



Smith Dairy Queens, LTD.

June Newsletter

Summer is Here!

Letter from Heather

Hello, everyone! As we approach Miracle Treat Day, our stores will soon begin distributing Blizzard tickets throughout the communities we serve to help raise awareness and support for Children's Miracle Network Hospitals. These tickets are more than just a promotion; they are an opportunity for our teams and guests to come together in support of children and families facing serious medical challenges. Every ticket sold helps build excitement ahead of Miracle Treat Day, when proceeds from Blizzard sales directly benefit local CMN Hospitals and the incredible care they provide. I encourage every store to take pride in sharing these tickets within your communities and helping spread the message behind this meaningful event. Through teamwork, enthusiasm, and community involvement, we can continue making a real difference for children who need it most.

Sincerely,

Heather

HR Corner

Hi Smith DQ Team!

A dedicated HR Documents page has now been added to smithdq.com, giving managers easier access to important resources, including building, employee, and customer accident forms, I-9 examples, the employee handbook, and many other commonly used documents.

By organizing these materials in one convenient location, we hope to simplify day-to-day operations and ensure teams can quickly find the information they need when situations arise. As we continue improving our internal resources, we encourage everyone to familiarize themselves with the new page and utilize it as a helpful tool moving forward. I also want to invite the managers to send in recommendations if you think of any commonly used HR forms or documents that are not already included on the page.

I hope you all find this page useful!

Regards,
Tiffany

NUTS & BOLTS

When submitting EcoTrak tickets, it is extremely important to provide as much detail as possible so maintenance teams can accurately diagnose and address the issue in a timely manner. Be sure to include clear photos from multiple angles, along with specific timelines that explain when the issue was first noticed and whether conditions have worsened over time. A vague submission such as "Freezer won't keep temp" does not provide enough information for technicians to properly assess the situation before arriving on site.

A stronger example would be: "I noticed this morning at 9:00am that our walk-in freezer was running 10 degrees above its normal temperature. At the time of writing, 10:03am, it has now risen to 15 degrees above normal temperature. The fans are still blowing air, but the freezer feels noticeably warmer than normal."

Detailed ticket submissions help reduce delays, improve communication, and increase the likelihood of resolving issues correctly on the first visit.



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
Sealy - AM
Bellville - AM
Flatonia - AM
Somerville - 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



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

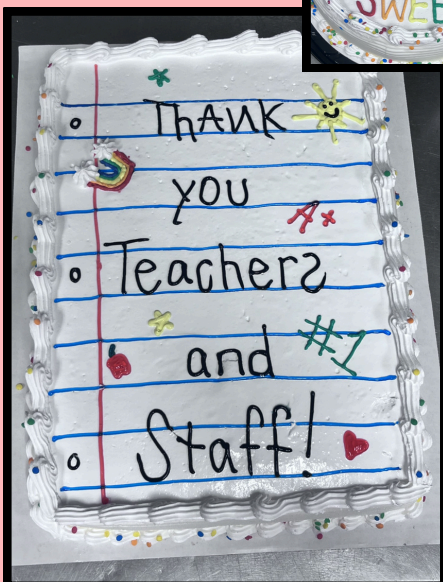
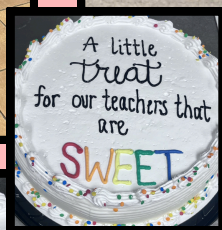
Tips and Trends for Passing your Audits!

- 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

Photos courtesy of Nate Carr, Tim Milligan, and Jim Tomlinson, Alice Evans, and Mary Bohler. 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!





Manager Spotlight!



Something new that we are starting with this edition of our newsletter is our Manager Spotlight section! You all are incredibly hard working, and we believe you deserve recognition. We want to use this section as a way to highlight the achievements of our long-standing managers as well as introduce you all to the new faces we are bringing on board to our many locations across Smith DQ. We hope you enjoy!



Born and raised in Devine, Camila “Milly” Pena has dedicated more than 30 years to the Dairy Queen brand and has proudly been part of the Smith DQ family since 2005. As the General Manager of Devine DQ, Milly is known for her unmatched work ethic and deep commitment to both her team and her community. Her favorite part of the job is the relationships she has built over the years, as she knows so many of her customers by name and loves that the store feels like a true part of Devine. Through her leadership and passion, Milly continues to create a welcoming environment that keeps guests coming back year after year.

Destini Aguilar recently joined the Smith DQ team as the new manager of Schulenburg DQ, bringing with her previous restaurant leadership experience from Zaxby's. In just the past few weeks, her hard-working attitude and high-energy leadership style have already made a noticeable impact on the store and team. Outside of work, Destini is a proud mother of two who has a huge love for animals of all kinds, a passion that reflects her caring and upbeat personality. Her drive, positivity, and dedication are helping create exciting momentum for the future of Schulenburg DQ.







June and July

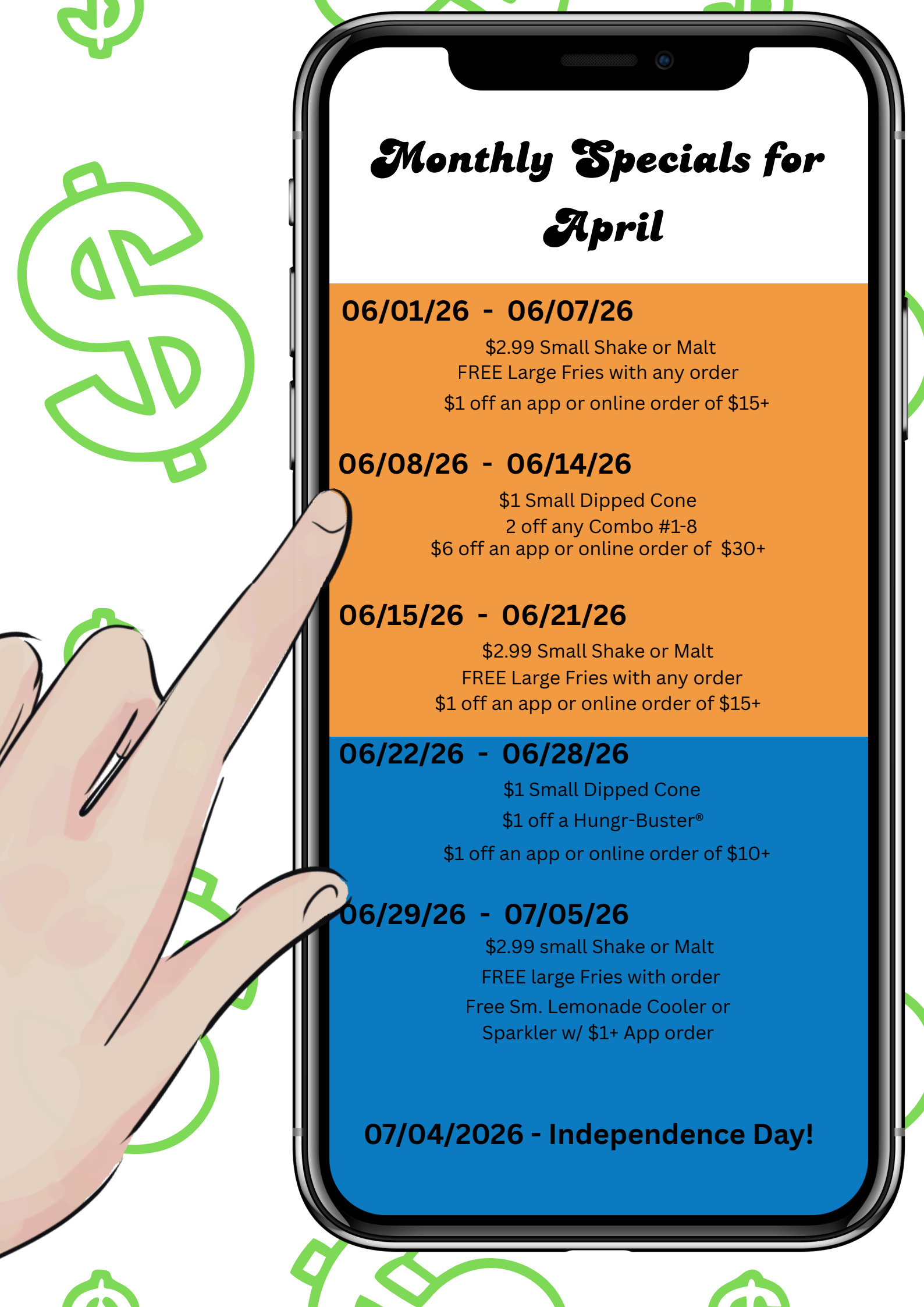
	1.	2.	3.	4. <i>Caldwell</i>	5. <i>Navasota</i> <i>Bryan 3</i> <i>(Make-Up)</i>	6.
7. <i>Madisonville</i>	8.	9.	10.	11. <i>Sealy</i>	12. <i>Sealy</i>	13.
14.	15. <i>Franklin</i>	16.	17.	18. <i>Crockett</i>	19. <i>Hempstead</i>	20. <i>Hempstead</i>
21.	22. <i>Franklin</i>	23.	24.	25. <i>Samerville</i>	26. <i>Bellville</i>	27. <i>Weimar</i>
28.	29.	30.				
			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>Flatonina</i>
26.	27.	28.	29. <i>MIRACLE TREAT DAY</i>	30.	31.	

FAN DAY August

						1.
2.	3.	4.	5.	6. <i>Devine and Pearsall</i>	7. <i>Harnes City and Henedy</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.					

We have discussed DQ Fan Day with you all in recent meetings, and after much careful planning, we are ready to share a more complete, **tentative** schedule that we will be following for the summer. Going into this project, our goal was to drive engagement on social media, as well as bring more business to the DQ app. Even after just 3 weeks, and 4 town visits, it is safe to say we are already seeing some great results. We hope this momentum will carry us through our busy season in the summer and help integrate our restaurants more into the daily routines of our customers. Once again, please be aware that these dates are tentative, and any mention of a single city with multiple locations means that those locations will have their Fan Day done at the same time. DQ Fan Days going forward will be done by myself, and in the cases where multiple stores will be done in one day, Isaac Quiroga, our Director of Training will be assisting me. If you have any questions, please let me know!

-Nate C.
Marketing Director of Smith DQ
979-218-3937



Monthly Specials for April

06/01/26 - 06/07/26

\$2.99 Small Shake or Malt
FREE Large Fries with any order
\$1 off an app or online order of \$15+

06/08/26 - 06/14/26

\$1 Small Dipped Cone
2 off any Combo #1-8
\$6 off an app or online order of \$30+

06/15/26 - 06/21/26

\$2.99 Small Shake or Malt
FREE Large Fries with any order
\$1 off an app or online order of \$15+

06/22/26 - 06/28/26

\$1 Small Dipped Cone
\$1 off a Hungr-Buster®
\$1 off an app or online order of \$10+

06/29/26 - 07/05/26

\$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!



Marchell Wilson, Hempstead General Manager
Victoria Guerrero, San Marcos #1 General Manager
Vanessa Childs, Navasota General Manager
Kemya Parham-Brooks, Caldwell General Manager
Nathan Burrell, District 1 Sr. General Manager

June 6th
June 7th
June 14th
June 24th
June 30th



Erica Dimas, College Station General Manager
Nathan Burrell, District 1 Sr. General Manager
James Tomlinson, Sealy Assistant Manager
Chris Moody, College Station Assistant Manager

June 1st, 2021
June 6th, 2011
June 10th, 2024
June 24th, 2024