

Happy 2016!

The year is off to a great start with new stores in Peace River and Drayton Valley continuing the momentum in our system. Before we fully move into 2016, this first RAMMP report of the year celebrates great accomplishments and amazing team members from 2015, highlights our phenomenal guests in our 3rd annual Deeds Well Done campaign and jumps on the Star Wars bandwagon with a blog on business & storytelling. *May the Force be with you.....*



Next right 

MR MIKES
SteakhouseCasual

**New Additions
to our Family**





During the holidays, we held our **third annual "Deeds Well Done"** campaign. It showcased people in the communities that we operate in, doing really great deeds. Whether the deed is big or small, we love to hear about people making a difference in their community. The grand prizes included a \$100 MR MIKES gift card and \$1000 donated to the registered charity of the winner's choice. Over the six weeks of the campaign, there were a total of 170 entries with people across BC, AB, SK, and MB. Below is just a highlight of some of our grand prize winners and the great work they do in the community!

Cathy

Duncan, BC

Cathy is one of the most generous people I have ever had the pleasure of meeting. Every year in September Cathy gets involved in the Muscular Dystrophy walk here on Vancouver Island. But, she doesn't just fundraise and walk the walk, she walks in full fire fighter gear with an air tank, mask and fully equipped. She does that so she can feel what people with MD feel, the struggle for every breath. She fundraises any way she can, silent auctions at work, selling pizzas from Moo's Pizza (who is another amazing community supporter) and bottle drives. This year she made it into the top 10 fundraisers in Canada raising over \$6,200 for MD. Also, in September she was a huge supporter of Cops for Cancers Tour De Rock. She single handedly filled 3 HUGE tables with family and friends at their Spaghetti Dinner at Shawnigan Lake school, where her very own son volunteered as a bus boy. In October she joined the cause to donate 100 towels in 100 hours to our local homeless Shelter (Warmland) where she met her target. She then joined the cause to donate 100 blankets in 100 hours, which she then donated to the same shelter. In previous years I've known her to collect socks, jackets, clothing and any necessity that a person would need to keep warm and clean. In the years that I have known her she has given her time, care, and passion to so many amazing causes in our community, and she does it only because she wants to.



Sherry

Kitimat, BC

Sherry took it upon herself to start up a community supper club for a town with a growing amount of homeless people. The CSC is run completely by volunteers and donations. Most times Sherry pays for dinners out of her own pocket. Everyone in Kitimat is welcome to the dinners her and her helpers host on Mondays at the First Baptist Church. Sherry is always looking to reach out to our community and does everything in her power to make sure no one goes without. Warm clothes for the winter, food for the hungry. She does all this because she has such a huge heart. In the picture she is in the front row wearing a black tee-shirt, also pictured with her are some of the volunteers that have helped her reach her dream of pulling the community together and feeding the hungry.*



Sean

Regina, SK

My son and daughter-in-law started a program called Santa For Seniors. It was established to provide gifts for seniors in nursing homes in Regina. Many of these are forgotten individuals and the one gift they are given at Christmas time is something they treasure. Nursing homes submit individual names along with what the person wants for Christmas. It takes a great deal of time to coordinate all of the program but these two do it with the same enthusiasm every year. This year they hope to hand out about 1000 gifts. They are non-profit and have a web page called Santa for Seniors. For the joy they bring to so many, please consider them for your promotion.



Janet

Lethbridge, AB

Janet always thinks of others before herself. When donating bedding to the Diabetes Society, she noticed the spokesperson was visibly cold. Without hesitation she went inside the Walmart, purchased gloves for the spokesperson and a Tim Horton's hot chocolate. She definitely treats others how we should treat each other!

Clark

Prince Albert, SK

Clark started a 6 weeks to Christmas tradition this year, giving back to our community and helping change someone else's life. It started with an idea and spread, so many wonderful people donating their time to help make someone else's life better during the Christmas season!



Dave

Regina, SK

Since moving to Regina in 2012 Dave has been involved in 2 animal rescue organizations, Bright Eyes and The Pack Project. He is involved with fundraising, rescuing, fostering and majorly involved in supplies and food collection from all donors. Every weekend he and his truck can be seen at the various points loading hundreds of pounds of food for distribution to other rescue organizations in the province. He was a major force this summer that took on getting food to the animals up in northern Saskatchewan this past summer during the fire evacuations. Now this last 2 Christmases he has taken on a big role in the Christmas for Seniors program. He helps organize shopping and delivery duties for the many seniors in homes that otherwise due to circumstances would have no gifts. He is a tireless amazing person with a big heart.



In the Community



Making Spirits Bright

Thirteen of our MR MIKES locations participated in a program this December called Making Spirits Bright. Team members at each of our restaurants adopted a local family in need and provided Christmas presents and food to make a holiday meal for the families on Christmas day. Team members volunteered their own time and money to make this program a success. Congratulations to our Stonewater group for executing such a great program.



Cranbrook's Ram It Full for the Food Bank

In support of our Deeds Well Done program this year, our Cranbrook MR MIKES location partnered up with their local radio station to *Ram It Full for the Food Bank*. Guests were encouraged to bring in non-perishable food items which were then loaded into the back of a Dodge Ram and transported to the Cranbrook Food Bank. In exchange for bringing in a food item, guests were entered in a raffle for a chance to win a dinner for eight people at MR MIKES. The event was very successful with the truck being filled to the max with non-perishable items.



In the News



Sarah McPhee of RAMMP Hospitality Brands

From: **Canadian Lodging News**

BURNABY, B.C. — MR MIKES SteakhouseCasual (MMSC) has been keeping Sarah McPhee, real estate manager for RAMMP Hospitality Brands, very busy. Her main role is to identify potential markets and real estate opportunities for the MMSC brand — including partnerships with hotels.

The 55-year-old restaurant chain now has 25 locations in Western Canada, with 10 more in the pipeline. After 50-plus years, it is undergoing something of a revitalization, creating a new steakhouse category.

Read the full article [HERE](#)

IN THE NEWS

Prince Albert Now.....Mr Mikes promoting deeds well done
By Sarah Rolles November 25, 2015

Read the full article [HERE](#)

Lethbridge Herald.....Mr Mikes to recognize 'good deed doers'
By Dave Sulz December 19, 2015

Read the full article [HERE](#)

Yorkton News....Mr. Mikes searches for deeds well done
By Devin Wilger December 4, 2015

Read the full article [HERE](#)

Overtime for a Good Cause
Posted by Canadian Franchise March 17, 2015

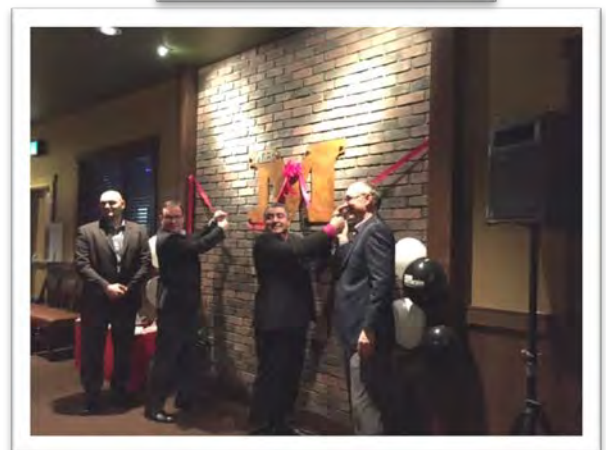
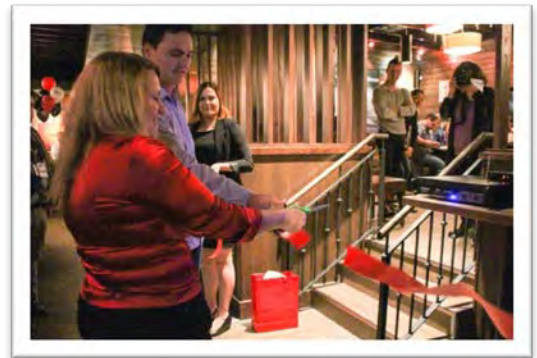
Read the full article [HERE](#)

Regina Leader-Post...Mikes gather in Regina in quest of world record
By Ashley Martin June 29, 2015

Read the full article [HERE](#)

Congratulations and Welcome to our Family

**Peace River
and
Drayton Valley**



Opening Soon

Cochrane – Hinton – Martensville
Edmonton – Whitehorse – Estevan
Camrose – Fort McMurray

MR MIKES Team Members in the Spotlight

Over the last year, we've featured many of the awesome team members from across the country who do such a great job in ensuring every aspect of the MR MIKES operation is the best it can be. They are a huge part of our success and they work directly with our guests every day. We want to celebrate our team members that were highlighted and what they enjoy most about their jobs.

Jolene Salanski

General Manager at MR MIKES
Cranbrook, BC

What's the best moment you've had at MR MIKES so far?

Probably on Earth Day last year when a guest came in and proposed to his girlfriend. They had their meal by candlelight and then as we turned the lights back on after an hour of darkness, our staff were standing there with a sign that said, "Will you marry me?" I walked up with the ring, he got down on one knee and she said yes.

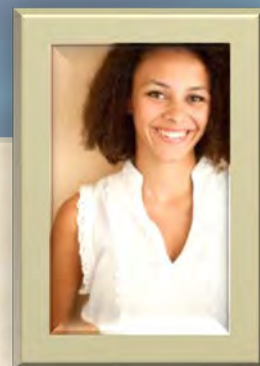


Kayla Cunningham

Server at MR MIKES
Mission, BC

What's something special you enjoy about being part of the MR MIKES team?

I started working there because my brother works there. He's at the back of house in the kitchen. We're always together and he's my best friend. Being around him all the time makes me really happy. My best friend since I was three worked there until last year and now her cousin works there, so we really are a family. A lot of our customers are regulars, so they know our stories and that we're all friends. They like to crack jokes with us. That's what keeps them coming back.



Jason Danroth

Assistant General Manager at MR MIKES
Saskatoon, SK

Community leadership is very important to everyone at MR MIKES. What community activities have you been involved in so far?

We did a big fundraiser for the Childrens Hospital in Saskatoon in the lead-up to our grand opening. All sales went toward the hospital, plus all the service tips. We ended up raising \$10,000.



MR MIKES Team Members in the Spotlight

Ashley Hunter

General Manager at MR MIKES
Bonnyville, AB

If you were an item on the MR MIKES menu, what would you be and why?

I would be a Filet Mignon with crab legs as it's my perfect match on the menu. The Filet is a classic steak and the crab legs are appealing and add an innovative edge to the plate. It leaves guests satisfied every time — which is my main focus when it comes to my job.

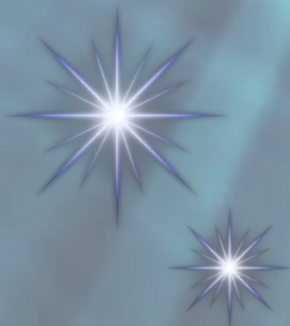


Julio Camacho

Acting Kitchen Manager at MR MIKES
Regina, SK

Tell us the story of your favourite experience at MR MIKES so far.

The positive guest feedback from our successful Regina store opening. One table commented to the manager how much they enjoyed watching the "chef" smiling and joking for their entire visit while the restaurant was so crazy busy. It seems like the open kitchen at MR MIKES allows guests to appreciate more what the kitchen is doing when the restaurant is busy.

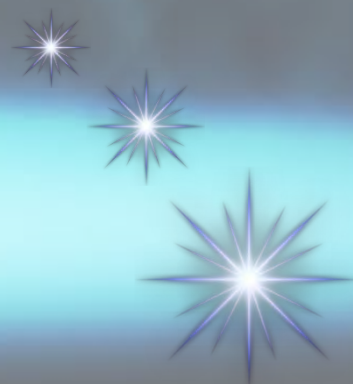


Kirsti Shanks

Server at MR MIKES
Coquitlam, BC

What do you do at MR MIKES and what part of your work do you like best?

I serve our guests and act as a leader on duty when needed. I try to go above and beyond guests' expectations whenever I can to enhance the guest experience. Everyone here gets along so well together. We are a big family and it's really nice to have such supportive and caring people to work with.



MR MIKES Team Members in the Spotlight

Benjamin Phillippe

General Manager, Part-Owner

Marisa Phillippe

Assistant General Manager

Dauphin, MB

MR MIKES was crowdfunded by 30 investors in the business community. How has the city of Dauphin responded to the addition of a MR MIKES in their town?

Marisa: *From the beginning the reaction has been overwhelmingly positive. People are always telling us that they “can’t believe” there’s a MR MIKES in Dauphin. Our restaurant stays true to RAMMP’s ‘come-as-you-are’ values, but people also love that they now have a place to dress up for a night out as well.*

Guests of all ages visit regularly and the community even gave us the idea of starting a pre-order service where customers can call us and order their meal in advance so that we will have it hot and ready for when they arrive at the restaurant. This way, people who visit over their lunch hour break can ensure they have time to enjoy the meal instead of feeling rushed to get back to work or school.

Benjamin: *The best – and most obvious – highlight of the restaurant is how welcomed we have been by the community. The community is 100 per cent behind the restaurant and we can feel it. The whole town has said from the beginning that “Dauphin needed a place like this” and now, many months later, we still feel the overwhelming support of people coming to the restaurant.*

With such passionate team members who share an obvious love for their work, strong sense of community spirit and an unrivalled enthusiasm for the entire guest experience, it’s no wonder we had such a great year at MR MIKES.



Social Media

Some great things have been happening at MR MIKES and we love to share those through our social media channels including our exciting new launch of our games program in our urbanLODGE. Make sure to follow us, cause your missing out!



David · MR MIKES Steakhouse Casua
January 14 at 7:27pm · Willowbrook, SK · 🌐

Game on!

2 Likes · 4 Comments

Like Comment Share

MR MIKES Steakhouse Casual added 5 new photos to the album: MR MIKES Peace River.
December 2, 2015 · 🌐

Awesome shots of the VIP Party for the opening of our Peace River location. Doors open tomorrow!

+2

MR MIKES Steakhouse Casual in Cochrane, Alberta
November 5, 2015 · 🌐

AI Cave and Heather Singh from MR MIKES head office, talking biz with the new face of #MrMikeCochrane, Steve Bauer. Who in #Cochrane is excited for a dining experience like no other?!

Like Comment Share

Shelley · id 4 others like this.

MR MIKES Steakhouse Casual added 19 new photos to the album: #MikesUnite
July 2, 2015 · 🌐

We would like to take a moment to say thank you to everyone in Western Canada, including KidSport Canada, who participated in the #MikesUnite event. We are tallying the total donation amount and will post soon!

+16



MR MIKES Steakhouse Casual was mentioned in a post

Carley · feeling excited
September 17, 2015 · 🌐

Officially Employed! Yay 🙌 MR MIKES Steakhouse Casual

Share

109 people like this.

Matthew · MR MIKES Steakhouse Casual
September 12, 2015 · 🌐

New menu launch opening this Monday! Come and try some!!!

1 Like

Like Comment Share

MR MIKES Steakhouse Casual updated their cover photo:
August 31, 2015 · 🌐

BRAND SPANKIN' NEW
From agency to family, we combine local ingredients - we're glad to look at some menu items for you to try. CHECK OUT OUR NEW MENU TODAY!

Like Comment Share

Shelley · id 22 others like this. Top Comments ·

1 share

Write a comment

Brian · Looks good but I'm country and would need a man's size plate
Like Reply · July 20, 2015 at 9:13am

MR MIKES Steakhouse Casual Why not order two Brian
Like Reply · July 20, 2015 at 9:24am

View more replies

Daphne · I went to Mr. Mike's in Airdrie yesterday for lunch and had this meal, omg that lobster mac is sooo good, can't wait to have it again
Like Reply · September 3, 2015 at 12:22pm





May the Force Be With You

...classic storytelling archetypes in business (as it relates to Star Wars)

The world of business, and the operation of said business, comes with inherent traits and characteristics that border on the archetypal, that can also be clearly defined by neuroscience. By identifying those archetypes, you should be able to find a balance that will serve your business positively in the long run.

Don't believe me? Let me point you towards two extremely well known and irrefutable sources of proof:

Click [HERE](#) to read the full blog

Coming Soon ...



*Winter is nature's
way of saying,
"Up Yours"*

Robert Byrne



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