

A complete ice cream retailers' course  
taught by retailers, for retailers.

A four day workshop that will  
get your business going,  
and  
Get your business to the next  
level of success.

## 2012 COURSE INFORMATION

# Successful Ice Cream Retailing

For the existing business owner  
and those getting into the business.

Manage your business for more profit,  
better employees, and successful  
promotions. Learn batch freezer tips and  
techniques from award winning  
operators.

See the complete course agenda inside

*Four days of in depth, detailed training  
by leading ice cream professionals in the  
industry. Over 100 years of experience  
giving all of the details you need.*

*The Longest running  
retailers' course in the  
industry... Since 1988!*

Register today. Call  
**608-263-2008**

*Hosted by*

University of Wisconsin  
Madison

January 13

-  
January 16

2012

# Get the most out of your business



**Dick Warren, Four Seas Ice Cream, established this course into the most recognized of its' kind.**

The Successful Ice Cream Retailing course was developed in 1988 to help give ice cream business owners the skills they need get everything they desire out of their frozen dessert businesses. There are currently seven instructors, each with their own expertise teaching the program. Together, they bring well over 100 years of successful ice cream and frozen dessert experience to the course. With this experience, attendees can avoid many of the pitfalls that occur in the first few years of business.

This course gives practical answers to issues facing the business owner. The instructors all work in the industry, and face many of the same issues you face every day in your business or the one you wish to start. This experience can give you confidence that the instructors have “walked in your shoes” when they give advice and solutions to problems.

The Successful Ice Cream Retailer’s course is designed to examine the “how-to’s” of successful frozen dessert businesses. The course covers areas from critical start up information, to how to maintain, manage, build and improve an existing business.

The ice cream batch workshops are taught by award winning batch operators and are hands on. A full spectrum of products including non-fat items, sherbets, sorbets, frozen yogurt, custards, ices, novelties and ice cream cakes in both hard and soft serve formats will also be discussed. The labs are hands on, and run with the philosophy that you will benefit most through an interactive format.

## Who should attend?

- Business owners and managers in the ice cream industry.
- Anyone looking to get into the business.
- Anyone who manufactures ice cream with a batch freezer.
- Business managers directly responsible for the success of a frozen dessert business.
- Industry suppliers and sales representatives who sell to shop owners.

## By attending this course, you will be able to:

1. Identify the areas of business you need to improve to be successful.
2. Use proven tools and methods to better manage your financial numbers every day for more profitability.
3. Increase your profits out the “back door” by catering and wholesaling your products.
4. Learn batch freezing tips and techniques from award winning operators.
5. Learn promotional ideas that are inexpensive and get results.
6. Better manage your staff so that they work for you, in the ways you want.

**Register today. Call 608-263-2008**

# Give Your Business a Boost...

*Our Course  
Mission:  
To provide  
the very best,  
most accurate  
information  
that frozen  
dessert  
retailers need  
to be  
successful in  
this industry  
today.*

## Deciding if the Ice Cream Business is Right for You?

Some of our biggest compliments are from people that attend this course and decide that this business is not for them. "You saved me years of frustration and tens of thousands of dollars" is not an uncommon statement that we hear. If you are still exploring whether this is the right business for you... *then you want to attend this course!*

## Move Years Ahead of the "Knowledge Curve"

If you are just starting out, this course will introduce you to so much about what is important to be successful. With over 100 years of combined experience, and our contact network across the United States and Canada, we can help you start many years ahead of someone going about it themselves.

## Step "Out of the Box" to get a Better View of Your Business

Whether you have been in the ice cream business for one year or for 35, stepping away is vitally important to build your business "to the next level". The knowledge and perspective gained from spending time with peers can result in huge gains for your own business. In this course we discuss successful, proven marketing ideas, real life employee and manufacturing issues, and cash flow and planning strategies to help your business work better.

## A Small Sampling of Recent Attendees

ROSIE MAYER	CAYMAN ISLANDS	MARTIN McGETTIGAN	YONKERS, NY
IAN LEE	SOUTH CHATHAM, MA	DARLENE NARLOCH	ROCHESTER HILLS, MI
JOSE BARRIOS	ORLANDO, FL	KATIE TITUS	ROCHESTER HILLS, MI
DAVID ADAMI	LANGHORNE, PA	STEVEN & CHRISTY LaROCCA	DERRY, NH
THOMAS & TRICIA TOROSIAN	LYNNFIELD, MA	DIRK WHITE	SITKA, AK
LORE RENFRO	HAWTHORNE, FL	SUE BOWEN	WHEATON, IL
MARVIN HENDERSON	OMAHA, NE	JUDY KEHR	WHEATON, IL
KRISTIE WILLIS	OMAHA, NE	DANIEL KARP	NEW LONDON, CT
KAYIN MILLER	ASUSHNET, MA	STEVE & ANN FAIRCHILD	SURFSIDE BEACH, SC
BRENDA NICKLAUS	ASUSHNET, MA	CHRIS SIEMIEN	DELTRAN, NJ
COLLEEN & RALPH KROGMEIER	DONNELSON, IA	GREG WEIRES	SAUSALITO, CA
PAMELA KACHMAR	LILBURN, GA	NORTHBROOK COUNTRY MARKET	WEST CHESTER, PA
GARY GILMER	CHAMBLEE, GA	JAMES KUCHERA	CONVENT STATION, NJ
TAMI, TODD, & MATTHEW TRUAX	CANTON, OH	STANLEY KWOK	SINGAPORE
PAMELA & KEITH GARDNER	CHRISTIANSBURG, VA	WATERVILLE DAIRY CRÈME	DANSBORO, NY
VALERIE HITT	WALTON, NY	BRENT LEBOUITZ	YORK, PA
RED ROOSTER CREAMERY	HIGHLANDS RANCH, CO	DAVID LOURDIN	WEST HANFORD, CT
RIVER HOUSE SOFT SERVE	HIGHLANDS RANCH, CO	DANIEL MARQUARDT	RICHTOR PARK, IL
KAREN'S CREAMERY	SURPRISE, AZ	WHITE FUN PARK	FAIRHAVEN, MA
SPRINGER'S HOMEMADE ICE CREAM	STONE HARBOR, NJ	KYM MILBURN	SAN DIEGO, CA
BRINDEL'S AWESOME ICE CREAM	SAN ANTONIO, TX	THE COWLICK	WATERTOWN, NY
TINA HO	SINGAPORE, CHINA	ICE CREAM HOUSE	SPRING, TX
BOB & MARY JONES	DE RIDDER, LA	PAUL NASRANI	NEW YORK, NY
FUNDAES ICE CREAM AND CANDY	STATFORD, CT	RALPH PIENING	ISLE OF PALMS, SC
MULBERRY STREET CREAMERY	KITTANNING, PA	GOFER ICE CREAM	STAMFORD, CT
FRIEDA SCIANCALEPORE	JERSEY CITY, NJ	HALLS ICE CREAM	MILLERSTOWN, PA
GARY & ILA SWICK	W. PALM BEACH, FL	READ'S ICE CREAM	HONEOYE FALLS, NY
SWEET WILLOWS CREAMERY	YORK, PA	MAD MAGGIE'S ICE CREAM	ANDOVER, MA
COLD CRÈME	BELMAR, NJ	ROSA-NINI'S GOURMET ICE CREAM	SALISBURY, MD
FLORIDA CREAMERY	JACKSONVILLE, FL	QUENTIN SEDNEY	ROISTERSTOWN, MD
SIBBHAN WOODS	KILDARE, IRELAND	SNIPES FARM AND NURSERY	YARDLEY, PA
HAWKS HILL CREAMERY	STREET, MD	KING KONE	AMHEARST, NY
LEO'S ICE CREAM	BOILING SPRINGS, PA	WILSON'S HOME MADE ICE CREAM	LONG BRANCH, NJ
MIKE'S ICE CREAM PARLOR CAFÉ	GLADSTONE, NJ	THIRD SPRUCE CAFÉ	WYOMISSING, PA
MALLEY'S CHOCOLATES	FAIRVIEW PARK, OH	CHARLES GLUCK	RESTON, VA
BROOM'S BLOOM DAIRY	BEL AIR, MD	JOEL HOLLINGSHERD	ROLLING HILLS, CA
BRICK FARM ICE CREAM	UNITY, NH	MICHAEL PETER	PALOS VERDES, CA
THE PIAZZA	KEENE, NH	KEITH ALLRED	OREM, UT
FREY'S TASTY TREATS	EAST AMHURST, NY	OLD FASHIONED ICE CREAM SHOP	ELLIOTT CITY, MD
THE FRANKLIN FOUNTAIN	PHILADELPHIA, PA	QUEEN CITY CREAMERY	FLINSTONE, MD
MELISSA BOWSER	OAKLAND, MD	MINTER'S ICE CREAM	ENON VALLEY, PA
SUNDAZE	TUSCON, AZ	MRS. WIGIN'S ICE CREAM SHOPPE	COLUMBUS, OH
ALDO'S ITALIAN ICE	PHILADELPHIA, PA	CHANEY FARM	BOWLING GREEN, KY
TCBY	NORWELL, MA	RICHARD COFFEE	MICHIGAN CITY, IN
SWEET LICKS, INC	PITTSBURG, PA	MILKIN CORPORATION	PHILLIPINES
LYN CURTIN	HALIFAX, MA		

# Ideas Packed Agenda

*Your business is too important to tackle issues trial-by-error, and manage your people with a hit-or-miss philosophies. Get it right the first time by attending this course.*

## Business Management

- Learn the state of the industry, and what's hot and not
- Learn the financial numbers that will help you monitor success
- Business planning techniques to identify the areas to target for improvement
- Managing the numbers of your business every day
- Identifying areas for profit opportunity
- Learn internal controls that will help you better control your business
- Negotiating techniques that will help you to get what you need
- Tips and traps for building and operating additional stores

## Employee/Staff Management

- Hiring and motivating to reduce employee turnover
- Properly training employees to do the right thing
- Impacts of food and labor cost on profitability
- Dealing with employee theft

## Starting up

- Identify capital requirements for new businesses
- Calculate pro-forma cash flow projections
- Step by step walkthrough of critical success points when starting your business
- Advantages and disadvantages of different store layouts
- Factors to help identify the best locations

## Pricing

- Setting prices correctly for maximizing profits
- Properly calculating food costs
- Selling ice cream by weight as a pricing option

## Product Mix

- Identify the types of treats you should sell
- Components of super-premium products
- Learn which products are profitable and marketable
- Learn where to buy, and where to source your ingredients
- Making ice cream cakes and novelties from a batch freezer or soft serve machine
- Sanitation and regulatory issues
- Learn batch freezer techniques to improve your manufacturing skills
- The role of different ingredients in great ice cream making
- Making fountain menu items - Sundaes, shakes, floats, splits, and sodas
- Definitions and techniques to make frozen custard, sorbet, gelato and Italian ice

## Marketing and Promotion

- Increasing sales during the off season
- Competing with national brands
- Sales promotions that work
- Principles behind great sales promotions
- Running off site catering and vendor events
- Successfully wholesaling your products

# Instructors

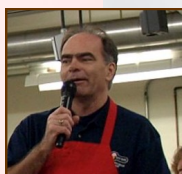
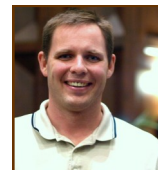
*“Thanks for putting on a great seminar, and thanks for all of your assistance. I would recommend this seminar to anyone in the business, or anyone contemplating it.”*  
**Julie McCulloch**  
Elevated Ice Cream Company, Port Townsend, Washington

*“The course helped us to prepare for the beginning of lasting success in the ice cream business. After less than two years of operation, we have been featured in national, regional and local publications. The access to these industry experts has increased our ability to understand our business far beyond others in the industry.”*  
**Eric and Ryan Berley, The Franklin Fountain, Philadelphia, Pennsylvania**



**Dr. Scott Rankin, Associate Professor and Chair, Department of Food Science, University of Wisconsin-Madison .** Dr. Rankin is a Dairy Foods Extension Specialist at the University of Wisconsin-Madison. He conducts a variety of educational outreach programs in dairy and food processing technology, sanitation, and food safety. He also teaches graduate and undergraduate courses in food science and conducts research in dairy foods chemistry.

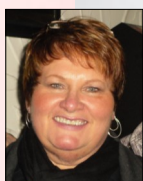
**Bill Meagher, Owner, Lakeside Creamery, Deep Creek Lake, Maryland.** Bill was a student at the 1994 Successful Ice Cream Retailing Seminar and has since opened and operates a successful retail store that many have asked to franchise. He will help you through the maze of issues involved in opening a new venture and share with you the joys and frustrations associated with becoming an entrepreneur.



**Ray Sheehan, Owner/President, Avondale Dairy Bars, Niagara-on-the-Lake, Ontario, Canada. Manager, Anderson’s Ice Cream and Ice Cream Cake Production Division, Buffalo, New York. Past President, National Ice Cream Retailers Association.** Ray has made a huge success out of his ice cream business. He is known in Canada and the United States for his experience with homemade style ice cream, ice cream cakes and pies, and other specialty items. Ray’s knowledge and accumulation of statistics dealing with wholesaling, industry trends, internal controls for your business, multiple store expansion, and year round survival techniques is extensive. He truly motivates his listeners.

**Rich Johnson, Tasty Time Enterprises, Folsom, California.**

Rich knows the ins and outs of operating a successful ice cream store along with an ice cream catering business. Having managed hundreds of events each season, he will assist you to develop, market, staff, and operate successful ice cream events, cutting years off of the learning curve, and immediately boosting your bottom line.



**Patti Kroening, Product Manager, Taylor Company.** Patti’s duties include new product development, competitive analysis, writing & publishing promotional materials, market research, and monitoring sales performance & trends. Patti works closely with the teams in engineering, sales, and service to bring the voice of the customer from an operator’s perspective to new product development.

**Margaret Anderson, Sales Coordinator, Taylor Freezer of New England.**

Margaret has held many positions from equipment operations, training new customers on assembly, cleaning, and teaching how to dispense cups and cones, to her current position where she orders all equipment, coordinates shipments, organizes deliveries and training new customers. She has a great knowledge of the ice cream industry and trends.



Register today. Call 608-263-2008

# Registration

**Lodging:** A block of rooms has been reserved at a special rates at the following hotels through December 19, 2011 :Concourse Hotel, \$127 plus tax, Group Code Successful Ice Cream, and at the InTower, \$107 plus tax, Group Code ICESHORT. You are responsible for securing your own housing arrangements.

**Travel:** Travel to Madison, WI is easy. Most major airlines serve the area. Check with their websites or your travel agent to get the best flight from your area .

**Costs:** The registration fee for the Successful Ice Cream Retailing Seminar is \$1,000.

**Registration:** Registration is limited, so register early. Upon receipt of your registration form and payment, a daily class schedule will be sent to you along with payment acknowledgement.

**Place and Time:** The Seminar begins Friday, January 13, 2012 @ 8:00am and will conclude Monday, January 16, 2012 at 3:30pm. Sessions are to be held from 8:00am to 5:00pm, with optional evening sessions beginning at 7:30pm. The evening sessions are informal, roundtable discussions to just, 'kicking ideas around.' Seminar attendees can share ideas and establish networking opportunities.

**For more information on program content, contact:**

Bill Meagher Lakeside Creamery Phone: 301-387-5982 e-mail: LAKESIDECR@aol.com	Ray Sheehan Avondale Dairy Bar 716-583-7570 e-mail: icecreamgy@myway.com
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Rich Johnson  
Rich's Ice Cream Catering  
916-628-4500  
e-mail: tastytime@sbcglobal.net,

**For registration information, contact:**

Any of the above instructors, or

Dr. Scott Rankin  
University of Wisconsin, Madison  
1605 Linden Dr  
Madison, WI 53706  
Telephone: 608-263-2008  
e-mail: srankin@wisc.edu

**Detach and return completed registration form and payment to:**

Dr. Scott Rankin  
CALs Conference Services  
620 Babcock Dr  
Madison, WI 53706  
FAX 916-262-5088

**Make checks payable to: SUCCESSFUL ICE CREAM RETAILING**

- PLEASE PRINT CLEARLY -		
Company Name		
First & Last Name - 1st Attendee		
First & Last Name - 2nd Attendee		
First & Last Name - 3rd Attendee		
Address		
City	St	Zip
Job Title		
Home Telephone		
Business Telephone		
Email		
<b>Registration fee:</b> Successful Ice Ream Retailing - \$1,000 per person Taylor discount - \$800 per person CODE - TAYLOR		