



Philadelphia on September 16, 1992, the weekend of the Plano Balloon Festival, he looked up at the balloons and immediately decided to contact Plano Balloon Festival Director Jo Via to launch his new business. Since then he has won every ice cream award presented!

Going first to the Chamber of Commerce and then trade marking his logo, "Ice Cream makes you pretty", Gentry's sales plan was to ask restaurant chefs what they wanted. This tactic along with super salesmanship plus the highest possible butter fat (over 16%) content in his ice cream although it is more expensive to do this has contributed to his success in serving approximately 500 restaurants and all five distributors in the Dallas area.

Stating that "There's no such thing as global warming", Gentry opined that sales were even for last year; that restaurants are still very busy; and that success is in selling. Then turning to his audience he asked, "Do you have any burning questions about ice cream?"

YES, THEY DID! Members might now know more than they ever wanted to about ice cream.

As might have been expected, the first question was "What is your favorite part of the job? Tasting?" to which without any hesitation what so ever, Henry answered "Going to the bank!"

He reminded members that his first contract was with this hotel, formerly the Harvey Hotel when former Mayor and member, John Longstreet was Manager.

In answer to how he got started in Philadelphia, Gentry said his father had lost his job so they sold their home and together started an ice cream business. One question that was never asked was why he decided to come to Plano.

In answer to the question "Is Greek Island Restaurant a customer?" he said he really didn't know but he always encourages people to ask who makes the ice cream a restaurant is serving because it can be good



publicity for him.

Gentry said that he was able to steal all of the Mexican restaurants from Blue Bell with the cinnamon flavor; he buys the best cinnamon from China at \$20 per lb. And he uses Mexican vanilla and some Bavarian vanilla now. The most expensive ice cream he ever made was flavored with Grand Marnier but it was just for parties and not sold over the counter. The Dallas Convention Center once ordered Double Mango when cost was no object for that event.

Overlooking the question, "Who is most beautiful, West or East Plano?" in answer to "Do your cows sing?" Gentry said he lets Schepps Dairy milk the cows. Then in response to "Does it matter what cow gives the milk?" he replied that Jersey cows say they do but Wisconsin cows challenge that claim.

As evidence of recent price scalping, he held up two ice cream containers, one a half gallon from Byerers in Bakersfield, California sporting the words, GO TEXAS; he warned ice cream connoisseurs that stores are ripping off customers by 18%, selling 14 oz. of Byerers for the same price they formerly charged for 16 oz. containers.



Blue Bell, however, has stayed true with ½ half gallon containers. Along the same line, Gentry warned that ice cream that melts faster contains more air. He advised that Haagen Daz is more dense, heavier, and a good value.

To the final question "At what temperature is it best to keep ice cream at home?", he advised "-10 degrees and scoop at plus ten degrees but better yet, let professionals do it."

Indefatigable, Henry Gentry is still trying to get the U.S. to issue a stamp about Ice cream. It would be less than fair if his generosity in providing ice cream for everyone's dessert was not acknowledged. How sad that "the ~~Sainted Editor~~" was not there to enjoy Gentry's largess, his favorite flavor being cinnamon.

VP Shanklin, whose favorite flavor is Girl Scout Mint, which Byerers' falsely claims they invented, mumbled about ice cream on the podium and called on Rutledge Haggard to make an announcement

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