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Here's the scoop

Family buys ice cream store

By Randy Malat
Of the Emerald

Among the new faces on campus this month is the cheerful visage of Carol Walker. Carol isn't here to learn to polish her sentences, or to examine molecules or to forge art.

Her business here deals with pralines 'n cream, burgundy cherry and french vanilla. Carol is the new Baskin Robbins "franchisee." She owns and manages the ice cream store located in the EMU.

The Walkers, Carol and her husband Gary, purchased the business from Bill Gandy. Gandy operated the franchise since its beginning in 1976.

"It was available," says Carol, about their decision to purchase the business. "It's almost a one-product operation, a nice clean business. You don't have to do a lot of frying and cleaning up. That appealed to us. We felt the need to be doing something. It fits the needs of our family."

The Walkers paid a "franchise fee" to Baskin Robbins and then Carol and her daughter Heidi, 15, attended a three-week training course at the company's Burbank, Calif. headquarters to prepare for the business.

Once an elementary school teacher, and of late a homemaker, Carol Walker is joined in her enterprise by Heidi, a 10th grade student at Springfield High, Gary her husband, a faculty member in the College of Health, P.E. and Recreation and her son Derek, almost 12, who is studying for the county food handler's test.

"The new people are gonna do real nice there," says Gandy, who professed to being "a little too old to scoop ice cream."

Gandy says that the business did consistently well during his stewardship, and expects that success to continue. But times are not the best for any business, he says.

Within the Baskin Robbins family the Walker's franchise is unusual. The on-campus location makes it dependent on university community patronage, which is seasonal.

"Ice cream is a luxury," Gandy says. "A lot of times in a depression it's a reward. And Baskin Robbins is good ice cream, and when they buy it they want good stuff."

The store is sub-let from Baskin Robbins, which has a contract with the EMU. The Walkers use Baskin Robbins' products, exclu-



Photo by Erich Boekelheide

Carol Walker, the new owner of Baskin Robbins, serves one of her customers.

sively.

They don't chintz on their ingredients," Carol says. "There's real pecans in the butter pecan and black walnuts in the black walnut. The stores are very standardized. Everybody scoops a two-and one-half ounce scoop. You scoop it so it's compressed. Baskin Robbins has a theory that helps the flavor. It's not just a big wad of ice cream on top of the cone."

Gandy, an ice-cream retailer since 1965 when Eugene had five ice-cream stores, says the 16 now doing business locally are in direct competition. Whether the Baskin Robbins corporate reputation, which accounts for customer loyalty and satisfaction comparable to McDonald's, can continue to insure profits for franchises like Walker's remains to be seen.

In her new-found role, Carol, who was raised on an Iowa dairy farm and has lived in the desert of California, sees a pleasant future.

"I like the contact with students," she says. "I think it's a refreshing atmosphere."

And Heidi, who works after school and in the evenings, is happy that her family now has its own Baskin Robbins, even though "after Burbank, I don't really like ice cream so much any more. We had enough of it down there."

In 1945, Irv Robbins opened an ice cream store in Glendale, California, and offered an unheard of 21 flavors. Bert Baskin, his brother-in-law, opened store number two in 1946.

Seven years later the Carson Roberts advertising agency advised Baskin and Robbins to give customers the possibility of trying a different flavor each day of the month.

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- 8:40am - 19th & University
- 8:43am - 14th & Agate Crosswalk
- 8:45am - Covered Tennis Courts

Return:

15 minutes after morning worship service

College Sunday School: 9:00 am
Worship Service: 10:30 am
Evening Service: 6:00 pm
Wednesday: 7:00 pm

Ed Mach
Director of College Ministries
345-0341 (Church)
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