

# 2012 Convention Review

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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 79th Annual Convention held November 7-10, 2012 at the Embassy Suites Hotel in Greenville, South Carolina.

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

Elected to the board of directors for three-year terms were: Cliff Freund, Cliff's Dairy Maid, Blairstown, New Jersey; Vince Giordano, Sno Top, Ltd., Manlius, New York; and Juergen Kloof, Joy Cone Company, Hermitage, Pennsylvania. Terms will expire with the November 2015 Annual Meeting.

## **New Supplier Officers Elected**

The National Ice Cream Retailers Suppliers Association elected new Officers at its 79th Annual Meeting held November 7-10, 2012, at the Embassy Suites Hotel in Greenville, South Carolina.

Elected as president of the association was Mary Kircher, Dingman's Dairy, Paterson, New Jersey. Andrew Jones, Lloyd's of Pennsylvania, Exton, Pennsylvania, was elected as vice president and elected as secretary/treasurer was Hank Sweeney, Classic Mix Partners, Neenah, Wisconsin. 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, chocolate and dark chocolate ice cream submitted by members of the association. A total of 20 vanilla samples, 10 chocolate and 4 dark chocolate 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 79th Annual Convention, held November 7-10, 2012 at the Embassy Suites Hotel in Greenville, South Carolina.

*Vanilla Ice Cream: Blue Ribbons*

Anderson's Frozen Custard, Williamsville, NY

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

Double Dip, Lebanon, OH

The Ice Cream Club, Boynton Beach, FL (Vanilla Bean)

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

*Vanilla Ice Cream: Red Ribbons*

Apple Valley Creamery, Sevierville, TN (French Vanilla Bean)

Chaney's Dairy Barn, Bowling Green, KY

Deters Frozen Custard Co., Quincy, IL (French Vanilla Frozen Custard)

Henry's Homemade Ice Cream, Plano, TX (Homemade Vanilla)

The Ice Cream Club, Boynton Beach, FL (Vanilla, French Vanilla)

Scooptacular, Laveen, AZ (Vanilla Bean)

Sno Top, Ltd., Manlius, NY (Vanilla Ice Cream 10% Special)

Spring Dipper, Mammoth Spring, AR (Vanilla Bean)

Woodside Farm Creamery, Hockessin, DE

*Vanilla Ice Cream: White Ribbons*

King Cone, Plover, WI (International Vanilla Café)

Royal Scoop Homemade Ice Cream, Bonita Beach, FL (French Vanilla Bean)

*Chocolate Ice Cream: Blue Ribbons*

Anderson's Frozen Custard, Williamsville, NY

Chocolate Shoppe Ice Cream, Madison, WI

Double Dip, Lebanon, OH (Dutch Chocolate)

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

Woodside Farm Creamery, Hockessin, DE

*Chocolate Ice Cream: Red Ribbons*

Henry's Homemade Ice Cream, Plano, TX

The Ice Cream Club, Boynton Beach, FL (Captain's Chocolate)

Scooptacular, Laveen, AZ

Sno Top, Ltd., Manlius, NY (Chocolate 10%)

*Chocolate Ice Cream: White Ribbons*

Deters Frozen Custard Co., Quincy, IL (Belgian Frozen Custard)

*Dark Chocolate Ice Cream: Blue Ribbons*

Chocolate Shoppe Ice Cream, Madison, WI (Zanzibar)

Royal Scoop Homemade Ice Cream, Bonita Springs, FL

*Dark Chocolate Ice Cream: Red Ribbons*

Apple Valley Creamery, Sevierville, TN (Smoky Mountain Fudge)

Spring Dipper, Mammoth Spring, AR

Next year the Ice Cream Clinic Review will examine vanilla and strawberry ice cream.

### **“Death by Peanut Butter” Ice Cream Named Your Best New Flavor**

“Death by Peanut Butter” Ice Cream was named your best new flavor at the National Ice Cream Retailers Association Annual Meeting recently held at the Embassy Suites Hotel in Greenville, South Carolina, November 7-10, 2012. 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 Royal Scoop Homemade Ice Cream in Bonita Springs, Florida. The company won the coveted First Place for its new flavor. A total of 19 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. Over The Top, Pleasant Hill, Iowa, took second place with Sweet 'N Salty Pretzel Ice Cream. Third place went to The Ice Cream Club, Boynton Beach, Florida, for Butterscotch Bomb Ice Cream. Honorable Mentions were given to Anderson's Frozen Custard, Williamsville, New York, for Salty Caramel Pecan Pie Ice Cream; Chocolate Shoppe Ice Cream, Madison, Wisconsin, for Zoreo Ice Cream; and Double Dip, Lebanon, Ohio, for S'mores Ice Cream.

#### **“Butter Pecan Kruncher” Ice Cream Named Best Nut Flavor**

“Butter Pecan Kruncher” Ice Cream was named the best nut flavor at the National Ice Cream Retailers Association Annual Meeting recently held at the Embassy Suites Hotel in Greenville, South Carolina, November 7-10, 2012. 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 King Cone, Plover, Wisconsin. The company won the coveted First Place for its flavor. A total of 16 new nut 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. There was a tie for second place: Almost Heaven, Canton, Ohio, won second place for Butter Pecan Ice Cream and Woodside Farm Creamery, Hockessin, Delaware, also took second place for Buttery Salted Pecan Ice Cream. Honorable Mentions were also given to Double Dip, Lebanon, Ohio, for Peanut Butter Fudge Ice Cream; Eskamoe's Frozen Custard & More, Monroe, Louisiana, for Almond Joyous Frozen Custard; and Royal Scoop Homemade Ice Cream, Bonita Beach, Florida, for White Chocolate Macadamia Nut Crunch Ice Cream and Southern Pecan Cinnamon Delight Ice Cream.

#### **Ten Students Win Bryce Thomson Scholarship Awards**

During the NICRA Annual Meeting held November 7-10, 2012, at the Embassy Suites Hotel in Greenville, South Carolina, it was announced that ten employees of member stores will each be receiving a scholarship award. The winners and amounts of the award are:

- \$3,500 Azia Peterslie, The Pearl Ice Cream Parlor, LaCrosse, WI
- \$2,500 Hallie Gebel, Dairy Corner, Urbana, OH
- \$2,500 Sarah Letender, Page Dairy Mart, Pittsburgh, PA
- \$2,000 Courtney Pyeritz, Page Dairy Mart, Pittsburgh, PA
- \$1,500 Theresa Corgan, Skoops Ice Cream, Grand Haven, MI
- \$1,000 Almira Bradford, Eskamoe's Frozen Custard & More, Monroe, LA
- \$1,000 Rosse Gates, Scooter Bug's Ice Cream Stop, Amston, CT
- \$1,000 Heather Huffman, Dairy Corner, Urbana, OH
- \$1,000 Candice Chantalou, BG's Frosty Fare, LLC, Bowling Green, OH
- \$1,000 Caleb Gates, Scooter Bug's Ice Cream Stop, Amston, CT

This year, during the silent and live auctions at the Embassy Suites in Greenville, South Carolina, \$17,817 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 \$24,817. 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 a bid of \$1,250. The team included Dan Messer, Eskamoe's Frozen Custard; Terry Michels, Queen City Creamery; Ben Klosinski, King Cone; Carl Chaney, Chaney's Dairy Barn; and David Zimmermann, Royal Scoop Homemade Ice Cream. The bid also was matched by Lynda Utterback, *The National Dipper*, for a total donation of \$2,500. 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 Vince Giordano**

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.

The Forrest Mock Award is sponsored by *The National Dipper* Magazine. In presenting the award, Publisher Lynda Utterback said:

I consider this person a good friend. In fact, when I called his wife she said the best words to describe him were hard worker, loyal friend. And I would certainly agree with both of those.

Let me tell you about him. He is married and has three children and three grandchildren. He went to Fayetteville-Manlius High School and attended local college. He always worked. His first job was walking the ponies for an amusement park in Manlius. His mother made him quit because he was wearing out his shoes.

During high school he continued to work at the amusement park and learned many different jobs. Ride operator, pizza maker and finally got a job at the ice cream stand in the park. The rest is history. He went from employee to manager of the business and worked there for many years before the park was sold in 1973. The ice cream stand only had chocolate and vanilla, there weren't any twist machines yet. And they sold popcorn, cotton candy, candy and caramel apples. He is a master of these skills making thousands of apples and cotton candy.

Some of his past jobs were in a gas station. They used to pump gas and do repairs back in those days. And he built houses. Then he became a manager of a pizza and sandwich shop at Syracuse University. At that time he got a job as a draftsman in the drafting department at Carrier Corporation. For the next 38 years he worked his way up at Carrier, holding many different positions including quality manager and ended up travelling all over the US and Internationally. When he retired, he was the manufacturing project manager and was moving a plant from Italy to Hungary.

All of those years he worked two and sometimes three jobs, but always in the ice cream business. When the amusement park was being sold and closed down, he was offered a chance to purchase an existing ice cream stand in the village of Manlius, New York. At the time he had two small children and his wife said absolutely NO. He had his job at Carrier and she wanted to have

a family life. He told her that he would work all the nights and weekends and she would only have to work days Monday through Friday. So they purchased Sno Top in 1974 and continue to operate it today.

After being in business for a few years he noticed an ad for a soft serve ice cream convention in Orlando, Florida. He attended his first convention and went on to become a board member and president of the National Soft Serve & Fast Food Association.

At one of the earlier soft serve meetings they had a joint meeting with NICRA and he met the late Dick Warren. That was the year the now infamous Help Me Rhonda performance occurred. Dick convinced him to join NICRA. I am sure a golf game was part of the reason. He attended his first NICRA Convention in Nashville, Tennessee.

He served on the Board of Directors for NICRA since 2004 and was elected president in 2009.

He is a great friend and always there when you need him and he still meets his lifelong friends for adult beverages on Friday night. He is a great cook and enjoys his Harley, making his own wine and is interested in local government and is on the Town Board and a member of the Lion's Club.

I am sure you know by now the 2012 Forrest Mock Person of the Year is Vince Giordano.

### **Eskamoe's Frozen Custard & More Wins Promotion of the Year Award**

The 24th Annual Promotion of the Year Award was presented to Dan and Kelle Messer of Eskamoe's Frozen Custard & More at the 79th Annual NICRA Meeting and Convention at the Embassy Suites Hotel in Greenville, South Carolina, on November 7-10, 2012.

A total of five Association members submitted entries for consideration of the award. This year promotions were received from Carl and Debra Chaney, Chaney's Dairy Barn, Bowling Green, Kentucky; Jeff Myers, The Double Dip, Lebanon, Ohio; Dan and Kelle Messer, Eskamoe's Frozen Custard, Monroe, Louisiana; Henry Gentry, Henry's Homemade Ice Cream, Plano, Texas; David Zimmermann, Royal Scoop Homemade Ice Cream, Bonita Springs, Florida. Summaries of all of the promotions were printed in the November/December 2012 issue of *The National Dipper Magazine* and the November issue of the NICRA Bulletin.

Here is the winning promotion:

Sundae Parties are fun, but not always fun to put together. Spending all the time and energy gathering ice cream, toppings, utensils, and the like is not ideal fun. Well, at Eskamoe's Frozen Custard we are putting the fun all together for you in our newest product "*Sundaes to Go*."

*Sundaes to Go* has been a concept in my mind for three or four years and only this past year did it become a reality. We have customers requesting pricing for smaller parties and quantities. So in order to meet the needs of our customers, we created *Sundaes to Go* bags. The *Sundaes to Go* comes in two sizes: a single and a double. So, no party is too small for our newest product. The *single* serves 6 people and will have one quart of custard, two toppings of choice. The *double* serves 15 people and will have two quarts of custard, three toppings of choice. It comes in a customized thermal bag to help your custard and other items stay cold longer. Along with the custard and toppings you will find whipped cream, nuts and cherries, an ice cream scooper, cups, napkins and spoons. This will make a complete party on the go.

*Sundaes to Go* is great for birthday parties, office parties, family gatherings and for customer and staff appreciation. The *Sundaes to Go* will be a great way for a business or salesperson to thank their customer. How do you put a smile on your customer's face? Walk into their business with a complete party in a bag from Eskamoe's Frozen Custard.

Ordering is easy! Call any Eskamoe's location to place your order. You choose your custard flavor and toppings and we will put it all together for you. Give us a few hours notice so that we can make sure we have your order frozen and ready for pick up.

Delivery service is available. If you would like your *Sundaes to Go* delivered to your party, event or customer, we will be happy to provide this service for an additional charge. For a customer delivery, we will customize a card to accompany the *Sundaes to Go* bag so that your customer knows it's from you or your business.

We have done well with the *Sundaes to Go*. In promoting it, I went to many businesses through personal connections and sat down personally with business people to show them how this product could benefit their business. It has been received well by our customers and the feedback has been great. We have sold several hundred of the bags and will continue to promote it to local businesses and to the general public. We also use this as a giveaway on the radio and television stations for promotion. I feel that there is more to be done with promotion and I have plans for the spring.

#### **NICRA Awards "My Ice Cream Is Perfect" Pins**

This year, for the first time, companies that received a perfect score in the ice cream clinic were given a lapel pin that said, "My Ice Cream is Perfect." Only five samples of the 30 samples that were submitted received a perfect score.

The pins were awarded at the opening banquet at the 79th Annual Meeting and Trade Show, November 7-10, 2012 in Greenville, South Carolina.

Following are the companies that received the pins:

- Chocolate Shoppe Ice Cream, Madison, WI for Old Fashioned Vanilla Ice Cream
- Double Dip, Lebanon, OH for Vanilla Ice Cream
- Double Dip, Lebanon, OH for Dutch Chocolate Ice Cream
- Queen City Creamery, Cumberland, MD for Chocolate Frozen Custard
- Chocolate Shoppe Ice Cream, Madison, WI for Zanzibar Dark Chocolate Ice Cream

In addition to the My Ice Cream is Perfect Pin, each company received a Blue Ribbon for their ice cream.