

# Fred L. Turner

## Honorary Chairman

Fred L. Turner is Honorary Chairman of McDonald's Corporation and is also a life trustee of Ronald McDonald House Charities. He retired as Senior Chairman and member of the board of directors of McDonald's Corporation in January 2004.

Turner originally planned to be a McDonald's franchisee, but instead became one of the first employees of McDonald's Corporation in 1956. In 1958, he was named Operations Vice President, and in 1967, an Executive Vice President. He was elected President, Chief Administrative Officer and a member of the Board of Directors in 1968, and CEO in 1973. In January 1977, Turner became Chairman and CEO, and McDonald's founder, Ray A. Kroc, became Senior Chairman. Turner was elevated to Senior Chairman in March 1990.

He was inducted in the Chicago Junior Achievement's Business Hall of Fame in 1989. In 1990, the editors of Advertising Age magazine named him "Ad Man of the Decade" for the 80's. He also received the Horatio Alger Award in 1991.

Turner received an honorary doctor of laws degree from Drake University in 1983. He received an honorary doctor of business administration in foodservice management from Johnson & Wales University in 1991.

Frederick Leo Turner (January 6, 1933 – January 7, 2013) was an American restaurant industry executive, chair and CEO of McDonald's. He is credited with helping to massively expand McDonald's, introducing new meals and setting service standards for the company and its employees. Turner grew up in Des Moines and Chicago, going to high school at Dowling Catholic High School, and graduated from Drake University in 1954. After college, he served in the US Army. Turner began his career at McDonald's in 1956 as a grill operator and was quickly promoted. He was named Operations Vice President in 1958, when the firm had only 34 employees. In that role, he established strict guidelines for how McDonald's hamburgers and other products had to be served - including that fries "had to be precisely 0.28 inches thick", and that "exactly ten patties had to be formed from each pound of beef". "Quality, Service and Cleanliness" became his motto. He became Executive Vice President in 1967, then President and Chief Administrative Officer in 1968. He became CEO in 1973 and replaced Kroc as Chairman in 1977, later named Senior Chairman upon Kroc's death. Under Turner, McDonald's expanded its operations to 118 countries, with over 31,000 outlets, and more than a billion hamburgers were sold. He retired in 2004, after which he served as Honorary Chairman. Turner served as a director for Aon Corporation, Baxter International, and W. W. Grainger. He received the Horatio Alger Award in 1991. He was a member of the Bohemian Club and Sigma Phi Epsilon. On June 22, 1954, soon after graduating college, Turner married fellow Drake graduate Patricia Shurtleff. The couple had three daughters. Patricia died on October 9, 2000. Fred Turner died on January 7, 2013, the day after his 80th birthday, due to complications from pneumonia. Fred Turner has a small reference to his position as a grill operator in the 2016 film *The Founder*, which portrays the creation of the McDonald's fast-food restaurant chain. At a later point in the plot in this same movie, Fred Turner has a much larger presence, during Ray Kroc's successful attempts to open up McDonald's restaurants in the Twin Cities area in Minnesota. He is also amply portrayed in season 2, episode 12 "Game of Chicken" of *The History Channel* series *The Food That Built America*.

### Ethics in the Securities Business

Fred Turner was the president and chief executive of the world's biggest fast-food chain, McDonald's, from 1974 until 1987.

#### Early Life:

A native of Des Moines, Iowa, Mr. Turner, lived in north suburban Deerfield. In 1954 Turner graduated from Drake University. After college, he joined the US Army. He was married fellow Drake graduate Patricia Shurtleff (Patty). They had three daughters.

Until 1990 Turner was the chairman of the company. He remained the senior chairman until 2004 after which he retired and was honored with the name honorary chairman.



### Extension of the Company

During Mr. Turner's tenure McDonald's becomes one of the biggest fast food chains in the world and the number of restaurants almost tripled. The Oak Brook-based company said, "Most notable achievement was the significant domestic and international expansion of the company."

It was under his assistance the company's Hamburger University training center was established, it was created in 1961 for employees, managers and all the franchisees.



Mr. Turner joined the company in 1956, and was one of Ray Kroc's first employees. Soon in 1968 he became president and later the chief administrative officer. Previously he was one of the boards of directors in other companies including Aon PLC and Baxter International Inc.

### Awards and memberships

Turner was also appointed a director of many companies including, Baxter International, Aon Corporation, and W. W. Grainger.

In 1991, he received the Horatio Alger Award. He was also a member of Sigma Phi Epsilon, and the Bohemian Club.

### Conclusion

On January 7, 2013 Fred Turner died, the day after his 80th birthday. He was suffering from pneumonia. Announcing the death of Mr. Turner McDonald's Chairman Andy McKenna said, "Fred was a true pioneer and

shaped the quick-service restaurant industry. We will remember his leadership, passion and dedication to McDonald's, our customers and our people."