



December Newsletter Happy Holidays!

Smith Dairy Queens, LTD.

Letter from Heather

Team, we can see the 2025 finish line and our plan is to sprint into 2026!

Right now, we are focused now on two key marketing messages: We will be continue to push the Sauced and Tossed Chicken Strip Baskets, and in December, we will be launching our new "Next Generation" Chicken Strips. We also have several key operational topics that we want to ensure everyone is aware of:

The holidays are also a time where some folks are looking for a "quick buck!" That leads to phone scams looking for restaurant information, to shortchange artists, to actual robberies, both when we are open and when we are closed. To prevent these sorts of things from happening, remember to:

- ▶ **Never give any restaurant information to someone you don't know whether it's on the phone or in person.**
- ▶ **If you have cameras, make sure they are working properly as this can be both a deterrent, as well as a major help in catching anyone who has entered the building to rob us, and/or who may be waiting outside before/after hours.**
- ▶ **Ensure all employees know the steps to take both during and after a robbery to protect themselves and their fellow team members. Life is always the most important...Always!**

We certainly have a lot to be thankful for, as we approach the holidays, and I want to thank you for your ongoing dedication, commitment, flexibility, and support to the Smith DQ Family

I am so thankful for you all! Happy Thanksgiving Everyone!

Sincerely,
Heather

NUTZ AND BOLTZ

With colder weather approaching, it's time we start to winterize our stores to help protect them to ensure their longevity. See below for a short list. Please complete the list and send pics to your supervisors for accuracy.

1. HVAC - replace filters, set all thermostats to 72 and keep on the cool setting, only switch to heat if it becomes too cold in the stores for the fans and employees. Then adjust accordingly.

2. Wrap pipes - all pipes that are outside coming into the building that are exposed to the elements should be wrapped, a pool noodle is a nice option, if not a towel will be sufficient. If it happens to ice, which shouldn't be for a while, turn all facets on to a drip, and any cabinets with pipes under them, be sure open the doors.

3. Check for cracks or openings in the building. These should be sealed. Talk to your supervisors for assistance with sealing these areas.

4. Ceiling tiles - Be sure all ceiling tiles are up and there is no opening, this will help prevent drafts and colder weather coming in. If you have missing ceiling tiles, why? Call Diana she will get some ordered ASAP.

5. Doors - Be sure all doors are sealed properly, and the door sweep/stopper do not have a large gap. If they do, please put in a work order.

Take care of your buildings, and they will take of you!!

Human Resources Corner

Never forget the "human" in Human Resources.

That reminder really struck me recently, and I want to pass it along to everyone in our organization—from the top down. I love people, and since my very first day in the working world, I discovered something important: I genuinely enjoy making someone's day a little brighter. Whether it's a moment of connection, listening to someone share their day, or bonding over something personal that brought us together, those moments matter.

Our employees and our customers are why we do what we do. Yes, we sell great food and treats—and we are proud of that—but what truly sets us apart isn't on the menu. It's how we treat people. Are we saying "my pleasure" like programmed robots, or do we genuinely care about our communities, our teams, and our guests? At the end of the day, we're not in the food business—we're in the people business.

So smile. Welcome your fellow team members each day. Be the reason someone loves coming to work. Smile and welcome your customers, too. Be the reason they want to come back. Make them feel like part of the Smith DQ family. Share their stories. Tell yours.

We work with—and serve—some truly interesting, kind, and remarkable people. Many of them could use a moment of connection, a friendly face, or a simple conversation with someone who cares. And that someone can be you.

With much kindness,
Tiffany Snider
P.S. Happy Holiday celebrations to all!



Smith Dairy Queens, LTD.

**WE'RE
HIRING!**

District 1
No Open Positions

District 2
Somerville - AM
Brenham - AM
Hallettsville - AM
Bellville - AM
Weimar - AM
Flatonia - AM

District 3
Smithville - GM
Seguin 4 - AM
Elgin - AM
Taylor - AM

District 4
Nixon - AM
Kenedy - AM
Devine - AM
Seguin 3 - AM
Pearsall - AM
Karnes City - AM
Floresville - 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

Smith Dairy Queen Audits

1/14	14530	Rockdale	Pass/Pass	
2/19	13886	Bryan #5	Pass/Pass	
2/19	13893	Caldwell	Pass/Pass	
2/24	10604	La Vernia	Pass/Pass	PRIDE AWARD 🏆
3/07	10586	Wimberley	Pass/Pass	PRIDE AWARD 🏆
3/19	13885	Bryan #3	Pass/Pass	
3/19	13887	Bryan #2	Pass/Pass	
3/24	14595	Seguin #4	Pass/Pass	PRIDE AWARD 🏆
4/12	14741	Yorktown	Pass/Pass	PRIDE AWARD 🏆
4/17	14023	Devine	Pass/Pass	PRIDE AWARD 🏆
4/17	14594	Sealy	Pass/Pass	
4/30	14081	Floresville	Pass/Pass	PRIDE AWARD 🏆
5/07	14705	Weimar	Caution/Pass	
5/07	14989	Flatonia	Caution/Pass	
6/18	14990	Stockdale	Pass/Pass	PRIDE AWARD 🏆
6/23	13956	Crockett	Pass/Pass	PRIDE AWARD 🏆
6/23	14315	Kenedy	Caution/Pass	
6/23	14309	Karnes City	Pass/Pass	PRIDE AWARD 🏆
7/07	14481	Pearsall	Pass/Pass	PRIDE AWARD 🏆
7/29	14389	Madisonville	Caution/Pass	
7/30	14441	Navasota	Pass/Pass	PRIDE AWARD 🏆
8/07	10041	Brenham #2	Caution/Pass	
9/10	14187	Hallettsville	Caution/Pass	
9/15	13883	Bryan #6	Pass/Pass	
9/15	13926	College Station	Pass/Pass	
9/25	13858	Bellville	Pass/Pass	
9/29	14590	Schulenburg	Caution/Pass	
10/01	14064	Elgin	Caution/Pass	
10/14	14613	Smithville	Pass/Pass	PRIDE AWARD 🏆
10/14	14640	Taylor	Caution/Pass	
11/06	14584	San Marcos #1	Pass/Pass	PRIDE AWARD 🏆
11/06	14583	San Marcos #2	Pass/Pass	PRIDE AWARD 🏆
11/06	14617	Somerville	Pass/Pass	
11/10	14447	Nixon	Pass/Pass	
11/18	14199	Hempstead	Pass/Pass	



Internal Audits

1/23	13883	Bryan #6	81.4	5/08	14617	Somerville	67.2
1/24	10586	Wimberley	91.9	5/12	14187	Hallettsville	35.6
3/10	14705	Weimar	55.6	5/20	14640	Taylor	77.6
3/10	14590	Schulenburg	69.9	5/22	14389	Madisonville	95.7
3/20	10041	Brenham #2	82.9	5/22	14441	Navasota	82.2
4/17	13956	Crockett	64.0	5/29	13926	College Station	85.0
4/22	14613	Smithville	89.3	6/12	14600	Seguin #3	74.3
4/24	14064	Elgin	80.8	6/13	14584	San Marcos #1	75.3
4/24	13843	Bastrop	92.4	8/19	14331	Kyle	88.4
5/01	14199	Hempstead	74.0	8/20	14447	Nixon	80.7
5/01	13858	Bellville	78.3				



Late October Events!

Smith Dairy Queens, LTD.



Birthday party in Smithville!



Pumpkin Contest in District 3



Franklin Grand Opening



December





**Monthly Specials for
December**

12/01/2025 - 12/07/2025

3 Texas T-Brand Tacos® for \$5
FREE Mini BLIZZARD® Treat with purchase of 6-pc Chicken
Strip or Steak Country Basket®
\$1 Off Any Size BLIZZARD® Treat

12/08/2025 - 12/14/2025

\$5 Jalitos Ranch Hungr-Buster®
FREE Mini BLIZZARD® Treat with purchase of a Dude®
Chicken Fried Steak Sandwich
\$1.99 Medium Sundae

12/15/2025 - 12/21/2025

50% off a Kid's Meal with purchase of
Any Burger Combo #1-6
FREE Medium Soft Drink with Any Basket Purchase
\$1.50 Small Shake or Malt

12/22/2025 - 12/28/2025

\$2 Off a Burger Combo #1-6
FREE Kid's Meal with purchase of Chicken Strip Country
Basket® (4pc/6pc)
\$3 off box of DQ Sandwich®

HAPPY BIRTHDAY

<i>Lorena Sarzosa, Seguin #4 General Manager</i>	<i>Dec. 3rd</i>
<i>Alicia Alvarez, Yorktown General Manager</i>	<i>Dec. 8th</i>
<i>Cosbie Diaz, Stockdale General Manager</i>	<i>Dec. 14th</i>
<i>Raelene Trevino, San Marcos #2 Assistant Manager</i>	<i>Dec. 28th</i>
<i>Janet Martinez, Wimberley Assistant Manager</i>	<i>Dec. 28th</i>
<i>Karen Smith, President of Smith Dairy Queens, Ltd.</i>	<i>Dec. 30th</i>

Happy Anniversary

<i>Michael Bernal, Brenham #2 General Manager</i>	<i>Dec. 1st, 2022</i>
<i>Bianey Juarez-Ramos, Bryan #5 Assistant Manager</i>	<i>Dec. 4th, 2023</i>
<i>Dakota Morris, Bellville Assistant Manager</i>	<i>Dec. 23rd, 2024</i>
<i>Alicia Alvarez, Yorktown General Manager</i>	<i>Dec. 25th, 2022</i>