



Office of Public Affairs
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News Release

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CEO of Dunkin' Brands to Speak About 'Lessons on Leadership' at Cal Poly Pomona

The 2008 Richard N. Frank Distinguished Lectureship Series Set For Oct. 14

POMONA, Calif. — Jon L. Luther, a veteran in the food-service industry, will be the featured speaker in the 2008 Richard N. Frank Distinguished Lectureship Series on Tuesday, Oct. 14. The CEO and chairman of Dunkin' Brands will give a free presentation titled "Lessons on Leadership" from 1 p.m. to 2 p.m. in The Collins College of Hospitality Management's Building 79-A.

Luther is a proven leader at creative brand development and at satisfying consumers who seek quality, convenience, and value in a quick-service restaurant setting. He was named chief executive officer of Dunkin' Brands in January 2003 and chairman in March 2006. From February 1997 until December 2002, Luther was president of Popeyes Chicken & Biscuits, a division of AFC Enterprises. During his term, the company's store count grew 67 percent to 1,672 units, while average annual unit volume grew to over \$1 million, the highest in the chicken QSR category. With Luther at the helm, Popeyes won industry awards for menu strategy, store re-design, and customer satisfaction.

Prior to Popeyes, Luther was president of CA One Services, a subsidiary of Delaware North Companies, Inc. He has also held leadership positions in the contract food-service division of the Marriott

AT A GLANCE

WHO: The Collins College of Hospitality Management at Cal Poly Pomona

WHAT: Richard N. Frank Distinguished Lectureship Series featuring Jon L. Luther, CEO and chairman of Dunkin' Brands

WHEN: Tuesday, Oct. 14, 1 p.m.

WHERE: Bldg. 79-A, Wine Auditorium, 3801 W. Temple Ave. in Pomona

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Corporation and at ARAMARK in Philadelphia, PA., where he rose from vending sales director to become president of Davre's, ARAMARK's luxury restaurant subsidiary. Luther also founded Benchmark Services, Inc., a food-service management firm specializing in business dining for corporations, growing the business into a strong regional competitor.

The Richard N. Frank Lectureship Series was established in 1988 to allow students a unique opportunity to hear directly from the industry's leaders and legends as they bring hospitality management to life through their own real-world experiences. Lawry's Restaurants Inc. Chairman Richard N. Frank, a long-standing advocate and supporter of the Collins College, donated a grant to establish an endowment creating the lectureship series.

Founded in 1973, The Collins College of Hospitality Management is the first and largest four-year hospitality management degree program in California and the only hospitality management college on the West Coast. More than 850 undergraduate students receive a superior education in the state-of-the-art Collins College facilities, where they learn to apply hospitality management theories and concepts to real-world settings. Part of this unique academic experience includes managing and operating the full-service Restaurant at Kellogg Ranch.

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ABOUT DUNKIN' BRANDS — With more than 13,000 franchises in 50 countries worldwide, Dunkin' Brands, Inc. is renowned for its leadership in the quick quality category. At the end of 2006, there were 7,293 Dunkin' Donuts franchised restaurants and 5,838 Baskin-Robbins franchised restaurants and the company had system-wide sales of approximately \$6.4 billion. Dunkin' Brands, Inc. is headquartered in Canton, Massachusetts. For more information, visit www.dunkinbrands.com.

ABOUT CAL POLY POMONA — Striking a balance between urban excitement and rural charm, Cal Poly Pomona is nestled in 1,438 rolling acres in the heart of sunny Southern California. With 3,000 faculty and staff to serve 21,500 students, Cal Poly Pomona's mission is to advance knowledge by linking theory and practice while preparing students for leadership and careers in a multicultural world. The university seeks to place learning at the center of every program, course, and activity on campus. Students can apply their knowledge through hands-on projects, collaborate with faculty members on research, and participate in valuable internships and service learning programs. Eight colleges (agriculture; business administration; education; engineering; environmental design; hospitality management; letters, arts and social sciences; and science) offer 56 undergraduate and 23 graduate degrees, as well as 8 credential programs.