

SCOTT RODRICK

Scott Rodrick was born with ketchup in his veins, growing up in a family that has been in the McDonald's franchise system since 1960. His father Guy was one of Ray's first franchisees, pioneering the South Florida market, after opening up the family's first franchise in Chicago. Today, Scott is proud to carry on the family tradition of running great hamburger restaurants. Before his certification in Hamburgerology, Scott graduated with an economics degree from Dartmouth College and worked as a mergers and acquisition analyst on Wall Street for several years. While on the East Coast, Scott was actively involved in politics on the national scale, writing speeches, staging events and crafting campaign strategy for a slew of presidential nominees in the 1984 and 1988 races. He was President of the World Affairs Council in New Hampshire and President of the Young American Colloquy in New York. He has since retired from anything remotely political, being the only avowed Republican in the City of San Francisco.

After his East Coast stint, the entrepreneurial bug bit him and he decided to purchase his first McDonald's franchise in San Francisco in 1993. Scott has grown his organization to ten restaurants in the City of San Francisco. His restaurants have been ground zero in the "Happy Meals" war debate and today, Scott serves as the national brand trust spokesperson for McDonald's USA on a variety of contemporary issues, including McJobs, corporate responsibility and QSR nutrition. Scott has been a board member of the California Restaurant Association, the Golden Gate Restaurant Association, and Ronald McDonald House at Stanford. He has taken leadership positions within the McDonald's system over the last 20 years, serving on the GAAP board of directors for several terms, Chairman of the PR committee for the co-op and President of Ronald McDonald House Charities of the Bay Area. He is a past recipient of a Ronald award and numerous outstanding store awards over the last two decades. Scott and his wife Jenny are celebrating their 20th wedding anniversary this year, and live on the Peninsula raising their three beautiful children Nicole, Lauren and Alexander.

Scott Rodrick – Giving Back to the Community

Scott Rodrick has a history of giving back to the communities he serves. He often shares his "people first" philosophy with others. Scott does much more than talk about doing the right thing for his employees and members of the community, he practices it every day. Although most of his restaurants are in San Francisco, a city notorious for not being business friendly, Scott has found ways to promote brand McDonald's at a very high level through community involvement.

Scott is an innovator and is always looking for new ways to raise the bar with what he calls a "be nice" culture. Not only does he set the example for elevating the level of happiness in his restaurants, he absolutely empowers his employees to do the same. There has not been a beneficial McDonald's event in or near San Francisco that has not had support from Scott, his team and their resources.

Scott's Achievements and Organizations he supports:

- Future visionary
- Experience of the Future pioneer
- People foundations leader
- Veteran SF PRIDE parade and event supporter
- Continual AIDS Walk supporter
- Brand Ambassador and spokesperson (many television commercials and local interviews, past and present)
- RMHC; numerous leadership roles
- Nor Cal Golden Gate Restaurant Association member
- Peninsula Temple Shalom; Budget Chairman
- American Israeli Political Affairs Committee

When Annette Eros, CEO Stanford Ronald House, was asked about Scott's involvement with the RMHC, here is what she had to say:

"Scott has been a passionate leader on behalf of RMHC of the Bay Area for more than 25 years. He has served in leadership roles on the Boards of all three local entities – RMHC of the Bay Area, Ronald McDonald House at San Francisco and Ronald McDonald House at Stanford. He has been board president of both RMHC of the Bay Area and San Francisco Ronald McDonald House. In recent years he has been serving critical roles as a board member at RMH at Stanford as Vice President of the Board of Directors, Executive committee member, strategic planning committee member, audit committee member and most recently as the chair of the task for that has been assembled to explore becoming a merged RMHC market."

Over the past four years Scott has provided significant personal donations, relevant expertise/enthusiasm and strategic leadership as RMH at Stanford has successfully closed a \$40.5 million capital campaign to expand with a new 50,000-sq-ft building with 67 additional family bedrooms. Not only as Scott provided personal support on many levels, he also generated capital support donations from various McDonald's suppliers including furniture, freezers and much more.

Scott has also played a key leadership role on behalf of RMHC with the Co-Op and McDonald's vendors. He has served as a fearless ambassador and advocate spearheading efforts to provide ongoing financial support for the Co-Op to all three local RMHC entities.

All the while, it is evident that Scott serves our mission from the heart. He inspires others with his enthusiasm, and also with his sheer intellect and personal investments. Scott is an effective leader because his peers value and respect him. We are fortunate to have Scott in a position of influence in support of our efforts to provide a home-away-from-home for families of critically ill children.

There is no doubt that parents lay their heads to rest with higher level of comfort as a result of the personal time, effort and commitment Scott has dedicated behind-the-scenes to these families.