

**Jeff Soehnlein**  
**Loveland, Colorado**



As a young man, Jeff Soehnlein never dreamed he would own his own business. In 1968, after graduating from high school, he joined the Navy. Upon completion of his military service, he began working for a national telecommunications company while attending school to earn his B.A. in Accounting.

During his four years in the Navy, Jeff developed an ideal business skill-set coupled with a strong sense of integrity and a teamwork management style. Little did he know, those very skills would one day benefit him in his role as a business owner. Submarine service required that he know something about all aspects of the boat, much like he needs to know all areas of the business to grow his Little Caesars franchise.

"I feel veterans can make strong franchisees, with their exceptional work ethic, dedication and diligence," Jeff said. "I'm glad I had the opportunity to become part of Little Caesars, and I'm excited that Little Caesars is extending an excellent opportunity to qualified veterans."

As a franchisee, Jeff is a strong supporter of the Little Caesars Veterans Program, which reflects the Little Caesars philosophy of giving back to the community. It's designed to honor qualified veterans and provide them with the opportunity to transition into new careers as Little Caesars franchise owners.

"The benefits and discounts offered by the Little Caesars Veterans Program allow veterans interested in beginning a new career to have additional options," Jeff said. "They have an opportunity to own a business that provides consumers with quality products at a great value, and it also has an established brand with strong national recognition."

Jeff and his wife, Catherine, have been franchisees for more than five years. They currently have two stores in Loveland and Fort Collins, Colorado, which their two daughters manage. They have two more stores in development.