

The Nice Guys



THE SOURCE FOR ALL OF YOUR ICE FOR ICE NEWS

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In the last 100 years, the Environmental Protection Agency reported that the sea level has risen by 6 to 8 inches.

Meet

LAURA BUDWICK

Our CEO Miss Laura Budwick, was chosen to guide the company and make the executive decisions for ideas and overall questioning of the future. She gives her input for the team each and every week while taking others' opinions and ideas into thoughtful consideration.

The

BRAYDEN HUSTON

Mr. Huston serves as the Vice President of operations where he works as another leading member of the company. He maintains order for the employees which is just one of the ways a coherent and established team works efficiently.

Employees

RACHEL MANDEL

Rachel Mandel is the third head of the company as CFO. Chosen for her specialty in accounting, Miss Mandel provides the charisma and dedication to steadily watch over the finances and work diligently to make sure the goal is met each week.



Meet the Staff

The team of Ice for Ice was chosen for a reason. This group is filled with strong minded and strong willed students who wanted to be a part of something special. Each day there are obstacles, but when each team of students puts their best forward, business is handled and the virtual aspect of the company becomes a reality.



First day of work where interviews took place

THE MOTIVE BEHIND THE ICE

We as team builders and idea makers wanted to have a product that stood out visually and conceptually. Ice cream was the starting point, but having a product with meaning like saving the arctic, something we wanted to target.

The idea of having both a cause and a commitment to the environment entices customers to have interest in us. Whether this is merely looking at the website or actually buying, people come to see what makes our dessert not just a bakery or standard vanilla, chocolate scoop shop, but a tasty treat that does in fact, beat the heat.

No matter the flavor, no matter the topping, Ice for Ice is the spot for your cold treat!

FINALLY THE TRADE SHOW

Throughout the year, Ice for Ice had an assortment of projects to take care of. Some of these tasks were directly for the company but most were in preparation for the highlight of the winter season, the January Trade Show.

Fairleigh Dickinson University hosted all of our employees as we spent the entire day competing for such awards in salesmanship or best designed booth. This was our opportunity to make sales and gain some insight on what would be the best enhancement to take with us to the international trade show. A day of sales and winning first place in the salesmanship competition proved to be successful for what can be improved on and what we can feel accomplished about.



The team at the first tradeshow held at Fairleigh Dickinson University