

# Ice Cream Shoppe Exercise

This exercise takes approximately 45 minutes to an hour to complete. The students have already paid for the supplies at the beginning of the class (\$10 per person). The supplies for this training session must be purchased by a Lee County EMA Employee using the County Procurement Card. Purchases must be tax exempt and must comply with all standard procedures established by the Lee County Commission and LC EMA. Copies of the receipts must be turned in to the Grants Manager or other EMA employee to be filed with the CERT/Training Fees Code 001-51700-2300 (Training & Education Services).

## **Supplies Needed** (dependant on number of participants in the class):

- Vanilla, Chocolate and Strawberry Ice Cream
- Toppings (only get what you need according to your budget and students):
  - Caramel syrup
  - Fudge syrup
  - Strawberry syrup
  - Pineapple bits
  - Sprinkles
  - Crushed Nuts
  - Whipped Cream
  - Crushed M&M's, Oreos, Reese's Pieces, etc
  - Cherries
- Disposable Bowls, plastic spoons, napkins, ice cream scoops
- Hand sanitizer

## **Instructions:**

Upon completion of the CERT Organization and Incident Command System presentation, transition to the ICS Ice Cream Shoppe presentation. Prior to beginning this exercise, cut up the different “jobs” (found on the following pages). Hand out the strips to the participants, and then begin following the script. You are telling a story and getting the students to become a part of your story via the powerpoint presentation (clicking forward to reveal new job positions). Once the positions have all been discussed, make the students, based on their jobs, get the supplies to make the ice cream sundaes. Once everyone sits down and is enjoying their dish, begin flipping through the powerpoint presentation to reveal the ICS version of the command structure they just created. The moral of the story, they’ve been doing “ICS” all their lives. This is just showing them how what they’ve been doing, day in and day out, relates to emergency response procedures and the Incident Command System.

## Storyline:

- You (the instructor) want to start up an Ice Cream Shoppe. You have an idea about what you want to do, but you need help.
- You decide that you to hire someone who can help spread the word about your business. Ask if anyone can help you with that (ie the student with the “Marketing Manager” job).
- Then you realize that you need to have someone who can ensure you minimize the risk to your employees and patrons so your insurance costs can come down. Ask for that help from the crowd (ie “Risk Manager.”
- Next, in addition to spreading the work to the public, you want to coordinate with all of the different municipalities and governments in the region to promote your business. Ask for someone who could coordinate with the difference commerce sectors (ie Chamber of Commerce Representative)
- Next, after talking to your risk manager that you hired, he/she advised that just in case you have an accident onsite, you should retain a person who is knowledgeable about civil and criminal claims. (Attorney)
- Now that you have your key staff in place, you need to hire people to manage certain aspects of the day to day operations of the business. You decide you need to hire managers to carry on the responsibilities of managing business continuity, front of the house operations, supply chain management and administrative duties. (Business Continuity, Front Line, Supply and Office Managers).
- Next, ask the business continuity manager to read off their job description, and ask them what kind of employees they would need to maintain the continuity of business. If they struggle, ask the others if there is anyone out there that, according to their job descriptions, would be beneficial to the business continuity manager. (Recipe Keeper, New Creations Developer and Trend Analysis Specialist).

- Next, ask the front line manager to read their job description, and ask what kind of people he/she would need in order to service the customers coming in to the shop. Help them along if needed (Taste Tester, Ice Cream Sundae Creation Engineer, Maintenance Worker, Custodian).
- Next, ask the Supply Manager to read their job description, and ask what positions he/she might need to maintain the proper amount of supplies on hand to keep the store running smoothly. (Perishable and Non-perishable supply personnel, and Maintenance supply).
- Finally, ask the Office Manager to read their job description, and ask what he/she thinks they need in order to run the business from an administrative point of view. (Compensation Specialist, Accountant, HR Specialist).
- Now that everyone has had a turn and the “Ice Cream Shoppe” org chart has been unveiled, you can let them make the ice cream sundaes. After everyone is eating, tell them that this is the civilian example of how first responders and emergency management workers utilize the incident command system to respond to and manage incidents of all shapes and sizes. Then proceed through the powerpoint slides by showing how each Ice Cream Shoppe position correlates over to the incident command system organizational chart.

Ask if they have any questions, and then you’re done!  
(oh, don’t forget to clean up!)

## ICS Bar Jobs Equation

Shoppe Owner	Command	IC
Marketing Manager:	Command	PIO
Risk Manager:	Command	Safety
Chamber of Commerce Representative:	Command	Liaison
Business Continuity Manager:	Planning	Planning Section Chief
Front Line Manager:	Operations	Operations Section Chief
Supply Manager:	Logistics	Logistics Section Chief
Office Manager:	Finance/Admin	Finance/Admin Section Chief
Recipe Keeper:	Planning	Documentation Unit
Taste Testers:	Operations	Single Unit Resource
New Creations Developer:	Planning	Situation Unit
Ice Cream Sundae Creation Specialist:	Operations	Single Unit Resource
Maintenance Worker:	Operations	Single Unit Resource
Custodian:	Operations	Single Unit Resource
Perishable Supply:	Logistics	Supply Unit
Non-Perishable Supply:	Logistics	Supply Unit
Maintenance Supply:	Logistics	Supply Unit
Trend Analysis Specialist:	Planning	Situation Unit
Compensation Specialist:	Admin/Finance	Compensation Claims Unit
Accountant:	Admin/Finance	Cost/Procurement Unit
HR Specialist:	Admin/Finance	Time Unit
Attorney:	Command	Technical Specialist

**Marketing Manager:** Responsible for public outreach, marketing the store, and working with media to purchase commercial air time

**Risk Manager:** Responsible for the shoppe's compliance with local, state and federal health codes, as well as identifying and reducing safety hazards on store grounds

**Chamber of Commerce Representative:** Responsible for working with community and government partners on the ICS Bar's image, relationships and responsibilities

**Business Continuity Manager:** Responsible for managing the shoppe's planning, record keeping, business continuity and future expansion

**Front Line Manager:** Responsible for managing the difference staff functions that work the counter and other aspects of the shoppe

**Supply Manager:** Responsible for the different functions/personnel relating to supplies needed for the shoppe

**Office Manager:** Responsible for managing all functions related to administration and finances of the shoppe

**Recipe Keeper:** Responsible for documenting the recipes used by the store

**Taste Testers:** Responsible for tasting the new ingredients and recipes

**New Creations Developer:** Responsible for developing new flavor creations for the shoppe

**Ice Cream Sundae Creation Specialist:** Responsible for making the sundaes for customers

**Maintenance Worker:** Responsible for the upkeep and maintenance of shoppe equipment

**Custodian:** Responsible for general cleaning of the shoppe

**Perishable Supply:** Responsible for maintaining appropriate levels of ingredients

**Non-Perishable Supply:** Responsible for maintaining appropriate levels of food-related non-perishable items

**Maintenance Supply:** Responsible for maintaining appropriate levels of all non-food related supplies

**Trend Analysis Specialist:** Responsible for maintaining records of consumer trends within the shoppe

**Compensation Specialist:** Responsible for compensations of all claims against the shoppe

**Accountant:** Responsible for purchasing and reconciling the books

**HR Specialist:** Responsible for personnel-related items such as benefits, schedules and policies

**Attorney:** Hired legal adviser for the shoppe