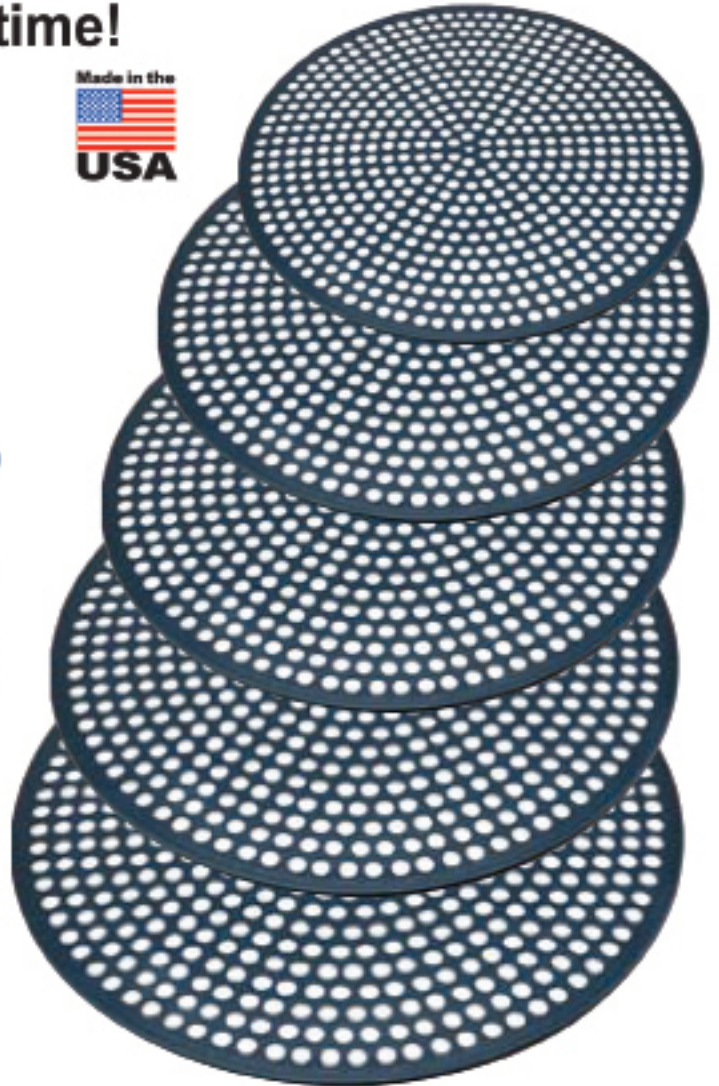
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700340193	Partner 18 Button Display Telephone Sets	1	\$ 135.00	\$ 135.00
700419971	Partner 6 Button Display Telephone Set	5	\$ 85.00	\$ 425.00
1326-001	Surge and Line Protection	1	\$ 95.00	\$ 95.00
	IntelliTouch 6000 MOHPlayer	1	\$ 189.00	\$ 189.00
	Installation, Training, & Programming	1	\$ 750.00	\$ 750.00
				Total: \$2,094.00

Part Number	Description	Quantity	Price	Total
Refurbished Avaya Partner System				
700316474R	Partner ACS B8 509 Processor	1	\$ 400.00	\$ 400.00
700340193R	Partner 18 Button Display Telephone Sets	1	\$ 95.00	\$ 95.00
700419971R	Partner 6 Button Display Telephone Set	5	\$ 75.00	\$ 375.00
1326-001	Surge and Line Protection	1	\$ 95.00	\$ 95.00
	IntelliTouch 6000 MOHPlayer	1	\$ 189.00	\$ 189.00
	Installation, Training, & Programming	1	\$ 750.00	\$ 750.00
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KP-AP4XWVGXAR	KP, OFFICESERV 7100 MGR LICENSE KEY, 0 T	4	\$ 65.00	\$ 260.00
KP-AP9XWSSXAR	KP, LICENSE KEY FOR ENABLING SIP STACK,C	3	\$ 20.00	\$ 60.00
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Store	Name	Previous Period			Current Period			Difference	
		# Ord	Sales	Avg \$	# Ord	Sales	Avg \$	# Ord	Sales
3219	STEPH	12	281.02	23.42	0	0.00	0.00	-12	-281.02
3219	MOARATTY	14	198.18	14.16	5	70.49	14.10	-9	-127.69
3219	SAMUEL	9	161.84	17.98	1	15.98	15.98	-8	-145.86
3219	MICHELLE	8	227.16	28.40	1	50.95	50.95	-7	-176.21
3219	JEANNE	9	154.41	17.16	2	33.48	16.74	-7	-120.93

Brian interviews each customer to find out their likes and dislikes of just not Domino's but any pizza they have ever eaten. He then works with them to design their Domino's Dream Pizza. All the testing is no charge to the customer and until they have tried at least ten different combinations, he doesn't give up. Once the Dream Pizza is discovered it gets noted in Pulse and that becomes the customer's standard order. That customer is now a customer for life.

There appears to be no doubt that New and Improved has had a tremendous sales effect in the short term with its long term success to be determined in the months and years ahead. I'm

not sure I know of anyone who would prefer to role things back to last summer. Having said that, we have undoubtedly left both a literal and figurative bad taste in the mouths of a handful of our long-time customers. Using both the power of the MVP Utility and Brian Edler's Domino's Dream Pizza concept, you are able to easily identify and save those customers.

There are many more details and concepts that could not make it into this article. To continue your education on this subject and to find out how Wizardline Technologies can help you increase sales and profits through technology, visit <http://www.TheWizardline.com/DFA>.

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Accounting & Tax:



Horne, LLP

Contact: Michael Sassano
Phone: 704-852-4378



Monterra Franchise Services, Inc.

Contact: Larry Yapp
Phone: 800-481-8990



The Bottom Line, Inc.

Contact: Marnie Feinour
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Contact: Jeff Murphy, ARM,
Executive Director
Phone: 800-766-5677

Labor Lawyers

Fisher & Phillips, LLP

Contact: Hagood Tighe
Phone: 803-255-0000

Marketing Services:



Ross PrintMarketing, Inc.

Contact: Eileen Bromwell
Phone: 800-421-1684



Plasticard-Locktech International

Contact: Tracy Morris
Phone: 800-752-1017 ext.1299

Supplies & Products:



Cintas Corporation

Contact: Paulette Kalin
Phone: 513-573-4269



Coca-Cola

Southeast Contact: Geoff Gotsch
Phone: 404-403-7183
Northeast Contact: Tony Lozzi
Phone: 410-684-7247
Midwest Contact: Lisa Mayer
Phone: 248-318-7639
West Contact: Stephanie Somenek
Phone: 480-797-4527
East Contact: Ed Paccone
Phone: 804-334-3450

Supplies & Products:



Middleby Marshall Oven Company

Contact: Larry Bireta
Phone: 248-302-1199



Lloyd Industries, Inc.

Contact: Rob Crow
Phone: 800-748-6251

Technology



dpReporting

Contact: Bryan Nichols
Phone: 469-774-2800



Wizardline Technologies, Inc.

Contact: Shawn Brunelle
Phone: 978-423-0875

Do you know a Domino's ...



Franchisee, Manager, or Driver

who has modeled exceptional dedication, skill or service?

Please e-mail your nominations to jamie@dominosdfa.com

All nominations will be considered for an interview in the upcoming issue of The Voice



Chief Executive Officer

Ken Peebles

PO Box 536
Schertz, Texas 78154
Office: 210.845.1072 ext. 1
Cell: 210.845.4811 Fax: 866.812.7727
Email: ken@dominosdfa.com

Domino's Pizza History:

- Started with Domino's Pizza Distribution in 1986 as the production team leader for the Louisiana commissary; was promoted to Louisiana commissary manager in 1987.
- Held positions as Distribution manager in Michigan, Florida and at Equipment and Supply.
- Promoted to work at the World Resource Center as Distribution's representative on national level cross functional projects. (Pizzazz/ Burger King, alternative venues, and new product development were some of the projects)
- Promoted to Regional Vice President for the Western U.S. overseeing 11 Distribution centers.
- Held positions as Distribution Vice President responsible for National Purchasing, Quality Assurance, Customer Satisfaction and the Director of the Quality Board (Established, implemented and maintained standards and policies)
- Received Distribution's Manager of the year in 1988 as the GM of DNC/Louisiana.
- Received Distribution's Manager of the year in 1998 as the GM of DNC/Florida.
- Previous Board member of the Partner's Foundation.



Office Manager

Kimberley Lozano
312 Sunset Flight
Cibolo, TX 78108
Office: 210.845.1072 ext. 4
Cell: 210.687.2174 Fax: 866.812.7727
Email: Kimberley@dominosdfa.com

Domino's Pizza History:

- Started at Domino's Pizza as a CSR in 1995, promoted to MIT in 1996 and then to General Manager in 1999.
- In 2002 served as Controller for the Franchise Office.
- 2009 Office Manager for the Domino's Pizza Franchisee Association .



Editor-in-Chief/Design-The Voice Magazine

Jamie Reams

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Waynesboro, PA 17268
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Fax: 866.812.7727
Email: jamie@dominosdfa.com

Domino's Pizza History:

- Started with DFA in 2006
- Serves as designer and Editor-in-Chief of "The Voice"

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Coming March 22, 2010



Ross
PrintMarketing

Get Your Database Report FAST

**Web Based Database Count Generator for Ross PrintMarketing
"Build the Business" Direct Mail Plan Participants**

No Monthly Fees or Charges

Domino's Store "Address Count" Generator

Ross PrintMarketing participates with DPLLC to receive Domino's Pizza store transactional histories for the purpose of database mailings. For franchisees that have authorized Ross PrintMarketing to receive your store history, Ross has created our "Data Warehouse". Ross' data warehouse contains all store transactions captured by the Pulse computer system and then downloaded by DPLLC and transferred to Ross for the purpose of database mailings. Get your database counts fast, Ross PrintMarketing's NEW "Address Count" Generator will provide secure access to franchisees address count information contained in the Ross' "Data Warehouse".

Ross' NEW Web Based "Address Count" Generator will give you:

1. Customer database counts
2. New Customer counts
3. MVP Customer counts
4. Late Customer counts
5. Lapsed Customer counts

All Inclusive in One "Database Count Report!!!!!!"

All of this valuable database marketing information at no additional charge or monthly subscription charges to Ross "Build the Business" Direct Mail Plan participants. This is another Mailer Reward for Domino's Pizza franchisees.

Benefit to Ross PrintMarketing "Build the Business" Direct Mail Plan Participants.

If your stores participate in Ross PrintMarketing "Build the Business" Direct Mail Plan franchisees will be able to receive count information on your store's database 24 hours a day, 7 days each week. Just log in and get secure "address count" information for your stores.

Log In Information

The store "address counts" are unique addresses for customers that have ordered from the listed Domino's Pizza store. These addresses are address corrected and de-duped to meet all USPS postal standards. The counts do not contain carryout orders that did not contain address information.

Franchisee "F" Number _____
PASSWORD _____

Store List (from pull down list) _____

Control click to create multiple requests

Please call or email for information or to place an order

1-800-421-1684 fax (303) 286-8515

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Jasmine Ross
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Chris Taylor
taylorc@rossprintmarketing.com



Ross PrintMarketing "Database Count Report"

List Counts Start Date _____ days
Data for _____ days
(example 180 days)

Results: Per Store _____

Total "Unique" address count _____

Current Customers
0 days to 30 days _____

At Risk Customers
31 days to 60 days _____
61 days to 90 days _____

Lapsed Customers
91 days to 120 days _____
121 days to 150 days _____
151 days to 180 days _____
181 days plus _____

Total "New" Customers in the last
30 days _____

Total MVP* Customers that have 4 or more orders in past _____ weeks

Total "Late delivery" customers in the last
30 days _____

Customers with "out the door" times over
25 minutes _____

Total "Lapsed" customers 91 days to
150 days _____

****These reports are auto generated and have not been reviewed by your Ross marketing representative. Sometimes there are "gaps" in the data provided by DPLLC and further downloading could be required.

Reports will be E-Mailed to you within 1 hour

****These reports can require several minutes of computer processing time to acquire therefore Ross PrintMarketing will e-mail the results to you at your e-mail address of record. If you do not receive your report within 1 hour please contact your Ross "Domino's Marketing Representative".

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