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## **Make your taste buds sing**

*Cold Stone Creamery brings its ice cream, song to Corvallis*

**By THERESA HOGUE**

In an old nursery rhyme, a little boy was encouraged to sing for his supper. At a new ice cream shop opening in town, servers will sing for their tips.

People who aren't shy about belting out a tune are encouraged to apply at Cold Stone Creamery this month to become musical ice cream crew members.

Cold Stone Creamery will open its doors Dec. 29 at 2350 N.W. Ninth St., right next to Subway Sandwiches. The shop is part of a nationwide franchise that has more than 500 stores in the United States and the Caribbean, a number the company hopes to double by next winter.

Corvallis store owners Jason and Michele Heckel of Salem got into the Cold Stone Creamery business after visiting a franchise in Salem.

"I walked into the store and spent about 45 minutes observing," Jason Heckel said. He was intrigued by the shop's unique style, the enthusiasm of the employees and the atmosphere.

Cold Stone Creamery is known for its style of ice cream preparation, which includes hand-blending ice cream on a frozen granite slab with a variety of ingredients. Customers order one of 30 combinations, from Nights in White Chocolate to At the Cocoa Banana Cabana, and employees blend the base ice cream with fruit, candy and other ingredients in front of the customers.

The employees are expected to burst into song for their tips, so customers can expect a melodious wait as their ice cream is prepared.

Corvallis, as a college town, seemed a natural location for the shop, Heckel said, and he's already joined one of the local Rotary clubs and the Chamber of Commerce. He hopes to work with the OSU football team and to interact with students as much as possible, including hiring some as employees.

Heckel plans to hire 25 employees for the Corvallis store, and applications are being accepted online at [www.coldstonecreamery.com](http://www.coldstonecreamery.com). He'll hold an audition in early December where applicants will be asked to sing both individually and in groups, as well as perform in any other way they wish.

"I'm looking for enthusiasm," Heckel said. "We like kids who can sing."

Cold Stone Creamery is also known for working with local charities and helping with fund-raising efforts. Organizers can bring volunteers into the store on designated nights to work as ice cream servers, and part of the profit will go to their organization. In addition, there will be designated days during the year when 50 percent of a day's profits will go to a local organization such as the Boys & Girls Club.

While the doors officially open Dec. 29, the grand opening celebration won't be held until the end of January.