

Robbie Doughty and Lloyd Allard Paducah, Kentucky



Robbie Doughty, a former Staff Sergeant in the United States Army has partnered with his good friend and former colleague, Chief Warrant Officer Lloyd Allard, to open one of Little Caesars' newest locations. The two friends met while preparing to travel overseas for duty in 2004, and reunited to embark on a new business venture opening a Little Caesars restaurant in Paducah, Kentucky.

Robbie and Lloyd first became acquainted when Lloyd needed a military intelligence specialist to join him and his men in Iraq. Robbie was the right choice for the job, and the two developed an instant rapport. In July of 2004, while on a routine assignment, the vehicle Robbie was traveling in was hit by a road-side bomb, resulting in injuries that led to the loss of both his legs.

Robbie returned home to recover as Lloyd continued his tour in Iraq. Robbie was determined to achieve a speedy recovery, and left Walter Reed Army Medical Center in Washington after five months, as opposed to the more typical 2 year rehabilitation process. His local church welcomed him home to Paducah with a hero's reception, and he continued to consider options for his future.

Little Caesars founder, Michael Illitch, read about Robbie's situation and can-do attitude. He remembered a time when he himself faced a crossroads after an injury abruptly ended his baseball career, and he struggled to answer the question "what now?" As they got to know each other, he was moved by Robbie's courage and sense of humor, and offered Robbie the chance to open his own Little Caesars franchise. He suggested that Robbie partner with someone he could trust.

"I knew right away that Lloyd was the right man for the job," Robbie said. "I have confidence in him and we've worked together and been friends through some difficult circumstances. He had just retired from the service and I knew this would be a perfect opportunity for us to work together again."

Robbie was interested in becoming a Little Caesars franchisee because of its excellent product offering and strong brand he remembered from his childhood, and philosophy of giving back to the community. Lloyd, not as familiar with the chain, began doing research, and liked what he learned.

"I felt very comfortable becoming a Little Caesars franchisee," said Lloyd. "Little Caesars has a simple and proven business model that is easy to follow and implement, and the high quality products provide a great value customers really appreciate. I also think it's a great fit because we'll be able to apply the skills we learned in the military --- implementing processes and systems, utilizing a teamwork management style, and maintaining a strong personal commitment --- to grow the business. And I'm excited to be working with Robbie again."

Robbie and Lloyd are also excited about the opportunity to own a business both of their families can be a part of. "We are pleased that we I can own a business with a brand recognized throughout the world that our children can be responsible for in the future, said Lloyd."

Furthermore, their story inspired Ilitch to launch a new, innovative franchise program to provide qualified, honorably discharged veterans with a business opportunity when they transition to civilian life or seek a career change. The program provides a benefit of \$10,000 for qualified veterans, and up to \$68,000 in benefits for service-disabled veterans.

“Robbie and Lloyd inspired me with a vision: to develop a program to create career opportunities for military veterans. I believe that it’s important for Little Caesars and corporate America to thank the men and women who have served in the armed forces, and this program offers an exceptional opportunity for veterans who are seeking new career options,” said Ilitch.

Robbie and Lloyd plan to open multiple locations along the I-24 corridor over the next several years.

Both Robbie and Lloyd have been honored with many military decorations. Robbie has been awarded the Bronze Star Medal, the Purple Heart and the Meritorious Service Medal among others. Lloyd has been awarded several military awards including the Legion of Merit, 4 Bronze Star Medals and the Meritorious Service Medal.

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