

# OUTSTANDING IN ROCHESTER'S EYES

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*by Chad Evans*

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The Rochester community recognized McDonald's as one of their outstanding businesses in front of three hundred plus at a function recently. Receiving a distinguished service award such as this, highlights the fact that they understand how important it is to get out into your local community and give back to the very same people that they serve every day in their restaurant. With all the choices that our customers have for restaurants today, it is more important than ever that you display this street fighter mentality. I encourage you to continue your efforts. Working with groups such as Project Pride, Safe and Sound, educating Spaulding High School students on the working world, the opera house restoration, etc., will keep you in the minds of many in the community and will help you grow your business.

In closing, please pass along a huge thank you to your people for their help in making McDonald's a great place to be in Rochester.