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June 2007 

OPERATOR

NESO

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

www.nesonews.com

DQOA

5 things you better already know if you wanna be in the Dairy Queen Business

Greetings From North Lima

Ohio.....It is now summer at your DQ location and I find it time to reflect on 5 things every good operator should already know.

1. Everyday when your employees walk in that back door, is the time to give them a good swift kick in themotivation department! Each day your employees are representing you at the counter. **YOU get tired**, they get tired, maybe tired of working for **you!** If you let your guard down and overlook a few things because you are tired of fighting to keep a neat and clean store and to have the best customer service, they will accept a lower standard because you have allowed them too. Maybe we should be getting the good swift kick!

2. I had a new operator tell me, if the (new employees') can't learn the DQ machine in one day, they are out of here!..... Yea, we all feel like that sometimes, maybe this **is** really rocket science... Take a step back and remind yourself of the first seconds that you touched the DQ machine.... It takes practice, patience, and you will waste money on dumping mix. The more time you invest in your new help, the better your business will be. **YOU** cannot learn the DQ machine in one day, but you can invest the time to teach it correctly! I have never heard an operator say, "boy,

these employee are way over trained!"

3. Customers are JERKS! Phew! That makes me feel better, this one you already know if you spend anytime at the front counter at all. IF you don't know this, why aren't you at the front counter???? Every day the majority of your money is brought in between 11am-2pm and 7pm to close. That is when the business is done, that is when you should be at the front counter! I see this more and more, new owners don't want to be involved at the counter, just the numbers part of the job. The best stores have owners that can work the register, and do it with a smile. Hey, who wouldn't smile when you have a line of people handing you money!

4. IDQ ***** , well they do! Any parent company that would run a national chicken promotion at lent, is out of touch with our customer. That was 1/7th of our national ad budget, and what kind of chicken numbers did you see over that time period? No extra labor to make waffle bowls?? Yea I have a bridge I want to sell you.....

5. If you find a good employee, for heaven sakes, keep them!!!! How many times do you have to make that mistake! Time and time again, once every 100 employees you get a really outstanding employee, only to take an entry level job at a bank, or mall store...

Most operators tell me their number one com-

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plaint is help, if you can't keep your help, **why?** Sometimes it is better to spend the extra effort and money than to go thru another 100 employees to find a good one. You are only as good as your weakest link- the employee at the front counter. By the same token, you should not be held hostage by your help. Every other week, I have one employee that keeps threatening to quit... finally my manager told her, "well if that is what you have to do, I understand" that finally ended the weekly threats. The "help" situation is always going to turn over, but how quickly depends entirely on you! Exit interviews given can help you find the area you could improve your workplace, and let's face it, would you stand at the counter and take that kind of abuse from 7pm to 10 pm for \$6.85 per hour..... For some of you that might be a raise, I don't know. (endless hours divided by the shrinking bottom line)

By this time in the summer season, we all get weary. Worn down by repairs, endless requests off, bogus call-offs, irate customers, but you cannot "mail it in". In this day and age you are not successful by luck, but by being at the store physically and mentally for your employee moral. If you don't care, why should they?

Have a good rest of the summer, don't forget to register early for the convention in Wild and wonderful Charleston , West Virginia.

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NESO Convention set in Charleston WV for 2008

The 2008 NESO Convention and Trade Show will be held at the Embassy Suites in Charleston, WV January 31 - February 2, 2008....Mark your calendars !

2007 DQOA / NESO DQOA & NESO Dues

Have you paid Your 2007 DQOA / NESO dues? DQOA dues are \$250 per store and NESO dues are \$100 for your 1st store and \$50 for each additional store.

Contact Jeff Haynes
jeff@nesonews.com
304-562-7355

Protecting your rights. Preserving your traditions.

That's what we're all about.

The Dairy Queen Operators' Association is run by and for Dairy Queen Franchisees. The DQOA has been helping franchisees protect their interests and improve their operations. Franchisee members can keep up with changing developments in their profession, exchange ideas and experiences with other franchisees, learn how better to serve their customers, keep up on legal issues and know their rights, and much more.

The Dairy Queen Operators' Cooperative endorsed distributors and suppliers provide products that are approved by International Dairy Queen. In doing so the DQOC has consistently driven down the cost of goods. Another benefit of becoming a DQOA/DQOC member and purchasing DQOC endorsed products is you will receive dividends.

We encourage you to browse our web site. Become informed on new issues. Become inspired by what you learn about supporting yourself, the franchisee. And then, take whatever steps you can to make a difference.

If you are interested in becoming a member and taking advantage of these benefits you can contact DQOA thru www.nesonews.com.

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Celebrity DQ Night and Cake Auction Fundraiser

Canton, OH

Not People Magazine celebrities. Our celebrities include the township trustees, school superintendent, principals, coaches, business owners, ministers and civic organization leaders. Our "celebrities" came in and worked the DQ for an evening. Imagine a township trustee making, crudely, a banana split, a high school wrestling coach struggling on brazier or a principal nervously taking orders at the counter. Of course my amused staff was working with them side by side. Product was not quite to spec and there was even a little longer wait than normal but nobody cared- not one complaint-- everybody had a blast. Imagine the thrill of a grade school child watching his principal take his order or make his sundae!

A Cake Auction coincided with all of this. Our celebrities had come in prior to the start of the event and each decorated a cake that was to be bid on throughout the evening in a silent auction. And I must say some of the designs were cute and clever. Others received an A for effort. We dedicated 1 freezer to the event. The minimum bid was \$10.00 and the "buy it now" price was \$25. Of the 16 cakes, 11 went for the \$25 buy it now price.

We did a great job promoting the event and created quite a buzz in the community- everybody was on board. We had a line out the door...on a cool November weeknight!

Donna Ring, Canton OH DQ
330-484-6263
RINGDQ@AOL.COM

2007 NESO "Queen" Crowned



Suzie Birkholtz of Youngstown, OH was crowned 2007 NESO Queen by NESO President Ron Rapp and 2006 Queen Brenda Thornton of Eleanor, WV

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Boardmember Elected

Vicki Dockeney was elected to the NESO Board of Directors at the 2007 NESO General Session at Cherry Valley Resort. Vicki grew up in the DQ business thru-out FL, IL and WV. She now operates 7 stores in WV, VA and MD. We welcome Vicki and look forward to her continued contributions to the NESO group.

You can Reach Vicki at:
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Staunton VA 24401
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540-667-1529 fax
icecream@verizon.net

NESO

2008 Convention
& Trade Show

January 31 - February 2, 2008

Charleston, WV

Embassy Suites

The ¹²10 things I learned at the NESO Convention

1. The IDQ seminar "Train the Trainer"- EDOCA- stands for Explain, Demonstrate, Observe, Coach and Assess. These are the steps you use in training a new employee.

2. IDQ is making playing cards with each of the brazier condiments on them. These will be used in sandwich builds. An example- one playing card has lettuce, one will have tomato, one will have mayo. You will use these when practicing sandwich builds with new grill help. Each condiment will have a card, in my opinion a very clever way to teach sandwich builds. (if you attended this seminar, you also received a free DVD on the making of the waffle cone and bowl sundae to teach your employees how to do it)

3. IDQ is reformulating several products this year: grill burgers, chicken (grilled and fried), possibly the chicken strip to achieve a more consistent size, and ranch dressing.

4. NEW all-beef hotdog is mandatory starting April 1st. (since changed to July 1st)

5.. DQOA has a brand new beef supplier located in TEXAS. They had a booth at the exhibit hall, and there burgers were OUTSTANDING!

6. Calling Susie Birkhotz a princess is not entirely correct, she is in fact a QUEEN, our new NESO Queen 2007! (Susie make the most of it, you only have about 7 months left before you abdicate the throne!) Her store is located in Youngstown, Ohio. Congrats!

7. President Ron Rapp does actually know how to make a cone, blindfolded! He beat Betty Gwara in the annual blindfolded cone contest, they actually had to have a "cone-off" Next year we may try to have them make a cone in their "sleep"! Congrats to all the cone winners this year!

8. DQOA is in the final process of getting the all-beef hotdog approved at a very competitive price.

9. Ranch dressing has been rejected 18 times by IDQ and last fall they (idq)decided to change the formula.

10. DQOA has pulled their endorsement of Pepsi.

11. Eric Lavanger, IDQ had some impressive remodel pictures, explaining that if it makes sense to remodel...remodel, but if you are the only game in town, and you are a great store you may not benefit from remodeling as much as stores with lots of local competition.

12. All attendees were treated to a free DVD of a "quick change artist" in action at a local store in Ohio. An excellent training tool you can get for crew training. More later.....

Mix

Starting this Spring the NESO/DQOA mix program begins its 5th year. Five years ago our mix group started with just 10 stores. We are now about 60 strong through Peck Foodservice. Our mix 4 years ago was priced at \$2.78. This is hard to believe. The June price for Mix is \$4.41 for vanilla in a 5 gallon bag. If you are a NESO/DQOA member you should have received your mix rebate check in December. March completes our next 6 months in rebates on mix. Those months will be October, November, December 06, and January, February, March 07. These checks will be issued sometime in June.

Our last rebates sent out in December totaled over \$4,000 back to the membership.

Reminder- CROWN SELECT CONES ARE IN THE DQOA WAREHOUSE!
THE PRICE IS EXTREMELY COMPETITIVE!

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Important Update concerning the NESO VISA/MasterCard Program

As of October 2007, all IDQ stores will be required to have the gift card program. This gift card program can only be used on the omni 3750 processing machine. This unit can hold up to 4 processing software programs. IDQ has not mandated their visa/ MasterCard program, just that each store have "a" visa/MasterCard processor. Until last week IDQ would not allow the gift card program to be loaded on to the same Omni 3750 as a competitor program, hence if you do not have the IDQ Visa/MC program you would need 2 machines. The NESO program has now been approved to run on the SAME terminal as the gift card program. This means one machine and less cost to you the operator. If you are on the NESO program and have the omni 3750 you can have the gift card program added on to the equipment. This is good news for our program.

If you have the Hypercom T7plus you will need the omni 3750 to run the gift card program.

You have until October of this year to install the gift card program.

Call me if you have questions on the NESO program, it is one of the most asked questions.

Additional Note...

Please advise your franchisees that per the guidelines set by Visa, MasterCard, Discover, and American Express: the only charges a customer is required to pay for is the amount of product/services sold.

Under no circumstances can a franchisee or any business charge an extra fee, require a minimum to use a credit/debit card, etc. to offset their processing fees when a customer's purchase amount is low. For example: If a customer wants to purchase an item with a sale price of 1 penny then the client's credit/debit card must be accepted for payment.

Visa, MasterCard, Discover, and American

Express will suspend and may even terminate a franchisee's ability to accept their cards for payment should they find out.

Please feel free to have any franchisee contact me for further clarification.

Greg Allen

Account Executive

First Data Commercial Services

877.457.2615, Ext 6521 direct

800.541.1982 fax

gregory.allen@firstdata.com

Ohio Minimum Wage Law

As our "Ohio" membership already knows, the minimum wage has changed to \$6.85 as of Jan 1st 2007. Each year in September the cost of living will be assessed and a "new" minimum wage rate will be determined and implemented in January of the next year.

You are required by law to post the state and federal minimum wage in your Dairy Queen. Diane Phibbs of Cintas is able to provide the new minimum wage poster for the state of Ohio changes for \$25. This is cheaper than anywhere else that I could find. If you need an updated laminated poster for your store, contact Diane @ 330-272-4012, she will be glad to get them out to you.

(you can also get a copy on line at Ohio.gov)

Schwebel's Bakery

Schwebels' has been our bread supplier for the last few years. As of March 19, 2007 they have increased our bread prices as follows:

097 16 pk Wiener buns	1.40
096 Weiner buns (doz)	1.08
BBQ Sesame Buns 12 pk	1.20
BBQ Royal 12 pk	1.15
Texas Toast 24 oz	1.35
Footlong buns	1.55
Sliced Kaiser rolls 8pk	1.30

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Quick Change Artist

If you were unable to make the NESO convention you missed an excellent presentation by Kurt Bush, CORTLAND DAIRY QUEEN, Ohio. Kurt's employee of 2 years was "quick changed" by 2 customers. Most Dairy Queens have experienced this at the front counter, usually resulting in large cash drawer shortages. Even veteran employees are "fooled". Kurt's security camera caught the entire 2 minute incidence on tape. It is an excellent learning tool for new and existing employees. Many convention attendees told me it was one of the most interesting things to take back and use. Kurt is willing to send you a copy with your request and \$10 which includes shipping. The CD also includes a written transcript of what happened. It is well worth the \$10 if you missed the presentation. Contact Kurt Bush at CORTLANDDQ@AOL. Com or call him at 330-638-1557.

DECOPAC

A quick plug for DECOPAC our endorsed Cake Supplier for NESO. They currently stock an item referred to as a "pop top". This is a plastic decoration for cakes that comes in generic as well as trademarked images to place on top of a cake. Edible images can run over \$3.25 per piece while the similar trademarked item can be a "poptop" for under \$.50 per piece. Some of the poptops are priced approximately 24 "poptops" for \$9.00. Some are even cheaper! Call Ernie from Decopac he would be glad to talk to you about the "poptops". Ernie St. Laurent @ 614-679-1448.

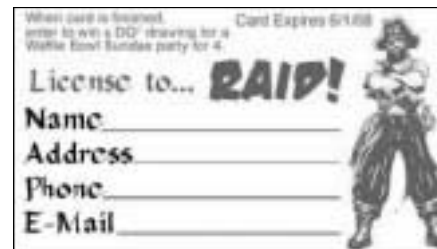
Reverse Punch Cards

Several Dairy Queens in our two states have been using the "reverse punch card" for additional sales. I thought I would let you know how easy it is. In the past punch cards could be a problem because of theft of the special IDQ punch, and then the store is flooded with used up cards good for free items. Many stores stopped using them because of the fraud.

A couple of the reverse punch cards that caught on are the "BUY ONE CHICKEN STIP

BASKET AND MEDIUM DRINK AND GET A CHICKEN STRIP BASKET FREE" and " Shake and Bake" which is "BUY A SMALL SHAKE AND SMALL FRY, GET THE BURGER FOR FREE" or BUY A MOOLATTE AND GET ONE FREE" . Each card has 8 offers that are punched with a regular dollar store punch, and on the back is a place for a name and email to be placed in a drawing for a Waffle bowl party for 4. This can build an email list for your store as well as encourage your high school students to frequent your DQ. The Chicken Strip Basket Card would make an excellent and easy fund raiser for the schools- Sell it for \$5 and the customer makes back the expense of the card on the first purchase!

Tennessee Williams made the 3 cards- if you have questions you can discuss it with Todd or Sandy @ 1-800-321-5500. Here is a sample of the cards.



Employee Hiring

Yes, it is that time of year again. New Hires! It is your chance to improve your stores products and instill work ethic in high school kids. You can all tell me the horror stories of new hires, and the funny things your crew does to the rookies.

NESO Buying Group Suppliers

Full Service Distributors

Brown Food Service, 606-638-1139, Mark Qualls, Louisa, KY

Glass City Foods, 800-526-8845, Rick Jackson, Holland, OH

Peck Food Service, 800-732-7325, Mark Rosatti, Aurora, OH

Suppliers

AIS, Grill/Fryer Service, 877-346-6544, Youngstown, OH

All Bulbs, Light Bulbs, 330-549-9852, Jeff Sabrin, North Lima, OH

American Outdoor Media (Youngstown area) 330-545-8690, Mike Obrien

Blade Uniforms, 800-741-5664, Connie Copelan, 800-741-5664

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

Compensation Consultants, 800-837-3200x7100, Kirsten Gibson, kirsten.gibson@ccitpa.com

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

Cintas, Towels and Mats, 800-914-1960,

Decopac, (20% discount on cake supplies) 614-679-1448, Ernie St. Laurent

Dejane Business, Registers, 330-497-9696, Bob Wynkoop, Canton, OH

Delta Gloves, 800-874-3633, Richard Zook, West Chester, PA

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

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

First Data, Credit Card Processing, 877-590-5838, Greg Allen

GBA Solutions (Health Insurance), 216-468-2100, Bev Cline

The Glass Doctor, 866-838-glass(4527). www.glassdoctor.com

Mix Hose, 330-872-5649, 330-872-5139 fax, Dave Gwara, 2550 East River Rd., Newton Falls, OH,

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

Oil-Flex (DQOA Oil Stabilizer) 630-325-8991, Jim Papanon

Omega Waste, 888-326-6342 ext. 24, Kim Kilby

Schwebels Bakery, 330-783-2860, Tony Sugar, Serves Ohio

Shenandoah Trophies, 540-886-6872, Rob Stenzel

Service Plus, Payroll Processing, 800-846-PLUS, Bob Brammer

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

Wonderlic, Personnel Testing, 800-706-4673

When I started back in the mid 80's the favorite initiation was to give the new hire a bucket and ask them to go to the back "walk in freezer" and get a bucket of "Steam". Or sometimes the favorite, "smash" a small cake cone on your head. (DO NOT TRY THIS, unless you like a complete circle "cut" on your forehead for a bout a week!)

Don't forget to order your uniforms and hats from Blade Uniforms.(1-800-741-5664)

Wonderlic Personnel Test (1-800-323-3742) for interviewee's can be used to gage an applicants trainability.

Couple of interview questions to add to your Interview process:

1. Give me an example of something you have done that you are proud of.
2. What do you feel is a satisfactory attendance record? (how many days have you missed at school in this school year)
3. If your coach changes your practice schedule and you are to be at work how will you handle this?
4. If you saw an employee take out 4 quarters from the register and put it in their pocket, how would you handle this?
5. Is there anything that would prevent you from getting to work on time?
6. Do you wear your seatbelt? (view of rules/authority)

Lastly, I always call the guidance counselor at the local high school for a reference, too.

So much money is spent on training the new hires, the more preparation you do to get the right employee the better your chance of selecting the right person for your employee openings.

That is all I have for this month, hopefully you will sell lots and lots of waffle bowls and waffle cones- since the cost of goods for the actual cone is around \$.08 without the Dairy Queen soft serve or toppings, it is a very ,very profitable item!

If you have any ideas please send them to me !

Pam Simmons

NESO Buying Group Coordinator

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