



NESO Operator

Happy Holidays!

Refresh & Energize at the 2013 NESO Convention

Mountaineer Casino & Resort, Chester, WV. In the extreme northeastern panhandle of WV, approx 1 hour from Pittsburgh.

The last few years have been challenging for any business, but if you own or operate a Dairy Queen Restaurant now is the time to recharge, refresh, and renew! Many stores close for the season, if that applies to your location, look at this as a time to rethink your business strategy for the upcoming year. You already can look ahead and see some of the challenges; minimum wage increasing in Ohio (\$7.85), cost of goods on the rise, and Obamacare.

You need to take care of you! You're the best asset your company has, if you can't keep thinking one step ahead, you will fall two steps behind! Come to the NESO 2013 convention and meet with other operators! Learn information that can make a real difference at your store. The more you meet and talk with others the more you will learn. This year promises to be a new, different, and information packed convention. We will be at Mountaineer Resort and Casino in West Virginia January 17-19, 2013.

Some of the highlights of the convention will be a **slot tournament with prizes**. Next, we are shipping the convention off to **Pittsburgh for Dinner!** We will load luxury tour buses and tour Pittsburgh with dinner at a local restaurant all included with your registration to the convention. **Pittsburgh is beautiful at night**

and you don't have to drive, park or pay! We have some exciting speakers we are in the process of finalizing. We have had a request for a speaker to address the convention on Obamacare and what that will mean for you and your employees. We are working hard to accommodate that request. IDQ is sending our brand new marketing guru, **Barry Westrum** who believes in Dairy Queen soft serve. Music to our ears, come and meet Mr Westrum, armed with your questions. I am also excited to be able to tell you that we will be tasting the **brand new Blizzard flavors** on Friday during the exhibits, a first for NESO! We have lots of prizes to give away including an **iPad®** and did I mention we are at a casino so that part is up to you!

We may have a few surprises planned too. I encourage you to bring your managers for the convention. They need some refreshing too. The hotel includes an **indoor pool and hot tub Spa** along with three other food facilities if you have time before or after our convention activities. We will also get the hear about new **DQOA products** in the works for the upcoming year. These will save your store real dollars and add to **the bottom line**. This convention is very inexpensive for the amount of resource and benefit available to store operators and owners. **Room rate is still \$79 per night**, and most of your food is included in your registration of only **\$100 if registered before 12/31/12!** REGISTER TODAY you won't regret it! You can easily register online at www.NesoNews.com.

NESO Conventions are Definitely Worth the Time

At the NESO convention in 2010 we purchased the Tellermate cash counting machine. Prior to that, all of the cash drawers were counted manually by employees at the end of the shift. This required us to have overlapping labor and any discrepancies would result in more time spent recounting. Since we began using the cash counter we were able to drastically reduce labor costs associated with cash counting by shifting that responsibility to management, eliminating the need for shift overlap. The amount of time spent counting deposits has also been greatly reduced. In 2011 we purchased a soak tank from Clean X-press. Before using the tank, we were manually scraping and spraying our grill parts

at night, exposing our employees to cleaning chemicals, and in the morning we would spend additional time scrubbing and washing the parts. Since we began using the tank we have reduced that process to simply loading the parts in the tank at night and then quickly washing and sanitizing them in the morning. Through this process we are saving labor, chemical costs and chemical exposure to the employee. With the rising cost of doing business, we need to constantly search for new and creative ways to lower operating costs. These are just two examples of how the NESO convention has given us the opportunity to achieve just that.

Keith Schreiber • conneautdq@suite224.net

Eleanor WV DQ Celebrates 50 years

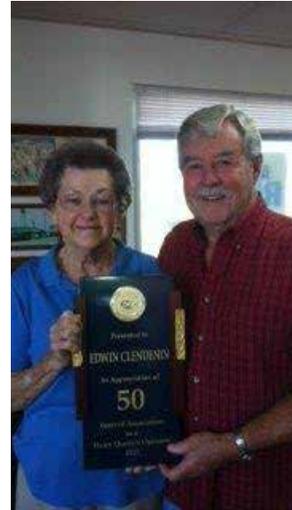
In the south west corner of West Virginia, a married couple are celebrating a very significant and impressive anniversary. No, it is not their 50th wedding anniversary which has already been easily accomplished and surpassed, it is 50 years as Dairy Queen owners.

Eddie and Bettie Clendenin are celebrating their 50th year with Dairy Queen. After visiting a small independent walk-up ice cream stand, Eddie knew he had to try to sell soft serve for himself. After researching ice cream businesses, Dairy Queen was the winner. Eddie and Bettie built their current location in 1962 and opened their store in May of 1963.

The Dairy Queen is located in the town of Eleanor, West Virginia. The town began in 1934 under Franklin Delano Roosevelt, the town name chosen from the first lady at the time. Eleanor began as part of the “new deal” plan under the president and was a re-settlement area according to wikipedia. The houses, about 600 in all were built from one of three house plans and to this day some of the styles are referred to as the “Eleanor”. Currently the population is about 1500.

The Clendenin’s Dairy Queen began as a small walk-up store and has flourished into a store that seats 44 people. The Dairy Queen of Eleanor is a very family oriented business. Eddie and Bettie have raised 5 children, of which 3 children and several grandchildren are actively involved in the business. The Dairy Queen is in the middle of town and is considered an icon to the community. This close knit small community is the reason the Dairy Queen is so successful. If you were ever to visit the store, you would more than likely run into both Eddie and Bettie. They are there morning, noon, and night: opening and closing the store daily. It is a short walk to work, as they live

adjacent to the property! One of the more well known and frequent customers is Gus Douglas, secretary of Agriculture for the state of West Virginia. He has always been a friend to the NESO membership and has crowned many DQ queens over the years. Another well known connection was an early district manager by the name of Jerry Coyne. Jerry is also well known as he serves as the executive secretary to our own NESO. One of the first memories of Jerry Coyne by Brenda Thornton, Eddie & Bettie’s daughter, is of Jerry delivering an “A” frame model Dairy Queen machine. Brenda says “Mom has always had something special for Jerry”.



One of the more scary memories for the Clendenins came in 2004, the year Bettie was hit by a car and pushed into the roadway by a customer backing up their car. She suffered a broken ankle and thankfully has recovered. Brenda currently serves the NESO membership by holding a position on the NESO board. She is actively involved with her parents in the daily operations of the Dairy Queen of Eleanor. So if you see Eddie and Bettie at our 2013 convention, please congratulate them for 50 years in the DQ family, what a huge accomplishment! Congratulations!

Brenda Thornton • MudderTMC@comcast.net

Don't Become Complacent

So I've been in this crazy business for 35 years and I'm getting kinda tired. It seems that the 10-to-12 hour days feel more like an 18 or 20-hour day used to feel. It's harder to pick up the trash off the floors (did someone move the floor lower?!). And some of the things these young kids say, do and wear just amazes me (I wonder if there will be a point where they just text us their order while standing just across the counter- never even speaking !!).

The point is that things change- whether it's from the idq changes, updates, additions, new requirements, and hours on the computer - or if it's just because our minds and bodies are getting older. Change happens. It doesn't stay the same no matter how much one might want it to! And if we're not careful as the years roll along, complacency can rear it's head and become an ugly thing! Because of all the changes and time commitments, I'm wondering if we have become complacent in our business.

How will you answer some of the following?

Cost of goods - Do you check prices and cogs? When is the last time you checked warehouse pricing? If you don't know your cogs how can you properly price the products to the customer and still have a profit (I believe we got into this crazy business to make money). Do you continue to use the same mix supplier (even though the price is 20-cents/ gal higher) because you like the driver or because they deliver at a convenient time? Have you become complacent to the point that you don't even care about your cogs and profit?

Facility - As I travel I sometimes stop at a DQ here and there just to nose around and maybe get a new idea. Sadly there have been a couple locations that embarrass us as fellow owners. It's obvious that complacency has set in and their facility is now giving us a bad name.

(cont'd on page 4)

Operator Convention Registration Form

SUPPLIER form online at www.nesonews.com

Mountaineer Race Track • Chester, WV • January 17-19, 2013

THURSDAY...January 17

- 8 am - 4:30 pm** ServSafe Course (pre-register below)
- 9 am** Registration
- 3 pm** Board of Directors Meeting
- 7 pm** Heavy Hors d'oeuvres & Cocktails
- TBA** Slots Tournament

FRIDAY...January 18

- 9am - 2 pm** Exhibits Open
- 2:30pm-10pm** Bus Trip to Pittsburgh (register below, includes dinner)
Free evening at casino for persons not taking bus trip.

SATURDAY...January 19

- 9 am** General Session
Ron Rapp - NESO President
Barry Westrum - IDQ Executive Vice President of Marketing
Josh Schmieg - DQQA Executive Director
- 3 pm** Annual NESO Meeting
*Annual Auction Immediately Following NESO Meeting
- 7 pm** Dinner Banquet
Crowning of the Queen

questions?

- Call Jeff:** p: (304) 562.7355
f: (510) 740.3586
e: neso@suddenlink.net
- Call Jerry:** p: (304) 263.6380
f: (510) 740.3653
e: dacoinc@comcast.net

accomodations

Book room with Mountaineer Casino BEFORE 1/9/2013 for NESO rate

- Rate:** \$79 (single / double)
Reservations: (800) 804.0468
Convention Code: NESO or Dairy Queen

NESO registration

- Online:** www.nesonews.com
Mail: Jeff Haynes
317 E. Maplewood Est • Scott Depot, WV 25560
Fax: (510) 740.3586

Pittsburgh Bus Trip! Friday @ 2:30pm

***YOU MUST PRE-REGISTER FOR THE BUS TRIP**

***Included in your full registration fee**

INCLUDES:*

- Deluxe motor coach
- city tour
- dinner at Spaghetti Warehouse
- ride the incline
- shopping at Station Square/The Strip District

*All gratuities and taxes included

Register Online!

Go to www.nesonews.com

Company/Owner: _____ Phone: _____ IDQ Store #: _____ # of stores: _____

Address: _____ City, State & Zip: _____ E-mail: _____

FEES: Enter the appropriate amount for each person.

Full Registration: includes all convention food & functions plus Pittsburgh bus trip.

Adults: \$100 (\$125 after 1/1/13) • Children: (12 and under) \$55 (\$65 after 1/1/13)

Thursday OR Saturday Only Pass: includes food & functions for that day & evening.

Adults: \$35 (\$45 after 1/1/13) • Children: (12 and under) \$15 (\$25 after 1/1/13)

Pittsburgh Bus Pass Only: \$75 (Included in full registration)

FREE entrance to speakers and exhibits

ServSafe® Course:

NESO members: \$100 (must be current paid member)

Non-members: \$125

List names of ALL persons attending below:

Check box for each day they are attending the EVENING function • Check Child for a children's meal. (12 and under) • Check ServSafe® for thursday's ServSave® class.

- Name: _____ Thurs Fri Sat Bus Trip ServSafe® Child \$ _____
- Name: _____ Thurs Fri Sat Bus Trip ServSafe® Child \$ _____
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- Name: _____ Thurs Fri Sat Bus Trip ServSafe® Child \$ _____

DQQA/NESO DUES FOR 2013 - \$350 for 1st store + \$300 for each additional store. \$ _____

TOTAL ENCLOSED - (make checks payable to NESO) \$ _____

Credit Card: Visa Mastercard Discover American Express Card #: _____ Exp Date: _____

Name on Card: _____ Security Code: _____ Billing Zip Code: _____



NESO
 c/o Jeff Haynes
 317 East Maplewood
 Scott Depot, WV 25560



Don't Become Complacent (cont'd from page 2)

So I ask you, do you come in the same door every day so that you get used to seeing that gunk in the corner or stuff on the door and it no longer bothers you? Or do you change your entry pattern so you see the entire store, not just the back door? Through out the day do the fingerprints on the customer doors bother you or have you become complacent and just clean the windows at opening and 5:00? Do you spend time in the customer areas, inside and out, to see what they are seeing?

Employees - The guy who bought my other store and I used to teach together. He loves to train and does most of the training himself. I hate to train because it's just easier to do it myself than to wait for them to "get it"! He trains. I have a specific trainer that stays with the trainee until they can be own their own. Either way the new person comes into the team ready to go. I know an owner that gives the trainee 2 or 3 days of training and then the poor kid is on his own. That owner must draw employees from a different source than me because there's no way our folks are ready to be on their own after 2 days! Or has complacency set

in for that owner? And what about those uniforms? Don't you just love it when someone comes in straight from class, almost late, and just at shift change with blizzard specks across their chest that are there from their last shift (3 days ago). Do they go home to get a clean uniform or has complacency taken over and they get to slide and stay with the dirty shirt.

Like I said at the beginning, I'm getting kinda tired. And though the days seem longer and the day to day stuff seems tougher, my hope is that if you would come to my store you wouldn't think I've become complacent. The hope I have for you is that as you read some of this article and if there are some little things at your store that may need attention but keeps getting put off due to complacency, that the article might spark a change. If you've been around awhile, get back to that original enthusiasm and excitement you had when you first purchased your store. And finally...I hope the 2013 season will be the best season your store has ever had!

Bill Marble • ptdq@sbcglobal.net

New Exciting Convention Events

- **Pittsburgh Bus Trip**
 - Deluxe motor coach
 - city tour
 - dinner at Spaghetti Warehouse
 - ride the incline
 - shopping at Station Square/The Strip District
- **Slot Tournament**
- **iPad Giveaway**

- **Banquet**
- **Prizes! Prizes! Prizes!**
- **Servsafe® Course**
- **Annual Auction**
- **Instant Money \$3000 Giveaway!**
- **Speaker - Barry Westrum, IDQ Executive Vice President of Marketing**