



FACT SHEET

McDonald's® Celebrates Diversity Commitment to the African-American Community

McDonald's is widely recognized as one of the top companies for African-Americans

- *Black Enterprise Magazine*, 2007 – “40 Best Companies for Diversity”
- *Essence Magazine*, 2007 – “25 Great Places to Work” for African American Women
- *Black Enterprise Magazine*, 2006 – “Power Play – Pipeline to Success” (Bill Lamar, Karen Wells)
- *Ebony Magazine*, 2006 – “Women At the Top”
- *Essence Magazine*, 2005 – “35 Great Places to Work”
- *Black Enterprise Magazine*, 2005 – “30 Best Companies for Diversity”
- *Black Enterprise Magazine*, 2005 – “Top 75 Blacks in Corporate America” (Don Thompson/Bill Lamar)
- *Fortune Magazine*, 2003/2004 – “Top Places for Minorities”

McDonald's has created ownership opportunities and is today the country's largest organization of African-American franchisees

- The combined sales of the company's African-American Owner/Operators constitute one of the largest African-American enterprises in the U.S.
- 17% of McDonald's U.S. officers are African-American, including Don Thompson – President, McDonald's USA, Bill Lamar - Senior Vice President of Marketing, Pat Harris – Chief Diversity Officer, Karen Wells – Vice President of Strategy, Ron Hawkins – Vice President, Ombudsman, Bill Lowery – Vice President/McDonald's in Walmart, Harry Coaxum – Vice President/GM, Derrick Pratt – Vice President/GM, Mason Smoot – Vice President/QSC, George Forrest – Vice President/GM, Wendell Sconiers – Vice President/QSC, James Collins – Vice President/GM, Cassie Nelson – Vice President/QSC, Shirley Rogers-Reece – Vice President/GM, Debbie Roberts – Vice President/QSC, Terry Reese – Vice President/QSC, and Danitra Barnett – Vice President/USHR.
- 20% of U.S. McDonald's employees are African-American and this number is growing.
- McDonald's African-American-owned restaurants generate estimated annual revenues in excess of \$2.4 billion. 13.5% of McDonald's Owner/Operators are African-American – 318 African-American Owner/Operators who operate 1,195 restaurants in the U.S.
- The National Black McDonald's Operators Association (NBMOA) is one of the largest organizations of African-American franchisees in the country.



McDonald's African-American External Partnerships

- McDonald's is proud of its national and local partnerships with key African-American organizations; NAACP, Rainbow/PUSH EXCEL, National Urban League, Congressional Black Caucus, and National Black Congressional State Legislators.

McDonald's supports African-American employees through training and professional development programs

- McDonald's conducts diversity training seminars at Hamburger University® and in regional offices, including Black Career Development (BCD) – A two-day seminar, designed for entry-level restaurant managers and staff that helps participants learn and practice leadership, communications and presentation skills, assertiveness and group dynamics.
- The seminars provide McDonald's employees the opportunity to work with trained facilitators to discuss successful career/life strategies and receive specific training for career development.
- Subjects for the career seminars include the following:
 - Networking/mentoring
 - Advancement Opportunities
 - Turning a McDonald's Job into a Career
 - Negotiating, Self Evaluation and Setting Personal Goals
 - Interviewing Techniques
 - Leadership and Career Management

McDonald's Diversity

- McDonald's was one of the first in the Quick Service Restaurant industry to form a diversity office.
- McDonald's trains more women and minorities than any other employer. In fact, women and minorities represent more than 50 percent of McDonald's current workforce. Half of McDonald's restaurant management workforce is comprised of women and minorities.
- In the U.S., minorities and women currently represent more than one-third of McDonald's Owner/Operators (40.6%) and 62% of the applicants in training to become Owner/Operators.
- McDonald's generates more than \$400 million in sales of goods and services from minority and female-owned businesses annually.
- Approximately 25 percent of all McDonald's Owner/Operators are minorities.