



April Newsletter

(The past 6 weeks have been busy!)

Smith Dairy Queens, LTD.

Letter from Heather

As we head into April, we can feel the momentum building with warmer weather, increased in-store traffic, and more families, kids, and fans on the move. This seasonal energy creates natural opportunities for connection, especially with our younger guests who would be more receptive to technological connection. I encourage each of you to take advantage of these moments by promoting the DQ app and inviting guests to follow your store's social media channels. These small interactions can lead to lasting connections and continued growth for your store. Let's make the most of this exciting time of year!

Sincerely,

Heather

HR Corner

Hi Team!

I don't have any topics this month but to say, do your best and treat each other with respect and kindness.

I'm at a HR law conference and don't worry, next month I'll have some hot topics and tips to share! As always, I am available any time!

Sincerely,

Tiffany

NUTS & BOLTS

Staying on top of a few key maintenance habits can make a big difference in keeping our stores running smoothly. First, it's essential that closing crews pour the instructed amount, approximately 4 oz, of Green Boxed GTM (Grease Trap Maintainer) into all kitchen drains and Coke machine drains every night. This simple step helps prevent buildup, odors, and costly plumbing issues. Additionally, on a weekly basis, teams should be wiping down and cleaning the gaskets on all refrigerated doors, drawers, and cold storage units. Keeping these gaskets clean not only extends their lifespan but also ensures our refrigeration and freezing systems operate efficiently, helping us maintain product quality and control energy costs. Thank you all for cooperation and compliance with these maintenance practice notices. Your cooperation is paramount in ensuring we are able to be the best Dairy Queens that we can be!



Smith Dairy Queens, LTD.

**WE'RE
HIRING!**

District 1

No Open

Managerial Positions!

District 3

Seguin 4 - AM

San Marcos 1 - AM

Taylor - AM

District 2

Brenham - AM

Bellville - AM

Flatonia - AM

Somerville - AM

Weimar - AM

District 4

Kenedy - AM

Karnes City- 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



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

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!



Free Cone Day!

If you would like any photos of yours included in the monthly newsletter, please send them to nate.carr@msithdq.com or text them to (979) 218-3937 by the 15th of every month!





Smith Dairy Queens, LTD.

Free Cone Day Cont.





Smith Dairy Queens, LTD.

SDQ Convention!





SDQ Convention Cont.



April



Summer
is Calling

S'mores

Cotton Candy

New! Strawberry Angel Food Cake

Summer Treat Collection

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Spicy
DUDE
CHICKEN FRIED STEAK SANDWICH

JALAPEÑOS | PEPPER JACK CHEESE
JALAPEÑO RANCH | LETTUCE | TOMATO

new!

LIMITED TIME

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**TRY OUR
NEW
SPICY DUDE
SANDWICH**



**COOL
OFF WITH
A SWEET
BLIZZARD**

Monthly Specials for April

03/30/26 - 04/05/26

\$1 Off Any Size BLIZZARD® Treat

FREE Large Fries with any order

\$2 off a 6pc Chicken Tender
Country Basket®

\$1 off an app or online order of \$10+

04/06/26 - 04/12/26

\$1 Small Dipped Cone

\$1 off a Hungr-Buster®

\$6 off an app or online order of
\$30+

04/13/26 - 04/19/26

\$2.99 Small Shake or Malt

\$2 off any Combo #1-8

\$1 off an app or online order of \$5+

04/20/26 - 04/26/26

FREE Large Fries with any order

\$2 off a 6pc Chicken Tender or Steak
Finger Country Basket®

\$1 off an app or online order of
\$10+

03/30/26 - 04/26/26

FREE Spicy Chicken Fried Steak
Sandwich, with purchase of a Soft Drink
and Side (can be redeemed once)

Buy one BLIZZARD® Treat, get one for
99¢ (can be redeemed once per day during the
promotional period)

*HAPPY
BIRTHDAY*

<i>Angelica Chambless, Seguin #3 General Manager</i>	<i>April 1st</i>
<i>Camila Pena, Devine General Manager</i>	<i>April 4th</i>
<i>Kitty Schlessman, Wimberley General Manager</i>	<i>April 4th</i>
<i>Rebecca Canales, Karnes City General Manager</i>	<i>April 5th</i>
<i>Brittany Surovik, Caldwell Assistant Manager</i>	<i>April 9th</i>
<i>Teresa Kalinec, Sealy General Manager</i>	<i>April 10th</i>
<i>Robert English, Bastrop General Manager</i>	<i>April 14th</i>
<i>Temeasah Wheaton, Madisonville General Manager</i>	<i>April 29th</i>



Alicia Hough, Flatonina General Manager April 23rd, 2025