

NAME: _____

PERIOD: _____

DATE: _____

FILM STUDY: THE FOUNDER

Characters you need to know:

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**RAY
KROC**



**MAC & DICK
"THE BROTHERS"**



**HARRY
SONNEBORN**



**FRED
TURNER**



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DIRECTIONS: Answer the following questions during the film.

SCENE 1: "ON THE ROAD"

1. What is the salesman trying to sell in the opening scene?
2. **True or False:** The Salesman was successful in selling his item to his customer.
3. What store ends up ordering six mixers from Ray?

SCENE 2: "MEETING THE BROTHERS"

4. What surprises Ray when he places his order?
5. According to Mac, what is the name of the game?
6. How long does it take to get the burger from grill to counter?
7. When the brothers were relocating their business, what did they have to do to their building?
8. What three items does Dick see as the bulk of their sales?
9. What was the biggest cut of all?
10. What did the McDonald brothers go to reconfigure their store layout?
11. What is the name of the world's first-ever system to deliver food fast?
12. What does Mr. Kroc suggest to the McDonald brothers the next day?
13. When Ray looks at the painting on the wall, what concept catches Ray's eye?

SCENE 3: "AT HOME IN ARLINGTON HEIGHTS, IL"

14. *True or False*: Ray's wife is supportive of him investing and getting involved with McDonalds.
15. After leaving the movie theater, what does Ray take notice of while driving?

SCENE 4: "AN AGREEMENT WITH THE BROTHERS"

16. During his sales pitch to the brothers, McDonald's can become what, according to Ray?
17. What problem does Ray have when he tries to start selling franchises to businessmen?
18. What substantial alteration does Ray want to add to the building design for his Des Plaines location?
19. Why does Ray want to strike a deal with Coca-Cola to sponsor the menu boards?
20. While at the club, who helps Ray sell the idea of McDonalds to the other members?
21. What two problems does Ray find while inspecting the other franchise locations?

SCENE 5: "TARGETING NEW OWNERS"

22. Why does Ray like Leonard Rosenblatt and his wife running the new franchise?
23. When trying to sell franchises, Ray says:
McDonalds is _____. What is as precious as gold? _____
24. What is Ray calling his Des Plaines store?
25. When talking to Joan Smith, in what year does Ray claim to have started McDonalds?

SCENE 6: "FINANCIAL TROUBLES"

26. What is the small problem that Ray's secretary informs him about?
27. What does Ray's wife find out because Illinois First Federal called their house?
28. What solution does Joan come up with to offset the expense of running the walk-in freezers?
29. What do the McDonald brothers think about saving costs on ice cream and electricity?

SCENE 7: "A NEW BUSINESS MODEL"

30. According to Harry, Ray Kroc is not in the burger business, what business is he really in?
31. If Ray takes on Harry's new business plan, Ray will get control over the franchisee and who else?

SCENE 8: "TAKING OVER"

32. What does Ray change his business name to?
33. What is Ray doing to Mac and Dick's original store location?

34. What change does Ray tell Joan and her husband he is making to his franchise locations?

35. Ray says contracts are like what (because they are made to be broken)?

36. What does Ray tell his wife at dinner?

SCENE 9: "MAKING AMENDS?"

37. What is in the card that Ray gives to Mac at the hospital?

38. What does Ray not put in the contract, but insists on it being a handshake deal?

39. What is the one thing that everyone lacks that makes McDonald's special?

40. After settling with the brothers, what does Ray do to their original store?

41. How does Ray say he was able to build a fast food empire (with an annual revenue of \$700 million)?

42. What does Ray have for his title on his McDonald's business card?

SCENE 10: "EPILOGUE"

43. Fill out the chart below.

June Martino	Fred Turner	Harry Sonneborn	Ray & Joan Kroc	McDonald's	McDonald Bros.
+ She ultimately rose to become a part _____ of the McDonald's Corp.	+ He eventually succeeded Ray Kroc as Senior Chairman.	+ He was the first president and CEO of McDonald's Corporation.	+ They were married until his death in 1984.	+ McDonald's is one of the largest _____ holders in the world.	+ Ray's San Bernardino McDonald's put the Big M out of business within a few years.
+ She was the first woman allowed to trade on the floor of the New York Stock Exchange.	+ Turner expanded the McDonald's operation to more than _____ countries.	+ He _____ in 1967 due to a dispute with Ray Kroc. He never publicly spoke about McDonald's again.	+ Joan donated most of their fortune to charity, including \$_____ to Salvation Army and hundreds of millions to NPR.	+ Every day, it feeds 1% of the world's population.	+ Unable to prove their handshake deal, the brothers _____ received their royalties. Today those royalties would be worth over \$_____ million per year.

44. Eventually, McDonald's added _____ back into their _____.



DIRECTIONS: Answer the following questions after the film has ended.

"Ray states that he wants to win and you don't get there by being some aw-shucks, nice-guy sap.
There's no place in business for people like that. Business is war."

- Ray Kroc to Mac McDonald

1. Do you believe that a person needs to be ruthless to be successful in business? Explain.

2. Pick one character. _____ Write three interview questions for that character:

3. Write a review for the movie. What did you like and dislike about it? (Minimum of 25 words)

4. Pick one scene or event from the movie. Write a summary and illustrate/sketch it.

Summary: _____ Illustration:

NAME: _____

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FILM STUDY: THE FOUNDER

Characters you need to know:

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**MAC & DICK
"THE BROTHERS"**



**HARRY
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DIRECTIONS: Answer the following questions during the film.

SCENE 1: "ON THE ROAD"

1. What is the salesman trying to sell in the opening scene?
MULTI-MIXER (MILK SHAKE MACHINE)
2. *True or False:* The Salesman was successful in selling his item to his customer.
FALSE
3. What store ends up ordering six mixers from Ray?
MCDONALDS

SCENE 2: "MEETING THE BROTHERS"

4. What surprises Ray when he places his order?
HOW FAST HE GETS HIS FOOD // CONVENIENCE
5. According to Mac, what is the name of the game?
SPEED
6. How long does it take to get the burger from grill to counter?
30 SECONDS
7. When the brothers were relocating their business, what did they have to do to their building?
SAW IT IN HALF
8. What three items does Dick see as the bulk of their sales?
HAMBURGERS, FRIES, SOFT-DRINKS
9. What was the biggest cut of all?
THE WAIT - ORDERS IN 30 SECONDS
10. What did the McDonald brothers go to reconfigure their store layout?
A TENNIS COURT
11. What is the name of the world's first-ever system to deliver food fast?
SPEEDEE SYSTEM
12. What does Mr. Kroc suggest to the McDonald brothers the next day?
FRANCHISE
13. When Ray looks at the painting on the wall, what concept catches Ray's eye?
GOLDEN ARCHES

SCENE 3: "AT HOME IN ARLINGTON HEIGHTS, IL"

14. True or False: Ray's wife is supportive of him investing and getting involved with McDonalds.

FALSE

15. After leaving the movie theater, what does Ray take notice of while driving?

SMALL TOWNS (FLAGS) AND CHURCHES (CROSSES)

SCENE 4: "AN AGREEMENT WITH THE BROTHERS"

16. During his sales pitch to the brothers, McDonald's can become what, according to Ray?

THE NEW AMERICAN CHURCH

17. What problem does Ray have when he tries to start selling franchises to businessmen?

THEY RECOGNIZE HIM FROM SELLING OTHER PRODUCTS

18. What substantial alteration does Ray want to add to the building design for his Des Plaines location?

BASEMENT & FURNACE

19. Why does Ray want to strike a deal with Coca-Cola to sponsor the menu boards?

STEADY SOURCE OF REVENUE

20. While at the club, who helps Ray sell the idea of McDonalds to the other members?

HIS WIFE

21. What two problems does Ray find while inspecting the other franchise locations?

SELLING OTHER FOODS // TRASH // LOUD MUSIC // BURGERS NOT CORRECT

SCENE 5: "TARGETING NEW OWNERS"

22. Why does Ray like Leonard Rosenblatt and his wife running the new franchise?

BOTH WORKING AT THE RESTAURANT AS A TEAM // PERSONALLY INVESTED

23. When trying to sell franchises, Ray says:

McDonalds is **FAMILY**.

What is as precious as gold? **OPPORTUNITY**

24. What is Ray calling his Des Plaines store?

MCDONALDS #1

25. When talking to Joan Smith, in what year does Ray claim to have started McDonalds?

1954

SCENE 6: "FINANCIAL TROUBLES"

26. What is the small problem that Ray's secretary informs him about?

ALMOST OUT OF CAPITAL

27. What does Ray's wife find out because Illinois First Federal called their house?

MORTGAGED THEIR HOUSE

28. What solution does Joan come up with to offset the expense of running the walk-in freezers?

INST-A-MIX (POWDERED MILKSHAKES)

29. What do the McDonald brothers think about saving costs on ice cream and electricity?

NO INTEREST IN SERVING MILKSHAKES WITH NO MILK

SCENE 7: "A NEW BUSINESS MODEL"

30. According to Harry, Ray Kroc is not in the burger business, what business is he really in?

REAL ESTATE

31. If Ray takes on Harry's new business plan, Ray will get control over the franchisee and who else?

MAC AND DICK MCDONALD

SCENE 8: "TAKING OVER"

32. What does Ray change his business name to?

FRANCHISE REALTY CORPORATION

33. What is Ray doing to Mac and Dick's original store location?

HE'S BUYING THEIR LAND

34. What change does Ray tell Joan and her husband he is making to his franchise locations?

INST-A-MIX MILKSHAKES

35. Ray says contracts are like what (because they are made to be broken)?

HEARTS

36. What does Ray tell his wife at dinner?

HE WANTS A DIVORCE

SCENE 9: "MAKING AMENDS?"

37. What is in the card that Ray gives to Mac at the hospital?

BLANK CHECK

38. What does Ray not put in the contract, but insists on it being a handshake deal?

1% OF FUTURE EARNINGS (ROYALTIES)

39. What is the one thing that everyone lacks that makes McDonald's special?

THE NAME

40. After settling with the brothers, what does Ray do to their original store?

CANNOT CALL IT MCDONALDS

41. How does Ray say he was able to build a fast food empire (with an annual revenue of \$700 million)?

PERSISTENCE

42. What does Ray have for his title on his McDonald's business card?

FOUNDER

SCENE 10: "EPILOGUE"

43. Fill out the chart below.

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+ She ultimately rose to become a part OWNER of the McDonald's Corp.	+ He eventually succeeded Ray Kroc as Senior Chairman.	+ He was the first president and CEO of McDonald's Corporation.	+ They were married until his death in 1984.	+ McDonald's is one of the largest REAL ESTATE holders in the world.	+ Ray's San Bernardino McDonald's put the Big M out of business within a few years.
+ She was the first woman allowed to trade on the floor of the New York Stock Exchange.	+ Turner expanded the McDonald's operation to more than 100 countries.	+ He RESIGNED in 1967 due to a dispute with Ray Kroc. He never publicly spoke about McDonald's again.	+ Joan donated most of their fortune to charity, including \$1.5 BILLION to Salvation Army and hundreds of millions to NPR.	+ Every day, it feeds 1% of the world's population.	+ Unable to prove their handshake deal, the brothers NEVER received their royalties. Today those royalties would be worth over \$100 million per year.

44. Eventually, McDonald's added **ICE CREAM** back into their **MILKSHAKES**.



DIRECTIONS: Answer the following questions after the film has ended.

ANSWERS WILL VARY ON THESE QUESTIONS

"Ray states that he wants to win and you don't get there by being some aw-shucks, nice-guy sap.
There's no place in business for people like that. Business is war."

- Ray Kroc to Mac McDonald

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Summary: _____ Illustration:
