

ISLAND ICE CREAM COMPANY

Protecting Our Valued Assets

This season marks my 45th year at the helm of Island Ice Cream Company. Last season, Island Ice Cream sponsored a public awareness initiative to help protect our most precious asset, our beaches. Litter Free Zones were created along North Wildwood beaches and with the support of the local government, signs were placed on the back of all the lifeguard stands. Smaller plaque versions were made available to our customers to display in their stores.



New signs will be available at our Island Ice Cream tasting on April 8th & 9th. (Invite page 2)

Along with North Wildwood's support, I will be reaching out to all our neighboring coastal towns to join us and display our Litter Free Zone signs. If you have interest or know of any business or town official that can assist in expediting our campaign, please call our office at 609-522-0438.

Our oceans and back bays are our most valued assets and it is vital that we protect them. In addition to cleaning up trash on our beaches, how about supporting an effort to keep trash, particularly plastic, out of our oceans? This season Bandanas Restaurant will be joining the Surfrider Organization in its Ocean Friendly Restaurant (OFR) campaign by implementing the requirements to receive their OFR certification. If you have interest in getting your business involved, check out our local chapters at www.jerseyshore.surfrider.org/ or www.southjersey.surfrider.org/.

So it is with great enthusiasm that I hope our drive to help keep our oceans and beaches clean will make a difference. Wishing you all a great, successful and fun filled season.

Your Ice Cream Guy,

Newsletter

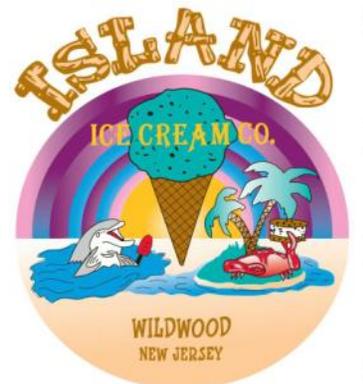
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2017 New Flavors

Premium

Snickerdoodle

Sweet and tasty snickerdoodle pieces tossed in a delicious vanilla ice cream with a cinnamon swirl.

Peanut Butter S'Mores

Toasted marshmallow flavored ice cream with a peanut butter ribbon and golden graham "pie crust" pieces.

Sea Salt Almond Brittle

Vanilla ice cream with chocolate almond brittle chunks and swirled with a salty chocolate crunch.

Bourbon Pecan

Butter Pecan ice cream filled with a robust burst of bourbon flavor and sweet revel.

Espresso Caramel Brownie

Sweet cream ice cream infused with espresso, then loaded with creamy caramel and fudge brownie pieces.

2017 New Flavors

Gifford's

Blueberry Oat Crumble Yogurt

Crunchy cinnamon oat clusters and a blueberry ripple enveloped in low-fat vanilla yogurt.

Breyers

Birthday Cake

Cake flavored ice cream, blasted with real cake pieces and rainbow sprinkles.

Salted Caramel

Salted caramel ice cream wrapped with a gooey salted caramel swirl.



2017 New Novelty



Ben & Jerry's Cookie Dough Slices

Vanilla ice cream bars with gobs of chocolate chip cookie dough and fudge flakes, covered in a dark chocolaty coating.

Call Island Ice Cream Company at 609-522-0438 to update your Customer Information for the 2017 Season!
Thank You !

As the summer season approaches, I'm sure you are thinking once again about the reopening of your store. Getting ready to put all of your time and energy into it and expecting that this summer will be better than the last one, can be a stressor because in order to achieve this, you have to know how to manage not just your business, but your ENERGY.

Any of the following phrases sound familiar to you: Working 12 to 14-hour days, feeling exhausted, finding no time to spend and fully engage with your family, sleeping poorly, no time to exercise, no time to have a healthy meal and instead, grabbing something on the run? If you find yourself in more than a couple of these situations mentioned above, you might need some of the ideas listed below.

The Harvard Business Review's article regarding managing your time is titled, "Manage your Energy, not your Time". This article explains leadership and how to better organize your life, both personal and professional; in order to get the most of it. Most of us respond to rising demands in the workplace by putting in longer hours, which inevitably takes a toll on us physically, mentally and emotionally. This can lead to declining levels of engagement, increasing levels of distraction and in some cases, increasing medical needs. The main problem with working longer hours is that "TIME is a FINITE resource... energy is a different story".

Energy can be divided in four focus categories: body, emotions, mind and spirit.

The *body* generates the *physical energy*, so when you don't have enough sleep, have poor nutrition and/or don't exercise regularly, the basic energy level becomes diminished, as well as the ability to manage emotions and focus. Our body gives us signals when it needs a break, such as yawning, hunger and difficulty concentrating, but often we ignore these and continue to work. Taking intermittent breaks to recharge will result in higher and better performance. Try to take breaks at regular intervals, try to have a meal or a snack every 3 hours, try to take at least a 20 minute walk each day without answering your phone, checking your email or social media. This will give you a mental and emotional balance.

The *emotions* are in charge with the *quality of energy*. It's no secret that you perform better when you feel positive energy. This benefits you, but also your co-workers and your clients. When you are able to take control of your emotions, you can improve the quality of the energy. When you find yourself approaching a negative situation, take a few deep abdominal breaths - this will induce relaxation and recovery.

The *mind* takes care of the *focus of energy*. When you work on a task but you get distracted and then go back to your task it takes you at least 25% more time to finish that task. We can fully focus on one task for 90 to 120 minutes and then we need to take a break and work on a different activity. Try to set a ritual of establishing the prior day what the main tasks for the next day will be. That way, the next morning you will have your priorities in front of you and can start working on these right away.

The *human spirit* controls the *meaning and the purpose of the energy*. People often tap into the energy of the human spirit when their everyday work and activities are consistent with what they value most and with what gives them a sense of meaning and purpose. If the work you are doing really matters, then typically one can feel more positive energy, focus better and demonstrate greater perseverance. To access the energy of the human spirit, we need to clarify priorities and establish accompanying rituals in three categories: doing what we do best and enjoy most at work; consciously allocating time and energy to the areas of our lives - work, family, health and service to others can be what we deem as most important. When we live our core values in our daily behaviors, the human spirit can flourish.

So maybe, take a little time each day, just for yourself, to think clearly, to establish priorities and to cherish the moments with your loved ones. Try not to let this opening time slip through your fingers, make it worth it for yourself and your family!

"Manage Your Energy, Not Your Time"; Schwartz and Mc Carthy; <https://hbr.org/2007/10/manage-your-energy-not-your-time>

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- * Show Details! *
- * • Taste this year's new ice cream flavors.... *
- * • Try our new popsicles, water ice flavors and novelties... *
- * • Freebies and "Give Aways"!
- * • Experience some great new ideas for food, desserts and drinks for your Restaurant or Bar...
- * • Get involved in "Litter Free Campaign"...
- * • Learn about our NEW Mixology Cocktail line...
- * • Familiarize yourself with how to make delicious smoothies and frozen drinks.... *
- * • Meet our staff and friendly customer service team... *
- *****

You're Invited!

