

Bethesda Charity Event
4/16/10

05.27.10

Paula,

While having the opportunity to work at Uncle Bubba's as a General Manager, I have learned many, many things. While it is obvious that recent years have been an uphill battle for most companies, I think it is important to look outside the box and search to create new opportunities for Paula Deen Enterprises and Uncle Bubba's.

Having had the privilege to work the Bethesda Fund Raising Event as well as interacting daily at the restaurant, it has showed me that we have endless opportunities as a company for increased exposure, leading to increased profits. Attending the event, it is obvious that your fan base is loyal, dedicated, but more importantly excited about you and the things you create. As you well know, people appreciate and respect you as a person and the personal struggles and stories you have to tell. People want to KNOW you and what you have had to go through to get where you are.

This is where my idea comes in. For example: when I came to work for this company, as a person, I felt hopeless. I needed some thing, some opportunity that could provide me hope as an individual, as a woman, to make it on my own. At 15, homeless, without parents and with a young child, my life was headed in a direction no one could ever assume positive. As you know, I did what I had to do to survive, but it clearly was not the freedom or happiness I ever hoped for. I was stuck in an unhappy marriage because I had no other options. For years, I searched for ways out, but the control of that marriage, and my limited resources as an individual created an environment that was unbearable. When I started working for Bubba, he gave me an opportunity that allowed me, over time, a freedom I have never experienced. He allowed me, for once in my life to take care of myself and for once, have faith in myself as a person and as a woman to know that I could do it on my own; y'all were my Aunt Peggy. Since then, I have become the independent woman I have always wanted to be. I have been given opportunities that I never thought possible, all because of you and Bubba.

You have the ability to touch people and offer hope in situations where they feel nothing but hopelessness. The vision I have is for you, through a business and moneymaking strategy, to offer that hope to other women, other people that are in situations like we were. My idea is to create an enterprise that services people with needs of event planning (weddings, wedding rehearsals, tours, luncheons, business meetings, parties, holiday parties, benefits etc.) while using your name, but allowing the very people we once were, to participate and expose their talents for people to see. With a little remodel, I envision Uncle Bubba's as a perfect place for these special events. We could also offer the Dogwood house and the Tybee cottage as options for these events for added fees. People would love to feel like they are having a southern "Paula Deen" event. The opportunities are endless. If it means filling the building with YOUR products, YOUR furniture, YOUR everything to give them that "At Home Paula Deen Feel" then we can do that. I'm sure you are asking yourself, "Okay how the hell are we going to do this?"

This is my plan. Numbers show that product and food sales are down. I think the best way to jumpstart the enterprise is to perhaps offer a give-a-way on your website (promoted through all media outlets) for a "Paula Event"; whether it be a wedding, business meeting, or just a girls weekend out. While offering the give-a-way we could hold contests on your website (again promoting through all media outlets) for those people like you and I to get their product or their service in on the event. The end result will be people booking these events through Paula Deen Enterprises. We will charge

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them a fee and use the people discovered through these contests to supply the specific needs for each event. Each event will be priced out based on the services provided to include appearances by family members. The individuals chosen to provide either their products or services will submit pricing, understanding they owe the company a booking fee of 10% of their services. Winners and events can be continuously updated on the website for mutual exposure.

The Bethesda Event showed me that while yes, it was a fund raiser and for a good cause, people paid \$500 a person to see you, to see your home, to see you as a person and that's what this can be. While working that night I met people that were willing to travel from all over the United States just to see you, to get the inside glimpse of Paula Deen. It is impossible for this endeavor to fail. People love you and who you are and clearly will pay thousands of dollars just to see that part of you. This would create enormous cash flow for the company and for the family with appearance fees. All of these would be included in the costs for the event. For example, someone that books an event will be provided discounts on products to increase sales.

The idea is to expand this business as a whole and involve all of those people that are important in the company. We could have Hollis provide transportation for the events, Bobby and Jamie make appearances or speak at events, Bubba make appearances or speak at events, give Brandon the opportunity to use his talent and expose himself, all under the Paula Deen name. All of your fans love each and every family member. They love when they see Michael, Bubba, Jamie and Bobby, you, Brandon, and even Aunt Peggy. Perhaps cousin Johnnie could come down and hold a baking class that could be charged per ticket. Each appearance could be marketed as a small quaint event where the fans feel like they know you and the family. The fans want to see and feel like they know all of them. People have a story to tell and why not capitalize on that and let them tell their stories. The fans would love to hear them.

We could also use this opportunity to recreate daily Paula Deen Tours where the guests feel like they are exposed to you and your home. If the restaurant is filled with your items, they will feel like they are experiencing a part of your life. This, too, would increase sales of both nominal items, but also items such as your furniture, cookware, fabrics, etc. We can update the website with these events available that will sell your products through stories of events rather than pictures on white screens. We will update the website with stories of success and document events held by the company.

I would love the opportunity to spearhead this endeavor with the help of Theresa, Karl, and Brandon to create an enterprise that will not fail. Each of these people have a talent and a passion for you and your company and will not let this fail.

Sincerely,
Lisa Jackson

CONTRACT PARTIES AS OF 5/27/10

JUNE 3RD

Dr. Roger Walworth
Atlanta Youth and Adult Choir
45 people
6:00
BUFFET

JUNE 4TH

Sharon O' Toole
Sharon's Tours
52 people
12:45
BUFFET

JUNE 4TH

Susan Gray
Hardy-Gray Rehearsal Dinner
60 people
7:00
BUFFET

JUNE 14TH

Charlene Brooks
United Coach and Tour
40 people
1:00
BUFFET

JUNE 16TH

Mary Seybold
May Howard Staff Party
96 people
12:00
SANDWICH AND SALAD

JUNE 17TH

Carter Reeves
Prattville Baptist Church
35 people
11:00
BUFFET

JUNE 17TH

Angela Shiver
Pooler Elementary
70 people
11:00
BUFFET

JUNE 29TH

Rachel Rosenbloom
Real Women of Philadelphia
25 people
1:00
SELECT MENU