**Successful Ice Cream Retailing**

**JANUARY 8 & 9, 2024**

Babcock Hall, Room 205  
1605 Linden Drive  
Madison, WI 53706

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**WHO SHOULD ATTEND**

Business owners and managers in the ice cream industry. Anyone looking to get into the business. Anyone who manufacturers 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.

**REGISTRATION**

Register online at [dairyfoods.wisc.edu](http://dairyfoods.wisc.edu) or contact Hope Nicholson at emnicholson@wisc.edu

The registration fee of $700 includes cost of instructional materials & supplies, break & lunch, and registration. Lodging, parking and other meals are not included.

Cancellation policy: applicants may cancel up to 30 days before the course, but are assessed a $500 fee. Substitutions may be made at any time.

**LODGING**

Lodging is not included in the registration fee. Local area hotels include:

- **DoubleTree by Hilton Madison Downtown**  
  525 W Johnson St  
  Madison, WI 53703  
  (608) 251-5511

- **Wisconsin Union Hotel**  
  Union South  
  1308 West Dayton St  
  Madison, WI 53715  
  (608) 263-2600

- **Best Western Plus InnTowner Madison**  
  2424 University Ave  
  Madison, WI 53726  
  (608) 233-8778

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**OUR 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.

**SCHEDULE**

**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 - Manu mix and how to set up a profitable menu  
4:00 - Examining the concepts of quality and service  
4:00 - 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  
4:00 - Adjourn