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Luncheon Program

Featuring



John Fuller Chief Executive Officer Johnny Rockets

With Guest Host

Brian Calle

Orange County Register

Thursday, February 17, 2011

11:30 Guest Registration / Reception 12:00 Noon Luncheon

Hilton Irvine

18800 MacArthur Boulevard – Irvine, CA

What I Learned About My Business as an Undercover Boss

Recently featured as CBS TV's *Undercover Boss*, Johnny Rockets' CEO John Fuller had the perfect opportunity to participate in the field research he'd been hoping to do since becoming CEO in January of 2010. Johnny Rockets operates 300 restaurants worldwide and is based in Aliso Viejo, California. Fuller will share the challenges and important lessons he learned about the Johnny Rockets' restaurant business while working "undercover" on the front lines – and the changes he will implement based on what he learned from the front-line employees when he walked for a week in their shoes.

RSVP/Pre-Paid Reservations Required by Noon on February 15

Reservations made after prepayment deadline will be billed at \$70 rate regardless of attendance.

Telephone cancellations honored no later than 72 hours in advance. Information: 949-588-9884

Please reserve early as seating is limited. Reservations are confirmed as payment is received

Members Paid in Advance: \$55

Non-Members/Guests: \$65

Payment After Feb. 15: \$70

Hotel Parking Fee is Not included in ticket price

ORANGE COUNTY FORUM

RESERVATION

FEBRUARY 17, 2010

Credit Card Reservations accepted via Email: OrangeCoForum@aol.com or Fax 949-472-8901

Reservations Required by February 15:

____ *OCForum Sponsor Table(s) @ \$550* per table of 10 ____ *Non-Sponsor Table(s) @ \$650* per table of 10

____ *OCForum Member Ticket(s) @ \$55* each ____ *Non-Member Ticket(s) @ \$65* each

All Reservations after the February 15th Pre-Payment Deadline will be at \$70 per person

Check mailed in the amount of \$ _____ - or -

PLEASE PRINT CLEARLY

MasterCard/Visa/AmEx # _____ Expiration Date _____

Name as Shown on credit card: _____ 3-digit code _____

Credit Card Billing Address: _____

ATTENDEE(s) NAME (s) _____

PHONE _____ E-mail _____

COMPANY NAME _____

(Please list Guest Names or call 949-588-9884 - Fax 949-472-8901 or email OrangeCoForum@aol.com by Noon on February 16)

Please make checks payable to ORANGE COUNTY FORUM and mail to
13700 Alton Parkway, Suite 154, Irvine, CA 92618

*** Pre-Paid Reservations Are Required ***

Membership & Sponsorship Contributions to the Orange County Forum are tax deductible.
The Orange County Forum is a Non-Profit Organization - IRS 501 (c) (3) #33-0431017
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