

FEATURED

KEEP ON TRUCKIN'

BUSINESS OF THE WEEK: DeCarolis Truck Rental

By DAVID L. SHAW dshaw@fltimes.com 1 hr ago



Mike Margarone of Webster (right) is president of the local outfit. Darren Smolinski of Clyde heads up the service department.

Spencer Tulis / Finger Lakes Times

WATERLOO — Many of the tractor-trailers used by Seneca Foods of Geneva, R.I.S.T of Junius and F&A Food Distribution of Ithaca are leased from DeCarolis Truck Rental.

The Border City operation is part of Rochester-based DeCarolis Trucking, which is celebrating its 80th anniversary this year. The rental branch was established in 1980, its first operation outside Rochester.

DeCarolis Trucking also has operations in Henrietta, Syracuse, Buffalo, Elmira and Binghamton.

Mike Margarone of Webster is president of the local outfit. Darren Smolinski of Clyde heads up the service department.

"We only lease or rent trucks to commercial customers, not individuals. We do everything but put a driver in the seat," said Margarone said, who has been in charge of the Fallbrook Street facility in the town of Waterloo since 1987. "We lease large trucks to companies. We rent trucks, ranging from vans to large trucks, to other businesses on a daily, weekly or monthly basis. We contract out the placing of the company's name, logo and other information on the sides of the trucks."

Margarone said the company also offers to rent refrigerated trucks to companies who specialize in food products and other perishables.

"We can service any truck or commercial vehicle, as long as it fits the definition of a truck," added Smolinski, who joined the company in 2005. "We do service heavy construction equipment."

The parts department sells parts for all manner of large trucks, such as Volvo, Freightliner and International, as well as farm trucks and school buses.

DeCarolis purchased an existing warehouse building on Fallbrook Street when it expanded from Rochester to Waterloo in 1980. About 10 years ago, there was a major expansion of the Waterloo site, doubling its size. Margarone said that was prompted by an expansion of business growth at the time.

Currently, DeCarolis is renovating another building on the property into a training center for technicians who want to work on servicing large trucks.

"That will serve all seven locations from right here, training current technicians and new people we hire to work in any of our operations," Margarone said.

Margarone said the increase in business has coincided with the growth of Finger Lakes wineries. He said wineries and grape growers have a need for flatbed trucks and refrigerated trucks.

DeCarolis is a member of National Lease. That means if one of its trucks breaks down outside the area or in another state, another National Lease company will take care of the problem. And, if another trucking company's vehicle breaks down in this area, DeCarolis will take care of that issue.

DeCarolis offers road service; Smolinski described its vehicle maintenance program as "intensive."

Margarone said the 77-year-old owner of the parent company visits the branch operations frequently, usually bearing doughnuts for employees and making sure things are being done right.

More Information

Name: DeCarolis Truck Rental Inc.

Location: 2946 Fallbrook St., Waterloo

Years in business: Since 1980

Number of employees: 12

Hours of operation: Rentals, 7 a.m. to 5 p.m. Service, 7 a.m. to 8 p.m.

Phone: 315-789-5777

Website: www.decarolis.com/geneva/

Facebook: Yes