



COLD STONE
CREAMERY

FRANCHISEE PROFILES

Can I Buy a Vowel?

Julie Trindel – Greensboro, North Carolina

While on her journey from North Carolina to Los Angeles to compete on the very popular game show, *Wheel of Fortune*, Julie Trindel and her husband Paul made a detour to visit an ice cream store that they heard a lot about. The store, Cold Stone Creamery, had been on their minds for quite sometime but they never had the chance to visit one. Once they arrived at the Glendale, Calif. store, the couple were amazed with the ice cream and completely sold on the experience. When they returned to their hometown, they submitted an application and were awarded the first Cold Stone Creamery store in the Carolinas and one of the very first on the east coast. Their first Cold Stone Creamery visit took place in August 1999; they were owners by November. Since that time the couple has been named area developers for the states of North and South Carolina. They have 52 stores open under their direction and master franchisee rights. In total Julie and Paul personally own five Cold Stone Creamery locations. In case you were wondering...yes, Julie made it on the show and won a couple thousand dollars, but even more importantly she and Paul made the decision that summer to live out their long-awaited dream and open a Cold Stone Creamery.

Farmers to Ice Cream Family

Benevedes Family – Fresno, California

Annette and Jeff Benevedes and their four children were living life as usual in Tulare, Calif. on a farm. Jeff, a dairy and cotton farmer of 27 years had no thoughts of really ever leaving what he had known and loved best...that was until the family visited a Cold Stone Creamery. During a family trip to visit one of their sons, Joey, at Cal Poly, San Luis Obispo in the spring of 1999, they came across the most pleasant aroma they had ever smelled...freshly baked waffle cones at a nearby Cold Stone Creamery. The family went into the store and ordered some ice cream Creations. Joey was already familiar with the ice cream and had told his family about the experience numerous times, but for them it was a first. During this visit to the store, the grandmother mentioned that Annette and her husband ought to look into opening a Cold Stone in Tulare. They smiled at the idea and continued with their busy lives. A few months later, their other son Jonathon left home to go to school at UCLA—this time leaving Annette and Jeff empty nesters. The more Annette thought about Cold Stone Creamery, the more interested she became in the idea and concept. So, she put a call in to the Creamery and discussed it with the family. To her surprise, her daughter, Jennifer, and son-in-law, Scott, expressed that they too would love to be involved in the business. The family was awarded their first store in Fresno, Calif. that September. Shortly after, their son Joey finished school and also joined the family business. Now Joey, Jennifer and Scott own five stores collectively in the Fresno area and have found the true cream of the crop. The family has also simultaneously managed to successfully continue running their farm.

Corporate Wiz to Ice Cream Queen

Martha Mariscal – Phoenix, Arizona

As the first Latina in Arizona to own multiple Cold Stone Creamery stores, Martha was able to achieve her goal of becoming an entrepreneur by the time she turned 40-years-old. Born in Mexico, Martha moved with her family to the United States at the age of eight. Upon graduation from Cal State University in L.A., she began her extensive career with the McDonald's Corporation. After 18 years with McDonald's, Martha left to pursue another career where she traveled throughout Mexico and the Caribbean to build the company's international sales growth. Her work responsibilities required frequent business trips and as a mother of four children, it became difficult to leave her family behind. Thus, she was inspired to achieve her lifetime dream of "being her own boss." Without hesitation, Martha set out to purchase her first Cold Stone Creamery. Martha's business has become a true family affair. She is surrounded by the support of her husband, Gus, as well as her immediate family. Martha currently operates four stores in Arizona.