

Directions: Use the table below to generate ideas for your Multi-Genre Research Project. First, pick three **people, places, and things** that you might be interested in, related to your main topic. Put one in each box. Then, list some things that you **know** about the topic. Finally, generate some **questions** about the topic.

Overall (Umbrella) Topic: Ben and Jerry's Ice Cream

People	Places	Things
<p>Topic 1: Ben Cohen</p> <p>What I know: Nothing—He opened Ben and Jerry's Ice Cream</p> <p>Questions I have: Who was he? Where did he come up with the idea for Ben and Jerry's? Where did he grow up? How did he meet Jerry?</p>	<p>Topic 4: Burlington, Vermont</p> <p>What I know: Original Ben and Jerry's Location</p> <p>Questions I have: Why did they pick Vermont? How did they decide on this town?</p>	<p>Topic 7: Vermonster Bucket</p> <p>What I know: Original Sundae from Ben and Jerry</p> <p>Questions I have: What is this? Why is it a bucket of a sundae? What goes into this huge sundae?</p>
<p>Topic 2: Jerry Greenfield</p> <p>What I know: Nothing—He opened Ben and Jerry's Ice Cream</p> <p>Questions I have: Who was he? Where did he come up with the idea for Ben and Jerry's? Where did he grow up? How did he meet Ben?</p>	<p>Topic 5: Waterbury, Vermont</p> <p>What I know: Where Ben and Jerry's is produced now</p> <p>Questions I have: Was it financially beneficial to have their factory here? Why did they pick Waterbury? Is this close to their original location?</p>	<p>Topic 8: Free Cone Day</p> <p>What I know: A day where Ben and Jerry's offers free ice cream.</p> <p>Questions I have: What day is free cone day? Does every location participate? How do they choose the day to offer it? What advertising do they do?</p>
<p>Topic 6: Jostein Solheim</p> <p>What I know: He is the current CEO of Ben and Jerry's.</p> <p>Questions I have: How did he start with the company? How did they pick him to be CEO?</p>	<p>Topic 6: South Burlington, Vermont</p> <p>What I know: Where their headquarters is currently located.</p> <p>Questions I have: Is this connected to Burlington, Vermont? Why did they keep their location in Vermont and not move somewhere larger? Is there a benefit to being in Vermont for the company?</p>	<p>Topic 9: Ice Cream Recipe</p> <p>What I know: Their ice cream is really good.</p> <p>Questions I have: What is the recipe for Ben and Jerry's ice cream? How did they come up with it? Has it changed since they first began? Do they have to adjust it to make it in large quantities?</p>