A stylized illustration of a taco, rendered in yellow and white, positioned centrally within a white semi-circular frame. The taco is filled with several small yellow dots representing toppings. The background of the entire page is a vibrant green with a repeating pattern of various fruits and vegetables, including slices of citrus, leaves, and mushrooms.

**THE FUTURE LOOKS**

**FRESH**

**Taco John's® 2024 Franchisee Convention**

**ATTENDEE INFORMATION PACKET**

**MARCH 10TH - 13TH, 2024  
ORLANDO WORLD CENTER MARRIOTT**

8701 World Center Dr., Orlando, FL 32821

# Welcome to the Taco John's 2024 Franchisee Convention!

We are excited to be on this journey with you as the Future Looks Fresh! This booklet contains information that will be helpful throughout your stay at Convention. If you have questions during Convention contact:

## **Jody Schindler** **Executive Director**

Association of Taco John's Franchisees  
jschindler@atjf.net or (952) 250-3121

## **Lisa Miller** **Director of Training & Development**

Taco John's International Inc.  
lmiller@tacojohns.com or (770) 344-9744

## **Eric Lightner** **Communications Manager**

Taco John's International Inc.  
elightner@tacojohns.com or (307) 256-3891

# AGENDA

**IMPORTANT:** Badges are required for admission to all events.

## Sunday, March 10th, 2024

On-site Registration	1:00 pm - 6:00 pm	PALMS
TJI/ATJF Board Cocktail Reception	4:30 pm - 6:00 pm	Speak Easy
Welcome Reception	6:00 pm - 8:00 pm	Magnolia Lawn

## Monday, March 11th, 2024

Onsite Registration	7:00 am - 9:00 am	PALMS
Breakfast	8:00 am - 9:00 am	Siro Restaurant
General Session #1	9:00 am - 11:00 am	Canary 1-4
Keynote Speaker: Kyle Scheele	11:00 am - 12:30 pm	Canary 1-4
Lunch Buffet	12:30 pm - 1:30 pm	Magnolia 10-12
ATJF Member Meeting	1:30 pm - 3:00 pm	Magnolia 13-15
CMN Reception, Dinner & Raffle	4:30 pm - 7:00 pm	Canary Foyer/Magnolia Lawn
Golf Calcutta	7:00 pm - 9:00 pm	Magnolia 10-12

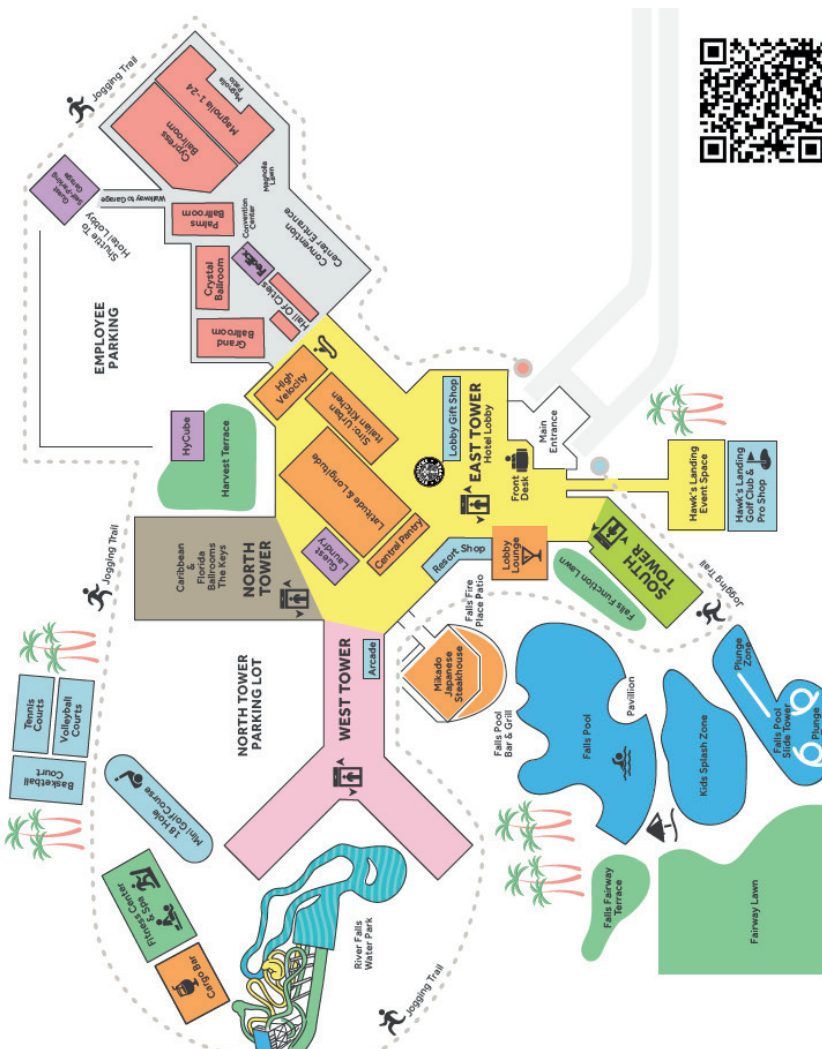
## Tuesday, March 12th, 2024

Breakfast	8:00 am - 9:00 am	Siro Restaurant
Vendor Exhibit Show	9:00 am - 12:00 pm	Royal Palms
Lunch	12:00 pm - 1:00 pm	Magnolia 13-15
TJI Breakout Sessions	1:00 pm - 4:00 pm	Magnolia 10-12
Awards Cocktail Reception	5:30 pm - 6:00 pm	Canary Foyer/Magnolia Lawn
Awards Dinner & Presentation	6:00 pm - 9:00 pm	Canary

## Wednesday, March 13th, 2024

Breakfast	8:00 am - 9:00 am	Siro Restaurant
General Session #2	9:00 am - 11:00 am	Canary
Box Lunch for Golfers	12:00 am - 1:00 pm	Hawks Landing GC
2024 Golf Tournament	1:00 pm - 6:00 pm	Hawks Landing GC
Closing Event	6:30 pm - 9:00 pm	Falls Function Lawn

# Map



**RESTAURANTS & LOUNGES**

LEVEL	Description
1	Falls Pool Bar & Grill
1	Central Pantry
2	Cargo Bar
2	High Velocity Sports Bar
2	Latitude and Longitude
2	Lobby Lounge & Sushi Bar
2	Mikado Japanese Steakhouse
2	Siroc Urban Italian Kitchen
2	Starbucks®

**RECREATION**

LEVEL	Description
1	Falls Lagoon Pool
1	Body Water Slides
1	Kids Splash Zone
1	River Falls Water Park
1	Arcade
1	Spa
1	Fitness Center
2	Hawk's Landing
2	Golf Club & Pro Shop
2	Mini Golf
2	Basketball Court
2	Tennis Court
2	Sand Volleyball Court

**GUEST SERVICES**

LEVEL	Description
2	Bell Services
2	Concierge
2	FedEx Office
2	Self-Service Business Center
2	HyCUBE Hydroponics System
2	Front Desk
2	Guest Laundry

**RETAIL STORES**

LEVEL	Description
2	Hawk's Landing Golf Pro Shop
2	Lobby Gift Shop
2	Resort Shop
2	Spa Retail Shop

**CONVENTION FLOOR**

LEVEL	Description
1	Grand Ballroom
1	Salon 1-14
1	Crystal Ballroom
1	Salon A-C
1	Palms Ballroom
1	Salon A-C
1	Canary 1-4, Royal, Sabal, Sego
1	Cypress Ballroom
1	Magrolia 1-24
1	Hall of Cities
1	San Antonio, San Francisco, St. Louis, Tampa, Washington, Anaheim, Atlanta, Boston, Chicago, Denver, Los Angeles, Miami, New Orleans, New York
1	Grand Registration Desk
1	Crystal Registration Desk
1	Palms Registration Desk
1	Cypress Registration Desk

**EMPLOYEE PARKING**

LEVEL	Description
1	North Tower
1	West Tower
1	East Tower
1	South Tower

**GUEST ROOM KEY TOWER ROOM #**

KEY TOWER	ROOM #
South: 1	10101-11010
East: 2	20436-22876
West: 3	30101-30825
North: 4	40401-41931

(E.G. Room 20576 located in East Tower 2, Four 06, Room 76)

**OUTDOOR FUNCTION SPACE LEVEL**

OUTDOOR FUNCTION SPACE	LEVEL
Falls Fairway Terrace	1
Falls Fire Place Patio	1
Falls Function Lawn	1
Falls Function Lawn	1
Harvest Terrace	1
Harvest Terrace	2
Magnolia Lawn	1
Magnolia Lawn	1

**EAST TOWER LEVEL**

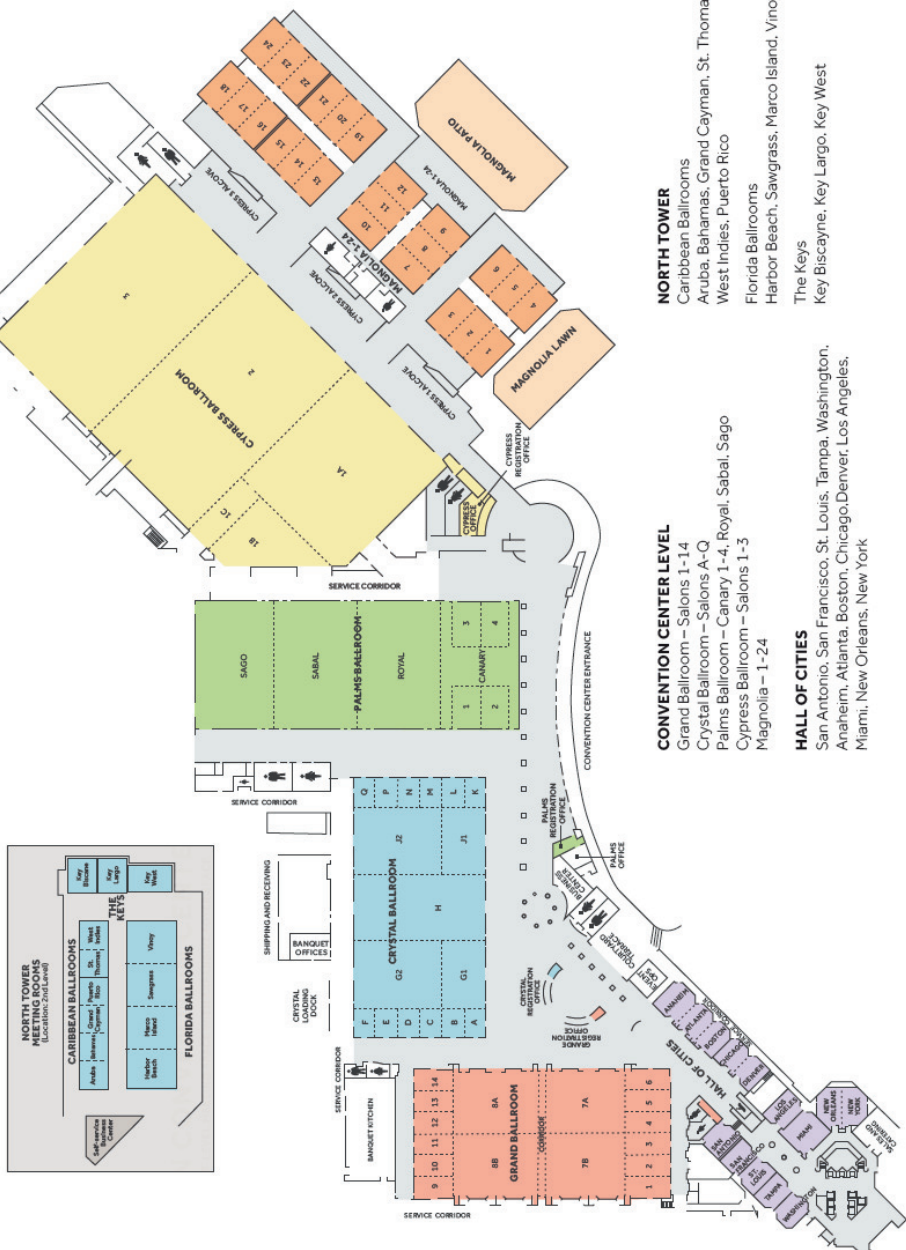
Level	Description
4	Emerald
4	Emerald, Emerald East, Emerald South
5	Diamond
5	Diamond, Diamond East, Diamond South
6	Jade
6	Jade, Jade East, Jade South
11	Harriott Suite
2	Hawk's Landing Event Space

**NORTH TOWER LEVEL**

Level	Description
2	Caribbean Ballroom
2	Aruba, Bahamas, Grand Cayman
2	St. Thomas, West Indies, Puerto Rico
2	Florida Ballroom
2	Harbor Beach, Sawgrass, Marco Island, Vinoy
2	The Keys
2	Key/Biscayne, Key Largo, Key West



# Map



**NORTH TOWER**

- Caribbean Ballrooms
- Aruba, Bahamas, Grand Cayman, St. Thomas, West Indies, Puerto Rico
- Florida Ballrooms
- Harbor Beach, Sawgrass, Marco Island, Vinyo
- The Keys
- Key Biscayne, Key Largo, Key West

**CONVENTION CENTER LEVEL**

- Grand Ballroom – Salons 1-14
- Crystal Ballroom – Salons A-Q
- Palms Ballroom – Canary 1-4, Royal, Sabal, Sago
- Cypress Ballroom – Salons 1-3
- Magnolia – 1-24

**HALL OF CITIES**

- San Antonio, San Francisco, St. Louis, Tampa, Washington, Anaheim, Atlanta, Boston, Chicago, Denver, Los Angeles, Miami, New Orleans, New York

## 2024 Title Premier Platinum Sponsor



# taco john's®

SINCE 1969

## 2024 Premier Gold Sponsor



## 2024 Premier Silver Sponsors



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At the heart of  
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## 2024 Premier Bronze Sponsors



## 2024 Golf Tournament Sponsor



ALL AMERICAN  
SEASONINGS

CUSTOM BLENDERS OF FOOD INGREDIENTS

# 2024 Supporting Sponsors





# 2024 Supporting Sponsors



**punchh.**

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AMIDON  
**AG**  
Graphics

**John Soules Foods**

**SENECA**

**Nestlé**  
PROFESSIONAL.

Farm Fresh Goodness Made Great

**RPM**  
RIGHT PLACE MEDIA

**STONEARCH**  
LOGISTICS LLC



**DEB EL**  
FOOD PRODUCTS, LLC

**Restaurant365**

# VENDOR SHOW BOOTH LIST

- 100 - Hormel Foods Corporation
- 101 - Solina
- 102 - John Soules Foods
- 103 - El Milagro, Inc
- 104 - King & Prince Seafood
- 105 - Deb El Food Products
- 106 - EFCO Products
- 107 - General Mills
- 108 - StoneArch Logistics
- 109 - Basic American Foods
- 110 - La Bonanza Avocados
- 111 - Golding, Inc.
- 112 - V&V Supremo
- 113 - TreeHouse Foods
- 114 - Michael Foods
- 115 - Monin Gourmet Flavorings
- 116 - Georgia Pacific
- 117 - Silikal America
- 118 - TJI Construction
- 119 - Hermitage Lighting
- 120 - Persona Triangle
- 121 - FCC Commercial Furniture
- 200 - Surlean Foods
- 201 - Stampede
- 202 - Savor Imports
- 203 - Kari Out
- 204 - Nestle Professional
- 205 - Graphic Packaging International, LLC
- 206 - C.H. Robinson
- 207 - Restaurant365
- 208 - Wayne Communications
- 209 - SOCi, Inc.
- 210 - Olo
- 211 - ezCater
- 212 - Flybuy
- 213 - Qu
- 214 - R.F. Technologies, Inc.
- 215 - Presto
- 216 - Delphi
- 217 - SageNet
- 218 - Mood Media
- 219 - Decision Logic
- 220 - C2 Imaging
- 221 - HALO Branded Solutions
- 300 - Fresca Tortillas Wraps & Chips
- 301 - Keurig Dr Pepper
- 302 - Lamb Weston
- 303 - All American Seasonings
- 304 - TriMark-Hockenbergs
- 305 - Northland Cheese
- 306 & 308 - Welbilt/Antunes
- 307 - Berry Global, Inc.
- 309 - AmerCareRoyal
- 310 - Ecolab
- 312 - Cargill
- 313 - ProfitKeeper
- 314 - Mahoney Environmental
- 315 - SCI
- 316 - Reality Based Group
- 317 - Revenue Management Solutions (RMS)
- 318 - Design Team
- 319 - Budderfly
- 320 - Barkley
- 321 - Paradox
- 400 - TJI Training
- 401-403 - TJI Culinary
- 700 & 702 - PepsiCo
- 704 & 706 - Christensen Group Insurance

# VENDOR SHOW FLOOR LAYOUT

120	121	220	221	320	321	GES SCV
118	119	218	219	318	319	
116	117	216	217	316	317	
114	115	214	215	314	315	
112	113	212	213	312	313	Lounge Area
110	111	210	211	310	walkway	
108	109	208	209	308 & 306	309	
106	107	206	207		307	401
104	105	204	205	304	305	
102	103	202	203	302	303	
100	101	200	201	300	301	

700	704
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# Golf Calcutta

Whether or not you're participating in the Golf Tournament, the Golf Calcutta is a fun event for everyone. Come and enjoy the fun as an active bidder or just observe the action and excitement of the live auction of the golf teams! If you're participating in the tournament, it is likely you won't know the others on your team. This event is a good opportunity to meet your team members.

To learn more about the Golf Calcutta, review the document on the ATJF website at [www.atjf.net](http://www.atjf.net) and click on the Convention Tab.

## Golf Tournament

The 2024 Taco John's Annual Golf Tournament sponsored by All American Seasonings will be a scramble event with a shotgun start at 1:00 pm at the Hawks Landing Golf Club onsite. The golf carts with touch screen GPS system, electronic scorecard, and real-time electronic leaderboard are included in your fees. The Driving Range, Putting Green and Chipping area are all included in your fees as well.

Hawks Landing staff will pick up and deliver any golf bags from the hotel bell stand and will pre-load your bags on the staged carts prior to the event.

If you have rented clubs, they will also be pre-loaded on the staged carts prior to the event. Starting holes and pairings will be listed in the front of the club house and carts will be labeled with player names. Registration, box lunches and pairings will be just outside the club house.

The Hole-in-One Contest will take place on #18 with a Porsche as the giveaway prize! The on course beverage carts are sponsored by Pepsi and Christensen Group Insurance Company, with complimentary Pepsi and Gatorade products.

### SPONSORED BY



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# Children's Miracle Network Fundraiser

Join us on March 11th starting at 4:30 pm, as we hold our annual fundraiser event benefitting Children's Miracle Network Hospitals (CMN). We will have the opportunity to learn about CMN and meet a local family that has been treated at Orlando Health.




This year's event will be a Raffle fundraiser, including:

- Antunes Toaster valued at \$5,903
- CrispyMax valued at \$3,978
- Taco Bench valued at \$1500 (Shipping not included)
- \$1,000 Amazon Gift Card
- 2024 Foursome at Hawk's Landing Golf Club valued at \$700
- Two night stay at Orlando World Center Marriott valued at \$600
- TaylorMade Stealth2 Stiff Shaft Driver valued at \$600
- (2) One year subscriptions to Wisetail valued at \$240 each

## Breakout Sessions

There are three breakout sessions on Tuesday, March 12th. All sessions will be back to back in the Magnolia rooms, 10-12. See your breakout schedule inside your name badge tag.

### Tuesday, March 12

TJI Breakouts: Digital Marketing & Restaurant Technology	Magnolia 10 
TJI Breakouts: RMS - Pricing Strategy	Magnolia 11 
TJI Breakouts: Ops & Training	Magnolia 12 

# KYLE SCHEELE KEYNOTE SPEAKER

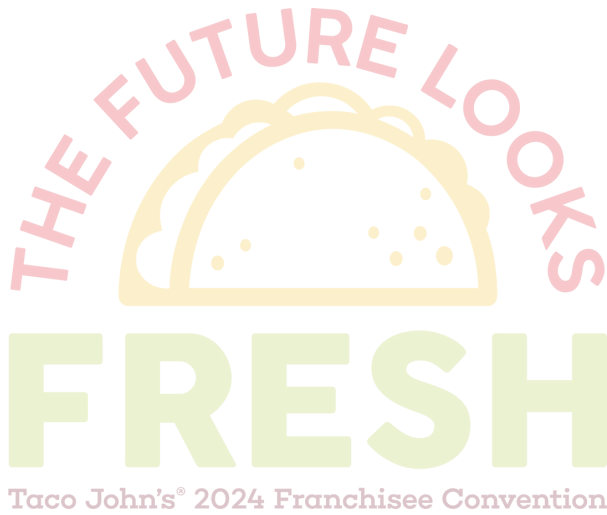


Kyle Scheele has been called "the patron saint of crazy ideas". Whether he's having a Viking funeral for the regrets of 21,000 people, hosting the world's first fake marathon, or gaining a million TikTok followers in just 25 hours, Kyle is always on the lookout for crazy ideas that produce wildly outsized outcomes.

Over the last decade, his projects have been featured in outlets like Fast Company, WIRED, The Washington Post, Yahoo!, BuzzFeed, UpWorthy, Goalcast, and more. His videos have been viewed over 250 million times, and he has spoken to hundreds of thousands of audience members across the United States.

More than anything, Kyle hopes that his story can inspire others to chase their own crazy ideas and become the people they were meant to be.

# NOTES





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**FRESH**

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