September Newsletter
Happy Fall, Y'all!

Letter from Heather

What a summer it has been for Smith Dairy Queens! We have stayed busy, worked hard, and accomplished a great deal together, with Miracle Treat Day being a tremendous success once again. I want to thank every one of you for the effort you put into making that day special and for continuing to show our communities what Smith DQ is all about. As we move into the fall and winter months, our focus needs to shift toward being smart and intentional with our scheduling while keeping a close eye on labor costs. At the same time, I want our stores to be proactive in our communities, not simply waiting for opportunities to come to us, but actively looking for ways to get involved, build relationships, and make an impact. The Christmas season will be here before we know it, and there will be countless opportunities to partner with schools, organizations, businesses, and local events. Let's finish the year strong by being good stewards of our resources while continuing to make Smith DQ a positive and active part of every community we serve.

Sincerely,

Heather

HR Corner

Grow the Team We Have—and the Team We Need

As we focus on retention, let's remember that every team member has a reason to stay. Managers, take time to recognize great work, coach with purpose, celebrate progress, and show our people opportunities to grow.

At the same time, we all play a role in bringing great people through the door. Know someone who would be a great fit for our team? Encourage them to apply and share what makes Smith DQ a great place to work.

Keep the great people we have. Bring in great people we need. Grow together.

Best,

Tiffany Snider

HR Director

NUTS & BOLTS

Regularly filtering and rotating cooking oil is essential to maintaining the quality and consistency our guests expect at Smith Dairy Queens. Filtering removes food particles and debris that can cause oil to break down faster, while proper rotation helps extend the life of the oil and ensures products cook evenly. Fresh, well-maintained oil also improves the taste, appearance, and overall quality of our food. By making oil maintenance a daily priority, we can reduce waste, control costs, and continue serving every guest the high-quality food they expect from Smith DQ.

Smith Dairy Queens, LTD.

WE'RE HIRING!

District 1
Caldwell - AM
Bryan 6 (new location!) -
1 General Manager
2 Assistant Managers
4 Shift Leads

District 2
Brenham - AM
Bellville - AM
Flatonia - AM
Hallettsville - AM
Schulenburg - AM
Weimar - GM & AM

District 3
Smithville - AM
San Marcos 1 - AM
San Marcos 2 - AM
Seguin 4- AM
Kyle - 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

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
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	14583	San Marcos #2	Pass/Pass
07/25	14584	San Marcos #1	Pass/Pass
08/19	13956	Crockett	Pass/Pass
08/22	14309	Karnes city	Fail/Pass
08/22	14315	Kenedy	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
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

Photos from Miracle Treat Day!!

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!



















Photos from Across The Districts!

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Moments before Trajedy



...Trajedy













SDQ Spotlight!



Kitty Schlessmen is the General Manager of Wimberley Dairy Queen and has been a valued member of the Smith Dairy Queens team for the past 10 years. Originally from Everett, Washington, Kitty joined Smith DQ after spending time working at Burger King and has continued to grow and make an impact with the company ever since. Outside of work, Kitty enjoys spending time with her husband, their three children, and five grandchildren. When it comes to her favorite Dairy Queen menu item, you can't go wrong with her pick: the T-Brand Tacos!

Ivy Garza is the General Manager of Pearsall Dairy Queen and has been an important part of the Smith Dairy Queens family since 2006. Over the years, Ivy has built a wealth of experience and has played a valuable role in the success of her store and team. Outside of work, she loves spending time around the water and enjoys fishing, boating, swimming, and pretty much anything that gets her near the water. When it comes to her favorite Dairy Queen menu item, Ivy keeps it classic with a Hungr-Buster, hold the tomatoes!



September


Made for
Fall
Cravings
It's back!
Pumpkin Pie
Blizzard Treat
New!
Brown Sugar
Cookie Dough
Blizzard Treat
Blizzard


New!
DQ Coffee
Coolers
Made with Cold Brew
Limited time
Get a small for $3
Salted
Caramel
Toasted
Marshmallow
Mocha
OREO
DQ


INTRODUCING THE
BASKET & BLIZZARD
BUNDLE
$11.99
LIMITED TIME
4-PC CHICKEN TENDER COUNTRY BASKET
20oz DRINK · SMALL BLIZZARD TREAT
Coca-Cola
Blizzard
TRY IT WITH OUR
MVP
SAUCES
GHOST PEPPER
DQ TEXAS SAUCE


DQ
TREATS
MADE FOR
FALL
CRAVINGS


DQ
GET LOST
IN OUR
NEW MVP
SAUCES

Monthly Specials for September

08/31/26 - 09/06/26

$1 off BLIZZARD® Treat
$1 off Hungr-Buster®
FREE large Fries with order

09/07/26 - 09/13/26

$1 small Dipped Cone
$2.99 small Shake or Malt
$2 off Combo Meal #1-8

09/14/26 - 09/20/26

Free Hungr-Buster® With Cheese with an app/online order of $1 or more.
(1-time purchase, 5-day expiry)

$1 off BLIZZARD® Treat
FREE large Fries with order

09/21/26 - 09/27/26

$2 off Combo Meal #1-8
$1 small Dipped Cone
$1 off Hungr-Buster®

09/28/26 - 10/04/26

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

National Cheeseburger Day!! - September 18th

FREE DELIVERY EVERY MONDAY WHEN ORDERED THROUGH DQ APP!!



Destini Aguilar, Schulenburg General Manager	September 2nd
Charles Swanson, District 4 Supervisor	September 11th
Chasity Jernigan, Human Resources Assistant	September 14th
Gabriel Kehl, San Marcos #2 General Manager	September 28th



Laura Ramos, Hallettsville General Manager	Sep. 4th, 2023
Robert English, Bastrop General Manager	Sep. 5th, 2023
Don Crockett, District 1 Supervisor	Sep, 16th, 2019
Michelle Trigo, Nixon General Manager	Sep. 19, 2026