

# Courtesy Corporation McDonald's

by Kristina Smaby and Lori Hoeft  
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More than 45 years ago, at age 23, **Dick Lommen** bought his first McDonald's restaurant... when hamburgers were just 15¢. Today, his company, Courtesy Corporation, which is headquartered in Onalaska, has grown to include 43 McDonald's restaurants throughout the Chippewa Valley, Western Wisconsin, Southeastern Minnesota, and Decorah, Iowa. It is one of the largest employers in the region employing approximately 3,500 people.

On hand to share the Courtesy Corporation McDonald's story were Community Relations Director **Kristina Smaby** and Marketing Managers **Matt Hulbert** and **Lori Hoeft**. According to Smaby, approximately 84% of all McDonald's restaurants are locally owned by companies like Courtesy Corporation, and they are very proud of the fact that they shop where we shop. They purchase food and other products from local farmers and other local wholesalers whenever possible. They also tout the fact that McDonald's provides quality meals in quality facilities that are subjected to rigorous safety checks and daily inspections.



Courtesy Corporation representatives... from left: Community Relations Director **Kristina Smaby**, and Marketing Managers **Matt Hulbert** and **Lori Hoeft**.

Courtesy Corporation McDonald's also prides itself on giving back to and being involved in the communities it serves. The Ronald McDonald House Charities is certainly the highest profile method, but they are also involved in many other community activities programs.

In recent years, McDonald's has become very conscious of the growing criticisms about the nutritional content of its meals. In response to these concerns, McDonald's restaurants provide nutritional information in a number of different ways, including the tray liner, packaging, brochures and the website. They also provide healthier choice options that customers can use to customize their meals. According to Hoeft, a healthy life style is all about moderation and activity.

For more information on Courtesy Corporation McDonald's, go to [www.mccourtesy.com](http://www.mccourtesy.com).

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