



# SDQ Monthly

*Smith Dairy Queens, LTD.*



July 2025

## "A Sweet Update"

### *Letter From Heather*

Team, I want to revisit a few items that we have discussed now over the last couple of years that are so important to the growth of our business.

1. Receipts on all bags, is something that should be done in every location, for every order that goes out in a bag. We also spent a lot of money on the sticky printers, every blizzard, shake, and sundae that goes out should have receipt on them. Team, I know that some of you think this is not a huge deal, but it truly is, 100% order accuracy is so important for every facet of our business. Please ensure receipts are on every order every time.
2. Every time we talk to a customer, we should be suggesting the mobile app, I know that has been a priority, but I still know that its not been said for every transaction. "Push the app" has been a big thing here recently but its truly important for our growth.
3. I have seen a lot of SDQ internal audits come through, and almost all of them had issues with the Redbook. Please do not let this be the reason we lose a PRIDE award, its way to simple, it just takes some time and effort to complete. Build this into your daily routine.

31ST ANNUAL  
YOU'RE THE TOPS BANQUET



BREGGITE JONES

We are proud to recognize and congratulate **Breggite Jones** for being selected as a **2025 You're The Tops Honoree!** She will be honored on **September 18th** at the **31st Annual You're The Tops Banquet**, benefiting the **Brazos Valley Prenatal Clinic**.

Breggite is being recognized for her outstanding work and dedication to our community. This well-deserved honor highlights the many ways she goes above and beyond, including her incredible efforts in raising funds for **Children's Miracle Network (CMN)** and her continued service in other community initiatives.

**Thank you, Breggite,** for your compassion, leadership, and tireless support. We are so proud of you!





Smith Dairy Queens, LTD.

# HELP WANTED!

Wanna Re-locate?

Let us help you grow in your career!!!

**District 2:**

**Hallettsville - AM**

**Brenham - AM**

**District 3:**

**Elgin - AM**

**Kyle - AM**

**District 4:**

**Nixon - AM**

**Kenedy - AM**

**Yorktown - AM**

**Devine - AM**

**Assistant Managers Needed**

**Contact store District Supervisor**

**D2: Brandon Fulton (979) 436-4232**

**D3: John Effiom (979) 446-6522**

**D4: Charles Swanson (979) 224-3496**

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 



**Smith Dairy Queens, LTD.**

### Internal Audit

1/23	13883	Bryan #6	81.4	5/01	14199	Hempstead	74.0
1/24	10586	Wimberley	91.9	5/01	13858	Bellville	78.3
3/10	14705	Weimar	55.6	5/08	14617	Somerville	67.2
3/10	14590	Schulenburg	69.9	5/12	14187	Hallettsville	35.6
3/20	10041	Brenham #2	82.9	6/12	14600	Seguin #3	74.3
4/17	13956	Crockett	64.0	6/13	14584	San Marcos #1	75.3
4/22	14613	Smithville	89.3	6/13	14583	San Marcos #2	78.0
4/24	14064	Elgin	80.8				

# NUTZ & BOLTZ

Team a new section to the newsletter is a small section called “Nutz and Boltz” This section will be dedicated to everything maintenance related. The last couple weeks we have sent out notes on what you should have handled on your won to help ensure our equipment is working properly. Please be sure items are complete, and pictures are sent to Diana for review.

1. Hoses changed out on all ice cream machines
2. A/C Vents changed
3. Water filters changed

## HR CORNER

- o Set clear the expectations of your applicants during your interview
- o Company policies and procedures
- o Attendance requirements
- o Once you offer the job, make sure the applicant understands what will happen next
- o SDQ application.
- o Onboarding
- o What does their first day look like?
- o Show them around the store and meet the team
- o DQ HUB Learning Link videos



## Tips for Successful Hiring

### Congratulations, Fedra!

*Class of*  
**2025**

A heartfelt congratulations to Fedra, the daughter of Elizabeth Pantoja (Kyle GM), on her High School Graduation! Your hard work, perseverance, and dedication have led you to this wonderful achievement. Wishing you all the best as you step into this exciting new chapter of your journey. The future is yours—go shine bright!



# Happy Retirement, Peggy!

Thank you for 35 amazing years of dedication, hard work, and heart. You've made a lasting impact, and you will be truly missed. Enjoy every moment of this new chapter — you've earned it!



## Kyle - Smith Dairy Queens Supports Hays Twisters Softball Team with \$500 Donation Shows Their Appreciation!!



# July



## Blizzard Of The Month

WOW
COME TRY
OUR DIRT PIE
BLIZZARD



*New Sauced & Tossed*  
**Buffalo** 6/23 - 7/28  
**Chicken Strip Basket**

4-pc.

Pair with Ranch or Bleu Cheese  
260 Cals

SUPERMAN  
ONLY IN THEATERS  
JULY 11

SAVE MONEY
USE THE
ADQ APP
\$\$\$



July  
Mobile App  
Deals

**Mobile Monday Deals**

- 6/30/25 \$2 Small Cone - Plain or Dipped  
7/07/25 \$1.99 Small Sundae  
7/14/25 BOGO: Buy a Kid's Meal, Get One FREE  
7/21/25 \$3 Small BLIZZARD® Treat

**Weekly Deals**

- 6/30/25 - 7/06/25 3 Texas T-Brand® Tacos for \$5  
Buy a Kid's Meal, Get One for \$0.99  
2 for \$6 Small Shakes and Malts
- 7/07/25 - 7/14/25 \$7 Meal Deal: Hungr-Buster® Jr., Small Fry, Small Beverage and a Small Sundae  
\$2 Off Chicken Strip Country Basket® (4 pc/6 pc)  
\$0.99 Mini BLIZZARD® Treat with Any Purchase minimum of \$2 (Excludes Royal BLIZZARD® Treat)
- 7/14/25 - 7/20/25 \$2 Off a Burger Combo #1-6  
\$2 Off a Dude® Chicken Fried Steak Sandwich  
FREE Dilly Bar® with an App Order of \$1 or More
- 7/21/25 - 7/27/25 Buy a Hungr-Buster®, Get One for \$0.99  
FREE Mini BLIZZARD® Treat with a 6 pc Chicken Strip or Steak Finger Country® Basket (Excludes Royal BLIZZARD® Treats)  
\$1 Off Any Size BLIZZARD® Treat  
\$2 Off Any Size Float



Maintenance Tech.	Aubry "Ray" Farris	July 8
College Station AM	Erica Dimas	July 19
Floresville GM	Cosbie Diaz	July 22
Maintenance Tech	Collin Barron	July 28
Schulenburg GM	Michael Reyes III	July 30

H E L L O

J U L Y

# Anniversaries

Hempstead GM	Marshell Wilson	July 8	15 Yrs of Service
Stockdale GM	Cosbie Diaz	July 28	7 Yrs of Service

