

# TIME TO REFRESH

NEW PACE. NEW PLACE. NEW PERSPECTIVE.

October 27-29th  
Minneapolis, MN



## IT'S A DQ FAMILY REUNION!

Enjoy great food and fun with fellow DQ Franchisee Owners and their families!

Say hello to your Iowa, Minnesota, Nebraska and Wisconsin Dairy Queen State Associations.

Attend the MN Gophers vs. IA Hawkeyes football game at the Gopher's TCF Stadium (enjoy a tour of the stadium too!)

Be a part of operator exchange and operational improvement workshops to help grow your business.

## DQ FAMILY REUNION 2011

Refresh your business and family by being a part of the DQ reunion. You and your family are welcome to be a part of this fun and valuable get together.

**LEARN AND EXCHANGE NEW WAYS TO GROW YOUR BUSINESS.**

**GREAT PRIZE GIVEAWAYS - GRAND PRIZE VALUED AT \$2,000!**

**JOIN YOUR FAMILY OF FELLOW FRANCHISEES FOR A CHANGE IN PACE AND A CHANCE TO REFRESH.**



## REGISTRATION PACKAGE

### INCLUDES:

- Supplier Exhibits & Savings Playbook
  - Thursday & Friday Cocktail Receptions
  - Thursday Family Reunion picnic dinner
  - Breakfast Friday & Saturday
  - Friday lunch & evening banquet
  - Minnesota TOUCHDOWN Bonus: Minnesota State Association will give each Minnesota store one FREE 2012 State Association dues (\$50) if they preregister and attend. Limit one credit per store.
  - One ticket to Saturday's Minnesota Gophers vs. Iowa Hawkeyes football game (\$70 value)
  - Transportation to/from Host hotel for Friday program and Saturday game
  - All programs, workshops & speakers
  - Opportunities to win great prizes
- In total, a package value over \$285!**

## EVENT ITINERARY

### **THURSDAY, OCTOBER 27**

1-3 PM Registration at Mall of America (MOA)  
2-5 PM Meet Your Vendors - Exhibits at MOA  
5:30 PM Cocktail Reception/Games for Kids at Hotel  
6:30 PM Family Reunion Picnic Dinner

### **FRIDAY, OCTOBER 28**

7-8 AM Breakfast  
8:10 AM Departure to DQ Club at TCF Stadium  
9:00 AM-3 PM Franchisee Focused Program  
5:30 PM Cocktails at Hotel  
7 PM Banquet at MOA

### **SATURDAY, OCTOBER 29**

State Association Huddles  
Pregame Fun  
Optional Regional Activities  
MN Gophers vs Iowa Hawkeyes Football game at TCF Stadium

**Friday's program is dedicated to ideas and information that make a difference to you and your business:**

**Exceeding Expectations  
Operator Idea Exchange  
Ownership vs. Leadership**

# DQ FAMILY REUNION 2011 REGISTRATION



Complete this form and see registration options below. Please register by October 10<sup>th</sup> (after Oct. 10<sup>th</sup>, contact DQQA office to check availability). Game tickets available on a first come, first served basis

IDQ Store #(s): \_\_\_\_\_

# of Stores Owned: \_\_\_\_\_

## GUEST NAME(S):

Name: \_\_\_\_\_

Name: \_\_\_\_\_ Age, if child: \_\_\_\_\_

Name: \_\_\_\_\_ Age, if child: \_\_\_\_\_

Name: \_\_\_\_\_ Age, if child: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zipcode: \_\_\_\_\_

Phone: (H) \_\_\_\_\_ (Wk) \_\_\_\_\_ (C) \_\_\_\_\_

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

**If you are not staying at Embassy Suites Airport, please indicate hotel and local phone number where you can be reached:** \_\_\_\_\_

## EVENT REGISTRATION FEE:

Cost per person	Number of People	Total
\$75 per person (Embassy Suites Guests)	x \$75	
\$125 per person (Non Embassy Suites Guests)	x \$125	
FREE for Children under 12 - <b>MUST BE PRE-REGISTERED.</b> Does not include game ticket. Game ticket for child available for \$70.	x FREE x \$70	
<b>Total Event Payment Enclosed</b>		

## Checks payable to DQQA Convention Fund.

Credit Card:  Visa or  MC Expires \_\_\_\_\_

Card #: \_\_\_\_\_ Print name of cardholder: \_\_\_\_\_

Cardholder's signature: \_\_\_\_\_

**NO EVENT REFUNDS AFTER OCTOBER 1<sup>ST</sup>, 2011**

**Minnesota TOUCHDOWN Bonus:** Minnesota State Association will give each Minnesota store one FREE 2012 State Association dues (\$50) if they preregister and attend. Limit one credit per store.

## HOTEL INFORMATION

**\$129 + tax - King: 2 Adults\***

**\$149 + tax - Double: 2 Adults and 2 Kids\***

\*Plus \$10 per extra adult/night

### EMBASSY SUITES MNPLS-AIRPORT

7901 34th Ave. South  
Bloomington, MN 55425

Reservations: 800-560-7782

Hotel: 952-854-1000

www.embassysuitesairport.com

Check-in 3 PM/Check-out noon

Reference the Dairy Queen Operators' Association group & use the group code 1DQ.

## REGISTRATION OPTIONS

Fax form to DQQA at: **952-556-5522**

Call DQQA at: **952-556-5511**

Mail form and/or payment to:

**DQQA Reunion  
1719 Lake Drive West  
Chanhassen, MN 55317**

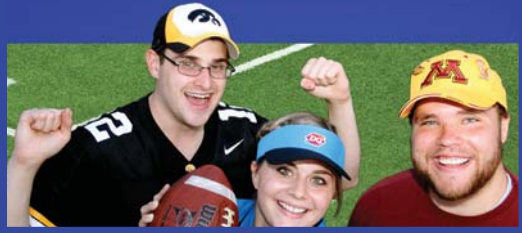
Register online by scanning the QR code or go to **www.dqqa-dqoc.com**.

**DQQA/DQOC**  
1719 Lake Drive W  
Chanhassen, MN 55317-8580

FIRST-CLASS MAIL  
U.S. POSTAGE  
**PAID**  
TWIN CITIES, MN  
PERMIT NO. 27334

# OPEN FOR YOUR DQ REUNION REGISTRATION!

## TIME TO REFRESH



**THIS EVENT IS FOR YOU, YOUR FAMILY  
AND YOUR BUSINESS!**

### PROGRAM HIGHLIGHTS

**HOW TO CHANGE THE CULTURE IN OUR STORES  
AND HAVE FUN DOING IT.**

**SOME SIMPLE TOOLS YOU CAN TAKE BACK  
AND IMPLEMENT QUICKLY.**

**CHALLENGES WE FACE AS DQ OPERATORS.**

**LEADING IS NOT ONLY MORE EFFECTIVE THAN  
MANAGING, IT'S MORE FUN TOO.**



Hosted by Iowa,  
Minnesota, Nebraska  
& Wisconsin state  
associations.



Scan this QR Code  
or go to  
[www.dqqa-dqoc.com](http://www.dqqa-dqoc.com)  
to register for the  
reunion online.