



Young's

Jersey Dairy

#1 for Family Fun!

Yellow Springs, Ohio

www.youngsdairy.com

Young's History





Evolution and Revolution at Young's

Farm 1869-1958

Farm Market 1958-1960

More Farm Market 1960-1988

Family Entertainment 1989 - now

The Story of Fred







Young's is an Idea – a 'State of Mind'

We Create Fun for Our Customers

Uncommon Sense Makes Sense

- **Udders & Putters**
 - Miniature Golf, Driving Range, Batting Cage, Cowvin's Fast Slide
- **Picnics/Catering – Fastest Growing Part of Young's**
 - Packaging together the Experience!
- **Cowvin's Corny Maze**
- **Feed the Goats – Petting Area**
- **Haunted Wagon Rides**
- **Pick Your Own Pumpkins**

Making Cents at Young's

- The Dairy Store
- The Golden Jersey Inn
- Gift Shop
- The Farm
- Ice Cream & Bakery Production
- Choose & Cut Christmas Trees



Farm Events = Fun & Free Press!

- **27th Easter Egg Hunt**
- **14th A Wool Gathering**
- **33rd Fall Farm Pumpkin Festival**
- **140th Birthday Party**
- **7th Young's Ice Cream Bike Tour**
- **8th Vintage Truck Show**
- **2nd Truck Touch**
- **3rd Alzheimer's Walk**

Young's -- Three Levels

Place

A farm. Restaurants. Miniature Golf. Goats.

Product

Ice Cream. fun. food. Education. Relaxation.

People

MAKE IT ALL HAPPEN





Over One Million!

Peak at 320

140% vs. 40%



**It's Showtime!
All the
Time! Train &**

Who Are We?



We Create Fun for Our Customers by Delivering the Best Service, Everyday, with the Finest in Quality Products in a Clean, Safe, and Entertaining Place

Young's Will Be the Best Family Destination in the Miami Valley

Every Guest Leaves Delighted!

WHAT ABOUT TODAY?

- Economy?
- Gas prices?
- Stock Market?
- Jobs?
- Congress & Politicians?
- Do you think your Guest is worried about these things?

Every Guest Leaves Delighted!

What's Next for Young's?

- Young's Farmstead Cheese
- Kiddie Korral



How Do I Know?

- Ask everybody!
 - Customers
 - Staff
 - Learn to listen ‘between the lines’
- Google®, Visit, Seminars, Conferences!
- Write down the ideas & suggestions
 - Common themes



Create Your Own!

- Figure out what makes sense for you
 - Resources
 - Time
 - What fits, or ‘feels’ the best
- Create a plan
 - Perceived value!
 - Keep it simple
 - Expected results



Implement & Review

- Do it!
- Add value & charge for it!
- Monitor results
 - Be ready to change quickly
 - But not too quickly!
- Small trials
- Build on your success



If You Can See It, If You
Believe It, It Can Happen.

Only If You
Make It Happen.

**“If you don’t like change,
you’re going to like irrelevance
even less.”** —General Eric Shinseki, Chief of Staff,
U. S. Army

Thank You!



Every Guest Leaves Delighted!