



No: 31

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Name: Willy Theisen

Founder of Godfather's Pizza, Theisen grew the business from a one-shop, one-man operation into a successful chain of franchises, which he later sold. The pizza and hamburger he holds represent several of his business ventures. The Concorde is a reminder of the time he took an airplane filled with friends to Europe to celebrate his birthday. The giant mansion and exotic cars represent the home where he then lived. A helicopter is hauling in another car. Theisen caused a stir in his Regency neighborhood with his unsuccessful efforts to add a heliport to his yard. Also shown is his private jet. Theisen began his restaurant business in 1973 with Wild Willy's Lounge. From that grew Godfather's Pizza, the fastest-growing restaurant chain from 1977 to 1979. In 1983, Theisen sold the Godfather's chain for \$306 million. He is now president of GB Foods Corporation and Business Ventures. In October, 2002, he was inducted into the Omaha Hospitality Hall of Fame.