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# 65th Anniversary!

Douglas, Peter and Dennis of Wayside Fence Co. Celebrate The  
65th Anniversary of Their Company See Page 3



# Wayside Fence Company Celebrates 65th Anniversary

In 1951, Steve Shear opened Wayside Fence Company in West Babylon, NY. He ran it mainly as a wood fence installation company, but did a bit of wholesale. Steve also founded Mastercraft, a wood mill in Greensboro Bend, VT, which supplied not only his own company with wood products, but many other fence companies in the region.

After 27 years in the fence business, Steve was looking to retire, so he contacted Peter DeLorenzo Sr., the owner of Natural Beauty Fence in Wantagh, Long Island and asked if his sons, Douglas, Peter and Dennis might be interested in purchasing the business. After all, they worked in fencing most of their lives at Natural Beauty Fence.

In 1978, Douglas, Peter and Dennis bought Wayside Fence Company – and so began a new chapter in an already deep, rich story.

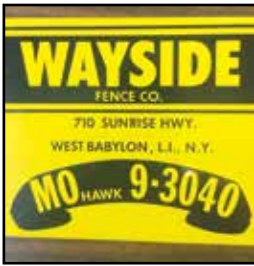
“What made this purchase even more compelling”, said Douglas “was that Natural Beauty Fence was based in Nassau County and Wayside Fence was in Suffolk

in an increasingly crowded and talented field. Then to further diversify their product line, they introduced aluminum, deer fence, welded wire and bamboo fence; each contributing to a dramatic uptick in sales. Douglas, Peter and Dennis agree: “Wood has always been our forte. It is how we started. We’re very good at it. And there’s still a tremendous demand for it”.

When Dennis retired from Wayside Fence in early 2007, Douglas and Peter hadn’t planned on bringing in another business partner. But when the tra-

jectory of Wayside Fence continued to spike, it became quite clear that a strong executive team needed to be established to best manage the growth – and strategize its continuation. Sal Militello came to their minds. “We knew Sal for a long time and we respected him as a colleague and a deeply experienced veteran in the fencing industry. We knew he’d be a natural fit in our ‘family-owned’ company culture, but mostly, that he’d have an immediate impact by bringing his key contacts, building struc-

ture, and creating sales, marketing, hiring and pricing processes”. On October 1, 2001, (continued on Page 6)



County. We wanted to create broad coverage and reach for all of Long Island, and with these 2 locations, we did just that”.

During the 80’s, they were very busy growing the business, getting into more installations and building crews. Then as wholesale picked up and the demand for custom wood grew, Douglas, Peter and Dennis focused more on the wholesale business – and quickly expanded to an empty lot next door, where they started manufacturing. Twenty years later, with a robust business underway, they moved further east to Bay Shore where they’ve been for the last 18 years. “This current footprint is bigger”, said Peter. “It was a lumberyard, so it was perfect for our needs for manufacturing. It had outdoor storage, racks and other desirable features for a fence company. It was an ideal move”.

Over the years as wholesalers, they’ve remained innovative; taking on products that both failed and flourished. Doug recalls, “Black PVC was a nightmare! And we bought stockade made out of different types of wood, like poplar, but those failed too because they weren’t stable”. Their persistence for staying ahead of the curve paid off handsomely when they started manufacturing red cedar and vinyl arbors in-house. Those products immediately set them apart

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# Wayside Fence Company Celebrates 65th Anniversary

Douglas and Peter hired Sal as their General Manager, and in 2006, they welcomed him as a Partner at Wayside Fence.

“When we look back over the 38 years that we’ve owned this company, we feel such an enormous sense of pride. Not only because of our growth and positive reputation, but also – and perhaps more so – because we started with 4 people and now we employ 55, including our dis-



tribution center in Newington, CT. It’s a pleasure for us to walk in each morning and greet our employees...knowing they enjoy being here... knowing that the talent they each bring to this company makes a difference... knowing that we’re giving them the opportunity to learn, grow and

earn a living for their families. And most of all, knowing through experience, that together, we will make it through anything: company, employee or customer-related. Because in many ways, we already have”.  
Headquartered in Bay Shore, NY, with a distribution center in Newington, CT, Wayside Fence Company sells retail and wholesale fencing, offers installation services in Nassau and Suffolk counties on



Long Island, delivers to New York, New Jersey, and New England - and ships products nationwide. They also manufacture all types of custom fences and gates.  
To contact Wayside Fence Company please call 800-847-7789, visit their website at [www.waysidefence.com](http://www.waysidefence.com) or email [sales@waysidefence.com](mailto:sales@waysidefence.com)

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