

Indiana Dairy Queen Operators' Association

State News

April 2017



FREE CONE DAY

By Joe Napier, Multi-store DQ Operator



Free cone day was a success at my stores but a dud when you asked my customers. I can explain that statement. I have 2 DQ's, so I worked the day shift at one location and the night shift at the other. When I would greet customers at the counter, they would ask "are all DQ's

doing this promotion"? I politely told them that I wasn't sure about some DQ's that were North of us, but that our stores have always participated and love the idea of Free Cone Day. A quarter of the customers I spoke to said they went to another DQ and "they didn't have the free cone". The same thing continued to happen as our store phone rang off the hook with the same initial question, "are you doing the free cone promotion"? I knew from the past 2 years that there would be 2, maybe 3 DQ's within 15 miles of my stores not participating, so I expected these questions to come. When I told this to them on the phone or in person, they were Happy! I believe this is the difference in a DQ that is growing its sales and a DQ that is NOT. I used to be frustrated with ADQ for this promotion, now my frustration is directed at franchisees who don't give it a chance. It hurts the brand and our reputation when you don't participate.

The past 3 years have been completely different with Free Cone Day. Year 1 was BLITZ for the Free cone. Year 2 was 50% Free cone and 50% food. This year's Free cone day was 33% Free cone, 33% food and 33% Blizzards! We ended up with several cases of extra small cones because customers bought other items. With social medias help this year we made mention of it being a CMN Fundraiser and that also helped the donations increase. How about the training side of it? New employees benefit from seeing the store very busy and they get a snapshot of what's to come. Also, you can see your staff potential with higher volume and put your new Cab machine(s) to the test.

In my opinion this type of promotion gets us a step closer to the Chick-fil-A model. We all have seen Chick-fil-A on a Dine-to-Donate night or a local home Football game Friday night and have seen the controlled chaos. They give to the community and the community responds day after day, after day!

I may not agree with deep discounts we are occasionally forced to have but this Free cone day promotion once a year is a good thing!

2017 IDQOA CONVENTION RECAP

Thank you to everyone who joined us at the 2017 IDQOA Convention at the Crowne Plaza in beautiful Downtown Indianapolis. We decided to change things up a bit this year and bring it back downtown. The Crowne Plaza was perfect for this with their historic Union



Station. Although the weather outside was quite chilly, we had a great couple of days with meetings and fellowship.

We started out Monday with a quick chat and fun video from Katie Carson with Riley Children's Foundation, getting us excited for Round Up which started in March. Then meetings began with an important message from Mike Salloum about the production cores in our restaurants. To grow sales, we have to be able to deliver our products in the most efficient way. We were also treated with a presentation by IDQOA's own treasurer, Jennifer VanMieghem. Jenn spoke about how to track and use Sales per Labor Hour data to help properly staff our stores. Nice job, Jenn!

Jason Dilly and Josh Schmiege were up next, giving us much needed updates on both the product side with the DQOC and the overall picture of the association on the DQQA side.

We finished up Monday's meetings with a Q&A session with two (2) DQQA suppliers for our region. Joining us was, Wayne, Michael and Gary from Brown Foodservice and Rick Jackson from Glass City Foodservice.

Continued on page 2



**Announcing
the new Indy DQOA
Facebook Page!**

Find us @IndyDQOA

Like us!

Share us with fellow operators!

Continued from page 1, Convention Recap

We are lucky to have suppliers who care about not only us, the franchisees but the about the welfare of the DQOA as well.

Monday evening our dining experience was especially beautiful in the Grand Hall of the Crowne Plaza Hotel. We enjoyed live action stations filled with seafood, braised short ribs, pasta, bananas foster and much...much more! Our favorite band The Corporate Rockers provided us great entertainment. We held our annual silent auction, then ended the night with a Texas Hold 'Em Poker Tournament in our hospitality suite, both benefiting Riley Hospital for Children. Bringing our grand donation total to \$1,697!!! It was a really fun evening connecting with fellow franchisees and suppliers!

Tuesday morning we offered a rare opportunity and had representatives from all three (3) soft serve machine companies present their newest technology. With the transition to all cab units, we felt this was a topic that was extremely important to all of us. This was truly invaluable and a great help in the decision making process.

The cake exhibition was such a crowd favorite last year, we had to bring it back. The very talented and funny Liz Riggs started the show with some new products from Decopac and several of her cool decorating techniques, which she encouraged us to steal and use in our stores. Larry and Paula from the Carmel, Indiana store brought their ever-popular DQ cake style to the nearly packed room. With their freebies and fun music, Larry and Paula really know how to get the crowd engaged!

The bulk of our afternoon on Tuesday was spent with our awesome group of vendors. The exhibits were held in the historic Grand Hall, which brought a fun atmosphere for everyone. With almost 40 vendors this year, the attendees had so much to see, touch and in some booths...EAT! Spending a couple hours in the exhibits could be the best investment we make all year.

The IDQOA board would like to emphatically thank all of the vendors for their support. Without them, this event would not be possible. And thank you as well, to everyone who took time out of their busy schedule to spend a day or two (2) with us and we hope you continue to support the DQOA! You won't want to miss out on the valuable meetings, fellowship and fun in 2018!!





2017 CONVENTION VENDOR LIST

3M—Theresa Pham
tnpham@mmm.com

BB&T INSURANCE—Timothy P. O'Hayer
TOHayer@bbandt.com

BPS PRODUCTS—Alexander Silvidi
asilvidi@bpsproductsinc.com

BROWN FOODSERVICE—Wayne Brown
wbrown@brownfoodservice.com

CINTAS—Mike Arens
arensm@cintas.com

COCA-COLA—Breanna McCracken
bbehun@coca-cola.com

COPPOLA CONSTRUCTION—Gus Beerwart
coppolaconstruction1120@gmail.com

CROSSROADS LIGHTING—Gerald Peterson
gp@crossroadslighting.com

DAKTRONICS—Paul Palmer
paul.palmer@daktronics.com

DECOPAC—John Cline
jcclinejr@gmail.com

DQOA-DQOC—Josh Schmeig
jschmieig@dqoa-dqoc.com

DR. PEPPER—Frank Chapa
frank.chapa@dpsg.com

ENERGY IMPACT—Marcus Fehman
marcus@energyimpact.us

F.B. PURNELL SAUSAGE CO.—Ron Flanigan
rflanigan@itsgoo-od.com

FUZIC—Jessica Wenclewicz
jessica.w@fuzicmedia.com

GLASS CITY FOODSERVICE—Rick Jackson
ordersgcfcs@att.net

H.C. DUKE AND SON—Shane Allen
Sallen@electrofreeze.com

HME—Breanna Felix
bfelix@hme.com

HOODZ—Bill Higgins
bill.higgins@hoodz.us.com

IDQ—David Dorn
david.dorn@idq.com

IRD EQUIPMENT—Mike Schutz
mike@irdequipment.com

JOY CONE COMPANY—Juergen Kloos
juergen.kloos@joycone.com

KLOSTERMAN BAKERY—Shawn Higgins
shiggins@klostermanbakery.com

LETICA MAUI CUP—Glenn Wiechman
gwiechman@letica.com

LYONS MAGNUS—Nora Hampton
nhampton@lyonsmagnus.com

MAINSOURCE BANK—Jake Sappenfield
jwsappenfield@mainsourcebank.com

NATIONAL FRANCHISE SALES—Ellen Hui
ey@nationalfranchisesales.com

NATIONAL TAX COMPANY—Austin Purcell
arapurcell@gmail.com

PEPSI—Matt Wesoloski
matthew.wesoloski@pepsico.com

RESCUE DUCT—Jim Girdley
info@rescueduct.com

RETAIL DATA SYSTEMS—Paul Stelmachers
pstelmachers@rdspos.com

SCHENK PACKING COMPANY—Karl Lenz
karll@schenkpacking.com

SOUTHERN CHAMPION TRAY—Stokes Smith
Stokes.Smith@sctray.com

STATE FARM INSURANCE—Kyle Wissmiller
kyle.wissmiller.rhbk@statefarm.com

STOELTING—Arno Krupp
AKrupp@stoelting.com

SUPERIOR NUT COMPANY—Jack Kuehn
kuehnsnc@aol.com

TAYLOR—Todd DeWeese
tdeweese@taylorindiana.com

THREAD HEADS—Chana Stiemert
chana@threadheadsindy.com

US FOODS—Vicki Vanek
victoria.vanek@usfoods.com

VITO FRY FILTER—Sina Maier
sina.maier@vito.ag



IDQOA
480 N. Morton St.
Franklin, IN 46131

In this Issue:

- * IDQOA 2017 Convention Recap & Photos
- * Free Cone Day by Joe Napier
- * IDQOA Facebook Page

Say HELLO to the new IDQOA WEBSITE!



Created by and for
Indiana DQ Franchisees

Register and Pay for IDQOA
Conventions & Events

Relevant Information for
You as an Indiana DQ
Franchisee

State Newsletter Archives

www.INDYDQOA.com

contact

Board of Directors

Joe Napier President
Franklin, IN (317) 736-6821
dairyqueen11771@comcast.net

Jennifer VanMieghem
Treasurer
Indianapolis, IN (317) 271-9193
tylerjenn@sbcglobal.net

Jaime Napier Secretary
Cumberland, IN (317) 894-1111
dqguysgirl@gmail.com

Taylor Napier ... Advisor at Large
Cumberland, IN (317) 894-1111
dairyqueen13218@comcast.net