



Meet Will Rice, owner of Classic Cuts Barber Shop...

1. Describe Your Business:

As the name suggests, Classic Cuts is a barber shop in downtown Watkins Glen that offers men's haircuts, children's haircuts, and shaves. Classic Cuts is open 9am-6pm Wednesday through Saturday.

2. Tell us your story:

Will started out as working as a cook for several years. "I was bouncing around to a bunch of different jobs, and my grandfather convinced me to become a barber," Will explained. His family has owned a barber shop in Ithaca for over 40 years. "It was a really great opportunity for me to expand my horizons."

Will has now been working as a barber for a little over nine years. Part of what he enjoys about the work is getting to talk to people. When it came time to expand again, Will looked to

Watkins Glen. "I was looking for a space to expand my experience in the business. My brother has lived in the area his entire life, and he told me that Watkins Glen was in need of a barber shop," Will said. "I figured I would bring a nice classical barber shop feel to this town. It's a very classy town, and I wanted to be able to bring my experience in hair cutting to this town because I saw there was a need for it."

3. What has helped you succeed and gain experience?

Will says that what has helped him succeed is being available for people. "It is in opening your door up to let people just come to you," he explained. "That's been the real success. A lot of people close themselves off, and I think just being open and willing to speak to people about whatever they want to talk about has been the best success that I have had."

4. What inspires you?

"There is a lot to what inspires me," Will said. "I think just hearing people being positive and overcoming the stresses in their lives to keep chugging forward is something that inspires me to keep at it in my own line of work. People come to see me to feel good, to look good, and to go out and have the confidence to tackle the world outside of this door. That's rewarding in itself. Giving people confidence inspires me to come to work every day."

5. What keeps you up at night? What are your challenges?

"I guess the biggest challenge would be trying to find more time to be here," Will explained. "It never seems like there is enough time. I am getting to a point here trying to create more hours here keeps me up at night and trying to figure out how to be more available to people. We're closed three days a week right now, and I'd like to change that to make it more available to everybody. I still work in Ithaca a lot at my family's barber shop, so it's hard running my own and still working there."

6. What is your favorite local activity?

Will loves the Vintage Grand Prix Festival. "I think that is a really special thing the town does. I've never seen anything like that," Will said. "I think that is the type of thing that makes Watkins Glen special and stand out from a lot of other small towns in the area."

Classic Cuts Barber Shop • (607) 279-7948 • 103 Third Street, Watkins Glen, NY 14891