



**Smith Dairy Queens, LTD.**

# November Newsletter Happy Fall Y'all!

## Letter from Heather

Hello everyone! It seems that every year, the "Holiday Season" begins earlier and earlier. Halloween gets the holiday energy started, the late October weather finally shows some Fall temperatures, and we will turn back the clock on Sunday 11/2 as well. Below are some societal changes that affect our consumers' buying patterns, what products they buy, and when they buy them.

Examples include but are not limited to:

- Food Mix goes up as we get colder temperatures.
- Dinner rush hits earlier and is shorter in duration once the sun goes down at 5:00pm. The volume may be the same or even higher over dinner, but for a more compact timeframe. We will need to possibly adjust our staffing levels and deployment charts accordingly.

As a result of these changes in customer behavior, there are some operational items that are good practice to follow up on.

Examples for follow-up items include:

- Please review your last several hours of business, to ensure your labor needs are met for late night. These will not be the same as in the summer.
- Please ensure you both review with your staff, and post the needed information in your restaurants, for your safety and security protocols. This time of the year always brings both external and internal theft.

This time of the year, while at times stressful, both inside and outside of the workplace, it also is a very joyous period. Ice cream sales may start declining, but the smiles are faces need to shine brighter than before. We hope that the positivity we foster in the workplace will also carry over into everyone day-to-day.

This year is almost over and I know that we can finish it off strong. I want everyone to know that I sincerely appreciate your time, commitment and passion that you all put into your work. I also hope that I can one of the first to wish you all a Happy Holidays!

## NUTZ AND BOLTZ

As we start approaching the winter months, something we need to anticipate is power outages/system booting issues. When the temperature starts going down outside, people will begin to crank their heaters. As a result, power outages overnight or during the early morning or evening may occur. In the event of these issues, be sure to follow the appropriate procedures, and to communicate the issues with the appropriate personnel.

Once your power is restored, you may encounter even more issues with bringing your various systems back online. For your store Wi-Fi, registers or kitchen display screen issues, a necessary and useful troubleshooting step you should take before contacting maintenance/IT service is power cycling. People often ask why rebooting a device makes it start working again, and to put it simply, imagine you are driving back home after a long day at work. You zone out for a few minutes and you accidentally miss your exit. Now you are in a part of town that you have never been to before and try to turn down another street that you think will bring you back to the highway, but you end up even more lost than before. Now, imagine that instead of trying to make your way back to the highway, what if you could rewind time to before you missed your exit. That is kind of like what power cycling does for technology. Sometimes errors occur, and the technology is trying to correct itself, but sometimes, it needs a helping hand in the form of power cycling/rebooting! For more information on how to correctly power cycle your devices, contact your management/maintenance teams!

## Human Resources Corner

Happy Fall, Y'all! We're excited to share some sweet news. We are opening a brand-new store in Franklin, TX, just 35 miles north of the Bryan/College Station area! This opening has been a true labor of love from our amazing Maintenance and Operations teams, and we can't wait to start serving up smiles (and ice cream!) in this new community. Our Franklin store will be part of Team District 1, and we know Don and his team are going to do great things there.

As we head into the holiday season, I also want to take a moment to wish you all a very Happy Thanksgiving. 🍂

Time spent with family, whether natural or chosen, is truly invaluable. I hope each and every one of you takes full advantage of the holiday to relax, share some delicious food, and enjoy some quality time with the people you love most. Thank you everyone for all that you do every day. We are grateful for our incredible team and the dedication you bring to making our company succeed!



*Smith Dairy Queens, LTD.*

**WE'RE  
HIRING!**

**District 1**  
Bryan 6- AM  
Caldwell - AM

**District 3**  
Seguin 4 - AM  
San Marcos 1 - AM

**District 2**  
Somerville - AM  
Brenham - AM  
Hallettsville - AM  
Bellville - AM  
Weimar - AM  
Flatonia - AM

**District 4**  
Nixon- AM  
Kenedy - AM  
Devine - AM  
Pearsall - AM  
Karnes City - AM  
Floresville - AM

**Assistant Managers Needed!**

Contact the store District Supervisor/Sr.  
GM below for more information!

District 1: Don Crockett (979) 595-7721  
District 2: Tim Milligan (979) 436-4765  
District 3: John Effiom (979) 446-6522  
District 4: Charles Swanson (979) 224-3496

# ECOSURE™

## Smith Dairy Queen Audits

1/14	14530	Rockdale	Pass/Pass	
2/19	13886	Bryan #5	Pass/Pass	
2/19	13893	Caldwell	Pass/Pass	
2/24	10604	La Vernia	Pass/Pass	PRIDE AWARD 🏆
3/07	10586	Wimberley	Pass/Pass	PRIDE AWARD 🏆
3/19	13885	Bryan #3	Pass/Pass	
3/19	13887	Bryan #2	Pass/Pass	
3/24	14595	Seguin #4	Pass/Pass	
4/12	14741	Yorktown	Pass/Pass	PRIDE AWARD 🏆
4/17	14023	Devine	Pass/Pass	PRIDE AWARD 🏆
4/17	14594	Sealy	Pass/Pass	
4/30	14081	Floresville	Pass/Pass	PRIDE AWARD 🏆
5/07	14705	Weimar	Caution/Pass	
5/07	14989	Flatonia	Caution/Pass	
6/18	14990	Stockdale	Pass/Pass	PRIDE AWARD 🏆
6/23	13956	Crockett	Pass/Pass	PRIDE AWARD 🏆
6/23	14315	Kenedy	Caution/Pass	
6/23	14309	Karnes City	Pass/Pass	PRIDE AWARD 🏆
7/07	14481	Pearsall	Pass/Pass	PRIDE AWARD 🏆
7/29	14389	Madisonville	Caution/Pass	
7/30	14441	Navasota	Pass/Pass	PRIDE AWARD 🏆
8/07	10041	Brenham #2	Caution/Pass	
9/10	14187	Hallettsville	Caution/Pass	
9/15	13883	Bryan #6	Pass/Pass	
9/15	13926	College Station	Pass/Pass	
9/25	13858	Bellville	Pass/Pass	
9/29	14590	Schulenburg	Caution/Pass	
10/01	14064	Elgin	Caution/Pass	
10/14	14613	Smithville	Pass/Pass	PRIDE AWARD 🏆
10/14	14640	Taylor	Caution/Pass	



## Internal Audits

1/23	13883	Bryan #6	81.4	5/08	14617	Somerville	67.2
1/24	10586	Wimberley	91.9	5/12	14187	Hallettsville	35.6
3/10	14705	Weimar	55.6	5/20	14640	Taylor	77.6
3/10	14590	Schulenburg	69.9	5/22	14389	Madisonville	95.7
3/20	10041	Brenham #2	82.9	5/22	14441	Navasota	82.2
4/17	13956	Crockett	64.0	5/29	13926	College Station	85.0
4/22	14613	Smithville	89.3	6/12	14600	Seguin #3	74.3
4/24	14064	Elgin	80.8	6/13	14584	San Marcos #1	75.3
4/24	13843	Bastrop	92.4	8/19	14331	Kyle	88.4
5/01	14199	Hempstead	74.0	8/20	14447	Nixon	80.7
5/01	13858	Bellville	78.3				

*Mr. Blizzard visited Pizza Ranch  
at the Brazos County Expo center*



*Pizza Ranch is an educational program organized by the  
Texas A&M Agrilife Institute wherein school kids are  
taught about how the food they love is made! Special  
thanks to Laphenzo and Nathan from District 1!*



**Progress is coming along smoothly at Franklin DQ. Opening is set for November 3<sup>rd</sup>!**



# NOVEMBER



# **Monthly Specials for November**

## **Weekly Deals**

**10/27/2025 - 11/02/2025**

Free Kid's Meal with Burger Combo #1 to #6

BOGO: Buy One Kids' Meal, Get One Free

\$1 Off a Plain or Dipped Cone

**11/03/2025 - 11/09/2025**

FREE Small Cone with purchase of 3 Texas T-Brand Tacos®

\$1 off a Kids' Meal

1 Small Dipped Cone

**11/10/2025 - 11/16/2025 - 11/11 National Sundae Day**

\$2 Off a Burger Combo #1-6

\$2 Off a Chicken Strip Country Basket® (4pc/6pc)

1.99 Medium Sundae

**11/17/2025 - 11/23/2025**

BOGO: Buy a Hungr-Buster®, Get One for 99¢

50% off a 4-pc Chicken Strip Country Basket® with

purchase of 6-pc Chicken Strip Country Basket®

BOGO: Buy one Shake or Malt, get one FREE

**11/24/2025 - 11/30/2025 (Thanksgiving Week)**

2 Off a BeltBuster® Combo

\$1 Off a 6-pc Chicken Strip Country Basket® with

purchase of a Medium Soft Drink

BOGO: Buy one PEANUT BUSTER® Parfait,

get one for 99¢

## **Mobile Monday Deals**

**Monday, 10/27/2025**

\$1 Large Fry

**Monday, 11/03/2025**

\$2 off Shake or Malt

**Monday, 11/10/2025**

FREE Regular Fry With Any Size Shake

**Monday, 11/17/2025**

BOGO: Buy One Kids' Meal, Get One Free

**Monday, 11/24/2025**

\$1 Large Fry

*HAPPY*

*BIRTHDAY*

<i>Dale Dominik, FM Manager</i>	<i>Nov. 3rd</i>
<i>Krystal Gonzalez, San Marcos #2 Assistant Manager</i>	<i>Nov. 5th</i>
<i>Elizabeth Pantoja, Kyle General Manager</i>	<i>Nov. 9th</i>
<i>Nicholas Ward, Maintenance Tech for San Antonio South</i>	<i>Nov. 12th</i>
<i>TeonDrae Wright, Schulenberg Assistant Manager</i>	<i>Nov. 15th</i>
<i>Elaine Ramirez, Kenedy General Manager</i>	<i>Nov. 24th</i>
<i>Alicia Hough, Flatonina Assistant Manager</i>	<i>Nov. 29th</i>

# November



<i>Joseph Aleman, Navasota Assistant Manager</i>	<i>Nov. 13<sup>th</sup>, 2023</i>
<i>Elaine Ramirez, Kenedy General Manager</i>	<i>Nov. 15<sup>th</sup>, 2021</i>
<i>Ivy Garza, Pearsall General Manager</i>	<i>Nov. 15<sup>th</sup>, 2021</i>