

From the IDQOA Board

Thank-You for taking a few minutes to read this Indiana Dairy Queen Operators Association e-newsletter. You, as the DQ operator along with your store Manager, are who we want the association to benefit! Our goal is to strengthen and grow our association for the remaining time in 2020 and beyond with applicable information that promotes the interest of the Dairy Queen franchise store owners. I believe 100% that the IDQOA is the best forum that an operator can express great ideas and practices, and sometimes failures, to learn and grow from. The most recent conference call in September has brought enormous amounts of info to the ITP installs in Indiana. This call alone could've saved an operator \$\$ thousands of dollars and valuable time. We are glad to host these! Hope you will join the next call.

With this goal to strengthen our group in 2021, we have to look at how to pay for this great platform we have. Beginning in 2021 we will introduce an association state due of \$50.00 per store/per year. Your annual paid dues will make you an active member of the IDQOA for the stated year and give you discounts to an annual event. Multi-unit owners will be able to send managers/crew members to our annual convention at a discounted rate to offset the per store expense. You will be able to pay this via mail or online at DQOA-DQOC.COM or INDYDQOA.COM in January 2021.

You may be like me and ask the question, what's in it for me or what's the value for my money? My belief is: The association/group is the value. Access to each other is value! A bigger voice when WE feel like expressing

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Race 4 Riley



Race 4 Riley is an annual series of events all designed to raise funds for Riley Hospital for Children. Started by long-time friends and sparked by their love for all things racing, the first Race 4 Riley go-kart race raised over \$4,000 for the kids at Riley. Since then, co-founders John Andretti and Dave Wilson worked tirelessly for more than 20 years to build the Race 4 Riley team, a group of dedicated volunteers who are all committed to one thing – raising money for the kids at Riley.

The annual go-kart race is a one of a kind event, held for the last several years at Newcastle Motorsports Park, located east of Indianapolis. Race day features several races, including sponsor media, and restaurant races, as well as heats throughout the day with winners advancing to the final feature – a race against Sprint car and GT4 America driver, Jarett Andretti!

Over the years, these events have included not only the flagship go-kart race, but also a party for the kids at the hospital, a unique "Progressive" dinner featuring local restaurants and a large silent auction, tour and lunch events at Andretti Autosport, a bus tour, and an online "Road Show" event!

2020 started with the difficult loss of founder John Andretti to colon cancer. Since then, his son Jarett and John's family have taken the helm of Race 4 Riley to ensure John's legacy lives on and that his passion for the kids at Riley continues through the Race 4 Riley events.

Looking forward to 2021, the possibility of bringing Dairy Queen on board as a partner with events

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something to ADQ. We, as members, bind together into a harmonious group for the achievement of common goals and objectives. This may not be a tangible value that you can hold, but I believe it is the biggest part of what we receive from being a member. The IDQOA board members work diligently to bring you the most recent and relevant industry tactics via communication, speakers, workshops, and vendors.

Lastly, to continue this platform in Indiana we need your support. This minimal annual due will keep us organized moving forward. Please consider this for 2021.

Thank you!

Sincerely,
IDQOA Board

Let's connect!



Like the IDQOA page! @IndyDQOA

Join the DQOA Member group at
<https://www.facebook.com/groups/dqoamembergroup>

Join the Dairy Queen Buy Sell & Trade Group at
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webinar

October 21, 2020

9:00am Central/10am Eastern

“Insider’s Guide to Working
with a Business Broker”

by Terry Kelm of Sunbelt Business Brokers

Visit dqoa-dqoc.com for details



Webinar

DQOA Staying Connected
Conference call and
Annual Meetings of the
DQOA and DQOC

Tuesday, November 17, 2020

9am Central/10am Eastern

Visit dqoa-dqoc.com for details



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such as a "Race 4 Riley DQ Treat Day" has us very excited about the growth and sustainability of the Race 4 Riley and our ability to impact the children from Indiana who need it most.

In addition, the 2021 Race 4 Riley event will celebrate the 25th running of the kart race, with the addition of new and exciting events. Having Dairy Queen as a part of this significant year would make it our best ever!

To date, John and Dave, along with the Race 4 Riley team and countless sponsors along the way, have raised over \$5 Million dollars for the patients at Riley Hospital for Children.



Additionally, and most importantly, EVERY SINGLE DOLLAR raised by the Race 4 Riley goes DIRECTLY to the Riley Children's Foundation... 100%! All event costs and expenses are paid for by individuals, NOT by the donations collected!

To learn more about the Race 4 Riley, as well as see a replay of our recent Road Show broadcast, please explore our website at Race4Riley.com



DQOA Kaua'i Convention

Join DQOA/DQOC November 2021!

The Grand Hyatt Kaua'i is anxious to welcome us and we will let you know as soon as they are ready to start accepting reservations for next year. Watch for further updates.