



## **ADMAR event provides education and information about the best construction equipment and supplies for the upcoming fall/winter season**

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Contractors and do-it-yourselfers had the ability to gain valuable information for upcoming jobs and projects—and celebrate national Careers in Construction Month—at an upcoming ADMAR construction equipment and careers expo. To provide valuable information and support to those who make a living as skilled-craft professionals, ADMAR hosted the expo from 10 a.m. to 7 p.m. on October 24th, at its retail store, located at 1950 Brighton-Henrietta Townline Rd.

Designed to provide contractors and do-it-yourselfers with education and information about equipment and supplies, the expo featured experts in the construction-equipment industry. Representatives from Kubota, Diamond, STIHL and Wacker Neuson offered attendees free, hands-on instruction focused on best practices, safety and education. Participants had the opportunity to use a machine control simulator, choosing from a dozer, excavator or grader.

"Those who make their living in this industry are those who make our business successful," said Frank Lippa, branch manager, ADMAR Rochester. "This event is designed to provide free education to our current and potential customers and to show our appreciation for them during the month of October, which recognizes those with careers in the construction industry."

ADMAR's construction and equipment careers expo also featured a meet and greet with legendary Rochester soccer pro and current Rochester Lancer Doug Miller, and a chance for attendees to win a Buffalo Bills prize package. Lunch was provided by Colby's BBQ.

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