

Press Release Headings for Five Star Equipment:

 **Five Star Equipment Celebrates Its 25th Anniversary**

 **Five Star Equipment Celebrates a Quarter Century**

 **Detour Vexes Village of Victor**

 **Five Star Equipment Names Lasicki Used Equipment Mgr.**

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 **Rochester's Dome Arena Plays Host to 20th Annual Municipal Equipment Show**

 **Five Star Sells a Whopping 19 TLBs to Same Customer**

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**Five Star Equipment Celebrates Its 25th Anniversary**

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On Aug. 4, Five Star Equipment held a golf outing to celebrate its 25th year in business. The event was held at the Lima Country Club in Lima, N.Y., and included an 18-hole scramble, lunch on the course and dinner following the tournament.

Participants included employees, customers and vendors of Five Star Equipment, and most notably,

Samuel R. Allen, president of [John Deere](#) Worldwide Construction, Forestry and Power Systems Divisions.

Five Star Equipment has grown from a small company in Dunmore, Pa., to eight branch locations in two states. Prior to starting their own company, Frank Gallo and Bill Bochicchio had worked together at [Ingersoll Rand](#) — Gallo as service manager and Bochicchio in sales. They started their own business in 1980 when they purchased Drake Diesel, Dunmore, Pa. This company was a GMC dealership that sold Detroit, Cummins and [Caterpillar](#) engines, Dresser Leroy compressors and drills and Driltec rotary drills.

They purchased the GMC truck dealership because they knew they wanted to make a move on their own and the truck dealership was readily available. They liked the idea of the truck dealership because of the variety of diesel engines that it sold and because of the drilling equipment it offered. Drilling and blasting was the background the two men were bringing with them from Ingersoll Rand, so they were already familiar with a lot of the equipment the truck dealership sold.

But 1983 was the year the men's business partnership really took off. That was the year they expanded their company by purchasing a local John Deere dealership called Charles Siepiela Inc. The dealership represented John Deere construction, forestry and utility equipment. The dealership was moved to Dunmore to join Drake Diesel and Five Star Equipment was born.

The name was derived from the combination of the GMC Five Star Mark of Excellence along with the rare military rank five star general in order to represent the quality products and service they intended to offer their customers.

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## Five Star Equipment Celebrates a Quarter Century

By: Jennifer Hetrick



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“We were ready to step up and expand. [John Deere](#) saw our desire and liked our attitude. They were ready to grow with us.”

Frank Gallo and Bill Bochicchio comment on the philosophy that has grown Five Star Equipment to be a solid, successful dealership in New York and Pennsylvania. 2008 celebrates Five Star’s 25th year as the Deere dealer growing from a small

company in Dunmore, Pa., to eight branch locations in two states. Prior to starting their own company, the two men had worked together at [Ingersoll Rand](#) — Gallo as service manager and Bochicchio in sales. They started their own business in 1980 when they purchased Drake Diesel, Dunmore, Pa. This company was a GMC dealership that sold Detroit, Cummins and [Caterpillar](#) engines, Dresser Leroy compressors and drills and Driteltec rotary drills.

### **On Their Own**

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But 1983 was the year the men’s business partnership really took off. That was the year they expanded their company by purchasing a local John Deere dealership called Charles Siepiela Inc. The dealership represented John Deere construction, forestry and utility equipment. The dealership was moved to Dunmore to join Drake Diesel and Five Star Equipment was born.

The name was derived from the combination of the GMC Five Star Mark of Excellence along with the rare military rank five star general in order to represent the quality products and service they intended to offer their customers.

“The truck dealership got us started, but what we really wanted was to deal with construction equipment. That’s where our comfort level was [high]. That is why we were quick to jump on the opportunity to own a John Deere franchise,” Gallo said.

“Our timing with John Deere was excellent. We were looking to grow our company as fast as possible and Deere had identified that they wanted to grow their product offerings to U.S. contractors. In order to do that effectively they needed larger dealerships. So we sort of grew together,” Bochicchio said.

## **Two Decades of Growth**

And grow Five Star did, at a steady pace throughout the 1980s and 1990s. The next big year for the company was 1986, when it purchased a John Deere dealership located in Rochester, N.Y., called Empire Tractor Company, which they changed to carry the Five Star name. The businessmen also saw a terrific opportunity in the southern tier of New York State around Binghamton, which was an open territory for John Deere construction equipment. They claimed the territory and built a new 8,000-sq.-ft. facility in Kirkwood, N.Y.

Another equipment dealer, Monroe Equipment, Stroudsburg, Pa., became a part of Five Star Equipment in 1990. The following year, Five Star Equipment acquired another large territory, this time the eight county area surrounding Syracuse, N.Y. Another new facility appeared, this one 15,000 sq. ft., in East Syracuse.

In 1992, Drake Diesel, the original GMC truck dealership purchased in 1980, was closed, because the men wanted to focus on their John Deere iron and get out of the truck business. In those early years, the truck business and the John Deere franchise operated under the same roof, which was very unique to the industry.

## **Brand New Digs**

A 44,000-sq.-ft. facility in Dunmore, Pa., purchased in 1994, would become the company's new headquarters, when the old facility was slated to be torn down to accommodate local highway construction.

"Much of our expansion was in the late 1980s and early 1990s when the construction equipment market was down significantly and many equipment distributors were struggling. We looked at this as an opportunity to grow, acquiring dealerships that were having a hard time dealing with the difficult market conditions. We showed our commitment to supporting contractors by putting up state-of-the-art facilities in markets like Syracuse and Binghamton that had not seen such strong commitment from John Deere in the past," said Bochicchio.

## **Going Strong**

The growth of Five Star Equipment remained strong after the establishment of the new headquarters in 1994. In 1996 the Rochester facility added a 10,000-sq.-ft. shop. The purchase of Halligan and Roberts in Oriskany, N.Y., took place in 1997. And Five Star Equipment started the new millennium by becoming the Hitachi dealer for central and western New York.

Five Star kept very busy in 2004. February saw a move into the Buffalo, N.Y., area with the purchase of Mecca Krull, a John Deere dealership in Orchard Park, N.Y. In July, the company obtained Troyer

Equipment, Waterford, Pa. And in August, Five Star expanded its presence in the logging industry by becoming a Timberjack dealer.

In 2006 it was awarded additional counties in Central Pennsylvania centered around Williamsport. That move completed a consolidation that made Five Star Equipment one John Deere dealership where there had been 10.

Today, Five Star Equipment has eight locations, with a territory that includes northern Pennsylvania and central and western New York, including the southern tier. It has 140 employees, including 85 product support staff and 30 sales and rental representatives.

Product support manager, Mike Vergason, has 18 years of experience, starting with the company in 1989 as a service technician at the Kirkwood facility. His 85 product support staff members are fully supplied with the latest computer and software technology to support John Deere products.

“Our shop facilities are all equipped with the latest tooling systems necessary to assist with the proper diagnosis and repair of construction equipment. Laptop computers and hardware allow effective use of John Deere’s Service Advisor Software at each branch and in the field. In addition to computer technology all 16 of the Five Star service trucks are equipped with hydraulic cranes, compressors, lube systems, welders and generators. Every technician is John Deere trained and tested to rigorous qualification standards” said Vergason.

Five Star also prides itself on being one of the few distributors that offers a fully equipped, modern track rebuild shop run by Al Johnson at its Dunmore, Pa., facility.

Looking to the future, Five Star Equipment supports students through a two-year technical training program at SUNY Cobleskill College, Cobleskill, N.Y. When a student completes the course and comes to work for Five Star, Five Star pays the tuition and gives the student \$10,000 worth of tools.

### **A Unique Way With Parts**

Parts availability is an area for which Five Star Equipment is especially noted. All ordered parts can be in the hands of customers within 24 hours 97 percent of the time, according to the company.

In addition Five Star branch offices carry parts inventory in excess of \$2.5 million on the shelf. The John Deere Corporate Parts Distribution Center in Syracuse, N.Y., is a strong asset for Five Star Equipment. Working with this center, Five Star is able to deliver all non-stock parts via two runner trucks to each branch by 7:30 a.m. every day.

Parts also can be ordered on the company Web site, 24 hours a day. Another feature of the Web site allows contractors to custom build machines from each feature available and then receive a quote from the sales department on that specific machine.

Tim Sinning is parts operations manager, and he has been with Five Star Equipment for 20 years.

“Our goal is to provide the right parts to our customers and service departments immediately. This is no small task considering the volume of machines sold in our territory over the past 25 years. Still we have customers using machines that sold even 10 years before Five Star was organized. We support them all,” said Sinning. “We are in it for the long haul.”

Through the years, Five Star Equipment’s customer base and product offerings have grown and changed. Customers now come in the form of construction fleet owners, as well as traditional owner operators. Municipalities, as well as mining, aggregate, recycling, forestry and farm businesses are all Deere customers in today’s world.

John Deere product offerings include backhoes, loaders, excavators, articulated trucks, skid steers, crawler tractors and logging equipment as well as a complete line of compact excavators, skid steers and track loaders.

Corporate Sales Manager Del Wayne summarized his role by saying, “We have grown this company to become one of the larger Deere dealers. We plan to bring the full range of the John Deere resources to our customers including innovative products, excellent support, operator training tools and access to inventory from every dealer in our organization.

### **Celebrating the Past, Anticipating the Future**

Celebrating the past 25 years of accomplishments will include a visit from Sam Allen, president, and several other executives of John Deere on Aug. 4 and 5. A large contingent of customers will be on hand for this prestigious visit. Later this year, Five Star will open a brand new 12,000-sq.-ft., six-bay facility located on four acres in Williamsport, Pa. This will replace a small, outdated two-bay facility.

Looking forward and back, Gallo summarized his business experiences with John Deere so far.

“As I mentioned, Deere was striving to put premium products in the marketplace and wanted those products to be supported by premium dealers and we were ready to step up. At the same time Deere has also raised their standards of performances for the dealerships. No product will be shipped to the dealer unless all technicians, parts representatives and sales people are certified by John Deere.

“We tell our people that the John Deere product speaks for itself. What is going to set us apart as a dealership is our ability to give the John Deere product superior product support. When we first became a

John Deere dealership we barely knew our neighboring John Deere dealerships and there was little or no communication. Today, John Deere has established a tremendous networking system between all of its dealers and they use this system to funnel a wealth of information to us, which only makes us better and stronger dealerships.”

With that kind of backing, imagine how strong Five Star Equipment will be in another 25 years.

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## Detour Vexes Village of Victor

By: Laurie Mercer



[Click to enlarge photo.](#)

Everybody agreed that the old bridge over the railroad tracks on Route 96 in Victor, N.Y.,<sup>o</sup> needed replacement. So why did the booming little town threaten to sue the DOT?

It may be the sign of harder economic times ahead, but a recently proposed detour in the upstate village of Victor created a firestorm of bad publicity. Even threats of lawsuits greeted the Department of Transportation as it moved forward with its plans to replace an old, 312-ft. (96.1 m) bridge on Route 96 — a primarily east-west highway and the only direct path through town.

Suddenly the anticipated 16,700 cars that use the route daily would have to endure a 0.7-mi. (1.1 km) detour (5.5 mi. [8.8 km] for commercial trucks) for approximately 6 months.

Victor, with its attractive, open countryside and access to high-capacity transportation routes, also is the fastest growing town in Ontario County. The average cost of a new home in 2006 was \$293,000. Actively being developed right now are business parks, senior living facilities, town homes, golf courses, multi-unit housing, a hotel, and a new Victor Town Hall — all of them to one degree or another affected by the detour.

Victor's Route 96 also is a gateway to the popular Finger Lakes region.

Bridges provide links, but Route 96 in Victor is unusual in that it serves as the single main corridor through a very busy and bustling place. Further complications involve careful scheduling with the still active Ontario Central Railroad that runs beneath the bridge.

The project will cost roughly \$3.6 million, 80 percent of which will come from federal funds and 20 percent from state funds.

At one point objections to the required detour made the newspaper when several businesses, the town of Victor, and the town of Farmington threatened the DOT with a lawsuit if it did not devise a shorter rerouting of traffic, which it finally did.

DOT also created 3,500 brochures for affected businesses to use in alerting their customers about the detour and improved its Web site about the project. As one communications person said, "We tried to accommodate the business owners as best we could."

The pre-construction public information meeting, held in October, gave no hint to the discord that would greet the eventual detour plan. Said one information officer for DOT, "Nobody gave us any indication that this was going to be a major deal."

All threatened lawsuits were eventually dropped.

The existing two-lane bridge, built in 1964 with a narrow shoulder, will be replaced with two 12-ft. (3.6 m) travel lanes and wide shoulders on the same alignment. Demolition of the old bridge took place in early March. Much of it will be recycled. Some of the concrete will be broken up and recycled into fill material on site. The structural steel girders become the property of Crane-Hogan, the company overseeing demolition and rebuilding the bridge.

According to archives, approximately 421,000 lbs. (190,962 kg) of structural steel (excluding reinforcement bars) were used for building the original bridge.

Steve Butts, project manager and superintendent on the project of Crane-Hogan Structural Systems, Spencerport, said, "September 9, 2008, is our drop-dead day for finishing the job."

#### Deal or No Deal — Incentives and Disincentives

In the contract for the Route 96 bridge, the DOT placed a monetary clause intended to encourage the contractor to keep the bridge closure to a minimum. The date, Sept. 9, 2008, is in the crosshairs for its completion. For every day the bridge is open to traffic before Sept. 9, the contractor will be paid a \$3,000 a day bonus — with a maximum of 19 days (a possible \$57,000 payout).

The disincentive clause works in reverse. Every day the bridge is still closed to traffic after Sept. 9, the contractor owes the DOT \$3,000 per day. A DOT spokesperson said incentive/disincentive clauses help highway/bridge projects that seriously impact a community keep disruption to traffic at a minimum.

#### Easy Riders

In order to ramp-up on site for a tighter deadline, Butts said he needs “an extreme amount of planning” to get materials on site as needed.

“I need to be looking at materials, not looking for them,” he added.

His work team assigned to the bridge includes three carpenters, four laborers, a labor apprentice, and two heavy-equipment operators, all seasoned, key performers. He added, “We all think alike. We have one goal to attain.”

Because of the extreme deadline, Butts increased his manpower to work on multiple areas at once. They work slightly longer days and on Saturdays. He also doubled the amount of heavy equipment they might normally rent for a job this size.

“We always rent equipment from local suppliers including Monroe Tractor, Anderson, Five Star Equipment, Admar Supply and others,” said Butts. “For this job we increased the amount of concrete form rental equipment to double capacity. We have enough forms to completely construct the middle piers. On a more routine work schedule, we might lease equipment for one pier and then cycle it between two structures.”

“We are going to try and come out with a good project for everybody,” Butts said.

While the \$3.6 million cost of replacing the old bridge with a new one is comparatively low, the necessity of this new Route 96 bridge in Victor is priceless to all concerned.

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## **Five Star Equipment Names Lasicki Used Equipment Mgr.**

Five Star Equipment recently named Tom Lasicki used equipment manager of the company's eight locations.

Five Star Equipment is the [John Deere](#) dealer in Dunmore, Pa.; Stroudsburg, Pa.; Waterford, Pa.; Williamsport, Pa.; Kirkwood, N.Y.; Rochester, N.Y.; Orchard Park, N.Y.; and Syracuse, N.Y. In addition to John Deere at the New York locations, Five Star represents Hitachi.

Lasicki joined Five Star Equipment in 1998 as a sales representative out of the Kirkwood, N.Y., location, with his territory being a large part of the southern tier of New York State. Prior to joining Five Star Equipment, Lasicki spent four years in the Air Force operating heavy construction equipment, and then six years operating heavy equipment for a pipeline utility contractor.

Lasicki will manage Five Star Equipment's used equipment inventory, which typically exceeds 100 machines. His responsibilities also will include setting trade numbers, retailing machines within the Five Star territory, and wholesaling used equipment nationally and internationally.

"I've really enjoyed the 10 years in the field as a sales rep, and I now look forward to the new challenges of selling iron in a worldwide market," he said.

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## Five Star Equipment Opens Deere Facility in Williamsport

[John Deere](#) owners and other construction equipment owners will soon have a new place to buy, rent and service equipment. Five Star Equipment Inc., a 25-year-old John Deere dealer, headquartered in Dunmore, Pa., is opening a new facility in Williamsport, Pa.

"Right now we are operating out of a temporary building on our property. We have a repair shop and a service vehicle," said Boaz "Bo" Zipori, branch manager of Five Star Equipment Inc. "We will be building a new, full facility and it should be open by the end of the year."

The 12,000-sq.-ft. facility will be built on 4.5 acres and will have a central location on Route 15. It will include a service vehicle that can travel to job sites and repair equipment; six service bays; a dedicated wash bay; a welding bay; new equipment sales for John Deere machines; and used equipment sales for John Deere and for other makes and models.

"It will give customers a strong John Deere dealer in the surrounding area," Zipori explained. "We're a full-service dealer and our first priority is to make sure the customer is happy, so customers will be glad to have us in their area."

One service Five Star Equipment will sell is preventative maintenance contracts. Under these contracts, Five Star will service any brand of equipment including Cat, [Komatsu](#), [Case](#), Liebherr, [Link-Belt](#) and of course, John Deere. These contracts allow equipment owners to use the same dealer for all their equipment maintenance needs.

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## New York State AGC Holds Scholarship Classic at Turning Stone Casino



[Click to enlarge photo.](#)

The 2006 Anthony S. Santaro AGC Scholarship Classic, originally scheduled for June, was held Aug. 30 after rain and flooding postponed the event. Early autumn temperatures provided a picture-perfect day for golf and set the mood for a

fundraiser that would break all of its previous records.

The meet this year was held at the Turning Stone Casino Resort in Verona, NY, on two of its golf courses, The Shenandoah and The Kaluhyat. This 17th annual event raised money to benefit the AGC Scholarship Fund, which was established in 1988 to provide financial assistance to college students who have an interest in pursuing a career in New York State's construction industry.

More than \$620,000 in scholarships has been granted since 1988, maintaining the fund status as the largest state industry effort of its kind in the United States. Contractors, equipment distributors, industry suppliers and New York State Department of Transportation (DOT) officials worked hand-in-hand to make this event a success.

Milton CAT provided the barbecue lunch that was served at the turn.

Each golfer was presented with a player's pack that included golf balls, tees and towels. The player pack donations were supplied by Advance Testing Company, Barrett Paving Materials, [Caterpillar](#) Financial, Cardona & Sons Inc., Emerald Equipment Systems Inc., Hayward Baker, Lockton Companies, 3M, and Tracey Road Equipment Inc.

Financial donations were broken down into three categories:

Platinum sponsors included:

- D.A. Collins Construction Companies;
- Lancaster Development Inc.; and
- Vector Construction Corp.

Gold sponsors included:

- Barrett Paving Materials;
- Cat Financial;
- Elderlee Inc.;
- Five Star Equipment;
- The Fort Miller Company;
- Hanson Aggregates New York Inc.;

- Harrison & Burrowes Bridge Contractors;
- Hayward Baker Inc.;
- [Ingersoll Rand](#) Company;
- Slate Hill Contractors;
- Syracuse Castings;
- Tracey Road Equipment Inc.;
- Vantage Equipment;
- UCC Contractors; and
- Walter Pratt & Sons.

Silver sponsors included:

- D.I. Highway Sign and Structure Corp.;
- Hudson River Construction Co. Inc.;
- Fuller and O'Brien Inc.; and
- Keeler Construction Inc.

Individual holes had sponsors who included:

- Admar Supply Co. Inc.;
- Blades Construction Products Corp.;
- Dannible and McKee LLP;
- Hanson Aggregates New York Inc.;
- [Hyundai](#) Construction Equipment;
- Kawasaki Construction Machinery;
- Moxy Trucks of America;

- Stanley LaBounty;
- [Terex](#);
- Lancaster Development; and
- Tilcon New York Inc.

The signs for the individual hole sponsors were provided by Work Zone Safety Specialists Inc.

Each year the Board of Governors of the Empire State Contractors Association donates \$2,500 to the scholarship to be awarded in the memory of James M. Kernan.

The J. Keith Waters Memorial Fund continued its support of the AGC Scholarship Fund with its annual donation of a \$2,500 scholarship to be awarded in the memory of J. Keith Waters.

Four on-course refreshment stands were provided by Admar Supply Co. Inc., Atlas Fence Inc., Fuller & O'Brien Inc., and NBT Bank.

All golf carts were sponsored by Anderson Equipment.

Hole-In-One Insurance was provided by [Volvo](#) Construction Corp., and Vantage Equipment.

The AGC also recognized Peckham Materials Corp. for its \$1,000 donation to the scholarship endowment fund.

An auction held after dinner each year raises more than \$10,000. Donations to this year's auction were made by:

- Syrstone Inc.;
- Emerald Equipment Systems Inc.;
- Syracuse Castings Sales Company;
- Dolomite Products Co. Inc.;
- Barton & Loguidice;
- Cardona & Sons;
- Jack Conger;

- Straight Line Industries;
- Five Star Equipment;
- J.C. Smith;
- Walter S. Pratt & Sons;
- DiCerbo Associates;
- Peckham Materials;
- Anderson Equipment;
- Construction Equipment Guide;
- Tilcon NY Inc.;
- Tracey Road Equipment Inc.;
- QCI Asset Management;
- Union Concrete;
- County Line Stone; and
- Fuller & O'Brien Inc.

This year the AGC received 42 applications for the 2006 scholarship program. Applications were received from 12 colleges and universities. The AGC encourages anyone who knows a student in the construction curriculum to recommend the scholarship program.

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## **Five Star Equipment Beefs Up Its Service Truck Fleet**

Five Star Equipment is a full service [John Deere](#), Hitachi, Timberjack and Euclid dealer and when it came time to add new service vehicles to its fleet, not just any truck would do.

The company has Deere- and Hitachi-certified technicians and it wanted service vehicles that would complement its ability to offer the best service possible. With equipment getting larger, and customers traveling farther from their home base, Five Star wanted to bring its shops to the customers and service their equipment in the field. To accomplish this, the company purchased three new service trucks.

These trucks feature an International 4300 cab and chassis and are equipped with a custom MTS-8-2-084 Maintainer body offered by Telford Fifty-Five Enterprises.

Tim Meeker, of Telford Fifty-Five, worked closely with Five Star Equipment to design the service trucks, making sure they were adequately equipped and ready for service.

The 10,000-lb. tall tower crane attached to the 14-ft. body allows Five Star's technicians to respond to the needs of the large equipment owners, while the on-board compressor, welder, and lube equipment enable them to deliver the specialty services.

The workmanship of the Maintainer body is made to withstand the harsh New York and Pennsylvania winters as the trucks venture off-road to go where customers need them most.

The three new trucks are based out of Five Star's Dunmore, Syracuse, and Orchard Park locations. The company also has locations in Kirkwood, NY; Rochester, NY; Waterford, PA; and Stroudsburg, PA — all offering field service.

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## **Five Star Acquires Mecca Krull Dealership in Orchard Park**

Superstition considers Friday the 13th a day on which to be especially cautious, a day of dread or a day of possible misfortune.

However, for the owners, employees, and customers of Five Star Equipment Inc. and Mecca Krull, Friday, Feb. 13, was a day for change and optimism. It was on that day that Five Star Equipment officially took control of the Mecca Krull operations in Orchard Park, NY.

Mecca Krull, which had operated as a [John Deere](#) dealer in western New York since 1973, and Five Star Equipment, in business since 1980, merged to add a sixth location to the Five Star family of dealerships. Coupling this new branch with existing New York locations in Kirkwood, Rochester, and Syracuse, the company provides unlimited service to all of central and western New York. Additional stores in Dunmore and Stroudsburg serve northeastern Pennsylvania.

Frank Gallo, associate owner of Five Star Equipment was enthusiastic about the acquisition. "We are happy to make Mecca Krull employees and customers part of our organization. We look forward to a seamless transition, and we hope for much success in this area," he said.

In conjunction with being an award winning John Deere dealer, Five Star Equipment is the New York dealer for Hitachi excavators and Euclid trucks. Additionally, the corporation is the supplier of Eager Beaver and Trail King trailers. An extensive stock of attachments from manufacturers such as Magnum,

Allied, and Tramac, to name a few, makes Five Star Equipment the type of full-service dealership that most customers desire.

All company branches operate a rental department that is fully stocked with new and used items available for rentals of any duration. For added customer convenience, Five Star has access to several financing sources to assist with the funding of equipment purchases.

Five Star has taken huge strides to bridge the distance between the corporate branches and the customers. Company services, equipment, and parts are not limited by individual location. This is made possible by the utilization of an overnight delivery service. This service allows customers to access any part or attachment in any of the six locations. If the item is in stock, it will be shipped on the overnight delivery truck to the proper location, and the customer will be able to pick up the purchase the following morning at no extra charge. This service also can be used for customers to ship tracks to and from the company's track shop located in Dunmore.

To further accommodate customer needs, Five Star employs three customer service advisors who have the sole responsibility of providing parts to the company's outlying areas

To accommodate mechanical problems that occur in the field, the company has service technicians that are both equipped and experienced in repairing equipment on the job site.

According to the company, combining existing corporate resources with those of the Orchard Park location, Five Star Equipment is certain that customers will have access to the best equipment and service personnel in the industry. Both existing customers and John Deere consistently recognize the company's long-standing commitment to customer service, and Five Star is proud that this commitment is a corporate goal.

Gallo further stated, "The entire staff of Five Star Equipment Inc. is very excited about the growth of the business, and customers are encouraged to become acquainted with any of the Five Star locations. All of us at Five Star Equipment hope that our customers will find this expansion to be extremely beneficial to their business, and we look forward to seeing them."

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## **More Than 180 Golfers Add to Coffers of NY AGC's Scholarship Fund**

On June 24, 2002, the annual Anthony S. Santaro AGC Scholarship Golf Classic was held at the Lafayette Golf and Country Club in Jamestown, NY. Overflow golfing was held at the Radisson Greens Golf Club in Baldwinsville, NY.

Proceeds from the golf outing benefit the AGC Scholarship Fund, which was established by the New York State AGC Chapter in 1988. The fund provides financial assistance to college students who have an interest in pursuing a career in the New York State construction industry. More than \$420,000 in scholarships have been granted since its founding and, now it has the status as the largest state industry effort of it's kind.

More than 180 golfers participated in the event. Each golfer received a player's pack that included a package of golf balls, tees and other souvenir items. To stave off the golfers' pangs of hunger, a barbecue lunch was provided by [Caterpillar](#) Inc.

Many companies made various donations to help make the golf outing a success.

The following companies made contributions toward the player's pack: Advance Testing Company Inc.; Cardona & Sons Inc.; Cat Financial Services Inc.; [John Deere](#) Credit; Cat; DiCebro-Northwestern Mutual Life; and the 3-M Company.

Platinum sponsors of this year's event included the following: Barrett Paving Materials Inc.; D.A. Collins Construction Company Inc.; Lancaster Development Inc.; Syracuse Supply Company; and Tracey Road Equipment.

Hole sponsor signs were provided by Certified Traffic Controllers.

The Empire State Highway Contractors Association continued its \$2,500 AGC Scholarship to be awarded in the memory of James M. Kernan.

Gold sponsors for this year's outing included: Barrett Paving Materials Inc.; Callanan Industries Inc.; Elderlee Inc.; Five Star Equipment Inc.; Harrison and Burrowes Bridge Contractors Inc.; and the Ingersoll-Rand Company.

Silver sponsors included: County Limestone; Financial Federal Credit Inc.; Gateway Equipment Corp.; Hudson River Construction; Keeler Construction Company; and Syrstone Inc.

A \$1,000 donation to the scholarship endowment fund was made by Peckam Materials and by the laborers of Local 17 LECET in Newburgh, NY.

Gateway Equipment Corporation and Caterpillar Paving Products provided the oncourse refreshments.

Each year one of the highlights of the event is the fund-raising auction. A few of the many items included in this year's auction were: tickets to the Buffalo Sabres, New Jersey Nets, New Jersey Devils, Buffalo Bills and Syracuse football games; various golf clubs;

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# Rochester's Dome Arena Plays Host to 20th Annual Municipal Equipment Show

By: Mary Gelling-Merrit

Town road superintendents in western New York look forward to this event every spring. It's the 20th Annual Municipal Equipment Show at the Dome Arena in Henrietta, NY.

"The idea was to get all the vendors and the superintendents together at one place for one whole day," explained Show Organizer and Superintendent of Public Works for the Town of Webster Dave Galeazzo. "We road superintendents usually don't have the time to talk to salespeople. This is a great way to see new equipment and learn about new ideas without having to rush back to the office or having to answer the phone."

Galeazzo expected more than 1,200 people to pass through the doors of the arena before the day ended. By noon, more than 700 people already had enjoyed a free lunch in honor of the show's 20th anniversary provided by Beal Street Cafe of Rochester. Sixty-five vendors were on hand with new equipment, displays, information, and sales personnel.

One vendor, T-W Truck Equippers Inc., of Rochester, featured a new concept in truck spreaders, The Flo 'N Dump, a multi-purpose body dump truck from Air-Flo of Prattsburg, NY. The Flo 'N Dump design allows the operator to spread materials while the dump body is down. This comes in handy when spreading ice on slick road surfaces or even spreading gravel, cold or hot-mix asphalt for road or shoulder repairs.

Another popular item is Air-Flo's 550 MG truck spreader. The truck easily converts from a spreader to a conventional dump body.

"This is a great truck for a smaller municipality," explained T-W's Vice President Bernie Leonard. "This truck can be an ice spreader in the winter and a standard dump truck in the summer ... but especially with the kinds of winters we're having — snow one day and spring the next ... with the flip of a switch, you're ready to do any job."

Kim Saylor, district manager of Monroe Tractor, Henrietta, said operator efficiency and comfort have come a long way in the equipment his company offers. For example, in the cabs of the new [Case M Series](#) loader/backhoes, there is more room for the operator, more glass for extra visibility and reduced sound levels.

"The better the comfort for the operator, the better the productivity level," said Saylor.

Case's new XT Series of skid steers also was on display. "The new XT Series is more compact with more horsepower and a sleeker design," said Chris Felosky, a district manager of Monroe Tractor.

Monroe Tractor's Bomag PW 180 also is a new design. The piece at the show was just purchased by the nearby Town of Greece. The compaction width of this machine can be increased by up to 4 ft. (1.2 m) just by steering it in a particular way.

Daryl Martin, of Jennings Tractor, in Fairport, brought a A220 [Bobcat](#) all-wheel steer loader to the show.

"These machines are very hot and popular with municipalities," said Martin. Jennings Tractor is the only Bobcat dealer in western New York. It also specializes in [New Holland](#) farm equipment selling to clients all over New York State.

The Bobcat A220 features 2,200 lbs. (997 kg) of lift with changeable steering modes. The 73-hp (54.4 kW), four-cylinder, turbo-charged, oil-cooled Deutz diesel engine provides the power for the machine's impressive push ability. The comfortable cab features state-of-the-art joystick controls as well as a smooth ride.

Also celebrating its 20th anniversary at the show was George & Swede Sales & Service, of Pavilion, NY. The company's display featured a Hamm HD110 10-ton (.9 t) roller, a [Hyundai](#) 12,000-ton (10,800 t) mini-excavator and a Harder slide in sander and dump box spreader.

Swede Sales Territory Manager Greg Newell said his company enjoys coming to the show each year. "It's a great show. Typically we don't make any sales at the show, but the contacts you make lay the groundwork for future sales," he said.

The Hamm HD110 features a 127-hp (94.6 kW) engine with a 66 to 69.5 in. (167 to 176.5 cm) rolling width. The Hyundai 55-3 mini-excavator has a Yanmar 4TNE-94 engine with a reach of nearly 20 ft. (6 m) and a digging depth of nearly 13 ft. (3.9 m).

Five Star Equipment, of Rochester, was celebrating too. This is the company's first year at the show as a Hitachi excavator dealer. In addition, Territory Manager Aaron Gieseke said they had just sold a Vactor 2100 sewer cleaner to the Town of Henrietta.

Jerry Roberts, of Roberts Equipment, said he does more than 80 percent of his business with municipalities. With three offices across New York State in Tonawanda, Victor and Cazenovia, he said he supplies towns and villages with a variety of refuse, snow removal, and multi-use road work vehicles.

Roberts said his TVA Sweepster is a popular item. It is an economical solution for many municipalities. "You tow it behind a tractor and it does a fine job," he said.

One vendor came all the way from Canada. Holder of North America, of Ontario, Canada, was displaying its new all-season, multi-purpose vehicle, the C 9700 H.

“The machine is really more than a mower,” said Owan Jones, of Holder of North America. “You can put any attachment on the front.”

The Holder C9700H features a Deutz diesel, 1011F turbo, 75-hp (55.9 kW) engine with hydrostatic drive and two mechanical-speed ranges. Its Power Take Off clutch is a wet multi-disc design that enables the operator to engage the PTO while under load. Its many attachments range from reach mowers, sweepers, and snow blowers to backhoes, forklifts and dump bodies.

Jones said, “We’ve had quite a few inquiries about it today.”

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## **Five Star Sells a Whopping 19 TLBs to Same Customer**

Five Star Equipment recently achieved the largest tractor-loader-backhoe deal in its history, selling 19 of the units to a single customer—E.E. Root & Sons Inc. of Oswego, NY.

A [John Deere](#) dealership with New York locations in Kirkwood, Syracuse, Rochester and Oriskany, Five Star has an additional location in Stroudsburg, PA, and corporate headquarters in Dunmore, PA.

E.E. Root primarily does contracting work for several local utility companies in central New York, and is headed by Gary Root, who is assisted by his sons, Mark and Jeff.

The contractor has about 150 employees and owns approximately 100 pieces of machinery. E.E. Root decided to buy the 19 machines after being awarded a five-year contract by one of its major customers.

The loader backhoes the company bought were John Deere 310 SG 4X4's, including heated cabs, extendable dippersticks, power-shift transmissions, and JRB quick couplers set up on the rears. Six of the machines were set up with front-end tool carriers. The package also included four JRB power-angled snowplows, three sets of forks and three JRB power booms.

E.E. Root also owns a John Deere 850 dozer with a cable plow, and a JD 450-G with side boom.

“We wanted to update and standardize our entire fleet. Our fleet of loader backhoes was produced by several different manufacturers, which means we were having to go to several different locations for parts and service,” said Mark Root. “We saw the need to cut our maintenance, and felt that by updating all of our machines, we would effectively do that. We have owned some John Deere machines since 1994, and have been happy with its products, so naturally we explored upgrading our entire fleet to their line.”

Mark Root credits Five Star sales representative Tom Lasicki with completing the sale, with the help of sales manager Rick Kutalek.

According to Lasicki, a large percentage of E.E. Root's old backhoe loader inventory was 2-wheel drive, open ROPS machines.

"The open ROPS meant that their operators could not effectively use these machines during the winter because it was too cold," said Lasicki. "And, E.E. Root wanted to get more use out of their machines year round, especially after winning new snow removal contracts."

Along with Deere quality, and Five-Star's service, the final factor sealing the deal was convenience.

"We do most of our utility work between Binghamton and Watertown north and south, and east and west from Rochester to the Albany area," said Mark Root. "This means that Five Star's various locations in New York state will never be far away when we need them."