


## Certified Company Spotlight

Gary's East Coast Service  
By Angela S Petitti

Gary's East Coast Service was founded in March 1994, by Gary Petitti in the garage of his home. From the beginning his idea was to create a company that focused on customer service, professionalism and old fashioned family values. Gary named the business Gary's (small and personal) East Coast (big and professional) to reflect his philosophy for his new business. He set out to form relationships with his customers, many of which are still customers today. From those relationships came referrals and soon Gary was hiring more techs, and was looking to move the booming business out of his home and into a commercial setting.

In October of 1995 Gary made his first move to a very old building that had survived the famous flood of '55. While many jokes were made of its crooked floors Gary turned it into a workable office/shop. His relationships with his customers grew, they gave more referrals and before you know it he needed to hire an office staff and more technicians. With the bigger staff came the need for more formal training, an office/employee manual, OSHA Training, customer service surveys, formal employee review structures, and so on and so forth.

In 1998 Gary started to look to CFESA as well as other business associations for help navigating what he needed to continue to grow his business. CFESA became an invaluable source for information regarding the service industry. Gary took advantage of the Gas, Electric and Steam Training manuals. He began making sure all his techs were factory trained and encouraged them to think about CFESA certification.

By the spring of 1999 Gary was again looking for bigger space. He settled in his current address the fall of that year and as of this writing is still there. In 2003 Gary's East Coast Service started on its quest to become a certified company. While the task seemed overwhelming at first, it later became a team effort that validated the company's solid reputation. In 2004 Gary's East Coast Service officially became the first CT based company to become CFESA Certified. Gary's East Coast Service currently has 15 dedicated employees who share Gary's commitment to customer service, professionalism and family. 



### Attention CFESA Members!

Are you interested in participating in a Webinar? What is a Webinar, you ask? Web conferencing is used to conduct live meetings or presentations over the Internet. In a web conference, each participant sits at his or her own computer and is connected to other participants via the internet. This can be either a downloaded application on each of the attendee's computers or a web-based application where the attendees will simply enter a URL (website address) to enter the conference. A Webinar is a term used to describe a specific type of web conferencing. It is, typically, a one-way conversation from the speaker to the audience with limited audience interaction, such as in a webcast. However, certain Webinars can include polling, along with question and answer sessions to allow full participation between the audience and the presenter. In some cases, the presenter may speak over a standard telephone line, pointing out information being presented on a pc screen and the audience can respond over their own telephones, preferably a speaker phone. Generally, a Webinar lasts about one hour and, over a speaker phone, allows for many listeners. CFESA is investigating the offering of "free" Webinars. Topics being explored would revolve around providing human resource information. As an example, topics may include some of the following:

- **Conducting Workplace Misconduct Interviews**
- **Auditing the Human Resource Function**
- **Building a Strategic HR Department: Keep Your Job by Earning a Place at the Table**
- **Legally Managing Employee Absenteeism**
- **Developing Employee Handbooks**

Making these Webinars available depends totally upon the interest received. If this membership benefit is of interest to you, please visit the CFESA Homepage, [www.cfesa.com](http://www.cfesa.com), and click the "Webinar Survey" link.

### NEWBITE

When asked what the primary type of restaurant visited is when eating away from home, 34% of respondents indicated fast food.

Source: R&I, 2008 New American Diner Study