

# NESOC

## OPERATOR



### PRESIDENT'S CORNER

#### Where are we headed?

It seems only fitting that we take a look back at the past year's accomplishments and short comings, most of us had a busy summer with gross sales much higher than previous years which is a very good accomplishment but I think we also need to look at what it took to achieve that and who gained the most?

It seems the last few years with the development of the DQ app there has been a mad dash to make sure that we have the lowest price of anyone and have the most items at a deep discount and many times the discounts are on items with high food costs already, when bacon is a high-cost item, we discount the bacon cheese burger or if burger prices are high, we discount burgers, and the number of free items on the app and mobile orders is forever increasing.

I know having aggressive discounting and marketing brings people into the store and hopefully they purchase more items but I also know that they can buy just about anything they want for their meal at a deep discount. With the increase in promotions and sales, the increases in cost of goods and the amount of labor needed for the kitchen and drive-thru our costs are way up and the only answer I hear is offering more and deeper discounts to bring more people into the store. I look around and see the

remnants of other large chains like Drugstore chains, Dollar stores and even some restaurant chains that have given up and gone out of business and left empty buildings. I don't think it's possible for us or anyone to be the cheapest, fastest, offer the most products and survive very long. This is my opinion and I know some other store owners will disagree but I think the dialog needs to begin on ways to offer items that can bring customers in and offer them a good deal and we still can be efficient and profitable.

For those of you that have found ways to successfully navigate through the deep discounting and increasing food and labor costs, I would encourage you to attend the upcoming N.E.S.O. Convention and Trade Show at The Great Wolf Lodge in Mason, Ohio on Jan. 23rd to 25th In addition to the great water park we are putting together a great list of suppliers, speakers, entertainment, our banquet and seminars where you and your managers can interact in a forum that will allow you to share valuable ideas that work for you and ideas that work for others.

**ServSafe Class will be offered on Thursday Jan 23rd.**  
I look forward to seeing and talking with many of you there.  
**Details and Registration at [www.NesoNews.com](http://www.NesoNews.com).**



**TOM CLEARY**

[tomkarylcleary@aol.com](mailto:tomkarylcleary@aol.com)



# NESCO

## CONVENTION

# NOTICE

Notice is hereby given that, pursuant to call of its directors,  
the annual meeting of all members of North Eastern Store Owners, Inc.  
To be held at **Great Wolf Lodge, Mason OH. January 25, 2025 at 9am.**

for the purpose of considering and voting upon the following matters:

- Election of Directors - Two (2) Directors will be elected to a new term.
- Whatever other business, if there is any, which may be properly brought before the meeting or any adjournment thereof. By Order of the Board of Directors

Note: Directors whose terms are up:

Vicki Sellers, Martinsburg WV • Tommy Vance, Lewisburg WV

If you are interested in running for the board, contact:

Tom Cleary (216-390-3127) • Jeff Haynes (304-610-1338)

or any Board member.

Non-Member stores are welcome.

# NESCO MEMBER PROXY NESCO

**If you will not be present**, please complete, sign this proxy, and return to the NESO office  
- **OR** - Scan the QR code at bottom of page to fill out and instantly submit from your phone.

I, \_\_\_\_\_ (print name) Member in Good Standing of NESO

IDQ# and Address of Main Store: \_\_\_\_\_

\*If Multi-Store owner, List additional Store IDQ#s: \_\_\_\_\_

I Hereby assign my \_\_\_ vote(s) (1 vote per store) (the number of stores will be verified by current NESO membership)

as a voting block for the Northeastern Store Owners Annual Meeting being held on Saturday January 25, 2025 to:

\_\_\_\_\_  
(insert name of your representative who will be present or "NESO Executive Secretary" as your representative)

Store Owner Signature \_\_\_\_\_ Date: \_\_\_\_\_

Email address: \_\_\_\_\_

**Scan • Email • Fax:** 510-740-3586 - **Photo • Text:** 304-610-1338

**Mail to:** NESO C/O Jeff Haynes 67 Vanderlin Ct Fuquay Varina NC 27526

- **Scan QR Code - OR** - fill out online at [www.NesoNews.com](http://www.NesoNews.com)

Questions: contact Jeff Haynes, 304-610-1338 voice/text or [NesoNews@gmail.com](mailto:NesoNews@gmail.com)

**\*MUST BE RECEIVED AT THE NESO OFFICE BY JANUARY 12, 2025**





**RESERVE YOUR ROOM  
WITH GREAT WOLF LODGE  
BEFORE 1/1/2025 FOR NESO RATE**

**JANUARY 23-25, 2025  
CINCINNATI (MASON), OH**

*Fun for the whole family!*

**FRIDAY**  
*January 24th*



**THURSDAY**  
*January 23rd*

**8am-4:30pm**  
ServSafe Course  
(Pre-Register)  
**9am**  
Registration  
Free Time at the Water Park  
**2pm**  
Board of Directors Meeting  
**6pm**  
Meet your Suppliers  
Hors D'oeuvres  
Cocktails  
Bingo and Prizes

**8am**  
Breakfast  
**9am**  
Seminar on Clamshell, Jon VanGilder, Taylor  
**10am**  
Cake Decorating Seminar, Jackie Baker  
**11am-2pm**  
Exhibits Open  
Random \$50 Drawings  
**2pm**  
Seminar "People & Profit"  
Keith Chambers, Jessica Wolf, David McCollum  
**3pm**  
Managers Roundtable Discussion  
**4pm**  
50/50 Drawing  
Annual Auction  
**6:30pm**  
Dinner Banquet  
Dueling Pianos • Cocktails • Crowning of the Queen

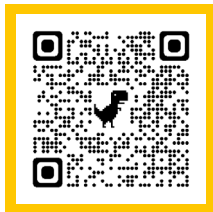
**SATURDAY**  
*January 25th*

**8am**  
Breakfast  
**9am**  
General Session  
Random \$50 Drawings  
Tom Cleary, NESO President  
Josh Schmieg, DQQA Executive Director  
Jason Dilly, DQQA Purchasing Director  
Annual NESO Meeting, Election of Directors  
**12pm**  
Free Time at the Water Park  
Casino is a short drive  
**7pm**  
Dinner  
Instant Money



*Register*  
**NOW!**

SCAN HERE OR  
GO TO NESONEWS.COM



# NESCO

NORTH EASTERN STORE OWNERS, INC.  
c/o Jeff Haynes  
67 Vanderlin Court. Fuquay Varina, NC 27526



# NESCO

## Mix Rebate Program

### BECOME A NESO/DQQA MEMBER

**BE SURE TO GET YOUR CHECK FOR 2024**

NESO/DQQA Members that purchase mix from Brown Foodservice, United Dairy or Peck Foodservice are eligible.

**CONTACT JEFF HAYNES FOR DETAILS:**

[nesonews@gmail.com](mailto:nesonews@gmail.com)

**\$47,000+**  
REBATED TO NESO/DQQA MEMBERS IN 2023!

\*Samples of actual rebate check amounts based on total gallons x .03 cents per gallon

