



**Nick Magera, Owner (left)
Chad Pearson, Operations Manager
Culver's (CR Management, Inc.) | Sioux Falls**

Proud to be an
**SDRA
Member**



Tell us about your business.

Nick: Culver's is a franchise restaurant system out of Wisconsin, which I brought to Sioux Falls back in 1998. We have four franchise operations in Sioux Falls: one on Louise, one on Minnesota Avenue, one on East Arrowhead Parkway and one in the Empire Mall Food Court. In addition, we own the one in Marshall, Minnesota. Our signature items are the Butter Burger, which is a fresh grilled hamburger, and we have frozen custard, which is a premium ice cream made fresh each day throughout the day and served within a couple hours after we make it. I think our guests love the restaurant because of the quality and the value of the food. Everything's made fresh to order after it's been ordered, and you can really taste the difference.

Chad, how did you get started at Culver's?

Chad: I started from the ground up in 2000. I started as a team member, and worked my way into management. For the last six years I've overseen all four operations. I work with the general managers on developing their team, then focusing on making sure our teams are doing what they're supposed to be doing, the store looks the way it should, and helping develop careers for all our employees. We've successfully done this by taking a manager of ours and shipping them off to a store to be an owner.

How many employees do you have?

Chad: Our lowest operation probably holds 35 to 40. As a company with 4 stores, we have about 150 employees. It's been growing as our sales have been growing. We don't struggle to find employees. For the most part, team members recommend friends. And our turnover has been really low compared to the national restaurant average. It's a job that is not just a job, it's a career. People enjoy it.

What is your goal at Culver's?

Nick: The primary goal is to satisfy each and every guest beyond their expectations. And that includes our internal

guests - which are our employees - as well as our external guests that come in and dine with us.

Chad: We're always trying to find great leaders to run our operations, but then also to be mentors for the team under them. So everybody's really training the next person to take their spot, so that they can grow into another position in their career path. We've successfully done that with a lot of managers. And even if it's not a career with Culver's, hopefully something that they've learned from us helps them wherever they go in their career.

How about your goals for the future?

Nick: We'd like to continue to grow the business locally as well as outside the city of Sioux Falls and develop careers for our people. We're looking to expand into a larger market in the Midwest, a larger metro area outside of South Dakota, and just continue to create careers for our people, and hopefully delight guests in every place that we're located.

It sounds as if you like what you're doing.

Nick: We enjoy the restaurant business and the career that we've chosen. The restaurant industry can be menial at times. It's wiping tables, and greeting guests, filling coffee, and making food, doing dishes. But seeing people each and every day that are happy and being able to serve them, we have a lot of fun. And we want to continue to make it fun, and hopefully our guests see that and enjoy that too.

Why are you an SDRA member?

Nick: The South Dakota Retailers organization really helps the business owner understand what's happening politically within the state as far as how the retailers would be impacted. SDRA provides a lot of educational help, in terms of ServSafe certification, and webinars on different HR and legal functions. We find the Retailers Association helps us understand business that is outside of our four walls, and how it affects what happens inside our four walls. I think a business that isn't involved in the South Dakota Retailers Association is missing out. ■