

O *The* **N E S O** **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 **DQOA**

www.nesonews.com

Man enjoys helping, serving community

By Mary Catherine Brooks
 Wyoming County bureau chief
 The Register-Herald, Beckley, WV

MULLENS, WV — John “Toots” Wilcox began working at Dairy Queen more than half a century ago.

I started working for my uncle and brother. I think I made 35 cents an hour,” he recalled, with a laugh.

“My uncle said, ‘You do this and one day I’ll sell it to you.’ I thought, I can do this.”

At the time, the business was a small walk-up store, with two serving windows and two employees. Ice cream was the only product, and cones sold for 5 cents each.

Ten years later, the Brazier food line was offered, making the business only the third store in the region to offer food in addition to the ice cream. Hot dogs were 10 cents and a hamburger cost 15 cents.

In 1962, Wilcox became one of the owners, buying his uncle’s part of the business.

In 1996, a new building went up and employees and family members spent one entire night, after the regular closing time, moving into the new structure. They reopened the following morning.

In the meantime, he’s had two other careers — the military and the county school system.

He served in three branches of the service — the Marine Corps, the Army and the Air National Guard.

In the county school system, he served as a teacher, guidance counselor, assistant principal, transportation director, maintenance director, and assistant superintendent.

“I was always looking for a better place and better pay,” he joked.

“When I went into the Marine Corps, I went in as a private. When I retired from the Air National Guard, I was a lieutenant colonel.”

Wilcox had started classes at Concord, but the Korean War began and he wanted to join.

“Everybody was joining up,” he recalled.

There was a line to join the Army, but Wilcox had a brother in the Marines, so he joined that branch of the service.

The day after he was discharged, he went back to Concord and finished in 1956. He began teaching that fall.

With two brothers in the Army Reserves, they talked him into re-enlisting.

“It was kind of on a dare,” he explained of joining the Army, but he was no longer interested in active service.

Awhile later, most of the men in his Army unit went into the Air National Guard, and Wilcox followed.

“I stayed in the Air Force until they finally chased me off,” he joked.

While he has retired from two careers, at the age of 77, Wilcox has no plans to stop working.

“What would I do if I retired?” he asked, adding he did enjoy playing golf and fishing.

“I’ve got to have something to keep me thinking,” he emphasized.

Wilcox said he enjoys trying new ideas, seeing if something will work, and if it won’t, exploring why.

“I do find I enjoy sitting around talking more than I used to,” he said.

He still operates on four to five hours sleep a night.

“If I get four hours sleep, then I’m happy. I’ve always been that way,” he said. “I watch TV to tone my system down.”

“The key to success is having a good nucleus of employees,” he emphasized. “And I’ve got them.”

Many of the 15 employees currently working at Dairy Queen are longtime jobholders.

Donna Shrewsbury has worked at the store for 30 years; Linda Carter, 24 years; Melinda Perdue, nearly 20 years; and Mae Graham has been with the store for 16 years, Wilcox said.

A number of past employees have gone on to careers in state government, medicine, education and banking.

The July 8, 2001, flood dealt the business the hardest blow, nearly resulting in the closing of the Mullens mainstay.



John "Toots" Wilcox, 77, of Mullens, is vice president of Northeastern Dairy Queen Store Owners Association.

Most of the furnishings and equipment were lost to the high water.

"Never found the ice machine," he said. "It must have floated out of town."

He said Shrewsbury called him that day and relayed how bad things were.

"I told her to close the doors and lock them. I said, 'I quit.'

"She called me back about an hour later, crying. She said, 'We don't have any jobs if you close.'

"I felt like the biggest louse. I was only thinking of myself," he recalled.

True to the team spirit of the business, Wilcox and the employees worked around the clock to re-open.

"It was spotless," Wilcox said.

New equipment and stock were ordered. Special delivery trucks were needed to get everything back on track. Thirteen days later, the business re-opened.

"We were so busy that day, I didn't have enough help.

"We were the only place open for a while after the flood. They stood in line and at midnight, I'd have to chase them out."

"It's been a good life. There have been some ups and downs, but it's been good," Wilcox said. "I've enjoyed everything I've done. I've enjoyed it all.

North Eastern Store Owners, Inc. - 2008 Official Convention Notice...

TO: All members of North Eastern Store Owners, Inc.

FROM: Ron Rapp, President

SUBJECT: Annual Meeting, February 2, 2008

Notice is hereby given that, pursuant to call of its directors, the annual meeting of all members of North Eastern Store Owners, Inc. will be held at the Embassy Suites, Charleston, WV on February 2, 2008 at 9:00am, for the purpose of considering and voting upon the following matters:

1. Election of Directors - Six (6) Directors will be elected to a new term.

2. Whatever other business, if any, which may be properly brought before the meeting or any adjournment thereof.

By Order of the Board of Directors

Note: Directors whose terms are up:

Ron Rapp, North Lima, OH

Jerry Coyne, Martinsburg, WV

Chris Burns, Marlinton, Wv

Mike Chapman, Sutton, Wv

George Stegeman, St. Bernard, OH

Kathy Wallace, Martins Ferry, OH

If you are interested in running for the board, contact Ron Rapp 330-549-3231, Jerry Coyne 304-263-6380 or any Boardmember.

P.S. Non-Member stores are welcome.

2008 NESO Convention & Trade Show...

NORTHEASTERN STOREOWNERS, INC. welcomes you to attend our 37th Annual Convention & Trade Show to be held at The Embassy Suites, Charleston, WV January 30 - February 2, 2008.

The convention committee is hard at work preparing a fantastic meeting for you. As always there will be plenty of great buys from your suppliers, information from speakers and fellow operators, and just plain fun !!

Please note, N.E.S.O. is extending an invitation to ALL DAIRY QUEEN OPERATORS -- NON-MEMBERS ARE WELCOME.

NESO is extending a SPECIAL INVITATION TO NEW OPERATORS AND ANY OPERATORS That have not attended one of our conventions in the past. Come join us You will be glad you did.

We are again offering the ServSafe Course at a reduced price to paid NESO members of \$50 per person. (available for you and any of your employees)

Please fill out and return the enclosed registration form, and be sure to call Embassy Suites directly to register for your room at 304-347-8700. Be sure to tell them your "Group Convention Code" is "NSO" You may also register online at www.nesonews.com & www.embassysuites.com.



2008 Convention & Trade Show
Charleston, WV Embassy Suites

Operator Registration Form

*** Register before Dec 1, 2007 and SAVE MONEY !**

*** Register ONLINE www.NesoNews.com & www.embassysuites.com (you must register at both sites)**

TENATIVE AGENDA (watch for updates)

~Wednesday, January 30~
4:00pm - Board of Directors Meeting
~Thursday, January 31~
8:00am - 4:30pm ServSafe Course (pre-register below)
9:00am - Registration
8:30pm - Early Arrival Party

~ Friday, February 1 ~
9:00am - 3:00pm - Exhibits Open
3:00pm - Cake Seminar
4:00pm - Annual Auction
7:30pm - Buffet Dinner / Cocktails / Entertainment

~ Saturday, February 2 ~
9:00am ~ General Session
• DQOA/DQOC Update
• Guest Speakers
3:00pm - Annual NESO Meeting
7:00pm ~ Dinner Banquet
Crowning of the Queen / Instant Money / Entertainment

HOW TO REGISTER

To Register With NESO
Register Online at www.nesonews.com
or Mail / Fax this form to:
Jeff Haynes
103 Rosewood Dr.
Hurricane, WV 25526
Fax form to: 510-740-3586

To Register With Embassy Suites
• \$124 (sgl/dbl/tpl).... Rates go UP After 1/8/08
• Call 304-347-8700, you must say your "Group Convention Code" is "NSO"
• or online at www.embassysuites.com, you must put "NSO" in the "Group Convention Code" box
• Rate includes Breakfast & Cocktails

Questions?
Call Jeff: 304-562-7355 voice
510-740-3586 Fax
email: neso@suddenlink.net
Call Jerry: 304-263-6380 voice
510-740-3653 fax
email: dacoinc@comcast.net

COMPANY/OWNER: _____ PHONE: (____) _____ IDQ STORE #: _____ # OF STORES YOU OWN: _____
ADDRESS: _____ CITY, ST, ZIP _____
EMAIL: _____

List names of ALL persons attending below • Check box for each day they are attending the **EVENING** Function • Check CHILD to receive a Childrens Meal. (age 12 and under) • Check SSAFE to register for Thursday ServSafe Class 8am-4:30pm

- **FEES:** Enter the appropriate amount for each person: **FEES INCREASE IF YOU REGISTER AFTER DEC 1, 2007**
- **FULL REGISTRATION: \$100 (\$125 after 12/1/07) for Adults, Children 12 & under \$50 (\$65 after 12/1/07)** - Includes all Food & Functions for entire convention
- **1 DAY PASS: \$35 (\$45 after 12/1/07)** - Includes All food & Functions for 1 day and evening . (\$15 for Children (\$25 after 12/1/07)
- **SERVSAFE: NESO members \$50 non-members \$100**

NAME: _____	THURS	FRI	SAT	SSAFE	CHILD \$ _____
NAME: _____	THURS	FRI	SAT	SSAFE	CHILD \$ _____
NAME: _____	THURS	FRI	SAT	SSAFE	CHILD \$ _____
NAME: _____	THURS	FRI	SAT	SSAFE	CHILD \$ _____
NAME: _____	THURS	FRI	SAT	SSAFE	CHILD \$ _____
NAME: _____	THURS	FRI	SAT	SSAFE	CHILD \$ _____

DQOA/NESO DUES FOR 2008 - \$350 FOR 1ST STORE + \$300 FOR EACH ADDITIONAL STORE. >>>>>>>> \$ _____

TOTAL ENCLOSED (MAKE CHECKS PAYABLE TO NESO)>>>> \$ _____

SALE SALE SALE

Dairy Queen Uniform Apparel Program

To: Dairy Queen Owners & Managers
From: Connie copelan, Corporate Sales Representative
Re: Summer Sale

Blade is proud to offer you a SPECIAL SALE PRICE of \$2.00 off on shirt style: #809DQ and #810DQ. Blade provides your uniform apparel needs with outstanding customer service and quick turnaround time on your orders, as well as offering great looking apparel at affordable prices.

Blade is located in Macon, Georgia. Our Customer Service Department is available from 8:00am to 6:00pm Monday through Friday. Orders placed before 2:00pm EST will ship in 2 business days.

We offer a choice between PHONE and FAX orders. Simply call us at 800-741-5664 (press 3 for Customer Service) or fax your order to 800-837-4259. Fax orders are accepted 24 hours a day !

#809DQ - Royal Stripe Polo with new logo NOW \$12.25 size xs-xl
#810DQ - Red Stripe Crewneck with new logo NOW \$10.55 size xs-xl

*Blade Uniforms, Inc - 4390 Interstate Dr. - Macon, GA 31210
Phone: 800-741-5664 - Fax: 800-837-4259 - www.bladeuniform.com*



NESO
2008 Convention
January 30 - February 2, 2008
Charleston, WV
Embassy Suites
Reserve your Room now
at www.embassysuites.com
To get our Convention Room Rate
be sure to enter "NSO" in
the "Group Convention Code" box

The Embassy Suites Charleston, WV hotel is located in the heart of Downtown Charleston across the street from the wonderful Charleston Town Center Shopping Mall and only one block from the Charleston Civic Center. This full-service, upscale, all-suite hotel is ranked in the TOP 10% of all Embassy properties worldwide. Located only minutes from the West Virginia State Capitol, the Charleston Area Medical Center - CAMC, Yeager Airport, the Clay Center for the Performing Arts, the West Virginia State Museum, the Capitol Market, the University of Charleston, Appalachian Power Park Stadium, Coonskin Park, the Charleston Coliseum and the Tri-State Greyhound Park. Guests of the Embassy Suites Charleston, WV hotel stay in spacious two-room suites with high-speed internet access and receive a complimentary cooked-to-order breakfast and nightly Manager's Reception.

Each suite is beautifully decorated with a private bedroom and spacious living room. All of our suites are fully equipped with two televisions, a refrigerator, microwave oven, coffee maker, two telephones with data ports, a well lit dining/work table and Nightly turndown service.

Directions to Embassy Suites

From I-77 / I-79: Take I-64 West to Exit 58C. At

2nd light turn left onto Lee Street. Hotel is 3 blocks down on the left.

From Yeager Airport: Take Airport Road to Greenbrier Street and go about 1 mile. At Interstate Interchange, turn right onto I-64 West. Exit 58C and turn left at 2nd light onto Lee Street. Hotel is 3 blocks down on the left.

From I-64 East: Take Exit 58C. Make a right at the light. Hotel is 3 blocks down on the left.

Mediation Between ADQ & DQOA...

A news alert was recently sent to the system from DQOA notifying the franchisees that both sides will be entering negotiations under the direction of a mutually chosen mediator to discuss unifying the supply chain. The first mediation session will take place in Minneapolis on September 25th through the 27th.

The DQOA has agreed to push back our current arbitration for a reasonable period of time, to allow enough time for mediation to be productive.

DQOA 2008 Annual Meeting...

Mark your calendars for the 2008 DQOA / DQOC Annual Meeting, January 14-15, 2008 at the Golden Nugget Hotel & Casino, Las Vegas, Nevada. Room rate: \$69 / night plus tax (single/double). Reservations at 800-634-3454. Identify yourself as part of the Dairy Queen Operators Association to get the group rate.

Questions, call the DQOA at 952-556-5511

Minimum Wage(Ohio operators)...

On September 30th 2007 the new state minimum wage will be determined for 2008. This new rate based on the previous 12 months of inflation will be required on January 1st, 2008. This increase will be based on the consumer price index. Estimates are varying at this point, but the consensus seems to be about 3%. The Ohio Restaurant Association is an excellent place to find more information. They have a web site or you can contact them for more information at Ohiorestaurant.org or Call 1-800-282-9049. NESO is a member of The ORA. Ohio is currently at \$6.85, till Jan 1st 2008. The state of **West Virginia** is currently at a minimum wage rate of \$5.85.

Peck Foodservice...

Many operators have expressed interest in purchasing the bag in the box (BIB) Neutral Sweetener Base through the Peck Warehouse. This "BIB" hooks to your arctic rush machine, to supply arctic rush base. No more mixing and lifting of the 5-gallon buckets and the base is always the same concentrate. (Ever have to thaw misty base out of the machine because your employees "forgot" to add the sugar?)

The equipment is supplied thru Coke or Pepsi and is installed by the bottler. If you signed a "new" beverage supplier contract this year in preparation for the new menu boards, you have received this new piece of equipment as part of your contract. After several discussions by email with Pepsi, we have begun the process of acquiring the BIB- NSB at Peck. Although, Peck cannot carry the Pepsi product, we hope to stock the "bib" soon. Peck will be asking for your interest when you are placing your order, please let them know if you are interested.

Cones...

The Crown Select cones are now available at the warehouse. All 4 sizes are being stocked, #110, #30, # 60 and #80. Please make sure to support our cone program. The price is lower than the IDQ warehouse price! The cones are an excellent product.

Hotdogs are very close as well, look for some news soon on this and a few other products in the coming weeks...

Omega Waste...

Omega waste was a previously endorsed trash broker that saved many stores lots of money. Due to circumstances, we are no longer recommending Omega Waste.

What is 6% of last year's receipts?...

Quick do the math? What do you come up with? For a store that is grossing \$600,000 that amounts to \$36,000! In a recent discussion with my field consultant, he was talking to me about waste and COGS. IDQ is showing some of the grill and chills to have an average COGS 6% lower than the DQ Stores. That is huge; can you imagine 6% of your sales last year being added to you bottom line? How do they do it?

1. Some stores are posting weekly COGS percents for the employees to see. Sometimes just knowing the goal can help.
2. Some stores are keeping all food waste for the day, in a 5-gallon bucket. Once you *Actually see* what hit's the floor and the trash, you will be amazed, hopefully the employee's will

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be more aware of waste as well.

3. Register reports - check your "voids", "cancels," and "refunds", these should be 2% or less of your daily receipts. I am happy to say, after mentioning this fact at a recent DMA meeting, one operator checked his voids on his register receipts, he saw they totaled 40%, and thus caught a thief, stealing over \$100 per shift! This employee was a well-trusted crewmember, you just never know.

I will try to find some of the other ideas for future newsletters. We are going to try to have some security cameras at the convention if all works out. If you attended last years' convention, you saw the "Quick Change" artist on camera at a local store, hopefully we can bring more loss prevention.

Visa and MasterCard Update...

Greg Allen, First Data

Recently, I have been made aware that MasterCard has purchased Discover Card. In the past, Discover Card processing rates were much more expensive. Many stores elected not to process the Discover Card due to the added expense. GOOD NEWS- the Discover card now processes at the same rates as MasterCard. This is good news to the customer and will save the DQ operator \$\$\$\$.

Gift Cards...

October 1st is the deadline for the gift card program. You may incur additional fees next year if you delay signing up. IDQ has stated that the processing fees will be paid through NMF (for 2008), if you sign up before October 1, 2007. You have a few more days!

The OMNI 3750- the equipment that you must use to process the gift card can hold 4 programs of software. You DO NOT have to change processing companies. You can keep your NESO processing and ADD the GIFT CARD program to it. Please make sure that the gift card processing software does not overwrite your processing program. You must make them aware that you have another processor al-

Register Online NOW for the
2008 Convnetion at
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ready on the machine. If you cancel the NESO processing and go with the IDQ program, check to make sure when your contract is up, you may incur a cancellation fee.

Next newsletter, I will update the minimum wage information and how that will affect your pricing. Don't forget to register early for the convention for additional savings! We will also be addressing the mix situation.....

Pam Simmons
NESO Co-Op Coordinator
330-565-8700 voice • 330-549-0555 fax
drapp11947@aol.com

NESO Workers' Compensation Group Rating Program...



For a no-cost, no obligation quote of your potential premium savings, Please contact:

Kirsten Gibson
800-837-3200 ext 7110
kirsten.gibson@ccitpa.com

EARN DIVIDENDS

Purchase **DQQA** Products

From DQOC Approved
Warehouses

Brown Foodservice, Inc.
Louisia, 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

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@suddenlink.net so we will have your most current e-mail address

* we do not give out email addresses to anyone

www.nesonews.com

Check Out Your New Website

- Info on NESO
- Info on the NESO Co-Op
- Upcoming Events
- NESO Newsletter Archives
- Convention Photos
- NESO Boardmember Contact info
- Classified Ads
- DQQA / DQOC links
- Supplier Promotions
- Info and On-line registration for NESO conventions
- Coupons & Promotions
- Much Much more !



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



NESO Boardmembers

Ron Rapp, President

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

John Wilcox, Vice President

2015 River Dr. N., Mullens, WV 25882
 304-294-7352 • 304-294-4154
 williew@mail.usa.com

Donna Peterson, Secretary

310 Stonehenge Rd, Winchester, VA 22601
 540-723-0503 • 540-723-0504 fax
 singingdonna@comcast.net

Jerry Coyne, Treasurer

1239 Showers Lane, Martinsburg, WV 25401
 304-263-6380 • 510-740-3653 fax
 dacoinc@comcast.net

Leonard Anderson

HC 76 Rt 87 Box 6, Hinton, WV 25951
 304-466-1824 • 304-466-0601 fax
 wilmaba@citynet.net

Jerry Bartoe

1939 Adams Ave, Huntington, WV 25704
 304-429-1316 • 304-697-2253
 jb2700@aol.com

Rick Bepler

6651 Lakeview Cir, Canal Winchester, 43110
 614-833-0793 • 650-227-2299 fax
 Lbeplerdq@aol.com

Chris Burns

10 Smith St. Marlinton, WV 24954
 304-799-7227 • 304-799-4516
 ctburns@sunlitsurf.com

Mike Chapman

Frametown Rt. Box 17 Gassaway, WV 26624
 304-765-2287 • 304-364-5154
 gateway46207@msn.com

Tom Cleary

504 So. Main St. PO Box 26
 Wellington, OH 44090
 440-647-4741 • 440-647-4712 fax
 tomkaryl@comcast.net

Vicki Dockeney

109 South Lewis St. Staunton VA 24401
 540-327-0294 • 540-667-1529 fax
 icecream@verizon.net

Dick Fulton

1262 Kenmore Blvd, Akron, OH 44313
 330-753-7999 • 330-753-1214 fax

Ken Neuzil

5501 Memphis Ave., Cleveland, OH 44144
 216-398-8538 • 216-398-7464 hm/fax
 kdneuzil@aol.com

Dean Paidas

772 Brookfield, Youngstown, OH 44512
 330-726-1316 • 330-726-9148
 dqpaidas@zoominternet.net

George Stegeman

622 Moeller Ave., St. Bernard, OH 45217
 513-641-2100 • 513-242-0402 fax
 gstegeman@webtv.net

Tom Vance

PO Box 1059, Rupert, WV 25984
 304-438-6211 • 304-392-6817
 iccreamman@frontiernet.net

Kathy Wallace

PO Box 144, Martins Ferry, OH 43935
 740-633-3815 • 740-676-9150 fax

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NESO Office Contacts

Jerry Coyne • NESO Executive Secretary • 304-263-6380 • 510-740-3653 fax • dacoinc@adelphia.net

Jeff Haynes • NESO Asst. Executive Secretary • 304-562-7355 • 304-562-4154 fax • jeff@nesonews.com

Pam Simmons • NESO Buying Group Coordinator • 330-565-8700 voice • 330-549-0555 fax • drapp11947@aol.com