

# Successful Ice Cream Retailing

## 2010 Course Agenda

### Day 1

- 7:45am – 8:00am Morning Coffee
- 8:00am – 8:30am Registration
- 8:30am – 9:15am Staff & attendee introductions and course outline – Bill Meagher
- 9:15am – 10:00am A day in the life of an ice cream business owner and entrepreneur's quiz  
Bill Meagher, Ray Sheehan, Rich Johnson  
*From before sun up, to past sunset, you will learn what types of days you are sure to encounter, and traits of successful entrepreneurs.*
- 10:00am – 10:15am Break
- 10:15am – 11:15am State of the industry – Ray Sheehan  
*Ray talks about what is hot, what is not, and what may be up and coming in different areas of the country.*
- 11:15am – 12:00pm How to start from the ground up – Bill Meagher  
*The information that you need to get started in the business. Bill presents it in an all encompassing timeline presentation*
- 12:00pm - 1:00pm Lunch on own – U of F Gator Cafeteria
- 1:00pm – 2:15pm Organizing your business plan – Rich Johnson  
*Run through a list of nearly all of the 'areas of a business' and identify what you need to work on, and what you can leave alone.*
- 2:15pm – 4:30pm Understanding the financial aspects of your business – Bill Meagher  
*Bill will run through every line item of the profit and loss, and explain the ratios to watch, and the red flags to look out for.*
- 4:30pm – 4:45pm Break
- 4:45pm – 5:30pm Getting in touch with your business – Ray Sheehan  
*Ray breaks down the business to its' smallest day parts, and shares what to measure so that you have a solid grasp of your business*
- 5:30pm – 7:00pm Dinner on own
- 7:00pm – 8:30pm Round Table Sessions – Ray Sheehan, Bill Meagher, Rich Johnson  
*A casual session of questions and answers to get some of the specifics that you need*

*\*\*Course agenda subject to minor modifications without notice.*

*Successful Ice Cream Retailing course January 15 - 18, 2010 at the University of Florida Gainesville. Check our website at [www.successfulicecreamretailing.com](http://www.successfulicecreamretailing.com) for details, or call 301-387-5982 for more information and to register for the course.*

# Successful Ice Cream Retailing

## 2010 Course Agenda

### Day 2

- 7:45am – 8am Morning Coffee
- 8:00am – 9:00am Operating a soft serve machine – Bob Romarino  
*Learn how soft serve machines work, and all of the great treats that you can make with them.*
- 9:10am- 10:00am Making money with soft serve – Bob Romarino  
*Learn about soft serve including the marketing, and financial benefits, as the layout, electrical, and cooling requirements of the equipment*
- 10:00am – 11:00am Effective store layout and design in the front of the house – Jim Marmion  
*Learn store layout tips to provide the experience that your customers deserve.*
- 11:00am – 11:10am Break
- 11:10am – 12:00pm Ice cream composition, ingredient roles, product definitions, and differences between frozen desserts – Dr. Ronald Schmidt  
*Learn the basic science and the relationship of ingredients in different frozen desserts*
- 12:00pm – 1:00pm Lunch on own – U of F Gator cafeteria
- 1:00pm – 1:40pm Effective Store layout and design for the back of the house– Jim Marmion  
*Learn how to place equipment, kitchen, and counter areas to achieve your menu, employee, and customer management goals.*
- 1:45 pm – 2:30pm Identifying and managing allergen issues in your business – Dr. Ronald Schmidt  
*Safely operating your business around allergen issues is necessary in today's business environment.*
- 2:40pm – 3:15pm Flavor attributes of frozen dessert ingredients – John Pascuito
- 3:30pm – 5:45 pm Batch Freezer and Cake Decorating Workshop - All Instructors
- *Learn tips and techniques to make great ice cream, sherbets, and ices.*
  - *Learn sanitation and work flow tools to keep production flowing smoothly.*
  - *Learn how to fill ice cream cakes and molds with a batch freezer.*
  - *Learn how easy it is to decorate a variety of ice cream cakes.*
- 5:45pm – 7pm Dinner on own
- 7pm – 8:30pm Panel Discussion – All instructors  
*A casual session of questions and answers to get some of the specifics that you need*

\*\*Course agenda subject to minor modifications without notice.

Successful Ice Cream Retailing course January 15 - 18, 2010 at the University of Florida Gainesville. Check our website at [www.successfulicecreamretailing.com](http://www.successfulicecreamretailing.com) for details, or call 301-387-5982 for more information and to register for the course.

# Successful Ice Cream Retailing

## 2010 Course Agenda

### Day 3

- 7:45am – 8:00am Morning Coffee
- 8:00am - 9:30am Hiring, training and keeping employees – Bill Meagher  
*Bill will share his insights, experiences, and philosophies about what is important in managing your most valuable asset.*
- 9:30am – 10:00am Interview questions that help hire right – Rich Johnson  
*Asking the right questions is critical to learn who you are really hiring*
- 9:00am – 10:15am Break
- 10:15am – 11:15am Employee theft issues – Ray Sheehan  
*Money is not everything that can be stolen. Learn asset saving techniques to protect your business assets and profits. Ray discusses in detail 25 ways that he has been stolen from.*
- 11:15am – 12:00pm Product safety, regulatory issues, microbiology – Dr. Ronald Schmidt  
*Food safety **has** to be any operator's number one priority. Learn basic food safety, and a broad base of regulatory issues to get you started with your own local health department.*
- 12:00pm – 1:00pm Lunch on own – U of F Gator cafeteria
- 1:00pm – 1:45pm Selling by weight – Ray Sheehan  
*All of the practical, real-world issues of introducing sell by weight into your operation.*
- 2:00pm – 3:00pm Sampling and evaluation of defects in ice cream – Dr. Ron Schmidt  
*Sample several ice creams, and discuss the defects and evaluate their qualities in this interactive workshop.*
- 3:00pm – 3:30pm Sampling and evaluation of sauce toppings -, John Pascuito  
*Sample several ice cream toppings and discuss which the best for your operation are*
- 3:30pm – 4:00pm Dipping techniques and portion control – Bill Meagher, Rich Johnson, Ray Sheehan  
*Learn how to properly dip, portion control, and serve ice cream.*
- 4:00pm – 4:45pm Making sundae fountain items - Ray Sheehan, Bill Meagher, Rich Johnson, John Pascuito  
*Sundaes, Floats, Shakes, and more. We'll make them all*
- 7:30pm – 9:30pm Pizza party and further discussions

*\*\*Course agenda subject to minor modifications without notice.*

*Successful Ice Cream Retailing course January 15 - 18, 2010 at the University of Florida Gainesville. Check our website at [www.successfulicecreamretailing.com](http://www.successfulicecreamretailing.com) for details, or call 301-387-5982 for more information and to register for the course.*

# Successful Ice Cream Retailing

## 2010 Course Agenda

### Day 4

- 7:45am – 8:00am Morning Coffee
- 8:00am – 9:30am Marketing 101 – Rich Johnson  
*The fundamentals of running your own successful advertising and promotional campaigns.*
- 9:30am – 10:30am Marketing and promotional ideas for your business – Rich Johnson  
*Some of the best promotions run by independent stores over the last 35+ years are shared.*
- 10:30am – 10:45am Break
- 10:45am – 11:30am Getting into the ice cream cake business – Ray Sheehan  
*The financials and checklists that you need to get into the ice cream cake business.*
- 11:30am – 12:30pm Offsite catering to improve the bottom line – Rich Johnson  
*Selling out the 'back door' is often under utilized. This presentation will get you started in the catering and event business.*
- 12:30pm – 1:30pm Lunch on own – U of F Gator cafeteria
- 1:30pm – 2:30pm Managing profit and other revenue streams in your business  
Wholesaling your product – Bill Meagher (1:30 – 2:00)  
Growing with Multiple Locations – Ray Sheehan (2:00 – 2:30)
- 2:30pm – 3:15pm Establishing a positive company culture – Ray Sheehan  
*Ray will explain the benefits of crating a positive company culture.*
- 3:15 pm – 3:30pm PBS Tape & Course Evaluation
- 3:30pm Graduation Certificates

*\*\*Course agenda subject to minor modifications without notice.*

*Successful Ice Cream Retailing course January 15 - 18, 2010 at the University of Florida Gainesville. Check our website at [www.successfulicecreamretailing.com](http://www.successfulicecreamretailing.com) for details, or call 301-387-5982 for more information and to register for the course.*