



Borzillire leads ADMAR to top recognition

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When Ray Borzillire joined ADMAR Buffalo 20 years ago, he was part of a small western New York company providing construction equipment and supplies to contractors and municipalities. Two decades later, under Borzillire's leadership, the team at ADMAR's Buffalo branch represents the company's largest and most profitable location and reigns as the recipient of the ADMAR President's Award for Branch Excellence for the fourth consecutive time.

The President's Award for Branch Excellence was presented to Borzillire and his team in Buffalo in recognition of their continued accomplishments in the areas of: fleet metrics and performance, outside sales team performance, customer retention, risk and facility management, and staffing and training. This award criteria is established and measured by the ADMAR parent company.

Borzillire joined the Buffalo location ADMAR in 1994, after seeing an opportunity to align his passion with the company's mission. Borzillire's leadership skills allow the company to continually provide top-quality customer care and service.

ADMAR's director of branch operations, Greg Downing, explained that identifying a clear ADMAR President's Award winner among the branches can be a challenge.

"The President's Award for Branch Excellence has become very competitive in recent years, which makes it challenging to identify which ADMAR branch receives it," Downing said. "For four consecutive years under Ray's leadership, Buffalo delivers the ADMAR experience every day and manages to bring it home through outstanding teamwork and commitment to the Buffalo community, and we are pleased to recognize their success with this award."

Today, ADMAR provides equipment for rent and purchase, as well as service, parts, safety training and a line of survey/machine control instruments to a diverse customer base, ranging from contractors to farmers to independent operators and municipalities. Equipment from the Buffalo branch can be seen all over the region in places such as the renovation project at Ralph Wilson Stadium, the Walmart in Lockport, N.Y., and SUNY Fredonia.

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