



Smith Dairy Queens, LTD.

# March Newsletter

## Spring is (almost) here!

### Letter from Heather

As we look ahead to March 9th, when Texas A&M University and many surrounding schools begin spring break, we know this marks the official kickoff to our busy season. With families traveling, students celebrating, and warmer weather drawing more guests through our doors, our stores will see a significant increase in traffic. This is an exciting opportunity for our Smith Dairy Queens to shine, but preparation is key. Every location should be evaluating staffing schedules now, ensuring we are fully staffed and ready to deliver the speed of service and hospitality our communities expect from us.

In addition to ramping up hiring efforts, I encourage each team to closely monitor inventory levels and ordering habits. As sales increase, so does the need for disciplined planning to avoid outages or last-minute shortages. Reviewing par levels, confirming delivery schedules, and proactively ordering high-demand items will position us for success. If we prepare now, we will not only handle the spring break rush with confidence, but we will also set the tone for a strong and profitable season ahead.

Sincerely,

Heather

### HR Corner

There will be no HR Corner this month. Stay tuned for an HR presentation at the SDQ Convention!

### NUTS & BOLTS

This month, it is all about being attentive to our store and its image. As we move beyond winter, we are asking each Smith Dairy Queen location to complete a quick exterior inspection to ensure all pipes and outdoor spigots that were wrapped for freeze protection have now been properly uncovered. While this may seem like a small detail, it speaks volumes to our fans. Visible winter wrapping left in place sends the message that we're not paying attention. We take pride in showing our communities that our restaurants are well cared for and thoughtfully maintained.

That said, we must continue to monitor the weather closely. If another unexpected freeze moves through, we should be prepared to quickly rewrap exposed pipes and cover outdoor spigots to protect our facilities. Staying proactive is part of protecting our investment. Dale will be hosting a soft serve machine maintenance breakout session during the SDQ Convention, so be excited for that!

Lastly, as we head toward the summer season, we also need to develop proactive habits that protect our equipment, especially our A/C systems. For stores that are able to do so, air filters should be replaced monthly to help ensure units are running efficiently and without unnecessary strain. Before installing a new filter, please write the date clearly on the frame and take a moment to clean the surrounding vent area. Small, consistent actions like these reduce the risk of costly breakdowns during peak business and help keep our dining rooms comfortable for both our fans and for you all!



Smith Dairy Queens, LTD.

**WE'RE  
HIRING!**

**District 1**

No Open

**Managerial Positions!**

**District 3**

Elgin - GM

Kyle - AM

San Marcos 1 - AM

Smithville - AM

Taylor - AM

**District 2**

Brenham - AM

Bellville - AM

Flatonia - AM

Somerville - AM

Sealy - AM

Schulenburg - GM

Weimar - AM

**District 4**

Devine - AM

Kenedy - AM

Pearsall - 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 |



## 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 |

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

- 11 of the 14 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.
- 20 of the 38 audits came in quarter 1 and 2 of 2025
- 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!



# Road to the 2026 SDQ Convention!





# Photos from Across the Districts!

The photos seen below were sent by John Effiom and Charlotte Palermo. If you would like any photos of yours included in the monthly newsletter, please send them to [nate.carr@msithdq.com](mailto:nate.carr@msithdq.com) or text them to (979) 218-3937 by the 15<sup>th</sup> of every month!



**Engaging with schools is a great way to drive business in small communities. We challenge you all to think of different ways your stores can get engaged with your local school districts!**

**The lovely folks at Floresville store delivered a cake to their local Police Department! Great work, Team Floresville. Community involvement is incredibly important**



# MARCH



Put this up the morning of the March 19th, and take it down the evening of March 19th



# Monthly Specials for February

**02/23/26 - 03/01/26**

\$1 Off Any Size BLIZZARD® Treat

\$1 off a Hungr-Buster®

\$2 off a 4pc Steak Finger  
Country Basket®

**03/02/26 - 03/08/26**

\$2.99 Small Shake or Malt

\$2 off any Combo #1-8

FREE Large Fries with any order

**03/09/26 - 03/15/26**

\$1 Small Plain or Dipped Cone

\$2 off any 4pc Chicken Tender Basket

\$1 Off Any Size BLIZZARD® Treat

**03/16/26 - 03/22/26**

\$2.99 Small Shake or Malt

\$2 off a 6pc Chicken Tender Basket

FREE Large Fries with any order

**03/23/26 - 03/29/26**

\$1 Small Plain or Dipped Cone

\$2 off any Combo #1-8

\$1 Off Any Size BLIZZARD® Treat

**HAPPY  
BIRTHDAY**

|                                                         |                   |
|---------------------------------------------------------|-------------------|
| <i>Mieisha Thomas, Hempstead Assistant Manager</i>      | <i>March 6th</i>  |
| <i>Tiffany Snider, HR Director</i>                      | <i>March 6th</i>  |
| <i>Chris Moody, College Station Assistant Manager</i>   | <i>March 7th</i>  |
| <i>Selena Becerra, Bryan 3 General Manager</i>          | <i>March 11th</i> |
| <i>Nichole Ortiz, Nixon Assistant Manager</i>           | <i>March 21st</i> |
| <i>John Pipitone, San Marcos East Maintenance Tech.</i> | <i>March 22th</i> |
| <i>BJ Garcia, BCS Maintenance Tech.</i>                 | <i>March 22th</i> |
| <i>Isaac Quiroga, College Station General Manager</i>   | <i>March 25th</i> |
| <i>Alice Evans, Smithville General Manager</i>          | <i>March 27th</i> |



|                                                      |                         |
|------------------------------------------------------|-------------------------|
| <i>Janet Martinez, Wimberley Assistant Manager</i>   | <i>March 5th, 2025</i>  |
| <i>Kemya Parham-Brooks, Caldwell General Manager</i> | <i>March 18th, 2024</i> |
| <i>Monica Garza, Rockdale Assistant Manager</i>      | <i>March 31st, 2025</i> |