

September 2005

# *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**

## Visit Your New Website...

www.**nesonews**.com

### **NESO Unveils Website**

NESO has introduced it's official website, [www.nesonews.com](http://www.nesonews.com). Franchisees will have access to:

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

**Check it out now at [www.nesonews.com](http://www.nesonews.com) !**

NESO takes a step into the world wide web by introducing it's new website [www.nesonews.com](http://www.nesonews.com). In a continuing effort to provide you with ways to improve your business, quick access to information and news that affects your daily operations is essential.

If you are a non-member, please visit the site to learn more about NESO & DQOA and find out how we can be beneficial to your business.

You now have the ability to get up to date information on the yearly NESO convention and

the convenient option of registering for the convention online. Take a look at the site and let us know your opinions and suggestions for improvement.

## 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](mailto:neso@charter.net)  
so we will have your  
most  
current  
e-mail address

\* we do not give out email  
addresses to anyone

## **NEW SAVINGS ! First Data- CREDIT CARD PROCESSING**

I have a very exciting update to share with you. If you are a current First Data Customer, our Co-op has secured an additional savings. First Data has waived the Statement fee to our program. You will no longer have a monthly statement fee! Remember all the supplies are free, regardless of where you purchased your processing equipment. I have had so many phone calls on this Visa/Master-Card program.

**IT IS AN EASY WAY TO ADD DAILY SALES!**

*First Data- Greg Allen- 877-590-5838 ext 6521  
or First Data- 1-866-499-4668  
Merchantwarehouse.com for Equipment (hypercom  
t7 plus, \$259)*

## **Senior Employment Center**

*A new way to staff your day shift*

Recently, I interviewed Rose Marie Zamarly, from the Youngstown office, of the Senior Employment Center. This is a federally funded program to find jobs for people that are 55 years and older. I spoke to the Youngstown office; they post jobs for clients that are in the program. They usually have 100 or so looking for average skill jobs at any one time. Many are looking for part-time work. Some do seek full time work. Many of the frequent placements have been in fast food, janitorial, dietary, and similar areas.

The numbers of Job postings in the Youngstown area are in the 30-40 range. There is no pre-screening, although if Senior Employment sees a perfect fit between client and employer they will call their client right away and help set up an interview.

You are not obligated to hire or keep their client. They will also pay up to 12 weeks of train-

ing; fast food usually fits into the 4-5 week range of wages being paid. Then, you are required to put them on your payroll. Rose Marie, Senior Employment, says that they have a lot of clients that just “want to work”; they have nice skills and would do a nice job. She follows that up with the fact that not all clients would be a good fit for fast food.

This employment center is not to be used as a “stop-gap” program. Hiring just to fill a few weeks of vacation time is not what this program is intended to do. If you are interested in trying to become an employer, there is a small application you will fill out. There are no fees to become a job site. Senior Employment exists in over 36 counties in Ohio and 5 counties in Western Pa. You can call the 1-800-472-8961 to find out if this program exists in your county. It is always good to find a new way to staff our front counter, especially at NO COST!

1-800-472-8961

## **Health Insurance Update**

GBA and Bev Cline have worked many hours on this health insurance program. The first quotes that came out were NOT the savings that had been projected for our membership. So, GBA went back to the drawing board and has figured out a way to **increase the** savings that was minimal in the beginning. This past week, GBA has requested a rate relief from Anthem; I can report the following in regards to the program.

About 20 Dairy Queens will be signing up to take advantage of the savings. The savings for the North Lima Dairy Queen alone will be almost \$200 per month, which is about \$2400 per year. Another operator will be saving about \$280 per month, and even bigger savings is coming to a larger group at over \$2,400 per month, resulting in a total savings of \$28,000 per year. I am encouraged at these numbers because health insurance is such a huge concern to our membership. GBA has

put in countless hours to accomplish this savings. If you have questions you can call Bev Cline at GBA-216-468-2100. This program is currently only available in Ohio.

Total estimated savings for the entire block of DQ's if all of the applicants take advantage of the health insurance proposal our membership will save approximately, \$7,425 per month which is over \$89,000 per year.

GBA is interested in West Virginia if the DQ operators express enough interest.

## Mix Program

We have had another increase in our mix program through NESO; our current mix price is \$3.43 for vanilla. Reminder, you do receive a \$.03 per gallon rebate if you are a current NESO and DQOA member. Many of the other dairies/distributors have artificially lowered their prices to try and splinter our mix program. Our mix price is based on a formula, the mix price can only be lowered or increased based on the federal buying guidelines for milk solids and butterfat. The mix price for the other suppliers changes with the wind and what the market will bear. Just 3 short years ago Ohio had one of the highest prices for mix in the country, and now we have one of the cheapest mix prices only second to the Arizona group, which had formed the first mix co-op in the country. The other mix suppliers love it when one DQ drops out and another starts complaining, because they know if our Mix Co-op ends they can raise the mix price, just as quickly as they lowered it! Don't be naïve and think they don't watch our program very closely, you can support the mix program or help in its demise, **your purchases show your loyalty!**

Next rebate checks will not be issued until October.

## DQOA PRODUCT UPDATED

Tray liners will be shipped to the warehouses very shortly. DQOA is very close on several other products as well. I should have several more items by the next newsletter.

Don't forget the Crown Select "Summer Bull's-eye Promotion" Rebate on Hot Fudge, Chocolate Cone Coating, Cocoa Fudge, Cold

Fudge, Caramel, and Butterscotch Topping. The rebate applies to purchases from July 1, 2005 to September 30<sup>th</sup> 2005. If you have extra room for storage take advantage of this rebate program!

## Tricks of the Trade

- ⇒ A medium fry container portions the tortilla chip to the 1-1.5oz weight for the new chili lime chicken. Make sure you put the powder in the bottom of the bowl, if you sprinkle the spice on top of the chicken it clumps.
- ⇒ At a recent DMA meeting- some operators talked about putting milk in an extra deep topping well instead of the gallon container and then pumping it out with the vanilla pump. Some stores do not have room for the milk dispenser so this would be a good alternative to keep the milk cold for shake preparation. The deep well will hold over 2 quarts of milk. Good idea for a second topping rail, too.
- ⇒ Trent Rapp, Canfield Dairy Queen, Ohio uses a kitchen timer to remind his employees to check the mix and clean the front counters. The kitchen timer is set for 30 minutes, when it goes off, one employee drops what ever they are doing, then checks the mixes. Another employee wipes down the front counter. Even when they are busy, they use the kitchen timer. The employees seem to really enjoy it as well. Thanks Trent, it sounds like it is worth a try!

*Send your suggestions for the NESO Buying Group Newsletter to :*

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

or

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

[www.nesonews.com](http://www.nesonews.com)

# 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  
Louisa, KY

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

**Gregg Riddle**  
888-285-2132  
Health Insurance  
North Lima, OH

**Wonderlic**  
Personnel Testing  
800-706-4673

**Schwab's Bakery**  
330-783-2860  
Tony Sugar  
Serves Ohio

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

**All Bulbs**  
Light Bulbs  
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@aol.com

**Green Guard**  
First Aid Kits  
Luke Harrington  
419-448-9363

**B&B**  
Light Covers  
Sky-Scapes  
937-829-0633

## 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 !

You can now submit your ads on the website:  
[www.nesonews.com](http://www.nesonews.com)

*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](mailto: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**. Go ahead and register Now? Forms are in this Newsletter and you can also register online at [www.nesonews.com](http://www.nesonews.com).

## DQOA/DQOC Convention

Mark your calendars for the upcoming DQOA / DQOC Annual Meeting at the Flamingo Hotel & Casino, Las Vegas. **January 2-5, 2006**. Watch your mail for information.

[www.nesonews.com](http://www.nesonews.com)

## EARN DIVIDENDS

Purchase **DQQA** 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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State of West Virginia

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plan

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 **Mountain State  
BlueCross BlueShield**  
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Support for this project was provided by a grant from  
The Robert Wood Johnson Foundation  
in Princeton, New Jersey

**www.nesonews.com**

Check Out  
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- Info on the NESO Co-Op
- Upcoming Events
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- DQQA / DQOC links
- Supplier Promotions
- Info and On-line registration for NESO conventions
- Coupons & Promotions
- Much Much more !

# NESO

## 2006 Convention & Trade Show

January 26-28, 2006

## Charleston, WV Embassy Suites

# \$\$\$ Top Ten List of Financial Mistakes #9

The “David Letterman” Top Ten List of Financial Mistakes

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

#9 – No, poor, out-dated Will(s), Trust(s), Durable Power of Attorney, Health Care Power of Attorney, and Living Declarations.

Probably the single most important set of documents you will ever have drafted, period. They are the only thing left to speak for you when you can't. The good news is if you haven't taken the time to prepare such documents, the state in which you live will be glad to distribute your assets for you, that is whenever they get a round to it. Here is an example of a state drawn “Will”.

## No Will? No Problem!

*State Drawn Will in Community Property States*

**LAST WILL OF PAUL PROCRASTINATOR**

**First:** I direct the Probate Judge to appoint anyone of his choosing to administer all property in my name and distribute it under the terms of this will.

**Second:** I direct that all of my assets be converted to cash, all of my debts paid, including taxes, probate fees, administrative fees, and attorney's fee.

**Third:** I direct that all our community property and one-half (if I am survived by one child) or one-third (if I am survived by two or more children) of my separate property, be paid to my spouse.

**Fourth:** I direct that the balance of my estate be distributed outright, and in cash, in equal shares to my children. If any child be a minor, I direct that his share be held by a guardian for his benefit. The guardian may be anyone of the Probate Judge's choosing.

**Fifth:** When each of my minor children attains age 18, I direct that his share be then paid to him outright, regardless of his financial or emotional maturity.

**Sixth:** In the event that my spouse does not survive me, I direct that his/her share be added to the children's shares created under Articles Fourth and Fifth.

**Seventh:** If none of my children survive me but my spouse does, I direct that the remainder under Article Third be distributed outright in the following manner:


- a. One-half of my separate property and all of our community property to my spouse.
- b. The balance to my parents, if living, otherwise to my brothers and sisters or their heirs.

**Eighth:** If I am not survived by my spouse, children or parents, I direct the Probate Court to seek out my closest blood relatives and divide my estate among them in a way which gives an equal share to my closest relatives or their descendants.

**Ninth:** If no relatives are located, I direct that all of my property go to the State.

(No Witnesses are Necessary)      No Signature Necessary to Put This Document In Force

\_\_\_\_\_



**Note:** This is not a legal document, but rather a summary of a typical state law.

Question: If your family needed to rely on your current Wills and other documents for an orderly transfer of assets and guardianship of your minor children, if applicable, would your current documents provide comfort or chaos?

# REGISTRATION FORM

# **NESO**

**North Eastern Store Owners**

## DOOA **2006 Convention & Trade Show**



**Thirty Fifth Annual**

**Charleston, WV, Embassy Suites, January 26-28, 2006**

### TENATIVE AGENDA

**~Thursday, January 26~**

- 8:00am - 4:30pm ServSafe Course (pre-register below)
- 9:00am - Registration
- 1:00pm - NESO Board Meeting
- 8:30pm - Early Arrival Party

**~ Friday, January 27 ~**

- 9:00am - 3:00pm - Exhibits Open
- 3:00pm - Ohio Stores Meeting
- 4:00pm - Annual Auction
- 7:30pm - Buffett Dinner / Cocktails / Entertainment

**~ Saturday, January 28 ~**

- 9:00am ~ General Session
- DOOA/DOOC Update
- Guest Speakers
- 3:00pm - Annual NESO Meeting
- 7:00pm ~ Dinner Banquet



### HOW TO REGISTER

**To Register With NESO**

Mail (you may fax if using credit card)  
 Jeff Haynes  
 103 Rosewood Dr.  
 Hurricane, WV 25526  
 Fax: 510-740-3586

**To Register With Embassy**

Call 304-347-8700  
 Room Rate Is \$104/sgl or dbl  
 Which Includes  
 Buffett Breakfast For 2 People and  
 Cocktails

**Questions?**

Call Jeff: 304-562-7355 voice  
 510-740-3586 Fax  
 email: neso@charter.net  
 Call Jerry: 304-263-6380 voice  
 510-740-3653 fax  
 email: dacoinc@adelphia.net

COMPANY/OWNER: \_\_\_\_\_ PHONE: (\_\_\_\_) \_\_\_\_\_ IDQ STORE #: \_\_\_\_\_ # OF STORES \_\_\_\_\_  
 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:

- **FULL REGISTRATION: \$100 for Adults, Children 12 & under \$50-** Includes all Food & Functions for entire convention
- **1 DAY PASS: \$35** - Includes All food & Functions for 1 day and evening .
- **SERVS SAFE: 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 \$ \_\_\_\_\_  
 NAME: \_\_\_\_\_  THURS  FRI  SAT  SSAFE  CHILD \$ \_\_\_\_\_

DOOA/NESO DUES FOR 2005 - \$350 FOR 1ST STORE + \$300 FOR EACH ADDITIONAL STORE. >>>>>>>> \$ \_\_\_\_\_

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

CREDIT CARD:  VISA  MASTERCARD ACCT #: \_\_\_\_\_ EXP DATE \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_



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



## **NESO Boardmembers**

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### **Ron Rapp, President**

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### **Tom Vance**

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