



The Ice Cream Man

President—Julia Reynolds

Success Magazine: Julia how did you get started in the ice cream business?

Julia Reynolds: I started as a regular customer looking for a part-time job to supplement my income. Nancy Schneider, the previous owner, offered me a job. From there, I eventually became the retail manager. After four years, I was looking for something more and Nancy was looking to move on also. The timing worked out perfectly and I purchased the business in 2001.

SM: What did you learn from the previous owner?

JR: I learned that you have to keep your business fresh and new. You also have to diversify. She added the soft ice cream and ice cream cakes and I added the deli. This has proven to be a valuable lesson.

SM: As a new entrepreneur, what characteristics have been most paramount to your success?

JR: A great work ethic. I put in a lot of hours! I am also willing to listen to my customers and staff for new ideas, and appreciate constructive criticism.

SM: Why has your business done well in this weak economy?

JR: I believe that no matter what the situation, people will still treat themselves to some degree. Spending \$2.50 for a cone makes a lot more sense

than going out for an expensive dinner in this economy.

SM: I tasted your vanilla soft ice cream and it was delicious. What makes your ice cream so delectable?

JR: We are very particular about our ingredients. We use the best we can find. Also, our soft vanilla is custard which is thicker, richer, and creamer.

SM: What other products and food do you offer?

JR: We offer baked pies, ice cream cakes, and fantastic deli sandwiches.

SM: What do you specialize in during the colder months?

JR: Sandwiches and ice cream cakes—everyone has a birthday, and who doesn't love ice cream cake?

SM: What future plans do you have for "The Ice Cream Man?"

JR: I am always striving to be bigger and better. I have a dream of expansion, but for now, we are expanding our offsite events.

SM: Your success is inspirational for other individuals. What advice can you give someone who is trying to start a new business?

JR: Do something you like because you will work hard to achieve success.



*Extraordinary Homemade
Premium Ice Cream
In Distinctive Flavors*

417 State Route 29 - Greenwich, New York 12834 - (518) 692-8382

