



North Eastern Store Owners, Inc.
c/o Jeff Haynes
317 East Maplewood
Scott Depot, WV 25560



NESO OPERATOR

summer 2021

PRESIDENT'S CORNER



TOM CLEARY

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All of us just went through 15 months of what can only be described as the most challenging health and business scenario that most of us have ever experienced. None of us knew at the beginning of the pandemic what the future of our business would be. We were told we must completely change our business plan, close the dining rooms, operate with drive-thru and take out only and keep everyone 6 feet apart, take employee temperatures and make sure everyone wore a mask. Could this possibly work?

Fast forward 15 months and it's looking like the pandemic end is in sight and most of us got through it alright. I talked to many store owners during this time and the one thing I took away from the conversations was that most of our stores are ingrained in the communities and unlike most other fast food franchises no matter what crisis happens our customers want us to succeed.

Most of us found ourselves working in our stores more than in the past due to shortages of help but it also brought us closer to the operations of the store. The McDonalds in our town has found itself in the position of having to close many hours of the day due to the lack of employees willing to work. People are looking forward to going out to their favorite restaurant again and we need to be prepared. This is a great opportunity for us to show our customers that we want them back.

Our customers have an expectation that everything will be the same. They want the same great experience as they had before we were forced to close the dining room. I'm certain we can use this opportunity to win over some people that were turned off by some of our competitors during the last year.

All of us have also had to contend with the unlimited product shortages and increasing prices which means now more than ever we need to support DQOA/DQOC for an alternate source of products. It will help keep your prices down and keep more items in stock.

All of you should know you have done a great job getting through this time and I don't know of a better way to celebrate then to join us at the 50th anniversary NESO Convention at Great Wolf Lodge in Mason, Ohio, January 20-23. This Convention is shaping up to be one of our best ever and will be filled with exhibits, speakers, entertainment and programs designed for you and your managers. Mark your calendar for this enjoyable Convention/Vacation.

I'm looking forward to seeing most of you there!

NESO Mix Rebate Program

BECOME A NESO/DQOA MEMBER

Be sure to get YOUR check in 2021

NESO/DQOA Members that purchase mix from Prairie Farms, Brown Foodservice, United Dairy or Peck Foodservice are eligible.

CONTACT JEFF HAYNES FOR DETAILS:

neso@suddenlink.net

\$47,000+
rebated to NESO/DQOA
Members in 2020!

*Samples of actual rebate check amounts based on total gallons x .03 cents per gallon



DQ HAS GONE TO THE DOGS!



Donna Ring's Dairy Queen in Canton, OH and Judy Druckenbrod's Dairy Queen in Hills and Dales, OH teamed up with the local Dog Warden for a "Cups for Pups" Fundraiser which was a Great success.

3oz cups of Dairy Queen adorned with a dog biscuit were sold for \$1.49.

Most of the advertising was by the Dog Pound on Facebook and was shared too many times to count. Great fun for all and \$2,500 was donated to the Pound.



Fun for the whole family!



Memorial **SCHOLARSHIP**

in memory of

Gerald "Jerry" Coyne, Ron Rapp, and John "Toots" Wilcox

2021 ADDITIONAL SCHOLARSHIPS WILL BE AWARDED
5 - \$500 SCHOLARSHIPS AND 3 - \$1,000 SCHOLARSHIPS

Special Thanks to Carolyn Wilcox for graciously funding 3 - \$1,000 Scholarships in the memory of her late husband John "Toots" Wilcox.

*Team Members may apply that are employed at any Dairy Queen that is a member in good standing with both NESO & DQOA.

THE DEADLINE IS JULY 15, 2021!
Details and Application at www.NesoNews.com

Save the **DATE!**

JANUARY 21-23, 2022 • CINCINNATI, OHIO

WATCH WWW.NESONEWS.COM FOR DETAILS COMING SOON!

EXHIBITS • SPEAKERS • ENTERTAINMENT
PROGRAMS FOR YOU AND YOUR MANAGERS

