

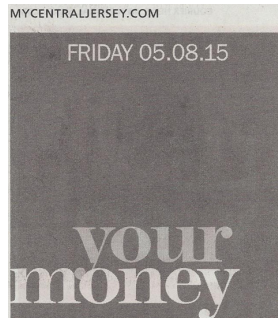
# Music everywhere

New venues, locations and headliners mark this summer's concert season. **In Kicks**

# Courier News

Project turns school into a rain forest to teach students and community a lasting lesson. **1B**

<http://www.mycentraljersey.com/story/money/business/2015/05/07/scaffolding-company-reach-new-heights/26876541/>



## SBA loans helped company continue to thrive

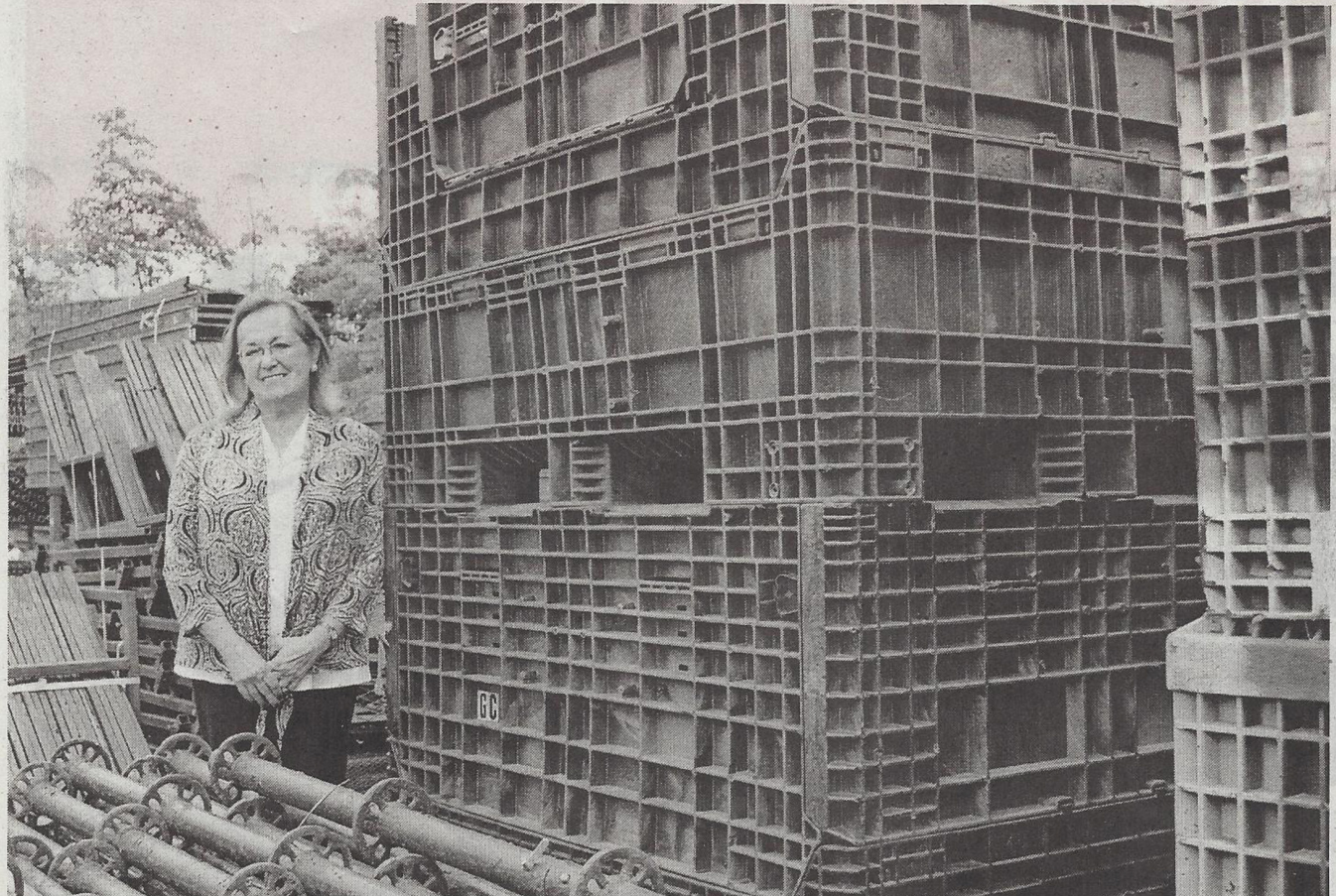


PHOTO COURTESY OF SCAFFOLDING TOWERS OF AMERICA

Fran Kruchkowski of Scaffolding Towers of America in Middlesex Borough, which rents, sells and installs scaffolding for jobs of all sizes.

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# MIDDLESEX SCAFFOLDERS REACHING NEW HEIGHTS

## HARRY MENTA

U.S. Small Business Administration

**MIDDLESEX BOROUGH** — Reaching new heights of success is nothing new for Fran Kruchkowski.

Ever since she was 8 years old, she has worked in her family-operated scaffolding business in some capacity. Today, she is the owner and president of Scaffolding Towers of America, a Middlesex Borough-based company that is a leading distributor of scaffolding and components manufactured by Bil-Jax and A-1 Scaffolding. She is proud to say that the company still is family operated, as her son, Jeffrey, has been heavily involved for almost three decades.

"We rent, sell and install scaffolding for jobs of all sizes," Kruchkowski said. "When my grandfather started this business in the 1940s, the company was primarily serving the painting industry. Over the years, we have been fortunate enough to expand our services to contractors and homeowners throughout the tristate area."

However, a turning point for the company came in 1987, when CBS Sports approached Scaffolding Towers of America with a request for scaffolding-design services at major golf tournaments the television network covers.

For CBS, the company provides scaffolding for camera towers and broadcast booths at each golf event, as well as any other platforms or

flooring they may require, Kruchkowski said.

"It's an extensive operation that is very labor intensive and requires intricate logistics," she said. "It requires us to survey each golf course to get an understanding of the event's needs and determine the best locations for towers, ship several truckloads of materials to the site, install the scaffolding and then break it down when the golf tournament is over."

The company manages all of the freight internally, relying on two drivers and two tractor-trailers to transport the scaffolding to each event. Usually it takes a crew of five or six employees anywhere from seven to 10 days to set up before an event. In addition to camera towers, STA's golf offerings include specialty studios, flooring, scoreboard platforms, RF towers and more.

## SBA help

Despite the longevity and the success the company has enjoyed throughout its history, two years ago Kruchkowski found it challenging to refinance equipment because it is not warehoused in one location but is continually transported from event to event across the country.

Thanks to Unity Bank, a U.S. Small Business Administration preferred lender, Kruchkowski said she was able to secure four SBA-backed loans from the bank totaling more than \$1 million. These loans

helped with refinancing equipment and the purchase of two new tractor-trailers, one forklift and inventory for RollTrack, a new product offered by the company's golf division.

"Sometimes, all a small business needs is that infusion of capital that helps improve its cash flow," said Al Titone, SBA New Jersey district director. "We value our partnership with Unity Bank, which provided the right amount of capital to Scaffolding Towers of America that has put them in a position for future growth."

Kruchkowski added, "We're always looking for ideas and new product lines to help expand the business. We believe that the sports and entertainment industry is where we could see the most growth."

This year, STA will offer its golf clients RollTrack, a temporary aluminum roadway laid over parts of the golf course to protect the turf during tournament set up and take down.

RollTrack is a great way to prevent damage to the ground potentially caused by trucks and forklifts, and quickly and easily can be rolled out and moved throughout the course as needed.

Today, Scaffolding Towers of America employs between 15 and 25 employees and works with several broadcast clients, including Turner Broadcasting, Golf Channel, PGA Tour Entertainment and Sky Sports.