



August Newsletter

Back to School!

Letter from Heather

Tomorrow is Miracle Treat Day, and I truly believe it is the most important day of the year for everyone who wears a Dairy Queen uniform. While we're known for serving great food and treats every day, tomorrow reminds us that we have the opportunity to make a real difference in the lives of children and their families. At Smith DQ, we are incredibly proud to go above and beyond by donating 100% of our Blizzard profits to Children's Miracle Network Hospitals because we believe every child deserves access to the care they need. Every Blizzard you make, every guest you serve, and every smile you share helps support a cause that extends far beyond our restaurants. I want to thank each of you for the passion, energy, and heart you bring to this day, especially knowing how busy it will be. Let's make every guest feel welcome, work together as one team, and show our communities why Miracle Treat Day means so much to the Smith DQ family. Thank you for helping us make a lasting impact—one Blizzard at a time.

Sincerely,
Heather

HR Corner

As we prepare for Miracle Treat Day, I want to extend a heartfelt thank you to every member of the Smith DQ team for your dedication, hard work, and commitment to making this important event a success. Your efforts help support Children's Miracle Network Hospitals while creating an outstanding experience for every guest who walks through our doors.

We will have a lot of customers coming through our doors, and it will be a very busy day, so I want to ensure everyone is attentive and focused. It has been noted that many employees have been seen wearing AirPods or other earbuds while working recently, which is against company policy. This policy is in place to help ensure food safety, clear communication, and a safe working environment for both our teams and our customers. This is always important policy, but especially on Miracle Treat Day. Thank you for your continued professionalism, for following our workplace policies, and for everything you do to make Smith DQ a great place to work and serve our communities.

Best,
Tiffany Snider
HR Director

NUTS & BOLTS

Keeping our drains in good working order starts with a few simple daily habits. Never dispose of grease or fryer oil down your sinks, as it can quickly build up and lead to costly clogs and plumbing repairs. Be sure to use Grease Trap Maintainer in every drain each night to help break down buildup and keep everything flowing properly. If you do experience a drain blockage, and with your supervisor's approval, one of the first troubleshooting steps you can take is to slowly pour boiling hot water down the affected drain to help loosen and clear the obstruction before submitting a maintenance request.



Smith Dairy Queens, LTD.

**WE'RE
HIRING!**

District 1

Caldwell - AM

Bryan 6 (new location!) -

1 General Manager

2 Assistant Managers

4 Shift Leads

District 3

Smithville - AM

San Marcos 1 - AM

San Marcos 2 - AM

Seguin 4- AM

Kyle - AM

District 2

Brenham - AM

Bellville - AM

Flatonia - AM

Hallettsville - AM

Somerville - AM

Schulenburg - AM

Weimar - GM & AM

District 4

Devine - AM

Kenedy - AM

Karnes City- AM

Yorktown - 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™ Audits

01/17	14481	Pearsall	Caution/Pass	
02/17	14389	Madisonville	Caution/Pass	
02/23	10041	Brenham	Caution/Pass	
03/10	13926	College Station	Pass/Pass	
04/11	14600	Seguin #3	Caution/Caution	🏆
04/14	72621	Franklin	Pass/Pass	
04/30	13858	Bellville	Caution/Caution	
04/30	14590	Schulenburg	Fail/Pass	
05/16	14447	Nixon	Pass/Pass	
05/20	14640	Taylor	Pass/Caution	
05/28	14613	Smithville	Caution/Pass	
05/28	14064	Elgin	Caution/Pass	
06/10	14199	Hempstead	Caution/Pass	🏆
06/10	14617	Somerville	Pass/Pass	🏆
06/13	14081	Floresville	Pass/Pass	🏆
06/24	14583	San Marcos #2	Pass/Pass	
07/25	14584	San Marcos #1	Pass/Pass	



Internal Audits

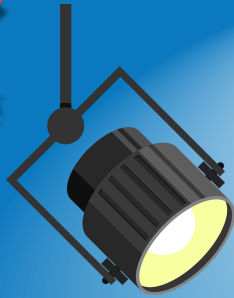
Wimberley	01/03/2026	71.7
Yorktown	01/05/2026	79
La Vernia	01/07/2026	76
Devine	01/07/2026	67
Seguin #3	01/18/2026	73.5
Seguin #4	01/18/2026	80
Sealy	01/19/2026	80
Bryan #5	01/19/2026	64.7
Karnes City	02/15/2026	77.3
Kenedy	02/15/2026	74.1
Smithville	02/16/2026	72.1
College Station	02/16/2026	80.1
Franklin	03/15/2026	78.4
Navasota	03/16/2026	90.7
Bryan #2	03/16/2026	89.5
Taylor	03/26/2026	70.7
Elgin	03/29/2026	77.6
Somerville	03/30/2026	84.2
Hempstead	05/07/2026	76.6
Crockett	06/08/2026	81.0
Karnes City	06/14/2026	82.7
Kenedy	06/14/2026	64.4
La Vernia	06/29/2026	71.47
Stockdale	06/29/2026	76
Bryan 3	07/13/2026	90.67



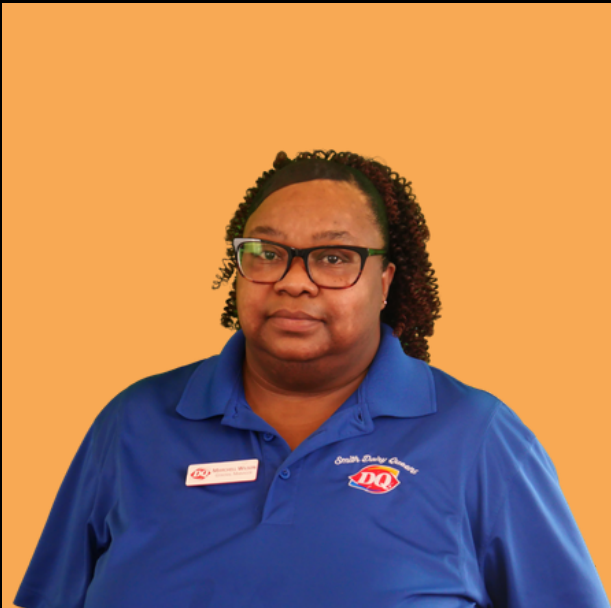
Photos from Across the Districts

If you have any images you would like to submit for the Smith DQ Monthly Newsletter, please send them to Nate, our Marketing Director at nate.carr@smithdq.com or via the link on the www.smithdq.com/managers page!





SDQ Spotlight!



Marchell has been a valued member of the Smith DQ team for nearly 16 years, bringing dedication, compassion, and a strong commitment to serving her community as the General Manager of Hempstead Dairy Queen. Before joining us, Marchell worked as a home healthcare provider.

She takes great pride in making sure every customer is taken care of, with a special place in her heart for her senior guests. Outside of work, Marchell enjoys spending quality time with her family, making memories with her two grandchildren, ages 4 and 7. Whether she is visiting Kalahari, enjoying a trip to the casino, or simply relaxing with loved ones, family time is always important to her. Her years of service, warm personality, and dedication to her guests make her an important part of the Hempstead DQ family.

Alice Evans recently joined the Smith DQ family as the General Manager of our Smithville Dairy Queen, bringing with her valuable leadership experience from both Taco Bell and Waffle House.

She is deeply passionate about training and development, believing that investing in her team is the key to building a successful restaurant. Alice takes pride in challenging those around her to grow, learn, and become the very best versions of themselves. Outside of work, you'll often find her working on her family's homestead, where they enjoy gardening and raising livestock, or relaxing with a fishing pole in hand and spending time near the water.



August





August

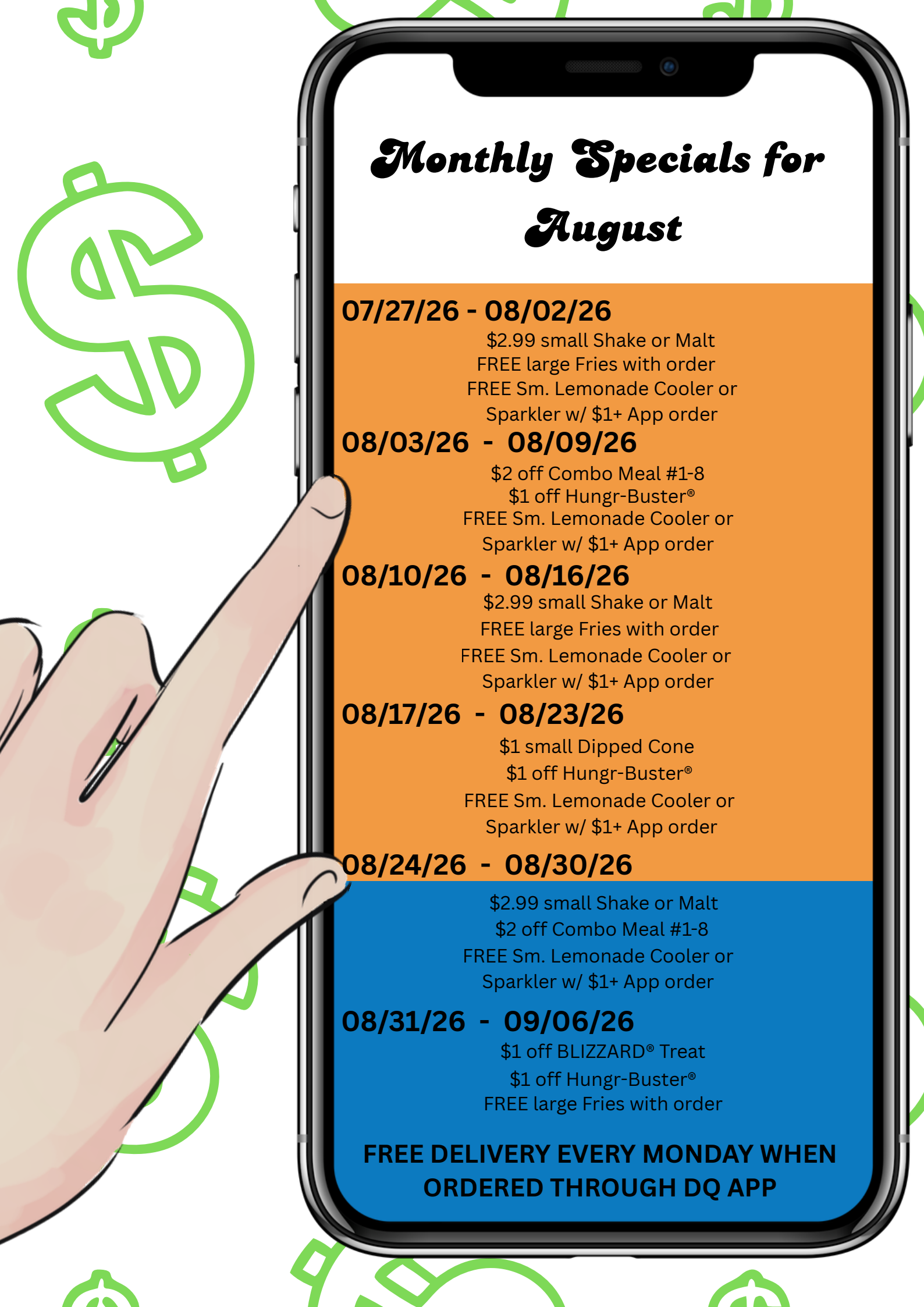
						1.
2.	3.	4.	5.	6. <i>Devine and Pearsall</i>	7. <i>Harnes City and Kenedy</i>	8.
9.	10.	11.	12.	13. <i>Yorktown</i>	14. <i>Yorktown</i>	15.
16.	17.	18.	19.	20. <i>La Vernia</i>	21. <i>Nixon</i>	22. <i>Nixon</i>
23.	24.	25.	26.	27. <i>Floresville</i>	28. <i>Stockdale</i>	29.

DQ Fan Day has been a tremendous success so far, and it has been exciting to watch the momentum continue to grow. When we started this promotion, we had fewer than 2,000 followers across all of our social media channels. Today, we are closing in on 7,000 followers and continuing to build stronger connections with our guests online. Each week, we have averaged between 10,000 and 17,000 impressions, and so far this summer alone, we have reached over 105,000 impressions across our channels. This growth shows the power of creating engaging content, building relationships with our guests, and giving our communities another reason to connect with their local Dairy Queen.

As we work to finish this promotion strong, every store plays an important role in turning online engagement into real-world visits and loyal customers. Please ensure your team members are following your store's social media pages, your restaurant is clean and well-maintained, and your team is prepared for when DQ Fan Day arrives at your location. For stores that have already hosted the promotion, continue focusing on training, consistency, and delivering the best possible experience to every guest who walks through your doors. My job is to bring people into your stores; your job is to give them a reason to come back.

Thank you!

-Nate Carr, Marketing Director of Smith Dairy Queens, Ltd.



Monthly Specials for August

07/27/26 - 08/02/26

\$2.99 small Shake or Malt
FREE large Fries with order
FREE Sm. Lemonade Cooler or
Sparkler w/ \$1+ App order

08/03/26 - 08/09/26

\$2 off Combo Meal #1-8
\$1 off Hungr-Buster®
FREE Sm. Lemonade Cooler or
Sparkler w/ \$1+ App order

08/10/26 - 08/16/26

\$2.99 small Shake or Malt
FREE large Fries with order
FREE Sm. Lemonade Cooler or
Sparkler w/ \$1+ App order

08/17/26 - 08/23/26

\$1 small Dipped Cone
\$1 off Hungr-Buster®
FREE Sm. Lemonade Cooler or
Sparkler w/ \$1+ App order

08/24/26 - 08/30/26

\$2.99 small Shake or Malt
\$2 off Combo Meal #1-8
FREE Sm. Lemonade Cooler or
Sparkler w/ \$1+ App order

08/31/26 - 09/06/26

\$1 off BLIZZARD® Treat
\$1 off Hungr-Buster®
FREE large Fries with order

**FREE DELIVERY EVERY MONDAY WHEN
ORDERED THROUGH DQ APP**



<i>John Effiom, District 3 Supervisor</i>	<i>August 4th</i>
<i>Tim Milligan, District 2 Sr. General Manager</i>	<i>August 7th</i>
<i>Michael Bernal, Brenham Assistant Manager</i>	<i>August 7th</i>
<i>Marsha Parker, Payroll Administrator</i>	<i>August 13th</i>
<i>Daphne Jefferson, Crockett General Manager</i>	<i>August 17th</i>
<i>Melissa Ramirez, Bryan 3 Assistant Manager</i>	<i>August 18th</i>
<i>Jim Tomlinson, Sealy Assistant Manager</i>	<i>August 22nd</i>
<i>Laura Ramos, Hallettsville General Manager</i>	<i>August 23rd</i>
<i>Cruz Leija, La Vernia Assistant Manager</i>	<i>August 27th</i>
<i>Jon Stoops, Director of Operations</i>	<i>August 28th</i>
<i>Chris Jimenez, Sealy Assistant Manager</i>	<i>August 29th</i>



<i>Camila Pena, Devine General Manager</i>	<i>August 1st, 2005</i>
<i>Cruz Leija, La Vernia Assistant Manager</i>	<i>August 5th, 2024</i>
<i>Selena Becerra, Bryan 3 General Manager</i>	<i>August 19th, 2024</i>
<i>Melissa Ramirez, Bryan 3 Assistant Manager</i>	<i>August 19th, 2024</i>
<i>Chris Jimenez, Sealy Assistant Manager</i>	<i>August 21st, 2023</i>
<i>Susana Bustillos, Rockdale General Manager</i>	<i>August 22nd, 2022</i>
<i>Zo Hawkins, Bryan 5 General Manager</i>	<i>August 26th, 2013</i>