

WORLD FENCE NEWS

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

After 27 years in the fence business, Shear 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 had worked in fencing most of their lives at Natural Beauty Fence.

In 1978, the sons bought the company, and a new chapter in Wayside's history began.

"What made this purchase even more compelling was that Natural Beauty Fence was based in Nassau County and Wayside Fence was in Suffolk County," said Douglas. "We wanted to create broad coverage and reach for all of Long Island, and with these two locations, we did just that."

During the 1980s, they kept busy growing the business, taking on 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 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 located 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,

Wayside Fence Company celebrates 65 years and counting

BY ALYSON BRUU, DIRECTOR OF MARKETING, WAYSIDE FENCE COMPANY

racks and other desirable features for a fence company. It was an ideal move."

Over the years, as wholesalers, they've remained innovative, taking

ly set them apart in an increasingly crowded and talented field.

Then, to further diversify their product line, they introduced aluminum, welded wire and bamboo fence, as well as deer fence, each line contributing to a dramatic uptick in sales, they noted.

"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," said Douglas.



Above, from left, Wayside Fence Company owners Sal Militello, Douglas DeLorenzo, and Peter DeLorenzo. Below, Wayside's Bayshore, N.Y. headquarters. Check page 10 for some cool photos from "the old days." Wayside Fence Company photos



on products that both failed and flourished.

"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," Douglas recalls.

Their desire to stay ahead of the curve paid off when they started manufacturing red cedar and vinyl arbors in-house. Those products immediate-



When Dennis retired from Wayside Fence in early 2007, Douglas and Peter hadn't planned on bringing in another business partner. But when the trajectory of Wayside Fence Company continued to spike, it became 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" said Peter. "We knew he'd be a natural fit in our

continued on back



Clockwise from top left: A Wayside delivery truck loaded and ready to roll to customers in New York, New Jersey, and New England; the yard of the original location in West Babylon, N.Y., circa 1986; the West Babylon yard featuring dog houses, wood and slatted chain link fences, in 1981; Wayside sales office in West Babylon, N.Y., 1981; an aerial view of the West Babylon yards. The photo was taken by Gene Sinane, a helicopter pilot for the National Guard, who was friends with Douglas and Peter and shot it during a fly-by for them in 1983. The inset photo is the first fence sign used by Steve Shear when he started Wayside, 1951. (Wayside Fence Company photos)

‘family-owned’ company culture, but mostly that he’d have an immediate impact by bringing key contacts, building structure, and creating sales, marketing, hiring and pricing processes.”

On October 1, 2001, Douglas and Peter hired Sal as their general manager, and in 2006 he became 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,” said Douglas. “Not only because of our growth and positive reputation, but also – and perhaps more so – because we started with four people and now we employ 55, including our distribution center in Newington, Conn.

“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,” he said.

Today, Wayside Fence Company sells retail and wholesale fencing, and offers installation services in Nassau and Suffolk counties on Long Island.

The company delivers product to New York, New Jersey, and New England, and ships products nationwide.

Wayside also manufactures a wide variety of custom fences and gates.

To contact the company, call 800-847-7789, visit the website at www.waysidefence.com or e-mail sales@waysidefence.com.

CELEBRATING OUR 65TH ANNIVERSARY

Thanks to our customers, vendors and employees

Here’s to many more years of working together!

800-847-7789

www.waysidefence.com



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