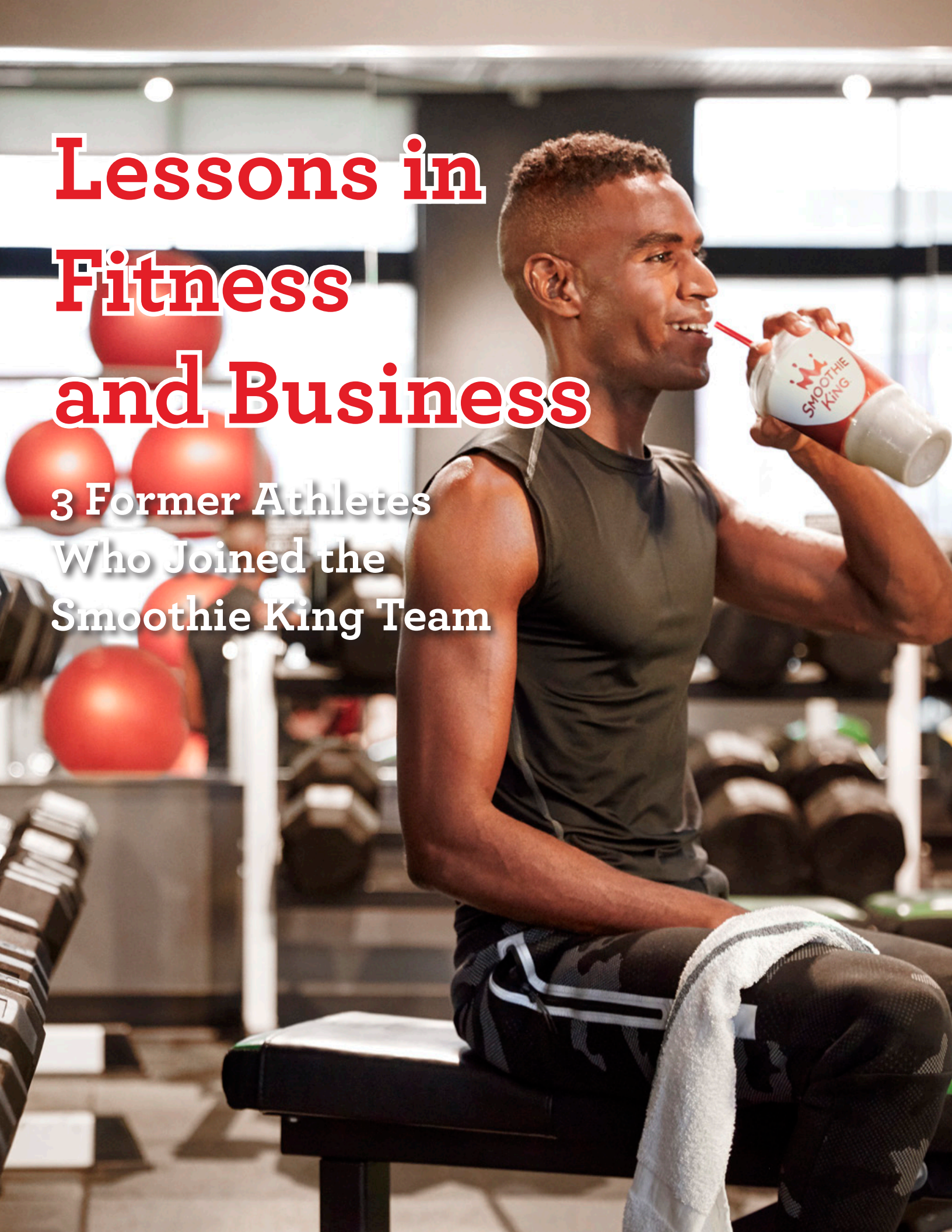


Lessons in Fitness and Business

3 Former Athletes
Who Joined the
Smoothie King Team



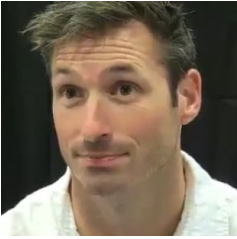
Foreword

At Smoothie King, our ultimate vision is to become a part of every health and fitness journey. For some, that means a protein-rich smoothie after a workout. For others, it means a nutritious meal replacement on the go. For many of our franchisees, it means a business opportunity that helps them inspire their communities to live healthy and active lifestyles.

This eBook tells the stories of three franchisees who, at one time, thrived in the competitive world of college athletics. They took the skills and values they built as athletes and applied them to their careers as business owners. All three were drawn to Smoothie King because of our focus on nutrition and fitness, and their unique talents and perspectives help fuel our brand's continued success.

If you love working on a team, chasing high goals and making fitness accessible to everyone, Smoothie King might be a perfect fit for you as a franchisee. Check out how these three risk-takers used their background in athletics to become successful business owners, and learn more about how Smoothie King fits into nutrition and fitness journeys across the globe.





Name: Sean Cangelosi

Location: Ruston, Louisiana

Smoothie King Owner Since: 2001

Athletic Background: WR for Louisiana Tech University

Sean Cangelosi was a skinny kid, so he'd always order peanut butter in his strawberry Smoothie King smoothies in an attempt to bulk up.

Years later, when he was playing wide receiver for the Louisiana Tech University football team, he was ordering protein powder online and eating pizza and fried chicken after games. Cangelosi missed his signature strawberry-peanut butter blend, but there was no Smoothie King in the college town of Ruston, Louisiana.

At least not yet.

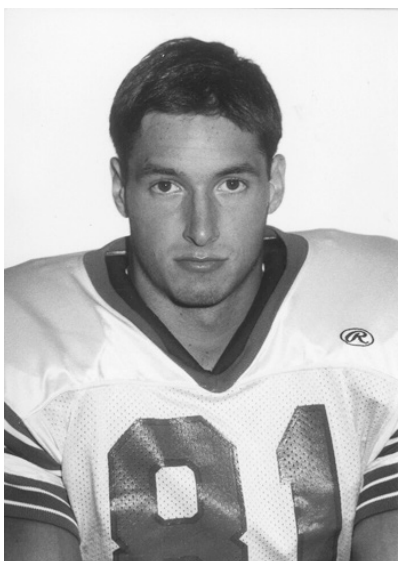
After earning an MBA at Louisiana Tech and getting a job as a junior high speech and P.E. teacher, Cangelosi approached a Ruston banker about their town's missing piece: a Smoothie King. As luck would have it, this banker had also noticed the absence of Smoothie King, and he wasn't happy about it, either. Cangelosi secured the financing to open his first – and Ruston's first – Smoothie King franchise in 2001. He was 22 years old.

Now, he has seven stores across Louisiana and no shortage of strawberry-peanut butter smoothies. More importantly, he has a fulfilling career where he can make a difference in the lives of his guests and his employees, he said.

“I like teaching young employees how to work hard. For a lot of them, it's their first job, so it's fun knowing that you will have that influence on their work ethic,” he said.

Lessons from Athletics

While he enjoyed playing football, Cangelosi was never a “football nerd,” as he calls it. Nonetheless, he believes his time as a college athlete prepared him for his role as a business owner. Throughout his career as a Smoothie King franchisee, he’s found three main ways his experience as an athlete contributes to his success.



First, it enhances his understanding of the franchisor-franchisee relationship. For Cangelosi, this dynamic is reminiscent of a coach and player.

“It can be challenging at times, and it can be good at times. You have to learn to work with different leadership styles,” he said. “My store isn’t called ‘Sean’s Smoothies.’ I’ve been able to work within parameters that other business owners have developed.” Second, it makes him

a team player who knows how to work toward a collective goal.

Third, it instilled a lifelong competitive drive. Cangelosi always checks how other franchisees are doing and strives to do better at his own locations. It’s friendly competition, he said, and his experience as an athlete taught him to remain levelheaded in the face of wins and losses.

“When you do well, it’s the same as winning a game. You have to say, ‘Okay, we won that game. Now, what did we do, how did we do it and who’s helping,’” he said. “You can’t get too high or too low in the face of successes and failures because you never know what’s coming next.”

“As a receiver, you want to catch 10 balls a game, but that’s not always what’s best for the team. In a business, you’re also working with a team, trying to go in a certain direction.”

Leadership and Confidence

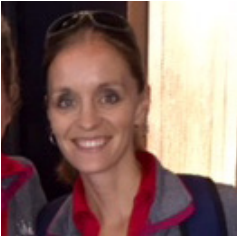
Cangelosi still isn't sure what made him bold enough to buy a franchise at only 22. Whether it was vision, brashness or just pure love of Smoothie King, he's glad it worked out so well.

"Athletics creates a level of leadership and confidence," he said. "So, I'm sure that was a part of it."

Going forward, Cangelosi will continue to sell smoothies as fast as people will drink them. According to him, his guests are crazy for Smoothie King. In fact, the whole state might be.

"In Louisiana, everybody drinks smoothies," he said. "It's amazing how many different kinds of people will come in. Smoothie King lists four main purposes to get a smoothie, but in Louisiana I think there's about 100."





Name: Kelli Kent

Location: Columbia, Missouri

Smoothie King Owner Since: 2015

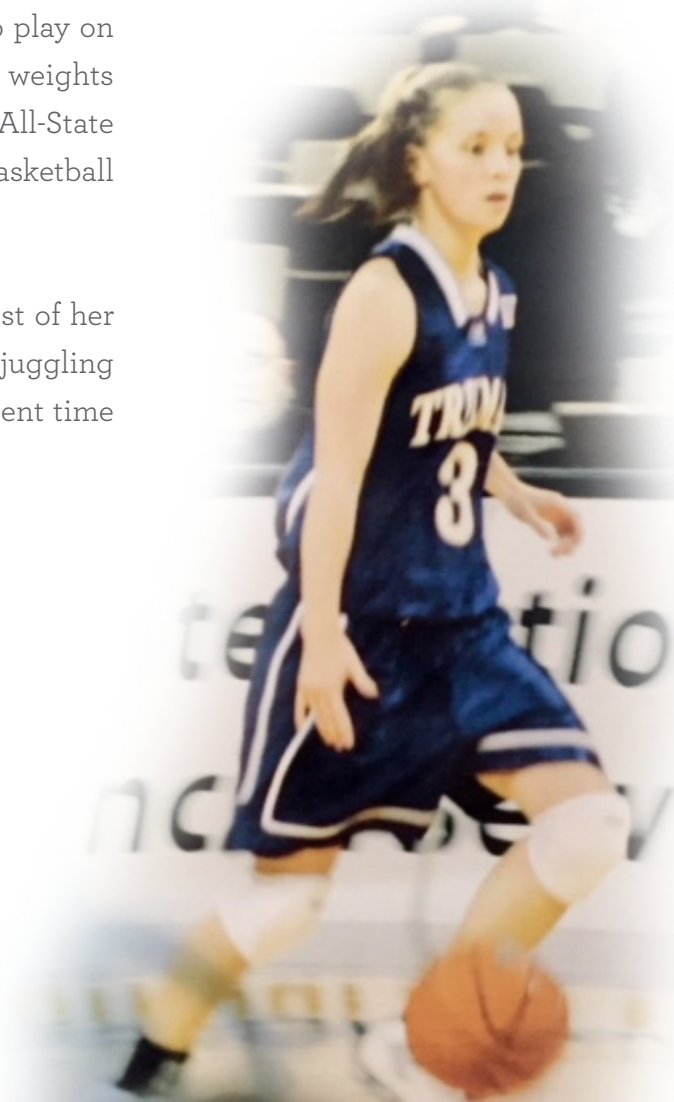
Athletic Background: Point guard at Truman State University

As a point guard, Kelli Kent could never be on autopilot. At each moment, she had to be aware of her teammate's positions, the opposing team's tactics and her overall game plan.

Now, Kent uses her multitasking mastery to run a successful Smoothie King franchise alongside her husband Derek. At each step of her journey from college basketball player to business owner, this quick-thinking competitor has remained on top of her game.

Kent grew up playing basketball, and it was always her love of the game that fueled her hard work. During high school, she chose not to play on a year-round traveling team, opting instead to wake up early, lift weights with friends and play pick-up basketball games. She was an All-State player her senior year and went on to play NCAA Division II basketball at Truman State University – always playing point guard.

Her years as a college athlete taught Kent how to make the most of her time when it felt like there weren't enough hours in the day. By juggling athletics, schoolwork and friends, she learned the value of efficient time management and clear communication.



A Mission-Driven Career

Fast forward a few years. Although neither Kent nor her husband had a culinary background, the two decided they wanted to open a quick service restaurant. Kent knew she wanted her career to be mission-driven and that she couldn't conscientiously operate a restaurant if she wouldn't eat the food herself. Because of these conditions, the couple steered clear of many fast food franchise options.

When Smoothie King came along, they knew they had found the right fit. Its nutritional focus and strong company mission checked all of Kent's boxes.

She opened her first Smoothie King location in 2015 in Columbia, Missouri, with the help of her sister and husband. They've since opened three more, with two in the works. The moment Kent opened the doors, her time management and communication skills came into play. As a business owner, she must strike a balance between running her stores with excellence and staying in tune with her community, business partners and family.

"It's important to always be sharpening our skills in our stores, but we also work closely with our local communities and vendors," she said. "If communication is poor or if one area is left neglected, the business is not being run at top efficiency. Those are all the same principles that student athletes adhere to if they are going to be successful."

Running her businesses gives Kent the flexibility to work around her three young children's school schedules. It also gives her opportunities to serve her community. She often partners with local schools and businesses for profit-sharing and fundraising campaigns.

It is great to be able to give back to a community who gives so much to us. For Derek and I, we also enjoy being able to provide our customers and community with a better-for-you food option.

Smoothies with a Purpose



Going forward, Kent wants to help her guests become more aware of the various purposes smoothies can serve — particularly, their function as meal replacements.

Many think of smoothies as a snack, but Smoothie King also offers high-protein options with the caloric value of a full meal. These options

are a great alternative to a fast-food meal, Kent said.

“I know for our family, we like being able to grab a nutritious lunch when we are running errands or heading to an athletic event or activity,” she said. “I usually get mine after a workout and carry it around with me when I grocery shop. I always hated feeling like my only option was feeding myself or my children chicken nuggets and French fries whenever we were unable to eat at home.”

Kent’s love for basketball has influenced her career and her life long after she stepped off the collegiate court. She used to run the court as a point guard – now, she runs businesses as an entrepreneur. The skills and dedication she built as an athlete come in handy as she keeps an eye on all the moving parts of her businesses, and her flexibility as a business owner will give her the time to coach her oldest son’s first basketball team this year.

“I love coaching fundamental basketball,” she said. “It’s such a fun game, and I hope the young boys and girls I coach find a love for it, too.”



Name: Chet Lipton

Location: Millersville, Maryland

Smoothie King Owner Since: 2017

Athletic Background: Basketball and baseball player at University of Maryland

Chet Lipton has lots to say about how athletics can help people succeed in business. That's because he's seen it firsthand.

After playing both basketball and baseball for University of Maryland, Lipton started his own electronics company, which he's run successfully for 40 years.

His two children, Emily and Erik, went to college on full-ride basketball and football scholarships, respectively. Since, they've both built successful careers in business.

Now, Lipton is beginning a new venture with his first Smoothie King franchise, but he's confident that the skills he gained as a player and coach will help him thrive.

Lipton became interested in franchising after helping his son open a Rita's franchise. The location flourished, and his son soon opened a second franchise - a Jimmy John's.

Fourteen years later, Lipton and his wife Nika were ready for a change. He loved his business, but the work got repetitive. Nika was working long hours as a nail technician and wanted a more flexible schedule. Together, they decided to take a leap. After researching different franchise opportunities, they were drawn to Smoothie King. They both prioritize nutrition and fitness, and they saw the brand's potential for growth.

“There are a lot of franchises that are at their peak now. When I’m choosing a franchise, I want something that will still be relevant ten years from now.”

Changing Lives for the Better

As a lifelong sports-lover and longtime business owner, Lipton is well versed in the ways that a sports background can help in the workplace. He talks about it with his kids, his employees – anyone who will listen. He's passionate about the subject because he believes that athletics change lives for the better, and he can list the ways. Sports instill competitive drive, teamwork, commitment, time management and tenacity – all things that come in handy when running a business.

“In order to succeed in sports, you have to be able to fight through things that are tough. In business, it's the same. There are tough times, and you think it's going to sink you, but you think that way for about one minute and then you put your nose down and you say, 'I'm beating this.' And you get past the failure,” he said. “Athletics gives you that belief that you're going to overcome it. Without a sports background, I don't know if I would have lasted.”

Lipton tries to instill this can-do attitude in his employees, as well, by coaching them like he would a player. He emulates his favorite coaches, who taught him that leaders should keep their cool and focus on moving the team forward. When something goes wrong, he stays focused on what can be learned, instead of what went wrong. For example, when one of his employees made a bookkeeping error that cost Lipton a fine, they sat down together to think of a new procedure that would prevent the mistake from happening again.

“Past is past, you can't live on the past. It's what you do in the future to improve that's the basis for being successful and doing your job well,” he said.



The Next Generation

Now that his children are grown and have flourishing careers, Lipton has shifted his focus toward helping the next generation build skills for success. He coaches youth basketball and talks to players about the life lessons the game imparts. He lives close to his daughter and her children and visits often. One of the reasons he loves Smoothie King is because it makes it easy to feed the kids nutritious snacks and meals.

“It’s all you can do to get them to eat anything that’s good for them,” he said. “I’m always thinking to myself, where are they getting their nutrition? Where are they getting their protein?”

Lipton’s first Smoothie King has yet to open – he’s shooting for early April – so his success story as a franchisee is yet to come. In the meantime, he’ll continue celebrating the achievements of his two favorite players:

“Both of my children are very determined,” he said. “That’s the reason my son has been successful in business. He’s a competitor. He’s going to win it. My daughter is the same way.”



Growing with a Purpose

We created the original Smoothie Bar in 1973, with founder Steve Kuhnau experimenting with different blends of real fruit and nutrients to create smoothies that would combat his food allergies and nutritional deficiencies. From that point, we've created dozens of unique smoothie recipes specifically designed to help people achieve their wellness goals.

One Smoothie at a time, our quest has spanned 44 years, to more than 900 locations across 34 states, three countries and counting. As we embark on the next generation of growth, our tactics have evolved, our approach has matured, and our guests have become more sophisticated.

Our "purpose" has never wavered. We were, are and always will be here to inspire people to live a healthy and active lifestyle. Our future depends on our ability to always stay true to our purpose, deliver our promise and continue to positively impact the lives of each and every guest we connect with around the globe, one Smoothie at a time.



For more information
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at
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SmoothieKingFranchise.com