

March 2006 

The NESO OPERATOR

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

NESO **DQOA**

www.nesonews.com

2006 Convention

The 35th Annual NESO Convention and Trade Show was again a great success. It was held at the popular Embassy Suites in Charleston, WV Jan 26-28, 2006.

There was a large turnout of over 97 Dairy Queen Stores and a record 46 Exhibitors. We had 27 Walk-In attendees which was also a record. 24 operators and/or their employees took advantage of the reduced ServSafe Seminar rate offered by NESO.

Activities included a Tour of the WV State Capitol Complex organized by Boardmember Leonard Anderson of Hinton, WV. * Karaoke and Games on Thursday Night * A very informative Cake Seminar sponsored by Dave & Rob Gilmore * An outing to the Dog Track and gaming center in Cross Lanes * At the Saturday Night Banquet, we were entertained by John Slicer with an excellent Comedy and Magic Show.

Brenda Thornton of the Eleanor, WV DQ was chosen as the 2006 NESO Dairy "Queen". She was crowned by 2005 Queen Betty Gwara of Lordstown, OH and WV Commissioner of Agriculture Gus Douglass.

Some of the winners were:

- **Cake Decorating:**
 - 1st Prize - Chrissy Smith, Youngstown, OH
 - 2nd Prize - Liz Pangersis, Marion, OH
 - 3rd Prize - Randy Rapp, North Lima, OH
- **Blindfolded Cone Making Contest:**
 - 1st Prize - John Zeigler, Reedsville, WV
 - 2nd Prize - Betty Gwara, Lordstown, OH
 - 3rd Prize - Ron Rapp, North Lima, OH

- **50/50 Drawing:**
Patrick Mulherin, Marion, OH.....WON OVER \$750 !
- **The final \$1,000 wining Instant Money Ticket was split 4 ways by:**
Kurt Bush, Cortland, OH
Dean Paidas, Youngstown, OH
Brenda Thornton, Eleanor, WV
Rick Bepler, Columbus, OH

All in all it was a great convention. If you missed it this year, be sure to make plans to attend the 2007 NESO convention. We are tentativly going to Newark, OH at the Cherry Valley Lodge about 25 miles east of Columbus.



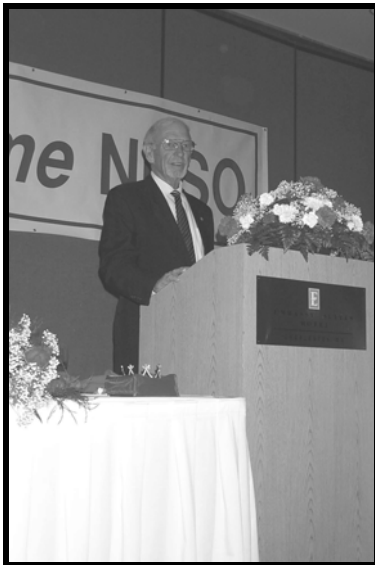
Betty Gwara (2005 Queen) and WV Commissioner of Agriculture Gus Douglass present Brenda Thornton of Eleanor, WV her 2006 Crown.

www.nesonews.com

2006 NESO Convention

*Charleston
WV*

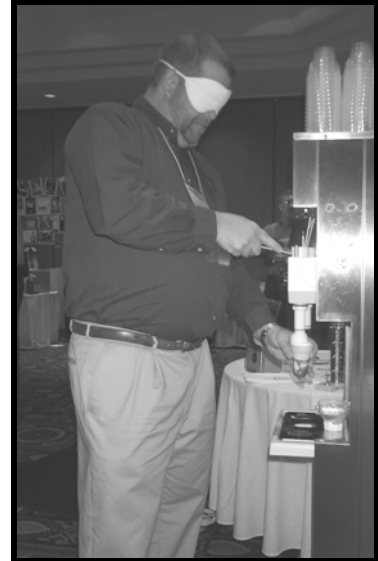
*Enjoying the NESO Banquet
L to R
Rick Bepler, Columbus, OH
Dave Gwara, Newton Falls, OH
Kathy Wallace, Martins Ferry, OH
Gus Douglass, WV Commissioner of
Agriculture*



*WV Commissioner of Agriculture
Gus Douglass prepares to an-
nounce the 2006 Queen*



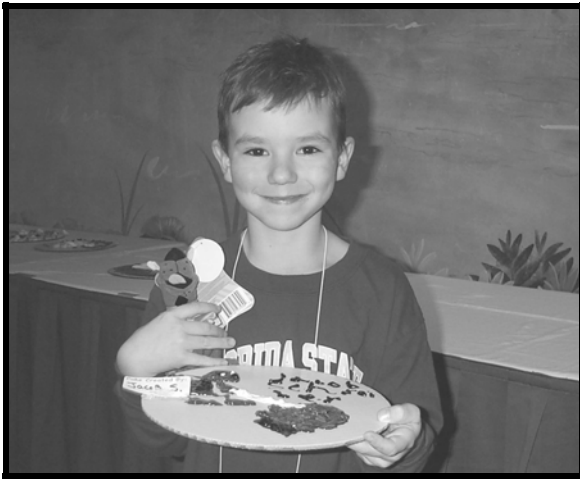
Soooooo Sad.....



*Chuck Daniel, Hurricane, WV
attempts that perfect cone*



*Winners of the Blindfolded Cone
Making Contest
L to R
Ron Rapp, North Lima, OH
Betty Gwara, Lordstown, OH
John Zeigler, Reedsville, WV*



Jacob Schreiber of Conneaut, OH received an Honorable Mention with his freehanded creation of Spider Man



Repeat winners of the NESO Booth Prize were Broughton Foods and Shenandoah's Pride Dairy. Nell Harper and Trina McCord



1st runner up in the Booth prize contest was Blade Uniforms, Connie Copelan

Ohio Stores Can Save Money

If you have not checked into the NESO endorsed Workers Compensation program, contact:
Kirsten Gibson
800-837-3200 ext 7110
kirsten.gibson@ccitpa.com
or go online: www.cciworkerscomp.com/9220.cfm

Upcoming NESO Board of Directors Meeting

The NESO Board of Directors will be meeting April 24, 2006 at Cherry Valley Resort in Newark OH, just out side of Colmubus. The Board will also be touring the property for a possible convention in 2007.

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

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

If you missed the convention good news.....Here is a small portion of Highlights... you missed a bunch!

10 things I learned from the 2006 NESO Convention

1. NESO has a great website, and you can see all the pictures of the convention at **NESONEWS.com**. (okay, I knew about the website, but now you do too!)
2. The secret service is in charge of all investigations of Counterfeit money.
3. Counterfeit pens don't necessarily work, best tip we learned from the secret service seminar, use your thumb nail to scratch the presidents jacket on the cameo, you should feel ridges.(try it, it works)
4. New menu boards will be funded through Pepsi, although not sure how much.(the menu boards will be coming at the end of this year, per IDQ)
5. The mix program by NESO thru Peck and Brown serves over 80 Dairy Queens. Since Peck foodservice has become a mix distributor, 1.3 million gallons have been delivered to the membership thru Peck. And we are still growing.
6. Several Stores in the NESO membership are Hot dog test stores, the test will run from Feb 1st to March 31st. (Ron Rapp, North Lima, OH, Chuck Daniel, Hurricane, WV, Jerry Bartoe, Huntington, WV, can talk more about this)
7. DQ Cake Seminar- we learned how to make the flat flower on the DQ posters.
8. Lots of new cake decorating ideas, some of the pictures are on the NESO home page under "cake pictures")
9. When betting on the dog track, don't bet on the dog with Wayne Newton's initials.
10. The dog track serves excellent food, especially the Krispy Kreme Doughnut bread pud

ding.

11. The west Virginia's governors mansion has some beautiful antiques,(300 year old clock) and the capital building has 10 pounds of gold on the dome.

I know I have 11, but so much great information was shared it is hard to narrow it down for the newsletter. Next year's convention planning is already in the works. The convention may be located on the eastern side of Ohio. More information will come in the next newsletter about this topic.

Fryer Grease Recycling

A new addition to our supplier list is Ohio By-products. This company serves all of Ohio with grease recycling. This company will bring a dumpster to your Dairy Queen and each time you change the grease from the fryers, you dispose of it in this dumpster. When the dumpster is full, Ohio by-products empties it. What is the cost? ZERO!

They supply the dumpster and remove the grease all at no charge to the NESO member! Contact Mike Otto @1-216-351-3440.(serves almost the entire state of Ohio)

Service Plus

Service Plus is our endorsed Payroll processing provider. IF you are currently looking for a very inexpensive way to get your payroll done, you should check out **Service Plus** of Morgantown west Virginia. They service Ohio and West Virginia. Some of the rates for Service plus are: (these rates are approximate, each location presents different circumstances)

- base charge
- \$25-28 --- weekly
 - \$30-33 ---- Bi-weekly
 - \$35-39 --- Semi- Monthly
 - \$45-48 --- Monthly

Includes filing the tax payments, and quarterly reports

\$.74 per employee,

\$.08 per check

\$.08 per envelope (optional)

Some of the NESO membership have told me that they have saved over 40% on the payroll processing fees by switching to Service Plus.

Contact Matt Leary at service plus @ 1-800-846-plus

First Data Visa and Master Card processing

Each Newsletter I must continue to tell the operators about this program. Next year all locations will be required to have some sort of credit card processing in place, according to IDQ. I have interviewed many, many companies, none can touch the rates of First Data.

YOU must be a member of **NESO** to get the best rate. You will also have **NO** monthly statement fee.

First Data is the processing, the equipment is much cheaper at **Merchantwarehouse.com**. The equipment at Merchant Warehouse is about \$259, but First Data will charge you about \$50 to send the programming to the machine. You will still save almost \$200 by buying it thru the warehouse. IF you have any questions about the **First Data program** call **Greg Allen 1-877-590-5838 ext 6521**. He is an excellent sales rep and can answer all of your questions. The unit that is the \$259 model is the **t7plus**.

One operator was upset after getting the unit, because it does not hook up to cable. This unit does have "dsl" capability, but uses a phone line to do so. If you do not want to use a phone line and you want to run over cable you will have to purchase a different unit. The phone line is used for 7-10 seconds for each transaction. This means you cannot be on the phone or receive phone calls during the transaction. Most stores elect to use the phone line, but if you only have one phone line you may want to consider the cable. This will add another monthly bill (cable bill). If you use an existing phone line, there will be no extra charge for using this phone line for the visa/MasterCard machine.

One side note- at a recent DMA meeting one of our NESO Members reported sales thru the visa program for the month of Feb of \$4500. I can tell you my location had a similar experience. The average guest check for a VISA/MASTERCARD transaction is about \$10.00.

Some words on the Test Hotdog

IDQ has allowed North Lima Dairy Queen to be one of the 80 stores chosen for the all beef hotdog test. This test started Feb 1st, 2006 and will conclude on March 31st, 2006.

I can only speak on the test at North Lima Dairy Queen and give my opinion of the situation. The hotdog test is a very passionate subject at our Dairy Queen. It is the one item, even though we are a full Brazier, that we sell the most units. This fact even surprised us, when we went back in to the summer of 2004. In the month of August 2004, our store sold over 5,000 all meat, **Fields crown select hotdogs**.

One of the reasons we checked units sold, was due to incoming competition. One mile down the road a new hotdog shop opened up, and we wanted to track our hotdogs on a daily basis to see if our hotdog sales would be affected by the new business. I knew we sold a lot of dogs, but I would have guessed more cones, burgers, and Blizzards, with hotdogs maybe in the top 12 items we sell. Hotdogs are easy to make and usually are ordered in multiples, so they are uneventful, just an every day part of the DQ.

When we tracked the hotdogs and discovered it is the single item we sell the most of in a day, we felt we must have a great product.

IDQ decided to have a test. Ours is a 10:1 all meat. We are testing a 10:1 all beef. We did a pre-survey which had mostly positives. A few commented on the bun, (could be toasted, or bigger...) but for the most part the hotdog was well liked.

Next, we put in the all beef hotdog, we still had some good comments, but the surveys became a lot more divided. The customer either seemed to love the hotdog or just hate it. The most important aspect is the numbers, each week we send a report by fax to IDQ on our sale of hotdogs, our food sales, and our total store sales. Mr. Rapp checks the per-

cent of hotdogs sales to overall food sales and we have been steadily losing ground on this very important aspect of the test. The hotdog sales in our 4 weeks have dropped off by over 3 percentage points, which gives us cause for concern.

The decision to approve this hotdog will be made soon. This hotdog is also a more expensive hotdog, is directly tied to the beef market price fluctuations, and is very dark in color. When our test is completed I will give you a follow-up on our in store results.

If you have any questions, call our store and Mr. Rapp or I would be glad to answer your questions. North Lima Dairy Queen@ 330-549-3231.

Advanced Asphalt Repair

Mark Buchner is the owner of Advanced Asphalt repair from North Eastern Ohio. His company repairs holes and large cracks in Asphalt. It is a two step process and has gained the exclusive rights to a product that is used by penndot to repair the roads for the state of Pennsylvania. He guarantees his work for one year and comes highly recommended. As you can see he is the most reasonable asphalt repairman you will probably find. He does service the entire state of Ohio and does work for many truck stops.

Prices:

| | |
|-------------------------|---------|
| Large hole 30" diameter | \$24.00 |
| Med hole | \$12.00 |
| Small Hole | \$6.00 |

These holes are figured at a depth of 4".
Cracks and Trip area filled \$7.00 per yard.

I have seen some of his work and with the guarantee you cannot find a better deal
Contact Mark Buchner @ 1-866-827-5909.

Mix program

Wow, the mix price through the Peck Warehouse is \$3.34 almost a \$.20 per gallon savings for the month of March. Due to the falling of butterfat and skim milk prices our mix has been lowered. Another exciting development is the moving of the Peck Foodservice warehouse to a much larger facility to accommodate the increase in business, this will happen sometime in 2006.

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 O'Brien

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

Bullseye Telephone, 440-724-0937, Joe Piannecki

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

Schwab's 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

Our program stands to grow substantially this year, all because of the support of our membership with the purchase of the mix. To date, our mix program has distributed over 1.3 MILLION gallons of DQOA mix!

This was only achieved because of our membership deciding enough was enough, we are no longer at the whim of the dairies for our mix price, the life blood of the bottom line! If you are not a mix customer, become one! Brown Food service 1-800- 422-1058 Mark Qualls Peck Food service 1-800 pec-peck. Mark Rosatti

Peck Food service update

Peanut Butter cup and Heath bar from Tarrrier foods will be on special for the month of March and April- Stock Up for Summer- the price on invoice will reflect a savings of \$2.50 per case. Coming soon - Pork BBQ by Susanna's will be restocked by popular demand (march) Cake domes(8"and 10") which were released by IDQ to Peck (mid APRIL) RTD cakes by WELLS Dairy (mid April) Scratch and Win cups can be shipped on March 13th.

Watch for a newsletter , **NEW** , in each price list for the month. This news sheet will document the DQOA items available for the month, such as the Blizzard of the Month ingredients , grill burger condiments etc.....
Congratulations to Peck for achieving a SUPERIOR rating on their recent AIB inspection, a very intense difficult inspection.

Brown Food service

Mark Qualls of Brown Food Service has this update for the Brown Customers.... Vanilla Mix for March is priced at \$17.20, Chocolate mix is \$17.95. April 5th is the date that they expect to stock RTD cakes from Wells Dairy. Included in the monthly price list will be a monthly marketing sheet featuring the DQOA items for the month.

The Scratch and Win cups will also be available sometime in March.

Tricks of the Trade.....

An operator at the convention gave me this Trick of The Trade...

The new cake domes can be a little difficult to open. He said that his location uses a dilly bar stick to easily open the dome. Pry on tab loose on the dome, insert the dilly stick part way into the dome and then circle the dome and it opens quickly. Thank-you to that store operator from Ohio for this "trick".

IF you have a Trick of the Trade, let me know so we can all benefit email: Drapp11947@aol.com subject- Trick of the Trade.

Check out our Website for past editions, and other great information's on offers to benefit your Dairy Queen at NESONEWS.COM

Glass Doctor

Glass Doctor has offered all NESO members a discount on glass repair. This can include plate glass, insulated glass, tempered safety glass, bullet resistant glass, security mirrors, door closures, commercial door repair/replacement and even pre-measurement plans. They have locations in OHIO and WEST VIRGINIA. The discount of 15% applies to any location in either state providing you identify your self as a NESO member. To Find a location near your DQ, call 1-866-838-glass(4527). or go to www.glassdoctor.com/

15%

Discount off regular price for all NESO members in Ohio and West Virginia

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Pam Simmons • NESO Buying Group Coordinator •
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