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October
2008



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OPERATOR

NESO

Official Newsletter of North Eastern Store Owners, Inc. • Regional Association of WVa & Ohio DQ® Operators • Affiliated with DQOA® • Governed by Dairy Queen® Operators

www.nesonews.com



Letter from your President

GREETINGS! From the great State of Ohio. As I sit and write the opening article for our NESO fall newsletter a few things come to my mind. The first item I would like to address is our "CMN" miracle treat day. I have asked Jeff to print the letter I sent to Michael Keller, at International Dairy Queen:

July 22, 2008

Dear Mr. Keller,
RE: Miracle Treat Day 2008

It has recently come to our attention that our 3 stores have been "signed-up" to participate in Miracle Treat Day, August 7th 2008. At no time did ANY of our 3 stores sign an agreement authorizing participation in Miracle Treat Day, 2008. Please remove our 3 stores immediately from your list. We have in the past and will continue to support our local children's hospital, but we will not have our contributions to this fine charity mandated by International Dairy Queen. If you have any questions please contact us at (330) 565-8429. We ask that you respond in writing to our request and trust this matter will be rectified at once.

Respectfully,

Ron Rapp, Dean Rapp, Randy Rapp, Trent Rapp
North Lima, OH

CC: Harris Cooper

This is the letter in its entirety. I would like to make you aware of the response to this letter. About a week later I received a phone call from a girl at IDQ. She asked to speak to one of my three boys, which were not available at the time, and I told her that I could discuss this with her. I told her that none of the boys or myself had signed any agreement that we would participate in miracle treat day. While each of the boys does contribute toward this fine charity, it has always been my opinion that this "donation" should come from the customer as well, not just off our bottom

line. She claimed that the boys all "signed" at a fall business conference. She asked if she could "fax" me a copy of the paper. I knew this would be impossible since one of my three sons did not even attend the fall business conference. But I agreed to give her my fax number and I waited for her to produce the document.

In the mean time, she also asked if she could respond to Harris Cooper, since I had copied him on the original letter. I told her she could indeed respond to Mr. Cooper. It is now mid- September and I have received NOTHING. NO FAX. NO Response in writing and Harris has yet to hear from ANYONE at IDQ. It has also been told to me that other stores around the country had also been "signed" up to participate at the prescribed formula that IDQ had sent out to the stores. These stores did not sign an agreement to participate in the IDQ formula. IDQ in the past has stated that if you did not send in your contribution, you would be turned over to accounts receivable. This is WRONG! I have NO ISSUE with CMN, but I am not going to allow IDQ to dictate to me what and how I am going to send in my donations. My store has been a huge supporter over the years of our local children's hospital all without the watchful eye of IDQ! I will update you if I hear anything on this matter in future newsletters.

Next thing on my mind this fall is the ALL BEEF hotdog. At this point in time North Lima DQ is down 8,000 hot-dogs comparing 2007 to 2006. Yes, it is **almost 8,000 hot-**

Register Online NOW for the
2009 Convention at Cherry Valley Resort
Jan 22-24, 2009 Columbus, OH

ServSafe Classes
at a reduced rate !

Register ONLINE
www.NesoNews.com
&
www.cherryvalleylodge.com

dogs. I guess people don't really prefer the "all beef" hotdog, do they? I can remember being a test store and telling IDQ that our sales are flat and starting to move into negative numbers. The response I got "good, we were hoping for flat sales". Meaning, no loss of hotdog customers. Well, more than a year later, we have lost 8,000 hotdog purchases. By the way what happened at your store when the hotdog was on "TV"? We actually sold more hotdogs when we carried the Fields hotdog in the same time frame then when it was on TV and was "all-beef". Enough said on the hotdogs...

Waffle Bowls are selling only in the teens, except on Tuesdays when we have them as a daily special we sell in the 40's. Now you know what I have been thinking about this fall, plan to come to Cherry Valley this January it will be a very good convention. If you have any questions for me, you can contact me on my cell phone: 330-565-8429. I hope we can address some of the issues at the convention and get some answers for you.

Respectfully yours
Ron Rapp
NESO President
pamelasimmons@aol.com
330-565-8429 cell

At the time we went to print, the matter of CMN and IDQ has been resolved

DQOA endorsing BB&T Insurance

DQOA is now endorsing BB&T Insurance Services for Business Insurance including Workers Compensation. BB&T Insurance Services is ranked #7 out of the 100 largest Insurance Brokers in the US.

For insurance quotes you may call the DQOA ServiceNow Team at 888-780-8053 or email ServiceNow@bbandt.com

Also, if you own other businesses in addition to Dairy Queen, or have a unique situation that precluded your getting insurance through DQOA before, BB&T Insurance has the ability to quote and insure those situations that have been hard to place in the past.

Visit www.NesoNews.com to sign up for the BB&T program.

BB&T Insurance Services, Inc.
"ServiceNow"
888-780-8053 Phone
866-925-7116 Fax
servicenow@bbandt.com

Customers Harder to deal with?

A letter to my managers

Since I am on a quest to prove to you guys that customers are getting harder to deal with and are quicker to say they got something wrong when they didn't, I have an example of what they expect us to do. I do NOT think this woman is lying, but I do think she is ridiculous!

Tommy had a woman at DQ yesterday that wanted her kids meal replaced from two days earlier because there was not a straw for the drink in the bag.

I will never think I have heard it all, because they always amaze me with another story I haven't heard before.

Vicki Dockeney
Operates 6 stores in West Virginia, Virginia and Maryland
540-327-0294 cell • 540-667-1529 fax
dqicecream@comcast.net

EARN DIVIDENDS

Purchase DQOC Products

From Approved

Warehouses

Brown Foodservice, Inc.
Louisa, KY

Mark Qualls, 606-638-1139

Glass City Paper & Food Services
Holland, OH

Rick Jackson, 800-526-8845

Peck Foodservice
Aurora, OH

Dave Peck or Mark Rosatti
800-732-7325



2009 Convention & Trade Show Newark, OH, Cherry Valley Lodge

OPERATOR Registration Form

* EARLY BIRD REGISTRATION before Dec 1, 2008 and SAVE MONEY !

*Register ONLINE www.NesoNews.com & www.cherryvalleylodge.com (you must register at both sites)

TENATIVE AGENDA

~Thursday, January 22~
 8:00am - 4:30pm ServSafe Course (pre-register below)
 9:00am - Registration
 5:00pm - Board of Directors Meeting
 8:30pm - Early Arrival Party

~ Friday, January 23 ~
 9:00am - 3:00pm - Exhibits Open
 3:00pm - Cake Seminar
 4:00pm - Annual Auction
 7:30pm - Buffet Dinner / Cocktails / Entertainment

~ Saturday, January 24 ~
 9:00am ~ General Session
 • DQQA/DQOC Update
 • Guest Speakers
 3:00pm - Annual NESO Meeting
 7:00pm ~ Dinner Banquet
 Crowning of the Queen / Instant Money / Entertainment

HOW TO REGISTER WITH NESO AND CHERRY VALLEY

Register With NESO
 Register Online at www.nesonews.com
 or Mail / Fax this form to:
 Jeff Haynes
 140 Cadle Dr
 Cross Lanes WV 25313
 Fax form to: 510-740-3586

Register With Cherry Valley BEFORE 1/2/09
 \$109 SGL / DBL / TRIPLE
 ROOM CUT OFF 1/2/09
 Call 800-788-8008 or online at www.cherryvalleylodge.com
 Convention Code: DQ2009

Questions?
 Call Jeff: 304-562-7355 voice
 510-740-3586 Fax
 email: neso@suddenlink.net
 Call Jerry: 304-263-6380 voice
 510-740-3653 fax

COMPANY/OWNER: _____ PHONE: (____) _____ IDQ STORE #: _____ # OF STORES YOU OWN: _____

ADDRESS: _____ CITY, ST, ZIP _____ EMAIL: _____

- **List names of ALL persons attending below** • Check box for each day they are attending the **EVENING** Function • Check **CHILD** to receive a Childrens Meal. (age 12 and under) • Check **SSAFE** to register for Thursday ServSafe Class
- **FEES:** Enter the appropriate amount for each person:
- **FULL REGISTRATION: ADULTS \$100 (\$125 after 12/1/08) Children 12 & under \$50 (\$65 after 12/1/08) - Includes all convention Food & Functions for entire convention (does not include water park of \$10 pp/per day)**
- **1 DAY PASS: ADULT \$35 (\$45 after 12/1/08) CHILDREN 12 & under \$25 (\$35 after 12/1/08)- Includes All convention food & Functions for 1 day and evening . (does not include water park of \$10 pp/per day)**
- **SERVSAFE: NESO members \$75 (Dues must be paid for 2009) non-members \$100**
- **Hotel Indoor Water Park: \$10 pp / per day (purchase when you make your room reservation with Cherry Valley)**

NAME: _____	THURS	FRI	SAT	SSAFE	CHILD \$ _____
NAME: _____	THURS	FRI	SAT	SSAFE	CHILD \$ _____
NAME: _____	THURS	FRI	SAT	SSAFE	CHILD \$ _____
NAME: _____	THURS	FRI	SAT	SSAFE	CHILD \$ _____
NAME: _____	THURS	FRI	SAT	SSAFE	CHILD \$ _____
NAME: _____	THURS	FRI	SAT	SSAFE	CHILD \$ _____

DQQA/NESO DUES FOR 2009 - \$350 FOR 1ST STORE + \$300 FOR EACH ADDITIONAL STORE. \$ _____

TOTAL ENCLOSED (MAKE CHECKS PAYABLE TO NESO)>>>> \$ _____

CREDIT CARD: **VISA** **MASTERCARD** ACCT #: _____ EXP DATE _____

NAME ON CARD: _____ SIGNATURE: _____

Fall has finally arrived

The fall of customer counts, the fall of late nights, and thankfully the fall of employee problems (not the end of, just the decrease of employee problems!) But all is not lost, before you know it, Spring will start another year, but don't forget to enjoy the beautiful fall season and all the great things that happen as well.

In this newsletter, I have some info about keeping employees from the competition, as well as a very important issue that will most likely be on the State of Ohio ballot, mandatory paid sick time. We have had some wonderful news in the mix department and a few updates on the convention. Off we go.....

How do I increase my speed at the drive-thru and why would I want too?

Glad you asked.... Lots of talk the drive-thru side of the business, if you are relatively new to the QSR (quick service restaurant) business then you have probably heard other DQ operators talk about increasing the "speed" of the drive-thru. Besides the obvious reason, a slow drive-thru angers customers, the other reason is to increase the amount of cars in an hour to increase sales. If you can get 65 cars per hour vs. getting 35 cars per hour you can increase your daily sales. Over the past few years I have told you that using a drive-thru timer can be very beneficial, and usually one of vendors at the convention has info or a demo model in the exhibit room. That is a good start and some of your register systems actually do a tracking of transactions which is another way of documenting your "cars per hour" at the drive thru.

Lots has been written about small changes to see results, from staffing, organization of the area to speed the flow, assigning positions, etc.... nothing new here. But QSR Magazine just posted an article online with 7 drive thru contests to increase sales and speed up your drive-thru and I think it is worth a look. Sometimes just trying something new with your staff is motivation enough to see real results. Speaking from experience, with the monotony of summer peak hours, a little contest can really be quite influential. Pick an employee who is great with organizing, and you will do double duty, employees love to be asked to take on creative tasks, you know the ones....

According to QSR magazine, www.qsrmagazine.com/articles/newsletters/best_practices/0708/index.phtml

QSR's article has some clever games to play at the drive-thru to motivate and increase your speed. Check out the article at the above mentioned website.

Now that it is a little slower try one and see what your staff can do, delegate this to one of your employees and check the progress. If you have had success with employee contests I would love to print an idea that has worked for you. I have seen lots of contests work wonders for moral, as well as increase speed, really what have you got to lose?

State of OH issue for November Ballot

If you have 24 or fewer employees on your payroll, I have some good news for you; this does not apply to you! For the rest of you, the operators that employ 25 or more employees, you need to pay attention for the next few paragraphs as this may have a huge impact on your bottom line for next year.

On November 4th 2008, the following issue will be voted on by the people in the state of Ohio. It is referred to as the Healthy Families Act. According to the document listed at www.legislature.state.oh.us/bills.cfm?ID=127_HB_536,

Employers "shall not include an employer who employs less than 25 employees"(sec.4114.01) "shall provide each employee with not less than: Seven (7) days of paid sick leave annually for employees working 30 hours or more a week."(sec 4114.02) Employees with less than 30 per week will acquire a "pro rata amount of paid sick leave annually" (sec 4114.02.2).

That means in my opinion you WILL be paying for 7 days for your full timers, and the most interesting part of the bill, requires you to allow it to be dispersed by the HOUR! Yes, I mean by the hour! In section 4114.02 D1 states this "hourly basis". The 30 hours (to be considered full time) comes from a calculation of the previous "12 week period" (sec 4114.02 E). If your employee comes late to work because a child or parent got sick and they had to be involved in the care of this person, this will be allowed. If an employee has a headache and comes late 2-3 hours, this will count, and YOU will PAY the employee normal wages. The house bill 536 also states that an employer cannot hold this missed time against the employee- "no employer shall interfere with, restrain, or deny the exercise of or the attempted exercise of any right provided in this Act."(Sec 4114.10b)

As an employer you cannot have the employee agree to "less than the amount" of sick time provided for in the House bill (sec 4114.10D). The bill also has a section of enforcement, which makes allowable damages, attorney fees, and wages lost. (Sec 4114.11) The records are to be kept for 3 years and can be audited by the Department of Commerce. (Section 4114.09)

So both part time and full time employees will have mandatory **paid** sick time off to deal with their own health as well as family members health, without penalty and they do not have to have an excuse unless it goes past 3 consecutive days (sec 4114.04). (I.E. doctors excuse or health care professional excuse).

This Bill, House **Bill No. 536** will have a huge impact on your bottom line for next season. If the average DQ has 30 employees- 5 full time at \$8.00 per hour, they will have 56 hours of paid sick time next year @ \$8 per hour is \$448 x 5 employees = \$2240. This will then be increased by the part-timers, the rate is pro rated bases on the hours worked. In my opinion, this will pass just like minimum wage passed, with big margins. Where will you find the money to replace the ever-shrinking bottom line? I have one guess and the first 2 don't count. The same place as the minimum wage increases came from is where you will have to find it, the MENU BOARD!

AS we are going to press, The PROPOSED legislation has been pulled from the ballot, not due to the signatures but because they are now going to go after this at the FEDERAL LEVEL with the number of employees reduced to 15! Governor Strickland has promised to support this at the federal level. This will affect all of our membership, especially the smaller stores, since many will now be included. Look for this to be introduced early next year.

Speaking of the Minimum Wage

As decided on by the voters in the great STATE of OHIO, each year the minimum wage is adjusted at the end of September based on the rates of the consumer urban index. This rate although decided in September does not take affect until Jan 1st 2009. The new rate will be \$.30 which will make the new minimum wage \$7.30 per hour starting Jan 1, 2009.

Ready for some good news

Yes, there is some good news too; Our good friends at Superior Dairy have helped us to obtain a more competitive mix price for the last few peak months of the summer. They (the folks at Superior Dairy) really value our DQ business and loyalty. Since the 3rd week of July thru September our price has been the cheapest around and don't forget we only have a few months left till the rebate check will be in the mail, make sure you are on a CURRENT status with DQOA and NESO to receive your yearly rebate in Jan-

uary. If you do not pay your dues to both NESO and DQOA you will forfeit your rebate. September is the deadline for DQOA, if you forgot **the September 1st deadline** call the office at DQOA to inquire of the final deadline.... Your DQOA rebate in April will also be jeopardized if you missed the deadline!

DQOA Warehouse Product update

Josh has been working extremely hard on your behalf to secure the following products thru your DQOA authorized warehouse of Brown, Glass City, and Peck foodservice. New at the warehouse:

- Banana Pie pudding mix
- Trans-fat free shortening for your fryer (new pricing in October with more savings)

Josh Schmieg
DQOC Purchasing Director

Congratulations to Peck Foodservice

On their new facility on Rockside Road, Maple Heights, Ohio. I and a few other franchisees had a chance to tour this new facility. It is massive, huge, and houses acres and acres of metal shelving. As far as the eye can see, metal shelving to hold our DQOA approved products. They have a new larger freezer space as well as a MUCH larger cooler area. They are in the process of organizing and relocating some things, but they run a very very clean warehouse. Stop by, they would love to give you a tour to show off their new home!

Peck Food Service
17000 Rockside rd.
Maple Heights, Ohio 44137
1-800- PEC- PECK.

VISA and MASTER-CARD reminder

Just a reminder we have secured new processing rates of 3.5 cents per transaction, do not let anyone tell you, they can do better. Except for IDQ's program no program out there is cheaper than this one, and remember NESO has negotiated this deal for you. If you would like more information on our NESO processing program thru First Data you can contact Greg Allen at 1-877-457-2615 ext.6521.

Employee Retention

If you are hands on operator, the word "employee" gives you a warm fuzzy feeling doesn't it?

Especially after the 14th call off for the month and don't even think about the endless "requests off". Okay, once you have the perfect employee, just when everyone is trained, having fun, getting along, and you breathe a sigh of relief; another business CAPITALIZES on your success.... How do you ask?, you know how, they STEAL YOUR BEST WORKERS!. Has this ever happened to you? I mean blatantly stole your help? It happens, more than you think. In my town, a few years back we had a very well established full service restaurant, and the owner would come in and order something small like a cone and walk out an hour later with the name of some of our best help. I can't tell you how many they recruited, too many!

It is very maddening, just one time why couldn't they take the problem employee? I would even float a few sundaes their way as a little bonus for taking "that" employee off of my hands... but alas they saw the good ones. So what should you do to keep your good employees from winding up on your competitor's payroll?

In a recent article in the Magazine "My Business" from the **National Federation of Independent Business, August/ September 2008**, talked about this very issue all QSR's face, protecting "your employees from the competition". I wanted to highlight a few parts of this article and hope you have a chance to read the article in its' entirety.

The article starts off explaining most employers use "money" as a way to create "loyalty". "But those are expensive and ineffective" according to GHR training solutions. "It comes down to how employees are treated", I could not agree with this article more.

In my opinion, Employees want to feel valued and respected, and of course receive compensation for a job well done. The article states 3 "Looks of Dissatisfaction", "surefire signs your top talent isn't happy at work"

1. **Drop in Productivity**- an employee is late to work, taking longer breaks, leaving early, they may be frustrated at the job, this article suggests really listening to their complaints and look for a solution.

2. **Expressions of Anger**- "It's obvious when employees are happy, and the same is true when they're disgruntled", says GHR Training Solutions President Don Grimme. Be on the Lookout for scowls, resentful sighs or angry interactions in the office". I think every owner has seen this, and unknowingly have caused some of these hard feelings, by accidentally favoring *easy to like* employees.... I have seen this happen several times, the other employees feel less valuable to the team and become angry.

3. **Withdrawing from company events**. "If a top employee suddenly refuses to partake in company parties or charity events, make a point to address the issue in private.

The faster you address his or her problems, the greater your chances of retaining top talent".

Okay, you have identified the "dissatisfaction" now what? The article suggests these strategies.

1. **Loosen up**- Be considerate of "Work Life issues" then, "no amount of money will tempt your talent to walk away" sometimes they really do need time off for their kids appts or special days at school, let them go...

2. **Communicate openly**- "Every 3 months meet with each employee and ask how they're being treated?" "If the staff members feel involved ... they will be more satisfied with their work."

3. **Know their lifestyle**- "adapt to their needs- but don't make assumptions about what they want" It is okay to talk and actually be interested in what your employee has to say, if you don't listen Mr. Competitor down the street will.

4. **Manage Well**- Training, training, training, allow your managers or talent to attend some of the DQ meetings, they will get the bigger picture and become more engaged with your daily operations- I highly believe in this one!

5. **Link Goals**- have similar goals with your employees, "all of a sudden work is more than just a way to pay their bills" (and yours!).

In my opinion, it all boils down to making your employee feel valued and important to you. If you ask for their thoughts on some of the problem solving at the operations level and actually use it, it will go way further than any monetary raise. I really enjoyed this article and thanks to **Megan Pacella** for writing it. I did a summary for you, but you can read all of it on page 50 of the **August / September 2008 issue of "my Business"** This magazine has a lot of very interesting info for the small business owner.

2009 Convention News

I am excited about our Cherry Valley convention!

We have been making arrangements for this year's convention. One supplier is in the process of bringing an electronic full color, programmable, reader board! I am hearing more and more about the positive sales results operators are seeing with these high tech signs. If you come to the convention you will have an opportunity to see one for yourself and ask questions. A DQ operator that already has the sign will be on hand for you to find out how the sign has made a difference at his location, what the process for changing the messages is, and also to answer any other questions you might have. I am looking forward to this particular display. Send in your registration for Cherry Valley early to save money and don't forget your swimsuit for the water slides.....

I know this was a lot of info to digest, but it is fall and you have time to put your feet up and regroup a little bit, get re-energized at our convention and start all over again. Even if you take just one idea away from this newsletter it will be worth it. All DQ operators face many of the same issues, the successful ones do something about it- one of my favorite sayings is "if you always do what you always done, you will get what you always got" how true is this? Make one small change, speed up the drive thru, listen to your help, or save more money by buying more of our DQOA product and you will definitely improve your bottom line... until next newsletter.....

Pam Simmons
NESO Co-Op Coordinator
330-565-8700 voice

(Continued on page 7)

NESO Buying Group Suppliers

Full Service Distributors

Brown Food Service, 606-638-1139, Mark Qualls, Louisa, KY

Glass City Foods, 800-526-8845, Rick Jackson, Holland, OH

Peck Food Service, 800-732-7325, Mark Rosatti, Aurora, OH

Suppliers

AIS, Grill/Fryer Service, 877-346-6544, Youngstown, OH

All Bulbs, Light Bulbs, 330-549-9852, Jeff Sabrin, North Lima, OH

Blade Uniforms, 800-741-5664, Connie Copelan, 800-741-5664

Capital Planners, Financial Services, 216-360-7400, Dan Jindra

Compensation Consultants, 800-837-3200x7100, Kirsten Gibson, kirsten.gibson@ccitpa.com

CPI, Ceiling tile cleaning, 800-269-2202, David Finney, New Middletown, OH

Cintas, Towels and Mats, 800-914-1960

CleanEzy, Towel supplier, Wheeling WV, Mike Simpson, 800-597-7758

Decopac, (20% discount on cake supplies) 614-679-1448, Ernie St. Laurent

Dejane Business, Registers, 330-497-9696, Bob Wynkoop, Canton, OH

Delta Gloves, 800-874-3633, Richard Zook, West Chester, PA

Discount Paper, Register Paper, 800-752-7655, Ask for ED, Las Vegas, NV

Fad Distributing, Edible Images, 877-728-4643, Kenny Notter, St. Louis, MO

First Data, Credit Card Processing, 877-590-5838, Greg Allen

GBA Solutions (Health Insurance), 216-468-2100, Bev Cline

The Glass Doctor, 866-838-glass(4527). www.glassdoctor.com

Mix Hose, 330-872-5649, 330-872-5139 fax, Dave Gwara, 2550 East River Rd., Newton Falls, OH,

Musair, Drive-thru Equip, 800-833-4150, Joe Elum, Canton, OH

Oil-Flex (DQOA Oil Stabilizer) 630-325-8991, Jim Papanton

Schwab's Bakery, 330-783-2860, Tony Sugar, Serves Ohio

Service Plus, Payroll Processing, 800-846-PLUS, Bob Brammer

TSS, Total Soft Serve, 920-565-3273, Tom or Todd, Cleveland, WI

The ServSafe class will again be offered at the upcoming NESO Convention at Cherry Valley Lodge January 22, 2009 at a reduced rate for NESO members and their employees. Register for the Convention now at: www.NesoNews.com

www.nesonews.com

Check Out Your New Website

- *Info on NESO*
- *Info on the NESO Co-Op*
- *Upcoming Events*
- *NESO Newsletter Archives*
- *Convention Photos*
- *NESO Boardmember Contact info*
- *Classified Ads*
- *DQOA / DQOC links*
- *Supplier Promotions*
- *Info and On-line registration for NESO conventions*
- *Coupons & Promotions*
- *Much Much more !*

www.nesonews.com



North Eastern Store Owners Inc.
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NESO Boardmembers

— Please contact any Boardmember with questions or concerns related to NESO —

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