



Mari A. Potter

Mari Potter is the owner of 13 McDonald's restaurants along with her husband and business partner, Tim. As a small business owner, Mari believes it's her responsibility to support the local community in the same way it supports her. She views her restaurants as hubs for the community to come together, not just for a great meal, but as a place where families can come and know they are cared for and supported.

McDonald's franchisees are the founding and forever partners of Ronald McDonald House Charities (RMHC), which helps families with

children who are sick by keeping them together during treatment and providing essential resources. Mari serves on the Board of Directors and is the Development Committee Chair for RMHC of Rochester. Her connection to RMHC is one of the most rewarding parts of being a McDonald's owner operator. Last year alone, Mari's restaurants raised over \$37,000 for RMHC of Rochester through their Round-Up for RMHC program.

Mari is embedded in the neighborhoods where she operates, not only by raising funds for many local nonprofit organizations, but also by providing employment and educational opportunities. She helps provide bright futures through Archways to Opportunity, an education and career advising program that supports McDonald's employees in earning a high school diploma, taking English as a Second Language classes, and earning up to \$3,000 a year in college tuition assistance. In 2023, Mari's organization provided more than \$94,000 in tuition assistance to 50 local restaurant employees.

Mari enjoys providing resources and training to set crew members up for success, whether they pursue a career within her company or go on to thrive in another line of work. Seeing her employees grow, both personally and professionally, is one of Mari's favorite parts of owning restaurants. She aims to celebrate her people as much as possible, recognizing team members through milestones in performance or tenure, and cultivating relationships with her employees from the start of their careers. To Mari, they're not just employees, they are McFamily.

Throughout her career, Mari has won numerous awards, but her crowning achievement was winning the Ronald Award, along with her husband, in 2022. This award recognizes the top one percent of McDonald's owner operators across the country who have made outstanding contributions to strengthening McDonald's brand image and serving their customers and local communities.

Mari is the proud mother of five children and two stepchildren, and has seven grandchildren. In her spare time, she enjoys spending time with family, writing, travel, photography and camping.