

From L3 to Early Childhood, to Ernie the Ant, to Officer Ernie

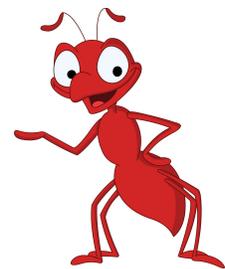
Around 2006, Peter Nowak designed and developed an innovative, web-based learning tool, L3 (Look-Listen-Learn), to help train and inform his 300 employees throughout his six Pensacola McDonald's restaurants (Escambia County, Florida). L3s are positioned over the hand wash stations; when employees wash their hands (at least once/hour), they activate L3 with a radio frequency ID. L3 then plays 20-30 second videos, the time it takes for bacterial soap to work.



Categories include training and HR information, performance feedback, customer comments, and personal life skills. L3 knows and records what message is watched by which employee and when. It stores the information and provides administrators with daily reports.

Early Childhood

Pete has always been an advocate of early childhood education as a way to cost effectively help everyone succeed in Escambia County. He offered L3 as a tool to help pre-K teachers get four-year-olds ready for



kindergarten. Pete approached Escambia County's Early Learning Coalition, offering to produce videos and install L3s in several voluntary pre-K centers. Nowak Enterprises, Inc. funded and produced 100 VPK lessons (phonics, math/science skills, social studies, etc.).

Pete then incorporated L3 into a child-friendly interface, an ant. Why an ant? It involved the practical consideration of how and where to place two directional audio speakers; ants' antennae are perfect. Pete and his design team created a friendly face on an accessible ant and named him Ernie.

Pete approached Pensacola's mayor, Ashton Hayward, who accepted his offer to place Ernie in several Pensacola community centers. Pete provided free Happy Meal coupons to parents/caregivers when their children watched a certain number of the VPK lessons.



