

Success stories

# Franchisees make their mark and make a difference



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# Be a part of something bigger

McDonald's Franchisees are just like you. They're your neighbors, who you see at school drop-off or the grocery store. They come from all walks of life with their own unique stories and paths to success. And through their restaurants, they have an immeasurable impact on people, careers, and the communities they call home.

Becoming a successful Franchisee doesn't happen overnight. It takes entrepreneurial spirit, time, and energy. It means taking risks, making leaps of faith, and sometimes cross-country moves.

But McDonald's Franchisees also have incredible opportunities to make a difference. In their own lives, their employees' lives, and those of everyone in their communities. It's the chance to take on a rewarding, challenging career backed by a global brand that delivers the resources and support to help owners thrive.

Read on to learn more about the stories behind thriving McDonald's Franchisees and their tips for success.



Pictured from left to right:  
**Celestina Quintana** (Newark, NJ),  
**Nathan Carter** (Whittier, CA),  
**Kerri Harper Howie** (Los Angeles, CA),  
**John Carnagio** (Lombard, IL)

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**We are a global company made up of local entrepreneurs. Franchisees are in your house of worship, they're in your chambers of commerce, they're on your school boards. They are giving free meals to first responders, doing backpack drives, coffee with a cop, and teachers' nights. Building workforce development, leadership opportunities for folks, and creating jobs right there in the community.”**

– Brad Bogan, McDonald's Vice President of US Franchising

# See how Nicole and Kerri turned a dream into the American Dream

Nicole and Kerri's journey with McDonald's started with their family business. In the '90s, the duo's mother, Patricia Williams bought her first McDonald's after quitting her job as a rehab therapist and cashing in her 401(k).

"A black woman in the '90s on her own running these restaurants — she had to have a tremendous amount of courage," Kerri said. "The sheer willingness to take such a chance was incredible foresight for her, and I

have to assume she did it because she thought she'd be able to create more opportunities for Nicole and me."

The mother's drive and determination inspired her daughters, who went on to successful careers in psychology and law before taking over their mother's restaurants in 2019. The two sisters are continuing their mother's legacy of partnering with community groups, hoping to inspire the next generation of women.

**"One of the comments we always get is, 'Oh, we didn't even know African American people owned McDonald's.' So the opportunity to show that we're obviously African American and women, and doing business this way is something we're very proud of."**

— Nicole Harper Rawlins, Current Franchisee



Pictured:

**Nicole Harper Rawlins and Kerri Harper Howie**  
Los Angeles, CA



# An established framework for success

For more than 70 years, we've found that amazing things happen when proven leaders harness the McDonald's System to build a legacy and make their mark.

## Why leaders choose McDonald's:

- Globally recognized brand
- Built-in customer base and traffic
- Business growth
- Opportunity to build generational wealth
- First-class training and support
- Trusted business model
- Support of a world-class supply chain network



**When you join McDonald's, you join an established brand with a proven playbook and a resilient business model.**

Pictured:  
**Jennifer Quintana**  
Newark, NJ

# See how John Carnagio found a partner for success

Drive. Grit. Smarts. Like every successful entrepreneur, John Carnagio had all three traits. As he started to think seriously about entrepreneurship, he knew he wanted to be in business for himself, but not by himself. He wanted a partner who could give him the guidance and support he needed to succeed. McDonald's was the perfect fit.

“One of the beauties of the partnership with McDonald's is the vast amount of expertise that McDonald's has in the restaurant industry.

If I need help in my kitchen or in my Drive Thru, or even the way I greet my guests, McDonald's always has somebody there to help me to drive my business.”

Nearly three decades after opening his first restaurant, John Carnagio owns and operates several McDonald's in the Chicagoland area. He helps new Franchisees just as he was helped at the start of his career.



**“We call ourselves the ‘McFamily,’ and we don’t take that lightly.”**

– John Carnagio, Current Franchisee

Pictured:  
John Carnagio and  
staff members  
Lombard, IL

# Franchisees inspire the next generation

The average Franchisee has nine restaurants, impacting hundreds of thousands of people daily — directly, through employment opportunities, and indirectly, by providing a place in their communities.

As a Franchisee, you can choose causes to invest your time and resources in across your community. Our Franchisees donate backpacks at the start of the school year, provide hot meals to first responders, sponsor youth sports teams, provide scholarships to students, and more.

You also have the opportunity to join national and regional Owner/Operator affiliations to find like-minded leaders dedicated to providing positive, lasting change in the communities in which they live and work.

Pictured:  
**Aneka and Judy Young**  
New Britain, CT



**60 million people choose to make McDonald's part of their lives every single day.**

Imagine the impact you could have as a Franchisee.



# Learn how Celestina Quintana built a lasting legacy

Celestina Quintana still marvels at the life she's built as a McDonald's Owner/Operator. Emigrating from a small farm in northern Spain to New Jersey at age 10, she could never have imagined the success she and her family enjoy today, running several McDonald's restaurants in the Newark area. Now, as Celestina nears retirement, her daughter Jennifer is poised to continue the family legacy.

For both women, the rewards go beyond financial success. McDonald's has given them the chance to make an impact — offering people their first jobs, supporting the community, and growing daily as individuals and business owners. “When I pull up into the parking lot and see the Golden Arches, it's unbelievable,” Jennifer says. “I'm proud to be part of something bigger than me.” For the Quintanas, McDonald's has been the key to the American Dream.



**“I'm proud to be part of something bigger than me.”**

– Jennifer Quintana,  
Current Franchisee

Pictured:  
**Celestina and Jennifer Quintana**  
Newark, NJ





**I have been very fortunate in my life and career with McDonald's in many ways. Today, my family owns several restaurants between me, my spouse, and my son. I am very grateful that McDonald's encourages the Next Generation Program, as this is key for me and others as we transition and sell our businesses over time to our children.**

**Although we are part of a large, multinational corporation and system, we are a small family business.”**

– Leonardo Lopez, Current Franchisee

Pictured above:  
**Leonardo Lopez and staff members**  
Orlando, FL

# Discover why Nathan Carter came back to McDonald's

Once you experience the hustle and bustle of working at McDonald's, other jobs can seem a little slow. Nathan Carter worked at his father's McDonald's restaurants when he was in school, but after graduating from college, he began working in the financial services industry. It wasn't for him.

**“I love the fast pace of McDonald's. Every day it's something new. There's always going to be a new challenge and something else to learn.”**

– Nathan Carter, Current Franchisee

Nathan Carter studied entrepreneurship in college and finds a way to apply his knowledge all the time at the restaurants he owns and operates with his wife in Southern California. Carter is on the technology board, which means he's on the cutting edge of how technology is used in the restaurant business. He's also a member of the National Black McDonald's Operator Association.

“I belong to a historically Black fraternity and it's a little like the McDonald's family,” Carter says. “We all had to go through the same process, and now that we're all here together, we stay close.”



Pictured:  
**Nathan Carter**  
Whittier, CA

# Learn how Aneka Young invests in what matters

A McDonald's is more than a restaurant, it's a platform for impact. Just ask Aneka Young, a second generation Owner/Operator in the Hartford area. Her seven restaurants offer programs to help workers pursue college, earn high school equivalency, and understand finance fundamentals.

Once a month, employees from other countries share their culture with their co-workers. "McDonald's is a global company that does so much good. And I have the unique opportunity of putting a face and a name to the good that we do," Young says.

Pictured:  
**Judy and Aneka Young**  
New Britain, CT



**“As an Owner/Operator, I can invest in my schools, I can invest with my law enforcement, I can invest with many of the organizations within my local community.”**

– Aneka Young, Current Franchisee



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**Working in the community is one of the most important things we do as McDonald’s Franchisees. And community means a lot of different things. It’s the people who come into the restaurant. It’s the local churches, the schools that we support, the people we employ.”**

– Nicole Harper Rawlins, Current Franchisee



Pictured:  
**Nicole Harper Rawlins**  
Los Angeles, CA

# Make your mark with McDonald's

To be a McDonald's Franchisee is to be part of something extraordinary. It's about joining a network whose sole focus is to help you succeed in delivering delicious, feel-good moments for each customer in each restaurant every single day.

It's your restaurant, employees, and community. It's your story. But you're not alone. Being a McDonald's Franchisee means you're in business for yourself, but not by yourself, backed by the training, guidance, and support to help you succeed.



**“McDonald's can't be successful unless our Franchisees are successful.”**

– Ray Kroc, McDonald's Founder

Pictured:  
**Nathan Carter and  
staff members**  
Whittier, CA

# Interested in becoming a Franchisee?

Visit our [\*\*franchising site\*\*](#) to take the first step on your franchising journey.



Pictured:  
**Aneka Young**  
New Britain, CT

