

SDQ Monthly

February 2025



Smith Dairy Queens, LTD.



"A Sweet Update"

Letter From Heather

Team, Thank you. Since 1947 SDQ has provided sweet treats to fans all across this great state of Texas. For nearly 78 years, amazing people just like you have helped build this organization into what it is today: 38 locations and over 650 employees. Our guests come back because you all go above and beyond to ensure they receive exceptional service in a clean and safe environment, the best food and beverages, and that special DQ experience everyone loves. Our team members truly are the heart of SDQ and we are grateful for each one of you. Please enjoy our first edition of the SDQ Monthly "A Sweet Update."

Happy New Year!

Reminders:

- Never hold paychecks in your safe
- Make sure your employees are clocking in and out properly and adjust before close of payroll
- Employee behavior concerns: contact Tiffany and let her help you properly discipline or terminate
- Contact Chasity for all your new hire needs! 979-846-2222 X2300 or chasity.jernigan@smthdq.com
- Need an employee seminar on a specific topic? Just ask!

HR
Corner

Corporate Directory

Karen Smith	President
Heather Barron	VP of Corp HD
Jon Stoops	Director of Ops
Mary Ferro	Controller
Tiffany Snider	HR Director
Marsha Parker	Payroll Admin
Phyllis Hayes	Accounts Payable
Yolanda Guitron	Admin Assistant
Chasity Jernigan	HR Assistant
Mitchell Laughbaum	IT Specialist
Diana Toliver	Maint. Admin. Assistant



District Supervisors & Senior GM's

Don Crockett —D1 Supervisor	Nathan Burrell— D1 Senior GM
Brandon Fulton — D2 Supervisor	
John Effiom — D3 Supervisor	Ka'Tina Green — D3 Senior GM
Charles Swanson — D4 Supervisor	Charlotte Palermo — D4 Senior GM



PRIDE Awards Of 2024

Bryan #2

Floresville

Smithville

Flatonia

Bastrop

Kenedy

Crockett

Stockdale

Karnes City

Kyle

Madisonville

Seguin #3

Pearsall

What An Achievement!!!!



Blizzard of the Month

*Hello
February*

Reader
Board For
February

\$7 MEAL DEAL
FULL STOMACH
HAPPY WALLET

FALL IN LOVE
WITH OUR
RED VELVET
CAKE BLIZZARD

Make It Right For Our Fans

Deliver Out of This World Service

B

BELIEVE

the Fan's concern
the Fan's perception is their truth
it is not personal

L

LISTEN

to the exact concern
without interrupting
by focusing on the Fan

A

APOLOGIZE

sincerely for the frustration/disappointment
without excuses

S

SATISFY

by offering a solution to *Make It Right*
by responding quickly and accurately
by continuing to focus on the Fan

T

THANK

the Fan for sharing their concern
and invite the Fan back



Texas Avenue, Bryan, TX



**That's What I Love
About Texas!**



What's New At SDQ?!

Facilities & Maintenance Crew

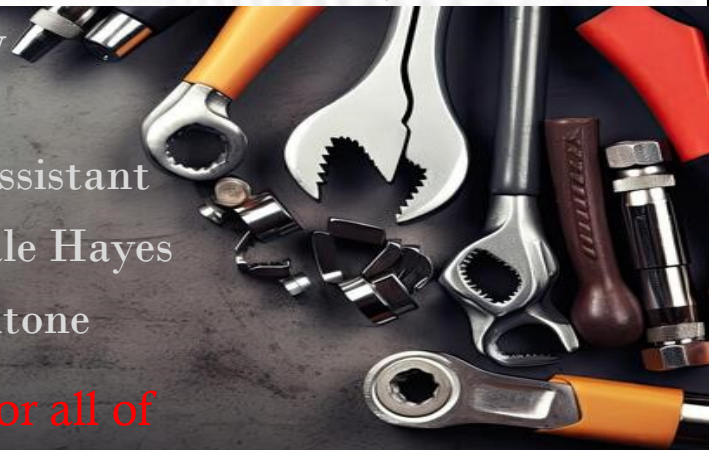
Dale Dominik-FM Manager,

Diana Toliver-Maintenance Admin. Assistant

Aubry "Ray" Farris, Collin Barron, Dale Hayes

Nicholas "Nick" Ward & John Pipitone

Please give them A BIG Thank You for all of
their hard work!!!!



ecotrak

Troubleshooting is a tool that helps with saving costs on maintenance and/or service calls to third party companies. It is important you select the problem most closely related to the issue as it can trigger troubleshooting.

*Diana Loves Work Orders!!!
Send Them All!!!*

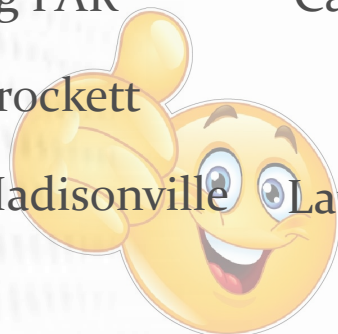
PAR[®] Brink POS

PAR Brink POS is a cloud-based POS system for restaurants that help improve the customer experience and restaurant efficiency.

Current Stores Using PAR

- Bryan 2
- Bryan 3
- Bryan 6

- Crockett
- Madisonville



Call Don, Nathan, Selena, Daphne, Themesha, Breggitte, Mary & our new IT Specialist, Mitchell Laughbaum for any questions. They are our experts!!!

Children's Miracle Network Fundraising

When a person donates to a Children's Miracle Network Hospital's program or partner, those donations help fund things like medical treatments, equipment and facilities at their local member hospital to improve the lives of children and families in their communities.

Now's The Perfect Time To Start Prepping Your

Team For February's CMN Fundraiser

2024 Donation Winners

Hearts Over \$1M Sales Top 3

Taylor 1st Place - \$1,874.00
San Marcos#1 2nd Place - \$1,034.00
Sealy 3rd Place - \$1,002.00



Hearts Under \$1M Sales Top 3

Bryan #6 1st Place - \$955.00
Pearsall 2nd Place - \$726.00
Rockdale 3rd Place - \$648.00

Miracle Treat Day Balloon - Top 10

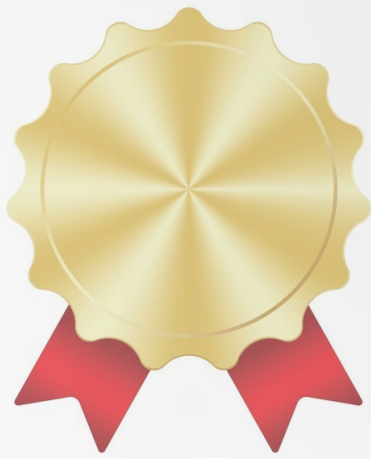
Bryan #6 1st Place - \$3,257.67
College Station 2nd Place - \$2,950.56
Seguin #3 3rd Place - \$2,674.08
Sealy 4th Place - \$2,317.84
Wimberley 5th Place - \$2,313.38
Bryan #5 6th Place - \$2,015.08
Bryan #2 7th Place - \$1,784.36
Crockett 8th Place - \$1,683.12
Bryan #3 9th Place - \$1,592.24
Karnes City 10th Place - \$1,511.94

Children's
Miracle Network
Hospitals

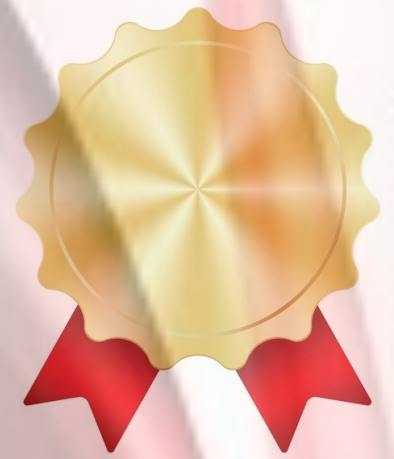
Pumpkin - Top 9

Sealy 1st Place - \$3,415
Bryan #6 2nd Place - \$2,456
Brenham #2 3nd Place - \$1,669
Bryan #3 4th Place - \$1,641
Bryan #5 5th Place - \$1,229
Madisonville 6th Place - \$1,199
La Vernia 7th Place - \$1,044
College Station 8th Place - \$1,033
Bryan #2 9th Place - \$1,005





*February
Upcoming
Events*



Smith Dairy Queens, LTD.

General Managers,

Assistant Managers & Maintenance

2025 Awards Banquet

February 27, 2025

Bastrop Convention Center

1408 Chestnut Street

Bastrop, Tx 78602



Wow! 2024 sure was a rollercoaster! District 4 went out with a real bang in my eyes, ending the year on some great highs. Closing out the year with THREE more Pride awards bringing the district up to SIX for the year. Kenedy and Karnes City participated in the "Karnes County Toys for Tots" program again this year bringing in a new all-time high number of toys for the stores. Pearsall was able to bring in a whopping 300lbs of canned and dried goods for the "Pearsall Food Bank" in their Red Bucket Campaign they held in store. Karnes City and Yorktown worked with their local schools to help feed hundreds of kids during their local UIL events serving at least 10 different ISD's. Ending our year with great appreciation events with our staff. All in all, 2024 was a great year. I can't wait to see all the things we accomplish in 2025. ... *Charles Swanson, District Supervisor*

Smile Stories

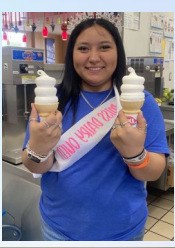
District 1



District 2



District 3



District 4





SDQ: Special 2024 Moments

Seguin #3 - GM

Angelica Briones married the love of her life October 7, 2024!

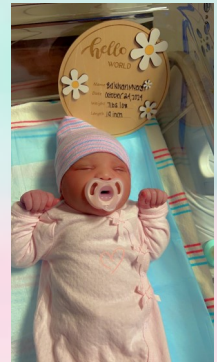
Congratulations Mr. & Mrs. Chambless



Bryan #5 GM

Zo Hawkins first grand-baby was born October 24, 2024!

Welcome Baby Girl Za'Niyah Myers



Let's Celebrate February 2025



Birthdays

Bryan #5 GM	Laphonzo "Zo" Hawkins	February 11
IT Specialist	Mitchell Laughbaum	February 21
Hallettsville GM	Kendra Brown	February 28
Rockdale GM	Susana Bustillos	February 28

Anniversaries

Bryan #2 GM	Breggitte Jones	February 5	7 years of service
Karnes City Sr. GM	Charlotte Palermo	February 24	5 years of service
Bellville AM	Katrina Starks	February 18	3 years of service
Kyle Sr. GM	Ka'Tina Green	February 21	3 years of service
Floresville GM	Felix Delgado	February 21	3 years of service
Crockett GM	Daphne Jefferson	February 20	2 years of service