



Real  
Fresh  
Wendy's

WENDY'S FALL UPDATE MEETING  
SEPTEMBER 20 -21, 2010  
MARRIOTT WORLD CENTER, ORLANDO, FL

*Preliminary Agenda:*

## Monday, September 20:

- 9:00 - NOON: Breakouts on New Healthcare Law and Federal Labor Law enforcement  
Demonstration booths for new WeLearn modules, WeNet and others
- 1:00 – 4:30 General Session – Strategic Overview  
Review of the State of Wendy's and Industry Performance; Business Strategy and Critical Performance Measures; 2011 Plans  
REAL Brand Strategy Activation Plans – product & menu development; price/value; communications/marketing; image  
Operations Strategy and Activation Plans – vision of customer-centric Operations mission  
CEO's perspective – *Roland Smith*
- Evening Awards Banquet & DTFA Auction  
Wendy's Late Night Café

## Tuesday, September 21:

- 7:00 – 8:15 Breakfast
- 8:30 – 11:45 General Session – Business Activation Plans  
People Initiatives strategy; New Product Development review; Q4-Q1 National Calendar discussion; QSCC, SSG & Government Relations updates; Image and Reinvestment priorities
- 11:45 – 12:45 Lunch
- 12:45 – 3:00 General Session – Business Activation Plans  
Report on Breakfast initiative; System Awards; President's closing message and Open Forum for Q&A
- 3:00 Franchisee departures
- 3:30 – 4:30 COMPANY ONLY SESSION
- 6:00 – 8:00 COMPANY ONLY – INFORMAL DINNER