

JOIN DQOA

YOUR MEMBERSHIP MATTERS

WHAT'S IN IT FOR ME?

INDEPENDENT INFORMATION and insights about issues affecting your franchise that is not provided by your franchisor. Keep up with the ever changing developments in your business.

ACCESS AND INVOLVEMENT with fellow franchisees through the DQOA Member Facebook Group and in-person conventions. Exchange ideas with fellow operators and learn from their experiences.

EXCLUSIVE WEBSITE ACCESS to resources such as monthly mix pricing, webinars and Staying Connected conference call recordings.

FAC MEETING UPDATES from DQOA's independent Franchisee representative via Staying Connected conference calls and DQOA Wire email communications.

COMPETITION. Your support ensures the ability of the DQOC to continue to source alternative ADQ approved products that meet or exceed ADQ specifications, keeping competition healthy. *Even if you do not have a DQOC distributor in your area, you still benefit from the mere existence of supply chain competition.*

DIVIDENDS on Crown Select purchases through the DQOC network of endorsed distributors as well as service providers such as business insurance, cleaning program, equipment and parts.

MIX REBATE PROGRAM for selected areas including: Brown Foodservice (Indiana only), Dairy-Mix, Sysco Atlanta and Maola Milk & Ice Cream Co.

2019 FREE PRODUCT INCENTIVE see separate flyer

WHICH OPTION IS RIGHT FOR ME?

DQOA/DQOC MEMBER

\$250 per year per store

Provides you with premium website access, Bottom Line newsletters, DQOA Wires, Staying Connected Calls and other various forms of information sharing. All of your DQOC endorsed product and service purchases (All dividend participating products and services are noted on the DQOC Products page) will earn a dividend. *All of your stores must join in order to qualify for dividends per ByLaws.* Dividends are based on January through December purchases and are calculated and dispersed by the following April.

PLATINUM MEMBER

\$395 per year per store

This is a premium membership that includes all of the benefits of the DQOA/DQOC Member option with the addition of benefits including one hour of legal services* from Scott Korzenowski, Jeff Haff or Mark Dady of the Dady & Gardner law firm in Minneapolis, complimentary Bottom Line ad (up to 6 lines), Special Convention Pricing.

*DQOA Platinum Members must contact the DQOA office for authorization prior to contacting Dady & Gardner. A code will be issued. Legal services valid during membership year only – January to December. Unused services cannot be carried forward. Requests for service must be Dairy Queen specific and limited on a per store basis. Any fees accrued beyond one hour are the responsibility of the franchisee. First hour billed to DQOA. Additional terms of payment to be determined by Dady & Gardner.

DIGITAL SUBSCRIBER

\$50 per year

Provides you with premium website access, Bottom Line newsletters, DQOA Wires, Staying Connected Calls and other various forms of information sharing. Digital Subscribers may upgrade to become a DQOA/DQOC Member for an additional \$200 or Platinum Member for \$345. This upgrade fee must be paid by April 1st. *A Digital Subscriber is not a member of the DQOA/DQOC.*



THIS IS WHY WE BELONG

“Sharing of information among store owners. Having one of the greatest franchisee attorneys, Scott Korzenowski, available when there's a problem!! Alternate source for products to keep check on IDQ pricing. No competition will lead to much higher prices like it was back in the day!! Insurance, both WC and Liability...I shop it every year and no one, IDQ or otherwise has been able to beat McGriff pricing!!

How could I not mention the Conventions...NESO, SESOA, Indiana, etc. If you aren't attending the yearly conventions, you are missing the best part of being a member of DQOA. All the suppliers, speakers, operators. Every year I learn something new at our convention, mostly from other operators. You will never know it all, and someone is always coming up with a better way of doing things. I implore anyone that doesn't attend...start this year...and if you already attend, bring an operator who doesn't with you!!! “

Maria Bartoe, Huntington, WV – DQOA Member since 1992

DID YOU KNOW? The DQOC estimates that it has saved the DQ system over \$500,000,000 on items distributed through the Co-op. Go to our website at www.dqoa-dqoc.com to read the System Savings examples!

WHAT IS THE DQOA?

The Dairy Queen Operators' Association was established by Dairy Queen franchisees to support and to be a resource for fellow operators. Our goal is to provide timely information, to examine issues and provide input to operators, watch over franchise interests and help to protect equity in your Dairy Queen store, encourage development and promote a successful DQ system.

Your association works as your advocate and is committed to constructively negotiating necessary changes with ADQ that will ensure a healthy and growing DQ system and sound future for all DQ franchisees.

Members of the Association formed and support the Dairy Queen Operators' Cooperative, which provides competitively priced ADQ approved products and services that create savings to your stores' bottom line. This success model has enabled franchisees throughout the DQ system to enjoy decreased margins and more profitability in their stores. Purchasing DQOC endorsed products from a DQOC distributor not only saves you money but makes the availability of competition in the market place. This is priceless for all DQ owners. DQOA members especially benefit because DQOC product purchasers enjoy an annual dividend. If you are not currently purchasing, check out the availability of products and distributors in your area.

WHAT IS THE DQOC?

The Dairy Queen Operators' Cooperative (DQOC) is a for profit company. The DQOC is a membership cooperative. Membership is achieved by paying dues annually to become a member of the DQOA. The membership basis is the calendar year.

Patronage dividends are created from earnings from DQOC manufacturers for sales, marketing or volumetric allowances. These are paid to the DQOC quarterly or annually as the case may be. All proceeds are pooled by product, i.e. "topping", and manufacturer, i.e. "Lyons-Magnus". An administrative charge to the pools will be assessed by our Directors against all pools for operating expenses. The remainder is paid to each participating "member" based upon their individual store dollar purchases against that product pool.



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DQOA/DQOC HISTORY 101

- **1971** International Federation of Store Owners Association (IFSOA) was founded by franchisees.
- **1980** Association changed name to Dairy Queen Operators' Association.
- **1980-1991** Franchisees worked on many issues with ADQ that caused favorable results for the Dairy Queen franchisees. Most notable were changes to franchise agreements upon sale or transfer that had significant favorable impact to the DQ franchisee.
- **1991** DQOA Board of Directors concerned with the common issue of rising cost of goods and reduced DQ franchisee profitability determined that there were cost of goods savings to be realized. The Board was committed to forming a Dairy Queen Operators' Cooperative (DQOC) so that operators would have an alternative source of products that were ADQ approved and/or met ADQ specifications. The DQOC was formed and the Crown Select logo was established to identify (DQOC) products.
- **1992** The DQOA franchise members, board of directors and staff are committed to work for the benefit of the franchisees.
- **1994** Collins Litigation - A group of franchisees in Georgia filed a class action litigation to protect their contractual rights to purchase products, goods and services from alternative sources of supply. The litigation was filed because ADQ would not provide the standards and specifications for products to alternate suppliers at the request of the franchisees.
- **2000** Collins Settlement Agreement - The Collins Settlement reaffirmed the franchisees' rights to purchase approved products from alternative sources. The Dairy Queen Operators' Cooperative is recognized as the sourcing agent working on behalf of the franchisees.
- **2003** DQOA insists on receiving timely and accurate product specifications.
- **2005** DQOA addresses ADQ's use of sole source language in new Grill & Chill agreements.
- **2006** DQOA challenges ADQ's A and B Distributor Purchasing Programs.
- **2006** Illinois Litigation – addressed issues surrounding Grill & Chill Conversion, Store Transfer Requirements, Hot Shot, Credit Cards, Hot Dogs and Cakes.
- **2008** Michigan Litigation dealt with Forced Modernization.
- **2010** DQOA representative begins attending all FAC meetings.
- **2011** DQOA negotiates favorable franchisee terms to the Manager Development Program with ADQ.
- **2013** ADQ and DQOA settle issue of ADQ's inappropriate Flexing of advertising contributions.
- **2013** DQOA begins movement to assist ADQ in addressing menu management to deal with the increasing and complicated menu.
- **2017** DQOA conducts reviews of Franchise Agreement, advocates for franchisee-friendly changes.

Visit our website for additional information, online application, FAQs and more at www.dqoa-dqoc.com



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