

## WELCOME TO ICE CREAM UNIVERSITY'S 2012 SEMINARS

### **WHY WOULD YOU WANT TO ATTEND AN ICE CREAM UNIVERSITY SEMINAR?**

"Because our seminars will open up a whole new world of knowledge for you, and you will learn more in a few days than anywhere else. Our seminars are [hands-on](#), [with small classes](#), and [offer personalized instruction](#). We take the time to answer all of your questions. We offer a free private consultation and, when you leave the seminar, we are *only* a telephone click away. Yes, we charge for our seminars, but we believe very strongly in the adage, "you get what you pay for." [With us, you simply get the best!](#)  
*Malcolm*

***COMMENTS FROM STUDENTS: The seminar exceeded my expectations. The best thing about the seminar was the combination of business and hands on experience- Kelly Harding, Cherry Grove Farms, Lawrenceville, NJ- November 2009.***

### **2012 SEMINAR DISCOUNT OFFER**

We encourage our students to get as much information and knowledge resulting in a broad learning experience at our ICE CREAM UNIVERSITY seminars. In this regard we will give each student a discount of \$100 for taking a 2nd seminar offered the week they attend an [ICE CREAM UNIVERSITY seminar](#). And any second person will receive a 50% discount off the regular seminar fee.

**If you sign up for any seminar 60 days in advance of the seminar, we will give you a \$50 discount off of Seminar 106 and a \$100 discount off of either Seminar 105, 108 or 109.**

Ice Cream University's [mission](#) is to educate prospective entrepreneurs who want to enter the ice cream business as well as ice cream business owners who want to advance their skills in making ice cream and/or marketing on both retail and manufacturing wholesale levels. If you learned from any of my books – **INCREDIBLE ICE CREAM, How to Succeed in the Incredible Ice Cream Business** or **Ice Cream and Frozen Desserts: A Commercial Guide to Production and Marketing** -- then by participating in one of the many Ice Cream University's 2012 seminars, you will take one more important step in gaining [immediate](#), [practical](#), and [hands-on](#) knowledge that will bring you closer to your goal.

Even better, we have a wonderful equipment sponsor-Emery Thompson, and we offer ingredients from all over the world in ice cream making. In the gelato category, we have ingredients from Mec 3, PreGel, and Fabbri who have partnered with us to make your hands-on seminar experience, just incredible.

As a participant in any of our seminars, [you](#) will receive all of the following:

- A 10% discount on the purchase of any of our books
- A 45-minute free private consultation with Malcolm to discuss your concept
- Seminar manual and literature covering the essential equipment and ingredients you will need
- After you get home, you have the same pipeline to ask all the questions you thought about but forgot to ask at the seminar. It's our way of helping you succeed.

## ICE CREAM UNIVERSITY'S 2012 SEMINAR SCHEDULE

### JANUARY

January 10 Seminar 106 Taking the First Steps- How To Get Into the Ice Cream/Gelato Business, NJ  
January 11-12 Seminar 108 "Beginner" Ice Cream Batch Freezer Hands-On Short Course Seminars, NJ

### FEBRUARY

February 8 Seminar 106 Taking the First Steps- How To Get Into the Ice Cream/Gelato Business, FL  
February 9-10 Seminar 105 Emery Thompson Short Course Seminars (Hands-On), Brooksville, FL

### MARCH

March 6 Seminar 106 Taking the First Steps- How To Get Into the Ice Cream/Gelato Business, NJ  
March 7-8 Seminar 108 "Beginner" Ice Cream Batch Freezer Hands-On Short Course Seminars, NJ  
March 9 Seminar 103 Ice Cream Cakes, Made Easy, NJ

### APRIL

April 11 Seminar 106 Taking the First Steps- How To Get Into the Ice Cream/Gelato Business, NJ  
April 12-13 Seminar 108 "Beginner" Ice Cream Batch Freezer Hands-On Short Course Seminars, NJ  
April 25 Seminar 106 Taking the First Steps- How To Get Into the Ice Cream/Gelato Business, FL  
April 26-27 Seminar 105 Emery Thompson Short Course Seminars (Hands-On), Brooksville, FL

### MAY

May 9-11 Seminar 109 NON DAIRY FROZEN DESSERTS- HANDS-ON PRODUCTION  
Location - West Orange, New Jersey

### JUNE

June 6 Seminar 106 Taking the First Steps- How To Get Into the Ice Cream/Gelato Business, NJ  
June 7-8 Seminar 108 "Beginner" Ice Cream Batch Freezer Hands-On Short Course Seminars, NJ

### SEPTEMBER

September 12 Seminar 106 Taking the First Steps- How To Get Into the Ice Cream/Gelato Business, FL  
September 13-14 Seminar 105 Emery Thompson Short Course Seminars (Hands-On), Brooksville, FL

### OCTOBER

October 17 Seminar 106 Taking the First Steps- How To Get Into the Ice Cream/Gelato Business, NJ  
October 18-19 Seminar 108 "Beginner" Ice Cream Batch Freezer Hands-On Short Course Seminars, NJ  
October 24-26 SEMINAR 109 NON DAIRY FROZEN DESSERTS- HANDS-ON PRODUCTION  
Location - West Orange, New Jersey

### NOVEMBER

November 7 Seminar 106 Taking the First Steps- How To Get Into the Ice Cream/Gelato Business, FL  
November 8-9 Seminar 105 Emery Thompson Short Course Seminars (Hands-On), Brooksville, FL

### DECEMBER

December 4 Seminar 106 Taking the First Steps- How To Get Into the Ice Cream/Gelato Business, NJ  
December 5-6 Seminar 108 "Beginner" Ice Cream Batch Freezer Hands-On Short Course Seminars, NJ  
December 7 Seminar 103 Ice Cream Cakes, Made Easy, NJ

If you would like to register for any of the below seminars, go to [WWW.ICECREAMUNIVERSITY.ORG](http://WWW.ICECREAMUNIVERSITY.ORG), click SEMINARS, pick your desired seminar, and REGISTER ONLINE with PAY PAL