

Driving our Future Together: A Report from D's National Convention

Our Future Together:

It was our sincere pleasure hosting the 2011 D's Convention! The strong attendance, coupled with engaged participation, made for a highly informative and successful conference.

We shared and discussed our vision and future for the D's brand. It is a future rooted in always doing what is best for our guests and our brand.

It was also rewarding to recognize our very talented operators for their success.

The Townsends and the McClures were awarded our 2010 Operators of the Year. They do what is best for their guests – always! David Simmons and Peyton Wells were inducted into the D's Hall of Fame.

I am highly enthused about our future together! My optimism is supported by our brand potential and the talented operators that comprise our system. I look forward to our future. Please enjoy this post convention newsletter.

- Phil Greifeld

2010 Operators of the Year:



Val and Jim McClure



The Townsends

Jim McClure's sharp command about every aspect of his operations is reflected in his three restaurants – they are shining stars in our system. They will soon commence construction their 4th Captain D's restaurant in northern Georgia.

The Townsends know how to take care of their guests! They became franchisees in 2002 and this family run business has excelled since that time.

Congratulations to our 2010 Operators of the Year!

Recognizing Franchise Success

Congratulations to those exemplary franchisees that prove to be an example to successful business operations!

Highest 2010 Total Sales:

- Charles Graham – Monroe, NC
- SPFS, Inc. – Milledgeville, GA

- Mark Sweeney/Robert Weedon – Fredericksburg and Richmond, VA
- Moats/Haury/Copenhaver – Scottsboro and Ft. Payne, AL



Robbie Copenhaver

Highest 2010 SRS Increase:

- Charles Graham – Rockingham, Charlotte and Laurinburg, NC
- Sparky Reeves – Americus, GA

85% Franchise Attendance!

Everyone was eager to meet and discuss ideas for the future AND... it was a great success! Four years since the last convention meant there was plenty to cover!



Hall of Fame

Our Hall of Fame award is granted, once a year, to a long standing individual that exhibits dedication to their D's restaurants, their communities, and the entire D's community.

David Simmons has been part of the D's system for nearly his entire life. He worked at D's corporate and steadily advanced himself over his career, rising to the position of Vice President of Operations and became the head of Operations for one of Captain D's largest franchisees. His operational success followed him there too and this talented individual was named Captain D's Operator of the Year in 2003!



David Simmons



Marty Johnson, Earl Smith and Crawford Wells accepted on behalf of Peyton Wells

Peyton Wells became part of the franchise system 35 years ago. In the years that followed, he opened and successfully operated 7 Captain D's restaurants. Along the way, he served on various Franchise committees and personally developed two talented operators that remain in the D's system today. He became known as the person that continually thought outside the box for the betterment of our brand. Peyton passed away two years ago, but is well remembered.

Supplier Trade Show

"The vendors of choice for D's will be the ones that best support our mission of becoming the leading innovative seafood restaurant chain... they'll be the ones that flawlessly assist us in fulfilling our value of doing what is best for our guests and our brand – always!"

- Phil Greifeld



Congratulations to our 2010 Supplier of the Year: Endeavor Seafood!



Making Connections and Having Fun!



President's Advisory Council

Tom Sims
Steve Cochran
Robbie Copenhaver
Jim McClure
David Simmons
Dallas Hunt
Lisa Starnes
Charles Graham
Joe Guido



D's Marketing Advisory Council

Robbie Copenhaver
Greg Russ
Lowell Hughes
Steve Cochran
Bill Townsend
Lisa Starnes
Glen Woodrum
Mike Tidwell

