

Empire State, continued from page 51

Photography by Laurin Trainer Photography



ESA's staff includes (back row, from left) Wes Culora, Scott Phinney, Bill Frenzel, Dale Norris, Bill Nash, Bill Norris and (front row, from left) Fran Schoenagel, Muffy Eggleston, Carolyn Norris and Cheryl Mertzlufft.

"Our customer base has always considered a stocking rep to be a competitor," he says. "We don't want to give contractors in our area the impression that they can bypass the wholesaler and order direct from a rep."

Building a better bridge

Norris and Frenzel have many good things planned for the future of ESA, but they are quick to point out that their company will always maintain the values they've sustained throughout the years. For instance, while ESA has made good inroads in keeping up with current technology, Frenzel asserts that even if the industry decided everything must be done via e-mail "it's not going to change the way we go to market -- we're committed to that."

One possibility for growth that ESA is looking into falls in line with the PHCP industry's current penchant for mergers. Frenzel and Norris say that the company is keeping its eyes open for agencies that would meld with ESA.

"There's just so much out there that we can't say for certain when or if it will happen," says Norris.

As ESA heads into the future Norris and Frenzel assert that one thing which will not change is the level of service they afford customers and manufacturers. Norris says that, in his opinion, the only way to succeed and grow in the PHCP industry is to continue offering good service to both customers and manufacturers. Judging by the firm's current track record and practicable tenets towards its employees and customers, Norris and Frenzel -- along with **Bill Norris** who has worked inside and outside sales for 8 years, and **Erik and Adam Frenzel**, college-aged sons who have worked summers in the industry -- are sure to

lead Empire State Associates towards a bright future. ➔



Jim Martin (right) and Steve Pochatko share territory in the greater Buffalo market, which includes Niagara Falls, east to Rochester, and south to Erie, Pa.

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