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Professional Profile: Jeffrey DeFranco 2016

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About

- **Title:** President/CEO
- **Company:** N.Y. State Industrial Coatings, Inc.
- **Location:** Rochester, NY
- **Birthplace:** Rochester, NY

Family: Christine (wife), Nicholas (son)

College: Geneseo State University – bachelor of science degree in biochemistry

First job unrelated to your current field: Worked on a cattle farm

First job in current field: Laborer on an underground utility installation team

What your firm does now and its plans for the future? NICI has several specialized divisions: high performance epoxy and urethane floor coatings, fluid applied roof waterproofing systems, tank & vessel restoration and coating, custom trench drain installations, and sandblasting. Our future plans are for our team to continue with the successful business plan through consistent growth, research, and development of innovative techniques utilizing cutting edge products in the industry. We will continue offering our clients support by providing solutions to their most complicated problems and maintaining long term, mutualistic relationships.

Hobbies: Cooking, hunting, and fishing

Favorite Reading: Bible passages

Favorite film: “The Godfather”

Keys to success: Integrity, being a player’s coach, providing innovative solutions, maintaining long term relationships, providing industry leading value for the dollar

Person(s) you most admire (outside of family): Jesus Christ



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