

Congratulations General Managers

Congratulations to the following General Managers on their recent promotions.

LARRY MCGREGOR

promoted to East Northport effective 12/04

ROB WOODWARD

promoted to North Babylon effective 11/04

ROBERT KELLY

promoted to Brentwood effective 11/04

JUAN RESTREPO

promoted to Farmingdale effective 2/05

DOUG HYAM

promoted to Smithtown effective 3/05

JOHN AGNETTI

promoted to Levittown effective 3/05

CAROLYN ESPOSITO

promoted to Sayville effective 4/05

JIM MCKENNA

promoted to West Babylon effective 3/05

American Heart Association Teams with Friendly's LI To Support Jump Rope For Heart

J&B Restaurant Partners is supporting the American Heart Association's Jump Rope For Heart campaign for the 2004-05 school season throughout Nassau and Suffolk counties.

Jump Rope for Heart is a school-based educational fundraiser benefiting the American Heart Association. Jump Rope For Heart promotes the value of physical activity to elementary school children while showing them they can contribute to their community's welfare. By jumping rope and securing sponsors, students raise money for the fight against heart disease and stroke, all while learning about the seriousness of heart disease and stroke, the lifelong benefits of physical activity and the importance of living a heart-healthy lifestyle.

J&B Restaurant Partners will contribute funds, materials and prizes, run a month long collection campaign at all its Friendly's Long Island restaurants and will host a special thank you awards luncheon. Each student who participates in Jump Rope For Heart will receive a coupon for a special "Happy Ending Sherbet Sundae". J&B will also award the highest Jump Rope For Heart fundraising school a gift worth \$2,000 and the top three fundraising students on Long Island will each be honored with a new bike.

J&B Charitable Donations

December 17, 2004 – February 10, 2005

- St. Joseph School, Lake Ronkonkoma
- Wantagh-Levittown Ambulance Corps., Levittown
- Catholic Charities Regina Residence, Merrick
- Newbridge Road School PTA, North Bellmore
- Brookhaven Memorial Medical Enter, Patchogue
- New York Islanders Hockey Club, Plainview
- Cub Scout Pack 191, Wantagh
- The United Way of Long Island, Lindenhurst
- Rainbow Academy Childcare Center, Baldwin
- Boy Scout Troop 298, New Hyde Park
- Woods Road Elementary School PTA, North Babylon
- Suffolk County Department of Social Services Family & Children's Division, Hauppauge
- Waverly Avenue School PTA, Holtsville
- Pine Animal Welfare Society, Sayville
- Traci-Beth Murphy Memorial Fund, East Meadow
- Martin Avenue PTA, Bellmore
- Mills Pond PTA, St. James Parents As Reading Partners program
- Woodward Parkway PTA, Farmingdale Parents As Reading Partners program
- Covert Avenue School PTA, Elmont
- Washington Drive Primary School PTA, Centerport
- St. James Elementary School, St. James
- Indian Hollow Primary School, Commack
- Old Country Road Elementary School PTA, Hicksville
- The Down Syndrome Advocacy Foundation, Hauppauge
- Guy M. Stewart Cancer Fund, Inc., Brooklyn
- Parents Club of Boy Scout Troop 298, New Hyde Park
- Lake Panamoka Civic Association, Ridge
- Sinai Reform Temple, Bay Shore
- St. Catherine of Sienna School Parents Association, Franklin Square
- Long Island Transportation Management, Melville
- Mercy Medical Center, Rockville Centre
- East Quogue Union Free School District, East Quogue
- Wood Park Primary School, Commack
- Eastport Elementary Character Education Committee, Eastport
- Washington Street School PTA, Franklin Square
- Seaford Harbor PTA, Seaford
- A.P. Willis PTA, Syosset
- Cub Scout Pack 385, Selden
- Robert W. Carbonaro PTA, Valley Stream
- Fairfield Elementary School PTA, Massapequa
- Creamer Street PTA, Bellport
- Stokes PTA, Levittown
- Bowlypics Junior Program, East Islip Lanes, East Islip
- Oquenock Elementary School PTA, West Islip
- West Middle School PTA, Middle Island
- The Suffolk County Coalition Against Domestic Violence, Bay Shore
- Patchogue Nursery School, Patchogue
- West Sayville Christian School, West Sayville
- Seaford Harbor PTA, Seaford
- Sponsored Levittown Soccer Club, Levittown
- Seaford Manor PTA, Seaford
- Schwarting PTA, N. Massapequa
- Centereach, NY 11720
- Plainedge High School, N. Massapequa
- Gardiner Manor School, Bay Shore
- Cub Scout Pack 439, Lake Ronkonkoma
- Nassau County Mothers of Twins Club, Rockville Centre
- Albany Avenue PTA, N. Massapequa
- Nu Image Medical Associates, L.L.P., N. Bellmore
- Sparke School, Levittown
- Boy Scout Troop 433, Middle Island
- Red Devils Baseball League, Massapequa
- Cub Scout Troop 327, Islip Terrace
- Nassau University Medical Center, East Meadow
- Jennie E. Hewitt Elementary School PTA, Rockville Centre
- Longwood Cougars Baseball Club, Yaphank
- Dogwood Elementary School PTA, Smithtown
- The Morgan Center, Brightwaters
- South Bay PTA, West Babylon
- St. John Baptist de La Salle Regional School, Hicksville
- John F. Kennedy Elementary School PTA, West Babylon
- Jericho Elementary School, Centereach
- Brookhaven National Laboratory, Upton
- Longwood Middle School PTA, Middle Island
- St. Cuthbert's Episcopal Church, Selden
- Brookhaven National Laboratory United Way Campaign
- West Middle Island PTA, Middle Island
- Family Life Worship Center, Uniondale
- Lee Avenue PTA, Hicksville
- Newbridge Road School PTA, North Bellmore
- North Coleman Road Elementary School, Centereach PARP program
- Special Friends with Downs Syndrome, Inc., Shirley
- Saw Mill Road School PTA, North Bellmore, NY
- Hampton Bays Secondary School PTSA, Hampton Bays
- Croppers Care, Mastic
- Saw Mill Road PTA, North Bellmore
- Boy Scout Troop 192, Bellmore
- St. David's School, Riverhead
- Cross Street School PTA, Williston Park
- St. Patrick School, Bay Shore
- The Maria Montessori School, Levittown
- New Visions School, Freeport PARP program

TENTH EDITION

NO.1 IN LONG ISLAND

FREE

**Breaking News...
J&B Begins Construction on
Friendly's Long Island in
Hampton Bay's this March**

**J&B Presented with Award
from John Thiessen Children's
Foundation**



**Friendly's Long Island
Supports AHA
"Jump Rope for Heart"**

**J&B Raises
\$100,000
for Easter Seals**

A Very Special Thanks to the Accounting Department

In the J&B Restaurant Partners' headquarters are several people who work very hard to keep J&B running and on track. We want to thank and recognize each one of you who works so hard for all of us.

This year has been an extremely busy time for our Accounting and Office Staff Group. We are very impressed with their efforts and their accomplishments. In a short time, the accounting department was able to integrate three new restaurants, incorporate the Ducks Concession, setup and account for fourteen beach locations, while converting and streamlining a four company payroll of over 2000 employees all at the same time. And, they accomplished this with no additional staffing and never saying "it can't be done!"

The accounting department is comprised of some very special people including one of our newer team members, **Loretta Skuza** who joined our team in May of 2004 after **Chelsie Stanek** decided to focus on motherhood.

Last year **Jen Murphy** and **Kristin Murray** joined our team to aid our expansion. They joined us from Friendly's and were part of our original restaurant team when we took over in 2001. **Sandy Altieri** joined us from an employment group we were working with a couple of years ago. She has done a great job for us handling the financial information for Taco Bell. **Angie Ortiz** has been with us since

late 2001 and is instrumental in keeping track of all the money that we deposit every single day...a big job with a lot of responsibility. She may work with the bank, but she doesn't keep bankers' hours. Then there is the team of **Toni Stanek** and **Lois Bianco** — between Toni handling all of our purchase orders and reviewing perfect food cost and **Lois** handling all Taco Bell AP and vendor handling, we are kept up-to-date on day-to-day matters in a timely fashion.

Of course, we have to note **Kathy Clark**, **Jeanne Lombardo** and **Sally Meyer** — our longer term employees. These three amazing women handle all the administration for this group: **Kathy** handles payroll and insurance, and **Jeanne** and **Sally** keep the rest of us straight which is a huge undertaking. When J&B acquired the food and beverage concessions at Jones Beach and Robert Moses State Parks, we were also lucky to acquire **Jamie Dublis** who has been instrumental in set-up and implementation of our accounting processes at our newest venues.

Tony Mannino rounds out the group as our controller, and he and his group do whatever it takes to get the job done.

We commend each and every one of you and want you to know that we appreciate everything you do.

J & B Restaurant Partners

J&B Restaurant Partners Raises \$100,000 for Easter Seals

Once again this year, J&B Restaurant Partners, Inc. (J&B) supported Easter Seals with their annual "Cones For Kids" program and raised \$100,000. For just \$1, Friendly's guests were able to choose either a Kids Valentine's Day card, redeemable for five free Friendly's Kids Cones, or an Adult Coupon Booklet with coupons worth over \$35 for a donation to Easter Seals. The coupons include money-saving values on Friendly's food and ice cream and a free 8"x10" color portrait from JCPenney Portraits.

This is Friendly's 24th "Cones for Kids" Campaign. Since 1981, Friendly's has raised nearly \$20 million for Easter Seals. "The millions of dollars that Friendly's has raised over the years has had a significant impact on the lives of thousands of people with disabilities and their families," said Jamie Fahey, J&B's Senior Executive Director of Operations for Friendly's Restaurants. In existence for over 80 years, Easter Seals has been providing services to

help children and adults with disabilities gain greater independence in their lives. The money raised by local Friendly's restaurants will help adults and children with disabilities on Long Island.

"We are committed to the communities where our restaurants are located and feel only through support and commitment of neighborhood businesses like Friendly's, that a difference can be made and organizations such as Easter Seals can continue to provide much needed programs and services on a grassroots level" stated Joe Vitrano.

"The generosity and benevolence that J&B Restaurant Partners has demonstrated towards charitable organizations like Easter Seals is overwhelming. It is because of the support of such companies as J&B Restaurant Partners that we are able to make an impact and help individuals in need," stated Christine McMahon, Chief Operating Officer, Easter Seals.

Friendly's of Long Island is Breaking the Silence about Mental Illness

J&B Restaurant Partners of Long Island, LLC is supporting the campaign to destigmatize and educate the next generation about mental illness. These devastating brain disorders affect 1 in 5 children but are rarely discussed in classrooms today. Thanks to the generosity of J&B, free copies of "Breaking the Silence" (BTS) are being sent to Long Island private and parochial schools as well as professors of health education in colleges and universities. Along with the teaching packets, students will receive coupons for a free Friendly's sundae.

"The response from last years mailing to local public schools was met with such enthusiasm that we saw the need to continue getting these innovative materials to as many educators and kids as possible. In addition to sponsoring BTS we are proud to announce our commitment to NAMIWalks. We encourage other LI and Queens community businesses to join us" explained Joe Vitrano who went on to add, "It is time to recognize mental illness as a disease not a human frailty."

"We are grateful for the continued support of Joe Vitrano and everyone at J&B. Just one lesson on mental illness can make all the difference in the life of a child. As an educator, NAMI member and parent of a child with a mental illness, I know first hand the importance of educating all students about these diseases just as we do with cancer, AIDS, diabetes and other significant illnesses," said Janet Susin, BTS project director and NAMI Q/N co-president.

Dr. Emilia Zarco, Assistant Professor of Health Studies, Adelphi University, has been working with the BTS staff for the past year and explains, "I am very enthusiastic about introducing BTS to my students, most of whom are health education teachers and school nurses. The BTS modules provide them with easily applicable lessons that deal with mental illness in an informative, innovative and uplifting way. The utilization of BTS should be promoted in all schools."

BTS are lesson plans, games and posters for grades 4-12 that put a human face on mental illness and confront the myths that reinforce the silence. These teaching packets meet NY State health educational standards, fulfill the Safe Schools Against Violence in Education Act (S.A.V.E.), and promote tolerance, anti-bullying and character development. BTS was created for a national campaign to end stigma and discrimination sponsored by the National Alliance for the Mentally Ill (NAMI).

Vitrano, considered by many to be an innovator and successful leader in the restaurant industry has committed himself to making a difference within the communities his restaurants are located.

NAMIWalks is being held on May 15, 2005 at Jones Beach. Sponsorships are needed and walk teams are being formed. NAMI is a non-profit, grassroots, self-help, support and advocacy organization dedicated to improving the lives of people with severe mental illnesses.

A Holiday Season of Giving: J&B Restaurant Partners and Long Island's Friendly's Restaurants: Support Local Charity Drives This Holiday Season

J&B Restaurant Partners has continued its legacy of giving back to the community by working closely with two different local charities this past holiday season, including WBAB's fundraiser for The John Thiessen Children's Foundation and radio station WBLI's 5th Annual Steve and Maria's "Adopt-A-Kid" program.

During the holiday season, all 34 area Friendly's restaurants served as collection points for customers dropping off new, unwrapped toys for The John Thiessen Children's Foundation. The organization makes holiday dreams come true for sick and economically disadvantaged children on Long Island. The John Thiessen Children's Foundation was created in 1992 by John Thiessen, who, at the age of 17, had suffered a brain tumor. While in the hospital,

Thiessen became friends with a 7-year old patient. When the hospital sponsored a holiday party, the little girl asked Santa for a "teddy bear for my friend upstairs." That friend was John Thiessen who was too ill to attend the party. That little girl's positive attitude and generous spirit made a real impact on Thiessen – it was something he would never forget. And, it also laid the groundwork for The John Thiessen Children's Foundation. The Foundation's goals are to provide hospitals and child-care facilities with therapeutic and recreational equipment; support families with financial assistance to help defray medical expenses; offer sick and economically disadvantaged children toys throughout the holiday season and fulfill patients' (ages birth through 18) wish lists throughout the year.

In addition, J&B Restaurant Partners co-sponsored a kick-off fundraising party for WBLI's 5th Annual Steve & Maria's "Adopt A Kid" program as well as made a generous donation of \$10,000 to the program. Now in its fifth year, the "Adopt A Kid" program raises funds to provide toys for economically disadvantaged children here on Long Island. 100% of money raised will be used to purchase gift cards to be given to children who otherwise would not be receiving any holiday gifts.

"Friendly's LI is delighted to continue its support of these fine organizations. We are so appreciative of all our customers who dropped off gifts and toys or contributed in any way to these groups this holiday season," said Joe Vitrano.

John Thiessen (right) recently presented J&B (on left, Jamie Fahey, J&B Sr. Executive Director of Operations and in center, John Bencivenga, Sales & Marketing Manager) with a plaque for supporting the John Thiessen Children's Foundation during this past holiday season.



Super Friendly Service

Dear Friendly's Manager,

Last evening my husband and I came into Friendly's for dinner. The minute we walked in the door we couldn't help noticing how hard one of your employees was working. All through our meal we kept observing how she continuously kept busy seating patrons, busing tables, sweeping the floor,

wrapping silverware in napkins, cleaning up wherever she saw a need, helping people to find what they were looking for in the freezer case, and many other tasks. It is truly a pleasure to see a young lady with such a hard working attitude, and she did it all very quietly, efficiently, and with a smile. She was also helping the waitresses at times.

I couldn't help myself, so I asked this young lady her name and told her I would like her manager to know

that she is the hardest working person in the entire place. Her name is *Katie Sciuti* and we thought you should know what a great employee you have in her.

Please let her know that her hard work and pleasant attitude was appreciated by my husband and I. Everyone should have such a great attitude toward their job.

Sincerely, *Patricia Weickart*

Congratulations Mineola Team! Guest Experience:

To Whom It May Concern:

My name is Anna, and my two girlfriends and I were at Friendly's in Mineola, NY. This is not our first visit there, as we go there all the time because we love the food and the service. The reason I am writing to you today is because at the table next to ours a small child began choking. For a moment, everyone

panicked, including the parents of the child, but not the staff members. The staff all rushed to assist the child, and his life was saved. Everyone was very concerned, especially the manager, who did everything he could to help. He was incredibly responsible. I also wanted to add that not just the staff members were concerned, but every customer in the restaurant at

the time. It felt like we were all a part of one big family, instead of a group of people who had never met each other before, and that is why we love Friendly's. We are proud to be regular customers at the Mineola Friendly's. I want to give a big thanks to all the staff members and the management.

What A Win!!

J&B raised approximately \$7,500 for Easter Seals at their recent Bowl-A-Thon events in Nassau and Suffolk Counties.

Left To Right: Christine Kurakoff, Lisa Schiavone, Jodi Foley, Nina Cahill.



Standing: Left To Right, Joe Disibio, Lisa Schiavone, John Frohnhoeffer, Stephanie Klosner, John Orsini, Mike Ruiz, Jamie Fahey. Kneeling: Left To Right; Billy Hores, Nicole Heckman



Taco Bell Ridge "Spooktacular"

On October 30th, Taco Bell, Ridge celebrated their second annual Customer Appreciation Day. These celebrations were geared to increase the Taco Bell Customer Mania focus in the community. The celebration was a huge success thanks to our own Toni Stanek, who painted children's faces, and Hillary and her team.

The celebration had a Halloween theme. The inside of the store was decorated with pumpkins, witches, spiders and their webs, while the outside grounds were haunted with corn stalks and huge pumpkins. The 106.1 WBLI van was present with Steve Harper giving away many prizes and picking the winning number for the bicycle give away, to excited customers. This year's bicycle winner was Mariah Abundantly, a 12 year old from Ridge.



Mariah Abundantly with WBLI's Steve Harper, her mom and new bike.



Ridge team members preparing for big day.



Kevin Keinath, General Manager of Selden TB, as "Taco Man"

A Special Thank You to the Team at Top Flight Food Court at Nassau Community College.

The management team and crew all pulled together to make the last quarter of 2004 a great success with record sales growth. Thank you all!

2005 brought the team back together with the addition of some new team members and management personnel.

Christina Canni
Marta Concepcion
Kyle Benetter
Chowdhury Rahman

Rosa Hernandez
Maritza Martinez
Teddy Jackson
Jasbir Kavr

Ray Mangones – Operations Manager
Ian John – Treat Street Manager
Jerry Alce – Treat Street Assistant Manager
Rich DiCicco – Concept Manager
Jamie Dublis – Financial Analyst
Rich Sutula – Catering Manager

Welcome!

Chef Adelmo Proietti had been working with Walter Caceres, training him to be his new assistant cook. Congratulations Walter!

Corina Villegas has assumed the responsibility of all Top Flight Grab n' Go, Catering and Sandella's production. Congratulations Corina!

Congratulations to Nathan's on being Top Dog in sales increases. Period 12 saw a 17.8% growth over last year. Great job Teddy Jackson!

Great job to Ana Gamaz, Rosa Hernandez and Valentina Diaz at Pizza Hut for a successful rollout of Pizza Hut's New Breakfast Program. They are currently selling over 500 breakfast sandwiches a week. Way to go team!

Congratulations to Gloria Carbajal on the birth of her son Junny Harri Mangilla.

Thanks again everyone! Perry.

Taco Bell Atlantic Ave., South Ozone Park

Many thanks to Ramon Perez and the Atlantic Ave., Taco Bell team for their continued support of the "South Queens Boys and Girls Club."

On February 14th Ramon and his team donated their time and 100 Tacos to the local club at Middle School 137. Dennis Sencion, Unit Director, expressed his gratitude and that of the children and staff, for making their Valentines Day Celebration a wonderful success.

Our South Ozone Park team has been actively involved with the "South Queens Boys and Girls Club" for many years. Every one at J&B is proud of their association.

Special Announcements

Congratulations to Shift Leader, Rahut Khurshid. Rahut along with her mother, father and two brothers achieved their dream of becoming U.S. Citizens, on February 9, 2005. Rahut is a long time J&B employee currently working at Sunrise Mall and Queens Center Mall, Taco Bells. Rahut and her family are originally from Pakistan.

Congratulations to Zlatko Veleski and Marie Veleski, both working in Myrtle Ave., Taco Bell, they just shared their 17th wedding anniversary.

Congratulations to Josefa Pineda, Shift Leader in Hicksville Mall, she is expecting to give birth in March.

Promotions

Congratulations to Lisa Perez of the Queens Center Mall and Beth Kowkowski of West Islip. Both have been officially promoted to Shift Leader in their respective Taco Bell restaurants.

Congratulations to Jessica Savard who was promoted to General Manager at Centereach Taco Bell.

Frank Soto at Taco Bell Glen Cove.

Joan Vasquez to Taco Bell at Forest Avenue.

C.H.A.M.P.S. "2004"

Thanks to the entire Taco Bell Team for the outstanding C.H.A.M.P.S. Mystery Shop Program performance in 2004. J&B Restaurant Partners, Taco Bells achieved an all time high C.H.A.M.P.S. average of 93.5%, eclipsing the previous years 92.5% by a full percent. Thanks for an outstanding year!

Welcome

Jones Beach and Robert Moses
Operations Manager John DeMairo who brings over 20 years food service experience to our team.