



MAKING A  
DIFFERENCE





## DETAILS

- ★ The program provides business opportunities when veterans transition to civilian life or seek a career change, and thanks them for their service
- ★ Honorably discharged service-disabled veterans who qualify as Little Caesars franchisees are eligible for a benefit of up to approximately \$68,000 on their first new store
- ★ Honorably discharged non-service-disabled veterans are eligible for a benefit of up to approximately \$20,000 on their first new store
- ★ For more information on the Little Caesars Veterans Program contact the Center for Veterans Enterprise (CVE), part of the U.S. Department of Veterans Affairs (VACVE@va.gov or toll-free @ 866.584.2344), Marine For Life (www.M4L.usmc.mil or 866.M4L.USMC), VetFran (www.franchise.org under "franchises for veterans") or LittleCaesars.com

*“ The Little Caesars Veterans Program provides honorably discharged and disabled service members with an outstanding business opportunity to utilize their leadership skills to run a business. The significant credits and discounts, as well as special financing options, make this truly unique program a valuable and excellent option for our service members who transition to the civilian work force each year, especially our wounded warriors who have sacrificed greatly for our Corps and country. ”*

- Lt. Col. Francis Piccoli  
U.S. Marine Corps



The Little Caesars® Veterans Program  
is dedicated to our nation's veterans  
and their families.

We thank them for their service  
to our country;  
it makes all the difference.





All stores opened under the Little Caesars Veterans Program include a special plaque in the lobby and a decal designating them as veteran-owned stores.

# FORWARD

Veterans Day marks the anniversary of the Little Caesars Veterans Program. The program has been very well received and more importantly, is making a difference for our veterans by providing them with business opportunities when they transition to civilian life or seek a career change.

Launching the Little Caesars Veterans Program has been a rewarding experience for the many Little Caesars colleagues who support it in various ways, as well as the numerous organizations who have contributed to it. It is our hope that this program will inspire other businesses to start their own programs to help veterans build for their futures.

Little Caesars believes that our veterans, the men and women who have given so much to serve our country, should return home with business prospects to help them achieve their hopes and dreams. I invite you to turn the page to follow the rest of the story and to meet some of our veterans who we're proud to call Little Caesars franchisees.



David Scrivano

President

Little Caesar Enterprises, Inc.

# HOW IT ALL BEGAN

Little Caesars founder Michael Ilitch, a Marine and former Detroit Tigers minor league player, is familiar with facing transitions. After suffering an injury that abruptly ended his baseball career, Mr. Ilitch had to determine what to do next. His baseball skills weren't as useful off the field and he never forgot the struggle of trying to answer the question "what now?" After investing his life savings to start Little Caesars Pizza with his wife Marian in Garden City, Michigan in 1959, he knows the rewards of building a business.



Mr. Ilitch read about Army Staff Sergeant Robbie Doughty, who lost his legs while serving in Iraq, and was impressed with his attitude and strength of character. After meeting Robbie, he was even more impressed and wanted to show his appreciation. He gave Robbie a Little Caesars pizza franchise in his hometown of Paducah, Kentucky.

Robbie's experiences and attitude inspired Mr. Ilitch to ask the Little Caesars management team to develop a program that would provide business opportunities for more veterans. The Little Caesars Veterans Program was created to thank the men and women who have served in the armed forces for the sacrifices they and their families have made for our country.

## Disabled Veteran and Pizza Entrepreneur Celebrate Grand Opening Side-by-Side

“ I appreciate what Mr. Ilitch and Little Caesars did for me and my family, and I'm proud to have inspired the Little Caesars Veterans Program. But the best part of the story is that a program was created to help other vets. It's about veterans helping veterans. ”

– Robbie Doughty, Veteran and Little Caesars Franchisee,  
Paducah, Kentucky



# GRAND OPENINGS

## Pizza! Pizza! Vet gets slice of franchise pie

### Entrepreneur Opens First Little Caesars Veterans Program Store

“I’m proud to be a franchisee with a company that recognizes the contributions veterans have made to our country. Little Caesars has given me incredible support and a unique opportunity to open the company’s first Little Caesars Veterans Program store. I am excited to have opened my second store and look forward to seeing several more veterans open their stores in the coming months.”

– Marty Lorenz, Veteran and Little Caesars Franchisee, Ft. Myers, Florida



Marty Lorenz cuts the ribbon at his Little Caesars store grand opening in Ft. Myers, Florida. He opened his second store in November 2008.



Patricia Evans, the first woman to open a store under the Little Caesar's Veterans Program, high fives Little Caesar at her grand opening in Valdosta, Georgia.



Rodney and Maria Gauthier are all smiles as they become entrepreneurs in Clayton, California.



Robert Flores takes a fresh, large HOT-N-READY® pepperoni pizza out of the oven at his grand opening in Carmel, Indiana.



Lloyd Allard celebrates the grand opening of his store in Clarksville, Tennessee.

# GRAND OPENINGS



Rick Loz and his family are excited to officially open their Little Caesars franchise in Allentown, Pennsylvania.



Steve and Traci Yoho are proud to be members of the Jacksonville business community in North Carolina and look forward to growing their business.



In North Port, Florida, Tony Ceppaluni enjoys providing his customers high quality products at a great value, ready when they are.



Robert Jones achieves his dream of owning his own business in Lithonia, Georgia.



The Ortega family looks forward to giving back to the Sheboygan, Wisconsin community as they open their Little Caesar's franchise.



Michael Slater and his family celebrate their grand opening in Austintown, Ohio.

# GRAND OPENINGS

## Pizza Company Offers Franchise Assistance to Local Veteran

“I am excited to start this next chapter of my career with a company that supports veterans through the Little Caesars Veterans Program. I enjoy being a part of the Stafford, Virginia business community and providing my customers outstanding value by offering Little Caesars’ top quality pizza made with fresh ingredients for a great price.”

– Richard Cozier, Stafford, Virginia



Richard Cozier receives a hand shake from Stafford County Supervisor Robert Woodson as he joins the Stafford, Virginia business community.



A happy Little Caesars customer picks up his HOT-N-READY® pizzas from Little Caesars franchisee Carlis Womak at his store in Mountainlake Terrace, Washington.



Joseph and Suzanne Alleca gain independence as business owners in Keller, Texas.



Elliott Stevens is excited to begin his new career as a business owner and Little Caesars franchisee in Arnold, Missouri.



The Patel family enjoys some delicious Crazy Bread® at a grand opening celebration in Ft. Meyers, Florida.

# MILESTONES

## **Little Caesars Pizza Reaches Milestone with Innovative Veterans Program**

Little Caesars Veterans Program launches first training class

## **Little Caesars Pizza Extends and Enhances Veterans Program**

“The Little Caesars Veterans Program has been so well received and, based on its success, we’re pleased to announce that we’re extending the program for another two years. The Little Caesars Veterans Program is helping veterans change their lives and build for their futures, and we are enhancing the program with additional benefits.”

– David Scrivano  
President, Little Caesar Enterprises, Inc.





Scott Denniston, Director of the Center for Veterans Enterprise, addresses training class participants.



Veterans hear some insightful words from Michael Illitch during their training.



Lloyd Allard shares his experience with other franchisees.



U.S. veterans and Little Caesars franchisees, and Little Caesars President David Scrivano travel to New York City to interview with FOX Business Network anchor David Asman and discuss the benefits and enhancements of the Little Caesars Veterans Program. From left: Elmer Gandionco, Patricia Evans, David Asman, Robbie Doughty, David Scrivano, Kathryn Oldham.

# RECOGNITION



“ I recognize the Little Caesars Veterans Program for its efforts to help veterans realize their dreams of owning a business and offer my sincere appreciation to Mike Ilitch for his commitment to America’s veterans. ”

– Michigan Governor Jennifer M. Granholm



Former Staff Sergeant and Little Caesars franchisee Robbie Doughty serves as the guest of honor and keynote speaker at an event honoring veterans hosted by Secretary of Labor Elaine L. Chao in Washington DC.  
From left: Kathryn Oldham, Robbie Doughty, Secretary Chao, Krissy Doughty, Mike McLaughlan.



Former Secretary Nicholson presents the Secretary's Award, the highest honor given to a civilian by the United States Department of Veterans Affairs.



“ In grateful recognition of and appreciation for your exceptional generosity to our Nation’s veterans. Your efforts to provide new career opportunities for America’s heroes are an example for other leaders of business and industry to follow. You have given meaning to the concept that one person can make a difference. You have taken the mission of the Department of Veterans Affairs to heart and you have personally aided those who have borne the battle. It is a great honor to bestow this award to you in recognition of your dedication to helping our veterans achieve success. ”

– R. James Nicholson  
Former Secretary of Veterans Affairs

# ACKNOWLEDGEMENTS

## **Thank You! Thank You!**

**L**ittle Caesars believes that private enterprise and civic involvement are the real strength of the American way of life, and we've looked for ways to "give back" since opening the first store in 1959.

We would like to thank those who have helped us make a difference for veterans pursuing their dreams of business ownership. Several organizations have provided guidance or resources and helped promote the program. They are: Center for Veterans Enterprise (CVE), part of the U.S. Department of Veterans Affairs; Marine For Life (M4L), which supports Marines and Sailors who honorably leave active service and transition to civilian life; and VetFran, a program of the International Franchise Association that provides franchising opportunities to veterans.

In addition, many of our key suppliers have contributed products or services to help make the program unique in the industry. They include: Pepsi, Monster, Blue Line Foodservice Distribution, Crossroads Financial, MARS Advertising, Valassis, Ad Color, P.A. Products Inc., and Printworks.

There are also many individuals who have contributed to the program. While they range from veterans who provided input that helped shape the program, to government officials who support it, to reporters who covered the story, they all demonstrate that each and every one of us can help make a difference.

We look forward to continuing to work together to grow the Little Caesars Veterans Program.



## TO LEARN MORE ABOUT THE LITTLE CAESARS VETERANS PROGRAM® CONTACT:

### Center for Veterans Enterprise (CVE)

Part of the U.S. Department of Veterans Affairs  
VACVE@va.gov or 866.584.2344.

### VetFran

A program of the International Franchise Association (IFA),  
which provides franchising opportunities to veterans  
[www.franchise.org](http://www.franchise.org) under “programs and services.”

### Marine For Life

Supports Marines and Sailors who honorably  
leave active service and transition to civilian life  
[www.M4L.usmc.mil](http://www.M4L.usmc.mil) or 866.M4L.USMC.

[LittleCaesars.com](http://LittleCaesars.com)



## LITTLE CAESARS VETERANS PROGRAM COMMENTS

“I have witnessed first-hand how important it is to give people opportunities in life, and when it comes to our veterans, we should be even more generous. The Little Caesars Veterans Program is a wonderful example of how Americans stand up for those who stand up for them. ”

– Mitch Albom, Author and Columnist

“Helping America’s veterans enjoy the benefits and blessings of the free enterprise system that they’ve protected and defended is a measure of the franchising community’s appreciation for those sacrifices. Little Caesars’ efforts to go the extra mile with its own program is an example for all to follow. ”

– Matthew Shay, President, International Franchise Association

“The Little Caesars Veterans Program is a meaningful, sustainable way to make a difference for veterans...it is a great example of the type of business opportunity that the Entrepreneurship Bootcamp for Veterans Program at Syracuse University is designed to prepare our veterans to explore. ”

– Mike Haynie, PhD

Director, Entrepreneurship Bootcamp for Veterans with Disabilities  
The Whitman School of Management, Syracuse University

“Michael Ilitch’s generosity and that of his company is already beginning to make a tremendous impact on the lives of veterans...they’re embracing this opportunity for a new beginning and thereby sending a very encouraging message to other veterans. ”

– R. James Nicholson, Former Secretary of Veterans Affairs