

# JOIN DQOA

## YOUR MEMBERSHIP MATTERS

### Membership Benefits

**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, learn from their experiences and share yours.

**MEMBER ONLY 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 DQ approved products that meet or exceed DQ 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 (FL), Sysco Atlanta, Maola Milk & Ice Cream Co. (NC, SC) and Performance Foodservice (AZ).

**PEPSI DIVIDEND** for members that have signed the new 2024 Pepsi Contract.

**NEW MEMBER INCENTIVE** see page 7 for details.

### Membership Options

**REGULAR MEMBER** ~~\$300~~ **\$150** until 2/29/24  
**\$300 per store per year**

Provides you with member only website access, FAC meeting updates, Bottom Line newsletters, DQOA Wire emails, Staying Connected conference calls and other various forms of information sharing, including the DQOA Member Facebook group. All of your DQOC endorsed product and service purchases are eligible to earn a dividend (participating products and services are noted on the DQOC Products page). All of your stores must join in order to qualify for dividends per Bylaws. Membership year is January 1 - December 31. Dividends are based on membership year purchases and are calculated and dispersed by the following April.

**PLATINUM MEMBER** ~~\$450~~ **\$300** until 2/29/24  
**\$450 per store per year**

This is a premium membership that includes all of the benefits of the Regular Member option, plus additional 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.

### Information Only Option

**SUBSCRIBER\*\* - \$75 per year**

Provides you with premium website access, Bottom Line newsletters, DQOA Wires, Staying Connected Calls, access to the DQOA Member Facebook group and other various forms of information sharing. Subscriptions are valid January 1 - December 31. Subscribers may upgrade to become a Regular Member for an additional \$225 or Platinum Member for \$375 no later than September 1st of the same year.

\*\*A Subscriber is not a member of the DQOA/DQOC.\*\*

SEE MORE ABOUT **DQOA / DQOC** INSIDE...

## 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 DQ 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, as well as other service providers.

## 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 monthly or quarterly as the case may be. All proceeds are pooled by product, i.e. "toppings", 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.

## 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.
- 2021** DQOA challenges ADQ's position on transfers.

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: 17x13¾, Circles: 10" & 12"

### CAKE DOME COMBOS

**WNA., Inc.**  
11" & 13"

### CANDIES

#### Tarrier Foods

Heath, Reese's PB Cups, M&M,  
Butterfinger, Rainbow Sprinkles,  
Snickers, Toasted Coconut

### CONES

#### BoDeans Cone Co.

Small #30, Medium #60, Large #80

### NAPKINS

**Kimberly Clark**  
6½x12" & 12x13"

### NUTS

#### Hillson Nut Company & Tarrier Foods

Pecan Pieces, Chopped Peanuts,  
Spanish Peanuts

### STRAWS

#### Best Diamond Plastics

8 ¼" Clear Plastic, Paper Wrapped

### TOPPINGS

#### Lyons-Magnus

RTU Chocolate, Hot Chocolate Fudge,  
Cold Fudge, Caramel Fudge, Marshmallow,  
Cherry, Crème de Menthe, Vanilla,  
Strawberry

### WHIPPED TOPPING

#### Alamance Foods, Inc.

Non Dairy Whipped Topping



## Food Products

### BREAD

#### Klosterman Baking Co.

Texas Toast

### CHEESE

#### Bongards Creameries

Sliced Sharp American,  
Sliced White American

### CONDIMENTS

#### Kaiser Pickles, LLC

Crinkle Cut Dill Slices

#### Red Gold, LLC

6/#10 Cans, 1/3 gal,  
1000/9gr Portion Packets

### 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 Seasoned Patty

### ONION RINGS

#### Fry Foods

Breaded Onion Rings

### PAPER BAGS

#### AJM Packaging Corp

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

Higginbotham Insurance Agency

### EMPLOYEE RETENTION SOLUTION

Sprockets

### EQUIPMENT

International Restaurant Distributor

### FACILITY SERVICE PROVIDER

Transblue

### FIRE PROTECTION PROGRAM

Cintas Corp.

### FIRST AID & SAFETY PROGRAM

Cintas Corp.

### FLOOR CLEANING SYSTEM

Kaivac Inc.

### FRAUD FIGHTER

UVeritech Inc.

### PARTS/SUPPLIES

Tundra Restaurant Supply

### PEPSICO

Carbonated Beverages

### PEST CONTROL

Orkin LLC

### RECEIPT PAPER

Direct Paper Supply

### TRAVEL

Carrousel Travel



## Non Dividend Vendors

### CAKES & NOVELTIES

Wells Enterprises, Inc.

### DAIRY QUEEN MIX SUPPLIERS

- Dairy Mix
- Maola Milk
- Sarah Farms
- United Dairy

### GREAT LAKES MARKETING GROUP

### SUNBELT FRANCHISE SALES & RESALES

### TAX CREDIT SERVICES

Maximus

## Did You Know?

The DQOC estimates that it has saved the DQ system over \$700,000,000 on items distributed through the Co-op. Visit [www.dqoa-dqoc.com](http://www.dqoa-dqoc.com) to read the System Savings examples!

# DQOC Distributors and Service Areas

## Purchase DQOC Endorsed Products From These Distributors

### DQOA Members Earn Dividends



#### BROWN FOOD SERVICE, INC.

Tommy Layne (606) 638-1139 ext. 315  
tlayne@brownfoodservice.com  
Southern and Central WV, Western VA, Southern OH, Eastern KY, Southern and Central IN

#### GORDON FOOD SERVICE

Rob Dekock (616) 717-4625  
rob.dekock@gfs.com  
Eastern MI, Northeast IN

#### PECK FOOD SERVICE, INC.

Mark Rosatti (800) 732-7325  
rosattipeck@yahoo.com  
OH, Western PA, Western WV

#### PERFORMANCE FOODSERVICE

Jamie Reeths (480) 705-3000  
jamie.reeths@pfgc.com  
AZ

#### PFD SUPPLY

Joe Hartmann (636) 875-5936  
jhartmann@pfdsupply.com  
MO, Southern and Central IL

#### Q: Why should I join?

**A:** More members = stronger collective voice. Your support ensures that the DQOA remains an effective advocate and that 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](http://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](http://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.



11/21/23

Not in a service area?

With enough franchisee support, a DQOC distributor could be possible in your area. Please contact the office at (952) 556-5511 if you have a recommendation.

#### SYSCO ATLANTA

Shannon Ebersold (413) 364-2091  
shannon.ebersold@sysco.com  
GA

#### SYSCO LINCOLN

Aaron Roux (402) 853-0635  
aaron.roux@sysco.com  
IA (Hwy 71 & West), Southeastern SD, NE

#### SYSCO PORTLAND/SEATTLE

Oksana Zagaryuk (800) 776-8904  
oksana.zagaryuk@sysco.com  
OR, WA

## Frequently Asked Questions

#### Q: How do I earn dividends?

**A:** Pay dues for all of your stores and purchase Crown Select/DQOC 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 in for the previous calendar year purchases.

#### Q: What is the DQOC Mix Rebate Program?

**A:** Paid member stores will earn \$.05 per gallon on Dairy Queen mix purchased from Dairy Mix (Florida), Sysco Atlanta (Georgia), Maola Milk (North & South Carolina), Brown Foodservice (\*Indiana Only\*) and \$.03 per gallon from Performance Foodservice (Arizona). 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](http://DQOA-DQOC.COM)  
OR CALL US AT (952) 556-5511**



**DQQA MEMBERSHIP APPLICATION**  
**PHONE (952) 556-5511**  
**Fax (952) 556-5522**  
**www.dqqa-dqoc.com**

**SEND TO:**  
DQQA 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 DQQA 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





# 2024 NEW MEMBER\* *INCENTIVE*

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.

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!

## HOW IT WORKS

- ⊙ **Join DQOA by September 1, 2024**
- ⊙ **Choose Free DQOC Product<sup>1</sup> or Alternative Offer<sup>2</sup>**
- ⊙ **Complete the redemption form and any required steps as outlined below**

**\*New Member** - A Dairy Queen owner of one or more stores that was not a full or partial paid member for the 2023 membership year, and has paid 2024 dues in full by 9/1/2024. If you received any product or monetary incentive upon becoming a member of the DQOA for any prior year, you are not eligible.

**<sup>1</sup>Free Product** - If you are in a participating DQOC distributor service area, you will receive a pre-determined list of products based on Store Type (Treat-Straight DQ, Treat Center, DQ/OJ, Non System Foods, Limited Brazier; Food-Brazier, Grill & Chill). Product to be delivered free of charge. No substitutions will be allowed.

DQOA will arrange to get you in contact with your DQOC distributor partner to take advantage of the free bundle of DQOC approved products. If you do not already have an account with the distributor, one must be set up prior to product delivery. This does not obligate you to continue purchasing.

If you joined at the full membership rate, you will receive product valued at \$300. If you joined at the limited time promotional rate, you will receive product valued at \$150.

**<sup>2</sup>Alternative Offer** - To earn the Alternative Offer, one of the following qualifying events of your choice must be completed after your join date\*:

- 1) Have an insurance policy written by Higginbotham Insurance Services;
- 2) Make a minimum \$50 purchase at International Restaurant Distributors, Direct Paper Supply or Tundra Restaurant Supply;
- 3) Accept a delivery from Cintas; or
- 4) Be a Pepsi pouring store (\*join date requirement does not apply).

Proof of qualifying event must be sent directly to the DQOC office. Once received, a check will be issued to the member on record as follows: if you joined at the full membership rate, you will receive a check for \$300. If you joined at the limited time promotional rate, you will receive a check for \$150. Please allow 30 days.

**Additional details** - You are advised that per the Bylaws of the DQOA/DQOC, all stores owned must pay membership dues by 9/1/2024 in order to participate in the DQOC dividend program. Limit one New Member Incentive per eligible New Member store. New Member Incentive ends September 1, 2024.

**Questions? Call Us at (952) 556-5511**

## Complete the 2024 Redemption Form

Name \_\_\_\_\_ Store# \_\_\_\_\_ Date \_\_\_\_\_

Store Address \_\_\_\_\_ Free Product: \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Alternative Offer: \_\_\_\_\_

Phone# \_\_\_\_\_ Email \_\_\_\_\_



Scan here to  
complete online

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



1719 Lake Drive West  
Chanhassen, MN 55317

**NEW MEMBERS\*  
JOIN FOR ONLY \$150**

**Now through 2/29/24**

**OPEN TODAY!**

**Plus, qualify for an additional  
new member incentive**



## NEW MEMBER\* *LIMITED TIME OFFER*

**Join the Dairy Queen Operators' Association now through February 29, 2024 and New Members\* will get half off 2024 Regular membership dues, PLUS qualify for an additional new member incentive (details inside).**

**Restrictions apply.  
See details below.**

\*New Member- A Dairy Queen owner of one or more stores that was not a full or partial paid member for the 2022 or 2023 membership years, and has paid 2024 dues by February 29, 2024. If you previously received a discounted dues rate to join DQOA for any prior year, you are not eligible.

Promo ends February 29, 2024. Applications and payments must be received or postmarked by February 29, 2024.

Qualifying new member stores that join by February 29, 2024 will pay dues of \$150 per store for Regular membership or \$300 per store for Platinum membership, for the January 1-December 31, 2024 membership year only. Any store that joins after February 29, 2024 will be at the rate of \$300 for Regular membership or \$450 for Platinum membership.

New Members are advised that per the Bylaws of the DQOA/DQOC, all stores owned must pay membership dues by September 1, 2024 in order to participate in the DQOC dividend program.



**Scan the QR code to join today**

You must use this link, call us with a credit card, or mail a check to ensure you receive the discount.

**Dairy Queen Operators' Association  
Dairy Queen Operators' Cooperative  
1719 Lake Dr. W., Chanhassen, MN 55317**

**(952) 556-5511 | (952) 556-5522 fax | [www.dqoa-dqoc.com](http://www.dqoa-dqoc.com)**