

2011 Convention Review

Jun 18, 2014

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New Officers and Board of Directors Elected

The National Ice Cream Retailers Association elected new Officers and Board Members at its 78th Annual Convention held November 2-5, 2011 at the Hyatt Regency Riverfront Hotel in Jacksonville, Florida.

Elected as president of the association was Dan Messer, Eskamoe's Frozen Custard & More, Monroe, Louisiana. David Zimmermann, Royal Scoop Homemade Ice Cream, Bonita Springs, Florida was elected as president elect. Nanette Frey, Frey's Tasty Treats, East Amherst, New York was elected vice president. Carl Chaney, Chaney's Dairy Barn, Bowling Green, Kentucky was elected as secretary/treasurer. Lynn Dudek, Ruth Ann's Ice Cream, North Muskegon, Michigan becomes immediate past president.

Elected to the board of directors for three-year terms were: David Kaiser, Marble Slab Creamery, Norcross, Georgia; Jim Oden, Debbie's Soft Serve, Smithsburg, Maryland; Bob Rada, Stoelting, Kiel, Wisconsin; Roberta Rudolph, Custard Cone, Poplar Grove, Illinois and Todd Truax, Almost Heaven, Canton, Ohio. Terms will expire with the November 2014 Annual Meeting.

New Supplier Officers Elected

The National Ice Cream Retailers Suppliers Association elected new Officers at its 78th Annual Meeting held November 2-5, 2011 at the Hyatt Regency Riverfront Hotel in Jacksonville, Florida.

Elected as president of the association was Tom Zak, I. Rice & Co., Philadelphia, Pennsylvania. Mary Kircher, Dingman's Dairy, Paterson, NJ was elected as vice president and Andrew Jones, Lloyd's of Pennsylvania, Exton, Pennsylvania was elected as secretary/treasurer. Margaret Anderson, Taylor Freezer of New England, Norwood, Massachusetts becomes chairman.

Ice Cream Clinic Review

Each year, members of The National Ice Cream Retailers Association, who make their own ice cream, submit samples of their ice cream to a professor of dairy science, prior to the Annual Convention, to be analyzed and compared to ice cream standards. This year Dr. Johnny McGregor, Clemson University, Clemson, South Carolina analyzed samples of vanilla and strawberry ice cream submitted by members of the association. A total of 27 vanilla samples and 17 strawberry samples were submitted.

The ice cream is scored, according to color, texture, taste, bacterial count, and many other factors. Blue Ribbons are awarded to those scoring the highest marks, then Red Ribbons, and White Ribbons.

The following winners received their certificates at the Association's 78th Annual Convention, held November 2-5, 2011 at the Hyatt Regency Riverfront, Jacksonville, Florida.

Vanilla Ice Cream: Blue Ribbons

Anderson's Frozen Custard, Williamsville, NY

Chocolate Shoppe Ice Cream Co., Madison, WI (Old Fashioned Vanilla)

Queen City Creamery, Cumberland, MD (Vanilla Frozen Custard)

Woodside Farm Creamery, Hockessin, DE

Vanilla Ice Cream: Red Ribbons

Eskamoe's Frozen Custard, Monroe, LA (Vanilla Frozen Custard)
Henry's Homemade Ice Cream, Plano, TX (Mexican Vanilla)
The Ice Cream Club, Boynton Beach, FL (Vanilla, French Vanilla, Vanilla Bean)
Izzy's Ice Cream, St. Paul, MN
Kelley Country Creamery, Fond du Lac, WI (Whitewash Vanilla)
Knudsen's Ice Creamery, Castro Valley, CA
Marble Slab Creamery, Norcross, GA (Vanilla, French Vanilla, Vanilla Bean)
Scooptacular, Laveen, AZ (Vanilla Bean)
Sno Top, Ltd., Manlius, NY (Vanilla Ice Cream 10% and 10% Special)

Vanilla Ice Cream: White Ribbons

Marble Slab Creamery, Norcross, GA
Sweet Temptations, Grand Haven, MI

Strawberry Ice Cream: Blue Ribbons

Anderson's Frozen Custard, Williamsville, NY
Chocolate Shoppe Ice Cream, Madison, WI
Woodside Farm Creamery, Hockessin, DE

Strawberry Ice Cream: Red Ribbons

Almost Heaven, Canton, OH (Strawberry Homemade)
The Double Dip, Lebanon, OH (Farm Strawberry)
Henry's Homemade Ice Cream, Plano, TX
Izzy's Ice Cream, St. Paul, MN
Marble Slab Creamery, Norcross, GA
Queen City Creamery & Deli, LLC, Cumberland, MD (Strawberry Frozen Custard)
Scooptacular, Laveen, AZ
Sweet Temptations, Grand Haven, MI

Strawberry Ice Cream: White Ribbons

Kelley Country Creamery, Fond du Lac, WI (Strawberry Fields)
Marble Slab Creamery, Norcross, GA (Strawberry Shortcake Scoopable Yogurt)
Next year the Ice Cream Clinic Review will examine vanilla and chocolate ice cream.

“Butterscotch Blast” Ice Cream Named Your Best New Flavor

“Butterscotch Blast” Ice Cream was named your best new flavor at the National Ice Cream Retailers Association Annual Meeting recently held at the Hyatt Regency Riverfront Hotel in Jacksonville, Florida November 2-5, 2011. Your Best New Flavor contest is held each year in conjunction with the Ice Cream Clinic Review at the annual meeting.

The ice cream is formulated and produced by Henry's Homemade Ice Cream in Plano, Texas. The company won the coveted First Place for its new flavor. A total of 30 new flavors were submitted by NICRA member companies. Each flavor is sampled by convention attendees and a vote is taken by ballot at the meeting. The winner was announced during the annual banquet at the end of the meeting. Izzy's Ice Cream, St. Paul, MN won second place for Lemon Buttermilk Ice Cream. The Double Dip, Lebanon, OH won third place for Root Beer Float Ice Cream. Honorable Mentions were given to Anderson's Frozen Custard,

Williamsville, NY for Watson's Sponge Candy Ice Cream and Sweet Temptations, Grand Haven, MI for Nuts About Ice Cream.

"Birchwood Key Lime Pie" Ice Cream Named Best Southern Flavor

"Birchwood Key Lime Pie" Ice Cream was named the best southern flavor at the National Ice Cream Retailers Association Annual Meeting recently held at the Hyatt Regency Riverfront Hotel in Jacksonville, Florida, November 2-5, 2011. The Best Flavor contest is held each year in conjunction with the Ice Cream Clinic Review at the annual meeting.

The ice cream is formulated and produced by Izzy's Ice Cream, St. Paul, MN. The company won the coveted First Place for its flavor. A total of 23 new southern flavors were submitted by NICRA members. Each flavor is sampled by convention attendees and a vote is taken by ballot at the meeting. The winner was announced during the annual banquet at the end of the meeting. Almost Heaven, Canton Ohio won second place for Butter Pecan Homemade Ice Cream. Third place went to The Ice Cream Club, Boynton Beach, FL for Special Praline Ice Cream. Honorable Mentions were also given to Woodside Farm Creamery, Hockessin, DE for Pumpkin Pecan and Henry's Homemade Ice Cream, Plano, TX for M.L. Dubay Toffee Ice Cream.

Ten Students Win Bryce Thomson Scholarship Awards

During the NICRA Annual Meeting recently held at the Hyatt Regency Riverfront Hotel in Jacksonville, Florida, it was announced that ten employees of member stores will each be receiving a scholarship award. The winners and amounts of the award are:

Elaina Grott, Capannari Ice Cream, Mount Prospect, IL (\$3,500)

Brodie Shephard, Sno Top, Ltd., Manlius, NY (\$2,500)

Nicole Paschal, Spring Dipper, Mammoth Spring, AR (\$2,500)

Heather Huffman, Dairy Corner, Urbana, OH (\$2,000)

Anna Stoddard, JD's Old Fashioned Frozen Custard, Englewood, OH (\$1,500)

Elizabeth Pawlowski, Malley's Chocolates & Ice Cream, Cleveland, OH (\$1,000)

Bethany Huwe, Lago's Lone Oak Ice Cream, Rye, NH (\$1,000)

Hallie Gebel, Dairy Corner, Urbana, OH (\$1,000)

Emily Zacke, Sweet Temptations, Spring Lake, MI (\$1,000)

Steven Bowen, Kimball Farm, Westford, MA (\$1,000)

This year, during the silent and live auctions at the Hyatt Regency Riverfront Hotel in Jacksonville, Florida, \$22,231 was raised for the Bryce Thomson Scholarship Fund. The suppliers also agreed to contribute \$4,000 and the Board of Directors of NICRA approved another 3,000 contribution, for a total of \$29,231, the highest amount raised to date. Janet Mitchell, Woodside Farm Creamery, who coordinated both the silent and live auctions, did an outstanding job and the association is grateful to her. The association would also like to thank the team of volunteers who helped coordinate everything, as well as Vince Giordano who was the auctioneer. Thanks also to everyone who donated an article for the auctions and also everyone who attended the convention and were so generous with their donations.

The ice cream cone hat was a collaborative effort again this year. A team of attendees made two bids of \$1,500 each. Kelly Larson, Sweet Temptations and Jeff Myers, Double Dip bid the first \$1,500. The second \$1,500 came from Rich & Heather Draper, and Mike Scott, The Ice Cream Club; Todd & Tami Truax, Almost Heaven; Ben Klosinski, King Cone; and Dan &

Kelle Messer, Eskamoe's Frozen Custard. The bid was also matched by Lynda Utterback, The National Dipper for a total donation of \$4,500.

The Bryce Thomson Scholarship was established in 1995 to honor Bryce Thomson, a long time member and past president of the association and author of the monthly association publication, "The Sundae School Newsletter." He worked for Miller Dairy in Eaton Rapids, Michigan for 40 years and eventually became president of the company. He is the originator of the "Ice Cream Sundae Poll," and the "Education Through Ice Cream" program which assisted a number of secondary schools with a teaching and learning concept in which students served up frozen treats during the noon hour in an actual in-school ice cream parlor. The first, called the "Cold Tongue Ice Cream Parlor" was set up in Eaton Rapids, Michigan High School in 1973.

Forrest Mock Person of the Year Award Goes to Margaret Anderson

The first Forrest Mock Person of the Year Award went to Forrest Mock, for whom the award is named in 1983. For those of you who don't know, Forrest was the 28th President of NICRA. He had served on the Board of Directors for many years prior to being elected as President. In 1963, Forrest Mock became Executive Director of NICRA. He served in that role until 1980 when he retired. From all accounts he was a great Executive Director.

Since 1983 – twenty men and one woman have received the award. This year, for only the second time, another woman is being honored as the recipient of the Forrest Mock Award.

I have known this person for many years. When I think about her these words come to mind, dedicated to her family, dedicated to her job, dedicated to this association, dedicated to the ice cream industry. When she says that she will do something, you know it will be done and done perfectly. She is honest and hard working, she is a doer. She is fun, she likes to party, but always answers the early morning bell. I have admired her take charge attitude for many years and I consider her a good friend.

Other people would use different words to describe her. Those words are golf and Budweiser, not necessarily in that order. And right now I know the words she just used were, "You gotta be kidding me." That's the clean version of the phrase.

She grew up in Arlington, Massachusetts and went to Arlington Catholic High School, plaid skirts and all. She coached the girls' basketball team after she graduated. She started her career in the ice cream industry at Dean Dairy in Waltham, Massachusetts and then onto the local Dairy Queen. From there she went to Rosev Dairy in Medford, Massachusetts in 1983.

Around that time she met her future husband, an employee of Taylor Freezer of New England while working at one of Taylor Freezers annual Open House events. They married on May 11, 1985 and she started her employment at Taylor Freezer of New England on July 28, 1986. Over the years she moved from a position of training customers on all facets of the retail ice cream business and equipment operation to a role of sales coordinator. She worked closely with Brian Walsh, the sales manager and became very involved with trade show planning and also chain account roll outs. Not to mention all the important tasks performed for the company that cross different departments for these many years. The only thing that she said she would never do was drive a fork lift truck and that has held true to this day.

In addition to the many responsibilities at Taylor she has been an active member of the New England Ice Cream Restaurant Association since 1986 and a member of NICRA since 2004. She has become President of NICRA's supplier organization twice in that time. Most recently she has also been an active member of the Massachusetts Restaurant Association.

As I mentioned, a word use to describe her is golf, it is her favorite hobby and she is very, very good at it. But she never played until after she got married. Her husband brought his golf clubs with him on their honeymoon at which time she commented that

she thought golf was a stupid sport with people chasing little white balls around. She started playing golf a year later with starter clubs. She won her first woman's club championship at Norfolk Golf Club in 1994 with her husband serving as her caddie. Now an active golfer and her husband an active caddie, he became known as Bluff, not Fluff (Tiger Woods' caddie).

This was a tough job for her husband, enduring six hour rounds of women's golf and he soon became known for having a few beers while performing his rigorous caddie duties. After she won several more women's club championships, many of her competitors decided they had enough of Bluff. A rule was passed at the club that caddies could not consume alcohol while performing their caddying duties. That was the end of Bluff's caddying career.

Lucky for her a good friend, Matt, worked summers in the bag room and picked up her bag. He soon became known as Bluff, Junior. Matt enjoyed smoking cigars while performing his caddy duties. After she won a couple more championships, some of the other women golfers passed another rule banning smoking while caddying. Now after nine club championships caddies can't smoke, drink, swear, chew or spit, all thanks to her. Seriously though in 2009 she became the person with the most women's club championship in club history.

Her friend Lorrie Beaumont told me that in addition to golf, she loves to sleep although she has been known to rise early for a morning tee time. But while sleeping, nothing wakes her. Lorrie also used the word Budweiser to describe her. She said it is her favorite beverage, even at fancy restaurants, even on someone else's dime. She said that our award recipient is very frugal, she still hangs her laundry out to dry on a clothesline, probably to save on electricity. Need a secretary to remind you of absolutely anything Lorrie asks? Just ask her, she even remembers things you don't want to be reminded of. She wore a dress to Lorrie's daughter's wedding, the first time Lorrie saw her in a dress. She usually wears her navy blue pants suit which she calls her funeral suit.

As I mentioned, I consider this great lady a good friend and remember I said she had a take charge attitude. A few years ago, I went to the Taylor Freezer Open House. After the show closed, she drove Kathy Giordano and I to her house where we met her husband. We were going to have dinner together but when her husband looked at the three of us, he decided drinks with the boys was the better option. She drove, and we went into town.

Parking was at a premium, but we did find a spot and had a fun time and a great dinner. When we left the restaurant and got to the car, we found that other cars had blocked her car and we could not get out. She started knocking on doors and trying to open them in an attempt to find the owners of the cars that were blocking her car. Kathy and I saw her disappear into a doorway and before we could get there, she was running up the stairs. When I opened the door, I heard music and drums beating. She was at the top of the stairs and trying to open doors. Once again, she disappeared into a doorway. She had opened the door to a church and she was standing on the front altar with the priest. By this time Kathy and I reached the door, just as she came out, her face as red as can be. Fortunately, it was the right door and a parishioner came out and moved his car.

Here are some other things you should know about her:

- She has a house full of trophies won competing in numerous golf tournaments and is her own club champion.
- Her organization skills go far beyond batch freezers and soft serve machines.
- Taylor Freezer of New England considers her a super star.

National Ice Cream Retailers Association salutes one of its finest members and congratulates her on being the Forrest Mock Person of the Year. Congratulations on a life well lived and a job well done.

Please help me in congratulating Margaret Anderson.