

# THE DAILY CITIZEN

Saturday, June 22, 2013

Dalton, Georgia

Online at [www.daltonnow.com](http://www.daltonnow.com)

Weather: mostly sunny, 87°/67° (p. 10A)

50¢

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## Matthew Richman



When a group of Ashton Staffing employees ordered lunch from the Dalton Steak 'n Shake recently, they were frustrated when their orders came back wrong.

Ashton employee Jennifer Austin said she went to the restaurant to bring back lunch for about four of her coworkers, but their drinks were wrong, salads were wrong and there were

other problems. So Austin called the restaurant to try to rectify the situation.

"I wasn't angry," she explained. "I was hungry."

Much to their surprise, Matthew Richman, Steak 'n Shake's vice president of five nearby branches, was the one who came trotting out to make the situation right. The Steak 'n Shake patrons were so impressed they went outside to take pictures with him.

"We were so shocked and surprised because not only does that not happen but for the vice president of the company to show up at your company and make things right... he actually went out of his way," Austin said.

Austin said she didn't have high expectations when she called Steak 'n Shake. She just wanted someone to know the salads and drinks were not right. Instead, the person on the other end of the line just asked where they were and said the restaurant would make it right.

"We were just like 'wow,'" Austin said. "I have never had a company or restaurant do that before, and for him to do that speaks volumes for him as a person (and for the company). For that to happen, that just brightened our whole day."

Richman could have offered any number of excuses or simply dismissed the customers with an apology or a promise of a discount at a later visit. Instead, he chose to correct the situation himself and right away. For his commitment to making a wrong situation right, The Daily Citizen names Matthew Richman Citizen of the Week.



To nominate an individual or group, contact Jamie Jones at (706) 272-7723 or [jamiejones@daltoncitizen.com](mailto:jamiejones@daltoncitizen.com). Fax nominations to (706) 275-6641 or write to The Daily Citizen, Attn: Citizen of the Week, P.O. Box 1167, Dalton, GA 30722.