

Culver's owners earn best sanitation award while serving up ButterBurgers

—By Sara Magnus

There are two things that are clear when entering any Lincoln Culver's location. The first is that everyone is happy, customers and employees alike. The second is the franchise owners, Dana and Cindy Rose, take pride in treating every person who walks in the door like they are special.

The Rose's moved their family from Wisconsin to rural Hickman almost six years ago. They made the move after deciding to sell their dairy farm operation and start their own Culver's franchise.

"We thought this was a great opportunity," said Dana, "In Wisconsin we were customers of Culver's and we became familiar with the way they ran their stores, their high standards for cleanliness, and their good food quality. When we were ready to switch careers, we bought a franchise and moved to Lincoln."

The Rose's opened their first Culver's in Lincoln in October of 2000; they followed that one with a second location in February of 2003, and a third in July of 2003. The business has found a successful home in Lincoln, receiving awards from Culver's for top operations and even the Heartland Region Pride award, for the franchise that demonstrates the most Culver's pride. In 2004, the Lincoln Chamber of Commerce awarded



Dana Rose is proud of the Health Department award the local Culver's restaurants were recently given.

the Rose's with Lincoln's fastest growing business in 2003. In 2002, they won the GM Culver award, which is given to one person in the entire Culver's system who truly embodies the Culver standards.

On April 12th, the Lincoln/Lancaster County Health Department honored Culver's with the 2005 Food Sanitation Excellence Award. This most recent award is the one that the Rose's take most pride in according to Dana. "It is meaningful because that is what we strive for everyday. Making sure our customers are assured safe food and keeping our place clean. It also means a lot because it is from local officials, it is from the city of Lincoln."

There is a special significance that comes with the food sanitation award. It is the first time

in the history of the award that it has been given to a quick-serve restaurant, meaning a restaurant that has a drive-thru. The winner last year was the restaurant in the Cornhusker Hotel.

This award shows how the Rose's have strived to not only meet, but exceed the high expectations for cleanliness and service that Culver's has set. The company demands quality and the Rose's fulfill that demand. Culver's is a family-owned company that is selective when it comes to opening franchises. It allows them to keep their standards high and maintain the level of quality that has come to be expected with the Culver's name.

An important part of achieving all of this is the people who are working in the business. Dana and Cindy hire individuals they trust and they help them to grow. "It is one of the most rewarding parts of the business. We work with real quality individuals and we enjoy helping them get into their own business, mentoring them," said Dana. By hiring young students, often for their first job, the Rose's have the chance to work with employees for three or four years before they move on to college. They also hold around seven spots for employees with special needs.

The Rose's are opening a store in St. Joseph, Missouri, this summer. A Lincoln employee will be a partner in this venture, moving to St. Joseph to manage the day-to-day operations. They are also working

on a Springfield, Missouri, location that will be run by another current employee. Add those two to the three current Lincoln locations and another one in Mitchell, South Dakota, the Rose's have a total of six Culver's franchise operations, all run with dedication to the Culver's standards. There are 285 Culver's stores nationwide.

The Rose's don't stop at making their restaurants a better place to eat, they make their community a better place to live in. They are active in the Lincoln and Hickman areas working with the Friendship Home, the Muscular Dystrophy Association, and the March of Dimes just to name a few. They are also co-sponsoring the car show kick-off night on April 29th with Lincoln East. Funds from the night

will go to the Make-A-Wish foundation. It is the beginning of car show season when local residents bring their classic cars to Culver's locations to show them off and socialize.

It is hard to imagine this busy couple has time for anything other than Culver's, but in reality they stay busy with their four children. Carissa, a senior in high school, Michael, a sophomore, Taylor, a fifth grader, and Terrell, a second grader are all students at Norris Public Schools. Carissa and Michael are both employees at Culver's. The family is also involved in their local church, Shepherd of the Hills. Dana even makes time to sing with a male vocal group named Cross Eyed.

The success of the franchise

in Lincoln is a direct effect of the passion the owners have for the company. The awards are a recognition for the Rose's, but the true sign of success comes from the customers. Portia and Bill Voelker come to Culver's every day for lunch. "We love this place, it is so nice and clean, the service is good, we like the people," said the Voelkers.

This is one of the best rewards for owners Dana and Cindy, the appreciation of the people around them they can help, whether through a job, a franchise opportunity, or a ButterBurger.

