



Smith Dairy Queens, LTD.

May Newsletter

(Mother's Day and Memorial Day!)

Letter from Heather

Congrats to the work that Isaac is doing in the training department, we have had a lot of good feedback how new trainees come out of training more confident and ready for the challenge.

Why is training so important to our success?

Training is one of those things that quietly determines whether a team struggles or excels. When it's done well as in Isaac's case it shows up in confidence, consistency, and results.

Here's why it matters so much to success:

1. training builds confidence. People perform better when they understand what's expected and feel prepared to handle real situations. That confidence reduces hesitation and mistakes, especially in high-pressure moments.
2. it creates consistency. Without strong training, everyone develops their own way of doing things, which leads to uneven performance. Good training aligns the team around the same standards, processes, and goals.
3. it speeds up growth. New hires who are trained effectively ramp up faster and start contributing sooner. That reduces the burden on experienced team members and keeps operations running smoothly.
4. it reduces errors and risk. Well-trained employees are less likely to make costly mistakes because they understand both the "how" and the "why" behind their work.
5. Finally, it shapes culture. Training isn't just about skills, it communicates expectations, values, and what "good" looks like. When people leave training feeling confident and ready, it sets the tone for accountability and performance across the team.

In short, strong training turns potential into performance, and long-term employees. Keep signing those team members up, it's for all of our benefit.

Sincerely,

Heather

NUTS & BOLTS

Due to the importance and potential costly repairs associated with Grease Trap blockages, we want to reshare this reminder regarding GTM (Grease Trap Maintainer). **Every closing shift, please pour the instructed amount, approximately 4 oz, of Green Boxed GTM (Grease Trap Maintainer) into all kitchen drains and Coke machine drains every night.** This simple step helps prevent buildup, odors, and costly plumbing issues. Your cooperation is paramount in ensuring we are able to be the best Dairy Queens that we can be!



HR Corner

As we head into our busiest season, staffing remains one of our top priorities. One of the most effective recruiting tools we have is you.

Every team member—regardless of role—plays a part in attracting great talent. The way we interact with our guests can make a lasting impression. When people see a team that enjoys their work, they're far more likely to want to be part of it.

Here's how you can help:

- Spread the word – Tell your friends, neighbors, and guests why you enjoy working here.
- Bring positive energy – A great attitude and strong customer service go a long way.
- Support new hires – Remember when you were new. A little guidance and encouragement can make all the difference.
- Have fun – We're serving ice cream and great food—enjoy it and let that energy show!

Together, we can build a strong, motivated team for the season ahead.

Thank you for all you do!

Sincerely,

Tiffany

New Website Incoming!

Check out our new website at smithdq.com. An All-Teams meeting will be held next week via Teams to share more information on the new website and its features!

DQ Smith Dairy Queens, LTD.

HOME OUR TERMS AND CONDITIONS OUR STORY More

Home Our Story Our Locations Work at Smith DQ

Contact Us
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Bryan, TX 77802
Phone: 979-846-2222
Toll Free: 800-729-2226



Smith Dairy Queens, LTD.

**WE'RE
HIRING!**

District 1

No Open

Managerial Positions!

District 3

Smithville - AM

San Marcos 1 - AM

Taylor - AM

Elgin - GM

District 2

Brenham - AM

Bellville - AM

Flatonia - AM

Somerville - AM

Weimar - GM & AM

District 4

Kenedy - AM

Karnes City - AM

Stockdale - AM

Yorktown - AM

Devine - 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 🏆 |



Smith Dairy Queens, LTD.

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 |

Common Trends and Tips for Ensuring a PRIDE Award is in Your Future!

- 11 of the 14 2025 PRIDE winners were shopped between 10 am and 2 pm
- 11 had the same auditor, so consistency and friendliness are key
- Tuesdays and Thursdays were the most common days PRIDE awards were given.
- Accompany your auditor during the audit, be friendly, and have a conversation with them. Ensuring the auditor has a pleasant visit could go a long way
- Check the cleanliness of your lobby and parking lot, at least twice daily
- We will stand by you!



Photos from Across the Districts

If you would like any photos of yours included in the monthly newsletter, please send them to nate.carr@smithdq.com or text them to (979) 218-3937 by the 15th of every month! Photos below provided by Tim Milligan, Victoria Guerrero, and Nathaniel Carr



Pictured: Reagan from Hallettsville who was gifted a succulent for volunteering at a Hallettsville Nursing Home



Pictured: Victoria from San Marcos 1 who donated a gift basket to a local Texas State University Student Organization

Mr Blizzard Visited Franklin DQ to celebrate the Franklin Little Dribblers Tournament



May

Breakfast Collection

NEW! Fruity Pebbles Shake

NEW! Choco Frosted Donut Blizzard[®] Treat

NEW! Cinnamon Toast Crunch Dipped Cone

BLAZED WITH CINNAMON



Spicy DUDE

CHICKEN FRIED STEAK SANDWICH

JALAPENOS | PEPPER JACK CHEESE
JALAPENO RANCH | LETTUCE | TOMATO

LIMITED TIME



\$7 Meal Deal

Includes Dessert

3-*pc.* Chicken Strips

NEW! Honey Sriracha Dipping Sauce

Coca-Cola ZERO SUGAR



TRY OUR
NEW
SPICY DUDE
SANDWICH



NEW
BREAKFAST
TREAT
COLLECTION

Monthly Specials for April

04/27/26 - 05/03/26

\$1 Small Dipped Cone
\$2 off a 4pc Chicken Tender or
Steak Finger Country Basket®
\$1 off an app or online order of \$15+

05/04/26 - 05/10/26

\$1 off a Hungr-Buster®
2 off any Combo #1-8
\$1 off an app or online order of
\$5+

05/11/26 - 05/17/26

\$2.99 Small Shake or Malt
FREE Large Fries with any order
\$5 off an app or online order of \$25+

05/18/26 - 05/24/26

1 Off Any Size BLIZZARD® Treat
\$1 off an app or online order of
\$10+
5 off an app or online order of
\$25+

05/25/26 - 05/31/26

\$1 Small Dipped Cone
\$1 off a Hungr-Buster®
\$2 off any Combo #1-8



05/28: National Burger Day



HAPPY BIRTHDAY



Phyllis Hayes, Accounts Payable Administrator
Ivy Garza, Pearsall General Manager
Monica Garza, Rockdale Assistant Manager
Ashley Rueda, Franklin Assistant Manager
Breggitte Jones, Bryan 2 General Manager
Krystal Holliday, Somerville General Manager

May 2nd
May 6th
May 21st
May 24th
May 25th
May 31st

Happy Anniversary

Krystal Holliday, Somerville General Manager
Timothy Milligan, District 2 Sr. General Manager
Chelsea Castro, Bastrop Assistant Manager
Mieisha Thomas, Hempstead Assistant Manager

May 13th, 2021
May 26th, 2025
May 26th, 2025
May 30th, 2022