



## The National Ice Cream Retailers Association



**One  
Good  
Thing  
On  
Top  
of  
Another!**

National Ice Cream Retailers Association  
1028 West Devon Avenue  
Elk Grove Village, IL 60007  
847/301-7500 • Fax: 847/301-8402  
Toll Free: 866-303-6960  
Email: [info@nicra.org](mailto:info@nicra.org) • Web: [www.nicra.org](http://www.nicra.org)

## NICRA is one good thing on top of another!

The National Ice Cream Retailers Association is a trade organization whose members are in the retail ice cream and frozen dessert business. The members of NICRA are located all across the United States, Canada and several other countries. They operate hundreds of stores and have annual sales in the millions of dollars. They employ thousands of full- and part-time employees. Since 1933, NICRA has helped thousands of ice cream and frozen dessert entrepreneurs get started and prosper.

If you are new to the business and about to open your first retail establishment, or if you are an operator with several stores, you will find many members of NICRA in the same position. A very strong characteristic of the NICRA organization is the free and frank exchange of business information among members.

Manufacturers and suppliers of ice cream, frozen yogurt, specialty products, cones, nuts, toppings, flavorings, serving and food service equipment are eligible to become associate members of NICRA and are an integral part of the NICRA organization.

***You will receive all of these successful business-building benefits when you join NICRA!***

## Member Benefits



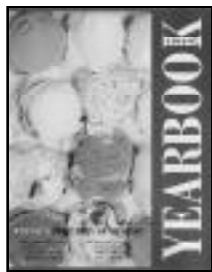
• **Monthly NICRA Bulletin**--Every month, you will receive the NICRA Bulletin with information to assist you with Practical Advice on Daily Operations, Industry Trends, Tax Related Articles, Legislative Issues, Association News, Labeling Information and much more. We give you examples of how others have improved their businesses.

• **Annual Convention**--Held each year in a different city, the Annual Convention gives you the opportunity to hear industry leaders speak with messages directed to your business. You can participate in round table discussions where your questions and problems are addressed. Meet supplier members and look close-up at their products and services. Make friends and exchange ideas with successful retailers from various parts of the country.

Take a look at some of the seminars that have been presented during previous conventions:

- Batch Freezing Techniques
- Cake Decorating
- Employee Relations
- Wholesaling
- Selling Ice Cream By Weight
- Cost Cutting
- Increasing Buying Power
- Catering

## More Member Benefits



- **Annual Yearbook--** A directory of Active Members, Supplier Members, product information and contact addresses, phone and fax numbers.

- **Ice Cream Clinic--** Submit your ice cream to be analyzed and compared to ice cream standards by a professor of dairy science and an independent laboratory. 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 and white ribbons. Vanilla is analyzed each year. Chocolate and strawberry are analyzed on alternating years.

- **Best New Flavor Contests--** Held in conjunction with the annual Ice Cream Clinic, members submit samples of their best new flavor or a selected flavor to be judged by their peers at the Annual Convention. Attendees at the convention taste each sample and vote for the ice cream they like best. Certificates are awarded for first, second and third place winners, in all categories.

- **Dipping Tips Video DVD--** Produced with three key elements in mind: consistency, safety and profitability. The 8-minute presentation will teach your employees proper scooping methods.

## More Member Benefits

- **Bryce Thomson Scholarship Awards--** Established in 1995, in honor of the association's 32nd President, Bryce Thomson, the association now provides several scholarships totaling thousands of dollars each year to employees of member stores to be used toward their education in the coming school year.

- **Promotion Of The Year Award--** Sponsored by *The National Dipper Magazine*, members who will be attending the convention submit their promotions to be judged against all other members' promotions. Members share their promotions with other attendees during the annual convention and one is selected for the Promotion of the Year Award.

- **Ideas Folder--** New members receive a copy of the Ideas Folder, a binder filled with information about Business Planning, Marketing and Promotional Ideas, Operational Procedures, Information about Personnel and Recipes. Updates are issued on a regular basis. You can keep your copies of the Bulletin and Sundae School Newsletter in the Binder as well as ideas gathered from many other NICRA sources.

- **Insurance Programs--** The association is working with a company to provide quotes on group health and life insurance; disability; dental; vision; liability; workers compensation and more.

## More Member Benefits

- **Forrest Mock Person of The Year Award--** Presented annually in memory of Forrest Mock, the 28th President and former Executive Director of the association, to a member for dedicated and outstanding service to the organization.

- **Sanitation Training DVD--** Teaches your employees proper sanitation procedures for machine cleaning, hand washing techniques, shop sanitation, and much more.

*We invite you to become a member of this dynamic organization. Fill out the enclosed Membership Application and mail it today!*



National Ice Cream Retailers Association  
1028 West Devon Avenue  
Elk Grove Village, IL 60007  
847/301-7500 • Fax: 847/301-8402  
Toll Free: 866-303-6960

Email: [info@nicra.org](mailto:info@nicra.org) • Web: [www.nicra.org](http://www.nicra.org)