



the izzy scoop

Issue 11 • Fall 2004

HOLY COW! DID YOU KNOW THAT?

By Lara Hammel, owner

Many people like cows. I have very fond memories of hiking in the Swiss Alps long before Izzy's; I remember seeing the Brown Swiss cow with her cow bell around her neck. I posed in front of many free roaming cows with the backdrop of the dramatic green, blue and snow-topped Alps. I still treasure the photos as a time of fulfillment, freedom and serenity. To me, the cow represented security because of her vast size, and calmness because of her seemingly happy, carefree and roaming existence. She was just either standing, sitting or chewing. The Brown Swiss cow is one of the oldest of the world's dairy breeds. And standing next to her I could sense her history. It is fitting for me now, that my livelihood depends on the cow because I can connect with her in this spiritual sense. I am sure that many of you also hold cows "dear" in your hearts in a different, but meaningful way. I found a great cow book, *The Complete Cow*, by Sara Rath at the Merriam Park library with some history of the cows and how different cultures view her. We have the paperback for sale at \$19.95 in our St. Paul shop.



Holstein cow at Minnesota Zoo.

Sacred Cow

India: Today in India the cow is sacred to Hindus. They are described as "the mothers of all beings, or as children of the sun." Rath writes:

The cow world is considered to be the highest and greatest of all worlds. The sale of cows is prohibited, and anyone who would sell a cow is considered as evil as someone who would sell their own mother. A person who kills a cow becomes a ghost and has to experience twenty-one kinds of hell...During festivals cows are painted with ritual designs and decorated with beautiful garlands. Lakshmi, goddess of fortune, is associated with milk, so such a drink should not be refused.
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One of our managers, Eric Nystrom, recently visited India where he saw cows wandering around the streets and countryside free. Often cows would interrupt the traffic flow by standing in the middle of the road, seemingly with no care or concern in the world. Eric said that he saw the inconvenience visibly frustrated some drivers, but they would not do anything to move the cow. The cow was accorded their respect and allowed to do whatever it wanted.

Mythological Cow

Egypt: The Egyptians worshipped the cow. There are many god and goddesses that take the shape of bulls or cows. One cow, Hathor, created the Milky Way with milk from her udder. The importance of cows can be noted by the Egyptian burial

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THERE WILL ALWAYS BE ICE CREAM—insert

FALL HOURS
Su-Th noon- 9:00pm
F-Sa noon-10:00 pm

LAST DAY OF SEASON Dec. 23

2005 SEASON OPENER March 1

the inside scoop



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150 FIRST GRADERS EAT, CHAT AND GET MESSY AT IZZY'S

150 first grade students from Adams Spanish Immersion school in St. Paul visited Izzy's after their field trip to Minnehaha Falls on Friday October 8. It was more orderly than you might expect as children waited in line as teachers yelled out flavor requests in Spanish, four scoopers dished out kiddie cones, and hands and arms everywhere reached up and over the dipping cabinet and up and over little heads. Cotton candy was the day's overall pick by the young connoisseurs, some who left with sticky lips, fingers, and new blue splotches added onto their wardrobe. Said first grade teacher Casey Cavanaugh of the 150 students eating, licking and standing outside of Izzy's on the sidewalk, "This is happiness." Izzy's owners, Jeff and Lara's, daughters attend Adams.



150 first grade students from Adams Spanish Immersion school, visit Izzy's.

DRY ICE ORDERS

Izzy's dry ice machine broke down and we decided not to replace it. However, we will still be offering dry ice on a three-day order basis. If you know you will need dry ice, simply place your order with us and we will have it for you from our supplier. It is \$2.00 per 1# block. We are sorry for any inconvenience this may cause you.

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practice of a princess; Rath notes: "Her body was buried in a cow-shaped sarcophagus or buried with a sacred bull, a custom that may be interrupted as a kind of symbolic marriage." This ancient practice has been described as a magical purification. *pg. 18*

Holy Cow

Rath writes of this famous Saint, Ludmila:

The patron saint of dairy-maids, or Die Heilige Notburga, Ludmila is a legendary character in the tiny principality of Liechtenstein. Each fall, when the cows come back down the mountains where they have spent the summer under the watchful eyes of herdsman, the best cow of the summer leads the procession from the high pastures with a one-legged milking stool attached between her horns, beribboned with garlands of flowers and colorful streamers, and a wreath of laurel leaves around her head. Ludmila was a fourteenth-century milkmaid who, because of her piety, faith, and devotion to the Virgin Mary, became a saint devoted to the care of Alpine cattle and their herdsman. A weavling cow under her care in 1823 produced a miracle that created the enduring story. *pg. 35*

VOCABULARY FOR CITY SLICKERS:

- Cattle** Of the cow family.
- Cow** Mature Female Bovine.
- Heifer** Young female cow who has not given birth.
- Oxen** Adult castrated bull.
- Steer** Young ox, especially one castrated before maturity and raised for beef.
- Bull** Adult male Bovine.



HOW TO SAY MOO in Twelve Languages

Muuh Danish Ammuu Finnish
 MEUH French muh German
 Mu! Italian Hebrew Go'eh Spanish
 Mo Japanese Mo Norwegian Muuu Swedish
 Muuu Portuguese (Brazilian) moo Welsh

... From Rath's book, *The Complete Cow*

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TREATING YOU LIKE ROYALTY * BY IMPROVING OUR CUSTOMER SERVICE SKILLS

This year Izzy's transitioned from having a full-time manager in St. Paul to having many different shift leaders in the same position. With this employment change, Izzy's faced new challenges; the number one challenge was providing good, consistent customer service. Izzy's has over 35 employees in the summer, many of whom are teenagers and Izzy's is their first paid job.

In face of this "training" challenge, Izzy's requires all employees to pass two flavor tests. This includes learning about 60 ice cream flavors' history, tastes, and ingredients. Each employee then takes an oral test with one of the owners in which they must know 30 flavors; they repeat this process for another 30 flavors at another time. If an employee fails, they are taught about the flavors in a caring and instructive environment, and required to take the test again. As a voluntary challenge Izzy's invites all employees to take a third test and become what we call a flavor wizard. This is an employee who has mastered 90 or more flavors and whom we consider an expert on our flavors on par with the owners and ice cream makers knowledge. To date no employee has taken that challenge, but some have expressed interest. By next year we are hoping to have at least one Master Flavor Expert!

In addition to flavor tests, Izzy's requires its employees to attend one session of customer service training per year. Here, our manager Kari Maxwell and owner Lara Hammel provide an intellectual, but practical discussion and training on how to treat customers. Our model primarily focuses on greetings (customer acknowledgement), customer requests and follow-throughs, customer complaints, proper telephone etiquette, and how to make the customer feel like royalty. Being upbeat, friendly, and helpful are all stressed as being of number one importance.

Izzy's also offers a wide variety of voluntary classes and field trips throughout the season to teach our employees about different aspects of the business. Examples of classes include, "Ice Cream Making Class: Make Your Own Flavor," Izzy's and Architecture," exploring the idea of neighborhood cultural institutions and how it relates to architecture, and "A Cow Field Trip to the Minnesota Zoo Farm," where employees saw six varieties of cows and a real milking.

We hope that you, the customer, benefit from Izzy's value of teaching and learning of its employees. We feel like we are giving better service than last year and we strive to keep improving. We hope that you will foster that growth by giving us constructive criticism when warranted.

**We use the phrase "Treating You Like Royalty" from the company—Zingerman's, customer service handbook.*

Izzy's employee Andy Brinkman, on a field trip to the Minnesota Zoo Farm.



HOW I BECAME AN IZZY'S DEVOTEE

By H. Everett Gossard, Izzy's Customer

I discovered Izzy's through a Dara Moskowitz review in the City Pages a while back. When the downtown Minneapolis location opened in the Medical Arts building, I was ecstatic. It didn't take me long to sample each and every flavor that was offered, and it was clear to me that Izzy's had everything else on the market beat. I quickly developed a cadre of favorite flavors and became an Izzy's "regular." Now I buy coffee beans from Izzy's, every time I buy a pound, I buy a scoop of ice cream. I call the corresponding expenditure "groceries" instead of "snack" and at least some of my guilt is alleviated.

At first it was the intense coffee flavor of the Izzy's House Blend or the luxurious velvety richness of the Dark Chocolate Zin. But the clincher for me was the unrivaled Pistachio and Hazelnut flavors of autumn and winter. Having made these flavors at home, I was surprised at how much better Izzy's versions tasted. That is, until I finally inquired as to the secret ingredient. There is a special type of nut paste that only the Italians know how to do. I thought "No fair, that's cheating!" But I soon got over myself and continue to look forward to each cold weather season when the warmth of roasted hazelnuts and pistachios is brought to me time and time again with the beauty of Izzy's artistry. And when the beloved nut flavored creams are not available, you can never go wrong with a scoop of Mocha Almond Fudge or Vanilla Bean, topped with some of the best tasting hot fudge in town.

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Helena, painting by Izzy's employee, Kari Ramseth Maxwell. Visit her paintings at <http://homepage.mac.com/karimaxwell>

OWNER TO TEACH ICE CREAM UNIVERSITY CLASS

This year was significant for Izzy's because we received the "Passion Award," which is given by a nationally recognized consulting firm, Malcolm Stogo and Associates" in New York City. The award is given to Best Ice Cream Shop in the Country based on a set of criteria that considers our passion for making and serving great ice cream. A panel of judges within the ice cream industry decides the award. As a winner, owner Jeff Sommers, is flying to New York City in December to be a guest lecturer, at an ice cream making class for new business owners interested in starting up their own independent ice cream shops. This is a special honor, in which Jeff will have the opportunity to tell students how Izzy's makes ice cream, teaches customer service to its employees, and builds customers interest and loyalty at Izzy's.

www.izzysicecream.com

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WHAT IT'S LIKE TO WORK FOR IZZY'S FROM THE EYES OF A FIRST YEAR EMPLOYEE

By Eloise Galligan, Izzy's First Season Employee

I remember my very first experience as a customer at Izzy's; the minute I walked through the door (or rather, the minute I got wedged between the entrance and the 90-degree sauna outside), my jaw fell in astonishment. I'm embarrassed to admit now that I was a little skeptical about the place initially; after all, what ice cream could possibly be better than Grand Ole Creamery? And that line...one could've mistaken the exhibition for a circus! How could I possibly last that long waiting without ice cream? (Patience is not one of my virtues...) I felt a tap on the shoulder, interrupting my doubts. I swiveled around, squished as I was by people front and behind, and met the smiling faces of three of my neighbors, each person lovingly holding a beautifully shaped cone. We began talking, and before I knew it I was at the counter contemplating all possible meanings of the question, "what would you like for your izzy?" It was at that moment, after a lovely girl (barely older than I) welcomed me to the cafe with a smile and much appreciated ice cream recommendation that I came to three conclusions: first, that Izzy's was an efficient business, with a wealth of outstanding employees (all of whom demonstrated in numerous ways adept customer service); second, that the ice cream was well worth the wait-in fact I considered it a better destination than the Mall Of America- and that the company and atmosphere were supreme. Lastly, I determined that the only job I wanted as a teen would be a job that encompassed the same principles.

The moment I was awarded the position, I knew I was not entering a standard work place. But to what degree, I had no idea. From my first day as a trainee, I met many of my fellow employees. Soon, there were no unfamiliar faces. Each one of my colleagues was hospitable and helpful in his or her own way—all very unique, but alike in their patience and support. As I struggled with my very first cones, I was comforted with their understanding and encouragement. Never once did I heave a sigh of stress or uneasiness.

Of course, my co-workers were not the only people who amazed me. My bosses couldn't be more considerate. The moment I heard of mandatory monthly meetings, I envisioned long, droning conversations. But, I was surprised once more; the meeting included a delicious buffet breakfast and an informal discussion of upcoming events. In addition, it also entailed a detailed evaluation of the past season—a conversation that I found insightful and constructive. Everyone was welcome to participate and the environment was relaxed.

Also, knowing full well that scooping (along with all repetitive motion) can be a strenuous exercise, Jeff and Lara (the founders of Izzy's) invited a physical therapist to visit and explain ways to avoid discomfort and strain. This effort impressed me beyond all others; I had never heard of any bosses who cared so much for the well-being of their employees.

Having worked here for just under five months, I am still astounded by my co-workers and by Izzy's. Every day is an experience—every day I learn something new, whether it means a more efficient way to serve ice cream, a new fact about one of my colleagues, or information about our customers. It did not take long to realize that I was not working in an ordinary business: I was a part of a family. Who could ask for more?

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**THERE WILL
ALWAYS BE
ICE CREAM**

*an excerpt from a short story by,
Teri Blair, Local Writer*

I was driving through a St. Paul neighborhood a few days ago, watching with interest all the signs for the upcoming Presidential vote. Without trying, unheard patterns occurred in the signs as I drove from one end of a street to the next: Kerry, Bush, Kerry, Bush. Bush, Bush, Kerry, Kerry, Bush, Bush, Kerry, Kerry. There was one spot where two adjoining lawns had several opposing signs facing one another. It looked like the signs were yelling at each other. "Bush! No, Kerry! I said Bush! Never! Only Kerry!"

After seeing all those signs in St. Paul, I started to get that old worried feeling about November 2nd. I began to worry about November 3rd, and all the subsequent days to follow. I went into a local store to pick up a few things, and spent the entire time I shopped imagining how terrible things may be in four years. When I left the market, I stopped when I saw a man sitting on a bench outside. He was eating a huge ice cream cone, vanilla. The look of pleasure on his face was complete. He was focused on nothing but that sweet cone. The world could pass right on by, and he wouldn't have bothered to notice.

It made me think of the election, oddly enough. If my man wins, great. I will be thrilled. If the other man wins, life will still go on. It will still be up to me to attempt to make a difference in my corner of the world. It will still be up to me to decide how I will treat my coworkers or my neighbors or the people whom I disagree with. I will be left with the decision to live in peace where I can, to try to generate a little happiness for those I meet. These things I will still have control over. And maybe, just maybe, if I continue to do my piece day to day, I would affect change greater than one human being ever believes they are able. That's usually what I believe my role is anyway, election or not.

And if I start getting worried again, I'll try to remember that man with his cone and living in the moment and savoring the small pleasures. I'll remind myself, there will always be ice cream.

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HIGH NOON SOLAR PROJECT

Last spring Izzy's embarked on an ambitious solar energy project. We are putting an 8-kilowatt solar system on top of the roof at Izzy's, which will provide 1/3 of our peak electrical power demand. Clean, local energy is important to Izzy's. Running an ice cream shop requires a lot of energy; Think of storing 375 gallons of ice cream at a time. We want to do what we can as a small business to reduce harmful effects of energy use on our environment, and solar was the way we were able to do that. We are modeling this project after Old Man River Café in St. Paul, where the customers of the business donated funds to put up a 1-kilowatt system. We've had a lot of customers, food suppliers, and others who have given generously of their time and money to the project. We've raised \$15,000 dollars; \$10,000 through private donations, and \$5,000 through the St. Paul STAR grant program. We need to raise \$15,000 more to cover the installation costs. The solar panels are currently being prepared to be craned up on the roof at the end of October.

We thank you for giving money and/or your time to the Solar Project! With your support you will be contributing to a healthier neighborhood. Many of you have contributed without giving names, and we thank you now. For those of you we have names here we are printing them in recognition of your contribution. Our fundraising is still ongoing: For \$100.00 you can sponsor a solar panel and contribute to a healthy energy source for our community. We will continue to accept volunteers (call Jeff at 651-603-6929 to volunteer) and donations until our project is complete. Our anticipated time of completion is Spring of 2005.

2004 CONTIBUTORS TO HIGH NOON SOLAR PROJECT AT IZZY'S

Thank you, Thank you, Thank you!

128 Café
AA Party and Tent Rental
Adele Binning and Thomas Klein
All of the Staff at Izzy's:
Amy and Bryan Lloyd
Andrew Lambert
Andrew Thomas
Arthur Allen
Callie Sommers
Carol Barton
Chris Solheid
Christopher Larson
City Councilmember Jay Benanav
City of St. Paul City Council
Cynthia Bartoo
Dan Rowe
David Boyce
Dianna Kennedy
Doreen Williams
Fulton Design
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Mathew Massman
Matt Ferry
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Mike Taylor
Mila Vocal Ensemble
MPR
Nina and John Tuttle
Patrick and J Drake Hamilton
Peace Coffee
Pete Nelson
Community Market
Pigs Eye
Landing Pride of Main Street Dairy
Ralph Jacobson
Rebecca Rand
Rick Anderson
Ruminator Books



We Are Requesting Your Help for HIGH NOON SOLAR @ IZZY'S

Izzy's requests your help to continue turning this idea into reality. Here's how you can help. Beginning in October, we will offer the opportunity to sponsor each of the 220 solar panels needed to operate our solar system. To complete the fundraising for the High Noon Solar Project each panel can be sponsored for \$100. In return for your sponsorship we will give you permanent recognition at Izzy's as an official panel sponsor and we will give you one gallon of Izzy's Ice Cream at a value of \$25. Upon donation we will give you a gift certificate for a gallon of Izzy's Ice Cream. You may collect your ice cream in pints or quarts, or you can order a gallon of your favorite flavor. You may redeem your ice cream gift certificate in November and December of 2004, or in March, April or May of 2005.

You, Your Family, You and Your Friends, Your Office, Your Business can sponsor a solar panel for High Noon Solar @ Izzy's

PUT YOUR NAME IN THE SUN!

_____ is a
High Noon Solar Sponsor @ Izzy's
Panel # _____

Sabena and Jeff Svedahl
SPI Printing
St. Paul Mayor Randy Kelly
St. Paul Neighborhood Energy Consortium
Sysco
The Green Institute
The Highland Villager
The Saint Paul Hotel
The Women's Press
Trotter's Cafe
Virgina Dunivan
Wahid Gul

A special thanks to my wife (Lara) for her support during this solar project.

An enthusiastic cheer and thanks to the numerous unnamed customers that have given money, volunteer time, and moral support. If we have missed your name or organization we apologize...please let us know so we don't miss you the next time we say thank you.

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