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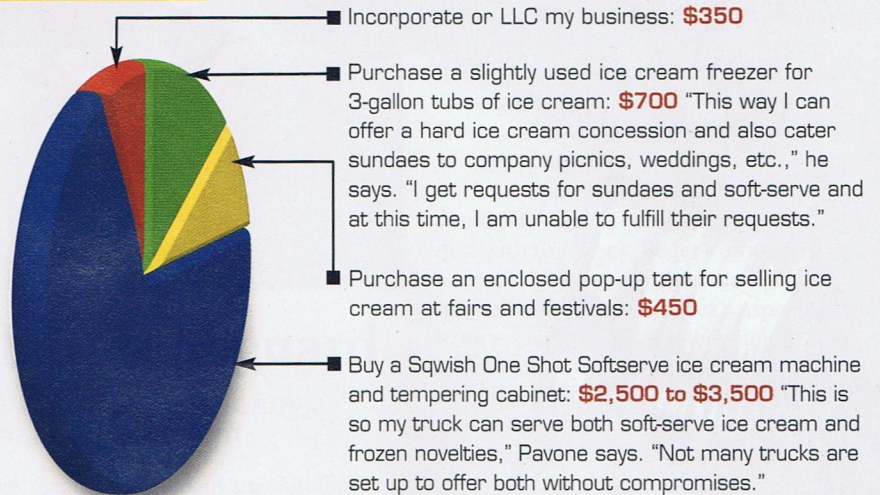
# money+department



## Bill Pavone, Chilly Billy's Ice Cream Truck

IN 2006, Buffalo, N.Y., electrician Bill Pavone bought a truck on eBay, loaded it up with Good Humor novelties and fulfilled his lifelong dream of becoming an ice cream man. Besides roaming neighborhoods in upstate New York, he also caters parties and corporate events using a refrigerated pushcart. His bigger dream? A scoop shop to call his own, with his own Chilly Billy branded ice cream. —Jason Daley

### IF I HAD \$5,000:



### IF I HAD \$10,000:

"I'd purchase a slightly used concession trailer," Pavone says. "Hopefully, I can place a deposit down and finance the balance."

### IF MONEY WAS NO OBJECT:

"I would love to operate two retail ice cream parlors, making my own homemade ice cream with manufacturing capabilities so I can wholesale branded ice cream to other regional retailers," he says. "I would like four to six ice cream trucks selling novelty and soft-serve products along with my own branded products. These trucks can serve as mobile billboards and be the 'spokesman' for Chilly Billy's. Being able to serve at festivals and carnivals and other events will always be a part of this diversification."