



Enhancing the quality of life for all we serve

March 3, 2011

Christine Pfaffenbach
Senior Marketing Manager
WHG-Applebee's
10930 W. Potler Road Suite A
Wauwatosa, WI 53154

Dear Christine,

The National Restaurant Association congratulates you on being selected as one of this year's Restaurant Neighbor Award state winners! Being a state winner speaks to your tremendous dedication to community outreach. When we celebrate the important role that restaurants play in their communities and in improving the quality of life for all they serve, it is restaurants like yours that are leading the way.

Although you were not selected as one of this year's national winners, as a state winner, you will receive a plaque to display in your restaurant. Your community project will also be highlighted on the National Restaurant Association website with the other state winners from across the country. You will serve as a sterling example of restaurants as good neighbors.

The winners will be officially announced at a gala awards dinner at the Renaissance Downtown in Washington, DC, on Wednesday, April 13 2011. In the coming weeks, we will send you a formal invitation to the event, but if you have any questions about the award or the ceremony in the meantime, please contact the Association's Senior Director of Community Relations, Alyssa Prince at (202) 973-3679.

Thank you for your continued efforts to serve and improve your community. It is an honor for me to represent such a charitable and giving industry, and to promote the good work that companies like yours are doing each and every day.

Best,

Dawn Sweeney
President & CEO