



**Cindy Dwyer**  
**FROYOS**  
6391 Carlisle Pike  
Mechanicsburg, PA  
Cumberland County  
<http://froyosplace.com/>

**“Think long and hard. Be realistic and question how passionate you are. Make sure you do your research. Be sure to find a good CPA, lawyer, and go to the SBDC.”**  
- Cindy Dwyer

**Industry:** Specialty Eateries  
**Year Founded:** April 2013

**SBDC Assistance:** Research Assistance, Business Plan, Financial Planning, “Starting a Small Business” Seminar



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## Your Frozen Yogurt Destination

When some people retire they tend to go off to Florida or another tropical place, but Cindy Dwyer isn't just "some" person. When Cindy decided she was going to be retiring after 31 years of service as a Colonel in the Army, her long-standing dream of becoming an entrepreneur began looking like a possibility. She began by doing initial research on the internet, checking out franchises and how to start a business. That is when she stumbled upon a site that directed her to the SBDC.

Cindy wasn't exactly sure of what kind of business she wanted to open, just that she wanted to be her own boss and work with people. At first she worked with the SBDC to explore opening a spa, but after researching it in some detail and talking to current spa owners, she decided against that. Then, when attending a training program at Fort Meade, she and some fellow officers went out for dessert at a self-serve frozen yogurt place and it clicked. When she returned, she again contacted the SBDC to start up with her new plan. With the help of SBDC Business Consultant, Robin Burtner, Cindy was able to make it happen.

FROYOS, the frozen yogurt place, officially opened its doors on April 6<sup>th</sup>, 2013. Now you may be thinking this is just another typical frozen yogurt place - but it is not! Cindy takes pride in their unmatched quality of frozen yogurt. She explains that instead of using an ice cream machine, they use machines that are specifically for frozen yogurt. This is just one of many things that sets FROYOS apart from competitors. FROYOS offers at least 14 base flavors all the time and has the capacity to create 120 different flavors. They offer over 60 toppings including fruit, nuts, candy, and syrup to compliment and add a personal touch to each frozen treat.

FROYOS is a family-based business and very community oriented. They offer a 10% military discount, and 10% of revenues from the first Friday of every month is donated to Pennsylvania Wounded Warriors. Cindy also makes sure to keep an active and heavy presence on social media pages. For instance, Cindy will be posting 3 flavors on the FROYOS Facebook page, and fans are to vote on which they would like to have. The winning flavor will be the new flavor to start off fall.

One of Cindy's biggest challenges has been to continually distinguish FROYOS from the competition. "You have to constantly be thinking of new and innovative ways to separate yourself," said Cindy. FROYOS has grown to 11 part-time employees. Cindy hopes to expand the business and become the regional frozen yogurt destination of choice. For future business owners out there, Cindy has some simple advice, "Think long and hard. Be realistic and question how passionate you are. Make sure you do your research. Be sure to find a good CPA, lawyer, and go to the SBDC." That's not all from FROYOS, they have some secret plans for the near future, so stay tuned.