

40
under
40

Steven Atchison
Richard Bernstein
Michael Bishop
David Blaszkiewicz
Jon Campbell Sr.
Mark DeMaria
Nino DiCosmo
Aaron Dworkin
Bryan Finnerty
Jamie Flinchbaugh
Jon Grabowski
Jeremy Haberman
Robin Hanks
Michele Hodges
Jason Huvaere
Michelle Hucal
Michael Jacobson
James Kamsickas
Michael Kern
Rajesh Kothari
Ronja Kruse
Scott Lowell
Martin Manna
Karim Motawi
Heather Nabozny
Monica Navarro
James M. Nicholson
Debra Osuch
Robert Porcher
Kevin Prokop
Steve Robinson
Todd Smith
Nick Sousanis
Trisha Stein

40 *under* 40

Jon Campbell Sr., 37

President and owner
JMC Inc.
Detroit



Biggest achievement: Acquiring six metro Detroit McDonald's restaurants since 2001 and increasing their sales.

Current goal: To increase sales to \$25 million, up from \$12.4 million in 2005.

As a teenager working as a McDonald's cook, Jon Campbell Sr. dreamed of becoming an entrepreneur. Nearly 20 years later, he achieved that goal through the same company that gave him his first job.

After spending five years in corporate management positions with **McDonald's Corp.**, Campbell acquired two company-owned restaurants in Dearborn Heights and Redford Township in December 2001. In January 2002, he bought two more restaurants in Inkster and Garden City from another McDonald's franchisee.

Todd Stern
Robin Terry
Timothy
Thorland
Angela Topacio
Marc Weiser
Denise Williams

[Back to index](#)

Campbell's company, **JMC Inc.**, financed the stores through **Eagle Franchise Funding L.L.C.**, which lends exclusively to McDonald's franchisees. Eagle is operated by Charlotte, N.C.-based **Bank of America N.A.**

Since acquiring those restaurants, plus another in Redford Township in December 2005, Campbell said he has increased sales by improving service and cleanliness at each of the stores. Much of that was done by adding hospitality and management training programs for employees - something he said has also bolstered employee satisfaction.

Campbell also stepped up marketing and community-service efforts at the restaurants to increase visibility.

"We've done a lot of fundraising and partnerships with the schools in the communities where we do business," Campbell said.

Sales at one of Campbell's Dearborn Heights stores increased to \$2.3 million last year, up from \$1.7 million in 2001. Campbell cites that growth as an example of how he has turned stores around.

Campbell said he plans to continue expanding his company at the restaurants he has and acquiring more.

- *Sheena Harrison*

CRAIN'S DETROIT BUSINESS

This site is best viewed with Internet Explorer 5.0 or better.

Entire contents © 2006 [Crain Communications, Inc.](#)
Use of editorial content without permission is strictly prohibited. All rights Reserved

