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## New Meadows location serves special purpose

July 24, 2010 - By Walt Frank, wfrank@altoonamirror.com

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DUNCANSVILLE - Meadows Frozen Custard, which started with its stand at the Meadows intersection 60 years ago, now numbers 19 locations.

However, the Meadows that opened earlier this month near the Harrisburg suburb of Enola is special.

The franchise is being operated by a staff and volunteers from the nonprofit Kallan's Klan, named in honor of Kallan Hammaker. Kallan was diagnosed in March 2003 with a malignant brain tumor and died on Easter Sunday 2007 at the age of 7.

After her diagnosis, her family members began actively raising money for pediatric cancer research. They raised more than \$29,000 for Relay For Life through their team Kallan's Klan.

About two years ago Scott Hammaker, Kallan's father, started looking for a business he could run and donate its profits to charity.

He said a neighbor suggested Meadows, so he contacted Dick Meadows, president of J.V. Meadows and Sons Inc., which operates the original Meadows, and Steve Gardner, co-owner of Meadows Franchise Systems.

"We went with Meadows because it had the hometown feel we were looking for," Hammaker said.

Gardner agreed to waive the \$25,000 franchise fee and donate it to pediatric cancer research.

"We thought it was a good cause, and we wanted to help them out. It is also good for Meadows from a business standpoint," Gardner said. "We want people to know we are not just out to make as much money as we can. We wanted to help Scott's organization."

"We thought it was the least we could do to help them with their cause," Meadows said.

In the few weeks it has been open, Hammaker said business has been very good.

"The crowds have been incredible," he said. "It has not let up since we opened."

Others also have helped get the custard stand up and running. Hammaker, with the Meadows' help, was able to purchase the frozen custard machine from the manufacturer, Stoelting Inc., at half price.

In addition, the owner of the building where the business is located is giving Hammaker use of the building rent-free for the first six months.

Hammaker, who said he would like to open a second Meadows franchise, has big plans.



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Courtesy photo  
 This new branch of Meadows Frozen Custard, which opened recently near Harrisburg, is operated by staff and volunteers

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"We have pledged \$300,000 to help build a playroom at the Penn State Milton S. Hershey Medical Center. When Kallan was sick she spent a lot of time in the hospital's playroom," Hammaker said. "We also have pledged \$100,000 to Memorial Sloan-Kettering in New York City, one of the largest cancer centers in the world."

Hammaker said he is seeing customers from the Altoona area.

"It seems like half of my customers grew up in the Altoona area," Hammaker said. "I have had people stop in and said they went to school with Dick Meadows."

Mirror Staff Writer Walt Frank is at 946-7467.

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