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2013**

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# Words from the sponsor

## Raising a granddaughter is a lot like growing a business

I have lived in Western New York my entire life. I am very fortunate to have a wonderful wife, two successful children and now a 16-month-old granddaughter named Sophia.

I am so proud of my granddaughter. I want her to be happy, healthy and successful. As a typical grandfather, I am sensitive to anyone directing a hint of criticism toward her. And I hope someday she will have a happy family of her own.

It seems to me that my granddaughter has needs that are very similar to those of a privately owned business. Both start very small and fragile. As they develop, both need to be nurtured. Skills and abilities require development and their current and future challenges call for planning and structure.

Without an effective support system, the business and our children will both face disappointment and eventual fail-



**DOPKINS & CO. LLP**

Thomas Emmerling

### Dopkins & Co. LLP

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ure. But a healthy company, or a child supported by people who care, will produce benefits far beyond the current day.

The professionals at Dopkins & Co. LLP work with many of our Top WNY Privately Held Businesses. We also work with many businesses that are not yet large enough to make this list.

Regardless of their size, privately held companies need the commitment of our community. These businesses need a support system in today's global and competitive marketplace.

We have an obligation to ourselves and to our families to provide an environment where these companies can be organized, learn, grow and mature. It is clear that when they succeed, we become a stronger community and a better place to live.

So congratulations to the owners of the Top Privately Owned Companies in Western New York. Our community is depending on your continuing success.

Thomas Emmerling is managing partner of Dopkins & Co. LLP, Amherst.

## our values



**Integrity**



**Respect**



**Learning**

# CURBELL

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Headquartered in Orchard Park, NY, Curbell, Inc. is a privately held company committed to Western New York and our community for over 70 years. Curbell operates two distinct companies: Curbell Plastics and Curbell Medical.

**Curbell Plastics** is one of the nation's premier suppliers of plastic materials. With locations all across the country, our employees thrive on developing and implementing innovative approaches for their customers and delight in finding new ways to go beyond expectations.

**Curbell Medical** is a leading medical device manufacturer specializing in signaling devices and related accessories ranging from Nurse Call system pillow speakers to ECG cables and lead wires. An entrepreneurial spirit permeates all that we do. Whether creating new products, customizing solutions for a specific customer, or supplying parts from systems created decades ago, we specialize in making life easier for our customers.

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## The 2013 Top Private Companies

The CEOs and executive staffs of the 2013 Western New York Top Private Companies were honored Nov. 14 at the Buffalo Museum of Science. The complete listing of Top Private Companies appears on Pages 4, 6, 8 and 10. Business First Research Director Jerry Rott prepared those pages.

Company Name ..... Rank	Company Name ..... Rank	Company Name ..... Rank
<b>A</b>	<b>G</b>	<b>R</b>
Aero Instruments & Avionics Inc.....46	G & G Fitness Equipment Inc..41	Picone Construction Corp.....59
Anastasi Trucking & Paving Co.....61	Gary Pool Sales & Service Inc...71	Prince Rubber & Plastics Co. Inc.....63
Appliance Associates of Buffalo Inc. d/b/a Artisan Kitchens and Baths.....58	Glauber Equipment Corp.....53	
Audubon Machinery Corp.....68	GenTech Scientific Inc.....67	<b>R</b>
Avalon Document Services.....72		R.E. Kelley Inc.....49
	<b>I</b>	Realty USA.com Inc.....9
<b>B</b>	Integrity Distribution Inc.....45	Rich Products Corp.....1
BCB International Inc.....47	Intertech Digital Entertainment Inc.....22	Ronco Communications .....15
Buffalo Filter.....57		Russell Bond & Co. Inc.....73
Buffalo Hospital Supply Co. Inc.....53	<b>H</b>	
Buffalo Hotel Supply Co. Inc.....38	The Hamster Group Inc.....19	<b>S</b>
	<b>J</b>	Safespan Platform Systems Inc.....44
<b>C</b>	Jack Hunt Coin Broker.....3	Safetec of America Inc.....62
Calamar.....27	Jiffy-tite.....24	Seal & Design Inc.....35
Cannon Design.....6		Sealing Devices Inc.....20
Cook Moving Systems Inc.....65	<b>L</b>	Sevenson Environmental Services Inc.....5
Curbell Inc.....7	Lawley Insurance.....21	SJB/Empire Geo Services Inc..60
	The L.C. Whitford Co. Inc.....23	SKM Group.....56
<b>D</b>	Lehigh Construction Group Inc.....34	Stampede Presentation Products Inc.....8
DiVita Group of Cos.....48	Logistic Dynamics Inc.....28	Stovroff & Taylor Realtors.....26
Dunn Tire LLC.....11	LoVullo Associates Inc.....31	Stovroff & Taylor Travel Ltd.....37
Durham Cos. Inc.....50	LPCiminelli Inc.....2	Superior Lubricants Co. Inc....16
	<b>M</b>	
<b>E</b>	M.J. Peterson Corp.....17	<b>T</b>
E.D. Farrell Co. Inc.....70	Manitoba Corp.....14	Tapecon Inc.....51
Eastman Machine Co.....32	Marrano/Marc Equity Corp.....36	TxMQ Inc.....74
Eaton Office Supply Co. Inc.....30	Mazza Mechanical Services Inc.....55	
EGW Personnel Staffing.....64	Millington Lockwood Business Interiors.....40	<b>U</b>
Employer Services Corp.....4		Upstate Pharmacy Ltd.....29
Erie and Niagara Insurance Association.....18	<b>N</b>	
Essex Homes of WNY Inc.....66	Natale Builders.....69	<b>V</b>
	<b>P</b>	VoIP Supply LLC.....42
<b>F</b>	Pella Windows and Doors.....54	Volland Electric Equipment Corp.....52
Ferguson Electric.....13	Perry's Ice Cream Co. Inc.....12	
Flexo Transparent Inc.....39		<b>W</b>
Forbes Capretto Homes.....43		Wendel.....25
		William S. Hein & Co. Inc.....33

## Dopkins & Co. LLP team

Business First, Bank of America Merrill Lynch and the Hyatt Regency Buffalo thank the staff at Dopkins & Co. LLP for their diligence in compiling and verifying the 2013 list of Top Private Companies.

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# Paper trail

## Avalon Document pledges customer service

JIM COURNEY | BUSINESS FIRST | BUFFALO2PHOTOS.COM



JP Midgley worked his way up to CEO of the company, which evolved from a three-person copy center to having a large staff in five cities.

BY JANE SCHMITT | jschmitt@bizjournals.com

**“W**e get the job done every time.” That simple, direct statement by Avalon Document Services speaks volumes about what customers have come to expect from this 13-year-old business. CEO JP Midgley said he and his team wouldn’t settle for anything less.

“Not only is pickup and delivery of projects always free, but we never charge extra for same-day or overnight service,” he said. “We quality-check every page of what we do and, on top of all of that, every project we do is delivered with a freshly baked bag of cookies that we bake right in our office throughout the day.”

Mergers and acquisitions have been part of the growth plan at Avalon, which offers litigation support services for the legal community and bid management services for the design/build sector.

It also does printing, copying and document management for companies of vari-

ous sizes and industries.

“We have two unique phrases (we follow) at Avalon,” Midgley said. “One is: Own it, meaning we take ownership of a project and it will be done without the need for clients or other team members to be concerned. The other is: Good, sucks, meaning we don’t want to just do a good job at anything – we want to be great at everything we do.”

That philosophy has led to impressive sales figures and landed the company on a variety of area and national lists, including the Inc. 5000 and Business First’s annual Fast Track Companies and the Top Private Companies.

“People come to us when they want the latest technology, the highest quality and the absolute best customer service around,” he said.

Sales in 2012 were nearly \$6.7 million, up from \$5.9 million in 2011.

Said Midgley: “We have a number of

competitors in all of the markets we are in. However, none of our competitors have the wide array of service offerings we provide, nor do they provide services to such a wide spectrum of industries. Our culture is our special sauce and we are told by our clients all the time that it’s the reason they keep doing business with us.”

Employment is 75 at Avalon, whose regional office is at 721 Main St. in Buffalo. Other offices are in Utica, Syracuse, Rochester and Cleveland.

“Luckily for us, we have not felt the effect of the tough economy and have continued to grow since we started in 2000,” Midgley said. “I think that can be attributed to our competitive nature and our focus on trying to provide the absolute best value to our clients in everything we do. We think we just work harder than our competitors to earn trust, which has kept us on a growth path.”

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# THE LIST

RESEARCH BY JERRY ROTT  
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## GROWING STRONG

Top 10 companies with the largest amount of sales growth between '11-'12

Rank/Company	Growth amount
1. Rich Products Corp. ....	\$75 million
2. Employer Services Corp. ....	\$29 million
3. Stampede Presentation Products Inc. ....	\$23 million
4. RealtyUSA.com, Inc. ....	\$13 million
5. Wendel Cos. ....	\$9 million
6. Logistic Dynamics Inc. ....	\$7 million
7. Perry's Ice Cream Co. ....	\$6.5 million
8. Jiffy-tite Co. ....	\$6 million
9. Lawley Insurance ....	\$5.49 million
10. Buffalo Hospital Supply Co Inc. ....	\$5.42 million

## NOTES

Revenue verified by the Buffalo office of Dopkins & Co. LLP.

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# Top Private companies

Ranked by 2012 revenues

RANK/ PRIOR RANK		PHONE WEBSITE	REVENUE: 2012/ 2011	EMPLOYEES WNY	BUSINESS DESCRIPTION	CEO/ YEAR FOUNDED IN WNY	
1	1	<b>Rich Products Corp.</b> One Robert Rich Way Buffalo, NY 14213	716-878-8000 richs.com	\$3.1 billion/ \$3.03 billion	1,395	Global food supplier and manufacturing company	William Gisel bgisel@rich.com 1945
2	6	<b>LP Ciminelli Inc.</b> 2421 Main St. Buffalo, NY 14214	716-855-1200 lpciminelli.com	\$379.39 million/ \$386.77 million	182	Construction management, program management, general contracting	Louis Ciminelli lpciminelli@lpciminelli.com 1961
3	4	<b>Jack Hunt Coin Broker</b> 2746 Delaware Ave. Kenmore, NY 14217	716-874-7777 jackhunt.com	\$333.95 million/ \$493.49 million	14	Precious metals broker	Scott Hunt scott.hunt@kendev.com 1968
4	10	<b>Employer Services Corp.</b> 20 Pineview Drive Amherst, NY 14228	716-691-4455 myesc.com	\$237.51 million/ \$208.02 million	6,368	HR outsourcing company	Greg Bauer gbauer@myesc.com John Hawkins 1995
5	9	<b>Sevenson Environmental Services Inc.</b> 2749 Lockport Road Niagara Falls, NY 14305	716-284-0431 sevenson.com	\$235.72 million/ \$257.5 million	330	Remediation of sites contaminated with hazardous, toxic and radiological materials	Alan Elia Jr. 1972
6	NR	<b>Cannon Design</b> 2170 Whitehaven Road Grand Island, NY 14072	716-773-6800 cannondesign.com	\$202.49 million/ \$240 million	187	Design for health, education, corporate and government clients	Gary Miller 1945
7	12	<b>Curbell Inc.</b> 7 Cobham Drive Orchard Park, NY 14127	716-667-2520 curbellmedical.com	\$169.3 million/ \$164.68 million	253	Plastics shapes distribution and manufacturer of signaling devices for healthcare facilities	Shuhartha Ghose 1942
8	NR	<b>Stampede Presentation Products Inc.</b> 55 Woodridge Drive Amherst, NY 14228	716-835-9474 stampede-usa.com	\$115.64 million/ \$91.94 million	47	Wholesale distributor of audio visual equipment	Mark Wilkins 1997
9	14	<b>Realty USA.com Inc.</b> 910 Maple Road Amherst, NY 14221	716-662-2000 realtyusa.com	\$111.24 million/ \$97.44 million	80	Residential and commercial real estate	Merle Whitehead mwhitehead@realtyusa.com 1959
10	13	<b>Buffalo Hospital Supply Co. Inc.</b> 4039 Genesee St. Buffalo, NY 14225	716-626-9400 buffalohospital.com	\$105.28 million/ \$99.86 million	131	Medical/surgical supply distribution	Ryan Burke 1977
11	15	<b>Dunn Tire LLC</b> 475 Cayuga Road Buffalo, NY 14227	716-683-3910 dunntire.com	\$94.82 million/ \$90.8 million	385	Retail and wholesale automobile tire distributor	Randall Clark 1973
12	19	<b>Perry's Ice Cream Co. Inc.</b> One Ice Cream Plaza Akron, NY 14004	716-542-5492 perrysicecream.com	\$85.52 million/ \$79 million	297	Ice cream manufacturer, co-pack/private label manufacturer and distributor	Robert Denning bob.denning@perrysicecream.com 1918
13	18	<b>Ferguson Electric</b> 333 Elkott St. Buffalo, NY 14203	716-852-2010 fergusonelectric.com	\$82.56 million/ \$80.54 million	318	Electrical contractor, electrical service company	Angelo Veanes aveanes@fergusonelectric.com Paul Reilly preilly@fergusonservice.com 1935
14		<b>Manitoba Corp.</b> 122-130 Central Ave. Lancaster, NY 14086	716-685-7000 manitobacorp.com	\$81.46 million/ \$85 million	50	Non-ferrous metal recycling	Richard Shine rshine@manitobacorp.com 1916
15	17	<b>Ronco Communications</b> 595 Sheridan Drive Tonawanda, NY 14150	888-847-6626 ronco.net	\$79.12 million/ \$82.23 million	145	Communication specialists	Patricia Wasp pwasp@ronco.net 1965
16	21	<b>Superior Lubricants Co. Inc.</b> 32 Ward Road North Tonawanda, NY 14120	716-693-8412 superiorlubricants.com	\$57.68 million/ \$55.27 million	98	Distribution of motor oil, lubricants, automotive parts and washer solvents	Michael Anczok 1979
17	22	<b>M.J. Peterson Corp.</b> 501 John James Audubon Parkway Amherst, NY 14228	716-688-1234 mjpeterson.com	\$57.05 million/ \$54.66 million	100	Real estate broker, builder, developer, property manager	Victor Peterson vpeterston@mjpeterston.com 1930
18	23	<b>Erie and Niagara Insurance Association</b> 8800 Sheridan Drive Williamsville, NY 14221	716-632-5433 enia.com	\$56.83 million/ \$54.35 million	63	Property and casualty insurance company	Gordon Assad 1875
19	27	<b>The Hamister Group Inc.</b> 6400 Sheridan Drive Williamsville, NY 14221	716-839-4000 hamistergroup.com	\$52.25 million/ \$47.38 million	90	Healthcare and hotel management organization	Mark Hamister 1977
20	25	<b>Sealing Devices Inc.</b> 4400 Walden Ave. Lancaster, NY 14086	716-684-7600 sealingdevices.com	\$51.73 million/ \$52.19 million	154	Fabricator/distributor of seals, gaskets and O- rings	Terry Galanis tgalanis@sealingdevices.com 1963





President Ronald Schlegel says he and his employees relish "the many locations we've worked at, the people we meet and the problems we encounter and have to come up with solutions for."

# Masonry work cements R.E. Kelley above the rest

BY JANE SCHMITT  
jschmitt@bizjournals.com

It's the people behind R.E. Kelley Inc. who made it what it is today: a specialty contractor and industry leader in masonry restoration for everything from office buildings to churches, schools, stadiums and hospitals.

That's according to Ronald Schlegel, who joined the company more than 30 years ago and became president in 1994.

"Our internal office and our field crews are conscientious and safety-minded," he said. "It's all about workmanship and attention to detail. They take a lot of pride in what they do. That kind of commitment makes everything easier for everyone."

Named after its founder, Raymond Kelley, the company started in 1934 as a water-proofing contractor and soon added masonry restoration and caulking to the list of services. He also was a consultant to architectural and engineering firms in the region.

Fast-forward nearly 80 years to the modern-day business and you'll find it has evolved into a specialist for all aspects of exterior façade maintenance.

With an office at 33 Main St. in Bowmansville, the employee count reaches 100 in the busy season. A second office, in Seneca Falls, helps to cover a market that stretches from New York to Pennsylvania and eastern Ohio. Sales last year were more than \$16.6 million.

The company motto? "Your building is our business."

"When we're taking on a project, it's a commitment from start to finish," Schlegel said. "It's paying attention to detail, being aware of customer requests and needs, which often means taking care of a building while keeping out of the way of people entering or exiting the building. We don't want to be disruptive to anybody while we're working there."

The management team also includes Donald Ward and Steven Sandroni, vice presidents. They and Schlegel predict greater demand for their services as more commercial buildings require the rehabilitation services that R.E. Kelley can provide.

"We hope to continue to grow, taking what we have learned while closely monitoring our internal and external operations to see what we can do better or differently – that's what separates us from our competitors," Schlegel said. "It's our principles and the way we conduct business. And that was the way they did things long before I got here. I think a lot of people have come to respect that."

The range of clients includes the downtown Olympic Towers office building, Buffalo General Hospital, the Carrier Dome at Syracuse University, First Presbyterian Church in Albion and Erie Community College's city campus.

"We have been very fortunate with the people we have here and the teamwork and everybody's commitment to quality," Schlegel said. "And we don't want that to change. We hope that continues even after we're in 'restoration heaven.'"

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# THE LIST

continued

## NEW THIS YEAR

Top 10 companies ranked by revenue not on the list last year.

Rank/Company	Revenue
1. Cannon Design.....	\$202 million
2. Stampede Presentation Products Inc.....	\$126 million
3. Wendel Cos.....	\$50 million
4. Logistic Dynamics Inc....	\$39 million
5. Flexo Transparent Inc.....	\$24 million
6. BCB International Inc.....	\$18 million
7. Glauber Equipment.....	\$14 million
8. SKM Group.....	\$13 million
9. Appliance Associates of Buffalo Artisan Kitchens and Baths .....	\$11 million
10. GenTech Scientific Inc.....	\$8 million

## NOTES

Revenue verified by the Buffalo office of Dopkins & Co. LLP.

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# Top Private companies

Ranked by 2012 revenues							
RANK/ PRIOR RANK		PHONE WEBSITE	REVENUE: 2012/ 2011	EMPLOYEES WNY	BUSINESS DESCRIPTION	CEO/ YEAR FOUNDED IN WNY	
39	NR	<b>Flexo Transparent Inc.</b> 28 Wasson St. Buffalo, NY 14210	716-825-7710 flexotransparent.com	\$24.52 million/ \$22.95 million	117	Printer/converter of packaging materials	Brian Mabry bmabry@flexotransparent.com 1954
40	44	<b>Millington Lockwood Business Interiors</b> 3901 Genesee St. Buffalo, NY 14225	716-633-5600 millingtonlockwood.com	\$23.1 million/ \$21.73 million	54	Office, educational and healthcare furniture sales and installation	Michael Bonitatibus mbonitatibus@millingtonlockwood.com 1884
41	45	<b>G and G Fitness Equipment Inc.</b> 7350 Transit Road Williamsville, NY 14221	716-633-2527 livefit.com	\$23.1 million/ \$21.51 million	0	Specialty retail and commercial fitness equipment supplier	Gordon Gronkowski 1990
42	46	<b>VoIP Supply LLC</b> 454 Sonwil Drive Buffalo, NY 14225	716-250-3400 voipsupply.com	\$23.01 million/ \$20.25 million	34	VoIP hardware sales and distribution	Benjamin Sayers 2004
43	41	<b>Forbes Capretto Homes</b> 470 Cayuga Road Cheektowaga, NY 14225	716-688-5597 forbescapretto.com	\$20.6 million/ \$24.3 million	21	Custom home builder and land developer	David Capretto 1980
44	49	<b>Safespan Platform Systems Inc.</b> 252 Fillmore Ave. Tonawanda, NY 14150	716-694-1100 safespan.com	\$20.38 million/ \$19.08 million	82	Sale and rental of bridge platforms and scaffolding	Lambros Apostolopoulos 1996
45	52	<b>Integrity Distribution Inc.</b> 55 Amherst Villa Road Buffalo, NY 14225	716-853-0400 integrityofficesupply.com	\$19.91 million/ \$17.89 million	61	Distributor of office supplies, furniture and team apparel	Ronald Raccuia ronr@adprosports.com 1990
46	51	<b>Aero Instruments &amp; Avionics Inc.</b> 7290 Nash Road North Tonawanda, NY 14120	716-694-7060 aeroinst.com	\$19.29 million/ \$18.35 million	107	Repair and certification of avionic components	Timothy Williams 1968
47	NR	<b>BCB International Inc.</b> 1010 Niagara St. Buffalo, NY 14213	716-884-1554 bcbinternational.com	\$18.22 million/ \$16.54 million	48	Logistics	Peter Vaccaro petervaccaro@bcbinternational.com 1981
48	47	<b>Divita Group of Cos.</b> 2402 N. Forest Road Getzville, NY 14068	716-636-7500 ramadahotelatpharst.com	\$17.45 million/ \$19.44 million	180	Diversified holding company	Richard DiVita srrad33@aol.com 1964
49	54	<b>Raymond E. Kelley Inc.</b> 33 Main St. Bowmansville, NY 14026	716-684-3550 rekelley.com	\$16.66 million/ \$15.5 million	17	Masonry restoration	Ronald Schlegel 1934
50	53	<b>Durham Cos. Inc.</b> 6300 Transit Road Depew, NY 14043	716-684-3333 durham.com	\$16.52 million/ \$15.72 million	550	Staffing service	Peter Durham 1967
51	105	<b>Tapecon Inc.</b> 701 Seneca St. Buffalo, NY 14210	716-854-1322 tapecon.com	\$15.1 million/ \$14.15 million	105	Manufacturer of labels, decals, membrane keypads, product identification	Alan Davis 1919
52	55	<b>Volland Electric Equipment Corp.</b> 75 Innsbruck Drive Buffalo, NY 14225	716-656-9900 volland.com	\$14.7 million/ \$14.69 million	72	Electrical apparatus sales, repair and service	Earl Graham rgraham@volland.com 1943
53	NR	<b>Glauber Equipment Corp.</b> 1600 Commerce Parkway Lancaster, NY 14086	716-681-1234 glauber.com	\$14.6 million/ \$14.6 million	45	Wholesale distributor	Peter Glauber pwg@glauber.com 1960
54	NR	<b>Pella Windows and Doors</b> 2580 Walden Ave. Buffalo, NY 14225	716-681-2000 pella.com	\$13.87 million/ \$14.2 million	60	Distributor of Pella windows and doors	Michael Schuler 1956
55	NR	<b>Mazza Mechanical Services Inc</b> 430 N. 7th St. Olean, NY 14760	716-372-0091 mazza-hvac.com	\$13.85 million/ \$11.65 million	60	Construction services, industrial ventilation and process installation	Daniel DeRose dderose@mazza-hvac.com 1932
56	NR	<b>SKM Group</b> 6350 Transit Road Depew, NY 14043	716-989-3200 skmgroup.com	\$13.62 million/ \$16.17 million	38	Full service marketing communications agency	Larry Robb lrobb@skmgroup.com 1986
57	59	<b>Buffalo Filter</b> 5900 Genesee St. Lancaster, NY 14086	716-835-7000 buffalofilter.com	\$12.82 million/ \$12.82 million	67	Medical device manufacturer	Samantha Bonano 1991
58	NR	<b>Appliance Associates of Buffalo Inc. d/b/a Artisan Kitchens and Baths</b> 200 Amherst St. Buffalo, NY 14207	716-873-4100 artisankitchensandbaths.com	\$11.56 million/ \$10.03 million	21	Kitchen remodeling, design and distribution	Kevin Telaak 1985
59	48	<b>Picone Construction Corp.</b> 10995 Main St. Clarence, NY 14031	716-634-9994 piconeconstruction.com	\$11.2 million/ \$19.19 million	24	General construction, construction management, design build services provider	Christopher Picone cpicone@piconeconstruction.com 1931
60	60	<b>SJB/Empire Geo Services Inc.</b> 5167 South Park Ave. Hamburg, NY 14075	716-649-8110 sjbegs.com	\$11.19 million/ \$11.88 million	130	Subsurface drilling, construction testing and special inspection, geotechnical and environmental engineering	Stanley Blas 1992



Alan Elia Jr., seen here in the Severson yard in Niagara Falls, leads a company known for its fleet of heavy machinery, including a massive dredging bit, below, used to remove sediment from the bottom of waterways.



# Severson's foundation based on family ethics

BY JANE SCHMITT  
jschmitt@bizjournals.com

Love Canal and other high-profile remediations put Severson Environmental Services Inc. on the map, but some may be surprised to learn that the company has a long local history that began in 1917 when Niagara Falls architect Albert Elia formed a general construction firm.

Humble beginnings for what morphed into an environmental contractor that now employs several hundred nationwide, maintains a fleet of heavy equipment valued at a whopping \$100 million and reported sales last year of nearly \$236 million.

"I'm very proud of the fact that it's a family business," said President and CEO Alan Elia Jr., grandson of the founder. "We love what we do, and that's why we're successful. We all enjoy coming to work and we look forward to the challenges of the day."

Services include excavation, materials handling and treatment, dredging, water treatment systems, soil stabilization, facilities decontamination and design phase consulting. A growth area is sediment remediation, he added.

"Since 1995, we have developed our own sediment and dredging division, which is one of the biggest areas in the country," Elia said.

As a cleanup contractor, Severson has completed more than 1,400 projects with a combined value that exceeds \$3.8 billion, the company website says.

It's a performance-based operation that earns client loyalty, according to Elia.

"Our business is based upon our past performance on other projects, so it's very common for us to have repeat customers. We have a very loyal client base, and the reason for that is we're known for getting the job done," he said. "As we hit obstacles in the field – because everything is not exactly as it is drawn up – we're able to change and adapt. We're fortunate to have one of the biggest fleets of equipment in the country... so we're able to tap into our resources here at the yard."

That loyalty factor extends to the work force, as well. There are a number of employees with a parent or grandparent who has been part of the scene for decades.

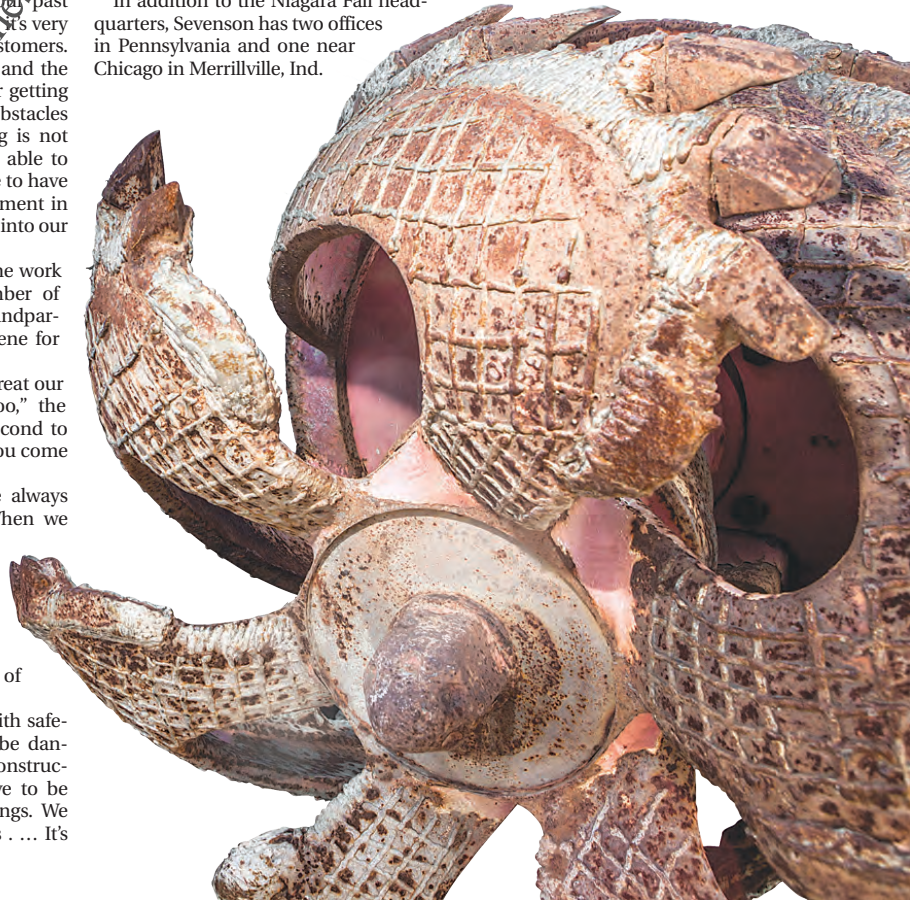
"It's a family business, and we treat our employees like they're family, too," the CEO said. "The loyalty here is second to none. That's what you get when you come to Severson."

"As the owners, our doors are always open, and people know that. When we hire, we tell people that this is a lifetime job for them. This is where you want to be. We have very little turnover. There are a number of families that are on the third generation here."

Safety is paramount in this line of business.

"Our philosophy has to start with safety," Elia said. "What we do can be dangerous. We work around heavy construction equipment, and people have to be always aware of their surroundings. We have 30 health and safety officers... It's the utmost concern here."

In addition to the Niagara Fall headquarters, Severson has two offices in Pennsylvania and one near Chicago in Merrillville, Ind.



# THE LIST

continued

## NEW THIS YEAR

Top 10 companies ranked by revenue not on the list last year.

Rank/Company	Revenue
1. Cannon Design.....	\$202 million
2. Stampede Presentation Products Inc.....	\$126 million
3. Wendel Cos.....	\$50 million
4. Logistic Dynamics Inc....	\$39 million
5. Flexo Transparent Inc.....	\$24 million
6. BCB International Inc.....	\$18 million
7. Glauber Equipment.....	\$14 million
8. SKM Group.....	\$13 million
9. Appliance Associates of Buffalo Artisan Kitchens and Baths .....	\$11 million
10. GenTech Scientific Inc.....	\$8 million

## NOTES

Revenue verified by the Buffalo office of Dopkins & Co. LLP.

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# Top Private companies

Ranked by 2012 revenues

RANK/ PRIOR RANK		PHONE WEBSITE	REVENUE: 2012/ 2011	EMPLOYEES WNY	BUSINESS DESCRIPTION	CEO/ YEAR FOUNDED IN WNY	
39	NR	<b>Flexo Transparent Inc.</b> 28 Wasson St. Buffalo, NY 14210	716-825-7710 flexotransparent.com	\$24.52 million/ \$22.95 million	117	Printer/converter of packaging materials	Brian Mabry bmabry@flexotransparent.com 1954
40	44	<b>Millington Lockwood Business Interiors</b> 3901 Genesee St. Buffalo, NY 14225	716-633-5600 millingtonlockwood.com	\$23.1 million/ \$21.73 million	54	Office, educational and healthcare furniture sales and installation	Michael Bonitatibus mbonitatibus@millingtonlockwood.com 1884
41	45	<b>G &amp; G Fitness Equipment Inc.</b> 7350 Transit Road Williamsville, NY 14221	716-633-2527 livefit.com	\$23.1 million/ \$21.51 million	0	Specialty retail and commercial fitness equipment supplier	Gordon Gronkowski 1990
42	46	<b>VoIP Supply LLC</b> 454 Sonwil Drive Buffalo, NY 14225	716-250-3400 voipsupply.com	\$23.01 million/ \$20.25 million	34	VoIP hardware sales and distribution	Benjamin Sayers 2004
43	41	<b>Forbes Capretto Homes</b> 470 Cayuga Road Cheektowaga, NY 14225	716-688-5597 forbescapretto.com	\$20.6 million/ \$24.3 million	21	Custom home builder and land developer	David Capretto 1980
44	49	<b>Safespan Platform Systems Inc.</b> 252 Fillmore Ave. Tonawanda, NY 14150	716-694-1100 safespan.com	\$20.38 million/ \$19.08 million	82	Sale and rental of bridge platforms and scaffolding	Lambros Apostolopoulos 1996
45	52	<b>Integrity Distribution Inc.</b> 55 Amherst Villa Road Buffalo, NY 14225	716-853-0400 integrityofficesupply.com	\$19.91 million/ \$17.89 million	61	Distributor of office supplies, furniture and team apparel	Ronald Raccuia ronr@adprosports.com 1990
46	51	<b>Aero Instruments &amp; Avionics Inc.</b> 7290 Nash Road North Tonawanda, NY 14120	716-694-7060 aeroinst.com	\$19.29 million/ \$18.33 million	107	Repair and certification of avionics components	Timothy Williams 1968
47	NR	<b>BCB International Inc.</b> 1010 Niagara St. Buffalo, NY 14213	716-894-1554 bcbinternational.com	\$18.22 million/ \$16.54 million	48	Logistics	Peter Vaccaro pervaccaro@bcbinternational.com 1981
48	47	<b>DiVita Group of Cos.</b> 2402 N. Forest Road Getzville, NY 14068	716-636-7500 lamphotelamherst.com	\$17.45 million/ \$19.44 million	180	Diversified holding company	Richard DiVita srad33@aol.com 1964
49	54	<b>R.E. Kelley Inc.</b> 33 Main St. Bowmansville, NY 14026	716-684-3550 rekelley.com	\$16.66 million/ \$15.5 million	17	Masonry restoration	Ronald Schlegel 1934
50	53	<b>Durham Cos. Inc.</b> 6300 Transit Road Depew, NY 14043	716-684-3333 durham.com	\$16.52 million/ \$15.72 million	550	Staffing service	Peter Durham 1967
51	105	<b>Tapecon Inc.</b> 701 Seneca St. Buffalo, NY 14210	716-854-1322 tapecon.com	\$15.1 million/ \$14.15 million	105	Manufacturer of labels, decals, membrane keypads, product identification	Alan Davis 1919
52	55	<b>Volland Electric Equipment Corp.</b> 75 Innsbruck Drive Buffalo, NY 14225	716-656-9900 volland.com	\$14.7 million/ \$14.69 million	72	Electrical apparatus sales, repair and service	Earl Graham rgraham@volland.com 1943
53	NR	<b>Glauber Equipment Corp.</b> 1600 Commerce Parkway Lancaster, NY 14086	716-681-1234 glauber.com	\$14.6 million/ \$14.6 million	45	Wholesale distributor	Peter Glauber pwg@glauber.com 1960
54	NR	<b>Pella Windows and Doors</b> 2580 Walden Ave. Buffalo, NY 14225	716-681-2000 pella.com	\$13.87 million/ \$14.2 million	60	Distributor of Pella windows and doors	Michael Schuler 1956
55	61	<b>Mazza Mechanical Services Inc</b> 430 N. 7th St. Olean, NY 14760	716-372-0091 mazza-hvac.com	\$13.85 million/ \$11.65 million	60	Construction services, industrial ventilation and process installation	Daniel DeRose dderose@mazza-hvac.com 1932
56	NR	<b>SKM Group</b> 6350 Transit Road Depew, NY 14043	716-989-3200 skmgroup.com	\$13.62 million/ \$16.17 million	38	Full service marketing communications agency	Larry Robb lrobb@skmgroup.com 1986
57	59	<b>Buffalo Filter</b> 5900 Genesee St. Lancaster, NY 14086	716-835-7000 buffalofilter.com	\$12.82 million/ \$12.82 million	67	Medical device manufacturer	Samantha Bonano 1991
58	NR	<b>Appliance Associates of Buffalo Inc. d/b/a Artisan Kitchens and Baths</b> 200 Amherst St. Buffalo, NY 14207	716-873-4100 artisankitchensandbaths.com	\$11.56 million/ \$10.03 million	21	Kitchen remodeling, design and distribution	Kevin Telaak 1985
59	48	<b>Picone Construction Corp.</b> 10995 Main St. Clarence, NY 14031	716-634-9994 piconeconstruction.com	\$11.2 million/ \$19.19 million	24	General construction, construction management, design build services provider	Christopher Picone cpicone@piconeconstruction.com 1931
60	60	<b>SJB/Empire Geo Services Inc.</b> 5167 South Park Ave. Hamburg, NY 14075	716-649-8110 sjbegs.com	\$11.19 million/ \$11.88 million	130	Subsurface drilling, construction testing and special inspection, geotechnical and environmental engineering	Stanley Blas 1992



# Mazza Mechanical tracks business success to 1932

BY JANE SCHMITT  
jschmitt@bizjournals.com

Sales are up at Mazza Mechanical Services Inc. in Olean, an HVAC specialist with deep roots in Western New York.

It's no surprise, given the reputation of this company for workmanship, quality equipment and commitment to total customer satisfaction. Sales increased from \$11.6 million in 2011 to \$13.8 million last year.

Mazza Mechanical Services, which dates to 1932, is a major player in a competitive industry. President Daniel DeRose attributes its success to an experienced team of professionals who share the belief that if you're going to do a job, do it right.

"We have a staff who believes, No. 1, in our core values," he said. "We spend a lot of time talking about that and working together, from doing estimates and bids to running projects. We have common goals, and that's one of the reasons why we have been successful – we share in it as a team."

The company started as a family-run sheet-metal business and remains closely held to this day, with DeRose partnering



Engineering solutions for clients' changing needs is what it's all about at Mazza Mechanical Services, say the DeRose brothers, Louis (left) and Daniel. Their mother, Rita, is secretary of the board and oversees special projects.

with his brother, Louis, vice president of service. Their mother, Rita, is board secretary.

Over the years, the company underwent a series of name changes.

Originally known as Mazza Brothers, it was renamed Mazza Sheet Metal Inc. in 1965. Then, in 2007, it incorporated as

Mazza Mechanical Services to better reflect its status as a full-service mechanical contractor.

"We have been very fortunate," DeRose said, referring to the company's longevity. "We're all very proud of it."

The customer list in Western New York and northwestern Pennsylvania includes

schools, nursing homes and hospitals, food-processing plants and office buildings.

"Our biggest niche in Western New York is industrial, manufacturers. There's a lot of opportunity for us in that," DeRose said. "We try to be a solutions provider for our customers. ... We evaluate their situation, find out what they need and then provide a solution."

Employment is holding steady at 100, he said.

"The customer-retention rate is a real good indicator of the quality of service that a company provides, and we're at about 99 percent. We retain almost all of our customers, year over year," he said. "I quote that a lot when talking to new prospects and let them know what we're about. That's important."

He circled back to the core values of quality, safety and customer satisfaction. Hand in hand with those are integrity, respect and passion, according to the Mazza website.

"We stress those; we live by those. It's not just (lip service)," DeRose said. "We actually tell our people to make decisions based on those key values."

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# THE LIST

continued

## TOP EMPLOYERS

Companies ranked by employees:

Rank/Company	Employees
1. Employer Services Corp.....	6,363
2. Rich Products Corp. ....	1,395
3. Durham Cos. Inc. ....	550
4. Dunn Tire LLC.....	385
5. Severson Environmental Services Inc.....	330
6. Ferguson Electric. ....	318
7. Perry's Ice Cream.....	297
8. Intertec Digital Entertainment Inc. ....	295
9. Lawley Insurance. ....	256
10. Curbell Inc.....	253

## NOTES

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# Top Private companies

Ranked by 2012 revenues							
RANK/ PRIOR RANK		PHONE WEBSITE	REVENUE: 2012/ 2011	EMPLOYEES WNY	BUSINESS DESCRIPTION	CEO/ YEAR FOUNDED IN WNY	
61	56	<b>Anastasi Trucking &amp; Paving Co.</b> 4430 Walden Ave. Lancaster, NY 14086	716-683-5003 anastasitrucking.com	\$11 million/ \$14.66 million	66	Land improvement/site contractor	Gary Anastasi Rick Anastasi 1964
62	67	<b>Safetec of America Inc.</b> 887 Kensington Ave. Buffalo, NY 14215	716-895-1822 safetec.com	\$10.78 million/ \$8.84 million	80	Developer and manufacturer of infection control, first aid and compliance products	Scott Weinstein scott@safetec.com 1992
63	66	<b>Prince Rubber &amp; Plastics Co. Inc.</b> 137 Arthur St. Buffalo, NY 14207	716-877-7400 princerp.com	\$9.68 million/ \$9.13 million	22	Custom fabricator and supplier of rubber and plastic products	S. Warren Prince 1931
64	63	<b>EGW Personnel Staffing</b> 1700 Clinton St. Buffalo, NY 14206	716-826-4233 egwpersonnel.com	\$9.66 million/ \$11.59 million	245	Staffing company	Thomas Wach twach@egwpersonnel.com 1969
65	70	<b>Cook Moving Systems Inc.</b> 1845 Dale Road Buffalo, NY 14225	716-897-0700 cookmoving.com	\$9.22 million/ \$8.2 million	102	Local, long distance and international moving and storage	Gregory Fierle gfierle@cookmoving.com 1912
66	65	<b>Essex Homes of WNY Inc.</b> 8940 Main St. Clarence, NY 14031	716-635-0550 essexhomes.ws	\$9.08 million/ \$9.55 million	18	Residential custom home builder	Philip Nanula philn@essexhomes.ws 1992
67	NR	<b>GenTech Scientific Inc.</b> 23 Mill St. Arcade, NY 14009	585-492-1068 gentechscientific.com	\$8.9 million/ \$7.62 million	25	Reseller of mass spectrum instrumentation	Clair Bragg 1996
68	64	<b>Audubon Machinery Corp.</b> 814 Wurlitzer Drive North Tonawanda, NY 14120	716-564-5165 audubonmachinery.com	\$8.66 million/ \$10.2 million	48	Manufacturer of oxygen systems and industrial washing equipment	Joseph McMahon jcmahon@audubonmachinery.com 2004
69	68	<b>Natale Builders</b> 9159 Main St. Clarence, NY 14031	716-580-3318 natalebuilders.com	\$7.84 million/ \$8.81 million	12	General construction, construction management, design build services provider	Angelo Natale angelo@natalebuilders.com 1969
70	66	<b>E.D. Farrell Co. Inc.</b> 405 Empire Drive West Seneca, NY 14224	716-668-2722 edfarrell.com	\$7.79 million/ \$8.32 million	37	Sale, rental and service of material handling equipment	Edward Otis 1934
71	72	<b>Gary Pool Sales &amp; Service Inc.</b> 2275 Union Road Cheektowaga, NY 14227	716-608-7614 garypools.net	\$6.78 million/ \$5.39 million	24	Recreational and leisure products	Todd Schupbach todd@garygotit.com 1958
72	NR	<b>Avalon Document Services</b> 721 Main St. Buffalo, NY 14203	716-995-7777 teamavalon.com	\$6.1 million/ \$5.95 million	25	Litigation support and business document services	JP Midgley 2000
73	NR	<b>Russell Bond &amp; Co. Inc.</b> 295 Main St. Buffalo, NY 14203	716-856-8220 russellbond.com	\$5.79 million/ \$5.66 million	44	Marketing of admitted and non-admitted property and casualty insurance	Kurt Bingeman kbingeman@russellbond.com 1950
74	NR	<b>TxMQ Inc.</b> 1430B Millersport Highway Amherst, NY 14221	716-636-0070 txmq.com	\$5.36 million/ \$5.54 million	15	Technology solutions provider	Chuck Fried chuck@txmq.com 1997



# Sales soar at Aero Instruments & Avionics

BY JANE SCHMITT  
jschmitt@bizjournals.com

Aero Instruments & Avionics Inc. of North Tonawanda is doing its part to ensure air safety by providing state-of-the-art avionics testing and repair services to the worldwide market.

Safe, not sorry, is the philosophy at this company, which had a humble start in 1968 in a small shop at Niagara Falls International Airport and has grown to 109 employees in a 55,000-square-foot facility on Nash Road.

Annual sales ballooned to \$19.3 million in 2012, up from \$18.3 million the year before. Timothy Williams is president and CEO.

"I think staying in business for 45 years is a testament to all our efforts," said John Baldi, vice president of quality management and chief inspector.

That's for sure. Aero Instruments has earned an international reputation for



Timothy Williams, president and CEO

technical expertise and high-quality service to commuter, regional and commercial airlines, as well as air freight operators.

"We have approximately 100 highly trained and certified technicians in eight service departments," the company states on its website. "We continue to grow, update our facility and increase our capabilities as more companies are realizing the advantages of working with Aero."

The primary services are testing, repair and overhaul of avionics components used in commercial aircraft. The company is a member of the Aeronautical Repair Station Association, Airline Avionics Institute, and the Aviation Suppliers and Air Transport associations, among others.

Said Baldi: "Our objective is to provide the aviation industry with complete service for the components we (handle) at a competitive price using techniques and data approved by the product manufacturer, customer and the FAA."

"We provide this service through our employees who work together to make continuous quality system improvements in a positive, enjoyable and productive

environment. We all do our part to assure air safety and provide a service we are proud of."

Commitment, integrity, teamwork and innovation are founding principles that have endured over the years as the company has grown and evolved in step with the aviation industry.

"Technology and the regulations are continually changing and evolving," Baldi said. "We provide our staff with initial and recurrent training and invest in new test equipment and technologies to stay on top of the changes and be the best we can be."

In 2005, company ownership was transferred to an Employee Stock Ownership Plan, according to the website.

"We continue to invest in our people and the technology required to support the most modern aircraft components while maintaining the aircraft components we currently provide support for to help ensure our future," he said.

## Top Private Companies: 1988

The roll call of Western New York's Top Private Companies has seen some changes since Business First ran its inaugural list, below, in the Oct. 31, 1988, edition. Called the Top 100 back then, it quickly became one of the newspaper's most popular features. Comparing the lists, the twin themes of growth and stability emerge. Companies residing on both lists – and there are a few – have expanded since 1988. As for the others, some have fallen off the list, underwent an ownership change or, in some instances, shut their doors. One thing is for sure – revenue and employment have grown considerably since our first list.

Rank	Name	Sales	CEO	Employees	Rank	Name	Sales	CEO	Employees
1	Delaware-North Cos.	\$1.39B	Jeremy Jacobs	43,000	27	Gillogly Chevrolet Inc.	\$27.0M	Fred Gillogly	100
2	Rich Products Corp.	\$670.4M	Robert Rich Jr.	5,800	28	F.N. Burt Co. Inc.	\$25.6M	C. Taylor Kew	370
3	GBP Industries Inc.	\$411.4M	Paul Koessler	2,200	29	Ferguson Electric Construction Co. Inc.	\$25.1M	Whitworth Ferguson Jr.	200
4	American Brass Co.	\$242.0M	Joseph Goodell	1,300	30	Eaton Office Supply Co. Inc./William H. Prentice Inc.	\$25.0M	Albert Forster	36
5	Sorrento Cheese Co. Inc.	\$215.6M	Joseph Russo	1,150	31	John W. Danforth Co.	\$24.8M	Wayne Reilly	150
6	Gibraltar Steel Corp.	\$130.4M	Brian Lipke	750	32	Eaton Equipment Corp.	\$23.6M	Wyndham Eaton	60
7	Adam Meldrum & Anderson Co. Inc.	\$120.3M	Robert Adam	2,340	33	Jamestown Container Corp.	\$22.9M	Glenn Janowsky	235
8	Columbus McKinnon Corp.	\$108.0	H.P. Ladds Jr.	928	34	Thruway Fasteners Inc.	\$22.9M	Paul Lemke Sr.	182
9	Benderson Development Co. Inc.	\$86.8M	Nathan Benderson	168	35	Tunmore Oldsmobile Inc.	\$22.2M	E. Roger Tunmore	72
10	Schmitt Sales Inc.	\$63.6M	Peter Schmitt	70	36	Miken Systems Inc.	\$21.9M	Walter Jaworski	150
11	ABC Paving Co. Inc./Buffalo Crushed Stone Co. Inc.	\$57.1M	Richard Garman	450	37	Lyons Sawmill & Logging Equipment & Supplies Inc.	\$21.5M	John Lyons	75
12	Northtown Automotive Co.	\$55.2M	Norman Schreiber	320	38	Ronco Communications & Electronics Inc.	\$20.5M	Harry Ronan	131
13	Supermarket Management Inc.	\$43.2M	Joseph Perna, Frank Perna	661	39	Wilsolite Corp.	\$20.3M	H. Ward Wettlaufer	87
14	Kayak Manufacturing Corp.	\$50.9M	R. Douglas Krotzer	1,500	40	Niagara Paper Co. Inc.	\$20.3M	Michael Brummer	100
15	The Ciminelli Cos. Inc.	\$45.2M	Frank Ciminelli	345	41	Hiross Inc.	\$20.1M	Stephen Saldanha	220
16	National Health Care Affiliates Inc.	\$40.2M	Mark Hamister	1,800	42	Kaufman's Bakery Inc.	\$20.0M	Bernard Rosenberg	250
17	Standard Electronics Inc.	\$35.0M	William Humston	80	43	Santarosa Group Inc.	\$19.9M	Salvatore Santarosa	200
18	Snyder Tank Corp.	\$33.0M	Gerald Snyder	260	44	Nichter Construction Co. Inc.	\$18.7M	Paul Nichter	120
19	Sevenson Environmental Services Inc.	\$32.1M	Michael Elia	100	45	Colad Inc.	\$18.6M	Daniel Williams III	330
20	Jack Hunt Coin Broker	\$31.6M	Jack Hunt	23	46	Dinaire Corp.	\$18.5M	Carmelo Gugino Jr.	250
21	Unibrand Tire & Product Co. Inc.	\$31.2M	Thomas Montante	250	47	Quackenbush Co. Inc.	\$17.9M	David Quackenbush	150
22	Perry's Ice Cream Co. Inc.	\$30.0M	Thomas Perry	400	48	Don Davis Auto World Inc.	\$17.5M	John Davis	69
23	Cannon	\$29.8M	John Cannon	414	49	Mollenberg-Betz Inc.	\$17.1M	Van Mollenberg	105
24	Mennen Medical Inc.	\$29.8M	Herbert Mennen	215	50	Hy-Grade Distributors Inc.	\$17.0M	Samuel Giangreco	70
25	Gaymar Industries Inc.	\$28.1M	John Whitney	155					
26	Wehle Electric Co. Inc.	\$27.7M	Richard Wehle	140					

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