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Nancy Crowe serves ice cream treats to area kids out of her bus. (Photo by Jamie Rand)

CREAM KING INC.



KEEPING A COOL ICON ALIVE

BY JAMIE RAND

WHILE many American icons from the past several decades are now just nostalgic memories, Nancy Crowe is keeping a childhood favorite alive.

Crowe, of Maple Park, has spent her last couple of summers selling ice cream to overjoyed children in the DeKalb area. She runs her own ice cream truck business, Cream King Inc. This

was a business venture that she and her husband decided would be good for this area because the communities lack a mobile ice cream vendor.

Crowe worked for an ice cream truck business about 14 years ago while attending college. A couple of years ago, Crowe and her husband bought a mini-school bus from a business in Chicago. After the purchase, the couple painted the bus and installed

the equipment necessary to deliver frozen goods, including a stereo system with a 52-song playlist.

"I was a corporate travel agent until I had my son, Bevin, 19 months ago, and I wanted to spend time with him. This was a way for me to work and have time for him," said Crowe.

Crowe drives her truck to many surrounding communities including, DeKalb, Sycamore, Rochelle, Cortland, Maple Park, Elburn and

St. Charles. Crowe was required to have a permit in order to operate her ice cream truck. Officials from each community conducted a background check before granting her a permit.

Every Thursday and at least one day during the weekend Crowe can be found cruising her truck through Rochelle. She sells Popsicle, Klondike, and Good Humor products, and her prices range from \$.75 to \$2.25.