

April 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**

## 2005 NESO "Happy Days" Convention and Trade Show held in Morgantown, WV



*Betty Gwara receives her crown from 2004 Queen Carolyn Daniel of Hurricane, WV and Guest Speaker Herma Johnson of the WV Dept of Agriculture. Story on pg 2.*

Hello "Dairy Queen" Operators... If you missed this year's NESO Convention and Trade Show, you missed a good one. There were 90+ store owners in attendance at the new Radisson Waterfront Place in Morgantown WV... a beautiful new hotel, with a great room rate and superb facilities for our functions. The weather was not all bad in spite of a warning for three days of the worst snow storm of the season ...of course the worst of it missed us.

Fifteen operators took the ServeSafe course and we are happy to say all 15 passed. This course has been offered for the last 5 years, and we are

lucky to have had the same instructor, Bess Vass from the WV Department of Education each year, she makes a course with somewhat dull material very interesting.

The Trade Show saw a large turn out of your suppliers...39 exhibiting their wares. They offered a lot of door prizes and drawings during the exhibits. Also during the exhibits, we held two contests one on cone making and the other cake decorating.

For the second year in a row, Broughton Foods & Shenandoah's Pride Dairy remain the reigning champs in our "Best Theme Booth" Contest. Connie Copelan of Blade Uniforms came in a close second place. Our thanks to all the Suppliers who participated in the contest.



*Winners of the Exhibitors 2005 "Best Theme Booth" Broughton Foods & Shenandoah's Pride Dairy, Dean Foods Companies. LtoR Mark Roe, Nell Harper, Trinkia McCord & of Broughton Foods*



*2nd place Winner of the Exhibitors 2005  
"Best Theme Booth" Connie Copelan of  
Blade Uniforms*

Cone contest winners were:

- 1<sup>st</sup> Place .. Todd Francis, No. Lima, OH  
 2<sup>nd</sup> Place ???????  
 3<sup>rd</sup> Place Trent Rapp No. Lima, OH

Cake Decorating winners were:

- 1<sup>st</sup> Place - Marcie Smith, Rochester PA  
 2<sup>nd</sup> Place - Beverly Peddicord, Reedsville, WV  
 3<sup>rd</sup> Place - Ken Neuzil, Cleveland OH

The yearly auction was held at the conclusion of the Trade Show to support the NESO cost of putting on the convention. Additionally, many booth prizes were won during our hourly drawings.

On Saturday of the Convention, Harris Cooper addressed the many concerns regarding your rights as a franchisee and how all the current changes will affect you. If you're thinking, *it won't happen to me.....*GUESS AGAIN! You better be informed.

Harris did an eloquent job, as he always does. We are indeed fortunate to have a person such as Harris heading up our association.

We ask you for your continued support in purchasing DQOA/DQOC products. As IDQ's new program unfolds there may be some savings, but this is not in your best interest and you should

support yourself, by being loyal to DQOA/DQOC & NESO.

Be sure and read the DQOA news alerts and newsletter and respond when called upon...AND, don't forget to *pay your dues*.

Annemarie Boeckman & Ty Harvey presented the Pepsi program and answered questions. Call the NESO OFFICE if you have questions or need help converting to the program. Remember this Pepsi program will put more mon money in your pocket.

Ann Atterberry gave a presentation on the co-op insurance program. Most important is the Employment Practices Liability Insurance! Can you afford not to carry it? **Call Ann at 800-755-9594** today. There are several stores that wish they had switched. Now they have lawsuits and discovered that the coverage they purchased locally from that good friend in town who was going to take care of them, didn't and now have no coverage .

Dave Yapple, Erie Pa. Territory Operator attended and took questions regarding his seat on the Council and the warehouse committee

## **2005 Queen Crowned**

The NESO 32nd Annual Banquet concluded the conference on Saturday night with Mrs. Betty Gwara of Lordstown, OH being crowned the 2005 Queen. Betty has been working at the Newton Falls Dairy Queen since she was "drafted" as she calls it, when she was 14 years old. Her aunt and uncle owned the Newton Falls Dairy Queen, and this is how her life long career began behind the counter. Her favorite part of the Dairy Queen Business is "all the nice people you get to meet". She and her husband Dave of 31 years own two locations, the Newton Falls Dairy Queen since 1979 and the Lordstown Dairy Queen since 1990. Every day Betty can be found behind the counter at the Newton Falls DQ, the location she started at in her teens. When asked what her favorite hobbies are, she is quick to re-

spond, working the “Dairy Queen” is first, then shopping and traveling. Betty’s favorite DQ products to make are the new Moolatte and the old stand-by, banana splits. She and Dave have two children, John and Stephanie. Congratulations on your very special appointment!

## Board of Directors Elected for 2005

The following directors were re-elected:

- Donna Peterson ,Winchester, VA
- Jerry Bartoe, Huntington, WV
- Rick Bepler, Canal Winchester, OH
- Tom Cleary, Wellington, OH
- Ken Neuzil, Cleveland, OH
- John Wilcox, Mullens, WV

The 2005 Officers are:

- Ron Rapp, President, No. Lima, OH
- John Wilcox, Vice President, Mullens, WV
- Donna Peterson, Secretary, Winchester, VA
- Jerry W. Coyne, Treasurer, Martinsburg, WV

Over all, the convention was a huge success, Thanks to all that came , all that helped, and all the suppliers.....IDQ President was invited , along with Mr. Keller, BUT they DECLINED OUR INVITATION due to a previous committment....what else is new?

## Instant Money Winning Ticket Missing, Do You Have It?

We are looking for the holder of **ticket # 193**. If you have this ticket you were one of the last five for the drawing. You need to fax or mail the stub to Jerry Coyne: fax 1-510-740-6353 mail to 1239 Shower Lane, Martinsburg, WV 25401 YOU HAVE WON SOME MONEY.

## NESO Welcomes PA Stores to Convention

We were pleased to have had around 40 people from the state of PA attend our show... many for the first time. Maybe, in the future, they may join

forces with us. They would certainly be most welcome.

## Shopping Insurance ?

A local insurance broker approached me the other day and asked if he could quote my policy. Why not?? IDQ didn't return my call or get back to me even after I returned there postcard asking if I wanted a quote. Anyway after an inspector with several questions that Ms. Atterberry had never asked and about 2 weeks of phone calls came to see me letter in hand. For the low, low, price of \$26,750.86 he could write my two stores. Only a little more than \$17,000 more than Palmer and Cay. One store is \$4800 and the other is \$4500. Exactly the same coverage also(I gave him my policy to go by). When are other operators going to wake up and see what a great thing we have in the DQOA!!!!

*Submitted by Jerry Bartoe, Huntington, WV*

## THE PEPSI ZONE

*Introducing National Accounts Manager Allen Ko*

Hello and welcome to the Pepsi Zone. I am excited to have the opportunity to contribute to the NESO newsletter and provide information to operators on Pepsi programs, initiatives and other updates. The 2005 Pepsi-Cola Beverage Marketing Programs are ready to hit the streets. By committing to participate in (3) programs for Braziers and Grill & Chills, and (2) programs for Limited Stores, Soft Serve, Treat Centers and Orange Julius, you can earn \$.45/gallon in annual marketing funds for 2005! There will also be a separate form to complete if you want to sign up for the Aquafina water program. **All marketing programs are FREE** to participate and will be automatically shipped to you. Look for the participation forms in the mail in the next few weeks and return it to us **by May 30<sup>th</sup>** to qualify. If you have any questions about the programs or you did not receive them, please contact me at (718) 459-3573 or email at [allen.ko@pepsi.com](mailto:allen.ko@pepsi.com)

*Please see related Pepsi Forms in this Newsletter*

# **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

Hope you are finding lots of GREAT applicants to work your front counters. I think this is the hardest time of the year, the time of NEW hires. I have included another incentive program at the end of my newsletter to inspire your "old" and "new" employees to keep working hard.

## **NESO/DQOA Mix Program**

Josh Schmieg, DQOA, attended at NESO's request, the Youngstown DMA November meeting concerning the mix program. This meeting was needed to address certain aspects of the mix program. Some operators had concerns about the program. Akron and Columbus had representation in the meeting by Dick Fulton and Rick Bepler.

Peck will be carrying the DQOA mix, but will only deliver mix 2x per week per store. The majority of the stores will still be able to participate in the program. A few stores do not have the cooler space to be limited to the 2x per week delivery, another issue was the extra cardboard generated by the mix "box". This issue with the extra cardboard only seemed important to a few operators. Josh decided to bid out the mix production and also investigate whether it makes sense to have an alternative distributor that can handle 3x per week. An extra delivery a week would incur additional money per gallon. Many additional issues would need to be solved if an alternate supplier is considered. After the meeting, Josh sent out requests for bids and received only 3 responses. All factors considered, Superior Dairy from Canton Ohio, can best meet the needs of all the distributors. The bid came back from Superior Dairy \$.03 cheaper than the current Superior price. This is encouraging news, and indicates that Superior really values the DQOC/NESO mix business.

Since only a few stores were concerned about the 3<sup>rd</sup> delivery, the other options and increased costs to the operator could not be justified. So for the upcoming season Peck, Brown, and

Glass City will be distributing your mix, manufactured by Superior Dairy, Canton Ohio.

This mix program is one of the BEST mix prices in the country, because of the volume and the fact that the operators are willing to support the program. This program will never have "extras", because they cost, you, the operator more money.

APRIL MIX COST- \$3.21 per gallon and rebate of \$.02

***Rebate mix checks will be mailed by end of April!***

## **Uniforms**

If you attended the convention in Morgantown, WV, you had a chance to meet our new uniform supplier, Blade Uniforms. They have replaced Cintas as our DQOC endorsed supplier. The uniforms that are offered are: Navy Knit Polo, Red Knit Polo, Navy visor, Navy Ball Cap, and one style of Shoes for Crews. The Navy knit Polo is priced at \$10.05. Visors are \$2.55. (remember in the early 90's we paid \$18.65 per uniform shirt?) Thanks to DQOC -- you are saving \$8.60 per uniform shirt, 12 years later!

Contact Blade uniform at 1-800-741-5664. Remember All DQOA members receive dividends on uniform purchases from this supplier. *Shoes for crews* are also stocked at \$28.95. They are only carrying one style, for additional styles you can contact Shoes for Crews directly at 1-800-329-0102, though there will be no dividends if you buy direct from shoes for crews.

## **DQOA Update**

By now, most operators have attended the PRIDE meeting for the Spring. You are now aware that IDQ will be requiring plastic cake domes for your cake program. Due to this change, DQOC has

elected not to order any more cake boxes from the manufacturer.

Peck has already exhausted their supply of sheet cake boxes and cannot get anymore. The new sheet cake box will cost the operator about \$2.00 according to IDQ. The current box is about \$.68. This is an increase of \$1.31 per BOX. When the domes are required you will want to adjust your cake price accordingly.

Some of the new products in the warehouse for this season:

- Crown Select Whipped Cream approx cost \$12 for 12 cans plus dividends
- Misty Flavors: Cherry, Grape, Lemon Lime, Kiwi Strawberry, Blue Raspberry (coming soon: watermelon, for the ARTIC Rush)
- Jalepeno Bacon (made by superior)
- All Grill burger Items, including the Grillburger Wraps(including c/s mushroom sauce)
- Artic Rush cups 16 oz and 24 oz size(May 1<sup>st</sup> maybe sooner
- 24 oz moolatte cups are now in the warehouses.
- DQ Blizzard cup with Birthday Bash Graphics (shipping to warehouses now).
- CHILI SAUCE- Approved - Finally!- ship date to select warehouses May 1<sup>st</sup>
- Cake Packaging will be changing to a new plastic dome. We are depleting our cake box inventory and searching for a supplier for the cake dome. The sheet cake boxes are now depleted.

*The only items that you have to buy from an IDQ warehouse are:*

*Buster Bar Cups, Quarts and lids, novelty bags, DQ sandwich wafers, cake inserts, DQ salad Containers, DQ bacon Bits, DQ ultimate Sauce, DQ dilly Papers, Coffee Cups/lids, Flamethrower sauce, garlic mayo, Chicken Basket liners, Kids fry bags, Kids Treat Bags, Gravy, and Pepperjack Cheese.*

**Remember, All DQOC warehouse purchases produce DIVIDENDS to DQOA members!**

## Employee Ideas

Now is the time to promote good work habits before the April/May rush begin. We (North

Lima DQ) started a new program with our employees to encourage extra jobs getting done. It has been working extremely well!

I made a list of 70 small jobs that would take 5 minutes or less to complete. Some examples of the jobs include:

- Cleaning the outside trash can at grill
- Wiping the blast freezer rubber gaskets
- Dusting the lights in the front room
- Cleaning the cooler door inside and out
- Cleaning the wall above the 3 bay sink
- Cleaning 2 shelves
- Scrubbing all the feet of the metal shelving in the backroom

These are all little jobs that could be done more often and take just a few minutes. We have about 70 shifts per week, so on each shift each employee picks from a quart container labeled "NEEDS DONE". When the job is finished it is placed in another Quart container labeled "DONE". When everyone on the shift completes one task, all the employee names are placed in a cup, one is then drawn. This person then gets to clock out 15 minutes early and go home. If the grill person is chosen, he/she cannot leave early but get an extra 15 break. If the manager gets all the employees to finish a job the entire week, they receive 1 hour of vacation. Since two employees leave early each day, you actually save a little on payroll and reward your manager too. If the manager misses one shift he /she forfeit's the vacation hour. I never have to ask if the jobs got done, the employees know to do them as soon as they arrive, because they can't wait to find out who will get picked to leave early. Our employees love to leave a few minutes early, and we get the extra jobs done. Try it at your store and let me know how it goes. I will print it in our next newsletter.

## Tricks of the Trade

I have called some operators with questions on some of their tricks...

Cut up grilled chicken and place it in a gravy cup with a lid, stored in the cooler. When a grilled chicken salad is ordered, remove the lid and

boost in the microwave, then place on the salad. Breaks are determined by first one on the shift gets the first break. Last person to arrive gets the last break. ( Breaks assigned by order of arrival)

You can buy edible ink and a rubber stamp to mark your dilly bar and buster bar sticks. You can stamp every 50<sup>th</sup> stick with “Free Dilly” or “free Buster bar”. This encourages repeat business and builds novelty customers. Edible Ink is available thru a local print shop, check in your area.

Included in your ad kit was coupons for free grill burgers. These are full color or orange with black ink. One operator, Don Kendrick, Mahoning Ave DQ, had mailing labels printed “with the purchase of French fry and drink”. He then stuck these on each free grill burger coupon and gave them out into the community. It cost \$10 for 500 sticky labels.

This is a great idea! Each customer had to buy something to get their free grill burger, it is still a good value to the customer.

Lastly, I received an email from Bill Haines, Lorain Ohio DQ. He asked me at the convention about trash bill reduction. I told him to call OMEGA- Jessica Carey @1-888-326-6342. It took a few phone calls, and about a 2 week wait, that is it, and here is Bill’s response- “Hi Pam, Jessica from Omega just called me, and she got BFI to reduce my rate way down, so she saved me quite a bit. Things worked out very well. Thank you so much. Bill

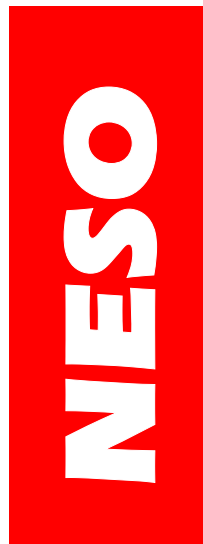
That is all there is to saving money, a few phone calls. He even got to keep his same trash service. Call Omega, ask for Jessica, it can’t hurt. 1-888-326-6342

I have had a lot of calls for VISA Program- First Data- You Must Ask for the NESO program to save the most money, even more than the IDQ program. 1-866-499-4668.

Visa/mastercard Equipment-as of Jan 2005

# NESO Buying Group Suppliers

- |   |  |  |
|---|--|--|
| <b>Peck Food Service</b><br>800-732-7325<br>Mark Rosatti<br>Aurora, OH                    | <b>Brown Food Service</b><br>Mark Qualls<br>606-638-1139<br>Louisia, KY                    | <b>First Data<br/>Visa Program</b><br>866-499-4668   |
| <b>Fad Distributing</b><br>Edible Images<br>877-728-4643<br>Kenny Notter<br>St. Louis, MO | <b>Delta Gloves</b><br>800-874-3633<br>Richard Zook<br>West Chester, PA                    | <b>TSS<br/>Total Soft Serve</b><br>Cleveland, WI<br>Tom or Todd<br>920-565-3273  |
| <b>Dejane Business<br/>Registers</b><br>330-497-9696<br>Bob Wynkoop<br>Canton, OH         | <b>Gregg Riddle</b><br>888-285-2132<br>Health Insurcae<br>North Lima, OH                   | <b>Capital Planners<br/>Financial Services</b><br>Dan Jindra<br>216-360-7400   |
| <b>OTC Innovations</b><br>866-GET - DEBIT<br>Jim Meade<br>Free Debit Machines             | <b>Wonderlic</b><br>Personnel Testing<br>800-706-4673                                      | <b>Mix Hose</b><br>Dave Gwara<br>2550 East River Rd.<br>Newton Falls, OH<br>330-872-5649<br>330-872-5139 fax<br>dgwara@ao1.com |
| <b>Cintas</b><br>800-914-1960<br>Towels and Mats  | <b>Schwab's Bakery</b><br>330-783-2860<br>Tony Sugar<br>Serves Ohio                        |  |
| <b>AIS</b><br>Grill/Fryer Service<br>Youngstown, OH<br>877-346-6455                       | <b>CPI</b><br>800-269-2202<br>David Finney<br>Ceiling tile cleaning<br>New Middletown, OH  | <b>Green Guard</b><br>First Aid Kits<br>Luke Harrington<br>419-448-9363  |
| <b>Bullseye Telephone</b><br>Joe Piannecki<br>440-724-0937                                | <b>All Bulbs</b><br>Light Bulbes<br>330-549-9852<br>Jeff Sabrin<br>North Lima, OH          | <b>B&amp;B</b><br>Light Covers<br>Sky-Scapes<br>937-829-0633   |
| <b>Shenandoah<br/>Trophies</b><br>Rob Stenzel<br>540-886-6872                             | <b>Discount Paper</b><br>800-752-7655<br>Ask for ED<br>Las Vegas, Nevada<br>Register Paper |  |
| <b>Glass City Foods</b><br>Rick Jackson<br>800-526-8845<br>Holland, OH                    | <b>Yellow Beard Flr<br/>Systems</b><br>866-330-SLIP<br>Dave Dickens<br>Brunswick, OH       |  |
| <b>Honey-Do</b><br>Handyman<br>Greg Deiters<br>330-882-2412                               | <b>Hearn Paper</b><br>800-225-2989<br>John Kegley<br>Chemical Lot sweeper                  |  |
| <b>Service Plus</b><br>Payroll Processing<br>Bob Brammer<br>800-846-PLUS                  | <b>Musair</b><br>800-833-4150<br>Joe Elum<br>Drive-thru Equip<br>Canton, OH                |  |



(Continued from page 6)

\$259-unit is the T7plus hyercon @ merchant warehouse.com

Schwebel's (Bread Supplier) has the grill burger bun- \$.95 (8 pack)

Greg Deiters-Honey-do handyman has decided he is not able to work for the dairy queens. His business has taken him in a different direction.

I wanted to mention a special thank-you to all of you that decorated a cake at our 1<sup>st</sup> ever NESO cake booth. FAD, Brown, and IRD really came through with the cake supplies for the cake booth. Blade uniforms, Superior Dairy, Peck Foods, Brown Foodservice, also helped with donations to make the exhibit's a success! Thank-you for your help!

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

or

Call Jerry Coyne: 304-263-6380 voice  
510-740-3653 fax  
email: dacoinc@adelphia.net

or

Jeff Haynes: 304-562-7355 voice  
510-740-3586 fax  
email: neso@charter.net

## Did You Know....

There are over 40,000 Chinese Restaurants in the United States, that's more than the number of McDonalds, Wendys and Burger Kings combined.

## 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, we are working on plans to be in Charleston WV at the Embassy Suites. As plans firm up we will keep you informed. Dates will be January 26, 27, & 28 2006

**SUPPORT**  
**YOUR**  
**NESO & DQOA**

- \* Pay **YOUR** Dues
- \* Buy **YOUR** DQOC Products
- \* Attend **YOUR** Conventions
- \* Reap **YOUR** Rewards

crown select bullseye  
form goes here



# NESO 2005 Convention & Trade Show



*Stacie, June & Marcie Smith of Rochester, PA and Jim Scott of Lyons-Magnus*



*Tom Vance, Rupert, WV, Rick Bepler, Columbus, OH, Chris Burns, Marlinton, WV*



*The Radisson Staff Judges the entries of the Cake Decorating Contest.*



*Pam Simmons, No. Lima, OH presents Beverly Peddicord, Reedsville, WV with a Cake Contest Trophy.*



*All the kids were winners in the Kid Cake Decorating Contest*



*"The Apple Chords" entertained us at the Banquet.*

# Sign Up Here!

## Steps to start Selling Aquafina:

Please fax or mail this form to:

DQ TAC- Daphne Hood fax: (918)877-2242  
7134 S. Yale #420 Tulsa, OK. 74138

Please fill out clearly (please fill out one form per store):

IDQ Store # \_\_\_\_\_ Store Type: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Store Address (for shipping) \_\_\_\_\_ City: \_\_\_\_\_  
Store Phone Number: \_\_\_\_\_ Store Contact: \_\_\_\_\_

- Please send me the new 2005 POP kit only. I already carry Aquafina and have a countertop icer.
- Please send me the FREE POP kit and the countertop icer (size selection checked below) only. I am already serving Aquafina bottled water.
- Yes! Please send to me my FREE countertop icer (size selection checked below) and my FREE 2005 Aquafina POS kit directly to my store! I agree to accept the initial three case automatic order which will be placed on my behalf to get me started!

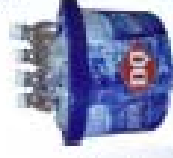
Please check one size  
only:

Recommended  
for Full Brazier  
locations



Countertop "Icer"

Recommended  
for Limited and  
Soft Serve  
locations



Countertop "Icecube"





# 2005 Pepsi Marketing Participation Form



(Full and Limited Braziers - 3 Programs must be selected to qualify for your \$.45 Marketing Funding; Soft-Serve, Treat Centers and Orange Julius must select 2 Programs)

FAX TO JULIE WHEELER @ (918) 877-2242

DQ Store # \_\_\_\_\_ Store Type \_\_\_\_\_  
Store Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Store Phone: \_\_\_\_\_

DQ Store # \_\_\_\_\_ Store Type \_\_\_\_\_  
Store Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Store Phone: \_\_\_\_\_

DQ Store # \_\_\_\_\_ Store Type \_\_\_\_\_  
Store Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Store Phone: \_\_\_\_\_

Please add additional stores on back if necessary

By completing this form, you acknowledge your intent to participate in the 2005 Pepsi Programs that you have selected above.

FRANCHISEE SIGNATURE: \_\_\_\_\_ Date: \_\_\_\_\_ E-Mail \_\_\_\_\_

FRANCHISEE PRINTED NAME: \_\_\_\_\_ Franchisee Phone: \_\_\_\_\_

Full Braziers/Grill & Chill      Check Box for participation

May      Mushroom Swiss GrillBurger "add a Pepsi"        
August      Original Chicken Strip basket "add a Pepsi"        
Mar-Oct      Pepsi Float promotion        
All Year      Aquafina Merchandising (re-launched March)        
All Year      Need Cooler? (YES/ NO) Size (LARGE/SMALL)        
All Year      Beverage Merchandising (Cup merch. & logo)     

Limited Braziers

Mar- Oct      Pepsi Float promotion        
Mar-Oct      Pepsi & Hot Dog promotion        
All Year      Aquafina Merchandising (re-launched March)        
All Year      Beverage Merchandising (Cup merch. & logo)     

Soft-Serve/Treat-Centers/Orange Julius

Mar-Oct      Pepsi Float promotion        
All Year      Aquafina Merchandising (re-launched March)        
All Year      Beverage Merchandising (Cup merch. & logo)        
TBD      Crew Training/Mall store program        
TBD



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

**NESO**  
**Buying Group Newsletter**  
**INSIDE!**

**NESO Boardmembers**

**Ron Rapp, President**

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**John Wilcox, Vice President**

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 jb2700@aol.com

**Rick Bepler**

7759 Pembrock Dr., Reynoldsburg, OH 43068  
 614-531-7497 • 650-227-2299 fax  
 Lbeplerdq@aol.com

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 ctburns@sunlitsurf.com

**Mike Chapman**

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 gateway46207@msn.com

**Tom Cleary**

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

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