

WOWEDAMERICASM

Certificate of Sighting

Awarded To

KAY SCHAFER
PANERA BREAD #668

For delivering the WOWEDFactorSM

WOWEDFactorSM: a personal experience a customer has with an employee of a business that is perceived by the customer to be so humanizing, engaging or connecting, that the customer's perception of that individual, and consequently the business, becomes significantly enhanced.

Sighting Recipient: Tony Ruesing

Date/Time of Sighting: October 26, 2006, 6:51am

Testimony: "I stopped into the Bread Co prior to a meeting and was *energized to perform* by Kay Schafer! I had this important meeting at 7:30 and was not as awake as I needed to be. Thought a stiff cup of "rich and vibrant" would do it. While I think the coffee worked, what really picked me up was Kay. (She didn't actually pick me up!) Her easy/fun style, her genuineness and her playful banter left me energized. Kay is not an order taker ... she is a wonderful ambassador for Bread Company. If you could package her ability to engage customers, you'd have all the coffee business in town. She defines the WOWEDFactor. Thanks Kay."