

Kilwin's[®]

Chocolates · Fudge
Ice Cream



KCF Operations Update



1. Every Customer Every Time

Provide the best ice cream & confectionery experience in the world

2. Passion

If you have passion then you can lead

3. Relationship

Trust & empowerment to achieve **consistency** and encourage **individuality**

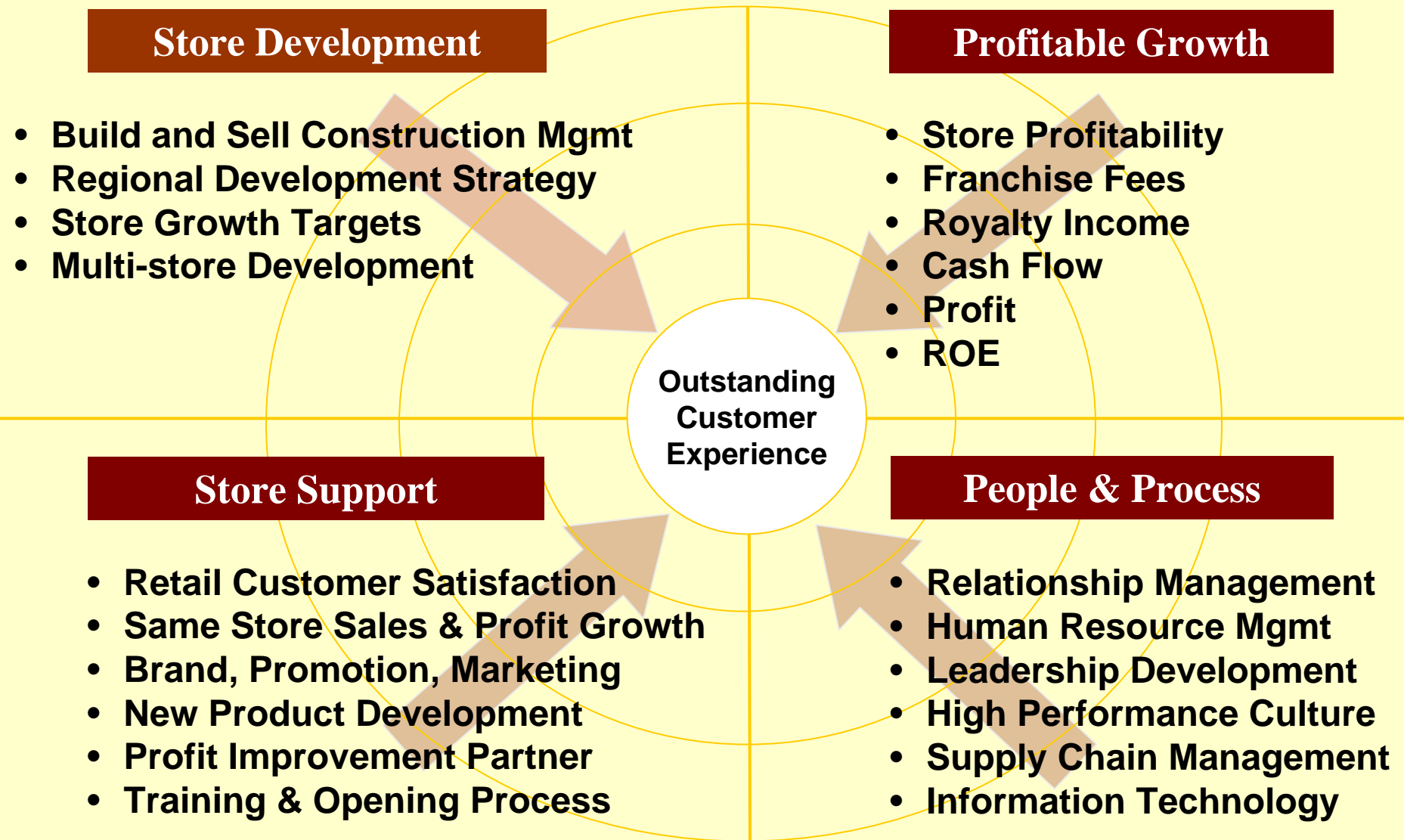
Leading Change

- 1. Be Urgent**
2. Build Team
3. Have a Clear Vision
4. Communicate
5. Empower
6. Recognize Short Term Wins
7. Don't Let Up
8. Make Change Stick

Continuous Improvement Process

Make things better for the customer through incremental process improvement.

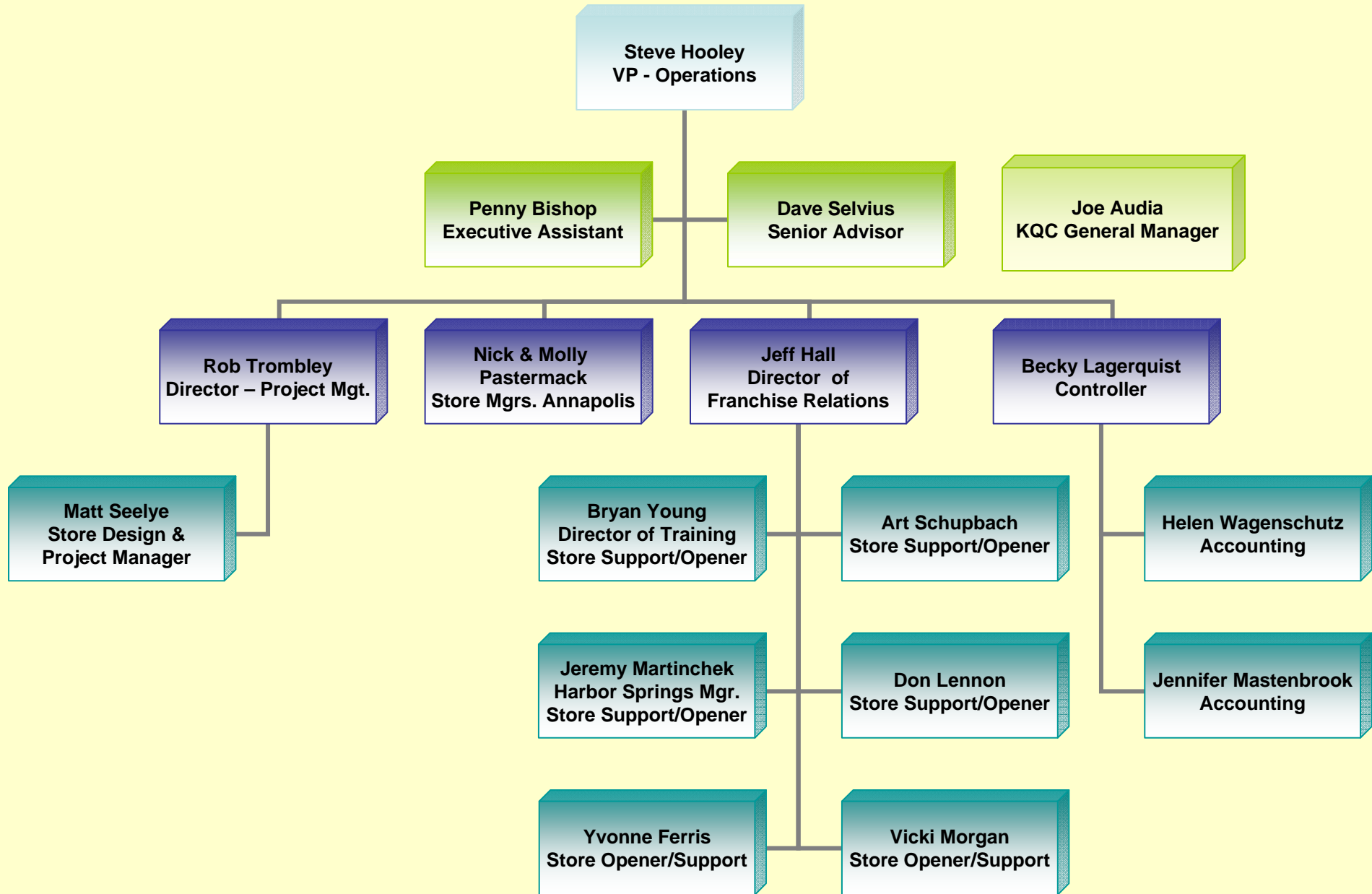
KCF 2010 Strategic Plan



“A good plan executed today is better than a perfect plan executed at some indefinite time in the future.”

General George S. Patton




KCF - Operations



KCF Continuous Improvement



2009 Operations Goals & Projects

- Help you  sales,  costs & make you as profitable as possible
- Open new stores & drive **Kilwin's** brand
-  the entry cost to open new stores

2009 Operations Goals & Projects

- Complete Owner/General Management Training of KOTS (Level 4)
- Continue to research & develop new product initiatives
- Redesign & upgrade the kilwins.com website

Kilwin's

2010 Convention Dates

Sunday, May 2 – Tuesday, May 4



**Mountain Grand Lodge at Boyne Mountain Resort
Boyne City, Michigan**

Tuesday's Panel of the Pros

Paige Levan – Gettysburg

Rick Cheadle – Hilton Head

Dana Stallings – Jacksonville & Jax Beach

Marc Berkowitz – Panama City
Beach

Janet Dykstra – St. Joseph



Concurrent Breakout Sessions

New Beverages – Salon I

Financial Performance Metrics – Salon II

Holiday Merchandising – Salon III

Store Performance – Promenade West

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