



LAURA OLGUIN

MORE THAN A POSITIVE INFLUENCE



Story : Luke Anthony

We have the pleasure to bring you the motivating story of Laura E. Olguin. I have had my share of start up stories, but I have never heard one like this. Being a firm believer in faith, goal setting, and making necessary moves to succeed, I can relate to her growth process and success.

Laura E. Olguin was born and raised in Mexico City before coming to the United States in 1978. She started as a Production Employee at Jack in the Box in 1982 as a way to put herself through college, support her ill Mother and elderly Grandmother, and her young siblings.

Through hard work and dedication, Laura kept advancing with the Jack in the Box organization, moving up the ladder to become a Shift Leader, Assistant Manager, Restaurant Manager, and eventually an Area Manager. She won numerous awards within the Company. She also graduated with a B.A. in Psychology in 1985 and an M.B.A. from Pepperdine University in 1992 while she diligently worked at Jack in the Box.

In 1993, she was recognized as one of the top females within the organization and was promoted to Director of International Franchising reporting to the CEO of Jack in the Box at the time, Mr. Bob Nugent.

Laura left Jack in the Box briefly to enhance her business skills as a Market Manager with Taco Bell, subsidiary of Pepsi Co. and as the Division Vice President with Washington Inventory Services, a subsidiary of Huffey Corporation.

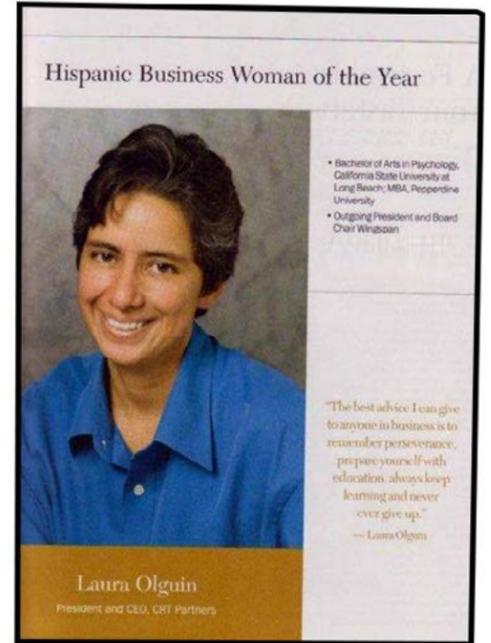
In 2000, Laura returned to Jack in the Box when she joined the Jack in the Box franchise in Southern Arizona as a small equity partner. From 2000 until

December of 2014, she was the owner and operator of the Jack in the Box Southern Arizona Franchise which own and operated 28 Jack in the Box Restaurants. Revenues for the company exceeded over 36 million dollars at its peak.

In addition to her business successes Laura supported her community through financial support and her volunteer activities. These included:

- *Wingspan Board President*
- *St. Michael's Parish and Day School*
- *St. Francis at the Foothills*
- *Breast Cancer Awareness*
- *Red Cross*
- *Pima County Women's Commission*
- *Dance Southwest*
- *AIDS Walk*
- *Radio America - "Don't Drink and Drive" campaign*
- *KDAP - "Blood Drive" campaign*
- *Linkages - Job placement for the Disabled*
- *International Refugee Committee - Refugee Placement*
- *Drowning and Pool Safety segment sponsor on NBC*

In 2007, Laura was recognized as Tucson's Hispanic Women of the Year.



-Hispanic Business Woman of the Year Award.

“ I HAVE ALWAYS HAD A STRONG DESIRE TO SUCCEED.”

West Side Location on 98th, just west of I-40.
301 98th St NW, Albuquerque, NM 87121



In 2009, Jack in the Box selected Laura to reopen the New Mexico Market. Laura formed a new Company under the name of Dancel, LLC to start this new venture. In June of 2009, Laura opened her first two Jack in the Box restaurants in Albuquerque. She now owns 7 Jack in the Box restaurants in Albuquerque and Rio Rancho. She continues to be the owner and CEO of Dancel, LLC.

In December 2014, Laura ended her ownership of the restaurant in Southern Arizona to focus on the operations and expansion of Jack in the Box in the New Mexico market.

Laura optimized her expertise in operating restaurants to bring back to Albuquerque the beloved brand of Godfather's Pizza. In July 2013, Laura,

under a separate partnership, formed a new Company, NGAF, and opened her first Godfather's Pizza on 98th and I 40. The second Godfather's Pizza restaurant opened on April 21, 2015 on the Promenade at Eubank and Spain.

Bringing back one of my childhood favorite pizza spots was a great move on Laura's part, and I look forward to multiple locations popping up across the state. With these credentials and accomplishments it is safe to say that she is someone to look up to when you think something is not possible, because she proves otherwise.

IF YOU HAVE NOT MADE IT TO A LOCAL JACK IN THE BOX, BE SURE TO STOP BY ONE OF HER 7 LOCATIONS ON YOUR NEXT LUNCH BREAK.

YOU JUST MIGHT RUN INTO LAURA STILL HARD AT WORK.



-Business Feature in Mas New Mexico

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