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Belson Asphalt Paving News



Crew members from Belson Asphalt Paving work on the Merillat Factory in Adrian. The versatile crew can undertake a broad range of projects.

By RANDY CASTRO

Special to the Daily News

History

Since making the decision to branch out on their own in 1989, Tim and Sheri Belson have been dedicated to serving the local community with high-quality asphalt paving work with the versatility to take on any job. After leaving a Jackson-based Asphalt company, Tim and Sheri became an incorporated business in 2000. "We've just grown from there," Sheri Belson said. Since starting as a four-man crew focusing on drive ways, Belson's now undertakes parking lots, commercial work, roads and specializing in asphalt curbing. A crew of 13 full-time employees, with Tim serving as the operations manager and Sheri the owner, the Reading-based company is committed to providing their customers with exemplary work.

Present

Sheri Belson said, like many local businesses, the company struggled to combat the economy in recent years, but were able to stay afloat. Belson is back picking up bigger jobs and is willing company to go far away for a job. Belson's now serves all of lower Michigan- with much of the customer-base coming from the Adrian area- down into northern Indiana and Ohio. Sheri Belson said the business thrives because of the quality of the work being done, which she attributes to her husband's work ethic. "Tim is a perfectionist with his work, it has to look a certain way," She said. "He wants to do a job for other people the way we'd want it done for ourselves." One of the biggest challenges Belson's faces is the continued rise in fuel costs. As fuel costs go up, so too does the price of asphalt. Committed to top-tier work, Sheri Belson said the company isn't willing to compromise quality regardless of costs of material. "We really want to give the customer exactly what they asked for- and more."

Future

Belson's is preparing to move into a secondary office down the street which is slated to be fully operational by the beginning of the season, which ranges from May through Thanksgiving. The company is also working on being MDOT pre-qualified, which will allow for Belson's to bid on a wider range of jobs. Through the MDOT pre-qualification will allow for more diversity, Sheri Belson said she and Tim are satisfied with the size of the business. "It's a way of expanding what we do," she said of the MDOT pre-qualification. "We're fine with being a small business serving the community."

We asked the Belsons to tell us about their business in five sentences each beginning with the word “We are.”

- We are dedicated to being customer-oriented.
- We are versatile enough to handle a broad range of projects.
- We are family owned and operated
- We are committed to the integrity of our craft.
- We are committed to a local presence.



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