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Make Ice When the Temps Drop

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One way to grow your customer base is to delight your customers in surprising ways. Well, Milaeger's in Racine, Wisconsin, is doing just that. Thanks to a surplus of bone-chilling temperatures, Milaeger's has made an outdoor ice rink at their store.

Specifically, the rink is in their rose lot, which provided a smooth concrete surface to make ice on. A little framing, a little gravel, some hay bales, a big sheet of plastic—and plenty of cold temps—and voila, an ice rink was formed. It's open whenever the store is open. Of course, rink users are welcome to go inside the greenhouse where there are benches to swap skates on and off, maybe warm up a bit. The response was so great to the first ice rink, Milaeger's ended up opening a second one at the Sturtevant location, too.

The skating rink is not only a delight—it's free! How do you plan on delighting your customers in surprising ways in 2017? Let us know by emailing me at ewells@ballpublishing.com. **GP**