

October 2006 

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

NESO Convention set in Ohio for 2007...

January 24 - 27, 2007, Newark, OH

The 2007 NESO Convention & Trade Show will be held at the Cherry Valley Lodge & Water Resort in Newark, Ohio January 24-27 about 25 miles east of Columbus. We are hopeful that the Ohio location will tempt many of the Ohio stores to attend. You are guaranteed a convention full of information and fun. Save money by registering before December 1, 2006. Registration materials are included in this newsletter or online at www.nesonews.com.

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.

NESO
2007 Convention
& Trade Show
January 24-27, 2007
Newark, OH
Cherry Valley Lodge
& Water Park

North Eastern Store Owners, Inc. - 2007 Official Convention Notice

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

FROM: Ron Rapp, President

SUBJECT: Annual Meeting, January 27, 2007

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 Cherry Valley Lodge, Newark, OH, January 27, 2007 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:

- 1 Dean Paidas, Youngstown, OH
- 2 Leonard Anderson, Hinton, WV
- 3 Tom Vance, Rupert, WV
- 4 Dave Gwara, Newton Falls, OH
- 5 Dick Fulton, Akron, OH
- 6 One Vacant position from WV

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.

Dear Dairy Queener,

NORTHEASTERN STOREOWNERS , INC. welcomes you to attend our 36th Annual Convention & Trade Show to be held at The Cherry Valley Lodge & Water Resort, Newark, OH, January 24-27, 2007 This years theme is "Summer in January"

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 your and any of your employees)

Please fill out and return the enclosed registration form, and be sure to call the Cherry Valley Lodge directly to register for your room at 800-788-8008. Be sure to tell them you are with the NESO / Dairy Queen Group.

If you have any questions, call Jerry Coyne (304)263-6380, dacoinc@adelphia.net or Jeff Haynes (304)562-7355, jeff@nesonews.com

Sincerely yours,
NESO Convention Committee

Summer In January!

NESO Convention - Newark, OH, Cherry Valley Lodge & Water Resort

NESO 2007 Convention & Trade Show

TENTATIVE AGENDA

~Wednesday, January 24~

4:00pm - Board of Directors Meeting

~Thursday, January 25~

8:00am - 4:30pm ServSafe Course (pre-register below)

9:00am - Registration

8:30pm - Early Arrival Party

~Friday, January 26~

9:00am - 3:00pm - Exhibits Open

3:00pm - Cake Seminar

4:00pm - Annual Auction

7:30pm - Buffet Dinner / Cocktails / Entertainment

~Saturday, January 27~

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

*You can also register ONLINE www.NesoNews.com

*Register Before Dec 1, 2006 and SAVE MONEY !

HOW TO REGISTER

To Register With NESO

Mail to:

Jeff Haynes

103 Rosewood Dr.

Hurricane, WV 25526

Fax form to: 304-562-4154

To Register With Cherry Valley

***After 1/10/07 Rates go UP**

Call 800-788-8008

Tell Them NESO/Dairy Queen Group

Room Rate Is \$109/sgl/dbl/tripl/quad

*Water Park 3 day pass \$50/PP

*Normal 1 day pass is \$40 PP

Questions?

Call Jeff: 304-562-7355 voice

304-562-4154 Fax

email: jeff@nesonews.com

Call Jerry: 304-263-6380 voice

510-740-3653 fax

email: dacoinc@adelphia.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, 2006**
- **FULL REGISTRATION: \$100 (\$125 after 12/1/06) for Adults, Children 12 & under \$50 (\$65 after 12/1/06) - Includes all Food & Functions for entire convention**
- **1 DAY PASS: \$35 (\$45 after 12/1/06) - Includes All food & Functions for 1 day and evening . (\$15 for Children (\$25 after 12/1/06)**
- **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 \$ _____

DQOA/NESO DUES FOR 2007 - \$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: _____

NESO Buying Group Newsletter

North Eastern Store Owners, Inc.

Pam Simmons, Buying Group Coordinator
330-565-8700
330-549-0555 fax
email: drapp11947@aol.com

Feel like you have set your speed to “coast” for a while? Another summer has come to a close, time for Friday Night football, homecoming dances, and time change. Doesn't the time change just kill your nite time hours, I know what it does here. I have lots of info for you to digest, so lets go.....

Mix

The mix price thru the DQOA/NESO program has remained relatively steady for the summer months. Look for slight increases to come on the horizon, according to Dan Stokes, Superior Dairy. Enjoy the 2nd lowest price in the country for now. We have had a pretty good year with the mix program. It may turn out to be our highest total gallons, I will let you know at the end of our year. Current Peck price is \$3.24.

STOP-SLIP

Stop-Slip is a new product to NESO manufactured by SC Johnson. This is a chemical that is used on tile in your Dairy Queen that will chemically “etch” the floor. This etching dramatically improves the traction on the floor. This product is a “do it yourself” project and extremely easy to use. Apply to a clean area of the floor, and coat it with the Stop Slip. It must sit about 20 minutes and you can agitate it a few times, then squeegee into a drain and mop. That is it. You only treat areas that you would like to improve traction. If you use the “shoes for crews” product in conjunction with Stop Slip

you also will be eligible for a \$1500 reimbursement toward any workers comp claim. There is a recommendation of a daily diluted cleaning with the Stop Slip to keep the grease out of the etched area of the floor. This is not a product to be used in the customer area only behind the counter. It costs \$19 per gallon, and comes in a case of 4 gallon jugs. This is much cheaper than having a professional floor business come and treat your entire floor.

You will need to re-apply every 4-6 months to maintain the traction. I tried a test area in front of our 3 bay sink area. It really pulled all of the grease out of the grout, and made the tile non-stick. It does work, but if you get a grease build up back on the floor, it will reduce the traction. It is a good product.

Contact John Kegley @ 330-518-3244 to order your product. He will include more info on the product if you have questions.

Operator Letter to Briggs

Richard Johnston is a franchisee out of Cincinnati, Ohio. He has sent up a letter to Larry Briggs - the Ohio FAC Rep- he had a 3 page letter of the operation issues at IDQ concerning his own Dairy Queen. I would like to bring to light some of his “22” points and see if any of his ideas spark your interest.

www.nesonews.com

1. FAC rep - get input by email before going to IDQ from your local Dairy Queens.

2. Stop Running from the name "Dairy Queen"

3. Menu Management is being handled wrong- focus groups need to be tested carefully, what people say and what they do is often not the same

4. Moolatte sales have dropped, the spring national ad of this was not worth it. Proper test marketing of Hazelnut could not have been done, its' sales are pathetic.

5. IDQ needs to identify real high priority problems work on these. A clean store is important, but the cleaning program was not necessary to solve the problem. Menu boards are being forced on us, they are only a plus for the drive-thrus' and full braziers.

6. Don't do facility inspections in the spring. It's when we have the least time to work on them.

7. Changing the Misty slush name to arctic rush and the cups to plastic did not help sales(and (cost us more). At least drop the plastic cups.

8. Many DQ's do not have room for all of the stock we must carry. IDQ keeps increasing the stock we have to have.

9. Some of the TV advertising needs to be a sale, to drive customers

10. Novelties need to go back into bags. In May, we ran out of boxes for a few days and had to use bags, the bags out-sold the boxes 12 to 0. The boxes don't look like "made fresh here".

11. Many items should be packed smaller, like cheesecake pieces, so they can be kept in the freezer in the winter when sales drop off.

12. Strawberry pieces are and always

have been too big. Oreo pieces are often too big.

13. Allow generic oreo's and call it cookies and cream- the price is about half.

14. Thinner topping jars. Many of the topping jars don't need such a big jar.

15. Most cones have chips around the edge, looks bad, needs fixed.

16. A credit card system calling for verification is just wrong (for under \$25), lines just get longer

17. A cash register system that doesn't use standard inexpensive, easily replaceable pc's is wrong.

18. Toasted coconut should be in multiple plastic bags in the current box, so it will stay fresh in the winter.

19. Provide info on a inexpensive, easy to install freezer alarm, that will call out if the freezer goes down.

20. Waffle cones- too much trouble and expense, space a problem. In the 90's not popular, test for a year before rolling it out.

21. Gift cards? We still need \$1.00 paper gift card for teachers, etc. Cost does not make sense if you have to give someone \$100 in gift cards for a teacher.

22. Domed Cakes need to be stopped for these reason.....

Straight freezer shelves provide poor visibility, Can't see back cakes over high domes.

Richard makes a lot of valid points. I am sure you will agree with some and have some ideas about the others. Many of his ideas are right on target. It does stop and make yo think you are not the only operator out there. It seems sometimes the operations gets overlooked, and the stores suffer. Many times we try to make Dairy Queen under-

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(Continued from page 5)

stand, but them seem uncaring or just plain unwilling to examine ideas from the franchisees.

One of the ideas in Richard's letter concerns the plastic arctic rush cup. I went back and did some figuring- the plastic cup and lid is exactly 2.5 x more than the paper. We are not selling more, just using more base because of the Moolatte. Does it make sense to spend that much more on a cup? I don't have the answer, but it does provoke thought. Another aspect is the bags vs. the box for novelty 6 packs. The box does look a lot better, but does cost a lot more. I have had other operators comment on novelty sales dropping due to the boxes. Could we get a sticker stating made fresh at this location, it should really be printed on the box in big letters!

I am sure you have more to add to the list... let me know I will try to get them in the upcoming newsletters.

A little reminder... can you imagine not having a place to vent? Support your DQOA warehouses, buy the product... your purchases support the Co-op as well as earn you a yearly dividend check.

AT&T

Suzanne from AT&T called me recently to talk about phone service. She gave me the prices and I told her they are not competitive with another plan that we are looking at. I invited her to call me if she had a more competitive plan and that was the end of the conversation. About 3 days later, a store operator called to ask about Suzanne and my ENDORSEMENT of her program. WE HAVE NOT ENDORSED THE AT&T PROGRAM!. She referred to me by name with this operator and the to

the co-op. I promptly called her to correct the "MISUNDERSTANDING" and told her to please re-call and correct her statement. I did follow-up and this specific operator did receive a phone call back. We have not and will not endorse this program.

Hotdog- FYI

At the last FAC meeting, it was noted that the 8:1 hotdog would be going to test, which in some opinions would become the final hotdog for the Dairy Queen test. Just an FYI the current 8:1 all beef hotdog that OJ sells is currently priced at \$21.48 for 80 ct case (at the IDQ warehouse). The current price of the all meat hotdog thru the Peck warehouse is \$14.37 for 100 ct (#10). The test should be finished up this fall and a decision should be made soon from IDQ. Some stores will see a huge impact to the bottom line with this change.

Dairy Queen.com

Check the complaint site out, this is where your customer can go and make a written complaint about your location. The most interesting aspect is "frequently asked questions" under consumer relations- check out question number 11. Interesting answer don't you think?

Dairy Queen Operator Chat Room

A Dairy Queen owner has given me

Don't forget to
set your clocks BACK
Saturday Oct 28
before you go to bed!

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 Papanton

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

a website address that you might find interesting. If you are computer savy (I am Not 😊) you will easily be able to sign up for a yahoo group made up of DQ operators and managers. Each day I receive 10-60 emails from this site. Each of the emails is a response or a posting on a dairy queen topic. Recent posts include new menu board chatter, (some for, some against), discussions on waffle cones, hotdogs, operators looking for spare parts, drive-thru equipment questions, and many “tricks of the Trade”. My personal favorite item- One operator stated that he would price his footlong hotdog daily in conjunction with the weather. Every day at 11am the staff would check the outside temperature, and for the entire day the customer would be charged that price for the footlong hotdog, as long as they bought a drink and a side item. The operator stated that they ran the promotion in the winter. So if the Temperature at 11am was 37 degrees, that was the hotdog price. Cute! Hey, this marketing idea got us talking, so it must be pretty good!

My caution to you, if you have an alternate web address use it, some days when I turn on my computer I have had over 200 emails from the chat group. Remember- if you respond to the chat, many, many people see it, and just because you see something posted doesn't it make it 100% true. It is an extremely interesting site, and well worth the look. You must send an email to Bret Graham at kstdqops-subscribe@yahoogroups.com

Pam Simmons

NESO Buying Group Coordinator

330-565-8700 drapp11947@aol.com

www.nesonews.com



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

Attention Ohio Stores!
We are bringing the 2007
NESO Convention Closer to YOU!
Cherry Valley Lodge, Newark OH
Register NOW!

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