



SDQ Monthly

Smith Dairy Queens, LTD.



April 2025

"A Sweet Update"

Letter from Heather

Team, we have had a nice start to 2025. We have had some great sales weeks, have had a couple of PRIDE awards, some 100% health inspections, some great installs of the new POS Systems, just a fantastic start. My dad however always told us to be prepared for March 15, that is the date that launches us right into our busy season. Well, that day is here. I know you all are prepared, and you are working on your staffing levels, and keeping enough product on hand, but our SDQ expectations are at an all-time high. We have great teams in place to provide great customer service, a clean environment, and fresh safe food to serve. If you all can be prepared to do all those things this upcoming busy season. This season should be one of the best ever. We have an amazing team of leaders in this company that are here to support you all, lean on them and let's have a great 2025!



HR Corner

Team, with the busy season approaching I wanted to cast a reminder that we are always hiring daily. Please use the seasoned app as its intended. Be sure your calendar matches that on the app, so we don't schedule interviews at bad times. Please check your dining rooms and window clings for the QR Code and be sure that it's still visible and still functioning properly. We are always here to help support you, and Chasity is working diligently to get you as many candidates possible. Please do not hesitate to reach out at all, lets get some great candidates.



Smith Dairy Queens, LTD.

HELP WANTED!

Wanna Re-locate?

Let us help you grow in your career!!!

District 3:

Bastrop

Elgin

Kyle

Wimberley

Smithville

District 4:

Nixon

Kenedy

Yorktown



Devine

Assistant Managers Needed

Contact store District Supervisor

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  |



Smith Dairy Queens, LTD.

Internal Audit

| | | |
|------|-------------------|------|
| 1/23 | 13883 Bryan #6 | 81.4 |
| 1/24 | 10586 Wimberley | 91.9 |
| 3/10 | 14705 Weimar | 55.6 |
| 3/10 | 14590 Schulenburg | 69.9 |

special
moments

Victoria Guerrero

San Marcos #1 GM

Newborn Son



Jeremiah King

03/06/2025

SDQ 2025 Awards Banquet



CORPORATE:

- Marsha Parker**
- Heather Barron**
- Tiffany Snider**
- Phyllis Hayes**
- Yolanda Guitron**
- Diana Toliver**
- Chasity Jernigan**
- Jon Stoops**



MAINTENANCE:

- John Pipitone**
- Nick Ward**
- Dale Dominik**
- Ray Farris**
- Collin Barron**



**DISTRICT SUPERVISORS/
SENIOR GM'S**

- Charlotte Palermo**
- Nathan Burrell**
- Charles Swanson**
- Don Crockett**
- Brandon Fulton**
- John Effiom**
- Ka'Tina Green**



1 Year of Service:

**Melissa Olvera,
Robert English, Nick
Ward, Alicia Alvarez,
Michael Reyes, Laura
Ramos, Bianey
Juarez-Ramos,
Blinda Myers, Flora
Frierson, Joseph
Aleman, Lorena
Sarzosa, Elizabeth
Watkins, Samanica
Rubio, Jon Stoops**



5 Years of Service:
**Don Crockett
Paula Garza
Angelica Chambless
Selena Becerra
Cruz Leija
Christopher
Cardenas**



**10 Years of
Service
Miesha Thomas**

**15 Years of
Service
Dale Dominik**

**35 Years of
Service
Peggy Williams**

**40 Years of
Service
Mary Ferro**

**45 Years of
Service
Phyllis Hayes**



30 Years of Service - Rebecca Meza (Not Pictured)



S
D
O
Appreciates You All!!!

APRIL

Blizzard Of The Month

Reader
Boards For
April

CELEBRATION!

CONFETTI CAKE

BLIZZARD

IS HERE

CAROLINA

REAPER TACOS

ARE BACK!

3/31 - 4/27

It's Back!

Confetti Cake

Blizzard of the Month

85
Years of DQ



Confetti cake pieces and confetti frosting

Served upside down or the next one is free*

*Must be served upside down. Offer good in participating stores. Offer ends 4/27/21. © 2021 Dairy Queen. All other trademarks owned by Dairy Queen. Dairy Queen is a registered trademark of Dairy Queen.



New!
3/17 - 4/27
CAROLINA

REAPER TACOS



FIRE + FLAVOR

3/05 - 4/17



Alaska Pollock

A CRISPY CATCH

ALASKA POLLOCK COUNTRY BASKET



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April

Mobile App

Mobile Monday Deals

3/31/25

\$2 Off Any Shake or Malt

4/07/25

\$1 Carolina Reaper Taco (Limit 2)

4/14/25

BOGO: Buy one Shake or Malt, get one for \$0.99

4/21/25

\$3 Small BLIZZARD® Treat

Double Spoons Day – Wednesdays

4/02/25 & 4/16/25

Weekly Deals

3/31/25 – 4/06/25

\$1 Off a Hungr-Buster® or Hungr-Buster® Combo

Free 20 oz. Soft Drink with Any Basket Purchase

\$1 off a Dipped Cone

4/07/25 – 4/13/25

BOGO: Buy one Hungr-Buster®, get one for \$0.99

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

\$2.99 Small Shake or Malt

4/14/25 – 4/20/25

\$2 Off a BeltBuster® or BeltBuster® Combo

Free Mini BLIZZARD® Treat with a Combo #7 or #8

\$2.99 Banana Split

4/21/25 – 4/27/25

\$1 Small Plain Cone with Any Burger Combo #1 - 6

\$2 Off a Kid's Meal

\$0.99 Mini BLIZZARD® Treat with Any Purchase

Minimum of \$2 (Excludes Royal BLIZZARD® Treat)



APRIL



Seguin #4 GM
Somerville AM
San Marcos #2 AM

De'Amber Campbell
Samanica Rubio
Haylee Grunewald

April 3
April 28
April 29

2 yrs. of service
1 yr. of service
1 yr. of service



Seguin #3 GM
Devine GM
Wimberley GM
Karnes City/D4 Sr. GM
Bastrop GM
Sealy GM
Madisonville GM

Angelica Chambless
Camila Pena
Kitty Schlessman
Selena Becerra
Robert English
Teresa Kalinec
Themesa Wheaton

April 1
April 4
April 4
April 5
April 9
April 14
April 29