



Smith Dairy Queens, LTD.

July Newsletter

Happy Independence Day!

Letter from Heather

Hello Smith DQ teams! Miracle Treat Day on July 30th is one of the most important initiatives we support each year at Smith DQ, and I want to thank each of you for helping make a difference in the lives of children in our communities. Every Blizzard ticket you sell before the event directly supports local Children's Miracle Network Hospitals, so please take every opportunity to mention them to our guests. A simple conversation at the register can have a lasting impact, and those small efforts add up in a big way. If your store is running low on Blizzard tickets, don't hesitate to let us know; we're happy to send more your way. Together, we can make this year's Miracle Treat Day our most successful yet while showing our communities what the Smith DQ family is all about.

One of the things that makes Smith DQ exceptional is our commitment to investing in our people. So far this year, we've welcomed and trained more than 200 new employees across our stores, and we recently celebrated over 60 team members earning their ServSafe certifications, equipping them with an even greater understanding of food safety and proper handling practices. Our investment in learning doesn't stop there. We're already looking ahead to our October training for Shift Leads and Shift Leads in Training as we continue developing the next generation of leaders. We are leaders in the Dairy Queen system for a reason. Whether it's our industry-leading charitable contributions, our dedication to training, or the innovative programs we're building that other DQ operators, and even IDQ Corporate are looking to replicate. It's all made possible by the incredible people who make up the Smith DQ family. Thank you for continuing to raise the bar every single day.

Sincerely,

Heather

NUTS & BOLTS

A big thank you to everyone for the noticeable improvement in your EcoTrak ticket submissions! The additional details you're providing are helping our maintenance team diagnose issues more quickly and accurately. If you have photos or videos of the problem, please attach them directly to your EcoTrak ticket whenever possible. If attachments aren't working or you'd like to provide additional visuals, you can also email them directly to Diana at diana.toliver@smithdq.com. As we continue through the hottest months of the year, please help protect our HVAC systems by ensuring lobby thermostats are not set below 73°F. Also, remember to replace your A/C filters every month, and be sure to date each new filter when it's installed so replacements stay on schedule. These simple steps go a long way in keeping our restaurants comfortable for both our teams and our guests.



Smith Dairy Queens, LTD.

HR Corner

Smith DQ Uniform Guidelines

To maintain a professional, clean, and consistent appearance, all team members are expected to follow the Smith DQ uniform standards:

- Black visor or ball cap
- Clean blue or red Crew Member T-shirt or Manager Polo
- Name Tag pinned on either the left or right side of shirt
- Blue jeans in good condition
- Black non-slip shoes for safety
- Black belt



Please ensure your uniform is clean, neat, and work-ready before each shift. Following these guidelines helps create a positive impression for our guests and supports a safe, professional workplace. Thank you for representing Smith DQ with pride!

Regards,
Tiffany



Smith Dairy Queens, LTD.

**WE'RE
HIRING!**

District 1

**No Open
Managerial Positions!**

District 3

**Smithville - AM
San Marcos 1 - AM
San Marcos 2 - AM
Taylor - AM
Elgin - GM**

District 2

**Brenham - AM
Sealy - AM
Bellville - AM
Flatonia - AM
Somerville - AM
Schulenburg - AM
Weimar - GM & AM**

District 4

**Kenedy - AM
Karnes City - AM
Pearsall - 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 🏆
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 🏆
06/12	14584	San Marcos #1	Fail/Pass
06/13	14081	Floresville	Pass/Pass 🏆
06/24	14583	San Marcos #2	Pass/Pass



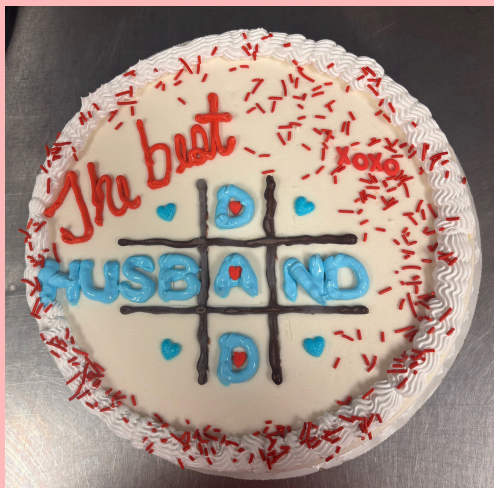
Internal Audits

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



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!*



Nathan Burrell has been a valued member of the Smith DQ family for 15 years and currently serves as the General Manager of our Franklin location. Before joining Smith DQ, Nathan gained extensive leadership experience as a multi-unit manager for Jack in the Box. Throughout his time with the company, he's always felt supported and appreciated, making Smith DQ a place he's proudly called home for over a decade. When he's away from the restaurant, Nathan enjoys spending quality time with his six grandchildren, who keep him busy and bring him plenty of joy.

Hi everyone! I'm Stephen, I was just brought on as a maintenance technician that specializes in landscaping and power washing. When I'm off the clock, I channel my energy into a mix of technical projects, mechanical tinkering, and staying active outdoors. On the digital side, I'm an advanced computing enthusiast and software developer, whether I'm building custom code or managing complex Minecraft server architectures. That love for mechanical diagnostics and building things carries right over to my garage, where I spend a lot of my time working on my 1985 C4 Corvette and taking it out to local car shows. To balance out all the screen and garage time, I hit the trails on my mountain bike or decompress by focusing on the precise, patient art of origami.



July





July & August

			1. <i>San Marcos</i>	2. <i>Hyle & Wimberley</i>	3. <i>Hyle & Wimberley</i>	4.
5.	6.	7.	8.	9. <i>Rockdale</i>	10. <i>Brenham</i>	11.
12.	13.	14.	15.	16. <i>Taylor</i>	17. <i>Bastrop</i>	18. <i>Elgin</i>
19.	20.	21.	22.	23. <i>Smithville</i>	24. <i>Seguin</i>	25. <i>Flatonia</i>
26.	27.	28.	29.	30. <i>MIRACLE TREAT DAY</i>	31.	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.
30.	31.					



Monthly Specials for April

06/29/26 - 07/05/26

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

07/06/26 - 07/12/26

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

07/13/26 - 07/19/26

NATIONAL ICE CREAM DAY
🍦 FREE Dilly Bar with an app or online
order of \$1+ (7 day expiry)
FREE large Fries with order
FREE Sm. Lemonade Cooler or
Sparkler w/ \$1+ App order

07/20/26 - 07/26/26

\$1 off BLIZZARD® Treat
\$2 off any Combo #1-8
FREE Sm. Lemonade Cooler or
Sparkler w/ \$1+ App order

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

07/04/2026 - Independence Day!
07/13/2026 - National Ice Cream Day!
07/30/2026 - Miracle Treat Day!

*HAPPY
BIRTHDAY*

*Julian Kubacki, Stockdale General Manager
Erica Dimas, College Station Assistant Manager
Collin Barron, Maintenance Technician*

*July 17th
July 19th
July 23rd*



<i>Marchell Wilson, Hempstead General Manager</i>	<i>July 8th, 2010</i>
<i>Paige Allen, Franklin Assistant Manager</i>	<i>July 15th, 2025</i>
<i>Victoria Guerrero, San Marcos #1 General Manager</i>	<i>July 25th, 2022</i>
<i>Teresa Kalinec, Sealy General Manager</i>	<i>July 26th, 2021</i>