

## Our Course Mission

To provide the very best, most accurate information that frozen dessert retailers need to be successful in this industry today so you can manage your business for more profit, better employees, and effective promotions.



## 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.

## Where

The program will be held at the Department of Food Science, UW-Madison, Room 205, Babcock Hall, 1605 Linden Drive, Madison, WI.

## Lodging

DOUBLE TREE HOTEL  
525 WEST JOHNSON ST.  
MADISON, WI 53703 (608) 251-5511  
\$119 SINGLE OR DOUBLE (PLUS TAX)  
GROUP CODE: BFS CUT OFF: DECEMBER 16



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

## Schedule (Tentative)

**Monday**

- 8:00 Registration
- 8:30 Introduction of staff and class
- 9:30 Being an Entrepreneur: A day in the life of
- 10:00 Break
- 10:15 How to organize an ice cream business plan
- 12:00 Lunch (provided)
- 1:00 Breaking down a profit and loss statement
- 2:00 Break
- 2:30 Menu mix and how to set up a profitable menu
- 4:00 Examining the concepts of quality and service
- 5:00 Plant tour
- 5:30 Adjourn

**Tuesday**

- 8:00 Hiring, training, and maintaining employees:  
How to build a team
- 8:30 Marketing and promotional ideas
- 9:00 Break
- 10:00 Understanding social media and how to use it
- 11:00 Buying ice cream supplies and equipment
- 12:00 Lunch (provided)
- 1:00 Making your own hard with batch freezers:  
Ice cream, custard, gelato, sorbet, and sherbets
- 2:15 Break
- 2:30 Buying from a wholesaler: How to choose and what to expect from them
- 3:30 How to make ice cream cakes and novelties
- 4:00 Selling by weight
- 4:30 Portion control
- 5:00 Adjourn



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

## Enrollment Form Successful Ice Cream Retailing January 15-16, 2018

Submit Separate Enrollment Forms for each registrant.  
Registration is also available at [dairyfoods.wisc.edu](http://dairyfoods.wisc.edu)

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

Company: \_\_\_\_\_

Mailing Address: (Check one):  Home  Business

Address: \_\_\_\_\_  
Street; Route & Box Number

City/State/Zip: \_\_\_\_\_

Daytime telephone: (\_\_\_\_) \_\_\_\_\_

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

Fee: \$500

Enclosed Fee: Checks payable to UW-Madison

Please charge to the following account:

MC  Visa  AMEX  DISC  Exp. date: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Mail/FAX to:

CALS Conference Services  
640 Babcock Drive  
Madison, WI 53706 FAX (608) 262-5088

Or register online at [dairyfoods.wisc.edu](http://dairyfoods.wisc.edu)

Enrollment is limited; the cutoff is based on the postmarked date of registration form. Confirmation of registration will be emailed after receipt of payment. The entire registration fee must be paid in full to secure a registration spot.

Cancellation policy: Applicants may cancel up to thirty days before the short course, but are assessed a \$100 fee. Cancellations received less than thirty days prior to the course are assessed a \$300 fee. Substitutions may be made at any time. Contact CALS Conference Services at 608-263-1672 or email [conference@cals.wisc.edu](mailto:conference@cals.wisc.edu) with any questions.

## Instructors

**Dr. Scott Rankin, Professor and Chair, Department of Food Science,  
University of Wisconsin-Madison**

**Phone: 608-263-2008      email: sarankin@wisc.edu**

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.**

**Phone: 301-387-5982      email: LAKESIDECR@aol.com**

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.

**Dave Deadman, Chief Executive Officer, Chocolate Shoppe Ice Cream Co.**

**Phone: 608-221-8640      email: dave@chocolateshoppeicecream.com**

Dave has been in the ice cream manufacturing, wholesaling, and retailing business for over 25 years. Chocolate Shoppe Ice Cream manufactures its own brand of ice cream and sells it to ice cream stores in over 20 states as well as manufactures private label ice cream for companies all over the United States. Dave's company also owns and operates 4 retail ice cream stores in Madison, Wisconsin. Dave also holds degrees in finance and accounting from the University of Wisconsin – Madison so he'll help you focus on the financial aspect of your business.



### For Further Information:

CALS Conference Services  
640 Babcock Drive  
Madison, WI 53706  
Phone: (608) 263-1672  
Fax: (608) 262-5088

University of Wisconsin-Madison provides equal  
opportunities for admission and employment

CALS Conference Services  
640 Babcock Drive  
Madison, WI 53706-1565

University of Wisconsin-Madison  
College of Agricultural and Life Sciences

*University of  
Wisconsin-Madison*

# Successful Ice Cream Retailing



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

**January 15-16, 2018**

Sponsored by:  
Department of Food Science  
University of Wisconsin-Madison