

# Entrepreneurs To Get The Scoop On Ice Cream Retailing

UNIVERSITY PARK, (Centre Co.) - Penn State's Ice Cream Short Course, an internationally known program on ice cream manufacturing, is offering a seminar on ice cream retailing for entrepreneurs looking for the scoop on selling ice cream, setting up a business, and making ice cream products - with a few sprinkles of information on pricing, promotion, and other subjects.

"Successful Ice Cream Retailing" runs Jan. 12-15 at the Atherton Hotel in State College. The workshop will be offered in conjunction with short course, which will be held Jan. 5-15, at the Nittany Lion Inn on the University Park campus.

"The retailing seminar is open to anyone interested in starting an ice cream-related business and is offered as an option for those attending the

more intensive ice cream short course," said Arun Kilara, professor of food science and director of the ice cream program at Penn State.

The program will be presented by Ed Marks, a consultant for the ice cream industry based in Lancaster. Mark says the seminar will focus on two key attributes of any successful ice cream business - product quality and management expertise.

"The great American dream is to own your own business, and many people have a fantasy of opening an ice cream shop as part of that dream," Marks said. "We try to bring some reality into that fantasy by showing these entrepreneurs that a dream can be accomplished, but it is a lot of hard work."

The seminar also will feature other experts on various aspects of small-business retailing.

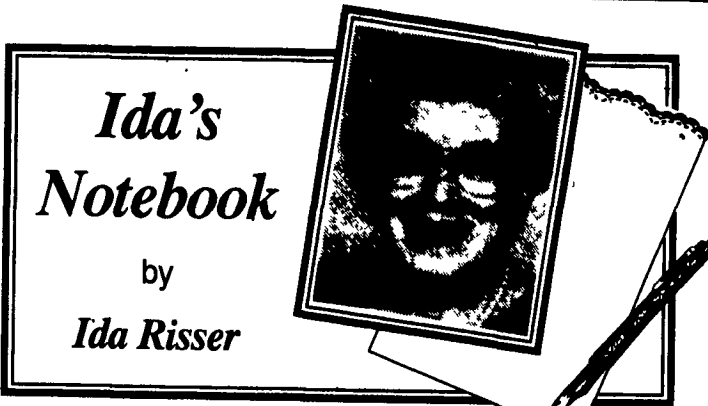
Dick Warren, owner of Four Seas Ice Cream, Cape Cod, Mass., will talk about shaping retail strategies and how to cope with unexpected problems. Warren's business was featured in a recent PBS documentary, "The Ice Cream Story."

Diane and Steve Lueders will give a presentation on specialty ice cream desserts, including some tasty demonstrations, Jan. 14 at 1 p.m. The couple sells specialty ice cream products to the restaurant and hotel industries.

Nick Bishop, president of GRC Inc., will share his expertise on the layout and design of retail stores.

Other speakers include Jim Connell, past president of the National Ice Cream Yogurt Retailers Association; Steve Thompson, president, Emery Thompson Machine and Supply Co., a freezer equipment firm; and Bob Romareno, co-owner of Sentry Equipment, a soft-serve ice cream equipment company.

"The Ice Cream Short Course is a highly technical program that focuses on large scale ice cream manufacturing," Kilara said. "By scheduling the retailing seminar in conjunction with the short course, Penn State can offer clients the opportunity to explore a different part of the ice cream industry."



A new year and a new start! On a Christmas card a cousin wished us "health, peace, and the warmth and love of dear ones." What else could you ask for?

It is a time to change calendars and this year we have a dozen to choose from as several came in the mail. I'll give some away as I only need half of what I have. A friend of mine told me that her mother always said, "Whoever changes the calendar page at the end of the month, will be boss for that month." What a thought.

Last year one of our sons gave me a big, big box of tea bags. And, I do not even drink tea but gradually over the past year I've used some and given some away so that the box is almost empty. I'm sipping some as I write this article.

This year my husband went with me when we distributed my cookies to four neighbors. Each Amish family insisted that we sit

down and visit a bit. It is interesting to see how their children are growing. The little ones remind me of the time when we had six at home with us. Lots of laundry and lots of cooking to keep everybody happy.

Now that we are no longer in our gardens every day, I'm finding time to fill scrapbooks and photo albums. This is a job that takes time. All of my pictures are carefully marked on the back as I wish someone had done for me on old photos.

A book was recently published on "Manheim Township Schools." The author asked my permission to use several quite old pictures that my mother took about 1910. Many of the schools are now demolished and the pictures are all that remain. It was entertaining to see the photos of children who are now long gone as are the neighborhood schools.

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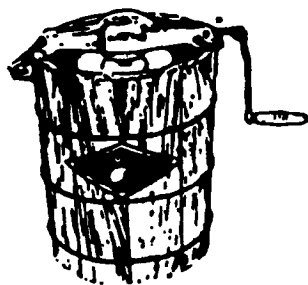
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