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Cold Stone Creamery holds auditions for hiring

By Linda Saholt

At Cold Stone Creameries, you don't just apply for a job. You audition - because a tradition of cheerful, peppy service has been established in the chain of ice cream stores.

New franchise owners Marlyn and Tammy Webb held auditions Friday in two sessions, looking for the most spirited and outgoing locals to form their team.

Cold Stone's opening date is set for Sept. 2, with the Grand Opening celebration scheduled for Sept. 17.

"We want the very best crew members to represent our store," said Marlyn.

Crew members not only mix up the ice cream and twirl waffle cones hot off the iron, they also sing and interface with customers, to keep the energy high. Marlyn said they received 120 applications on-line since January.

"We didn't even advertise. If we had, we would have had to do three or even four days of auditions," said Marlyn.

However, he advises that those interested continue to apply, as they will be hiring all year long once the store is open.

They expect to hire 20 to 22 local employees.

During the Grand Opening, part of the proceeds will be donated to Habitat for Humanity of the Indian Wells Valley.

Cold Stone is located at the corner of South China Lake Boulevard and East Las Flores Avenue, in front of Home Depot.



Auditioning for a job at the new Cold Stone Creamery are Krystal Kamback, 17, left, and Belinda Ekstrom, 17, of Ridgecrest
Daily Independent photo by Linda Saholt