

To Erik Brooks

Thanks for your support here at Dairy Queen. As you know choosing to close the family business of 42+ years was not easy. And since dairy queen has been here in So. Milwaukee for over 55 years its loss is felt though out the community.

But I understand Dairy Queens need to modernize the stores in order the grow the brand. It is necessary. But unfortunately a lot of stores are the smaller treat stores and have, the nostalgia with many memories. But we cannot compete in this economy if they do not change with the times. Change isn't always easy or welcome, but is necessary to grow and stay competitive.

Most customers don't remember when my family came her in 1977. But the Dairy Queen had change hands several times before my parents purchased it. And its reputation wasn't the best. But with time and mistakes made and the community's support we grew. So I hope when someone NEW opens here, that we remember that mistakes will be made but with time and the support of the community . New traditions and memories will grow.

Sincerely

*Kathy Hartley-Lynch*