

August 23, 2010

MEET FRANCHISEE LAURA OLGUIN

What started as a college job for Laura Olguin has turned into a long-term career. She began working at Jack in the Box[®] in 1982 as a production employee and is now the owner and operator of the fourth largest Jack in the Box franchise in the nation.

Olguin graduated with a degree in psychology from California State University at Long Beach and later received an MBA from Pepperdine University, all while working at Jack in the Box to put herself through college. Today, she is one of the most successful Jack in the Box franchisees and, in 2007, was recognized as the Tucson Hispanic Chamber of Commerce Businesswoman of the Year.



Q: How did you become a Jack in the Box franchisee?

After working as a production employee for Jack in the Box, I was promoted to shift leader, assistant manager, restaurant manager and area manager. In 1993, I was promoted to Director of International Franchising and reported to former CEO Bob Nugent. I left the organization for five years in order to enhance my business skills while I worked as a division vice president for a Fortune 500 company. I knew a Jack in the Box franchisee who wanted me to become part of her company so, in 2000, I returned by joining CRT Partners as an equity partner. In 2004, I became the owner/operator and an official Jack in the Box franchisee.

Q: How many restaurants do you own?

I now own 32 restaurants in Arizona and New Mexico and have over 2,000 employees. I have two partners, one in Arizona and one in New Mexico. I am the CEO and have four area coaches. I also have a strong infrastructure including a Business Manager, Human Resource Manager, Financial Analysis Manager and a Payroll Manager.

Q: What accomplishments are you most proud of?

Within a couple years of being a franchisee, my company's sales nearly doubled. I have increased the number of restaurants from 18 restaurants in 2004 to 32 in 2010.

I am committed to helping all my employees with their job skills and advancing their careers. For example, out of my 2,000 employees, 60% of them are of Hispanic origin, therefore, I have a strong commitment to ensure they learn English.

Q: Describe your involvement in the community.

I have been very involved in Wingspan, Tucson's lesbian, gay, bisexual and transgender community center, and served as the past board president. I am also on the board of Tucson's Hispanic Chamber of Commerce and Girls Inc. which provides life skills for young girls. Through CRT Partners I have been able to financially support numerous causes such as the Red Cross, AIDS Walk, Breast Cancer Awareness, Pima County's Women's Commission, Linkages (job placement for the disabled), and St. Michael's Parish and Day School, among others.

Q: What do you like about being a part of the Jack in the Box brand?

I have a passion for the brand - I grew up with it, and the other franchisees are like my brothers and sisters. I have a respect for them and for the company's senior management team. They are good people who truly care about their employees and the organization.

It has been a wonderful ride over my 30-year career, full of ups and downs. My experience has been very positive and I am excited to continue to expand my franchise and build more restaurants in both Arizona and New Mexico. I foresee Jack in the Box weathering the economy and coming out of these critical times.