

Rick Loz **Allentown, PA**



Rick Loz is excited about the opportunity the Little Caesars Veterans Program provides to grow his Little Caesars business as he opens his second store in a year. "I'm thrilled to be part of this unique program that provides a chance for veterans to grow as an independent business owner," said Rick. "It lessens some of the hurdles for those who may not otherwise have the opportunity or the financial resources to become entrepreneurs."

A 10 year resident of Allentown, Pennsylvania, Rick feels his military background has helped provide him with the skills needed to run his Little Caesars business.

A former Captain in the U.S. Air Force, Rick first joined the military after graduating high school. He entered into the Reserve Officers' Training Corps (ROTC) program, and after graduating from college, was commissioned as a Second Lieutenant. Rick applied his military skills in the Space and Missile Systems Division of the Air Force and went on to serve in the U.S. military for eight more years. In 1996, Rick was honorably discharged, and he returned to civilian life and the corporate world.

After working as a project manager for a large telecommunications company, Rick decided he wanted a new set of challenges that would keep him engaged while allowing him to apply the knowledge and skills he learned in the U.S. Air Force and build his own future.

"While in the military I learned some very important skills, including identifying and achieving goals, discipline, a strong sense of teamwork, and treating people with respect," said Rick. "Being a Little Caesars franchisee has allowed me to utilize these skills and grow my business. I think my skills are a great fit for the Little Caesars system."

The innovative Little Caesars Veterans Program provides discounts and benefits to qualified, honorably discharged veterans looking to become entrepreneurs as they transition into civilian life or seek a career change.

In addition to the benefits and discounts offered through the program, Little Caesars also provides veterans with an efficient, simple and user-friendly operating system. According to Rick, the thorough training and proven business model confirmed his belief that investing in Little Caesars was the right choice for him and his family.

"My wife and I have enjoyed becoming a part of the business community and my kids love the pizza," said Rick. "I think our Easton customers will really respond to the high quality, convenience and great value that the customers in Allentown have been enjoying at my first store. This is an exciting time to be part of Little Caesars and I look forward to continuing to grow my business."