



**WEDNESDAY, NOVEMBER 19, 2009**

**MAYOR DUFFY CELEBRATES EXPANSION OF BSL DIRECT**

Mayor Robert J. Duffy and City Councilmember Carolee Conklin today joined Mark Lazeroff, owner of BSL Direct Sales, Inc. to celebrate the expansion of Lazeroff's company, located in the city's South Wedge neighborhood. BSL Direct Sales, Inc. DBA Wonder Windows recently renovated the old Manson News Building at 634 South Ave. to include expanded office, showroom and warehouse spaces for its product offerings of windows, doors, cabinets, countertops, flooring and fixtures. In addition to sales, service and installation, the company also serves contractors, builders and do-it-yourselfers as a direct source for building and remodeling needs.

BSL Direct Sales, Inc. is a family owned, second-generation business that was founded in 1962 by Arthur Lazeroff under the name Rochester Window Industries. In 1986, Arthur's son Mark joined the company and in 1993, the company was incorporated as BSL Direct Sales. In 1996, the company incorporated as BSL Direct Sales, Inc., DBA Wonder Windows. In 2002, BSL Direct Sales, Inc. moved to its present location at 634 South Ave. and in 2004, the Building Performance Institute certified BSL Direct as a Home Performance Contractor, DBA Wonder Home Performance.

As part of the National Association of Home Builders, BSL Direct became Certified Aging in Place Specialists (CAPS) performing residential remodeling home modifications for the aging-in-place, allowing homeowners the flexibility of staying in their homes longer with total access and less dependency on others.

The City provided Exterior Improvement, Small Business Matching and Small Business Security Grants to the company, which employs around 30. BSL also employs 12 —15 subcontractors on a regular basis and uses an additional 10—15 subcontractors on an as- needed basis.

News Media: For more information contact City Economic Development Commissioner, Carlos Carballada, at 428-8801 or Janice A. Sipp, General Manager, BSL Direct Sales, Inc. at 654-7000.

