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- Growth



**Best Resolution**  
**Taco Bell's Agreement with Immokalee Workers**

In a precedent-setting move in March, Taco Bell agreed to work with the Florida-based Coalition of Immokalee Workers (ciw) to address wages and working conditions among farm workers in the Florida tomato industry. The chain is funding a penny- per-pound pass-through to workers and is also working with the CIW on several fronts to improve working conditions. For its part, the CIW ended its three-year boycott of Taco Bell and hailed the agreement as setting "a new standard of social responsibility for the fast-food industry." Former President Jimmy Carter also praised Taco Bell for its leadership and called for others to follow suit.

**Best Proof in the Pudding**

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**Domino's Named a Cool Place To Work**

There's a lot of lip service paid in human resources to "putting people first," so it's always nice to see an organization honored for not just talking the talk but actually walking the walk. Such was the case when the Ann Arbor-based Domino's Pizza World Resource Center (a.k.a corporate HQ) was named one of Michigan's Cool Places to Work by *Crain's Detroit Business*. Initiatives such as an annual holiday box with gifts for the entire family, a Laff Staff that plans parties and treats, monthly lunches with the CEO, and an annual awards program where peer-nominated employees receive stock options earned mention.

**Best Promotion****Greg Brenneman's Move to Chairman**

Though turnaround artist Greg Brenneman actually became chief executive at Burger King in 2004, his control became complete when he was named chairman early in 2005. A wise move, since BK has enjoyed a much-needed boost in business since Brenneman came on board. Armed with a one-page Plan to Move Ahead, a bevy of new products in the pipeline, and a money-saving new store design, Brenneman drove the company to 14 straight months of increased comps. He is also now preparing the company to go public, with an initial offering possible in 2006. Could it be that the revolving door at BK has finally stopped?

**Best HR Tool****Eric Chester's *Getting Them To Give a Damn***

Feeling disconnected from the kids who make up your store-level staff? Read this book released in May 2005. It's a fascinating exploration of the attitudes and ideas held by 16- to 24-year-olds about life and work. Understanding what makes that group tick can mean the difference between a strong bottom line or being stuck in the dreaded turnover cycle of hire-train-hire-train.

**Best Retention and Training Program****Jack in the Box**

It's a given that turnover in the quick-service business is an ever-present and costly problem. To the industry's credit, though, more operators are designing programs to improve retention—and increase the quality of training at the same time. One of the definite bright spots is Jack in the Box, which offers a somewhat dizzying array of programs for employees, both in the restaurant and on the corporate side. Among them are healthcare benefits for hourly employees, an English-as-a-second-language program, an Internal Service Survey to measure restaurant manager performance, and interactive computer-based training. For its efforts, Jack in the Box won the 2005 SPIRIT award from the National Restaurant Association Educational Foundation. [Advertising/Marketing >](#)



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