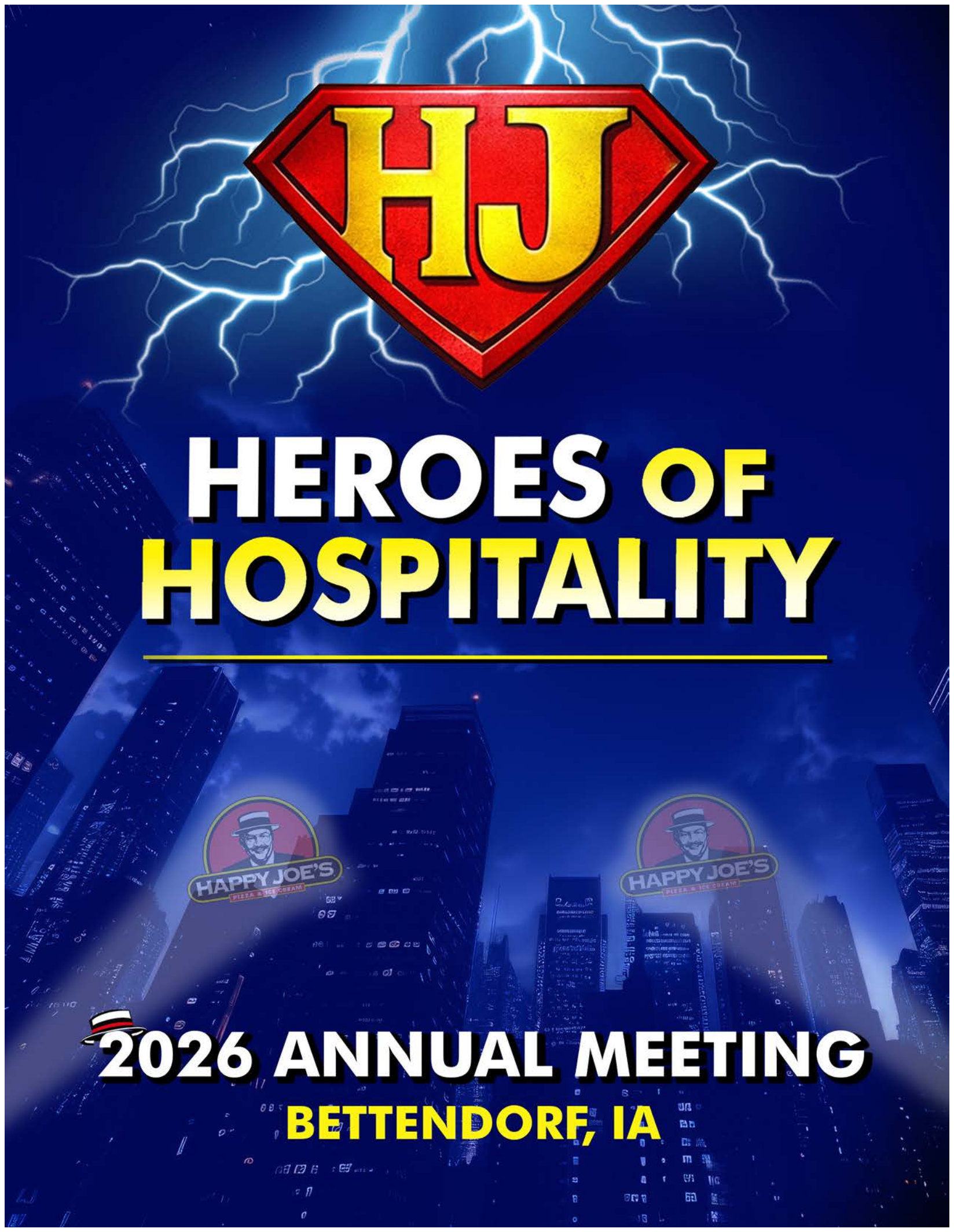

HJ
HEROES OF HOSPITALITY
HAPPY JOE'S
PIZZA & ICE CREAM
HAPPY JOE'S
PIZZA & ICE CREAM
2026 ANNUAL MEETING
BETTENDORF, IA

Heroes of Hospitality

2026 Annual Meeting

Features

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AMERICA 250

HEROES OF HOSPITALITY

CHIEF HAPPINESS OFFICER



A message from your Chief Happiness Officer - Tom Sacco

I would like to personally welcome each of you to the 2026 Happy Joe's Franchisee & Operators Conference, celebrating our *Heroes of Hospitality*! It is an exciting time for our company, as we continue our growth across the USA with our most recent opening in Oro Valley, Arizona, and in just a couple of months, our next opening this summer in Mendota Heights, Minnesota, in the midst of *America's 250th Birthday*! Globally, we now have 9 locations open across Egypt, with 3 more set to open in the next 12 months.

We continue to adapt to the ever-changing restaurant industry while remaining motivated, flexible, and responsive to the evolving needs and wants of Happy Joe's customers.

Our meeting is a significant event, as we are introducing new, more robust POS technology, AI software that improves the guest ordering experience, and enhanced training tools for our team members, while staying true to our founder's DNA with award-winning, industry-recognized, guest-loving new menu items.

Our brand is facing many challenges. We are fortunate to continue to overcome these challenges much better than many other brands have during a time of great national and global unrest. The restaurant business is an exciting world in which to work, study, and enjoy. We will continue to meet and deliver inspired, innovative, and focused solutions for our brand to support, engage, expand, and excite our dedicated guests, ensuring our company remains at the cutting edge and remains America and the world's favorite place to celebrate HAPPY.

We continue to transform the way we operate Happy Joe's to a "Best in Class" model where we improve our ability to adapt, respond, and stay relevant to our guests. Our franchise owners, coaches, and team members have continued to meet the challenges of the competitive pizza business and excel despite industry and economic challenges. You should all be very proud, as I am of you, of where we are today, how far we have come, and excited about where we are headed.

Before I close, I would like to thank each of you for taking time away from your restaurant to attend our conference. You, as our leaders, have the vision, the knowledge, the wherewithal, and the experience to help us successfully pave our way into the future. You truly are Happy Joe's greatest asset, today and tomorrow. We could not accomplish what we do without your support. Throughout this meeting, I ask you to stay engaged, be proactive, and help us shape the exciting future of our company. Find ways to say "Yes". My sincerest appreciation goes out to each of you. God Bless! Welcome to your conference!!

Tom Sacco

AMERICA 250


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CASA SOLANA
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BLOCK & BARREL
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Sysco

HEROES OF HOSPITALITY

HAPPY JOE'S NATIONAL FRANCHISE BOARD PRESIDENT



A message from your HJNFB President - Jake Fee

As Happy Joe's celebrates our 53rd year of making memories and serving the best pizza, we take time to reflect on the people and partnerships that have brought us to this point.

As we move forward into the years ahead, we are excited about the future of Happy Joe's and the opportunities for continued growth. While our industry continues to face challenges, we are committed to working together to overcome them and emerge even stronger.

Together, we remain focused on strengthening the Happy Joe's brand and building on the foundation that has made us successful. DRH continues to build a strong team to take Happy Joe's to the next level. Our Happy Joe's family keeps growing, and together, we are stronger than ever.

We would also like to extend our sincere thanks to our franchisees for everything they do each and every day. Your dedication, hard work, and commitment are what continue to make Happy Joe's a success.

Jake Fee

Oro Valley Welcomes Happy Joe's with a Slice of History

Mar 18, 2026



Happy Joe's Pizza & Ice Cream is bringing its signature brand of fun to Arizona for the first time. The Tucson-area location will celebrate its grand opening on March 27 with a lively pizza-cutting ceremony that puts the brand's playful spirit front and center.

Located at 11695 N. Oracle Road in Oro Valley, Happy Joe's opens its doors with a twist on tradition. Instead of scissors, company leaders and local community members will cut into a fresh, oversized pizza, marking the occasion with a moment of celebration. The event reflects what Happy Joe's does best, turning everyday meals into experiences where great food, fun, and family connection come together.

The grand opening event will take place on March 27 from 5 to 7:30 p.m., offering guests a first look at the restaurant's energetic, family-friendly atmosphere. Attendees can expect made-to-order pizzas, ice cream treats, and a welcoming space designed for gatherings of all kinds. The restaurant's first official day of business will follow on March 30.

The new Oro Valley location introduces Arizona families to Happy Joe's, a Midwest brand known for its lively dining experiences centered on pizza, ice cream, and childlike wonder.

"Our restaurant has always been about more than what is on the plate," said Tom Sacco, CEO, President, and Chief Happiness Officer of Happy Joe's. "Our pizza-cutting ceremonies capture that spirit perfectly. They are fun, memorable, and reflect the happiness we aim to bring into every community we serve."

The Arizona shop is operated by MC2 Entertainment Group, LLC, a team with a lifelong connection to the brand. Inspired by childhood memories and a focus on family celebration, the group selected Oro Valley for its welcoming, community-focused atmosphere.

The restaurant will offer dine-in, carryout, and delivery options and features a modern design suited for casual meals, birthday parties, and group gatherings.

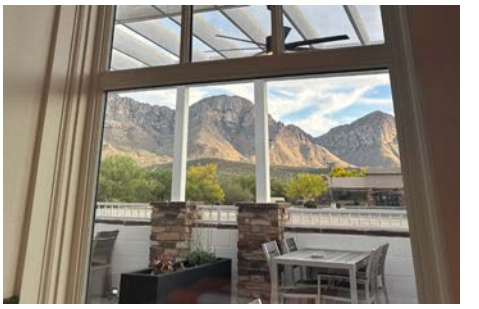
If You Go

Grand Opening: March 27, 5 to 7:30 p.m.
First Day of Business: March 30
Where: 11695 N. Oracle Road, Oro Valley
Details: Family-friendly celebration featuring a pizza-cutting ceremony, plus made-to-order pizza, ice cream, and a fun, welcoming atmosphere.




HAPPY JOE'S

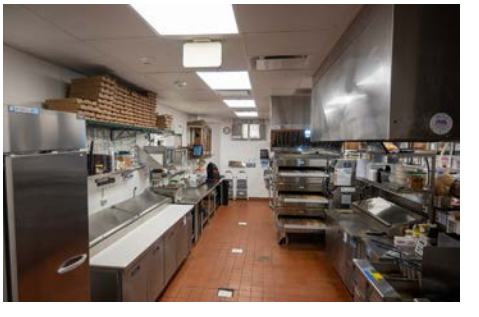


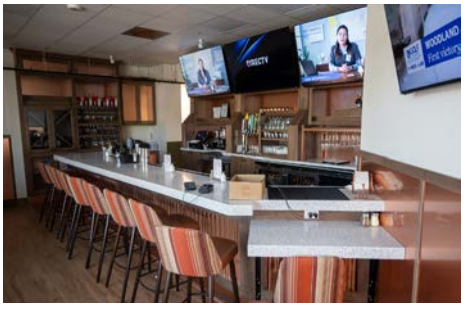


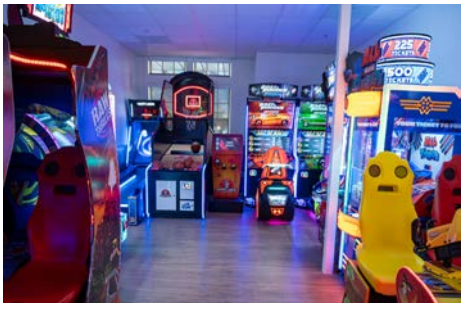

HAPPY JOE'S














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16 slices per oz, 2/12.5 lb 31763
18 slices per oz, 2/12.5 lb 06088
16 slices per oz, 2/5 lb 32048
12 slices per oz, 2/12.5 lb 28820
10 slices per oz, 2/12.5 lb 34856
BOLD
14 slices per oz, 2/12.5 lb 26777
16 slices per oz, 2/12.5 lb 86077
14 slices per oz, 2/5 lb 44111
14 slices per oz, 3/3 lb 131319
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HAPPY JOE'S PIZZA & ICE CREAM



PROGRAM HIGHLIGHTS

KEY FEATURES

- The most aggressive rebates/pricing returns
- Menu development/menu management
- Extensive Culinary/Nutrition Services offerings
- Partnerships with more than 600 suppliers providing access to over 100,000 products, across 63 major categories
- Valuable ancillary/non-food programs
- No-cost membership/NEVER a fee to the customer
- National reach with a local touch
- Full transparency on pricing/rebates in our member portal
- Program flexibility to include full catalog of products with no compliance levels
- Industry-specific consulting to maximize savings

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CULINARY SERVICES

SUPPLY CHAIN MANAGEMENT

A thorough review of ordering procedures and guidelines

PRODUCT CUTTINGS

On-site product cuttings and yield tests

INDUSTRY TRENDS

Relevant information on what's trending in your facet of food service

SERVSAFE EDUCATION

A ServSafe Certified Instructor is available to come on-site to certify your staff

SPEND AND PRODUCT ANALYSIS

Are you buying the best products for your menu applications?

SAFETY TRAINING AND AUDITS

An outside set of unbiased eyes is key to identifying potential health and safety risks

NUTRITION SUPPORT

On-staff dietitians for analysis and recommendations

CONTACT INFORMATION

CSM | Cost Solutions®

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HEROES OF HOSPITALITY
ANNUAL MEETING AGENDA

SUNDAY APRIL 26TH

Registration/Vendor Show Set-up
Registration/Franchisee Check-in
Sunday - Noon to 5 pm
Vendor Exhibit Hall

Kickoff Cocktail/Appetizers
Superhero Themed Vendor Show
Sunday – 6 pm to 9 pm
Dinner Passed Appetizers/Light Buffet
Vendor Exhibit Hall

MONDAY APRIL 27TH

Big Breakfast Buffet
Monday – 7:00 am to 8:30 am
Vendor Exhibit Hall

General Session - Leadership
Tom (Open), Aaron, Jenny, Ashley, Chris
Tom (America250)
Monday - 8:30 am to 9:45 am
Meeting Room

Break
Monday - 9:45 am to 10 am
Vendor Exhibit Hall

Superhero – Hank Ebeling
Monday - 10 am to 12 pm
Meeting Room

Lunch – Vendor Challenge – New ITEMS!
Monday - 12 pm to 1 pm
Vendor Exhibit Hall

Superhero – Hank Ebeling
Monday - 1 pm to 3 pm
Meeting Room

Break
Monday - 3 pm to 3:15 pm
Vendor Exhibit Hall

Superhero – Hank Ebeling
Monday - 3:15 pm to 5:15 pm
Meeting Room

Iron Tee Golf (off-site)
Monday - 6 pm to 9 pm
Cocktail/Appetizers/Dinner
6909 Iron Tee Wy, Bettendorf, IA 52722

TUESDAY APRIL 28TH

Breakfast
Tuesday - 7 am to 8 am
Vendor Exhibit Hall

Celebration Marketing Presentation
Tuesday - 8 am to 9 am
Meeting Room

Toast Presentation:
Current Users & Non-Users
Tuesday - 9 am to 10 am
Meeting Room 1 - CU Presentation w/Toast
Meeting Room 2 - NU Presentation w/Toast

Break
Tuesday - 10 am to 10:15 am
Vendor Exhibit Hall

Toast Presentation: Additional Features
Tuesday - 10:15 am to 11:15 am
Meeting Room 2 - All

CONTINUED >

AMERICA 250

HEROES OF HOSPITALITY
ANNUAL MEETING AGENDA

TUESDAY APRIL 28TH

Digital Marketing Presentation
Tuesday – 11:15 am to 12:15 pm
Meeting Room

Lunch
Tuesday - 12:15 pm to 1:15 pm
TM Secret Recipes Nominees
Vendor Exhibit Hall

Workshop "I" –
Expandshare - Ashley & Haley
Tuesday - 1:15 pm to 2:15 pm | Group A
Tuesday- 2:15 pm to 3:15 pm | Group B

Workshop "II" –
Social Media - Kristel & Spencer
Tuesday - 1:15 pm to 2:15 pm | Group B
Tuesday – 2:15 pm to 3:15 pm | Group A

Break
Tuesday - 3:15 pm to 3:30 pm
Vendor Exhibit Hall

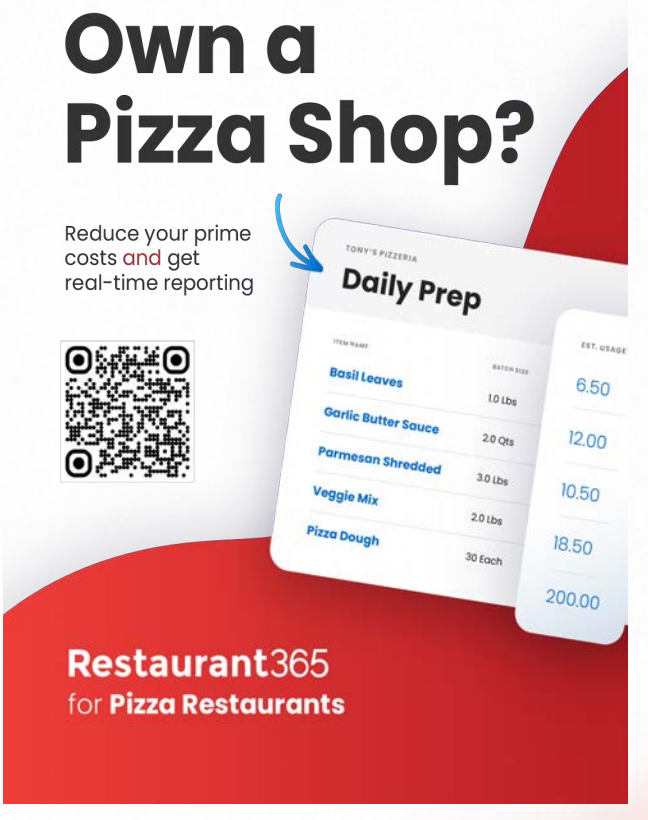
Workshop "III" - R365 Presentation
Tuesday - 3:30 pm to 5 pm
Meeting Room

Awards Cocktail Reception
Tuesday - 5:30 pm to 6:30 pm
Waterfront Convention Center –
Quad Cities Room

Awards Dinner & Recognition Awards
Tuesday - 7 pm to 10 pm
Waterfront Convention Center –
Quad Cities Room

WEDNESDAY APRIL 29TH

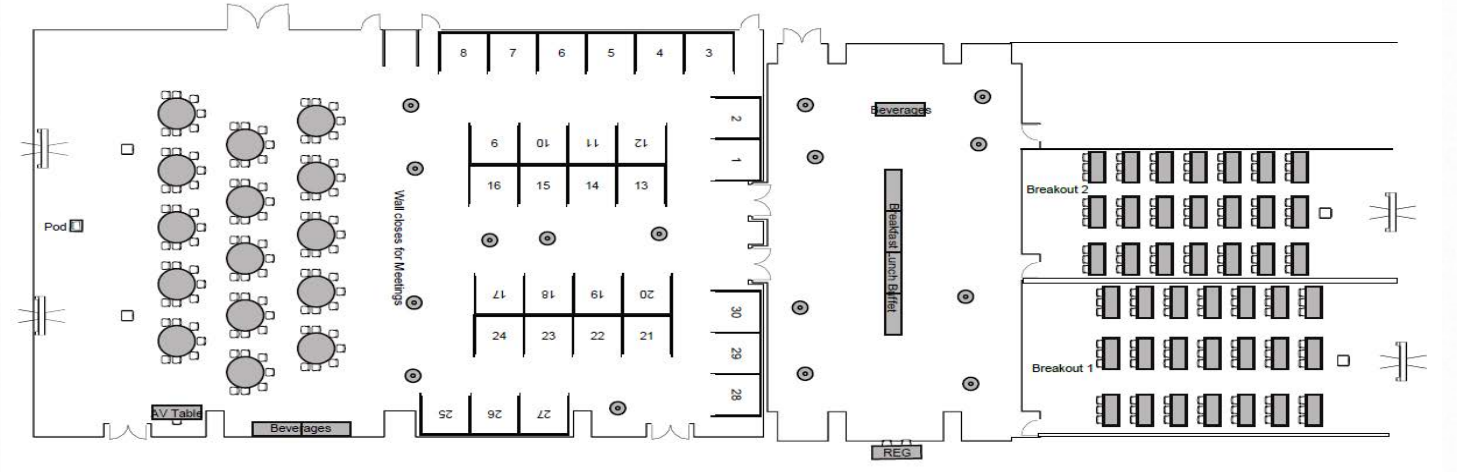
HJNFB Board Meeting
Wednesday - 9 am – 2 pm - Continental breakfast set up during HJNFB Meeting (9 am) Break (11 am to 11:15 am) Box Lunch delivered during HJNFB Meeting (12:30 pm) Board Meeting Room



HEROES OF HOSPITALITY
ANNUAL MEETING VENUES

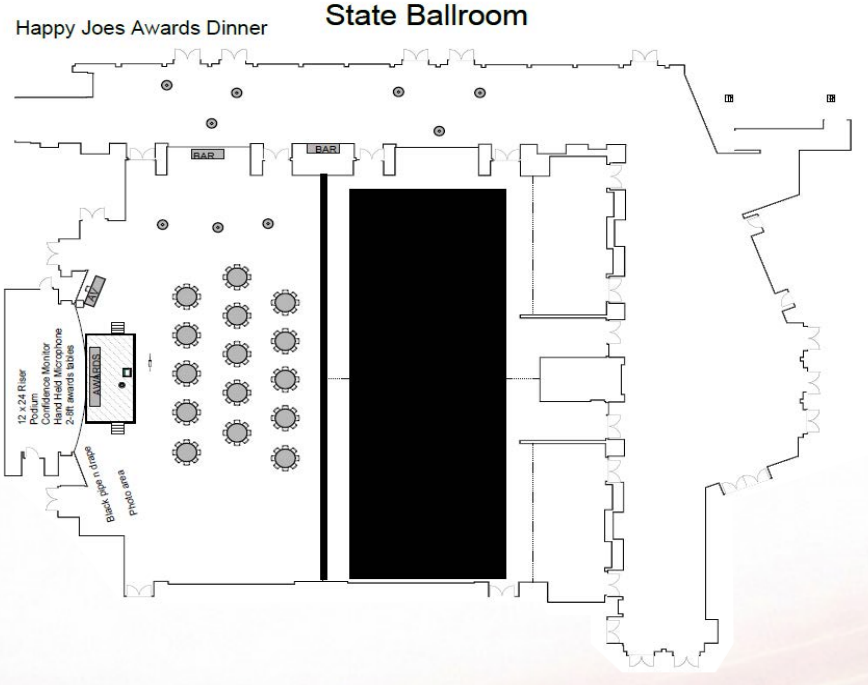


Exhibit Hall, Meeting Rooms & Hotel Rooms
Isle of Capri Casino Hotel Bettendorf
1777 Isle Parkway Bettendorf, IA 52722





Awards Dinner & Recognition Awards
Quad-Cities Waterfront Convention Center
2021 State Street Bettendorf, IA 52722




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America250 is powered by local celebrations.
That means your traditions, your food, your music, and your community are exactly what make this moment special. There is no single way to celebrate. What matters is making it feel true to where you live—and who you are celebrating with! Happy Joe's locations will be contacted about hosting toolkits and more for America's 250th!

JULY 4TH: BINGO CARDS



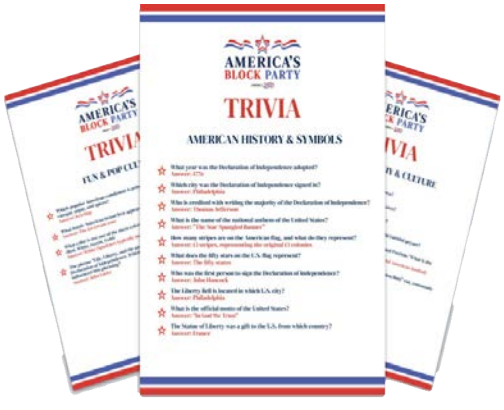
Bingo squares might include things like hot dogs, fireworks, picnic blankets, red, white and blue outfits, eagles, BBQ grills, ect.

AMERICA 250: RESOURCES



America250 toolkit will include hosting tips, activity ideas, printable decor with table tents, yard signs and social media templates.

JULY 4TH: USA TRIVIA



Invites guests to test their knowledge of American history, traditions, and culture while sharing a few laughs along the way.

AMERICA 250

HEROES OF HOSPITALITY

HAPPY JOE'S AWARDS

Volunteer Award
Kid's Foundation
HJNFB President's Recognition Award
Supplier of the Year
Service Provider of the Year
Support Center Team Member of the Year
Life-Time Achievement Award
20-Year Gold Rings Award Winners
Top 3 Social Media Fanatics Award
Top Marketer of the Year
Community Outreach
Brand Ambassador Award
Top 3 Sales Growth %
Top 5 Dine-in
Top 3 Sales per Sq. Ft.
Comeback of the Year
Excellence in Reinvestment Award
Rookie Operator of the Year
Rookie Coach of the Year
Franchise Operator of the Year
BEST-in-Class Award
Warrior Spirit Award
Servants Heart Award
Joe's Spirit Award

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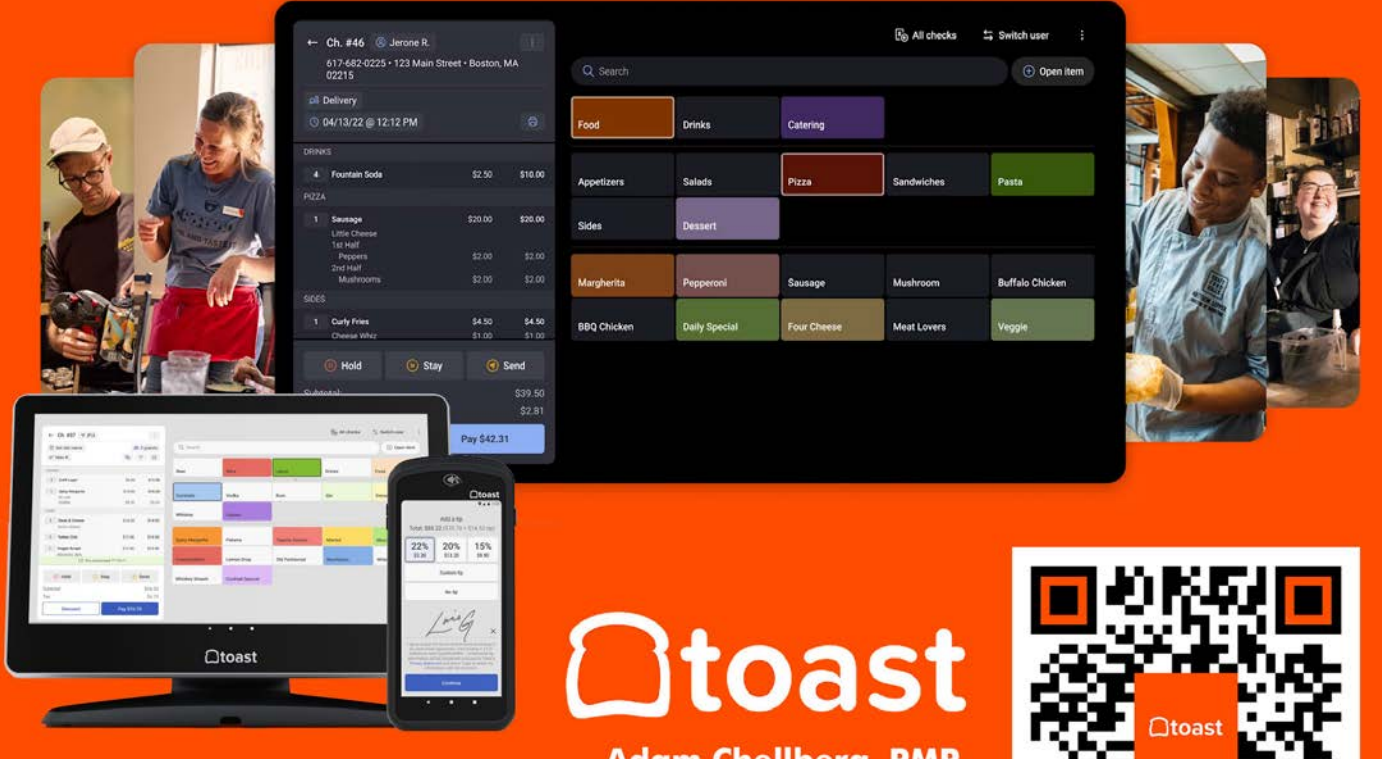


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HEROES OF HOSPITALITY

HAPPY JOE'S ANNIVERSARIES

10+ Year Personal Anniversary

KARI WHITE (15) Owner Operator, Clinton, IA
HALEY LUETH (16) Franchise Business Consultant, Support Center, Muscatine, IA
BROOKE CAVALIER (10) Head Coach, Crookston, MN
ROBIN CALVERT (11)-Accounts Payable Support Center, Davenport, IA

20+ Year Personal Anniversary

NICK FREDERICK (27) Head Coach, Green Bay, WI
LISA CERVANTES (26) Head Coach, Coal Valley, IL
STEVEN MAPES (27) Head Coach, East Moline, IL
ERIN CRIGGER (26) Head Coach, Rock Island, IL
ROGER BUSSAN (25) Owner Operator, Lancaster, WI, Galena, IL,
JOJO SCHROEDER (27) Owner Operator, Dewitt, IA
RICK SCHROEDER (23) Owner Operator, Dewitt, IA
ASHLEY BALLUFF (27) VP of Training and Culinary, Support Center Davenport, IA
SANDY GREEN (21) Accounts Receivable Manager, Support Center Davenport, IA
JODEE MICKLESON (20) Head Coach, Grand Forks, ND
BUCKY MORENO (20) Co-Owner Operator, Coal Valley, IL
JENNY CULP (20 years in 2027) VP of Purchasing, Support Center, Davenport, IA
CORY PARDON (20) Owner, Minot, ND
STEPHANIE BAILEY (29 years) Head Coach, Burlington, IA
SHAYLYN FERRELL-HAKE (21) Head Coach, Grandview - Muscatine, IA

Heroes of Hospitality

Happy Joe's Anniversaries

30+ Year Personal Anniversary

KEVIN & LYNN KENADY (39) Owner Operators, Morrison, IL
RICH HENNING (39) Owner Operator, LeClaire, IA
MONTE DERBY (38) Owner Operator, Ottumwa, IA
BRANDON WHITE (36) Owner Operator, Clinton, IA
TODD HALVERSON (35) Co-Owner Operator, Grand Forks, ND
KRISTEL ERSAN (35) Public Relations, Support Center, Davenport, IA
MIKE & CHERYL POST (33) Co-Owners, Grand Forks, ND
JAMI LILLY (33) Head Coach, Aledo, IL
WILL & DEB BRINKLEY (30) Owner Operators, Burlington, IA

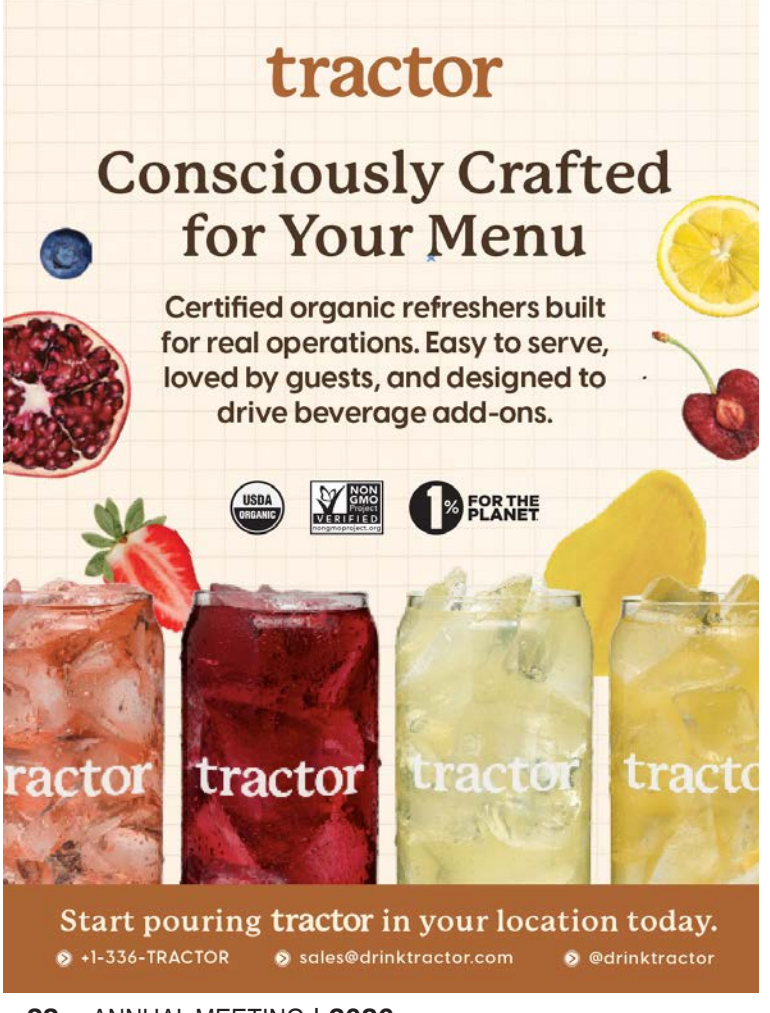
40+ Year Personal Anniversary

MARK SCHMITT (47) Co-Owner Operator, Dubuque Century, Dubuque University, IA
DAVE VANDERGINST (45) Co-Owner Operator, Milan, Coal Valley, Aledo IL
DOUG VANDERGINST (43) Co-Owner Milan, Coal Valley, Aledo, IL
DARRYL SCHMITT (43) Co-Owner Operator, Dubuque Century, Dubuque University, IA
DAN BOLAND (43) Co-Owner Operator, Dubuque Century, Dubuque University, IA
FRANK & TERRI HANOLD (40) Owner Operators, Green Bay, WI

50+ Year Personal Anniversary

MICK & JODI MAPES (52) Owners, East Moline, Rock Island, IL


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A Special Gift for Baylor







Baylor McFall, age 4, lives with Cerebral Palsy and CVI, a visual impairment. Through the support of the Happy Joe's Kids Foundation, Baylor is receiving a custom adaptive bike that will give him greater independence, joy, and the ability to ride alongside his siblings and friends.

HAPPY JOE'S Kids

"We are so excited for the opportunity for Baylor to have this bike. It will help with exercise in a fun way instead of traditional therapy. It will be so special for him to ride alongside his peers and siblings. He loves being included in everyday play, and this will mean so much to him." — The McFall Family

The Birth of the Taco Joe Pizza, Not Just a Pizza, a Legacy

When a franchisee asked to add tacos to the menu, Happy Joe Whitty had a better idea, a taco on a pizza.

After experimenting with ingredients and topping it with fresh lettuce, tomatoes, and seasoned chips, the Taco Joe Pizza was born. It quickly became a sensation and remains Happy Joe's number one specialty pizza with a cult-like following.

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63 mills

~100,000 colleagues

40 countries

15 million tons recycled fiber consumed

~300,000 acres of forestland (123,000 hectares)

* As of July 2024



Ben Baker
Specialty Segment Business Manager

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Mobile: 816.349.5438
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HAPPY JOE'S
PIZZA & ICE CREAM

TRIVIA

FUN FACTS & FEEL GOOD TRIVIA

Where was Happy Joe Whitty born?
North Dakota

What was Happy Joe's favorite pizza?
His answer was always, "Whichever one is coming out of the oven."

How old was Joe when he started Happy Joe's?
33 years old

How did Joe get the idea to add ice cream?
While working at Shakey's Pizza, Joe noticed something interesting. People would eat pizza… then head down the street to the Tasty Freeze for ice cream. Joe thought, "Why let them leave?" So he brought ice cream into the restaurant, more fun, more memories, and yes, a little more business too.

Why is our mascot Happy the Dog, a Dalmatian?
Joe did not have an advertising budget when he started. So he bought an old, slightly beat-up fire truck, painted it up with Happy Joe's, and drove it around town. It turned heads everywhere, and the Dalmatian mascot was a natural fit. Simple, smart, and very Joe.

How did Happy Joe's become connected to children with special needs?
While working at Shakey's, a mother once asked Joe for permission to bring her child with special needs into the restaurant.That stuck with him. Joe realized many families didn't always feel welcome going out at the time, so he made sure Happy Joe's would be a place where everyone felt included.That spirit lives on today through the Happy Joe's Kids Foundation, with events and an annual holiday party that now serves thousands of children and families each year.It's truly one of the most special parts of Happy Joe's.

How did Joe train his team?
In true Joe fashion, he had his team walk around on their knees.Why? So they could see the restaurant from a child's point of view.That thinking led to ideas like rounded table edges, so kids wouldn't bump their heads.Joe had a knack for doing things differently, and it worked.

Was Happy Joe's busy when it first opened?
Busy might be an understatement. Lines out the door, parking lot full, people waiting everywhere.Joe even gave out free beer to those standing in line, which, as you can imagine, kept everyone in a pretty good mood while they waited.

How did the Canadian bacon and sauerkraut pizza come about?
Joe was testing dough at his mom's house and needed anything, to put on top. All she had was Canadian bacon and sauerkraut. He told everyone, "Ignore the toppings, just focus on the dough." They didn't listen. They loved it.

HAPPY JOE'S Kids

2025 VOLUNTEER OF THE YEAR
Kate Holsen

Congratulations to Kate Holsen, our 2025 Volunteer of the Year.

Kate has graced so many Happy Joe's community events with her beautiful voice, most notably singing the national anthem at gatherings including our annual Happy Joe's Kids Micro Marathon and the epic Happy Joe's holiday parties for children with special needs.



Her voice is truly special, but what stands out even more is the spirit behind it. Kate brings warmth, kindness, and heart to everything she does. She had a meaningful and special relationship with Happy Joe himself, and it showed in every interaction.



Kate is a passionate advocate for inclusion and greater understanding of individuals with special needs. She leads by example, showing what's possible, lifting others up, and inspiring everyone around her through both her actions and her presence.



We are so grateful for the joy, compassion, and energy she brings to our Happy Joe's family.

We would like to thank all of our participating vendors, sponsors, presenters and venues..



























































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