

[www.mcdonalds.com](http://www.mcdonalds.com)

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# 

# CEO - Jim Skinner

# Jim Skinner

Jim Skinner leads the world’s largest food service company. There are 32,000 restaurants in 117 countries. McDonald’s serves 60 million customers each day and has 1.7 million people working for them across the globe in corporate and restaurant positions.  
  
**Priorities:**

After becoming CEO of McDonald’s, Skinner set three top priorities for himself while being in leadership of the restaurant: long-term sustainable growth for the company; talent management and leadership development; and promoting balanced active lifestyles.  
  
**Accomplishments:**

2007: “CEO of the Year”, “2007 Executive of the Year”

2008: Skinner was named one of “America’s Best CEOs”

2009: "2009 CEO of the Year", “30 Most Respected CEOs”

Corporate Headquarters:

* McDonald's Corporation, 2111 McDonald's Dr., Oak Brook, IL 60523



<http://www.aboutmcdonalds.com/mcd/our_company/bios/jim_skinner.html>

# Product

# World’s Famous Fries



“Golden on the outside, soft and fluffy on the inside. Made with quality potatoes and cooked in our Canola oil blend for zero grams of trans fat per serving. Now that’s an epic bite.”

Small – $ 1.00

Medium – $ 1.69

Large – $ 1.99

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| http://nutrition.mcdonalds.com/nutritionexchange/images/spacer.gif | http://nutrition.mcdonalds.com/nutritionexchange/images/spacer.gif | http://nutrition.mcdonalds.com/nutritionexchange/images/spacer.gif | http://nutrition.mcdonalds.com/nutritionexchange/images/spacer.gif | http://nutrition.mcdonalds.com/nutritionexchange/images/spacer.gif | http://nutrition.mcdonalds.com/nutritionexchange/images/spacer.gif | http://nutrition.mcdonalds.com/nutritionexchange/images/spacer.gif | http://nutrition.mcdonalds.com/nutritionexchange/images/spacer.gif | http://nutrition.mcdonalds.com/nutritionexchange/images/spacer.gif | http://nutrition.mcdonalds.com/nutritionexchange/images/spacer.gif | http://nutrition.mcdonalds.com/nutritionexchange/images/spacer.gif | http://nutrition.mcdonalds.com/nutritionexchange/images/spacer.gif | http://nutrition.mcdonalds.com/nutritionexchange/images/spacer.gif | http://nutrition.mcdonalds.com/nutritionexchange/images/spacer.gif | http://nutrition.mcdonalds.com/nutritionexchange/images/spacer.gif | http://nutrition.mcdonalds.com/nutritionexchange/images/spacer.gif |
| Nutrition Facts World’s Famous Frieshttp://nutrition.mcdonalds.com/nutritionexchange/images/spacer.gif | Calories | Calories From Fat | Total Fat (g) | Saturated Fat (g) | Trans Fat (g) | Cholesterol (mg) | Sodium (mg) | Carbohydrates (g) | Dietary Fiber (g) | Sugars (g) | Protein (g) | Vitamin A (IU) | Vitamin C (mg) | Calcium (mg) | Iron (mg) |
| **Total :** | **380** | **170** | **19** | **2.5** | **0** | **0** | **270** | **48** | **5** | **0** | **4** | **0** | **9** | **20** | **1** |
| **% Daily Value \*\* :** | - | - | 29 | 13 | - | 0 | 11 | 16 | 20 | - | - | 0 | 15 | 2 | 6 |

Stock Information

<http://www.mcdonalds.com/us/en/food/full_menu/snacks_and_sides/world_famous_fries.html>

(November 9, 2010)

Current Ticker Symbol - MCD



**Current Stock Price - $ 79.16**

Recent Stock Performance

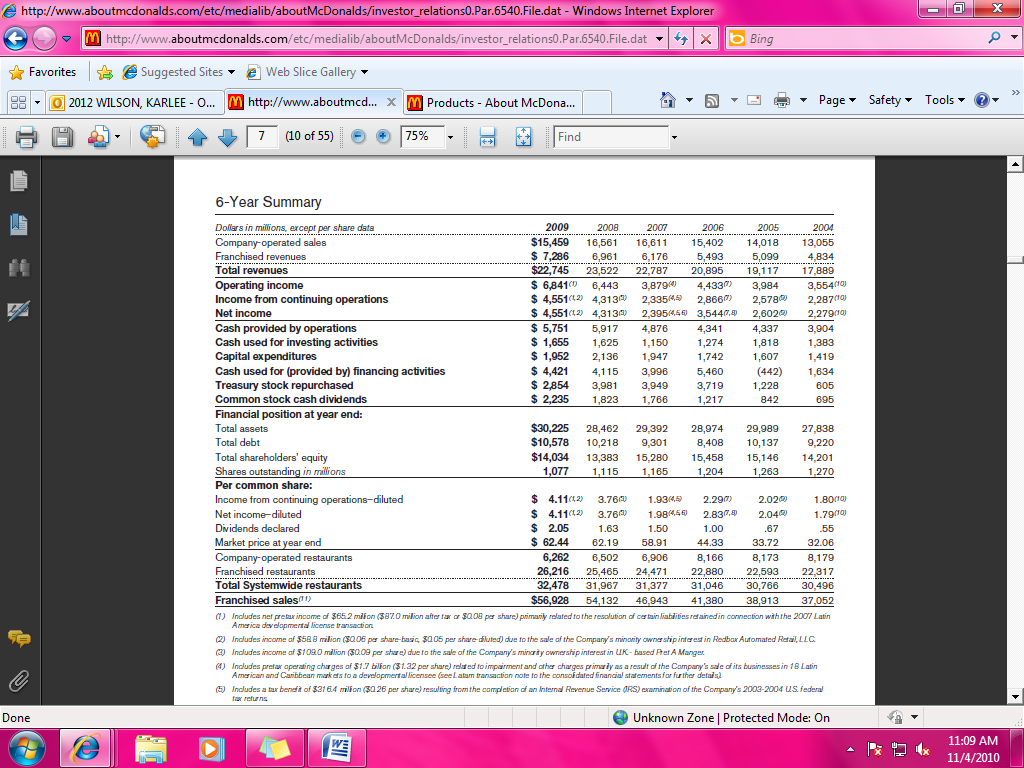
<http://www.investorguide.com/stock-charts.php?ticker=MCD> / <http://www.google.com/finance?client=ob&q=NYSE:MCD>

# Corporate Profile

|  |  |  |
| --- | --- | --- |
| |  |  | | --- | --- | | **Stock Data:** | **Recent** [**Stock Performance**](http://www.corporateinformation.com/Company-Snapshot.aspx?cusip=580135101)**:** | |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  | **Current Price (11/5/2010): $ 79.30** | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **1 Week** | 2.0% |  | **13 Weeks** | 4.2% |  | | http://www.corporateinformation.com/images/spacer.gif | http://www.corporateinformation.com/images/spacer.gif | http://www.corporateinformation.com/images/spacer.gif | http://www.corporateinformation.com/images/spacer.gif | http://www.corporateinformation.com/images/spacer.gif | http://www.corporateinformation.com/images/spacer.gif | | **4 Weeks** | 10.5% |  | **52 Weeks** | 28.5% |  | | |
|  |
| |  |  | | --- | --- | |  | **McDonald's Corporation Key Data:** | | **http://www.corporateinformation.com/images/spacer.gif** |  | | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **Ticker:** | MCD | **Country:** | UNITED STATES | |  | **http://www.corporateinformation.com/images/spacer.gif** | | | | |  | **Exchanges:** | NYSE FRA MXK LIM | **Major Industry:** | Recreation | |  | **http://www.corporateinformation.com/images/spacer.gif** | | | | |  |  |  | **Sub Industry:** | Restaurants & Fast Food Franchisers | |  | **http://www.corporateinformation.com/images/spacer.gif** | | | | |  | **2009 Sales** | 22,744,700,000 (Year Ending Jan 2010). | **Employees:** | 385,000 | |  | **http://www.corporateinformation.com/images/spacer.gif** | | | | |  | **Currency:** | U.S. Dollars | **Market Cap:** | 83,780,982,420 | |  | **http://www.corporateinformation.com/images/spacer.gif** | | | | |  | **Fiscal Yr Ends:** | December | [Shares](http://www.corporateinformation.com/Company-Snapshot.aspx?cusip=580135101" \t "undefined)  [http://kona.kontera.com/javascript/lib/imgs/grey_loader.gif](http://www.corporateinformation.com/Company-Snapshot.aspx?cusip=580135101" \t "undefined)  **Outstanding:** | 1,056,506,714 | |  | **http://www.corporateinformation.com/images/spacer.gif** | | | | |  | **Share Type:** | Common | **Closely Held Shares:** | 1,404,468 |   http://www.boston.com/business/ticker/mcdonalds107.jpg | | |  |  | |
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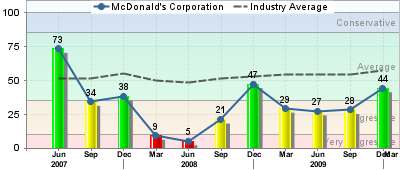
<http://www.corporateinformation.com/Company-Snapshot.aspx?cusip=580135101>

# Financial Information

Accounting Risks

|  |  |
| --- | --- |
| AGR Average | Rating Published 09/10/2010 |
| Industry Restaurants | Period End 06/30/2010 (Fiscal 2010 Q-2) |
| SEC Filing08/05/2010 (10-Q) | Last Audit: Ernst & Young LLP |

### 3yr AGR® Score



### Overview

McDonald's Corporation is currently rated as havingaverageAccounting & Governance Risk (AGR). This places them in the 47th percentile among all companies, indicating higher Accounting & Governance Risk (AGR) than 53% of companies.

|  |  |  |
| --- | --- | --- |
| **RISK** | **AGR® IMPACT** | **TOP ISSUE** |
| Corporate Governance Events | 23.7 | Comp: Incentive/Total Comp |
| High Risk Events | 49.6 | Share Repurchases |
| Revenue Recognition | 26.8 | Operating Revenue/Operating Expense |
| Expense Recognition | 0.0 | N/A |
| Asset-Liability Valuation | 0.0 | N/A |

The forensic risk summary table below highlights materials risks, if any, and lists the most critical business issue for each risk. AGR Impact shows the deductions from a perfect 100 AGR score due to flagged matrics.

AGR scores are based on statistical analysis of accounting and governance risk factors. Lower scores indicate heightened corporate integrity risk, indicating an increased likelihood of future class action litigation, material financial restatements or impaired equity performance.

<http://finapps.forbes.com/finapps/AccountingRisk.do?tkr=MCD>

# History of McDonald’s

<http://www.aboutmcdonalds.com/mcd/our_company/mcd_history.html?DCSext.destination=http://www.aboutmcdonalds.com/mcd/our_company/mcd_history.html>

Los Angeles Bans Happy Meals Toys

******McDonald's faces lawsuit over Happy Meals**

A watchdog group says giving away toys with Happy Meals contributes to childhood obesity and threatens to sue. McDonald's cites healthful menu choices.

Weeks after a Silicon Valley county became the first in the nation to ban toys from McDonald's Happy Meals and other food promotions aimed at children. A public health watchdog group called on the fast food giant to remove the playthings from all its meal packages.

The most recent toys that McDonald’s is coming out with are from the “Shrek” movie. Even though kids are dying for these toys, the Center for Science in the Public Interest said that the kids couldn’t have the toys unless they ordered under a certain amount of calories. The people of Los Angeles are worried that the plastic toys that are being promoted are making kids order food that is too high in calories, fat and salt.



<http://articles.latimes.com/2010/jun/23/business/la-fi-0623-happy-meals-20100623>

# Top Competitors

# Burger King Holdings Inc. Miami, FL Doctor’s Associates Inc. Milford, CT

|  |  |
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YUM! Brands Inc. Louisville, KY  **QUICKLY APPROACHING…**

 WENDY’S INC.



<http://www.hoovers.com/company/McDonalds_Corporation/rfskci-1.html>

Employment Opportunities

Murray, KY

|  |  |  |
| --- | --- | --- |
| **Type** | Position | **Location** |
| **Support** | [Maintenance Supervisor](http://www.mcstate.com/careers/jobs/16337) | 107 North 12Th Street, Murray, KY |

# **Maintenance Supervisor**

**Hours:** Open availability

**Pay:** Based on experience

Now hiring for a Maintenance Supervisor. Person must be certified in HVAC and have restaurant equipment experience.

**This position is also available at the following location(s):**

|  |  |
| --- | --- |
| Calvert City 3442 US Highway 62 Calvert City, KY 42029 | Hinkleville Road 3955 Hinkleville Rd. Int 24 & Highway 60 Paducah, KY 42001 |
| Lone Oak 2224 Lone Oak Road Paducah, KY 42001 | Benton 25 Commerce Blvd. Benton, KY 42025 |
| Mayfield 1006 Cuba Road Mayfield, KY 42066 | Metropolis 1545 E Fifth Street Metropolis, IL 62960 |
|  |  |
|  |  |

<http://www.mcstate.com/careers/jobs/16337>

Employee Benefits

McDonald’s tries to give their employees benefits that will make them want to retain their position in McDonald’s. They also make benefits that will push their employees to do their best at everything they do for the business.

### [Your Health and Protection](http://www.aboutmcdonalds.com/mcd/careers/employee_benefits/health_and_protection.html)

Our health and insurance benefits:

* Medical
* Vision Supplement Plan
* Dental
* Flexible Spending Accounts
* Short And Long Term Disability
* Employee And Dependent Life Insurance
* Accidental Death & Dismemberment (AD&D)
* Travel And Business Travel Accident Insurance

### [Your Pay and Rewards](http://www.aboutmcdonalds.com/mcd/careers/employee_benefits/pay_an_rewards.html)

Our compensation, reward and recognition programs:

* Base Pay
* Incentive Pay
* Company Car Program
* Recognition Programs

### [Investing in Your Future](http://www.aboutmcdonalds.com/mcd/careers/employee_benefits/investing_in_your_future.html)

Our savings, investment and financial management programs:

* Profit Sharing And Savings Plan (Includes Our 401(K) Feature)
* Mcdirect Shares
* Mc$Ave
* Credit Union
* Financial Planning Services

### [Helping Balance Your Work and Life](http://www.aboutmcdonalds.com/mcd/careers/employee_benefits/balance_work_and_life.html)

Our work/life benefits:

* Vacation
* Holidays
* Anniversary Splash
* Sabbatical Program
* Summer Hours
* Leave Of Absence
* Alternative Work Approach
* Adoption Assistance
* Child Care Discount
* Educational Assistance
* Matching Gifts Program
* Employee Resource Connection
* Auto And Home Insurance Group Discount Program
* International Fitness Club Network
* Beyondwork Internet Discount Program

<http://www.aboutmcdonalds.com/mcd/careers/employee_benefits.html?DCSext.destination=http://www.aboutmcdonalds.com/mcd/careers/employee_benefits.html>

|  |  |  |
| --- | --- | --- |
| McDonald’s Websites McDonald’s has a home website and also a variety of other websites available for customers to visit if they have the desire! The following are examples: | | |
| |  | | --- | | [**McDonald’s Happy Meals**](http://www.happymeal.com/en_US/)  [McDonald’s Happy Meals](http://www.happymeal.com/en_US/)  Activities, games, art projects and your kids’ favorite foods. | |  | |  | | --- | | [**McDonald’s for Tweens**](http://www.mcworld.com)  [McDonald’s for Tweens](http://www.mcworld.com/)  McDonald’s knows that being a kid is all about meeting up with friends, playing favorite games and enjoying great food. | |

[**365 Black**](http://www.365black.com/365black/index.jsp)

McDonald’s celebrate African-American culture and achievement every day of the year.

[**Me Encanta**](http://www.meencanta.com/)

Join in promoting the Latin spirit with music, fútbol and family fun.

[**About McDonald’s**](http://www.aboutmcdonalds.com/mcd)

[About McDonald’s ](http://www.aboutmcdonalds.com/mcd)

McDonald’s serves more than 60 million people around the world every day.

[**Ronald McDonald House Charities**](http://rmhc.org/)

[Ronald McDonald House Charities ](http://rmhc.org/)

For 35 years, McDonald’s has been helping children in need—and their families—in 52 countries.

[**International Websites**](http://www.aboutmcdonalds.com/country/map.html)

[International Websites ](http://www.aboutmcdonalds.com/country/map.html)

McDonald’s has over 32,000 locations in more than 100 countries around the globe.

[www.mcdonalds.com/us/en/websites.html](http://www.mcdonalds.com/us/en/websites.html)

[**My InspirAsian**](http://www.myinspirasian.com/)

[My InspirAsian ](http://www.myinspirasian.com/)

Take the Asian Phrases Challenge and discover the wide mix of cultures in the Asian Pacific American community.

Ronald McDonald House

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Ronald McDonald House Charities has been McDonald’s "charity of choice" for 36 years.

We are a non-profit corporation, but McDonald's is our largest corporate donor. Portions of the annual operating costs for Ronald McDonald Houses are graciously funded by McDonald's and owner/operators of local McDonald's restaurants. The remainder of our annual operating income comes from the generosity of individual and corporate donors.

Payton’s Story

On Friday, May 7th Payton started running a fever.  The fever spiked throughout the weekend, up and down with the aid of Tylenol.  On Monday, Payton began to vomit and was taken to Primary Care in Murray.  Upon testing, they determined she had extremely low levels of White Blood Cells, Hemoglobin, and Platelets.  Doctors in Murray consulted with St Jude Children’s Hospital in Memphis, TN who sent an ambulance to pick up Payton and Missy.  We arrived at St Jude around 9:00 PM and they immediately began testing blood and everything else.    
  
On that Tuesday, we met with the doctor who will be caring for Payton who advised Payton was being diagnosed with Acute Lymphoblastic Leukemia (ALL).

Where She’s At Now

Saturday morning, November 21, Payton was having more rectal pain and I noticed a jelly bean size "knot" on her bottom. I called and St. Jude and they wanted her seen ASAP by a clinician here.  A HUGE THANK YOU to Dr. Kim Burch who met us at the office and got the ball rolling.  After a visit with her we went to Murray ER) and got antibiotics started.  We arrived in Memphis around 11:00 Saturday evening.

[www.ronaldmcdonaldhouse.com](http://www.ronaldmcdonaldhouse.com)