

Paul DeCarolis

President

DeCarolis Truck Rental Inc.

- **Age:** 60
- **Residence:** Greece, a suburb of Rochester
- **Family:** Wife, Annette; three sons; one daughter
- **Education:** Graduated from Edison Tech High School in Rochester
- **Favorite Part of the Job:** "The camaraderie we get with customers; watching employees grow in their jobs; trying to come up with new and better ways to do business"
- **Philosophy/Motto:** "To provide a broad range of exceptionally reliable, high-quality vehicle leasing, rental, and transportation services that will enable customers to reduce their overall distribution costs"
- **Hobbies:** Boating, fishing, golf, being an entrepreneur, attending plays and musicals in Toronto



**BOTW FACTS**

DeCarolis Truck Rental Inc.

402 North Central Ave.

Syracuse, N.Y. 13116

Phone: (315) 656-0090

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- **Type of Business:** Truck and trailer rental and leasing company
- **Year Founded:** 1938
- **Locations:** Syracuse, Rochester, Buffalo, Henrietta, Binghamton, Geneva, and Perry
- **Number of Employees:** 23 in Syracuse; more than 200 full time in company
- **Key Officers:** Paul DeCarolis, president and CEO; Ted McAvoy, Syracuse branch manager; Vince DiSchino, executive vice president; Joe Lima, vice president of finance; Rich Hyman, vice president of business development; Anthony DiCarmine, vice president of maintenance
- **Sales:** More than \$30 million projected in 2001

**DeCarolis garners business by pleasing the customer**

By Annemarie Kropf  
*Journal Staff*

**P**aul DeCarolis knows that making life easier on customers helps to improve his business. As president of DeCarolis Truck Rental, Inc., he tries to do just that.

"Our job is to remove the headaches of transporting their goods and products by supplying modern, state-of-the-art equipment at reasonable prices," he says. "We reduce the worries of downtime by providing substitute equipment while their units are being serviced or repaired." DeCarolis Truck Rental, Inc. rents and leases both trucks and trailers. Services to the customer include safety programs, round-the-clock emergency road service, fuel management, washing services, painting and lettering, truck and trailer collision repair, substitute vehicles, and tax-reporting services.

"We believe that integrity, attention to detail, and building long-term relationships are key to our continuing success," DeCarolis says, "and we stress service, service, and better service."

Though the company's headquarters is in Rochester, it has been in Central New York since the late 1980s. A Syracuse branch was added in 1988 and a Binghamton location in 1996. The company expanded its Syracuse branch into a new 10-acre location in 2000.

"It's a little bigger than the other facilities," DeCarolis says of the 20,000-square-foot building. "The others are from 8,000 to 16,000 square feet."

While he declines to mention customer names as a courtesy to them, DeCarolis did say that they are locally and nationally established businesses. "We not only enjoy a significant market share



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**Marty Davis works on a DeCarolis truck at the company's North Central Avenue location in Syracuse. DeCarolis rents and leases both trucks and trailers. Services to the customer include safety programs, round-the-clock emergency road service, fuel management, washing services, painting and lettering, truck and trailer collision repair, substitute vehicles, and tax-reporting services.**

of locally owned businesses," he says, "but also some of the biggest names in the industry as our customers."

Paul's father, Louis, started the company in 1938 as DeCarolis Trucking Company in Rochester. He operated it as a small trucking firm that transported migrant workers from the city to various farms for their day's work, and then hauled produce from the farms back to the city for processing. Eventually, Louis added a warehouse and truck stop. Later on, the company added a Thermo King dealership for truck refrigeration,

and then started the truck-rental business.

Paul and his brother joined the company right out of school, and did whatever job was needed at the time, he says. Paul's father died in 1961, as did his brother in 1966. Finding himself alone as owner and operator of the company, DeCarolis says he struggled to manage all the operations. He decided to divest the dealerships and truck stop, and to depend only on truck rental and leasing — hence, the beginning of DeCarolis Truck Rental, Inc.

DeCarolis says that Penske and

Ryder are not the company's only competitors. "There are other independents as well as vehicle vendors who are also in competition," he adds.

The company beats the competition through its sales force and also a variety of marketing ploys, such as customer-appreciation events, radio and television spot advertising, direct-mailing pieces, and customer testimonials. DeCarolis says that, like other companies, his business has been affected by the economy. "We do see signs of improvement, however, and anticipate a much improved environment by early next year," he says.

The economy is not the only challenge the company faces. "Along with the burden of the general depressed economic state of businesses, however, we face the problem of ever-upward costs of providing health care for our employees, increases in insurance costs, et cetera," he says. "Many of these increases must be absorbed by the employer, since it is impossible to pass all of them on to our customers."

DeCarolis says that another challenge faced by the business is the ongoing search to find and hire skilled, highly motivated managers and technicians to support its continuing growth. He thinks he has the solution, though.

"We continue to try to make our company an employer of choice," he says. "We foster a family-oriented atmosphere in our workplace and find that treating people with respect and making certain they are properly and competitively compensated goes a long way toward achieving our goals — to provide the best service with the best people and with the best equipment available." □

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in Central New York**

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