



Keynote Presentation

Holmen High School
Monday, July 26, 2010
8:45-10:15 am

“Training and Education... Always on the Menu!”



Jennifer Drysdale
Courtesy Corporation

Many people know McDonald’s as one of the most successful restaurant chains in the world. What people may not realize is what an excellent training ground McDonald’s is for lifelong success in the areas of leadership, people skills, personal standards of excellence and problem-solving. In her keynote address, Jennifer Drysdale will discuss many simple, common sense principles that are fundamental to effective leadership and successful relationships. These “life effectiveness” principles will be presented in a participative and interactive way. In this day and age of competing priorities, we often neglect one of our most important investments—the investment in our own growth and development. You will be exposed to new ways to lead and help people thrive in an environment characterized by rapid change.

As one of the largest employers of young people, McDonald’s understands the

need to work in partnership with parents and educators. They are committed to ensuring that the McDonald’s job experience compliments and supports the educational goals of their employees. Locally, Courtesy Corporation provides more young people with their first jobs than any other community employer. This is a responsibility they take very seriously. Courtesy Corporation has always believed that education and training provide a solid and necessary foundation. That guiding belief enables their employees to achieve personal, professional and educational objectives which are essential to their personal success and the future workforce.

Our keynote presenter, Jennifer Drysdale, is the Head of the Training Department for Courtesy Corporation. She is responsible for training at 42 McDonald’s restaurants, covering the tri-state area. She plays a key role in the learning and development of front

line employee as well as restaurant leadership.

Drysdale’s career of choice over the course of thirty years with Courtesy Corporation has led her from being a front line employee to managing shifts, to managing a million dollar restaurant, to supervising a group of stores. In 1993 she was asked to initiate and develop the Training Department, where she now leads a team of 4 employees.

Drysdale has been recognized by McDonald’s Corporation with numerous awards including the *Making the Difference* award. She has been a presenter for various businesses and organizations, including Viterbo University, Rochester Community Education and Educators in the Workplace Institute.

Drysdale has her Associate’s degree in Food Service Management from Western Technical College in La Crosse, WI.

July 26-30, 2010 Schedule

Monday	Tuesday	Wednesday	Thursday	Friday
7:45-8:30 am Registration				
8:30-8:45 am Announcements	8:30 am Workshops	8:00/8:30 am Business/ Community Tours	8:30 am Workshops	8:30 am Workshops
8:45-10:15 am Keynote Jennifer Drysdale Workshops Begin				
11:45 am LUNCH	11:45 am LUNCH	11:30 am LUNCH	11:45 am LUNCH	11:45 am LUNCH
12:30-3:00 pm Workshops	12:30-3:00 pm Workshops	1:00-3:00 pm Business/Community Day - Discussions and Activities	12:30-3:00 pm Workshops	12:30-2:00 pm Workshops 2:00-3:00 pm UW-L 2nd Credit Meeting
3:00-4:00 pm UW-L 2nd Credit Meeting				