



THE **IZZY** SCOOP

2034 MARSHALL AVE., ST. PAUL, MN 55104
RETAIL 651.603.1458



August gave way to our first sessions of the Teen Work!* training program. Most of the participants were Destination 2010 members, supported by the Minneapolis Foundation. We also had one current employee from Izzy's attend.

"Job Seeking" was the first workshop of the week. This specifically approaches each avenue and process of applying and interviewing for work. Each participant filled out an application that was assessed by their peers. They all learned how to build a strong resume (even with no - or little - work experience!) as well as write a letter of interest. The most enjoyable and impressive activity was the interview role playing which happens during the second half of the program.

"Practical Skills" was our second workshop. Through observation of different work environments, the presentation of mentality and skills needed in the workplace and the actual implementation and practice of these approaches through a group activity involving 11 nails and one block of wood (one of the best activities of the week!), we witnessed much accomplishment and pride. It was clear at the close of this workshop, these participants were understanding the course of these workshops and they were ready for more.

"Customer Service" involved the elements of presenting a product while practicing the elements of exceptional customer service (something we take pride in at Izzy's). Izzy's assistant manager, Adriana, and Kevin, Jeff's teaching colleague, role played customer service and it's varieties and elements while running "Rachel's Apple Stand". This prepared the participants to run their own cookie stands during the second half of the workshop and have the instructors as customers. Again, can you imagine the learning that is taking place here? I am also sure you can hear the laughter... Needless to say, cookies were available and enjoyed.

Checkers, checkers, checkers...anyone for checkers? In the workshop, **"Workplace Rules and Etiquette"** the dynamics and evolution of groups within the workplace were introduced through checker games. Believe it or not, with each game (under different circumstances and rules), each participant was able to experience a bit of what it might feel the first day of the job through to the 2nd year of a job and everything in between.

"The Art of Work" was the last workshop. This particular course gives the participants an opportunity to demonstrate what they had learned over the course of the week. Two activities were the focal point of this workshop, prompting the participants to practice their newly discovered skills. They worked hard, assimilated so much and celebrated with all instructors afterwards with a graduation ceremony.

Of course, every workshop included a half time and an ice cream break. Although, I recall also having apples (and homemade caramel from Izzy's) from "Rachel's Apple Stand"....

And the fun continues...

Each workshop was created to have a follow up activity (or "finale") that is optional for each participant. For instance, in Customer Service, the participant is asked to observe 3 different businesses, their customer service, the customers, the environment, etc. It requires that each participant arrange this with a manager by phone and at the time of observation, collect the manager's signature. If all "finales" are completed, the participant receives a certificate of "graduation with honors" as well as a written letter of recommendation from Teen Work!

If you have any questions regarding Teen Work! or you have ideas of how we can spread the news about this new opportunity, please contact Izzy's Ice Cream at 612.721.0041. Ask for Jeff or Kari. We would love to speak with you about this exciting program.

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Teen Work! training program participants.

EMPLOYEE SPOTLIGHT

NAME:

John Schneider

HAS WORKED AT IZZY'S

SINCE: The summer of 2003. John recently was promoted to Shift Manager. This past summer he also worked in Novelties and Catering. Before that he was a scooper. John has a older sister and a younger brother who also work at Izzy's.

BIOGRAPHICAL SKETCH: John is a senior at Cretin-Derham High School. He is involved in Theatre and is also on the Improv Team. Before Cretin, he attended St. Mark's.

OTHER WORK HISTORY: John first and only employer so far is Izzy's.

SUBJECTS HE MIGHT NOT BE ABLE TO STOP TALKING ABOUT:

(1) Music, in particular Folk and Ska. John plays guitar in a seven person Ska band that includes guitar, two trumpets, a saxophone, drums, bass and a lead singer. (2) Frisbee. John likes to toss one around (not competitively) in his spare time.

FAVORITE IZZY'S FLAVOR SO FAR: : (1) Irish Moxie (2) Chocolate Peanut Butter.



FAN MAIL

Dear Izzy's,

I remember the first time my wife and I went to your store in the fall of 2000. Since that first day, we have both been in love with your ice creams. In those early days Jeff, the owner, would be one of the scoopers. He would take every opportunity to talk to the customers. Even with all the success, he has not changed. He still takes to time to talk to everyone although he rarely gets the time to scoop anymore. Over these years, we have continued to enjoy your ice creams at every opportunity and have introduced many out of town friends to your store in St. Paul. My wife and I have also taken part in many of your annual ice cream flavor competitions. She won "Best in Show" this year for her Hot Brown Sugar flavor.

I don't have one favorite flavor (though I probably eat more Cherries Jubilee with some sort of chocolate Izzy more often than others) but I am partial to ice cream with some kind of nuts in them. My selection usually depends on what looks good. Last year's contest winner Spongebob was tangy, very refreshing and in one word "AWESOME." This year's winner Hot Brown Sugar, the one that beat the pants off celebrity chef Bobby Flay, is so good that the St. Paul shop has had difficulty keeping up with demand. Words of warning: this ice cream is addictive. My recommendation to Izzy's: please make more. Going back to the art of eating ice cream, I am partial to the waffle cone. These freshly made cones sure beat the other ways. More than anything these fresh cones add a delicious flavor and texture for your ice cream enjoyment.

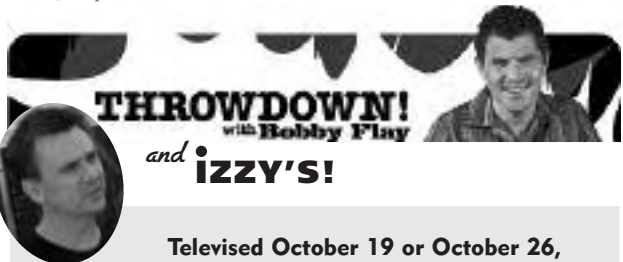
Over the years, I have been very glad to see your successes stacked up. Distribution through Kowalski's; servings through 128 Café, Trotter's, and Birchwood Café; and the selection as best Ice Cream Shop for 2005 by Reader's Digest. I am especially glad that one more of our local businesses has made it in the "foodie" world. We knew it - now the world will know it too. Our community will be the envy of the world once they see Izzy's on TV! I also want to congratulate Izzy's for your commitment to our environment and for setting a good example to other businesses and corporations. Please continue to be the good community citizen that you have been.

Chucks Madhav

Avid Ice Cream Fan

✉ **Submit your fan mail to:**

Izzy's Fan Mail 2034 Marshall Ave. St. Paul, MN 55104 or
lara@izzysicecream.com



Teen Work! cover story—continued

***For those of you that haven't heard:** Teen Work! is a curriculum in workshop format that was created to educate, inspire and offer support to teens, ages 13-17, who are interested in seeking employment and succeeding in the work place. The Teen Work! curriculum was based on previous training Izzy's created for their employees, what we have found was missing when they arrived, and what we have found to be successful. Three educators of various backgrounds (and combined teaching experience of 30 years) created the initial Teen Work! curriculum. Plain and simple: it's fun! (this is the feedback we received on a daily basis from our participants). More importantly, it's based on a creative, engaging and empowering method that includes observation, hands on activities, reflection and a follow through project for completion.

FALL HOURS

Sunday – Thursday 12:00 Noon – 9:00 pm
Friday & Saturday 12:00 Noon – 10:00 pm



HOME OF THE IZZY SCOOP!

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See your local newspaper for channel listings.

Tune in to see who wins!