

## May was Mental Health Month at All LI Friendly's Restaurants



J&B Restaurant Partners remains dedicated to serving the LI community by raising awareness about mental illness and funds for NAMI (National Alliance for Mental Illness) Queens/Nassau. As a sponsor of NAMI Walks for the Mind of America that was held on May 7th at Jones Beach, J&B served approximately 1000 free lunches for fundraising walkers. For the third year in a row collection canisters were in all Friendly's restaurants to collect funds for the mental illness education project, "Breaking the Silence" (BTS).

"We are grateful for the opportunity to help mainstream mental illness, a disease that is all too often shrouded in shame, fear and ignorance. If we can help others understand that these brain disorders are 'no fault' illnesses, if we can encourage people who need it to seek treatment, if we can set an example for other local businesses to support the significant work organizations like NAMI Queens/Nassau do, then we can feel good about the impact we've had on our community" explains Joseph Vitrano.

"Joe Vitrano's support of 'Breaking the Silence' over the past 3 years has been far reaching. Many LI health teachers received free copies of the educational packets and this year free presentations on the importance of educating our students about mental illness were made available to local libraries and PTA's," explains Janet Susin, President NAMI Queens/Nassau & BTS Project Director who added, "His sponsorship of the BTS project has provided many LI teachers, parents and students with the tools to discuss mental illness, a topic all too often viewed as taboo."

## Save The Date!

American Cancer Society's **Making Strides Against Breast Cancer** walk  
Sunday, October 15th 2006  
Jones Beach State Park  
Registration 8-11:00 am — Start 11:00 am  
Contact Doreen Moody for further information.

**Information for the upcoming J&B Today issue is due August 4, 2006**

## Enjoy Your Summer with Safety

by American Cancer Society

Summer is here – and that means longer days and more time in the sun. With the kids out of school, you're probably doing a lot more outdoors. But as you enjoy this time of year, don't forget to protect yourself and your family from the sun's harmful effects.

Blending a few basic sun safety habits into your daily routine can save your skin not only from short-term damage like sunburn and tanning, but also long-term damage like wrinkles and cancer. Take just a few simple steps, and you can look forward to a healthy, happy summer.

Before you head outside for the day, protect your skin from the harmful ultraviolet (UV) rays of the sun with *Slip! Slop! Slap!*

- Slip on a shirt made of tightly woven material that you can't see through when held up to the light.
- Slop on sunscreen with a sun protection factor (SPF) of 15 or higher. And reapply after swimming, sweating, or toweling off.
- Slap on a hat with a wide brim to protect your face, neck, and ears; add sunglasses to protect your eyes and the surrounding skin. (If you choose a baseball cap, don't forget to put sunscreen on your exposed skin.)

Watch the clock also. During the middle of the day, between 10 a.m. and 4 p.m., the sun's rays are the strongest. Try to plan activities in the shade or indoors during those hours.

Sun safety doesn't have to be time consuming, but it can be lifesaving. Research suggests severe sunburns in childhood increase the risk for skin cancer in adulthood. So make sure children, in particular, are protected from the sun.

Skin cancer is the most common of all cancers. Most cases are highly curable; however, the most serious form – melanoma – can be deadly. This year, more than 53,000 people are expected to be diagnosed with melanoma, and

more than 7,000 will die. Individuals with light skin, a personal or family history of melanoma, moles and freckles, or a history of severe sunburn early in life are at the highest risk. That's why it's so important to take just a few extra minutes to protect your skin before you go outside.

Don't let a careless day in the sun drain the fun out of your summer. Protect your skin every day, now and year-round. For more tips on sun safety and to find out how to detect skin cancer early, when it's most treatable, contact the American Cancer Society at 1-800-ACS-2345 or visit [www.cancer.org](http://www.cancer.org).

### Planning a Summer Vacation?

Take your healthy lifestyle with you. It may be tempting to let your guard down on vacation, but you can have fun and stay healthy away from home. Here are some suggestions to consider when planning your next trip:

- Stop by the grocery store before you go and pack healthy food for the trip. Things like whole grain crackers, fresh fruits and vegetables, juice, and sandwiches are great for lunches and midday snacks.
- Pack hats, shirts, and sunglasses and don't forget bottles of sunscreen with an SPF 15 or higher.
- Check out the activities available at your vacation spot, and build physical activity into your vacation. Take a walk to look at local scenery, swim at the pool, and play tennis with other vacationers.
- Indulge in the local delicacies and add variety to what you eat. Find out what fruits and vegetables are native to the area you are visiting and try some.

As your family plans quality time together, incorporate your regular healthy habits into your summer – or take advantage of the time to start new ones. For tips on living healthy, call the American Cancer Society at 1-800-ACS-2345 or visit [www.cancer.org](http://www.cancer.org).

## J&B Restaurant Partners Opens New Friendly's Restaurant in Hampton Bays

This past spring Hampton Bays welcomed a brand new Friendly's, which is the largest Friendly's restaurant on Long Island to date. As part of an effort to continually improve the Friendly's dining experience, J&B announced the unveiling of its new impact style restaurant at the gateway to the Hamptons just in time for the busy tourist season.

"We expect that this newest Friendly's restaurant will be very successful," said Jamie Fahey. "The Hampton Bays area and surrounding communities on the east end continue to attract tourists year round and the Friendly's menu and environment has been attracting people on Long Island for decades," added Joe Vitrano.

With the exception of the traditional Friendly's sign that most people find welcoming, the restaurant's exterior design is very unique and blends into the east end landscape. According to Vitrano, "We worked closely with town officials and local communities to design a building that is both extremely functional and inviting, but also blends in with the other buildings and the architectural feel of Hampton Bays."

The Hampton Bays restaurant, located at 149 Montauk Highway, was designed to reflect Friendly's "New Impact" design – a look that is being rolled out to many Friendly's Restaurants across the country. This design includes a nostalgic feeling, paying homage to Friendly's 'soda fountain' past. The interior feel is cozy and contains high ceilings; a warm mixture of both carpeting and ceramic tile; large booths; a family friendly addition that allows for plenty of seating. It also includes a nostalgic ice cream parlor counter with bright lighting. "We see our Friendly's as an important part of the Long Island landscape" explained Joe Vitrano. "We think our new restaurant further encourages a feeling of warmth, community and family," he added.



In the United States, one person is diagnosed with breast cancer every three minutes and one person dies of breast cancer approximately every 14 minutes.

J&B is sponsoring the American Cancer Society's Making Strides Against Breast Cancer walk on Sunday, October 15. We will be creating teams of walkers that will participate in this event. Encourage your family and friends to join you on a team. For more details, speak with Doreen Moody.



To see your stories and announcements in J&B Today, contact Doreen Moody, our Human Resource Manager, at [dmoody@jbreastaurants.com](mailto:dmoody@jbreastaurants.com) or call her at 631-218-9067, Ext. 132

## J&B Restaurants Completes "Pride & Passion" In All of its Friendly's Long Island Locations

**NEW YORK** - If you've passed a local Friendly's restaurant lately, you may have to look twice. You'll notice that Friendly's Long Island restaurants are looking a bit brighter and a little more reminiscent of the good ole days both inside and out, thanks to a full-scale, system-wide remodeling project that will enhance the dining experience in all 35 area Friendly's restaurants on Long Island. And if you have stepped inside a Friendly's restaurant on Long Island, you'll notice the customer service is a little more special and personal than what you have experienced in the past.

It is all the result of a unique "Pride and Passion" concept that J&B Restaurant Partners, operator of all Long Island Friendly's Restaurants, has adopted and implemented earlier this year. The "Pride and Passion" concept is focused on the exterior and interior design of the restaurants and on the unique level of customer service that the restaurants are offering. It is built on fundamental core principals that include:

- *Passion for the Guest*
- *Pride in All Friendly's LI Restaurants*
- *Total Customer Satisfaction*

"My local Bay Shore Friendly's restaurant was a landmark in my childhood years," explains Joe Vitrano, President & CEO of J&B Restaurant Partners. "I am both proud and passionate about the restaurants that we operate and I wanted to share that pride and passion with our guests," he continued.

In terms of exterior design, all Friendly's restaurants will reflect Friendly's

"New Impact" design, which was created with nostalgia in mind. The exterior will have fresh, red brick and old fashioned benches and railings; exterior carriage lighting along the side of the building and a vanilla color painted trim fascia with brand new bright red Friendly's signs. "We considered and evaluated every element in our restaurants, from carpets and tiling to upholstery and woodwork to ensure that our customers could enjoy a fresh, new experience at Friendly's Long Island while also offering an old fashioned ambiance," said Joe Vitrano, President and CEO of J&B Restaurant Partners. "We replaced carpeting and added new tile in many of our restaurants and will continue this remodeling process throughout the year."

In terms of customer service, all of the Friendly's Long Island team has been extensively trained and each team member proudly wears the "I've Got The Power" button to ensure 100% customer service. "That means that we will greet our guests as they enter the restaurant, deliver their order promptly, make every effort to ensure their dining experience with us is a pleasant one and do whatever it takes to ensure the best customer service is provided to all our guests," explains Jamie Fahey, J&B's Sr Executive Director of Operations.

The "Pride and Passion" program is being coordinated throughout Long Island by John Bencivenga, J&B's Sales and Marketing Manager who is working very closely with Fahey to ensure this program is a success. "J&B Restaurant Partners has embarked on an aggressive marketing campaign in support of the new look, including new store signage. We are spreading the word through cable television and radio advertising," explained Bencivenga. "We encourage all our guests to come see it to believe it," he continued.

## Easter Seals New York Honors J&B's Joe Vitrano As Champion Of Hope

Joe Vitrano, President and CEO of J&B Restaurant Partners, was honored as one of Easter Seal New York's "Champions of Hope" at the organization's annual gala on Wednesday, May 24, 2006 at the Roosevelt Hotel in New York City. Mr. Vitrano received Easter Seal's highest honor in recognition of his commitment to support individuals with special needs and for his role as a community leader. In 2005, J&B's Friendly's LI Restaurants raised more than \$165,000 for Easter Seals New York. Since 1981, Friendly's has raised nearly \$20 million for Easter Seals through their annual "Cones for Kids" campaign. "We are delighted that Joe Vitrano has accepted this honor," explains Christine McMahon, Chief Operating Officer for Easter Seals New York. "Joe Vitrano and J&B Restaurant Partners has been extremely effective in helping us with our efforts to raise funds for the much-needed services that we provide here on Long Island. We're proud to be partners with such an effective organization."

During the campaign, Friendly's guests were able to choose either a Kids Valentine's Day card, redeemable for five free Friendly's kids cones, or a new coupon booklet featuring money-saving values on Friendly's food and three free kids meals. Both items were available for purchase for a donation to Easter Seals. In addition, J&B Restaurant Partners held several local bowl-a-thons that raised additional monies to support Easter Seals.

"Part of our corporate mission has always been to support the not-for-profit

community on Long Island and wherever our restaurants operate so that organizations such as Easter Seals can continue to provide their much needed programs and services," said Mr. Vitrano.

"The millions of dollars that Friendly's has raised over the years have made a significant impact on the lives of thousands of people with disabilities and their families," explains J&B Senior Executive Director of Operations, Jamie Fahey. "We sincerely thank our loyal customers for their support of our continued efforts to make a difference within the communities we do business in," he continued.

Easter Seals has been providing services to help children and adults with disabilities gain greater independence in their lives for over 80 years. The monies raised by local Friendly's restaurants will help adults and children with disabilities on Long Island. Other honorees on May 24 include Jay Feely, Kicker for the New York Giants, and Jose Rivera, Bronx County Democratic Chair.



## Exciting Taco Bell News

From the Desk of Lance Jackson

### Bienvenido

- **Carlos Cardona** (Shift Leader) Queens Center Mall has been with J&B Restaurant Partners for over five years has just become an American citizen on March 11th 2006.
- **Jardira Delacruz** (Crew Member) Queens Center Mall has become an American citizen on March 8th 2006

### Employee of the Month

- **Carlos Martinez** (Crew Member) Queens Center Mall was bestowed the honor of "Employee of the Month" in April. He also has a perfect record of punctuality for the last thirty days. Thanks for being on time.

### Retirement

- **Marie Bergen** (Crew Member) Myrtle Ave. has been working for Taco Bell for eighteen years she plans to retire in August. She will be missed.

### Congratulations

- **Anna Portillo** (Crew Member) Hicksville Mall is expecting twins September 6th 2006

### Promotions

Congratulations to the following on their promotions...

- **Michelle Centeno** was promoted to AGM in Farmingdale
- **Nery Rivera** was promoted to Shift Lead in Selden
- **Phillip Joell** was promoted to Shift Lead in Ridge

### New Staff

Welcome to our new staff member

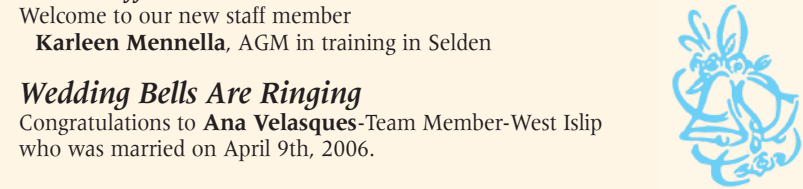
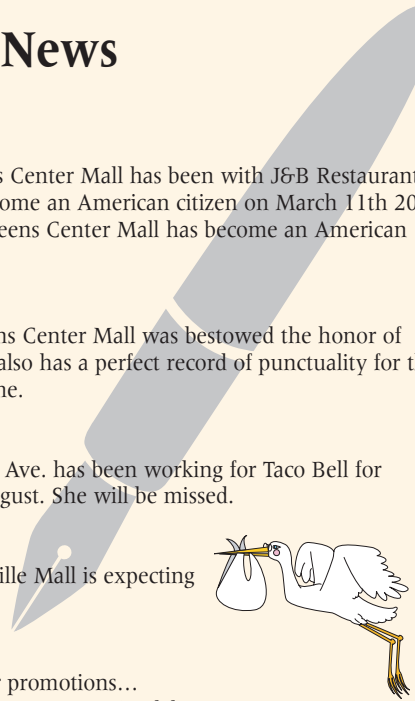
- **Karleen Mennella**, AGM in training in Selden

### Wedding Bells Are Ringing

Congratulations to **Ana Velasques**-Team Member-West Islip who was married on April 9th, 2006.

### It's Here!!!!

- The hot new sensational menu item that has swept the nation, POPCORN CHICKEN, is now available at Sunrise Mall and Hicksville Mall.



## It's Officially Summer At Jones Beach and Robert Moses

With the arrival of summer, Central Mall is receiving a new look that will help propel it into a record-breaking season. With new equipment, new menu boards, new counters, this beautiful state concession has been efficiently remodeled.

Among the renovations is a new, state-of-the-art computerized register system which will be located throughout the Center Mall. This new technology will enable us to become more efficient and quickly retrieve information for operations.

## Welcome Perry!!!

Welcome aboard to **Perry Tucciarone** and his entire staff from Top Flight Food Court at Nassau Community College. Perry and his staff are relocating to the beach just in time for summer to enhance operations at Central Mall.

## Congratulation Sandy Richter

**Sandy Richter** will be in charge of the State Concessions at Robert Moses. Sandy has a long history, over 25 years, with the beach concessions. She began her career as a teenage fry cook. With Sandy at the helm at Robert Moses, John DeMairo has no worries and will be able to concentrate his expertise on the rest of the concessions throughout Jones Beach and Robert Moses.

## Hot Off The Press At Nassau Community College

### Welcome Bill

Nassau Community College welcomes **William Hennessy** as our new Executive Chef. Bill comes to us from California where he worked at Stanford University and the Sheraton Concord Hotel. After 27 years in sunny California, Bill decided to come back to his roots (he is originally from Long Island) and join our team. Bill has brought some exciting changes with his superb cuisine. Welcome aboard Bill.

### Welcome Sean

Another warm welcome to **Sean Hagen** who joined us recently as a Sous Chef. Sean is a recent graduate of Alfred State University with a degree in Culinary Arts and is a welcome addition to our team.

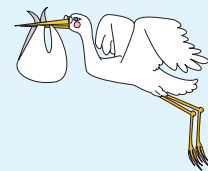
### Best of Luck Rich

Nassau Community College sends a sad farewell to our Catering Manager **Rich Sutula**. Rich has decided to move to South Carolina to be closer to his family. Good luck Rich and thanks for your two years of service with us.

### Congratulation Rosa & Elsa

Congratulations to **Rosa Lopez** on the birth of her first child, a healthy boy named Angel.

Also congratulations to **Elsa Martinez** on the birth of her first baby, a bouncing baby boy named Brian Steven.



## Coram Friendly Welcomes Famous Bunny To Restaurant

Guests visiting the Coram Friendly's restaurant had a rare opportunity to meet a famous surprise guest during the Easter season. The Easter Bunny himself stopped into the Coram restaurant to visit with guests and help out the Friendly's staff. It appears that Anna LaRouge, Joe Sabbatino and Jamie Fahey have special pull with the famous rabbit, who agreed to visit the restaurant and spread some Easter cheer while on his way to deliver Easter eggs. Mr. Easter Bunny had gifts for all and gave out plastic Easter eggs filled with candy to all children. He also had the children write down their names to enter a daily raffle for a free Easter Basket. The winning children were phoned to come and collect their prize. It was a great time for all and rumor has it that this celebrity bunny might be inviting some of his other holiday friends to visit throughout the year!



## We're On TV!

If you've been watching Cable TV, you might have seen us! J & B Restaurant Partners, Friendly's Long Island was on Cable TV for the very first time! Cable TV commercials took place on May 1st through May 21st on the following channels:

HGTV, TNT3, Lifetime, Nickelodeon, Family Channel, TLC, TVS  
All commercials ran on Monday through Friday between 10:00am and 5:00pm.

In addition, TNT, Lifetime and Nickelodeon also ran commercials Monday through Friday between 5:00pm and 11:00pm. The commercial is featuring the current Friendly's Colossal Burger promotion with the Free Happy Ending Sundae Message.

## J&B Restaurant Partners' Friendly's LI Restaurants to Once Again Sponsor Miracle Miles Walk-a-Thon

Hundreds of Garden City High School students, members of the Garden City Miracle Club, will walk to create miracles for those affected by cancer at the annual Michael J. Tenaglia Miracle Miles walkathon. The event was held at Garden City High School on Sunday, June 4th and has become an anticipated event for these altruistic and community-minded students and their parents.

"The mission of The Miracle Foundation is to help those touched by cancer. So many of us at the high school and in our town have been affected by this disease. For the past five years, we have been committed to the cause. This year, we have made every effort to ensure that the walkathon is a success. We invite the community to join us on June 4th and support our efforts to fight cancer," explains Krista Tenaglia, Garden City H.S. senior and Miracle Club President. Each year, former graduates return to the high school to participate in the walkathon, support the Miracle Club and celebrate friendships.

As has been the tradition in previous years, J&B Restaurant Partners, franchisee of all Long Island Friendly's restaurants, will sponsor the walkathon by providing free Friendly's ice cream sundaes to all participants. "To see this group of committed and dedicated students work together to help others is always inspiring," explains Joe Vitrano.



## Congratulations Lindsay

Lindsay Sarne of Farmingdale #7614 has graduated from Molloy College with honors!!! Way to go Lindsay!!!

## Long Island Ducks/ CitiBank Park

Welcome back to **Paul Richter** and his staff as they get ready, once again, to operate the ice cream concessions at the Long Island Ducks home baseball games. The home season opens on May 5, and we all wish Paul and his crew much success.

## Easter Seals/Las Vegas Celebration Trip

Congratulations to the following Friendly's employees that were winners of the 2006 Easter Seals Incentive Contest. Their efforts were instrumental in achieving our most successful campaign ever, raising \$165,000. As their prize, they were invited to attend the Easter Seals Las Vegas Celebration at the Bellagio Hotel from May 17-20.

- **Joe Disibio** – Franklin Square
- **Gladys Gil** – South Shore Mall
- **Sue Bolger** – Middle Island
- **Wade Allen** – Middle Island
- **Cathy Davis** – Stony Brook

## More Farmingdale News

**Jesse O'Connor** and **Marrisa Duffy** will be attending Stonybrook University and Lauren Cameron will be going to Binghamton in upstate NY. **Crystal Roman** has completed her first year of culinary school with a 90 average.

## Friendly's Promotions

Congratulations to the following Friendly's employees who were recently promoted:

- General Managers:
- **Roland Lee** – Westbury
  - **Michael Ruiz** – New Hyde Park
  - **Corey Grossman** – East Meadow
  - **Bill Walsh** – Commack
  - **Larry Chorne** – North Babylon

- District Managers in Training:
- **Felix Navarro**
  - **Ron Rahilly**

## Friendly's Employees "WOW" Their Guests

The following Friendly's employees were each winners of a \$100 prize for the "WOW the Guest" Contest. Their names were picked in a weekly drawing from comments the guests sent in to the Friendly's website.

- **Victoria Schiro** – Lake Ronkonkoma
- **Edward Warmesley** – Bellmore
- **Jennifer Kaplan** – Massapequa Park
- **Joe Haugstatter** – Selden
- **Joe Darienzo** – Smithtown (2-time winner)

## Welcome

**Karen Perry** joined us in March as an administrative assistant to Joe V, John B, Joe Q and Doreen M. She came to us with a great deal of experience. For the last 7 years, Karen was the Assistant to the President at Freund Mayer.

Welcome to our newest headquarters staff member. **Kellie Anderson** joined us in January as our Financial Systems Analyst. She has been working closely with our new accounting system Great Plains and has been creating reports that will generate much needed information. Kellie came to us from Dukal Corporation where she spent 11 years. Her responsibilities included accounts payable, crystal report writing and overall computer specialist support.

## We're In The Papers!!

On Wednesday, May 10th, J & B distributed a second 2-page Free Standing Insert for 2006 in the food section of Newsday. The insert featured four (4) new Colossal Burgers along with our new ice cream menu and four (4) valuable coupons.

We were also featured in an article on Wednesday, May 3rd in the food section of Newsday mentioning J & B Restaurant Partners of Long Island and we appeared as one of the Top 25 Fastest Growing LI businesses in the Long Island Business News!

## National Nutrition Month

**Perry Tucciarone** and Top Flight Food Court hosted a National Nutrition Month "Free Breakfast" for the students at Nassau Community College in March for over 260 students. Students were to a delicious and healthy breakfast selection of scrambled egg whites, turkey bacon and vegetable sausage.