

JOIN DQOA



1719 Lake Dr. W., Chanhassen, MN 55317
952-556-5511 • www.dqoa-dqoc.com

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.

FREE PRODUCT INCENTIVE see flyer for details

SEE MORE ABOUT DQOA AND DQOC INSIDE...

Which option is right for me?

DQOA/DQOC Member - \$300 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 - \$450 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) and 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 - \$75 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 \$225 or Platinum Member for \$375. 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

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 DQOC. 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.

Did You Know?

The DQOC estimates that it has saved the DQ system over \$500,000,000 on items distributed through the Co-op.

Visit www.dqoa-dqoc.com to read the System Savings examples!

DQOA/DQOC History

- **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 beneficial 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.
- **2019** DQOA reaches settlement in cone dispute.

The following products are endorsed by the DQOC and are either ADQ approved or meet/exceed ADQ standards/specifications.

Treat Products

CAKE CIRCLES and PADS (WAXED)
Southern Champion Tray
Pads: 17x13½, 10x4½, Circles: 10" & 12"

CAKE DOME COMBOS
WNA., Inc.
11" & 13"

CANDIES
Tarrier Foods
Heath, Reese's PB Cups, M&M, Butterfinger, Rainbow Sprinkles, Reese's Pieces, Snickers, Toasted Coconut

CONES
BoDeans Cone Co.
Small #30, Medium #60, Large #80

CUPS-PLASTIC/LIDS
Graphic Packaging
12oz, 16oz, 24oz, Flat Lid

MALTED MILK POWDER
Kosto Food Products Co.
Malted Milk Powder

NAPKINS
Kimberly Clark
6½x12" & 12x13"

NUTS
Hillson Nut Company & Tarrier Foods
Pecan Pieces, Chopped Peanuts, Spanish Peanuts

SPOONS
Custom Packaging Co., Inc.
5 ¼" Sundae & 8" Soda

STRAWS
Best Diamond Plastics
8 ¼" Clear Plastic, Paper Wrapped

TOPPINGS
Lyons-Magnus
RTU Chocolate, Hot Chocolate Fudge, Chocolate Cone Coat, Cocoa Fudge, Cold Fudge, Caramel Fudge, Marshmallow, Cherry, Crème de Menthe, Pineapple Cubes, Vanilla, Strawberry

WHIPPED TOPPING
Alamance Foods, Inc.
Non Dairy Whipped Topping

Food Products

BACON STRIPS
Sugardale Food Service
Applewood Smoked & Jalapeño Bacon

BREAD
Klosterman Baking Co.
Plain Bun, Split Top Bun, Regular Hot Dog Bun, Texas Toast

CONDIMENTS
Kaiser Pickles, LLC
Crinkle Cut Dill Slices & Sweet Pickle Relish

Red Gold, LLC
6/#10 Cans, 1/3 gal, 1000/9gr Portion Packets, 20oz Squeeze Bottle

FILTERS
Gycor
Shortening Filters

FRENCH FRY
Cavendish Farms
French Fries

FRYING OIL
Stratas Foods
Frying Oil

GRAVY
Shawnee Milling Co.
Peppered Gravy Mix

HAMBURGER PATTIES
Schenk Packing Co., Inc.
6:1 Homestyle & 4:1 GrillBurger

ONION RINGS
Fry Foods
Breaded Onion Rings

PAPER BAGS
AJM Packaging Corp
1/6 BBL, 4#, 8#, 12#

PAPER PACKAGING
Southern Champion Tray
Small French Fry Tub, Large French Fry Tub, Take-Out Box, Regular Hot Dog Clamshell, #300 Food Tray, 4 Cup Carrier

Other

BROILER
BPS Products, Inc.

CHEMICAL CLEANING PRODUCTS
Cintas Corp.

CINTAS FACILITIES RENTAL PROGRAM

CINTAS PROFESSIONAL SERVICES

DQOC BUSINESS INSURANCE
McGriff Insurance Services

EQUIPMENT
International Restaurant Distributor

FLOOR CLEANING SYSTEM
Kaivac Inc.

FRAUD FIGHTER
UVeritech Inc.

PARTS/SUPPLIES
Tundra Restaurant Supply

PEST CONTROL
Orkin LLC

TRAVEL
Carrousel Travel

**A MEMBERS
DQOC EARN
DQOC DIVIDENDS**


Crown Select®

Non Dividend Vendors

CAKES & NOVELTIES
Wells Enterprises, Inc.

DAIRY QUEEN MIX SUPPLIERS
· Dairy Mix
· Maola Milk
· United Dairy

DR. PEPPER/SNAPPLE GROUP

GREAT LAKES MARKETING GROUP

PLASTIC DOME LID
Fabri-Kal

SUNBELT FRANCHISE SALES & RESALES

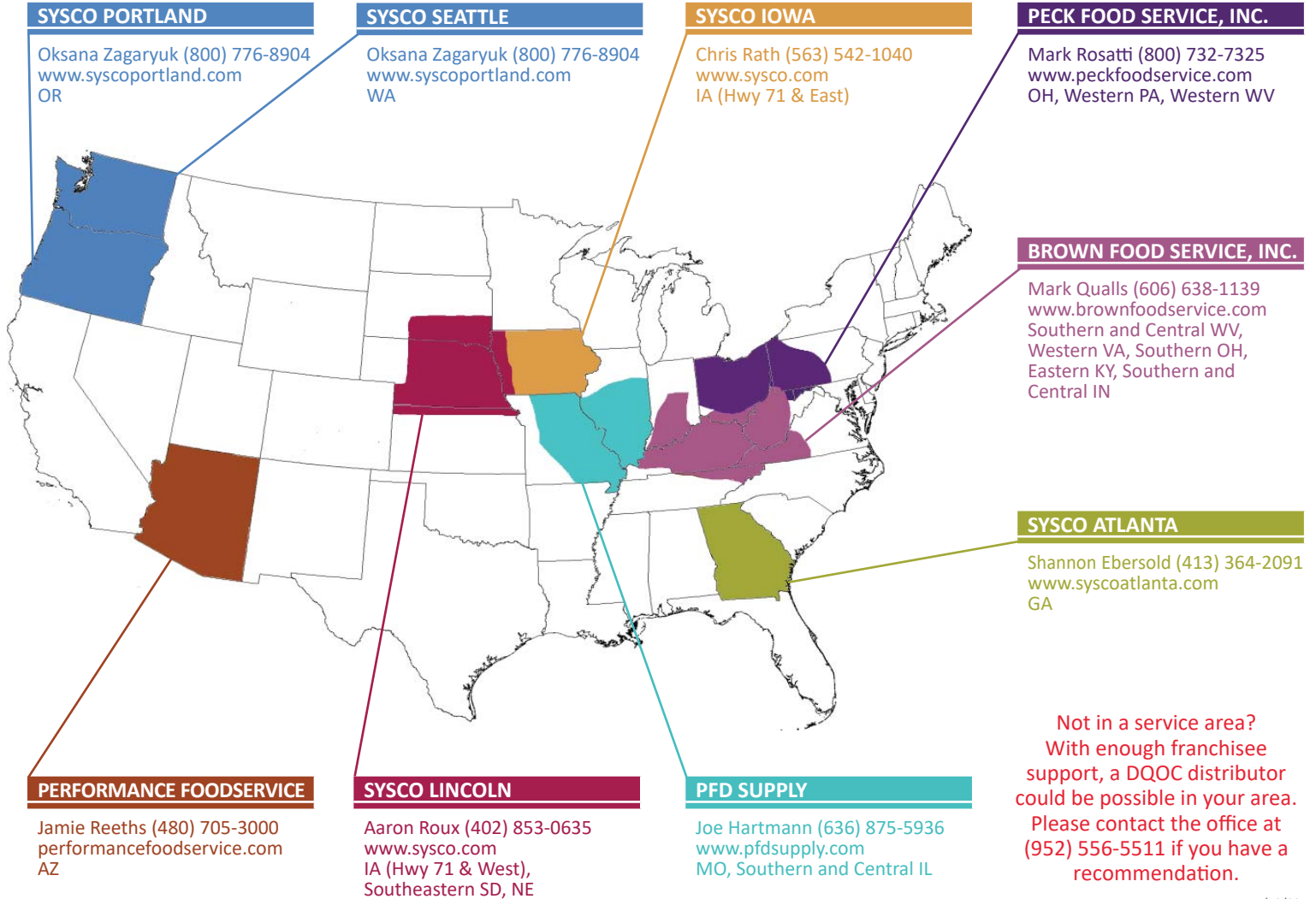
TAX CREDIT SERVICES
Maximus

 **DAIRY QUEEN®
OPERATORS'
COOPERATIVE,
INC.**

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Chanhassen, MN 55317
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www.dqoa-dqoc.com**

DQOC Distributors and Service Areas

Purchase DQOC Endorsed Products From These Distributors DQOA Members Earn Dividends



1/18/22

Frequently Asked Questions

Q: Why should I join? A: More members = stronger collective voice. Your support ensures that the DQOC is able to continue sourcing alternative products and services, negotiating better pricing, resulting in healthy competition in the supply chain. Without competition, you would be paying higher prices and even if you don't have a DQOC distributor, you still benefit because competition exists in the system. Cost of Goods before competition was introduced to the supply chain (in the early 1990's), was over 40% and has been reduced and maintained to approximately 30% today.

Q: How do I join? A: Complete the enclosed application/W-9 form or complete the form online at dqoa-dqoc.com. Pay the membership dues by September 1 by mailing a check to Membership Desk, 1719 Lake Dr. W., Chanhassen, MN 55317 or make an online payment at dqoa-dqoc.com. Membership dues are per store, per year (based on the calendar year and are retroactive to January 1).

Q: Will IDQ know we are a member? A: DQOA does not provide membership information to IDQ.

Q: How is DQOA/DQOC affiliated with Dairy Queen? A: We support the interests of Dairy Queen Franchisees. We are not a division of American Dairy Queen.

Q: How do I earn dividends? A: Pay dues for all of your stores and purchase Crown Select products at DQOC endorsed distributors and/or the other DQOC endorsed programs. Purchases are reported to DQOC by the distributors and service providers which are then calculated by the DQOC office. Dividends are issued April 15 for the previous calendar year purchases.

Q: What is the DQOC Mix Rebate Program? A: Paid member stores will earn \$.05 per gallon of Dairy Queen mix purchased from Dairy Mix (Florida), Sysco Atlanta (Georgia), Maola Milk (North & South Carolina), Brown Foodservice (*Indiana Only*). Purchases are reported to DQOC by the mix distributors which are then calculated by the DQOC office. Mix rebates are issued in February for the previous calendar year purchases.

**MORE QUESTIONS ABOUT DQOA & DQOC?
VISIT DQOA-DQOC.COM OR CALL US AT (952) 556-5511**



DAIRY QUEEN®
OPERATORS'
ASSOCIATION,
INC.

DQOA MEMBERSHIP APPLICATION
PHONE (952) 556-5511
Fax (952) 556-5522
www.dqoa-dqoc.com

SEND TO:
DQOA Membership Desk
1719 Lake Drive West
Chanhassen, MN 55317

Date: _____ New Membership: Yes / No
Membership Year: _____ Total Number of Stores you own: _____
Referral: _____
Referring Member Name Member Number

* Regular Membership Dues - \$300/store/year
* Platinum Membership Dues - \$450/store/year
* All DQOA memberships renew annually January 1st
* Membership Dues are non refundable

Contact Information - (Please Print)

Name (Franchisee) _____ Cell* (____) _____
Company Name _____ Home (____) _____
Mailing Address _____ Work (____) _____
City _____ State _____ Zip _____ Fax (____) _____
Email Address _____

Communication Preference: Electronic / Print

*Would you like to receive text messages with pertinent, time sensitive information? Yes / No (you may opt out at any time)

Fed. ID# **COMPLETE W-9 ON BACK**

Store Information

If you own more than one store, all of your stores must be members by September 1st to participate in patronage dividends.

#1 IDQ# _____ Store Type _____ Store Phone (____) _____
Street Address _____ DMA# _____
City _____ State _____ Zip _____
#2 IDQ# _____ Store Type _____ Store Phone (____) _____
Street Address _____ DMA# _____
City _____ State _____ Zip _____
#3 IDQ# _____ Store Type _____ Store Phone (____) _____
Street Address _____ DMA# _____
City _____ State _____ Zip _____

Please list additional stores on a separate sheet.

Franchisee Signature _____ **Date** _____

Total Due: _____ Payment Type: Check ____ Credit Card ____ (VISA/MasterCard/Discover/Amex) Exp. Date _____
Card Account# _____ Print name on card _____ Cardholder's Signature _____

*New Members Only

One of the many benefits offered through the DQOA is the management of an effective purchasing cooperative, which enables Franchisees to purchase approved DQ products from an alternative source.

In 1991 members of the DQOA formed a buying cooperative (DQOC) to create competition within the DQ supply chain and reduce costs of goods. At the time, ADQ was the sole source of supply of approved products and distribution. This resulted in inflated margins on ADQ products and franchisees were realizing continued significant increases in cost of goods. Throughout the last 30+ years, DQOC has been successful in introducing products and programs at significantly lower prices, forcing ADQ to become more competitive with its supply chain. The result has meant a reduction in cost of goods from over 40% in the early 1990's to approximately 30% today. Competition amongst suppliers and distributors has proven to be a tremendous advantage for Franchisee profitability.

With the support of the DQOC supplier and distributor partners, DQOA has developed a new member purchasing incentive designed to showcase the benefits of having an alternative source of product and distribution available to Dairy Queen Franchisees. For a limited time, new DQOA members will receive a bundle of select DQOC products from your DQOC distributor, free of charge. See program details below.

In order for the DQOC to remain effective, DQ franchisees must continue to support the effort. Please take advantage of the offer and give the products a chance. DQOA/DQOC is confident you will be more than satisfied with the quality of the products and services.

Dairy Queen Franchisees all have a common purpose, to operate a successful DQ business and make money. This truly is a great opportunity for new DQOA members and we strongly encourage you to take advantage!

It's Easy!

✓ **Join DQOA by September 1, 2022**

✓ **Complete the redemption form**

✓ **Receive free product****

- Free Product Incentive/Alternate Offer ends September 1, 2022.
- New Members are advised that per the Bylaws of the DQOA/DQOC, all stores owned must pay membership dues by September 1, 2022 in order to participate in the DQOC dividend program.
- DQOA will arrange to get you in contact with your DQOC distributor partner to take advantage of the free bundle of DQOC approved products. An account must be set up prior to product delivery.
- One Free Product/Alternate Offer per paid New Member store.
- Treat Only Store- Straight DQ, Treat Center, DQ/OJ, Non System Foods, Limited Brazier
- Food Store- Brazier, Grill & Chill
- No substitutions will be allowed.
- If you have previously received free product or an alternative offer check, you are not eligible.

*New Member - A Dairy Queen owner of one or more stores that was not a full or partial paid member in 2018, 2019, 2020 or 2021 and has paid 2022 dues by September 1, 2022.

**Free Product - Pre-determined list of products based on Food Store or Treat Only Store, valued at \$300 to be delivered by participating DQOC distributor free of charge.

Alternate Offer available only if New Member store falls outside of the DQOC distribution area or is in a non participating distributor area. A \$250 or \$300 check (dependent on join date/membership rate paid) will be issued to the New Member once one of the following qualifying events of your choice have been completed: 1) Obtain a business insurance quote from McGriff Insurance Services; 2) Make a purchase at International Restaurant Distributor after your join date; or 3) Accept a delivery from Cintas after your join date. Please send proof of the qualifying event directly to the DQOC office.

Questions? Call Us At (952) 556-5511

Complete the Redemption Form

Name _____ Store# _____ Date _____
Store Address _____ Store Type: Food
City/State/Zip _____ Treat only
Phone# _____ Email _____



Scan here to
complete online

Mail - 1719 Lake Drive West, Chanhassen, MN 55317
Email - membership@dgoa-dqoc.com | Fax - (952) 556-5522
Online - www.dgoa-dqoc.com

Help Your Association Stay Strong

For a half century DQOA has been providing information, resources and membership services to Dairy Queen Franchisees. In order for the DQOA to be an effective advocate for DQ franchisees, the association must continue to grow. Hundreds of new Franchisees have entered the DQ business in recent years, each of them with a common purpose, to be successful Dairy Queen Franchisees. They need to hear why DQOA is important to their business and we believe the most effective way to reach them is through you!

Become an ambassador for the DQOA. You have witnessed the benefits of membership firsthand. We are asking members to reach out to DQ franchisees in your area that are not currently DQOA members and share your DQOA/DQOC experience. Explain why you became a member, what the association and cooperative have meant to you along with the reasons you remain a member today. Start a discussion, educate your fellow franchisees, become a resource for them, build trust, generate enthusiasm and lead these potential members to the DQOA. For every new member you sign up, DQOA will reward you with \$250 or \$300 (dependent on new member's join date/membership rate paid).

Members, please make a commitment to refer and sign up one DQ franchisee in the DQOA this year. Together we can double the DQOA membership in 2022. The greater the number of members, the stronger your collective voice becomes!

It's Easy!

✓ **Pay your 2022 dues**

✓ **Get a new member₁ to join**

✓ **Complete the short form**

✓ **We send you a \$250 or \$300 referral check₂**

- Referral offer ends September 1, 2022.
- Current Paid Member will complete Referral Form and send to the DQOA office and will be verified with the New Member's application form.
- Only one Current Paid Member can receive the referral incentive for a particular New Member.
- There is no limit to the number of New Member referral incentives that a Current Paid Member can earn.
- Current Paid Members may not refer their own store(s).
- If you have received a referral check previously for a particular member, you cannot receive another for referring the same member.

¹New Member- A Dairy Queen owner of one or more stores that was not a full or partial paid member in 2018, 2019, 2020 or 2021 and has paid membership dues by September 1, 2022.

²Referral Incentive- Check issued to the Current Paid Member of record in the amount of \$250 or \$300 (dependent on new member's join date/membership rate paid) for each paid New Member referral (regardless of number of stores owned), after verification. Referral incentive will only be issued to the Current Member name and address on record. Allow 30 days for the check to be issued, once the New Member has joined.

Questions? Call Us At (952) 556-5511

Complete the Referral Form

Your Information

Name _____

Member# _____

Store# _____

New Member Information

Name _____

City _____ State _____

Store#(s) _____



Scan here to
complete online

Mail - 1719 Lake Drive West, Chanhassen, MN 55317
Email - membership@dqoa-dqoc.com | Fax - (952) 556-5522
Online - www.dqoa-dqoc.com



1719 Lake Drive West
Chanhausen, MN 55317

We know you're **BUSY**

**DQOA membership is
WORTH YOUR TIME**

Don't miss the new
member incentives

OPEN NOW!



**join your fellow operators
together we are stronger**

Dairy Queen Operators' Association | Dairy Queen Operators' Cooperative
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(952) 556-5511 | (952) 556-5522 fax | www.dqoa-dqoc.com