

O *The* **N E S O** **PERATOR**

NESO Official Newsletter of North Eastern Store Owners, Inc. • Regional Association of WVa & Ohio DQ® Operators • Affiliated with DQOA® • Governed by Dairy Queen® Operators **DQOA**

From Your President

Greetings, from Ohio and the great land of Namibia! I just returned from Namibia on a hunting Safari, a place where the World of DQ does not exist! If you can believe that?! I had a great time and brought back a few interesting animals. Talk to me at the next convention, and I will show you the pictures.

Enough of that, lets talk about what is going on in the Dairy Queen system. How is your season going, I am hearing that sales are just a little ahead of last year. This is promising, considering most stores saw considerable increases last season. One trend I am watching is the Soft Serve Sales vs. the Brazier sales. If any of the stores have information to share on this subject, I would like to hear it. At North Lima DQ, it seems our food sales are increasing at a faster rate than the soft serve sales. This is alarming, due to the fact that the COG on the food side is SO HIGH. Last year's cost of goods (2004), was higher than 2003. This cuts into the bottom line. The DQ operators know that Soft Serve Sales equal profits, and food sales have never been able to show the same attractive bottom line. Although it is good to have the additional sales, it is better when the increase comes from the soft serve side of the business.

May's national advertising DID NOT have the same impact as last year's May advertising. We cannot allow the soft serve side of the business to be lost in the shuffle at IDQ. Pull out your P&L statements and compare 2003 and 2004. Increase in COG means DECREASE in the bottom line. Another point I would like to mention is the recent "recipe" sent to all operators from IDQ. This "recipe" shows how to make flavored SOFT

SERVE. NESO has many operators that have had to stop selling flavored soft serve, because IDQ will default the store, if they are caught selling flavors. I just received a sign to hang in my store reading "WE HAVE Chocolate Soft Serve Today! Strange how quickly they forget some stores lost almost 29% of sales in one season due to the absence of flavored soft serve.

Moolatte sales have fallen off significantly from last June. The Moolatte is an easy product to make, lots of profit, and last year showed brisk sales. We are not seeing the same volume as last June, yet the competition is still selling the same product with lines of customers. The competitors' prices are even higher, with no soft serve added.. We need more emphasis on soft serve, and we need to be vigilant on controlling costs coming in the back door. The sales of the MEGA-MOO have not proven the necessity of a larger cup and straw in my mind. The regular moo sells 87.9% of the total units, the MEGA moo sells 12.1% of the total units. The dollar volume is 84.7% for the regular moo, and 15.3% for the Mega Moo. It does not justify the larger cup!

Speaking of controlling back door costs.... Did you have a chance to attend the meeting concerning of the new tier pricing structure from IDQ?

The discounts have been scaled down, all the reductions are being taken on the distributor mark-up, so the distributor takes the hit, while IDQ is still charging an additional 5.25% on top of the distributor mark-up.

The projected savings at the meeting, for an average brazier store is approximately \$996 per year. WOW!!!, I feel bad; the North Lima Dairy Queen only received a dividend check of \$4,200

for all of last year. That does not include the \$20 a case price savings in the coffee syrup and other products that DQOA has brought on board.

This will be a very important year for your NESO membership, you can make the difference, and your purchases will determine the future of DQOA. I encourage you to use the co-op, purchase the product from our fine warehouses, Peck-Browns & Glass City, and stick together, plus you still get a dividend check next April. DQOA is a very strong and viable organization, you have the full attention of IDQ, why else would they go to such great lengths to get the warehouse pricing down. Every purchase you make from DQOA tells IDQ we are not going to go back to ONE supplier with them controlling our product, that would most certainly add to your bottom line, overnight!

Have a good summer; I would appreciate your thoughts on these matters. You can contact me at the North Lima Dairy Queen.

Ron Rapp
NESO President

*PO Box 445 North Lima, OH 44452
330-549-3231 • 330-549-0555 fax
drapp11947@aol.com*

Want 6 Good Reasons to Join DQOA / NESO ?

Here are the 3 top DQOA Dividend Checks received by Ohio and WV Operators for 2004.

OHIO

\$4,325.34 - 1 store

\$4,169.40 - 3 stores

\$4,148.26 - 2 stores

WV

\$9,667.21 - 9 stores

\$3,563.20 - 1 store

\$3,465.34 - 2 stores

Nuff Said !

So Sad....it's Funny

The state of the work force that we have to deal with each day....On a busy Sunday evening, "finger licking good" can't make any thing, or touch anything at the front counter without licking her fingers, paying no attention to the line at the counter. 'Finger licking' is no longer working! Nor is the girl that announced to her fellow workers - in front of a room full of customers - that some one ought to spit in some ones food so they could get a break! It's a cool Sunday evening and Kathy has 5 persons working, so she heads home for a much needed and deserved break. Upon arriving home the DQ had called. Three of her 5 staff had walked out at 7 PM...leaving a room full of customers and a line at the drive thru...too stressful!!!...come on IDQ HERE IT IS.....SEND US YOUR stories good or bad

Now a positive note

On a Saturday evening at the Valley Avenue DQ, LaDonna, the manager got a phone call. It was from an older lady who was having a craving for a Banana Split and it was her friends birthday and she really wanted to give her a Banana Split! She asked if anyone could bring them a couple of Banana Splits. She lived in a nursing home and was unable to come get them herself. They were slow enough to be able to spare someone, so LaDonna sent someone with the Banana Splits. And, they even bagged up some ice so the splits would make it in great shape. When the 'team member' got there the woman, who was completely thrilled, paid for the splits and included a tip. The 'team member' reported that the lady did not have either leg. LaDonna kept the customer's phone number and called her back to check on the delivery....the lady raved about the "dolls" at the DQ. Since then, LaDonna has called and checked on the lady again.....

The owner suggested to LaDonna that she take the left over Father's Day Cakes to that nursing home...having done this she will receive our Raving Fans Award, a gift and a bonus!! Now this is 'good ole fashioned DQ service' !!!

The PEPSI Zone

Allen Ko

National Accounts Manager – Dairy Queen East
New Tropicana Brands and Contract Renewals



We would like to introduce three new brands that are available to Dairy Queen for your fountain. Tropicana Fruit punch, Tropicana Lemonade, and Tropicana Pink Lemonade will be replacing Fruitworks Fruit punch and Lipton Lemonades. This will be a soft conversion, expected to begin the week of May 30th. Lipton Tea brands will remain the same. Only the Lipton Lemonade and Pink Lemonade brands will be replaced. UV protected logo chips for both your interior and exterior menuboards will be shipped to you. Upon receipt of the Tropicana Lemonade, Pink Lemonade and/or Fruit Punch brands, we recommend you switch out the old Fruit Punch, Lemonade or Pink Lemonade chips with the new ones. Your local bottler will provide new valve IDs for your fountain equipment upon conversion.

Now more than ever franchisees are being rewarded by Pepsi for pouring Pepsi products through the National Dairy Queen/Pepsi program. We developed a brand new, richer franchise program. This program is available for all DQ franchisees. We want all Pepsi franchisees to take advantage of the richer funding in the new program!

Why should you Renew now?

- **Funding:** If you sign immediately you will begin earning the new funding level now.
 - **More Money:** Under the old agreement (prior to 2002) total Pepsi support for Dairy Queen was \$2.30 per gallon. ***Under this NEW agreement the total funding level is \$3.81 per gallon.*** (Direct Franchisee funding is \$1.99/gallon. Additional support to the franchisee is \$1.82/gallon) Funding is paid each year of the contract.
 - **Get More For Your Pour:** The Pepsi-Cola national program is a total of \$1.14 per gallon richer than our competitor's program. If you are not signed up to the current Pepsi program now is the time to do so!
- If you have received a renewal contract in the mail,

please take the time to review the contract and submit it back to us as soon as possible. If you have any questions about renewal information, please contact me at (718) 459-3573 or email at allen.ko@pepsi.com

Small Business Commitment to a Community

Submitted by Tom Cleary, Wellington, OH DQ
and NESO Boardmember

My Dairy Queen store is located in a small town of approx. 4500 people. We demolished our old building and built a new store in 1997 and are a rather good volume store.

Last summer I was asked to speak to the local kiwanis club and I thought what can I talk to a group of business people about and keep their interest for twenty minutes so I decided to talk to them about what a small business means to a community. When I was researching this topic I could not believe how many ways all of our Dairy Queen stores impact the communities in which we operate.

I grew up around the Dairy Queen business. When I was married in 1964 my in-laws owned a Dairy Queen and I used to watch them open each March and close each October and spend the winters in Florida playing golf. I thought this was the life for me but in 1989 when my wife and I bought our Dairy Queen store I soon found out it was not as easy as all that. We were open year round and in the summer when we were busy I couldn't find enough help so I had to work and in the winter we didn't have enough business to have a lot of help so I had to work. Well you know the story.

We all know the obvious ways that our stores impact our communities. We create jobs, we bring money into the local economy and yes we pay taxes, but there are many other things we do that impact our communities that are not so obvious. The Dairy Queen is actually part of the town. When people travel through your town and stop at stores and restaurants they form an opinion of your town based on the experience they had there. For example if they stop at the Dairy Queen, your Dairy Queen represents your town to them if they

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NESO *Buying Group Newsletter*

North Eastern Store Owners, Inc.

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YOU DID IT!

For many, many years DQ operators have struggled to have affordable health insurance. Most went without health insurance or had very limited coverage. FOR the FIRST time ever with your help, we have finally been able to put together a Health Care Program.

Our first and foremost goal has just been reached, thanks to you, the DQ OPERATOR! We needed at least 100 applications in a very short time, and we have reached that milestone this week. 100 completed forms will enable our group to get the best discount we can get as a "block". This is the first time we have been able to get this accomplished. The first rates should be available in 2 wks. This will be the true test of the savings to our membership. When you receive this newsletter, the block will be closed until the next renewal period, which will be August 1, 2006. If you did not get in this Block you can still get health care with us, just not at the "Block" rate. If you are interested for next year you should contact GBA solutions right away, so that the information will be ready for next year.

I will update you soon on the health care developments, as soon as I get more information. THANK-YOU to over 100 participants, you have made this savings possible for the entire Ohio NESO membership.

West Virginia Members- GBA solutions will do the same for you once our Ohio Block is completed. If there are any stores interested, you need to let your board members know, so that GBA can become licensed in West Virginia. This is a quick process, as long as the interest is there. You will also need 100 applications to form a block. Thank-You to Ken Neuzil, Cleveland Ohio, for telling us about GBA Solutions.

Contact Bev Cline @216-468-2100

New Product Oil Flex G-609

This is a newly endorsed oil stabilizer. It is a powder that is added to your fryer after you filter your grease. North Lima Dairy Queen tried this product. It allows the food to fry more evenly, retain much less grease, stops smoking and foaming oil, helps the food cook faster and ELIMINATES the need to boilout the fryers. The fry baskets stay cleaner.

When North Lima used the product, you could immediately see a difference, less shriveling of the fried product. Lordstown Dairy Queen tried it also. This store noticed the food is not as greasy. They tried the recommended paper towel test. Fry a chicken in old oil, drain on a paper towel, then measure the grease ring. Second, fry a chicken in the Oilflex oil, then drain on a paper towel and measure the grease ring. Lordstown DQ said they could hardly see grease on the paper towel and the food tasted better.

This product is available at IRD- 1-800-786-6691.

For a trial size sample of the OilFlex product, contact James A. Papanton of Scientific Oil Solutions, Inc by email: papanton@comcast.net or calling 630.325.8991. Please leave your store #, name, address and phone number.

MIX

Mix pricing for July Thru Peck is \$3.37 per gallon plus \$.03 rebate. All paid members should have received Mix rebate checks. Thank-you to Jerry Coyne for working so hard on behalf of the membership to get all the rebate checks mailed. In May, Peck delivered over 58,000 gallons of mix. As of April you had the 2nd cheapest mix in all of the USA, only one dairy was cheaper, located in California. The Reason for the success of the program is because the operators are willing to support the program. No program is perfect, this pro-

gram does not have all the bell and whistles that a full service dairy would be able to provide. YOU have saved thousands of dollars by using this mix program. Your support and purchase of this mix will keep this program around a long time. The mix is now able to be **delivered in the Cleveland Area**, which is new for this year, thru the Peck warehouse. Thank-you to Peck for making this possible, we have the potential to grow the program substantially.

Another note- your IDQ warehouse in Northeastern Ohio- will now stock Superior Dairy Mix, at a much higher price, and no Rebate, of course.

Extreme competition only makes the program better for your bottom line, as long as you have the guts to go the distance. We are in our 3rd year of our mix program, we are here to stay!! We have the volume, or other suppliers would not be trying to get your business, YOU hold the key to the success of the buying group! Your purchasing power speaks volumes!

Uniforms

Blade is the DQOA endorsed supplier. The full ball cap style hats are \$2.65, the visors are \$2.55. They both have the DQ logo embroidered on the front. You can't get a hat at Wal-mart that cheap. The polo shirts are 10.05. Contact Blade @ 1-800-741-5664.

Crown Select Whipped Cream

Last year, DQOA secured a whipped cream product thru a supplier. This whipped cream is available thru Peck and Brown. It is currently priced at \$12.06. At a local grocery store, the whipped cream is \$2.99 per can, 7 oz can. The Crown Select Whipped cream is a 15oz can, priced approximately \$1.01 per can!!!. Since Moolatte sales are up with the weather, this aggressive pricing has saved you \$\$\$\$\$\$.

C/S Whipped Cream available at your DQOA supplier.

Register Paper

Our currently endorsed thermal paper supplier is Discount Paper. Due to fuel and paper costs

they have had a slight increase in cost. The cost of a case of thermal paper, 50 rolls, 235-foot roll, is \$49.41. This is a \$20 saving per case from some of the other vendors.

You must ask for ED Swarz and identify your self as a NESO Dairy Queen to get this rate. They do NOT charge for shipping, either. They have similar saving on other papers, and ribbons. Contact Discount Paper for your next order, 1-800-752-7655, ext 110.

Decopac

Decopac is a supplier for cake decorating items. They have a large catalog, which includes an extensive line of edible images. If you set-up an account with Ernie St. Laurent, and identify yourself as a NESO member you will receive a 20% discount off all list prices of edibles. The discount also extends to a few other items in the catalog. IF you order \$75 worth of merchandise, you will get free shipping AND you can request a FREE display stand with full color pages and tabs. An example of pricing:

Golf, baseball, or soccer list price \$15.00
NESO discount \$12.00

Most licensed edibles are \$37.75 with the NESO discount- \$30.25.

To set up an account, contact Ernie St. Laurent, 614-679-1448. You can email him as well @ ernie-saint@aol.com.

American Outdoor Media

Youngstown area Sign Company. They repaired a blade sign that was fixed by electrician several times, and another sign company several times. American Outdoor media found the **cause** of the problem, instead of repairing the same broken part each time. They also make custom static full color window clings. I will try to get a sample of a DQ product made and some pricing for the next newsletter. Contact American Media @ 330-545-8690, ask for Mike O brien.

Employee Ideas

I attended a meeting in Akron this spring and learned that several stores are using this idea.

When a customer orders a cone, blizzard, drink, etc. the employees are being instructed not to ask but to make it a “medium”. Some even have signs posted at the employee side of the register saying “it’s a medium, don’t ask”. Many times, especially with the Blizzard, we assume small, is what the customer wants. I like the idea, but it may take the customer some time to be trained. The operators said they did not have a lot of complaints from the customer. This is just an easy way to add additional sales to your register receipts.

I love call offs !!

A phrase you will NEVER hear from a DQ operator! Two ideas I have heard recently....

1. Employee starts with \$400 “credit” at the beginning of the year, 1st call-off \$100 is deducted from the \$400. Each call-off is another \$100 deduction. After 4x call off, no bonus.
2. Employee is paid at the end of the season up to \$.25 per hour worked as a bonus for working. One store I talked with was paying about \$.10 per hour worked, 16 weeks at 30 hours per week totals \$48. No call-offs allowed.

Some operators have told me this is the worst year ever with call-offs. I agree with them. If you have an innovative idea for employee moral or stopping the call-offs, let me know I can print them here in the newsletter.

New items available at the DQOA Warehouse

- Brownie Batter
- Watermelon Artic Rush Flavoring
- The Crown Select cones will be back in the warehouse at the end of July.
- The cake boxes will be sold from IDQ to the DQOA warehouses until the dome becomes available. Check your warehouse soon.
- Crown Select Chili

Send your suggestions for the NESO Buying Group Newsletter to Pam Simmons at:
email: drapp11947@aol.com
330-549-0555 fax

NESO Buying Group Suppliers

Peck Food Service

800-732-7325
Mark Rosatti
Aurora, OH

Fad Distributing

Edible Images
877-728-4643
Kenny Notter
St. Louis, MO

Dejane Business

Registers
330-497-9696
Bob Wynkoop
Canton, OH

OTC Innovations

866-GET - DEBIT
Jim Meade
Free Debit Machines

Cintas

800-914-1960
Towels and Mats

AIS

Grill/Fryer Service
Youngstown, OH
877-346-6455

Bullseye Telephone

Joe Pianeki
440-724-0937

Shenandoah

Trophies
Rob Stenzel
540-886-6872

Glass City Foods

Rick Jackson
800-526-8845
Holland, OH

Honey-Do

Handyman
Greg Deiters
330-882-2412

Service Plus

Payroll Processing
Bob Brammer
800-846-PLUS

Brown Food Service

Mark Qualls
606-638-1139
Louisia, KY

Delta Gloves

800-874-3633
Richard Zook
West Chester, PA

Gregg Riddle

888-285-2132
Health Insurcae
North Lima, OH

Wonderlic

Personnel Testing
800-706-4673

Schwebels Bakery

330-783-2860
Tony Sugar
Serves Ohio

CPI

800-269-2202
David Finney
Ceiling tile cleaning
New Middletown, OH

All Bulbs

Light Bulbes
330-549-9852
Jeff Sabrin
North Lima, OH

Discount Paper

800-752-7655
Ask for ED
Las Vegas, Nevada
Register Paper

Yellow Beard Flr

Systems
866-330-SLIP
Dave Dickens
Brunswick, OH

Hearn Paper

800-225-2989
John Kegley
Chemical Lot sweeper

Musair

800-833-4150
Joe Elum
Drive-thru Equip
Canton, OH

First Data

Visa Program
866-499-4668

TSS

Total Soft Serve
Cleveland, WI
Tom or Todd
920-565-3273

Capital Planners

Financial Services
Dan Jindra
216-360-7400

Mix Hose

Dave Gwara
2550 East River Rd.
Newton Falls, OH
330-872-5649
330-872-5139 fax
dgwara@ao
l.com

Green Guard

First Aid Kits
Luke Harrington
419-448-9363

B&B

Light Covers
Sky-Scapes
937-829-0633

NESO

(Continued from page 3)

have good food and service at your store. If the landscaping and the parking lot are well maintained. If the building and restrooms are neat and clean the next time they are in the area they may say lets stop n your town since they had such a good experience the last time they were there. They may not stop in your town or pass it by. If there are stores in your town that are out of business or boarded up they may decide there is nothing in your town to see and pass it by.

We are very proud of the community minded things we do at our store one of which is having the 1st graders every year take a tour of our store. Every June just before school is out for the summer all the 1st graders get bussed to the Dairy Queen and we take them in small groups through the store and show them the inner workings and before they leave we have them make their own cone. The impact this has is large, from the obvious on the spot thanks to the fact that weeks and months later we get comments from the parents telling us how much the kids learned from their trip to the Dairy Queen.

Probably one of the most important responsibilities a small business has to a community is the role of employer. In our store we employ upwards of 20 high school students for summer employment. For most of them this is their first job and we are proud of the fact that we help teach them many of the skills and responsibilities they will carry with them to jobs later in life.

So there you have just a few examples of how a small business such as ours makes a big impact on a community.

We have all brought a nationally known franchise into our communities and we all have a responsibility to keep our Dairy Queen stores an asset to our communities.

Out two sons and their families are now helping run our store and I hope that my family and I will have the opportunity to continue our business in our town for many years to come.

I know that International Dairy Queen has focused their attention to building big investor owned (but not operator) stores in high traffic and highly populated areas with the emphasis on putting

more money in their share holders pockets, but I sincerely hope that they remember the small town family owned and operated Dairy Queen stores that built this system, and I hope they understand the impact that forcing some of these stores in small town America out of business or to expand to the extent they are no longer profitable will have on the communities that have supported them so well in the past.

Tell Us Your Stories

We are always looking for announcements or informational stories to put in "The NESO Operator". If you have a DQ related item you would like to see in the Newsletter, please send it in. Some ideas for Newsletter articles could be:

- A NEW OPERATOR IN YOUR AREA
- A SUCCESSFUL PROMOTION AT YOUR STORE
- AN EXCEPTIONAL EMPLOYEE
- OPENING OF A NEW STORE OR REMODEL (SEND PHOTOS)
- AN OPERATIONS TIP OR TECHNIQUE
- OPERATOR YEARS OF SERVICE MILESTONE

Classified Ads Welcome

We also welcome any classified ads you may have that are DQ related. Send us your ads for items to sell.... Stores, Equipment, etc. It's FREE !

Send Articles & Classified ads to Jeff Haynes, NESO Asst. Executive Secretary • 103 Rosewood Dr., Hurricane, WV 25526 • 304-562-7355 • fax: 510-740-3586 • email: neso@charter.net

NESO 2006 Convention

Plans are under way for **the 2006 convention** and Trade Show, Charleston WV at the Embassy Suites. As plans firm up we will keep you informed. Dates will be **January 26, 27, & 28 2006**

EARN DIVIDENDS

Purchase **DQOC** Products

From DQOC Approved

Warehouses

Brown Foodservice, Inc.

Louisa, KY

Mark Qualls, 606-638-1139

Glass City Paper & Food Services

Holland, OH

Rick Jackson, 800-526-8845

Peck Foodservice

Aurora, OH

Dave Peck or Mark Rosatti

800-732-7325

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1-888-879-9842 ext.107
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"West Virginia, together with our small businesses, remains committed to providing affordable health care for working families."

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west virginia
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Support for this project was provided by a grant from
The Robert Wood Johnson Foundation
in Princeton, New Jersey

We Need Your E-Mail Address !

Help us to keep our mailing list up to date

Send an e-mail with your name, store# & store address to
neso@charter.net
so we will have your most current e-mail address

** we do not give out email addresses to anyone*

NESO

2006 Convention & Trade Show

January 26-28, 2006

Charleston, WV Embassy Suites

This month we will start the “David Letterman” Top Ten List of Financial Mistakes.

Compliments of Capital Planners Financial Services, Dan Jindra 216-360-7400

#10 – No, poor, out-dated legal documents and business valuation information.

The biggest problem with not having a written Business Continuation Plan is the competing interest of heirs and surviving business owners. This includes children who are active in the business and children who are not active in the business. These competing interests are many and typically include the following:

What Heirs of Deceased Owner Want

- Top dollar for their interests
- Prompt settlement of the estate
- Set value of business for estate purposes
- Relief for family of worries regarding the business and its creditors
- Money

What Surviving Owners Want

- Minimum cost for the interest
- Prompt transfer of the business interest
- Full control of the business – no interference from decedent’s family
- Continuing line of credit
- Retention of customer and employees

Potential Problems Without a Written Agreement Include:

- Heated conflicts among the remaining owners and the decedent’s family;
- Unhappiness on all sides, and sometime litigation;
- Delays in settling the estate and continuing business growth;
- Loss of customers; and
- Possible liquidation of the business which may bring less than full value

The Solution: A Written Agreement (and cash):

Taking the time now to see that the business will pass in an orderly manner at a time of death will benefit all parties and their heirs. A written agreement can provide:

- An orderly transfer of the business;
- A mutually agreeable sales price;
- Mutually agreeable terms of sale;
- A value that is binding on the IRS for federal estate tax purposes; and
- Stability for customers, staff, creditors and investors.

An agreement which is favorable to all parties can be more easily drafted prior to a crisis.

“You never know a man until you try and share an inheritance with him.” – Mark Twain.

PEPSI FORM

PEPSI FORM



North Eastern Store Owners Inc.
103 Rosewood Dr • Hurricane, WV 25526

NESO
Buying Group Newsletter
INSIDE!

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