

# Indiana Dairy Queen Operators' Association

## State News

December 2017



### From the Desk of the IDQOA President

Joe Napier

The 2017 DQOA/DQOC convention was held November 17-19 in New Orleans at the Marriott hotel. Many of the attendees had arrived on November 16<sup>th</sup> to roam about the city before the convention began. We started off the convention with a welcome reception with dinner and cocktails on Friday evening.

Saturday began with breakfast and a welcome from the DQOA Executive Director, Josh Schmiege. Our first speaker was our keynote speaker for the convention, Joe Theismann. Joe is a former professional football player, sports commentator, corporate speaker and restaurateur. He played quarterback in the National Football League and Canadian Football League, achieving his fame in 12 seasons with the Washington Redskins, where he won Super Bowl XVII. In my opinion it would be like having a Brett Favre or a Peyton Manning caliber player speak, in today's world of course. Anyways, what a thrill to hear his story of life, fame, fortune, restaurant experience and most of all his take on NFL players not standing for the National Anthem! He, of course, was completely against anyone kneeling for OUR National Anthem. His message was clear about adapting to change in life and business and it resonated very well. He spoke for about an hour and was given a standing ovation at the end. We also were able to get a photo with Joe at the end of the session. Please check out IDQOA Facebook page to see a short video of Joe Theismann from our event. Having him at our convention was a homerun! Great Job

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## BE CAREFUL WHAT YOU SERVE

By David Sweet, Chesterfield DQ



We all know getting a new customer and retaining them is pretty awesome. Nothing makes me happier than a new face who lives nearby who hasn't been in in 10 years! Imagine- living so close and not stopping in! It truly exemplifies the phrase "you only get

one chance to make a first impression". Our fans don't easily forget bad experiences. If we don't EXCEED expectation we are missing a valuable opportunity to grow!

One topic I have brought up before to many of you is that we have to control the QUALITY of what we serve as it could lead to the LAST time you serve that customer. Product QUALITY is one of the best ways to earn a repeat customer aside from hospitality. I started buying a truck a week off of my approved DQOA warehouse. Overall there have been many items I am very pleased with, some that aren't quite as good as DQ items, and a few that I have cautioned some to avoid. *I have to be vigilant as you do to make sure saving a buck doesn't lose me thousands. Make sure your products served are fantastic as no amount of "cost cutting" is worth losing a customer!*

I make sure product quality and APPEARANCE are spot-on especially in these slower months. I like this time of year not because sales are slower BUT it is the best time of year to reinforce presentation of our awesome products. Product weights and correct sizing for DQ treats and serving food in a 3lb food tray to our customers who dine in. Don't write off the next few months but focus on training your team to perfect operations. I am proud to serve the food and treats we serve here at my store and I do solicit feedback about customer experiences. The secret-sauce of my operation is HOSPITALITY. I would

hope you can see the relevance of allowing time to talk to those who patronize you and plan on spending time in the dining room. That is where the personal connections are made- even mediocre service is remedied by interaction

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## ATTENTION INDIANA DQ OPERATORS!

The IDQOA is seeking additional operators to serve on the board of directors. If you are interested in serving, please contact Joe Napier at (317) 557-8788.

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and showing you care! I have gone from the running joke of the neighborhood to the employer of choice by HOSPITALITY and caring! And it doesn't hurt that luckily other QSRs lower the bar making it easier to impress!

Seasons Greetings and Best Wishes

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DQOA team!

Our next speaker was Scott Korzenowski, Attorney for DQOA. Scott went through the DQ agreements from the past and compared them to today's DQ agreements. This brought on good questions from operators all over the country. One that I wasn't expecting to hear about was DQ operators who have family members that will or won't be taking over after they pass away. While this is daunting to think about it's necessary to know because ADQ may consider this a transfer which could be very costly. If you are reading this and have experienced this scenario, please email or call me so we can publish your story in the IDQOA newsletter for others to learn. The EPOS update from Scott was brief and to the point. Depending on your DQ agreement you may or may not be required to buy the new Par Brink system. If you need help understanding your DQ agreement or questions otherwise, please contact Scott for this. You can call the DQOA office at (952) 556-5511 for his contact info.

We were given Saturday afternoon and evening on our own. DQOA supplied us with "hop on, hop off" tickets for a sightseeing double-decker bus. We rode this for nearly 2 hours and really enjoyed the city. After this ride we enjoyed a "hot sauce" bar. Let me clarify, this was literally a store that you could sample hundreds of hot sauces and jellies with tortilla chips, unique to New Orleans for sure. Of course, we enjoyed Beignets at Café Beignet to finish off the night. Some operators

went to the World War II museum. Those who went said it was a great experience and that the museum is the best in the country. Some operators went to the casino, some had dinner with fellow operators and others went for a stroll on Bourbon Street. It was a great night of fellowship no matter what you found to do.

Sunday started with breakfast at the Marriott and Josh Schmiege, DQOA Executive Director, gave the DQOA/DQOC update. Josh welcomed folks to the convention and thanked the great sponsors that helped make it possible. After his initial words he showed 2 videos that the DQOA team put together to honor Harris Cooper and Jerry Rizer. Harris Cooper started the DQOC after serving as IDQ President/CEO for 17 years. Harris passed away July 16, 2017. Harris was a pioneer in the DQ system in every area conceivable. Each one of us as DQ operators owe a great debt of gratitude to him for his service. Jerry Rizer passed away April 15, 2017. He served as Vice President and most recently, President of the DQOA, in his 25 years of service. Jerry was very consistent in his pursuit to improve the DQOA in many ways. He is missed. Understandably, Josh was emotional when he spoke about his friendship with Harris and Jerry. Josh updated everyone on DQOA membership in 2017 and a great new program coming that will help grow our membership in the future. Josh said the Facebook membership has grown 40% in the last 6 months. There is good stuff on the DQOA Member Facebook Group. If you haven't checked it out yet, you need to. He talked about

product shortages Summer 2017 that we all had to endure and said the DQOA sent a letter to ADQ asking "what improvements will be made?". A letter from ADQ was sent back to DQOA in response that really summed up how ADQ views the DQOA, a competitor. ADQ basically said they don't need any help from the DQOA. Josh seemed motivated to grow membership in 2018 and led a great program. The annual board of directors meeting was held and then we were on our own until the Banquet in the evening. Some chose to play in the Crown Select golf outing on Sunday afternoon at Lakewood Golf Club. We had a great time with around 28 golfers participating in a scramble format.

Our dinner banquet was held at the Mardis Gras World. When we arrived, and entered the building we were greeted with our own personal parade. Several board members were dressed up and riding on floats passing out beads lead by a full marching band. It was quite a memorable experience. After touring the facility where the floats are kept we went into our banquet to have dinner. This venue was amazing with its domed ceiling, resembling the sky, and rugged finishes inside. They had stations with several different food options and really great desserts.

We met new people with similar stories of success in the Dairy Queen system. We visited with many people we knew and had a wonderful time. If you are not a member I hope you will consider joining the DQOA and participating in one of these great events. ▣

**Victory Lap** 

**Do you have a DQ anniversary coming up?  
Are you a new operator?  
We would love to recognize you during our  
"Victory Lap" at the 2018 Convention.  
Please contact Joe Napier at (317) 557-8788  
if you would like to be included.**

**Please note that the 2018 convention falls on a Tuesday & Wednesday rather than Monday & Tuesday as we have done previous years!**



## Indiana Dairy Queen Operators Association

### 2018 Convention

February 6<sup>th</sup> & 7<sup>th</sup>

Crowne Plaza Indianapolis Downtown

#### Tuesday, February 6<sup>th</sup>

9:00 a.m. – 11:00 a.m.	Registration	Illinois Street Ballroom Foyer
11:00 a.m. – 12:00 p.m.	Lunch Buffett	Illinois Street Ballroom - East
12:30 p.m. – 1:30p.m.	ADQ • Mike Salloum, ADQ	Illinois Street Ballroom – West
1:45 p.m. – 2:45 p.m.	DQQA/DQOC Update • Josh Schmieg, DQQA/DQOC Executive Director • Jason Dilly, DQOC Director of Purchasing	Illinois Street Ballroom – West
3:00 p.m. – 4:00 p.m.	IDQQA Think Tank	Illinois Street Ballroom - West
5:00 p.m. – 6:00 p.m.	Cocktail Reception	Illinois Street Ballroom Foyer
6:00 p.m. – 8:00 p.m.	The Grand Dining Experience	Illinois Street Ballroom
8:00 p.m. – Midnight	Hospitality Suite	Illinois Street Ballroom

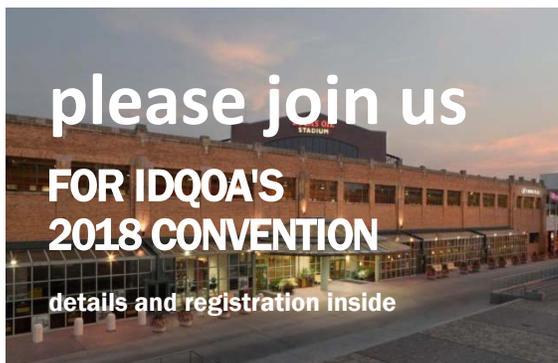
#### Wednesday, February 7<sup>th</sup>

7:30 a.m. – 8:45 a.m.	Breakfast Buffett	Illinois Street Ballroom – East
9:00 a.m. – 10:30 a.m.	Integrated Technology Platform • ADQ	Illinois Street Ballroom – West
10:30 a.m. – 11:30 a.m.	DQ Cake Decorating Exhibition • Larry Johnson, DQ Store Manager	Illinois Street Ballroom – East
12:00 p.m. – 3:00 p.m.	Vendor Exhibits/Lunch with Vendors	Grand Hall
3:00 p.m. – 4:00 p.m.	Annual Auction–Operators & Suppliers Welcome IDQQA Business Meeting	Grand Hall

For more information please visit our website at  
[www.indydqoa.com](http://www.indydqoa.com)



IDQOA  
480 N. Morton St.  
Franklin, IN 46131



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By David Sweet
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### Visit the IDQOA Website!

- ✓ Created by and for Indiana DQ Franchisees
- ✓ Register & Pay for IDQOA Conventions & Events
- ✓ Relevant Information for you as an Indiana DQ Franchisee
- ✓ State Newsletter Archives

[www.INDYDQOA.com](http://www.INDYDQOA.com)



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Share us with  
fellow operators

## contact

### Board of Directors

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**ONLINE  
REGISTRATION  
AVAILABLE!  
WWW.INDYDQOA.COM**



**Crowne Plaza Indianapolis Downtown  
Union Station**

123 W Louisiana St  
Indianapolis, IN 46225

**HOTEL INFORMATION**

From train car hotel rooms featuring upscale modern amenities to a downtown location connected to Lucas Oil Stadium and the Indianapolis Convention Center, Crowne Plaza's accommodations promise a convenient home away from home in a unique, historic setting.

**ROOM BLOCK CUT-OFF DATE  
JANUARY 19, 2018**

**RESERVATIONS (317)631-2221**

Across the street from the Indiana Convention Center in downtown Indianapolis, this laid-back hotel occupies both a former train station and a quirky 1920s' Pullman train carriage.

The stylish rooms come with desks, free Wi-Fi and flat-screen TVs. Upgraded rooms add sofas and/or minifridges; club rooms provide access to a lounge. Some are located in the train carriage.

Amenities include a casual bar/restaurant, an indoor pool and a 24-hour exercise room. There's also a 24/7 business center.

**IDENTIFY YOU ARE WITH:  
2018 IDQOA ANNUAL CONVENTION**

**IDQOA CONVENTION RATES      \$139.00 + tax/night**

Book your hotel room with Crowne Plaza and save substantially! Crowne Plaza has included a few train carriage rooms in our block. All rooms will be booked on a first-come first-served basis and once the block has been filled, reservations will be accepted on a space-available basis at the prevailing hotel rate. IDQOA Convention room rates are available 3 days prior to convention and 3 days post-convention. Reservations must be received by January 19, 2018.



**2018 IDQOA CONVENTION REGISTRATION**



**2018 Dairy Queen  
Operators Association  
Convention  
February 6<sup>th</sup> & 7<sup>th</sup>**

**PLEASE REGISTER EARLY!**

Please print clearly and complete all information.

NAME \_\_\_\_\_

NUMBER OF STORES \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

ATTENDEE E-MAIL \_\_\_\_\_

FIRST TIME ATTENDEE  YES  NO

**REGISTRATION OPTIONS:**

Franchisee \_\_\_\_\_  \$139

- Tuesday Lunch
- Tuesday Dinner
- Wednesday Breakfast

Guest \_\_\_\_\_  \$139

- Tuesday Lunch
- Tuesday Dinner
- Wednesday Breakfast

Guest \_\_\_\_\_  \$139

- Tuesday Lunch
- Tuesday Dinner
- Wednesday Breakfast

Guest \_\_\_\_\_  \$139

- Tuesday Lunch
- Tuesday Dinner
- Wednesday Breakfast

Guest \_\_\_\_\_  \$139

- Tuesday Lunch
- Tuesday Dinner
- Wednesday Breakfast

**Total \$ \_\_\_\_\_**

**IDQOA ACCEPTS CREDIT CARDS (ONLINE) OR  
CHECKS (TO THE ADDRESS BELOW)**

Makes checks payable to IDQOA and return this form to:

**Jenn VanMieghem  
7515 Rockville Road  
Indianapolis, IN 46214**

PLEASE CONTACT Joe Napier with questions at (317)557-8788 or  
indydgoa@gmail.com

Newsletter of the



INDIANA  
DAIRY QUEEN  
OPERATORS'

POSTAGE

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FOLD, ADD POSTAGE & MAIL

# IDQOA 2018 CONVENTION

FEBRUARY 6 & 7

