



October Newsletter

It's Spooky Season!

Letter from Heather

Happy October, everyone! As we head into the spookiest month of the year, I want to remind everyone of something that should never be scary at Smith DQ: taking care of our customers. We need to keep a true customer-first attitude with every fan who walks through our doors. Maybe we're out of the Blizzard of the Month that has become their new favorite, or maybe their order came out a little colder than it should have. Whatever the situation, our customers should never leave disappointed. We have the opportunity to turn those moments around by going above and beyond and finding a way to make it right. Our conversations with customers should never end with "no" or "sorry." Let's make sure every guest leaves feeling valued, appreciated, and excited to come back

Sincerely,
Heather

HR Corner

At Smith DQ, being a great teammate means helping create a workplace where people feel valued, supported, and welcome. You never know what someone else is carrying. A little kindness can go a long way.

What Does Respect Look Like at Work?

It's more than saying "please" and "thank you." It shows up in the little things we do every day—and those little things can make a BIG difference in the experience of our teammates.

It looks like:

- 💬 How we speak to each other Be direct without being disrespectful. How we say something matters just as much as what we say.
- 👊 How we handle disagreements. We're not always going to agree, and that's okay. Address the issue without attacking the person.
- 👋 How we treat new employees. Remember what it felt like to be the "new person." Answer questions, teach instead of criticizing, and help new team members feel welcome.
- 🗣️ How we talk about coworkers. The true test is often how we talk about someone when they aren't around. Choose words that build people up—not tear them down.
- ❤️ How we treat people on tough days. Everyone has bad days. Don't let a difficult moment become someone else's difficult day.

Best,
Tiffany Snider
HR Director

Nuts and Bolts

Happy October everyone! We have no new topics to discuss this month. This is just your friendly reminder to include photos with your EcoTrak tickets and to be as detailed as possible. In October, there will be an Ice Cream Machine cleaning session at the shift leader training. This will be recorded and shared following the convention.



Smith Dairy Queens, LTD.

**WE'RE
HIRING!**

District 1

No Open Positions!

District 3

Smithville - GM and AM

San Marcos 1 - AM

San Marcos 2 - AM

Seguin 4- AM

District 2

Brenham - AM

Bellville - AM

Flatonia - AM

Hallettsville - AM

Schulenburg - AM

Weimar - 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



Congratulations Team Stockdale!

The Stockdale team has become the first Smith Dairy Queens location to surpass 1000 followers on their store's Facebook page! We wanted to celebrate their hard work and share what some of their strategies were to achieve this massive milestone!



Juli, the General Manager and Kristof, the Assistant Manager said they shared their store's Facebook page in the local Stockdale Facebook groups that were very popular in the area. They also decorate their store for every holiday to make it feel as welcoming and festive as possible. They mention the social media channels for their store during table touches and give away free small cones or dilly bars to those who follow!





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!



District 3 Meeting!



**Chasity and Yolanda
from the Corp. Office**



**Alicia from Flatonia and
Karen, the President of
Smith DQ**



**Flatonia Donated a
Cake to Flatonia High
School Homecoming**



**New Bryan 6 Location
Coming Along Nicely!**



Team Taylor welcomes a new addition!

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	14584	San Marcos #1	Fail/Pass
07/23	14583	San Marcos #2	Pass/Pass
07/23	14331	Kyle	Pass/Pass
08/13	14441	Navasota	Pass/Pass
08/19	13956	Crockett	Pass/Pass
08/22	14309	Karnes city	Fail/Pass
08/22	14315	Kenedy	Caution/Pass
08/27	14990	Stockdale	Pass/Pass
09/11	13843	Bastrop	Pass/Pass
09/11	14023	Devine	Pass/Pass
09/14	14595	Seguin #4	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
Schulenburg	08/04/2026	77.96



SDQ Spotlight!



Zo Hawkins, General Manager of the Bryan 5 Dairy Queen, has been part of the Smith DQ family since he got his first job with the company at just 16 years old while still in high school. Now, nearly 14 years into his career as a General Manager, Zo has built a reputation for leadership and developing the people around him. In fact, two of his former Shift Leaders have gone on to become General Managers themselves, a great reflection of the impact he has had on his team. Outside of work, Zo enjoys staying involved in his kids' sports activities and giving back to his community. When he's grabbing a meal at DQ, his go-to order is a #4 with no onions or tomatoes.

Melissa Martinez is the new General Manager of the Brenham Dairy Queen and brings a strong background in the restaurant industry to the Smith DQ team. Before joining us, Melissa served as an Assistant General Manager with Whataburger, and prior to that, she helped open the Sonic location in Somerville. Outside of work, Melissa enjoys spending time with her four kids and four grandkids. When the family gets together, they love playing board games and card games and making the most of their time together. Her go-to DQ order is a Nachos Deluxe paired with a Dr Pepper.

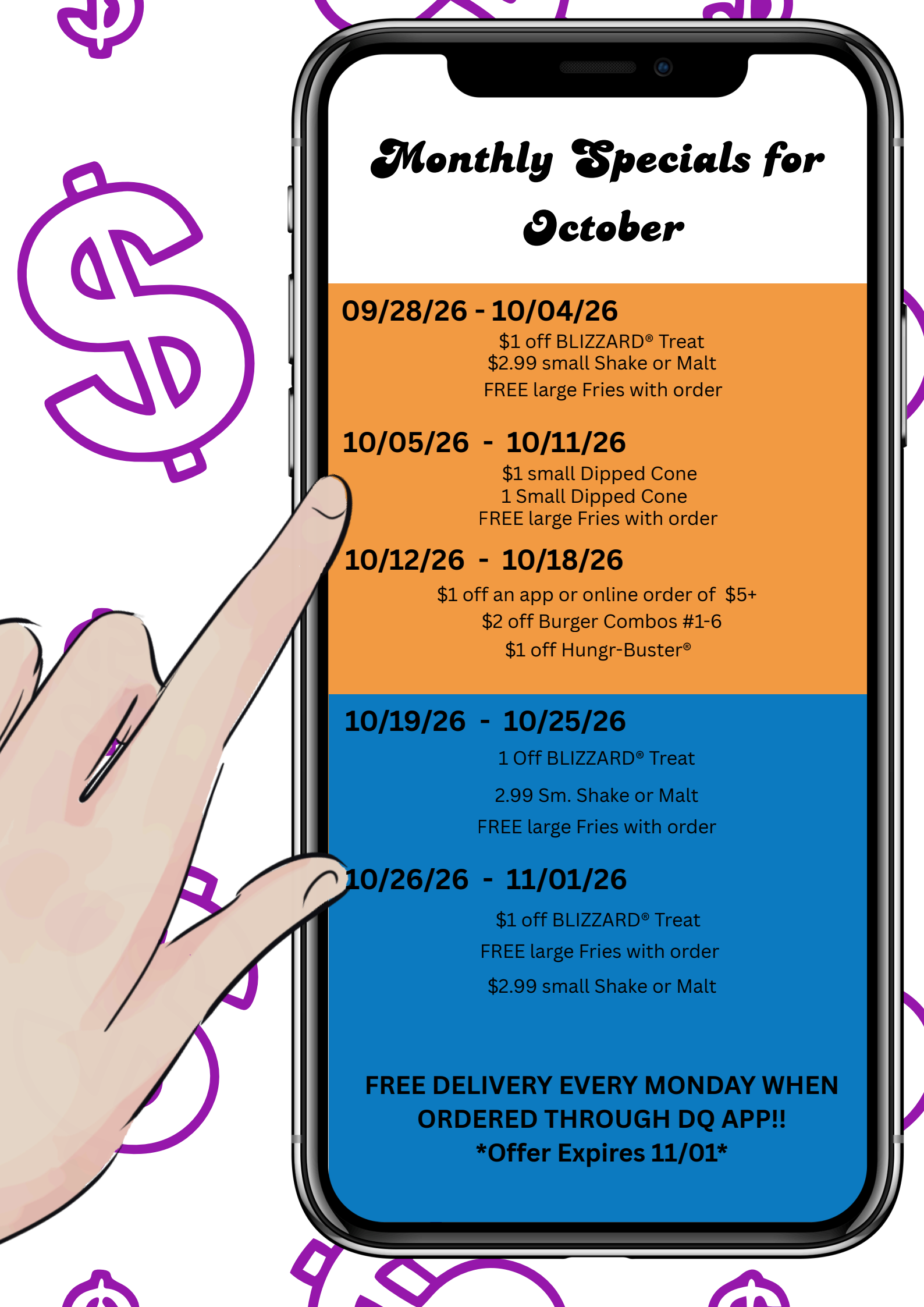


October



**Sparkler
only at
participating
locations**





Monthly Specials for October

09/28/26 - 10/04/26

\$1 off BLIZZARD® Treat
\$2.99 small Shake or Malt
FREE large Fries with order

10/05/26 - 10/11/26

\$1 small Dipped Cone
1 Small Dipped Cone
FREE large Fries with order

10/12/26 - 10/18/26

\$1 off an app or online order of \$5+
\$2 off Burger Combos #1-6
\$1 off Hungr-Buster®

10/19/26 - 10/25/26

1 Off BLIZZARD® Treat
2.99 Sm. Shake or Malt
FREE large Fries with order

10/26/26 - 11/01/26

\$1 off BLIZZARD® Treat
FREE large Fries with order
\$2.99 small Shake or Malt

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

Offer Expires 11/01



HAPPY

BIRTHDAY

<i>Ka'Tina Green, District 3 Sr. General Manager</i>	<i>October 6th</i>
<i>Cindy Vega, Navasota Assistant Manager</i>	<i>October 7th</i>
<i>Mary Ferro, Company Controller</i>	<i>October 10th</i>
<i>Kathryn Martin, Crockett Assistant Manager</i>	<i>October 14th</i>
<i>Joseph Aleman, Navasota General Manager</i>	<i>October 31st</i>

Happy Anniversary

<i>Taryn Hill, Taylor General Manager</i>	<i>October 14th, 2024</i>
<i>Temeasah Wheaton, Madisonville General Manager</i>	<i>October 17th, 2022</i>
<i>Vanessa Childs, College Station General Manager</i>	<i>October 17th, 2022</i>
<i>Mary Bohler, District 1 Interim Senior General Manager</i>	<i>October 19th, 2020</i>
<i>Kitty Schlessman, Wimberley General Manager</i>	<i>October 31st, 2016</i>