

Truett Cathy Embracing Unexpected Opportunities Since 1929

“The Lesson of my life: Take advantage of unexpected opportunities. The history of Chick-fil-A is a series of unexpected opportunities.”

- 1929 ☞ At 8 years old, Truett Cathy begins his entrepreneurial journey to business success by operating a Coca-Cola stand in his front yard.
- 1935 ☞ The Cathy family, in desperate financial trouble, moves to downtown Atlanta’s Techwood Homes, the country’s first federally funded housing project. At the time, rent was \$67 per month. Even with Truett’s income from his paper route assisting, the family cannot make rent and is forced to return to operating a boarding house.
- 1935 ☞ Truett develops his “customer service” business philosophy while delivering the Atlanta Journal to residents in the Techwood Homes public housing project.
- 1946 ☞ Truett and his brother Ben open The Dwarf Grill (later named the Dwarf House) in the Atlanta suburb of Hapeville. First day sales total \$58.20..
- 1951 ☞ Second Dwarf House opens in Forest Park, another south Atlanta suburb.
- 1960 ☞ The Forest Park Dwarf House burns down, prompting Truett to rebuild and pioneer one of the first fast-food restaurants in the Atlanta area, despite initial reluctance from customers.
- 1961 ☞ Truett invents the boneless breast of chicken sandwich, calling it a “Chick-fil-A.” He perfected the recipe over a four-year period using cooking techniques from his mother’s humble boarding house kitchen.
- 1967 ☞ Chick-fil-A premieres at Greenbriar Mall in Atlanta, Ga., pioneering in-mall fast-food restaurants.
- 1973 ☞ Truett establishes the Team Member Scholarship program to encourage restaurant employees to further their education. Today, nearly 20,000 students have taken advantage of Chick-fil-A’s scholarship opportunities to further their education.
- 1985 ☞ First full-service Chick-fil-A Dwarf House opens in Jonesboro, Ga.
- 1986 ☞ First free-standing Chick-fil-A restaurant opens on North Druid Hills Road in Atlanta, Ga.
- 1987 ☞ The Cathy family establishes their first WinShape® Foster Home at Woodbury Cottage in Mt. Berry, Ga.
- 1995 ☞ Truett uses Cows to sell chicken. The now famous Eat Mor Chikin® 3-D Cow billboard campaign hits the streets.

- 2001 ☞ Chick-fil-A opens its 1,000th location with overall sales in 2001 reaching \$1.242 billion -- a system-wide increase of 14.35 percent over 2000.
- 2002 ☞ Truett is invited to testify in Washington, DC, before the House Ways & Means Sub-Committee on Business Ethics. Later that year, Truett is invited to President Bush's Economic Forum held at Baylor University.
- 2003 ☞ Truett and Jeannette Cathy receive the Norman Vincent and Ruth Stafford Peale Humanitarian award in recognition of their "positive difference in the quality of life in our society."
- 2004 ☞ Truett releases his fourth book: It's Better to Build Boys Than Mend Men.
- 2006 ☞ Truett celebrates 60 years in the restaurant industry with friends, family and business associates at the original Chick-fil-A Dwarf House restaurant in the Atlanta suburb of Hapeville, Ga., where his restaurant career began.
- 2006 ☞ With nearly 1,300 restaurants in 37 states and Washington, D.C., Chick-fil-A surpasses \$2 billion in annual sales in 2006 to remain the second-largest quick-service chicken restaurant chain in the nation, based on annual sales.
- 2007 ☞ Truett pens fifth book, "How Did You Do It, Truett?", which offers his personal recipe for building a successful business.
- 2008 ☞ President George W. Bush personally recognizes Truett with the Presidential Volunteer Service award.

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