

# Business: A Force for Good

By: Layna Wry

My entire childhood, my family and I grew up going to Olsen's Ice Cream in Chippewa Falls Wisconsin, whether it was for a celebration or if I just needed a little bit of cheering up. I remember walking into the ice cream shop with a huge smile on my face. There were always so many flavors to choose from, but I always stuck with the classic Bubblegum. The staff was always so friendly and helpful. If people ever came to visit my hometown, they always made sure to stop into the little ice cream shop because of how good it was. Many people say that Olsen's Ice Cream is their favorite and that they go there all throughout the summer. The cold, sweet taste of ice cream in the summer can comfort, embolden, and even just make people find a sort of joy in life!

It all started with Albert J. Olson in 1923. He and his partner began making their homemade ice cream at Knapp Dairy in Knapp, Wisconsin. In 1944, Albert moved his family to Chippewa Falls and began making ice cream and processing milk at Olson's Creamland Dairy. Then they stopped bottling milk all together in 1975. They started to perfect their ice cream recipe and made it their goal to use only fresh dairy products and no powders or fillers. But then, in 2007, the Olsons' sold their legacy to the Hunt family. And now, in 2024, Olson's is still up and running, with business booming more than ever. Thanks to Olson's Ice Cream, there are long lines waiting to get a taste of the ice cream and it keeps downtown looking lively and full of life.

Recently, the Hunts have added another location in Eau Claire, and it is going just as well as the original. Through the summer, Olson's has been a very popular hangout spot, and now that there are multiple locations, it is easier for people to get the delicious ice cream that they love. By having more than one location, Olson's has the ability to grow in the ice cream business and

help more people by making more money to donate. It also gives them the ability to hire more people and give them jobs or options to work. When preparing to build this new building, Jeremy Hunt made a fun contest to participate in. If you could guess exactly where the new location would be, you would win up to twelve months of free ice cream. This allowed the public to be part of Olson's new mission. "Olson's Ice Cream had been planning to add a location in Eau Claire since the 80s', and we are excited to finally make that happen," exclaimed Jeremy Hunt, the co-owner and general owner. Growing the business has really helped Olson's so far, and everybody can't wait to see them grow more.

All of Olson's flavors are home made and made with high quality ingredients. They also have many low-fat and gluten free options. With over 250 flavor options, they are loved by many. They have been a loved, family-owned business since 1944. Not only this, but Olson's once donated nearly \$1,000 to Hope Gospel Mission, which is a Christian second hand store. It was all thanks to their "Scoop of Hope" fundraiser. They also cater food for many school, public, and social events. They have amazing deals for catering at events, and you can have up to five flavors of ice cream, and they will bring it to your event. As you can see, Olson's Ice Cream is very involved in our community as well as charity organizations that make a large impact on the people in our community.

Speaking of full of life, Olson's celebrated their 75th anniversary by giving out free trolley rides to the public. They also sponsor many youth sports teams; for example, the Olson's Ice Cream Clippers baseball team. The Chippewa Valley Airshow and the Northern Wisconsin State Fair are also sponsored by Olson's. Not only does Olson's sell their famous ice cream, but they also sell homemade popcorn as well as some food items. Another great thing about Olson's is that they hire people as young as fourteen years old! Many places don't hire until sixteen years

of age or older. They offer jobs to people who want to get a head start in life but don't know how to do it easily. Because of all the people from our community who go to Olson's, by working there, you could meet so many new people and create new relationships. You would also have witnessed different scenarios and experiences.

In the end, though, Olson's is not just a place to eat, it is a workplace, a charitable company, a joy giver, and a family's dream being carried on every single day. The Olson family worked extremely hard to build their ice cream industry to where it is today, and I think it would make them so happy if they knew what it grew into today. Many people and companies have been helped out and benefitted by Olson's Ice Cream in the local community of the Chippewa Falls Valley.. Helping people is a huge goal of theirs. It brings people happiness on the saddest of days and love when you feel unloved. And most importantly, if you scream and I scream, we all get Olsen's Ice Cream!

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