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## Kids follow dads' ways at McDonald's

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Every year around Father's Day, we hear stories of sons and daughters following dear old Dad's footsteps in the family business. You know, the mom-and-pop grocery stores, the corner restaurants, the car-repair shops.

But even megacorporations like McDonald's have a family component when you get down to the franchisee level. In fact, the owners of several Valley McDonald's outlets are grooming their sons and daughters to someday take over the business.

Here are a couple of examples, in honor of Dad's day.

### Burger break

**Ken Clement** has been working for McDonald's for nearly 40 years, 14 of them at corporate headquarters in Chicago and the past 16 as a restaurant owner in Phoenix.

But the highlight of his fast-food career came a little more than four years ago. That's when his daughter, **Erin**, who hadn't shown much interest in the business during high school, graduated from college and decided to work at McDonald's.

"It was one of the most exciting things in my 39 years with McDonald's," Clement said. "It was really special getting her involved, especially because she had an interest. I would never have pushed her into it."

Erin, 27, said that after college, she "decided to take a closer look at the business." She started at the bottom, working in the kitchen and mopping floors, and moved up to the management ranks. Now she supervises staff training at her father's six restaurants.

"It's great watching him in action, talking with customers and getting into the middle of things when there is a rush."

The family is planning a barbecue for Father's Day, but Ken wants to make something clear about the menu: "No hamburgers. We'll do ribs or something."

### Food fate

It was only a matter of time before **Travis Heriaud** joined his father **Lee's** McDonald's business. After all, he always seemed to wind up working in the restaurant industry, and even went to the Scottsdale Culinary Institute to study hotel and restaurant management.

"Even when I wasn't involved (in McDonald's) I was working at other restaurants," said Travis, 24, who manages one of his father's 16 Valley outlets. "I like that you see your customers face to face and you get direct results."

Lee said his son's desire to learn and his different perspective on the business make him a pleasure to work with.

"It's a very positive experience, I would say," said Lee, who, like Clement, has been with McDonald's for 39 years.

It is a tradition for the Heriauds to go to church and then to brunch on Father's Day, so burgers also will be absent from their menu. "Maybe Egg McMuffins," Lee joked.

### Not to mention . . .

. . . *Gift lag*: Shoppers plan to spend \$9 billion on Father's Day gifts this year, or an average \$88.80 per dad, according to the National Retail Federation. That's up from \$8.2 billion a year ago, but it trails Mother's Day, which had \$13.8 billion in planned spending this year, or \$122.16 per mom.

Mother's Day is the third-biggest holiday sales generator behind the winter holidays and the back-to-school season. Even Valentine's Day and Easter, at fourth and fifth, respectively, beat Father's Day at sixth.

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